

How are creations protected?

New toys, products, inventions, boxes, books, paintings, songs, software, video games, cartoons...



are protected by
intellectual property

Thanks to intellectual property, the designer who created the most fun toy or game of the year has the necessary protection so that others cannot copy their toy without their consent.



Through this protection, people are more willing to work and strive to bring new products to the market that can make our lives easier.

How does it work?

In Spain, we need to differentiate between **industrial property** and **intellectual property**. Let's go to the toy store to see some examples:

INDUSTRIAL PROPERTY

Brand: allows us to know which company manufactured the toy.

The shape and appearance of the products are protected by **industrial design**.



Patent. The hoverboards we see today derive from the first model that inventor Shane Chen patented in 2012.



Trade secret. Do you know what is the best kept and most famous trade secret in the world? That's right! The formula of Coca-Cola.

INTELLECTUAL PROPERTY

Copyright applies to original literary and artistic creations like music, books, video games, films or games.



We can all be the creators of something and therefore we can own copyright. When we create a story or make a drawing, in reality we are the creators and our creations are automatically protected.

Did you know that the rules of a game are protected by copyright?

What can you do as a consumer?

As a consumer, you and the decisions you make can help fight counterfeiting and prevent illegal products that pose risks to the health of children, the environment and the economy from coming onto the market.

Think about it. If no one bought counterfeit toys, would it make sense to devote time and money to manufacturing them?



Be aware so you can decide



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