**Assignment**

**Deliverables :**

1. Description of case where you/ a group of creators have created something that is protected by copyright or other intellectual property rights. Explain how you would protect the design/photo/ creative outcome ? How do you achieve income from your creative output? What kind of agreements would you need ?

Presentation: Power Point document or similar Key Notes or Google Doc s , 3-4 slides

You can use a real business case or an imaginary one. You can use intellectual property rights that belongs to a legal entity or to you as a natural person.

Describe the creative outcome, the target group/organization buying the outcome and how the income is generated ?

The intellectual property can be company name, social media accounts, registered or unregistered trademarks, registered designs, copyright, related rights. You can list what kind of intellectual property you will create, what intellectual property you will own, will license in, and what intellectual property you will license out.

If you choose to register some intellectual property, what Intellectual property you will register and in what geographical area you will register that intellectual property.

If you choose to register intellectual property, the cost of registering.

Explain how financial benefits from the exploitation of the intellectual property will pay for the cost of registering and using your IPR.

**Present the presentation and agreement in class.**

Sources :

[**https://www.prh.fi/en/index.html**](https://www.prh.fi/en/index.html)

<https://euipo.europa.eu/ohimportal/en> (information on trademarks , design right and copyright )

[**https://www.iprhelpdesk.eu/SME\_Corner**](https://www.iprhelpdesk.eu/SME_Corner) **(examples of IPR strategies)**

**Founders agreement** [**https://www.hhpartners.fi/en/founders-agreement-version-1/**](https://www.hhpartners.fi/en/founders-agreement-version-1/)

Registration of companies, and information about the company's official name and the Business ID from Trade Register

<https://www.prh.fi/en/kaupparekisteri.html>

Business ID for Associations and Foundations VIRRE see <https://www.prh.fi/en/index.html>