

Module 9

# Whakairo Hinengaro

Intellectual Property (IP)

Weaving your creative passion and business

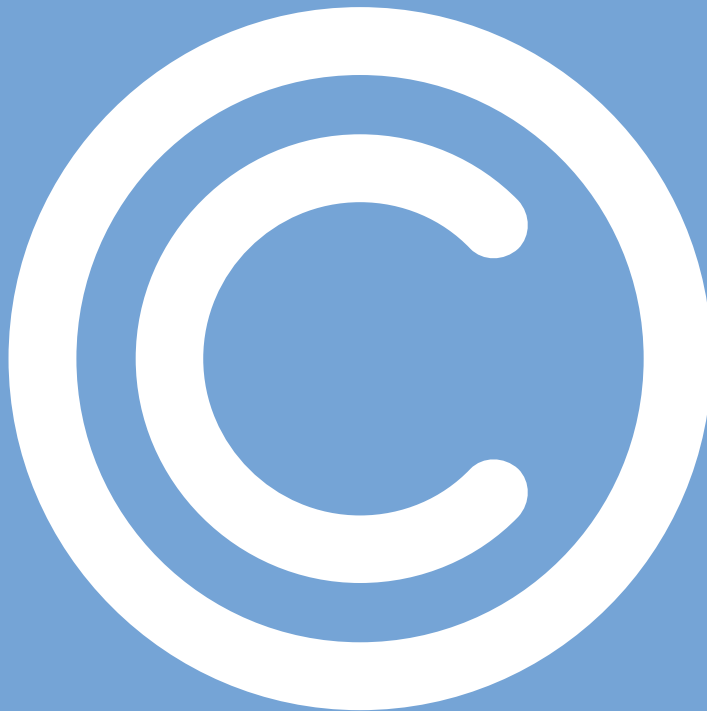




HĒ MEĀ NUI TĒ  
TIAKI MĒ TĒ  
RAUHĪ HOKI I ŌU  
WHAKAARO MĒ  
ŌU ARIĀ.

**Do you have a particularly unique or special idea you want to ensure is not copied?**

**Here are some things to consider.**



**Copyright protects your original works like artwork, books, computer programs, drawings, films, music, and sound recordings.**

You may use the symbol © to help you demonstrate that you claim copyright in a particular work, but you don't need to.

In Aotearoa, copyright is automatic every time an original work is created, published and performed. No registration is necessary (or even possible). You don't need to do anything formal to get copyright protection.

Copyrighted works must be:

- An expression of ideas
- Original
- Your property

How long does copyright last?

It lasts 50 years for literary, dramatic, musical and artistic works (from the end of the calendar year in which the author died).

It also lasts 50 years for sound recordings and films (from the end of the calendar year in which they were made, or for 50 years since they were first released).



You can distinguish your goods or services in the market place by using a trademark.

A trademark is used to protect:

- A symbol (often logos)
- A word or words (often business names)

Registering a trademark not only protects your brand, but also can enhance the value of your business. You can register your trademark through the Intellectual Property Office of New Zealand or through an intellectual property firm like James and Wells.



**A patent gives you a legal right to stop others from making, using, or selling something you have invented for up to 20 years.**

Your rights only exist in each country or region where your patent is granted.

For more information on intellectual property in Aotearoa, visit [www.iponz.govt.nz](http://www.iponz.govt.nz) or for Māori IP, visit <https://www.iponz.govt.nz/about-ip/maori-ip/>.



AHAKOA KEI WHEA KOE  
I RUNGA I TŌ HĪKOINGA  
PAKIHI, E TINO HIAHIA  
ANA TE TIMA O  
CREATIVE WAIKATO KI  
TE RONGO MAI I NGĀ  
RINGATOI KEI TŌ MĀTOU  
ROHE. KUA UTUA  
MĀTOU KI TE AIWHI I  
NGĀ RINGATOI, NŌ  
REIRA ME WHAKAPĀ  
MAI KI A MĀTOU.

**No matter where you're at in your  
business journey, the team at Creative  
Waikato love hearing from artists in our  
region. We're here to help, so please  
don't be a stranger.**