

Intellectual Property

Business & Management

The four main rights, what each protects, and how long.

General principles; terms and rules vary by jurisdiction.

Right	Protects	Term
Copyright	Expression: text, code, images	Life + 70 years, typically
Trade mark	Brand names, logos	10 years, renewable
Patent	Inventions, technical solutions	20 years
Design right	Appearance	Up to 25 years
Trade secret	Confidential information	While it stays secret

Public disclosure before filing can destroy patentability. Do not publish or demonstrate before you have filed.