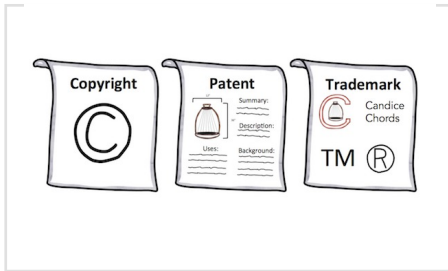


Lesson Plan

This lesson plan is designed to help you teach using a Common Craft video. Use the information below to introduce the video and then follow the video with discussion questions and other resources.



commoncraft.com/video/intellectual-property

ISTE Standard:

Digital Citizen, Indicator 2c

ACRL Info Literacy Frame:

Information has Value

Intellectual Property

Explained by Common Craft

Our intangible creations, like music and literature, have real value. But unless we can establish and protect our ownership, that value may be lost. This video explains how intellectual property laws, like patent and trademark, can help us protect and even earn a living from our creations.

Learning Outcomes

- Distinguish between physical property and intellectual property
- Explain how Intellectual Property Laws protect creators of works, products, and brands
- Define copyright law and what rights it gives the creator of a work such as a song, photograph or piece of literature
- Define patent law and what rights it gives an inventor
- Define trademark law and what rights it gives the holder

Discussion Questions

Q #1

Why is it important to protect your intellectual property?

Q #2

In which situations might intellectual property laws harm the public interest?

Knowledge Check Q&A

Q

What types of laws exist to establish and protect intangible or intellectual property like music, literature, and photography?

A

Copyright, patents, and trademarks

Q

What is copyright law?

A

It is a law that gives the creator the right to reproduce or sell the work.

Q

What is a patent?

A

It is a right granted to the inventor that prevents others from copying the invention.

Q

What does a trademark protect?

A

It protects the brand. It prevents others in the industry from looking too much like the brand and confusing customers.

Resources for Learning More

New York Times

Darren Dahl

“Intellectual Property” 8/5/2009

<http://www.nytimes.com/2009/08/06/business/smallbusiness/06guide.html>

TEDx

Anupama Dias

Abeygunawardene

“Intellectual Property – Protecting your Ideas” 2/10/2013

<https://www.youtube.com/watch?v=FA9S8rzbKQ>

NPR Morning Edition

“In Michigan, A Highway Sign is at Center of an Unusual Trademark Dispute” 11/1/2016

<http://www.npr.org/2016/11/01/499802608/in-michigan-a-highway-sign-is-at-center-of-an-unusual-trademark-dispute>

Artists Rights Society

“Copyright Basics” 2015

<http://www.arsny.com/copyright-basics/>

IPWatchdog

Gene Quinn

“What is a patent and where do patent rights come from?” 2/20/2016

<http://www.ipwatchdog.com/2016/02/20/what-is-a-patent-where-do-patent-rights-come-from/id=66345/>

Planet Money

“How to fix the patent mess?” 10/23/2012

<http://www.npr.org/sections/money/2012/10/23/163480928/episode-412-how-to-fix-the-patent-mess>