

## 8. Intellectual property

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Intellectual property relates to the results of created and RR work, new solutions, inventions, new technology or technological development, software, new design of industrial and other products and others. A part of aforementioned categories could be protected through *copyright laws, patents, trademarks and industrial design*. Any know-how involved in the product could of course also be kept secret within the company, through internal agreements, to others.

The needs for copyright and related laws have become more and more evident especially through the opening up of the Information Society. Music and software are examples on this. The intellectual property rights have changed over time but the main objectives have always been the same to encourage the inventing of new products and services to the benefit of the end-users. The word *copyright* is mainly used to protect the rights of writings or production by an author but nowadays also includes the software development. Copyright only protects the “expression” from the author and not the idea behind it. More and more products even in the mechanical industry nowadays have software included directly to the product or in the production of it which might be interesting for the company to protect.

Borders for marketing of goods and services are disappearing in a European and global market. Copyright based services and goods should be and are available and marketed especially within the European Community.

The need for intellectual property rights and related laws is to protect innovative products and services and also to secure companies and persons on the investment they have made to be able to marketing and distributing them to end users not to be copied by others. The intellectual property rights are becoming increasingly important as they often cover huge economical values.

On the other hand not everything can be protected as it should prevent the free competition on the market and the laws for intellectual property are in that sense very complicated and differ from country to country. Certain type of inventions, for instance results from academic research, can not be protected. Inventions that have not been protected could be copied and reproduced.