

# **Chapter 12**

## **Review questions**

1. How is 'new knowledge' usually formed?
2. What is 'intellectual property'?
3. Name four types of intellectual property rights.
4. What is 'know-how' and how can it be protected?
5. What is a patent and how long does it normally last?
6. Name four important criteria for the granting of a patent.
7. What is copyright? How can it be obtained?
8. What is design right? How can it be obtained?
9. What is a trademark? How can it be obtained?
10. Describe two different types of branding strategies that an enterprise can adopt.