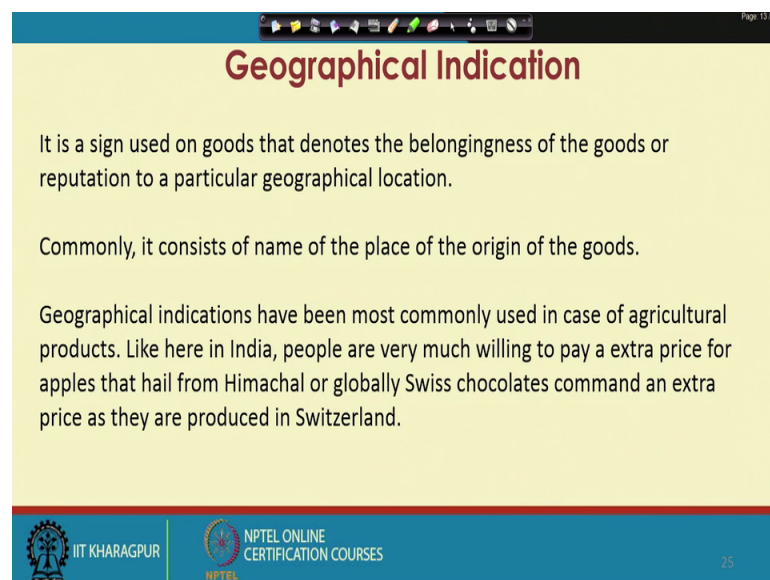


Ethics in Engineering Practice
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Lecture – 13
Intellectual Property Rights and Ethics (Contd.)

Welcome back. In the last lecture we have discussed about patents, we have discussed about trademarks, we have discussed also about industrial designs. In this section we will discuss about geographical indications.

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Geographical Indication

It is a sign used on goods that denotes the belongingness of the goods or reputation to a particular geographical location.

Commonly, it consists of name of the place of the origin of the goods.

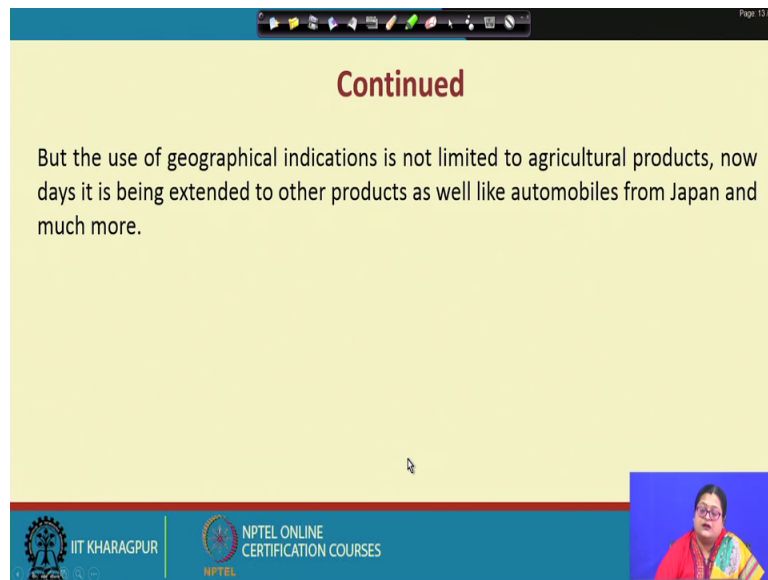
Geographical indications have been most commonly used in case of agricultural products. Like here in India, people are very much willing to pay an extra price for apples that hail from Himachal or globally Swiss chocolates command an extra price as they are produced in Switzerland.

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Now, we may think like why geographical indications need to be protected. Because it may so happen especially in kinds for agricultural products like certain things are only grown somewhere and it gets its value due to that. So, for that it is important to provide protect the geographical indications.

Now, then it is understand what it is. Geographical indication is a sign used on goods that denotes the belongingness of the goods or reputation to a particular geographical location. So, it commonly it consist of the place of origin of the goods. It is most commonly used in the case of agricultural products. Like here, in India people I am very much willing to pay an extra price for the apples that may hail from Himachal Pradesh or, globally like Swiss chocolates command an extra price as they are produced in Switzerland

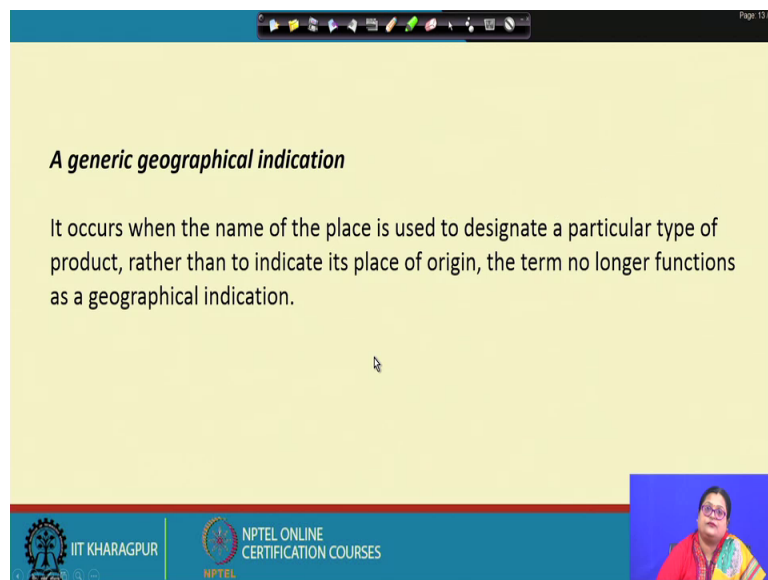
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The slide is titled "Continued" in red text. The main text reads: "But the use of geographical indications is not limited to agricultural products, now days it is being extended to other products as well like automobiles from Japan and much more." The slide features a blue header with navigation icons and a footer with the IIT Kharagpur and NPTEL logos. A small video inset of a woman is visible in the bottom right corner.

However, so, it is not only restricted to agricultural products. Each it can be used for other products as well like, automobiles from Japan and like that.

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The slide is titled "A generic geographical indication" in bold black text. The main text reads: "It occurs when the name of the place is used to designate a particular type of product, rather than to indicate its place of origin, the term no longer functions as a geographical indication." The slide features a blue header with navigation icons and a footer with the IIT Kharagpur and NPTEL logos. A small video inset of a woman is visible in the bottom right corner.

So, what is a generic geographical indication? It occurs when the name of the place is used to designate a particular type of product, rather than to indicate it is place of origin. Then it is no longer function as a geographical indicator.

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Why geographical indications need protection?


Geographical indications are mainly treated by the consumers as synonymous to quality and trust.

These in a way depict the valuable reputations which have been earned by the company over years and could be used by others for misrepresentation.


False use of geographical indications could be done by others to sell products at a higher price and cheat consumers. Like selling tea in the name of Darjeeling tea, though it is not grown there but the name is just used to command a high price.




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Why it needs a protection is geographical indicators are mainly treated by the consumers as synonymous to quality and trust.

So, these in a way depict the valuable reputations which have been earned by the company over years, and could be used for by others for misrepresentations. False use of geographical locations indications could be done by others to sell products at a higher price, and cheat consumers. Like selling tea in the name of Darjeeling, though it is not grown there, but the name is just used to command a high price.

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Difference between a geographical indication and a trademark


While, a trademark a sign used by a company to distinguish its goods and services from those produced by others, geographical indication offers the guarantee for production of a product in particular place.

Protection of Geographical indications


These are protected in accordance with the national laws which might vary from one country to another.




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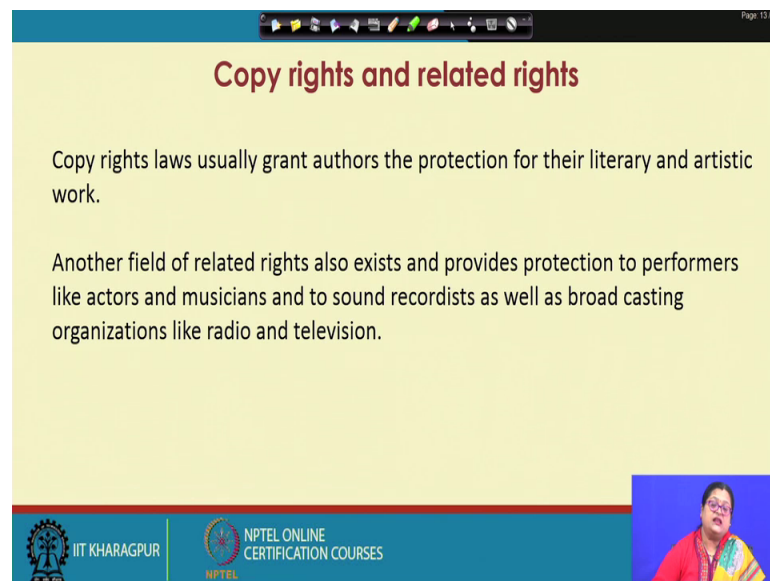


Now, there is a certain difference between the terms of like what is a geographical indication. And what is a trademark? So, while trademark is a sign used by a company to distinguish its goods and services from those produced by others, geographical indication offers the guarantee for the production of a product in a particular place.

So, this is where it may be related like to; like in case of sweets we have the particular sweet belongs to a particular region of India, and you get its value from that. It is not that the sweet is not being done or it is not produced in other locations, but in a particular area it has its own expertise. Maybe, it is its own special recipe which gives uniqueness to that product, special taste to it, and indicators of that the geographical indicators preserve; protecting the indication preserves that value of that item.

So, protection of geographical indications may vary from country to country, and it is in accordance with the national laws.

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The slide is titled "Copy rights and related rights" in red text. It contains two paragraphs of text. The first paragraph states: "Copy rights laws usually grant authors the protection for their literary and artistic work." The second paragraph states: "Another field of related rights also exists and provides protection to performers like actors and musicians and to sound recordists as well as broad casting organizations like radio and television." The slide has a yellow background and a blue footer. The footer contains the IIT KHARAGPUR logo, the NPTEL ONLINE CERTIFICATION COURSES logo, and a small video inset of a woman speaking.

Next we will discuss about copyrights. Copyrights are generally about the laws which grant authors, the protection for their literary and artistic work.

So, till now we were discussing till geographically indicators. We have discussed about patent. We have discussed about trademarks. We have discussed about industrial design, and we have discussed about the geographical locations. All these 4 consist of the things related to like industrial property of the goods or services.

So, if we go chronologically the way it we have discussed about it like, it is the when you are talking of patenting it is about the functioning of the product. Like, and how it functions, these are protected the ideas of like, how it is functioning, and how it is going to do. So, these are protected the main functions. And this is generally the timeframe given is 20 years, after which the patent is no longer there. And it becomes comes in the public domain, where like, anybody can come and like improve through research on that technology, on that the functioning aspects and improve on it.

We have also seen like certain things maybe certain scientific thoughts and laws. Generally, some it sometimes not given for patenting, because in the further development on it may stop for the next few years till the time the patent is it is patent protected.

So, there can there has to be a very deep thought into what all should be patented, and what all should be not patented for the greater interest of the society at large. Whenever we are talking of and this could be more with case of formulas for drugs for you know like certain diseases. And like if it becomes some for very critical deceases some drug is there and you patent it and then you very charged a very high price for it. So, which maybe moves beyond affordability range of the public at large, then is it or not. So, there will be lot of debates about it.

Next when we come to trademark. Trademark is like putting a symbol of our signature stamp, hologram these type of things on the product or services; which talks of the quality of the production, and it is a matter of trust that you are developing. Because giving the trademark means it is the assurance of the quality of the products and services. And it gives the, it helps to develop a very loyal base of customers, who will be looking for that trademark for the quality assurance, and they will all always be moving looking forward to it, and it helps to create a loyal base of customers for you; when we are talking of industrial design, and the protection of the industrial design.

It is the, it is not only the quality of the service and the assurance of the quality of the product that we are looking for as your in the trademark, but here we are also trying to protect about the aesthetic nature of the design, and industrial design protection helps us to do that it helps us to protect the aesthetic part of it.

So, if you see a progression from like in patent, we are talking of the functioning of the technical aspect of it in trademark, we are looking of the quality part of it with related to

it is performance, and in industrial design we are looking for the like, aesthetic part of the design. So, it is not only the technical aspect and it is quality assurance for it is performance aspect, but we are also trying to protect further. Aesthetic, how it looks good, how it gives a good feeling while we are looking at the design, and whether that can be protected or not.

Next when we are moving to the geographical indicators. Here we are also trying to give a protection for the like uniqueness of the things produced in a particular area or locality, because there may be some craftsmen some idea which has developed in a particular place. And it has like through years of research or expertise. It has gradually gained competence in that particular place which is added value to it.

More so like this is more attached to agricultural products, but it can be extended as we told in automobiles. It can be extended to sweets; it can be extended to anything. Because it is due to the like presence of people or more researchers held in that particular place, which is had some value addition to the product services, which we which gives it so particular worth, which increases its value, which same thing we cannot get from the products of the maybe, on the similar nature developed elsewhere. It is that particular location which is added value to it and worth to it. So, the geographical indicators protect for that. All these 4 discussions were regarding the industrial property of nature for the intellectual property.

Next when you talking of the copyrights: it is about the protection of the literary type of things, like which for the authors for their literary and artistic work. It is a protection for the performers like actors and musicians and to sound recorders as well as broadcasting organizations like radio and television.

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Works covered by copyright include, but are not limited to:

Novels, poems, plays, reference works, newspapers, advertisements, computer programs, databases, films, musical compositions, choreography, paintings, drawings, photographs, sculpture, architecture, maps and technical drawings.

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So, works which are covered by copyright include, but are not limited to novels, poems, plays, reference works, newspapers, advertisement, computer programs, database, films, music, compositions, choreography paintings, drawings photographs, sculpture, architecture, maps and technical drawings. These are important in terms of like research works done maybe some models suggested and all for the like, when we are talking with relevance to like the particular engineer or maybe like, when you are talking for other performers.

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Rights of holders of Copy rights and other related rights;

Can authorize or stop others from:

- Reproducing their work
- Using it elsewhere without taking permission
- Creating copies and selling it for a profit or otherwise
- Translating into other languages
- Performing it and enchasing it without permission etc.



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So, what are the rights of holders of copyrights are; they can authorize or stop others from reporting their work, using it elsewhere without taking permission creating copies

and selling it for profit or otherwise, translating into other languages, performing it and enhancing it without permission etcetera.

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Advances in Technology and Copyrights

With the advances in technology, copyrights and related rights have expanded enormously because of the new ways of disseminating creations by such forms of communication as satellite broadcasting, compact discs and DVDs.

This in a way has also made it easier for people to copy other works and thus in today's technological area, copyrights and related rights command enormous importance.

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Why it has become more important these days, is because with the advances in technology. So, copyrights and related rights have expanded enormously, because of the new ways of disseminating creations by search forms as satellite broadcasting compact discs and DVD's

So, with this new technology, it has become easier for people to copy others works. And so, maybe claim it as it is own work. So, in that area like it has become more and more important to discuss about the copyrights and related rights of the like copyrights, and related rights, and how to protect it.

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Benefits of Copy rights and other related rights;

Essential for fostering human creativity

Giving recognition and protection boosts the confidence of the artists and enhances their activity and creative output

It encourages companies to invest in the creation, development and global dissemination of their works.



What are the benefits of copyrights are? It is important for fostering human creativity. So, giving recognition boosts of the confidence with the artists and enhances their activity and a creative point. So, it encourages companies to invest in creation development and global dissemination of their work.

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World Intellectual Property Organization

Established in 1970

World Intellectual Property Organization (WIPO) is an international organization devoted to serving and ensuring that the rights of creators and owners of intellectual property are protected worldwide, and that inventors and authors are therefore recognized and rewarded for their creativity.

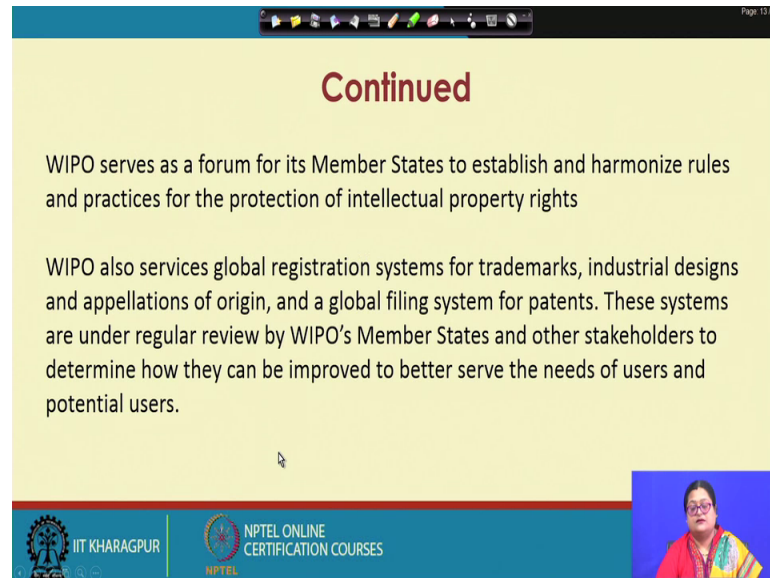
By providing a stable environment for marketing products protected by intellectual property, it oils the wheels of international trade as well.



The world intellectual property organization is an organization which is established in 1970 to is an international organization, devoted to serving and ensuring the rights of creators and owners of intellectual property are protected worldwide. And that inventors and authors are therefore, recognized and rewarded for their creativity. By providing a

stable environment for marketing products, protected by intellectual property, it oils the wheels of international trade as well.

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The slide is titled "Continued" in a large, bold, red font. Below the title, there are two paragraphs of text. The first paragraph states: "WIPO serves as a forum for its Member States to establish and harmonize rules and practices for the protection of intellectual property rights". The second paragraph states: "WIPO also services global registration systems for trademarks, industrial designs and appellations of origin, and a global filing system for patents. These systems are under regular review by WIPO's Member States and other stakeholders to determine how they can be improved to better serve the needs of users and potential users." At the bottom of the slide, there is a blue footer bar containing the IIT KHARAGPUR logo on the left, the NPTEL ONLINE CERTIFICATION COURSES logo in the center, and a small video inset of a woman on the right. The woman is wearing a colorful sari and glasses. The slide number "Page 13/13" is visible in the top right corner.

World intellectual property; organization it serves as a forum for it is member states to establish and harmonize rules and practices for the protection of intellectual property rights. It also services global registration systems for trademarks, industrial designs and appellations of origin, and global filing system for patents. These systems are under regular review by world intellectual property organization member states, and other stakeholders to determine how they can be improved to serve the needs of the users and potential users.

In the next upcoming lectures, we will discuss about certain critical questions of dilemma pertaining to these issues of intellectual property rights with relevant to this today's discussion of trademarks copyrights in industrial designs geographical indicators, and how to solve these at what is the correct nature of a showing to this critical questions what is their what are these dilemma questions, what are these questions which have put us at the crossroads of decision making, and how do we take an ethical decision about which way to move for.

So, we will also maybe initiate question of debate like whether which all rights can be protected then how much to share, how much not to share so that in like inform how much information to share, how much information not to share, how much can we refer

to others and how much you cannot refer to others in our own designs and reference to works. And how these engineers, how these discussions are more relevant for engineers while they are planning their own designs, or they are in the work situations they are trying to use others references in their own work, to what extent they can do it, and where they need to refer to the work of others, and give proper acknowledgement to people.

So, these are important discussions. And in consecutive lecture sessions we will be coming up with these discussions which will help us to get a more clear idea about the use of these things in engineering practices.

Thank you.