# Intellectual Property Law & Experience Architecture

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# What is Intellectual Property Law?

Intellectual Property: The products of human creativity
Ex. Inventions, Art, Literature, Names, Designs

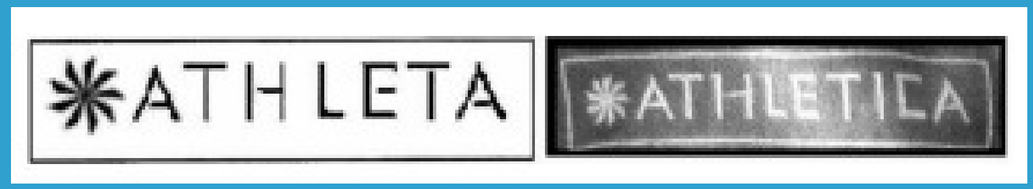
Intellectual Property Law: The legal process of protecting these things
3 categories:

- **Patent**- new inventions, machines, soft and hardware, materials & processes
- **Copyright**- works of authorship like books, movies, paintings, music
- **Trademark**- words, phrases, logos, symbols specifically tied to a brands identity

# IP to protect “Look and Feel”

## Athleta v. Pitbull

Pitbull Inc. created a clothing website (“Athletica”) that posed as Athleta, popular athleisure brand, in an attempt to scam customers




^does NOT techincally violate trademark laws

The knockoff, athletica.net, copied the **visual appearance** and **interactive style** of Athleta’s actual website, contributing to the likelihood of confusion

...so Athleta was able to prosecute based on **“look and feel”**

# Why does this matter?

An individual's control over the products of their creativity

Proper compensation (especially for another's profit off of the product)

Damage in the form of loss of goodwill and reputation in the marketplace

Encourage innovation and excellence in the industry of XA

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