

# INTELLECTUAL PROPERTY BASICS 101

## HOW TO TAKE YOUR IDEA FROM MIND TO MARKET



THE STEPS OF  
TECHNOLOGY TRANSFER



PROTECTING YOUR IDEAS  
PATENTS, COPYRIGHT, TRADEMARK



PATENTING TIMELINE  
YOUR QUESTIONS ANSWERED



WHO CAN HELP?  
CONTACT INFORMATION



Lakehead  
UNIVERSITY

Office of  
Innovation, Partnerships  
and Economic Development



**PATENTS** PROTECT IDEAS, WHICH YOU HAVE TO FILE FOR, AND THEY PROTECT YOUR INVENTION FROM OUTRIGHT THIEVERY. PATENTS MUST BE NEW, NOVEL, AND NON-OBVIOUS.  
COST: THOUSANDS OF DOLLARS

**COPYRIGHT** PROTECTS THE EXPRESSION OF YOUR IDEAS (LITERARY, MUSICAL, DRAMATIC, ARTISTIC), AND SHIELDS YOUR EXPRESSION FROM BEING COPIED. YOU OWN YOUR OWN COPYRIGHT AUTOMATICALLY WHEN YOU CREATE SOMETHING, BUT REGISTERING IT OFFERS YOU GREATER PROTECTION.  
COST: UNDER \$100, APPROX. 10 WEEKS

**TRADEMARKS** PROTECT BRAND NAMES, AND THEIR REPUTATION. THEY ARE SYMBOLS, WORDS, LOGOS, OR SHAPES THAT DIFFERENTIATE YOUR PRODUCT, SERVICE OR BUSINESS FROM OTHERS.  
COST: \$350 AND A YEAR, WITH NO ISSUES, UP TO THREE YEARS OTHERWISE

PATENTING TIMELINE

