

Intellectual Property

Consider the COKE Bottle. How many billions of dollars have been spent developing the brand and image to what it is today? The Coca-Cola Company will not allow anyone else to trade off their name. There have even been rumours of “Coke” inspectors, who travel the country asking for a COKE at restaurants and fast-food chains and checking that what they receive is “the real thing”. *Ask for a COKE next time you go to a Non-COKE outlet, e.g. KFC, and see what the response is.*

Protecting Your IP



Types of IP assets:

- a) Trade mark – the words COKE and COCA-COLA, the COKE bottle shape
- b) Registered Design – product shape, configuration, pattern and ornamentation (e.g. the bottle shape)
- c) Copyright – the layout of the writing on the COKE bottle, the shape of the COKE bottle
- d) Trade Secret – the recipe for the beverage
- e) Patent – a new invention like a new product or process (e.g. a new bottle closure)
- f) Company name – legal identity (e.g. The Coca-Cola Company and Coca-Cola Amatil (NZ) Ltd)
- g) Domain name - www.coke.co.nz

Copyright

Copyright protects the expression of your idea. The form in which the idea is expressed is protected but not the idea itself. For example, copyright protects the written words and pictures in a promotional brochure from copying, but not the message and information itself. Copyright exists automatically, from the time of creation, in original works that fall within one of the following categories:

- Literary works including instruction manuals and advertising material
- Dramatic works including scripts
- Musical works including music scores and arrangements
- Artistic works including plans, photographs, drawings and models
- Sound recordings
- Films including videos and DVDs
- Broadcasts including radio and television
- Cable programmes
- Published editions.