

A Bird's Eye View of Intellectual Property

| | Obtain By | Scope | Protects Against | Cost of Obtaining |
|--|---|---|--|---|
| Contract Rights (employee, others) | contract | what you agreed to (can be limited by law, e.g., noncompetition agreements) | breach of contract by other party | 0 to High |
| Copyright | fixing in tangible medium of expression (e.g., writing) | expression of idea | copying (from you) | \$35-\$45 filing \$300-500 atty |
| TM | use in commerce | anything perceptible: e.g., name, logo, slogan used to id goods or services | using same or confusingly similar mark | |
| TM - registered | use (or intent to use) + registration | see above | see above | \$500-1K search (optional) \$375/class filing \$1.5-2K prosecution |
| Patent | application and grant | process, machine, product composition | make, use, or sell claimed invention | \$1K-1.5K search \$3-15K filing +\$2.5-8K prosecution |
| Prov Patent Appl | filing | limited option to file non-provisional | intervening art, against contents of provisional | \$105 filing \$1.5-8K atty fees |
| Trade Secret | keep secret information not know in trade | information | acquisition by improper means | |

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