

The Most Common Types of Intellectual Property Rights (IPR)

Type of IPR	What can be protected	Typical examples
Patent	Inventions – Technical solutions to a problem	Technology, process, solution, composition, system, device, compound, method, etc.
Design	The appearance of a product or part of a product	Product design, packaging design, etc.
Trademark	A distinctive symbol or mark for a product or service	Words, figures, letters/digits, personal names, slogans, or sound that is unique for your business or product/service
Copyright	(Artistic) Creations/Works such as music, film, text, images, source code, etc.	Algorithm, instruction, script, routine, guideline, procedure, manual, spreadsheet, insights, correlation, analysis, model, theory, framework, scheme, dependency, simulation, design, graph, sketch, diagram, illustration, drawing, story, interview, compilation, case study, music, artwork, article, literature, play, painting, software code, etc. When it is documented in some format
Database protection (a special form of copyright)	Databases - Structured/indexed set of data, often with possibility to search, do calculations, etc.	Data from your own operations, data from experiments/studies/etc., user generated data, customer/user information, etc.
Trade secret	Information concerning your business and/or operations which the company is keeping secret, and whose disclosure would be likely to result in competitive disadvantage	Everything in the categories “Patent”, “Copyright”, and “Database” can also be kept as trade secrets if relevant
Digital registrations	Unique registrations of names etc. online	Domains, domain names, social media accounts, company name registrations, etc.

Sources for the table: the book “Forskning och nytta” (p. 310) by Prof. Ulf Petrusson, and information from www.prv.se