Intellectual Property

- Trade Secret
  - Subject Matter: formula, pattern, compilation, program, device, method, technique, process
  - Example: formula for Coca-Cola

- Patent
  - Subject Matter: process, machine, manufacture, or composition of matter
  - Examples: coffee cup with travel lid; cell phone; dog leash, fishing lure

- Copyright
  - Subject Matter: literary, musical, choreographic, dramatic and artistic works
  - Examples: books, films, songs, paintings

- Trademark
  - Subject Matter: trademark, service mark, certification mark
  - Examples: a symbol, words, a sound or any identifiable mark that represents the source of a product; golden arches for McDonalds

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