

# Intellectual Output 1

A4 Module development  
MODULE CONTENT 2



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Authored by: Georgios Mavromanolakis

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### 1.1 Learning Outcomes

This module and accompanying lesson plan are about the IP concept of trademarks. In our everyday life we all encounter trademarks of various types. Trademarks are an important type of IP in business, industry and commerce and their creators'/owners' rights are protected by law. In this module and proposed lesson plan we address them in the subject of educational robotics and in general entrepreneurship.

After completing this module, you will be able to:

- acquire practical understanding of what trademarks are and in which form or type they appear..
- understand its importance in business, industry and commerce.
- be able to identify common wrong doings and bad practices of possible trademark misuse or violation.

Estimated seat time: about 45 minutes or equivalent of one standard classroom hour is needed to complete this module in a classroom of 20-25 students.

### 1.2 Main Content

#### 1.2.1 Terms and Definitions

## **Trademarks**

As defined by the World Intellectual Property Organization and the European Union Intellectual Property Office, trademarks are words, titles, phrases or symbols, which represent a company, product or service. Their purpose is to distinguish or uniquely identify the products or services of one company from those of its competitors. Trademarks are registered so that are legally protected as other types of intellectual property. Common examples of trademarks include acronyms, slogans, phrases, titles or words in stylized fonts, sound tunes, emblems, symbols, logotypes and fictional characters or even product shapes.

There are many different types of trademarks. These include:

- Brand names
- Product names
- Company logos
- Slogans or phrases
- Words in a stylized font
- Product shapes
- Sounds or tunes
- Fictitious characters or figures
- Symbols, signs or emblems
- Combination of all above

In brief a trademark is the IP right that enables businesses/companies to:

- make a connection between their products and services and their customers
- build customer loyalty and brand recognition
- distinguish their products and services from those offered by other companies.

Therefore, trademarks play a significant role in business as they:

- are an essential element of advantage and success in terms of competition
- represent the investment of a company in its image and brand
- usually are most companies' preferred IP right and most valuable asset

A trademark needs to be registered in order to get full protection. Trademarks may be registered:

- at country level through national IP offices.
- at European Union level as a Community design that covers all EU Member States automatically with one single registration via the European Union Intellectual Property Office (EUIPO)
- through an international application at the World Intellectual Property Organization (WIPO).

A registered trademark is protected for a period of several years, usually up to ten, and can be renewed for unlimited additional periods of ten years. It is important to note that a trademark must be used for the products and services for which it has been registered. If

there is no such use after a certain period, normally 5 years, then the trademark may be canceled.

### ***Educational robotics***

The term refers to the broad field of using robots, robotic components or equipment for educational purposes. The educational purposes can cover a wide spectrum of cases. On one side these include as target audience kids and the youth in using easy to assemble and operate robots in learning programming and physical computing. On the other side of the spectrum the educational cases address professionals and researchers in using complex and sophisticated robots on research, development and testing of their capabilities for certain applications like high level autonomy, interaction with humans etc.

### **1.2.2 Practical examples**

In this section are given some representative visual examples of company trademarks, robot icons, educational robotics kits and resources that can be used by teachers in their lesson plans and educational activities.

Some representative examples of world famous trademarks in the form of company logos are shown below.

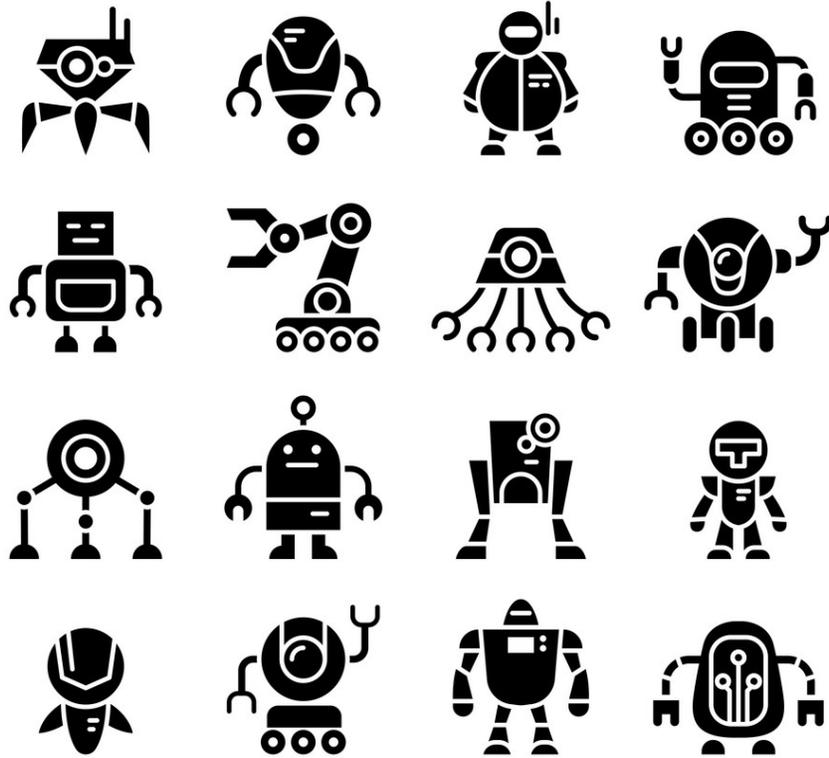
#### **Top 20 most recognizable brand logos**



*Image 1: Examples of world famous trademarks (brand logos)*

Source: <https://www.promotique.com/>

## Robot icons



VectorStock®

VectorStock.com/19654361

*Image 2: Example robot icons that can be used as trademark logo of a robotics company or product*

Source: <https://www.vectorstock.com/royalty-free-vector/robot-icon-set-vector-19654361>



Image 3: Kits of educational robots for elementary school children

Source: <https://sphero.com/> <https://www.irobot.com/root>

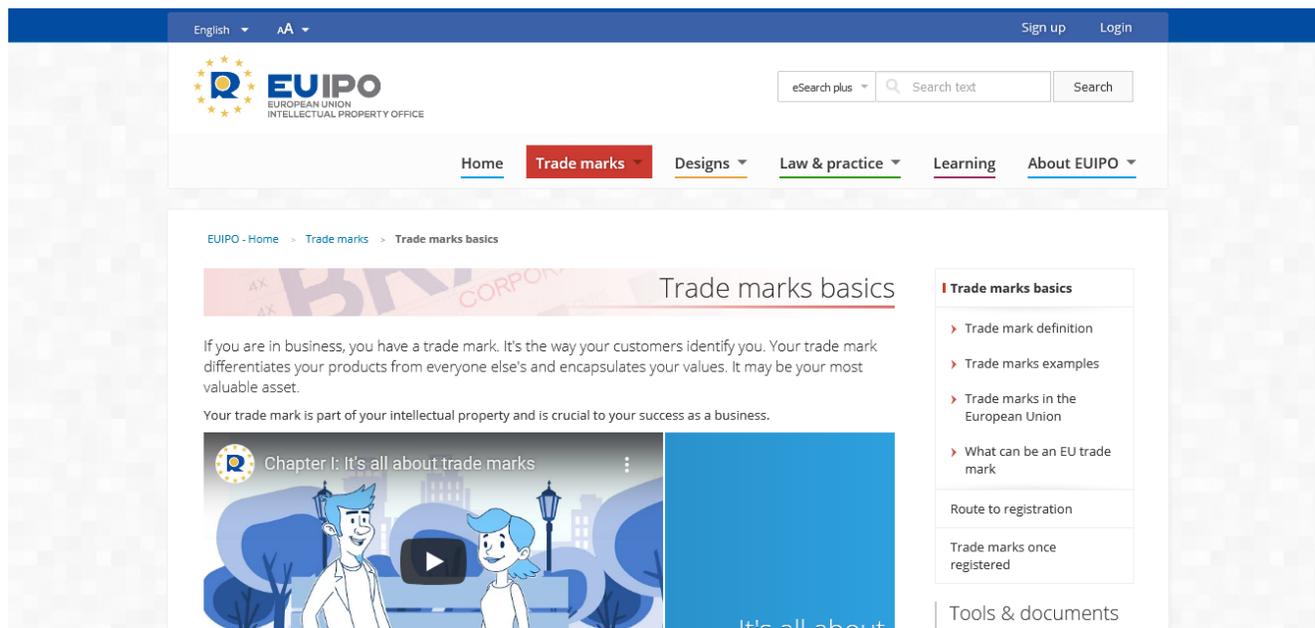


Image 4: Resources of the European Union Intellectual Property Office about trademarks

Source: EUIPO <https://euipo.europa.eu/ohimportal/en/trade-marks-basics>  
<https://euipo.europa.eu/ohimportal/en/trade-marks-examples>

### 1.2.3 Case studies

In the lesson plan that accompanies this module the main case that students work on is first to search the web to find companies or products related to the field of robotics and its applications. Then focus in one or two of them and from their websites select as many types of trademarks as they can find to present them later. At a second stage they imagine that they want to setup themselves a new company specialized in offering services and products in robotics and they have to make some types of trademarks e.g. brand name, logo and slogan. They have to be creative and innovative and also respect the rights of existing trademarks which are registered.

A follow-up case study is proposed to be as follows: students split in teams first create at least two types of trademarks for their new company or product. They decide which trademark to register or not. Then they exchange with other teams some or all of the trademarks they created. Then each team presents the trademarks it has at hand claiming that it is also the owner. A debate and around the classroom discussion can be initiated on topics like: How do the other teams feel about it? Is it IP violation? Are all trademarks registered? What is the advantage or value of a registered trademark?

## 1.3 Knowledge Assessment

The following list of questions can be used to check the learners' knowledge acquisition. Correct answers are marked in bold.

Question 1:

Trademarks are types of IP [False] **[True]**

Question 2:

Registered trademarks are protected for an initial period of 10 years [False] **[True]**

Question 3:

A trademark is a valuable business asset of companies **[True]** [False]

Question 4:

A trademark cannot be sold or bought by a company/creator/owner [True] **[False]**

Question 5:

A trademark does not distinguish products and services of a company from its competitors  
[True] **[False]**

Question 6:

A registered trademark cannot expire after 5 years if not used [True] **[False]**

Question 7:

Trademarks can be brandnames, product names, logos, slogans, even sounds.  
**[True]** [False]

Question 8:

A registered trademark can be freely used by a company/individual/organization other than the creator/owner [True] **[False]**

Question 9:

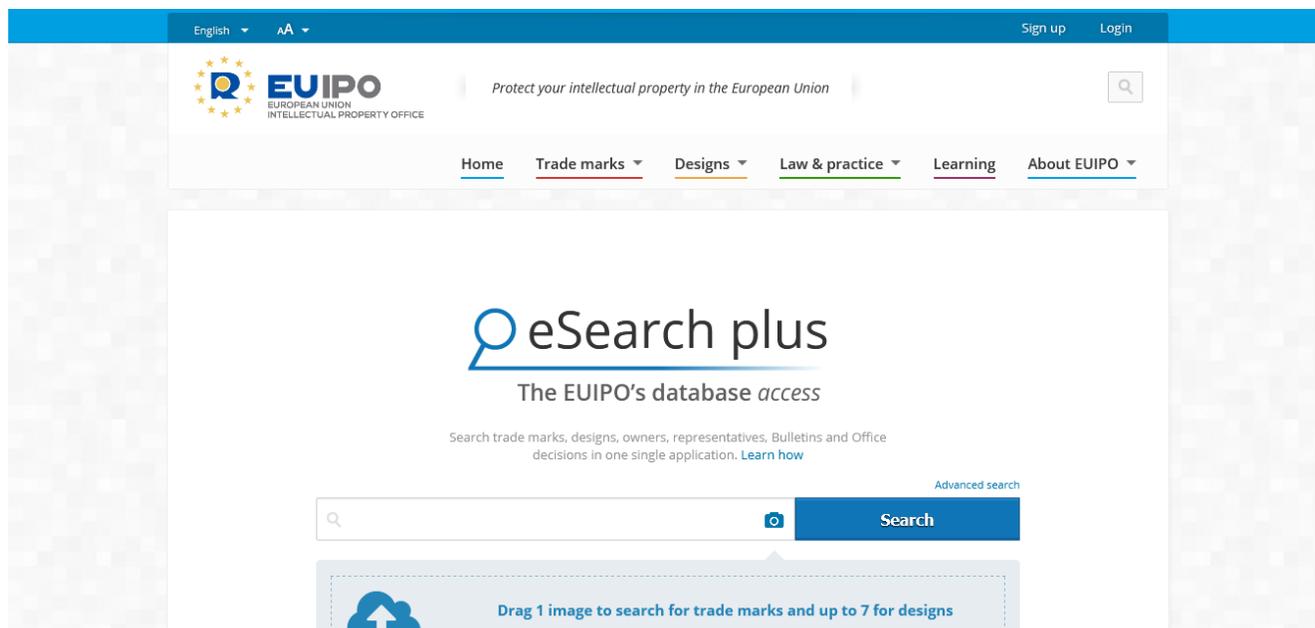
Trademarks build customer loyalty and brand recognition **[True]** [False]

Question 10:

A visual character or figure cannot be a trademark [True] **[False]**

## 1.4 Skills Assessment

An exercise or homework project assignment that promotes problem solving and critical thinking related to the concept of trademarks can be as follows: students make a list of words or phrases that they can think of as trademarks. Then they access the online search portal of the European Union Intellectual Property Office which gives access to its database of trademarks and registered designs (<https://euipo.europa.eu/eSearch/>). Their task is to search whether there are similar trademarks and check their registration status. They can do the same using as search term their favorite brands from sports, clothes, foods, games etc. What are their conclusions.



*Image 5: eSearch plus portal of the European Union Intellectual Property Office which gives access to its database of trademarks and registered designs  
Source: EUIPO (<https://euipo.europa.eu/eSearch/>)*

## 1.5 References or additional resources

World Intellectual Property Organization (WIPO)

<https://www.wipo.int/about-ip/en/>

<https://www.wipo.int/trademarks/en/>

European Union Intellectual Property Office (EUIPO)

<https://euipo.europa.eu/ohimportal/en>

<https://euipo.europa.eu/ohimportal/en/trade-marks-basics>

<https://euipo.europa.eu/ohimportal/en/trade-marks-examples>

<https://euipo.europa.eu/eSearch/>

Greek Copyright School Project of the Hellenic Copyright Organization (HCO)

<https://copyrightschool.gr/index.php/en/teachers>