

# ENGELHARDT LAW

## PATENT / TRADEMARK / COPYRIGHT WHAT'S THE DIFFERENCE?

### PATENT

*Think invention*

Protects ideas that have been reduced to practice.



Protection requires extensive examination before rights are granted. Rights if granted can be very valuable. Get protection by showing your idea is novel or non-obvious.

*Protects against infringement.*



Protection for 20 years from filing

### TRADEMARK

*Think Brand*

Protects the goodwill associated with a defined mark.



Protection is automatic for some marks. Fed. Registration takes time but provides excellent benefits. Get protection by establishing mark distinctiveness.

*Protects against confusions & dillution.*



Protection for 10 year increments

### COPYRIGHT

*Think Artwork*

Protects the expression not the idea.



Protection is automatic, registration is easy & your product will be protected from others copying. Get protection by meeting threshold of originality.

*Protects against copying.*



Protection for life of author + 70 years