

# SERVICE MANUAL FOR INTELLECTUAL PROPERTY



**This service manual will help you recognise the intellectual property of your company and protect, manage and make use of your knowledge and the results of your work.**

**With this manual you can go through the intellectual property of your company and consider suitable ways to protect it. Once you have protected your intellectual property well in advance before launching your product on the market, you will be safe from unpleasant surprises later.**



**FINNISH PATENT AND REGISTRATION OFFICE**  
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## Company names

- I know what kinds of names and auxiliary or parallel names companies can have.
- I know how my own company can make use of different kinds of auxiliary and parallel company names.
- My company has already made use of auxiliary and parallel company names in various ways in business.

### **IF YOU LEFT ANY OF THE ITEMS ABOVE UNTICKED, READ THIS:**

Choose the name for your company carefully: a good company name sticks in the mind and helps you stand out from your competitors. A parallel company name is the company name in another language. Your company can run a part of its operations under an auxiliary company name. By registering a company name with the Finnish Trade Register you get an exclusive right to use it.

**MORE INFORMATION:** [www.prh.fi](http://www.prh.fi) / Trade Register



## Domain name

- I have found suitable and available domain names for my company.
- I have reserved domain names for the websites of my company.
- My company has several websites, for example for various products or marketing campaigns.

**IF YOU LEFT ANY OF THE ITEMS ABOVE UNTICKED, READ THIS:**

Surely you do not want a competitor to seize a good domain name from you? You can also register domain names in advance for future needs. Make sure beforehand that your domain name does not infringe any earlier registered names or trademarks.

**MORE INFORMATION: [www.viestintavirasto.fi](http://www.viestintavirasto.fi) / Fi-domain**



## Trademark

- I know what kind of product name or symbol can be registered as a trademark.
- I have searched trademark databases, and there are no registered trademarks equivalent to my mark.
- The names and symbols of my products have been registered as trademarks in or outside Finland.

### **IF YOU LEFT ANY OF THE ITEMS ABOVE UNTICKED, READ THIS:**

A good trademark stands out positively and sticks in the mind of the target group. By registering your trademark you get an exclusive right to use it and can prohibit others from using a similar mark for similar products. It is easy to apply for a trademark online.

**MORE INFORMATION: [www.prh.fi](http://www.prh.fi) / Trademarks**



# Patent

- I know what can be patented.
- I have searched patent databases to find out what has already been invented and patented.
- I have applied for a patent for my invention in or outside Finland.

## **IF YOU LEFT ANY OF THE ITEMS ABOVE UNTICKED, READ THIS:**

If you have invented a new technical solution, method, device or product, or a new way to use them, you can apply for a patent. With a patent you get an exclusive right to your invention and can prohibit competitors from copying it. With an international patent application you can obtain a patent in every country that is important to your company.

**MORE INFORMATION:** [www.prh.fi](http://www.prh.fi) / Patents



# Utility model

- I know what a utility model is and how it differs from a patent.
- I have found out whether I can apply for a utility model for my invention.
- I have applied for a utility model for my invention in or outside Finland.

## **IF YOU LEFT ANY OF THE ITEMS ABOVE UNTICKED, READ THIS:**

You can get a utility model, i.e. “petty patent”, for a technical solution, device or product. It gives protection for your invention quickly. The utility model is particularly suitable for protecting simple device and product inventions.

**MORE INFORMATION:** [www.prh.fi](http://www.prh.fi) / **Utility models**





## Design protection

- I am familiar with design protection (design right).
- I have found out that a design like my product has not yet been registered.
- I have applied for design protection for my product in or outside Finland.

### **IF YOU LEFT ANY OF THE ITEMS ABOVE UNTICKED, READ THIS:**

The appearance of your product is not insignificant in the competition on the market. To prevent copying and to secure your rights, you should seek protection for the design of your new products. You can also seek protection for a part of your product. Only the appearance will be protected.

**MORE INFORMATION:** [www.prh.fi / Designs](http://www.prh.fi/Designs)



# Copyright

- I know what copyright means.
- I use the © symbol to emphasise that the results of my work are protected by copyright.
- My company has made an agreement on copyrights with the employees and partners.

## **IF YOU LEFT ANY OF THE ITEMS ABOVE UNTICKED, READ THIS:**

A work protected by copyright can be, for example, a literary or artistic work or a computer software. The creator of the work is automatically given copyright. Using the work commercially in business activities must be agreed to by the creator.

**MORE INFORMATION: [www.minedu.fi](http://www.minedu.fi) / Copyright**



## Secrecy

- My company has clear instructions on what can be revealed to outside parties.
- My company has made appropriate non-disclosure agreements with its partners.
- My invention is being kept secret and safe before filing a patent application.

### **IF YOU LEFT ANY OF THE ITEMS ABOVE UNTICKED, READ THIS:**

Safeguard your trade secrets by making written non-disclosure agreements. Every employment contract should include a clause concerning secrecy. You do not always need to reveal everything to your business partners, either. Make a non-disclosure agreement well in advance before you start any development work.

**Ask experts for more information about secrecy and non-disclosure agreements.**



# Publishing

- I know the risks connected with the publication of valuable information and material.
- I know when I can release my product, invention or other new solution safely.
- I know what my company should not publish on any account, for example online.

## **IF YOU LEFT ANY OF THE ITEMS ABOVE UNTICKED, READ THIS:**

Once you have applied for a trademark, patent, utility model or design protection or a combination of these for your product or invention, you can make it public safely. Publishing the results of your work may improve your position on the market when others see what has already been developed and by whom. Publishing may also be a risk: if you release information too early or in the wrong place, you may lose your chance to get exclusive rights, like a patent, a utility model or design protection, at a later stage.

**Ask experts for more information about publishing and when to do it.**



# Agreements

- My business partners have signed written agreements.
- The contracts made by my company include agreements on intellectual property rights.
- I have made licencing agreements on the use of my intellectual property rights.

## **IF YOU LEFT ANY OF THE ITEMS ABOVE UNTICKED, READ THIS:**

With agreements you avoid problems. Every agreement should include a detailed record of the intellectual property rights (IPR) you give up and their restrictions, the compensation you get and the rights that remain in your company. The entry into force, termination and conditions of the agreement should also be settled in detail.

**Ask experts for more information about agreements.**



# IPR Information

## Information services and databases

- The details about the intellectual property of my company have been compiled into one file.
- I follow IPR databases to keep track of things like what inventions my competitors have made and what trademarks and designs they have registered.
- When I need professional information search services, I consult an expert.

### **IF YOU LEFT ANY OF THE ITEMS ABOVE UNTICKED, READ THIS:**

To make communication easier and to verify your proprietary rights, it is wise to store the details about the intellectual property of your company in one place. Free databases, along with expert services subject to a charge, are available to help you keep track of your competitors and consider the need to protect your new products.

**MORE INFORMATION:** [www.prh.fi](http://www.prh.fi) / **information services, search services**

# Next steps

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**Protecting and managing  
your intellectual property  
is a profitable investment  
for your business.  
Ask us more!**

**[www.prh.fi](http://www.prh.fi)**



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