

## PATENTS

**IP decision maker** = person dealing with patent attorneys.

Ideal IP decision should know:

- when the protection sought is possible
- how important is giving proper info and getting proper knowledge of the prior art
- what a patent attorney can do
- accept things can be different from expected
- recognised and reward a good job
- make a patent attorney is partner

**Patent attorneys** = people usually with a technical education, who have acquired some legal knowledge, together with a basis of knowledge in economics and are normally quite able to organise information coming from different sources.

Industrial property is a part of **intellectual property** - IP or IP rights for short-

It includes patents of invention, utility models, designs, trade marks.

NB Among the patents, there are special provisions for new plant varieties and semiconductors, particularly their topography.

IP rights are a part of property and they are part of the assets of their owners; since we have as the object of this property an idea under the right itself, rather than a material object, IP rights are known as **intangible assets**. IP rights can be seen as a good weapon in market competition in order to have a better position rather than the competitors. IP rights help in protecting R&D and creativity, since they prevent other subjects from using the same idea. Moreover we must remember that the fact that they can be rewarded favours new advances and IP rights have information functions.