

### **Question Time**

- How do you protect a good idea?
- A. Don't tell anyone?
  - B. Put a © on it?
  - C. Patent it?
  - D. Register it?
- What is one way intellectual property is protected?
- A. By a lawyer?
  - B. By the police?
  - C. By copyright law?
  - D. Kept in a safe place?
- Why use acronyms for a name?
- A. Adds mystery?
  - B. Gives it a good sound?
  - C. Makes it "distinctive" and more likely to be registrable as a trade mark?
  - D. Allows other traders to sell the same product
- Why retain a theme on packaging?
- A. So that it can be colour coded alongside similar products?
  - B. Keep the cost down?
  - C. So customers can recognise the product?
  - D. Because new themes are scarce?
- How long does copyright protection last on written work and drawings?
- A. 50 years?
  - B. Until the author/artist dies?
  - C. Forever?
  - D. Author's/artist's lifetime + 50 yrs?
- What could happen if you become an IP pirate?
- A. Straight to jail if you are caught?
  - B. Be made to wear an eye patch?
  - C. Summons to court?
  - D. Pirates are considered heroes?