

# What is the Difference: Copyright, Trademark and Patent

A Design Sprint is a dynamic and time-efficient approach to problem-solving and idea validation. Developed by Jake Knapp at Google Ventures, it condenses the typical product development timeline into five focused days. This one-page PDF provides a concise overview of the Design Sprint process.

## ■ Copyright

**Purpose:** Copyright protects original works of authorship fixed in a tangible medium of expression. This includes literary works, music, art, and other creative expressions.

**Scope:** It gives the creator the exclusive right to reproduce, distribute, perform, and display their work. Copyright protection is automatic upon the creation of the work and generally lasts for the life of the author plus a certain number of years.

**Examples:** Books, paintings, music, movies, software code.

## ■ Trademark

**Purpose:** Trademarks protect symbols, names, phrases, and logos that identify and distinguish goods and services in the marketplace.

**Scope:** Trademark protection is intended to prevent consumer confusion and to protect the reputation and goodwill associated with a particular brand. Trademarks can be registered with government authorities for additional legal benefits, but some level of protection is afforded simply through use in commerce.

**Examples:** Logos (e.g., Nike swoosh), brand names (e.g., Apple), slogans (e.g., "Just Do It").

## ■ Patent

**Purpose:** Patents protect inventions and discoveries, providing inventors with exclusive rights for a limited period to control the use of their inventions.

**Scope:** Patents are granted for novel, non-obvious, and useful inventions. There are different types of patents, including utility patents (for new and useful processes, machines, articles of manufacture, or compositions of matter) and design patents (for new, original, and ornamental designs for an article of manufacture).

**Examples:** New technological processes, machinery, pharmaceutical compounds, unique product designs.



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