



Intellectual Property: What does it mean to you?

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What is Intellectual Property and Why Should You Care?

Intellectual property describes those products that come from the creative mind. It needs to be protected just like your car or your home from theft or misuse. The federal government provides that protection under the law.

Intellectual property includes the ownership and use of creative works, including copyrights, patents, trademarks, service marks, trade secrets, mask works (computer chips) and plant variety protection certificates. (McDonald, CIAT, 2001)

Copyright

Copyrights are *legal property rights* that protect authors, composers, and other creators of imaginative and original literary or artistic works from having their own works stolen or pirated by others who would use those works as their own. Copyright protects their work(s) and yours!

For works published after 1977 copyright provides protection for the life of the author plus 70 years!

- Literary works [Harry Potter and the Sorcerer's Stone is copyrighted!]
- Musical works [Rent, The Lion King, etc.]
- Dramatic works [Proof, The Producers, etc.]
- Pantomimes and choreographic works
- Pictorial, graphic, and sculptural works
- Motion pictures and other audiovisual works
- Sound recordings [Dave Matthews' recordings are copyrighted]
- Architectural works

Patent: A government grant to an inventor, giving for a specified period (up to 20 years), the exclusive right to make, use, or sell an invented device or process.

Recent patents: a biodegradable toothbrush, a self-cleaning cat litter box.....

Trademark: A distinctive name, symbol, or logo, used to identify the source of a product and indicates ownership. Registering a trademark with the government gives the company protection and can be renewed indefinitely as long as they are being used by the business.

Famous trademarks: Coca Cola, the Energizer Bunny, Pink Panther, NBC peacock----

Fair Use permits the *limited* use of copyrighted materials for teaching, research, reporting, scholarship, and similar circumstances (non-profit educational purposes) *without* requiring prior permission from the copyright owner. It is based on the use of the copyrighted material, the nature of the copyrighted material, the value of the work, and the amount of material involved.

A citation is a reference to a source of information taken from another person's work(s). A citation includes the essential information that will enable someone else to find that work. Citations are necessary for direct quotes *and* for information that you have paraphrased.

Key elements: author, title, publisher, date and place of publication, online database, etc.

Why cite?

- ✓ Allows the professor to easily locate and verify the sources that you used
- ✓ Gives credit to the owners of the ideas so as to avoid plagiarism
- ✓ Required by your professor for the research project

What Do You Have To Cite? Print? Electronic? Audio? Video? = YES!

- Books
- Print journals, newspapers, magazines
- Internet sources
- Government documents (print or online)
- Interviews
- Software
- Graphics (tables, graphs, pictures, charts)
- Videotapes, audiotapes
- Transcripts

Style Manuals provide directions on *how to* properly cite research sources. You will be required to use one of the following style manuals (**APA, MLA, Chicago**). Each style is unique for specific disciplines and provides guidelines and examples to help you cite properly. Style guides are located in RESERVES and online through Cook Library's web page.

Parenthetical Citations (contained in parentheses)

Required brief acknowledgment of sources *within* your text. You must use a parenthetical citation if you quote directly, or if you paraphrase the text. (**APA, MLA, Chicago** give examples.)

Endnotes and footnotes (used by scholars in some disciplines to document sources)

Endnotes appear at the end of the text. Footnotes appear at the bottom of text pages. Both endnotes and footnotes are numbered sequentially, and include documentation for sources used. Your professor will advise you on the required format. Check MLA, APA, or Chicago.

A **Bibliography** is a specific list of source materials (books, journals, etc.) used in writing a research paper. It may also be a list of writings by an author, or a list of books on a particular subject.

To **Paraphrase** means to restate the paragraph or text in *your own* words to simplify or clarify.

You still have to give credit to that author for that idea. [*Paraphrase = restate = rephrase*]

A **Summary** is an overview of the article, highlighting the most important facts, in your own words.

[*Summary = digest = condense = sum up = abridge = synopsise = abstract*]

Stay informed!

Ask for help!

Academic integrity is your responsibility!

Research Hint: For research help on this or any other research project, contact a librarian in person at the Cook Library Reference Desk, by phone at (410) 704-2462, or on the Web at <http://cooklibrary.towson.edu> using **Go Directly To** "email a reference librarian."

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