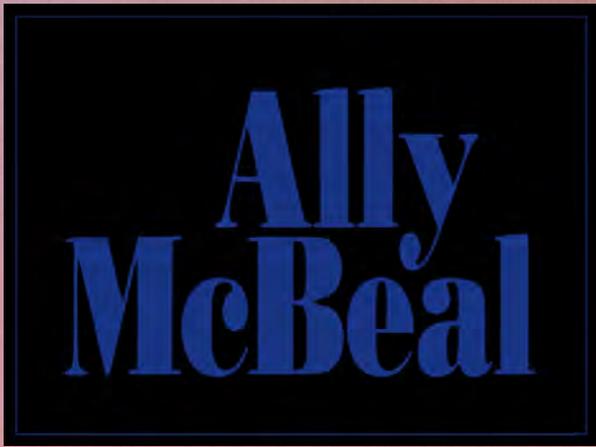




## Battle of the Brands: Regional IP Practice



BOSTON LEGAL  
**BL**

the  
practice

Law school

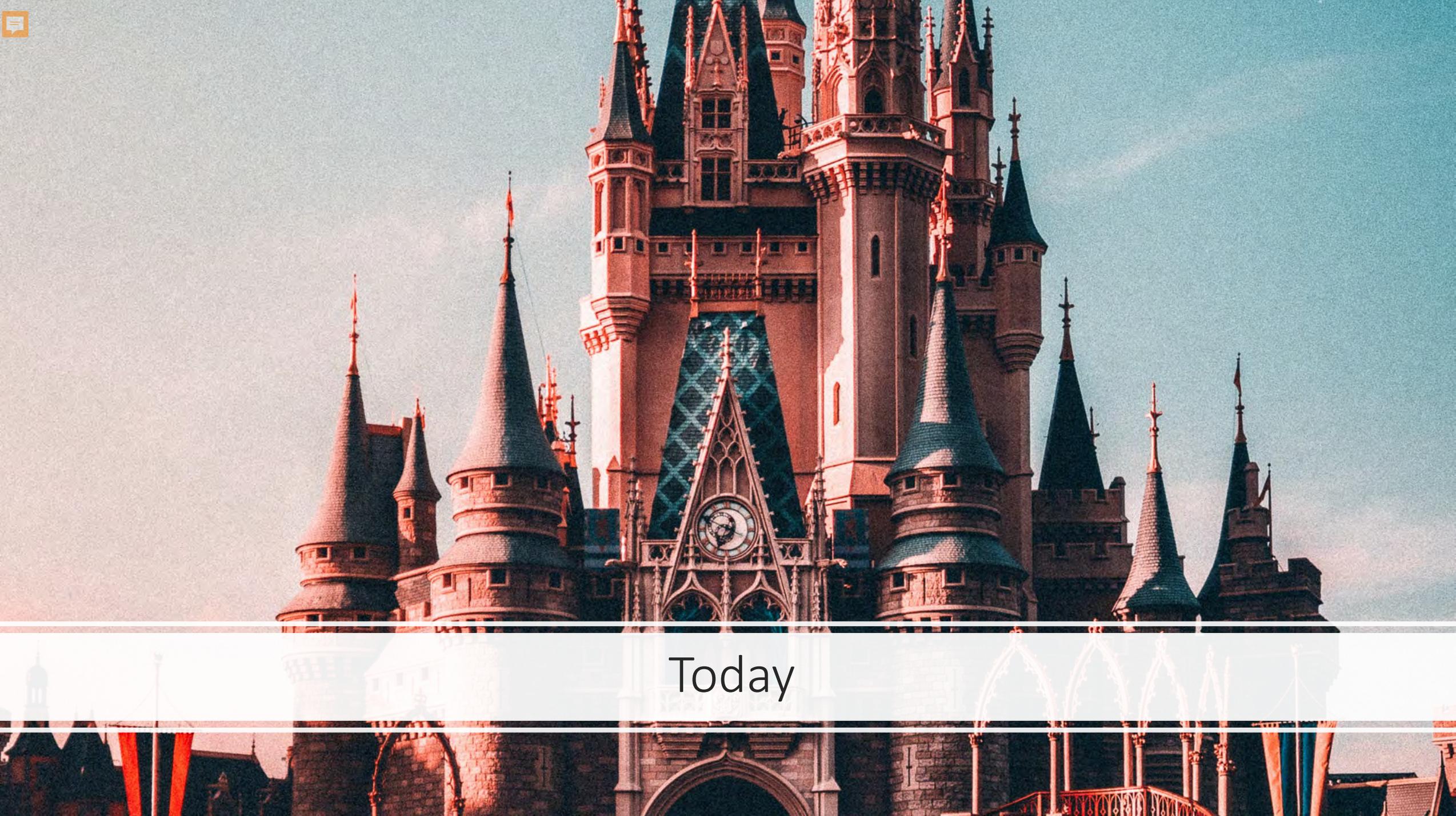


# Lawyering





Being regional



Today

# Patent

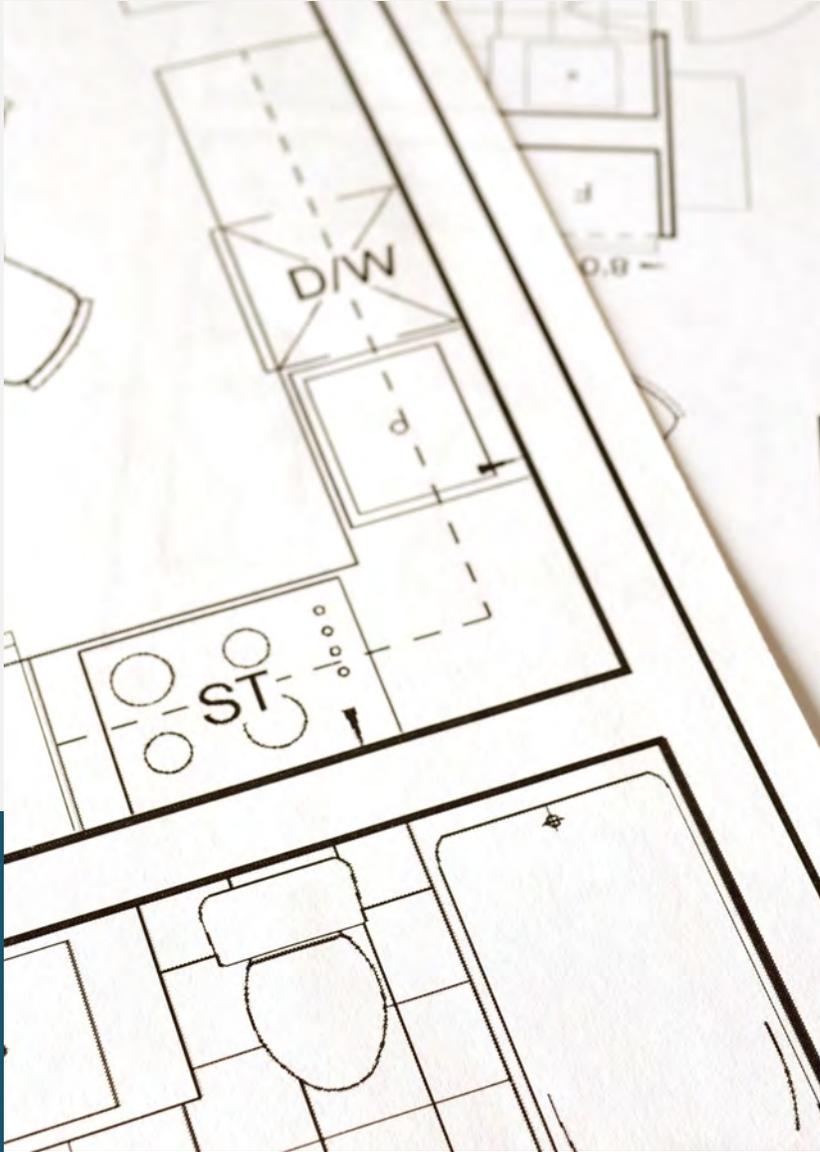
- Registration for a device, substance, method or process that is new, inventive, and useful.





# Design

- Registration for the visual features of shape, configuration, pattern or ornamentation which give a product a unique appearance, and which is new and distinctive.



# Copyright

PROTECTS ORIGINAL LITERARY, DRAMATIC, MUSICAL AND ARTISTIC WORKS, AND SOUND RECORDINGS, FILMS, RADIO AND TELEVISION BROADCASTS, AND PUBLISHED EDITIONS.



# Confidential Information

- Knowledge or documents not in the public domain and shared under the expressed or implied obligation not to disclose it or its contents.



# Trade Mark

- Registration for a distinguishing letter, word, device, shape, colour, sound, scent etc.

- ~~Business name~~
- ~~Company name~~
- ~~Domain name~~





Tomorrow





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