

Copyrights Vs. Trademarks Pt1 : Lesson 9

Protecting your investment is job one. Two indispensable protective tools you'll need to become familiar with are copyright and trademark. Both deal with protections for intellectual property; however, one is designed to safeguard literary and artistic works where the other protects items that may define your company, such as your logo. It's important to know which is which and to employ them appropriately.

Credit Hours: 37.5