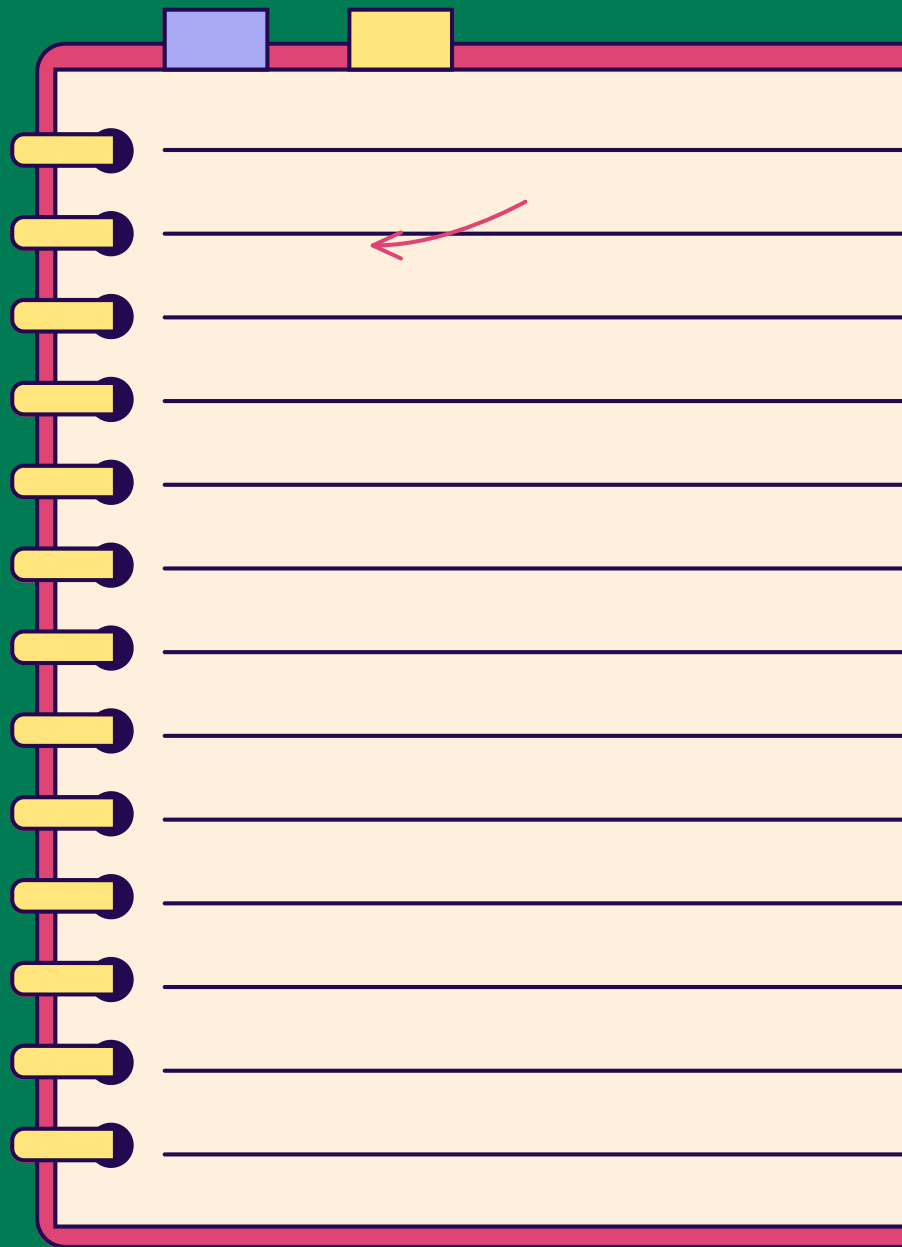


MODULE 8 - MY ONLINE RIGHTS

CHAPTER 2

INTELLECTUAL PROPERTY



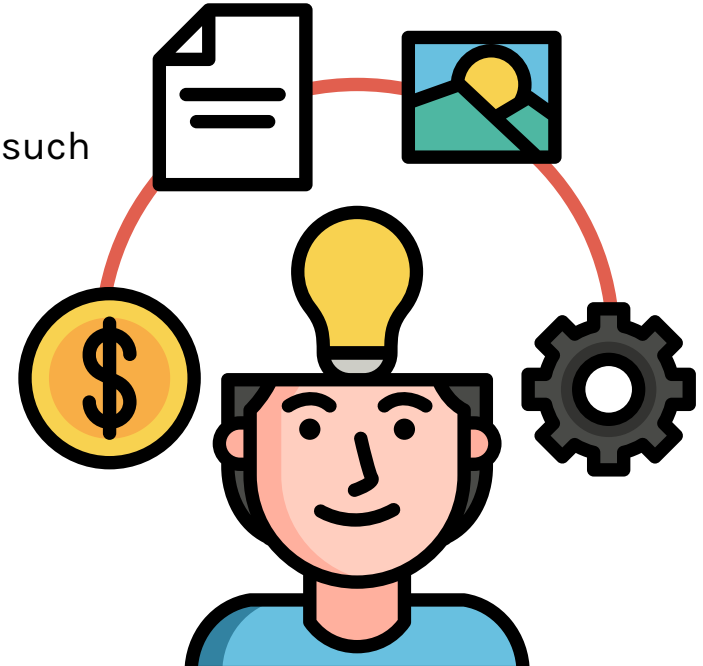
INTRODUCTION

Welcome to this online course on intellectual property! We will explore the basics to understand how to protect your creations, respect those of others, and navigate with confidence in the world of copyright, patents and trademarks. An essential introduction to enhance and secure your ideas.

1 WHAT IS INTELLECTUAL PROPERTY?

Intellectual property refers to all rights relating to creations, such as:

- inventions,
- literary and artistic works,
- the denominations, the titles,
- logos, pictures or design etc.



Intellectual property rights protect the interests of their owners (inventors, applicants, etc.) by giving them **exclusive property rights** over their creations: owners can thus authorize or prohibit the use or reuse of their work.

This means that legally, without the author's permission, you do not have the right to use content protected by copyright.

2 HOW TO IDENTIFY COPYRIGHT OWNERS?



The fact that the content is subject to copyright **does not automatically mean that its use is chargeable**: what is important is **the authorization of the owner of the rights** and it can be **free**, or even given in advance to everyone (free licenses).