Enterprise System Architecture
Intellectual Property Rights

Intellectual Property
- Industrial
  - Patents
  - Trademarks
  - Industrial Design
- Copyrights
  - Literary and Artistic Work
**Patents and Trademarks**

- **Patents**
  - Exclusive right granted for an innovation
  - Product or a process

- **Trademarks**
  - Distinctive sign identifying goods or services

**Copyrights and Fair Use**

- **Copyrights**
  - Legal protection to owner for original work
  - Economic rights
    - Reproduction
    - Broadcasting
    - Distribution etc.
  - Moral rights
    - Object to any distortion, mutilation or other modification of his work that might be prejudicial to his honor or reputation

- **Fair Use**
  - Use portions of copyrighted materials for purposes of commentary and criticism
Why should I care?

- Contributory Copyright Infringement
- Link Liability
- Google AdWords controversy
- ISP email filters
- Commerce One auctioning the patents
- Sun’s per-employee pricing
- Amazon.com’s one-click

Digital Rights Management

- Physical vs Digital Assets
- Functional Architecture
  - Assert creation
  - Asset Management
  - Asset Usage
- DMCA
- FCC’s broadcast flag
- Examples
  - iTunes – Apple’s FairPlay DRM
  - Windows Media Player