



Oifig Maoine
Intleachtúla na hÉireann
Intellectual Property
Office of Ireland



EUIPO
EUROPEAN UNION
INTELLECTUAL PROPERTY OFFICE

Intellectual Property

Intellectual Property is all around us, even in commonplace items like a jar of honey. Patents, Trade Marks, Designs and Copyright all work to protect the intellectual rights of inventors, innovators and businesses.

Copyright ©

Protects original text or art.

Design

Protects the aesthetic (non-functional) aspects of the container.

Patent

Protects new technology, e.g. an easy-pour mechanism or honey blending method.

® TM

Trade Mark

Protects the brand name and/or logo of the product and the manufacturer.



Other forms of protection include:

Geographical Indication

Protects products closely associated with specific places or regions, e.g. Waterford Blaa, Parmigiano Reggiano.

Trade Secret

Keeping a process, method or the contents of a product secret, e.g. special recipes or industrial processes.



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