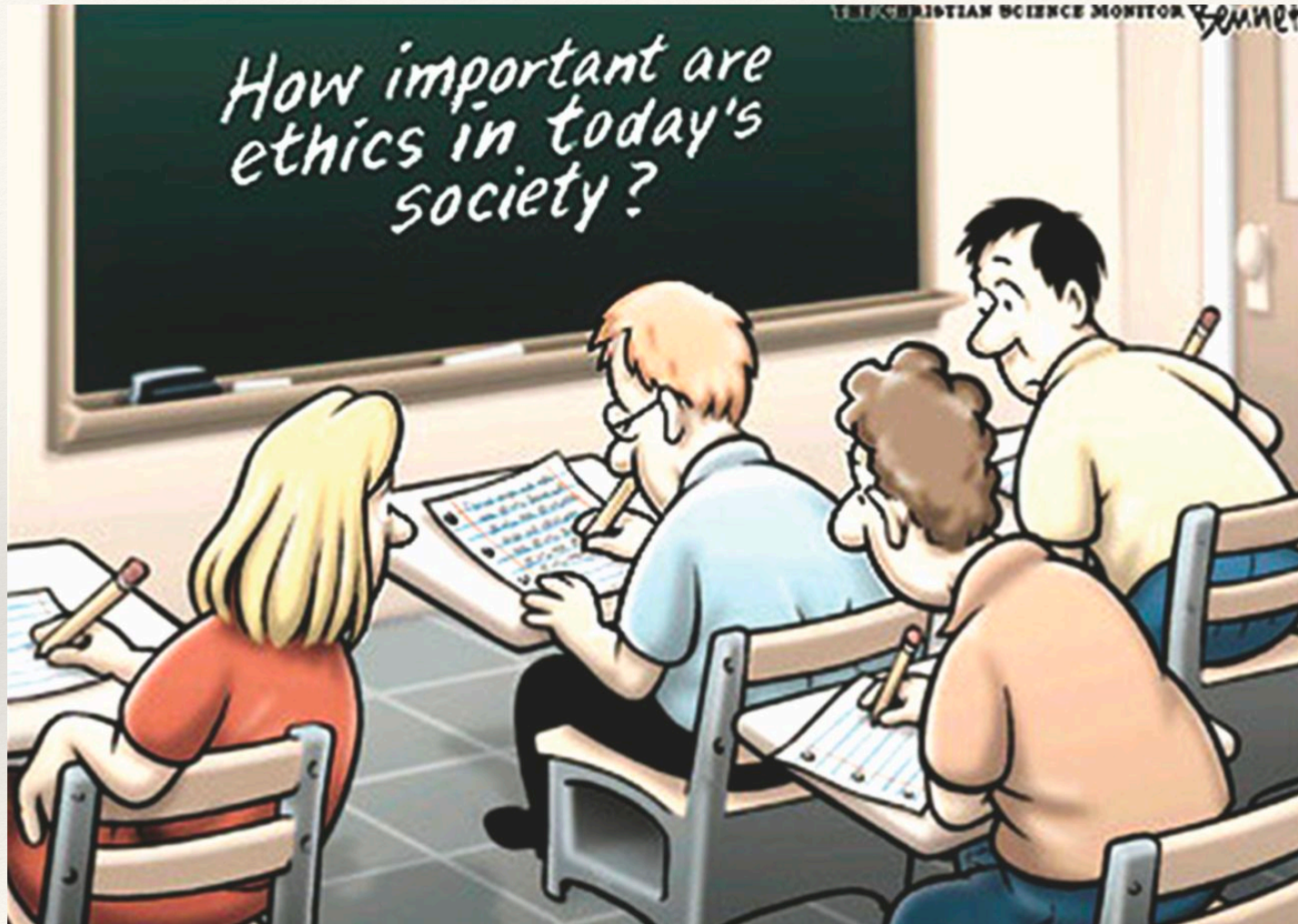


---

# Intellectual Properties

---





---

# Ethics and Information Technology

---

1. Exploring the impacts of information technology upon fundamental human values  
**->Advancing and defending those values**
2. Identifying ethical problems generated by information technology  
**-> Suggesting ways to resolve those problems**
3. Proactively seeking ways to use information technology to create a better world

---

# Ethics: do we care?

---

- ❖ Making ethical tech is placing obstacles to innovation
- ❖ It depends.... My ethics erode at \$150/hr and disappear above \$225/hr
- ❖ The technology itself is not a problem. How it is used may be
- ❖ Everyone defines ethics differently



---

# The ACM code of ethics

---

## *General ethical principles:*

1. Contribute to society and to human well-being
2. Avoid harm
3. Be honest and trustworthy
4. Be fair and do not discriminate
5. Respect the work required to produce new ideas
6. Respect privacy
7. Honor confidentiality

*<https://www.acm.org/code-of-ethics>*

---

# Intellectual Properties

---

- Trademarks
- Patents
- Copyright



---

# Trademarks

---

*A trademark is a sign capable of distinguishing the goods or services of one enterprise from those of other enterprises*



Registered  
trademark

TM

Unregistered  
trademark

SM

Unregistered  
service trademark

---

# Patents

---

*A patent is an exclusive right granted for an **invention**, which is a product or a process that provides, in general, a new way of doing something, or offers a new technical solution to a problem.*

***Protection:***

the patent owner has the exclusive right to prevent or stop others from commercially exploiting the patented invention

***Constraint:***

Technical information about the invention must be disclosed to the public

***Duration:***

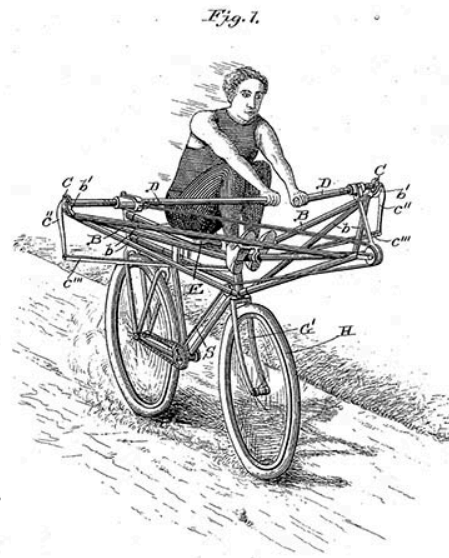
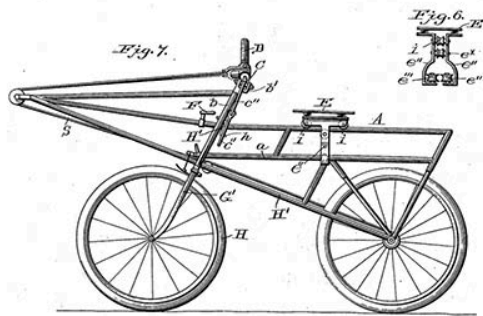
Usually 20 years



# Patents

## LOUIS S. BURBANK BICYCLE

Patented January 30, 1900  
No. 642,544



## PHILIP E. MCMORROW ANIMAL TRACK FOOTWEAR SOLES

Patented September 24, 1968  
No. 3,402,485

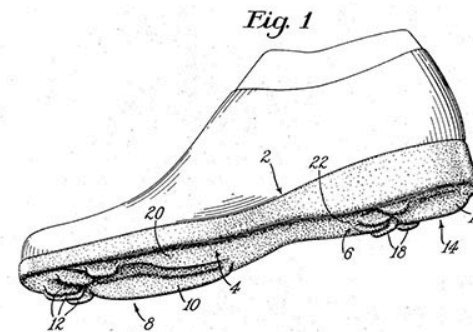
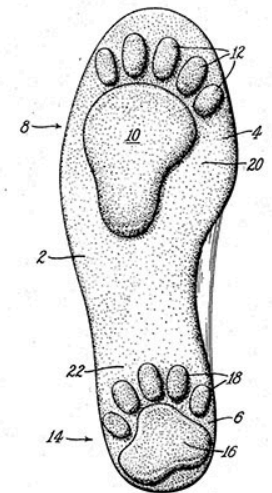


Fig. 3



---

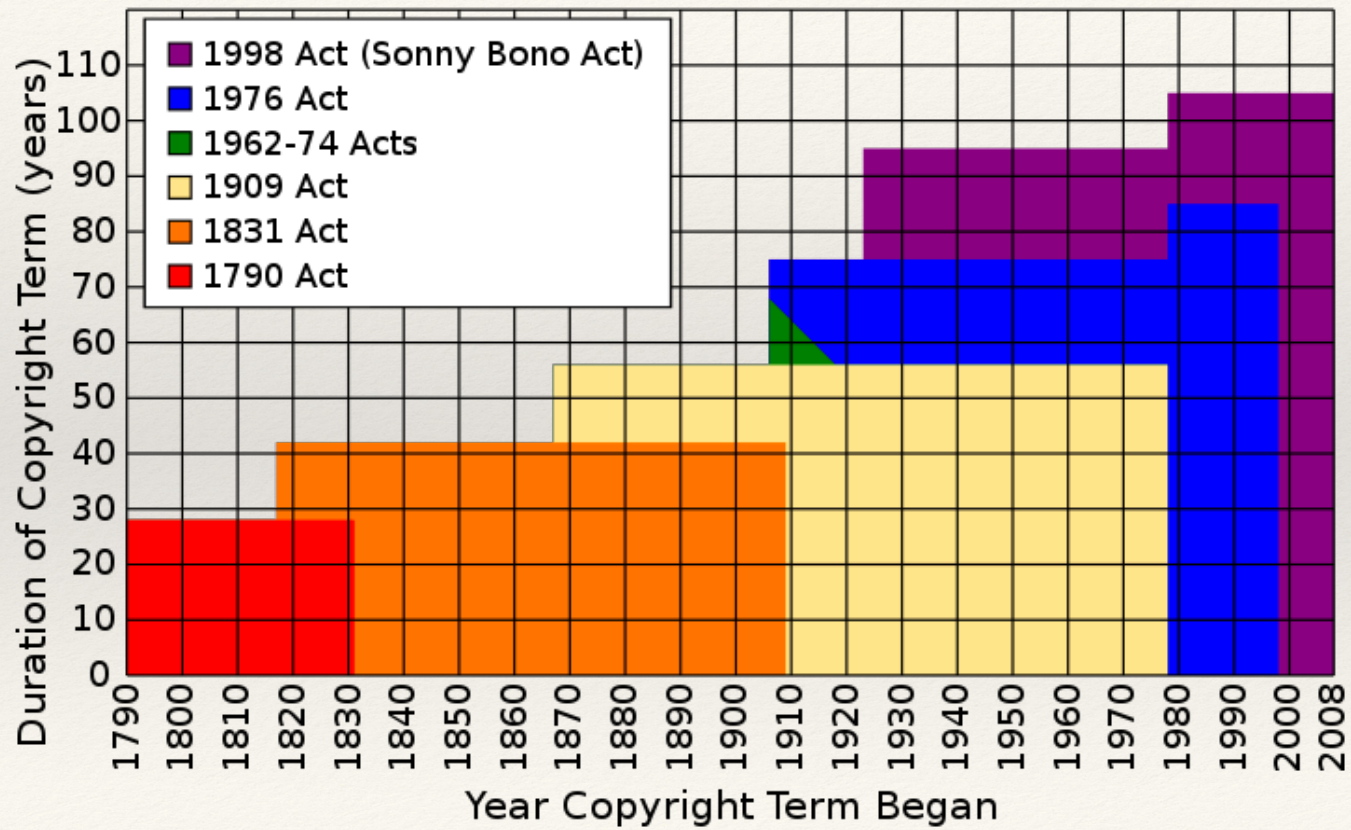
# Copyright

---

*Copyright gives its owner the exclusive right to make copies of a creative work.  
The creative work may be in literary, artistic, educational, or musical form*



# Copyright



---

# Sonny Bono Act

---

*Current copyright law enforced in the US:*

- Life of the author plus 70 years
- Corporate authorship: 120 years after creation or 95 years after publication

*For work published before 1978:*

- Initial protection of 28 years
- Renewal term of 67 years