



## tasks

- 1 Visit the IPONZ website, [www.iponz.govt.nz](http://www.iponz.govt.nz), to answer the following questions.
  - a What is the fee for a provisional specification for a patent?  
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  - b What is the fee for a complete specification for a patent?  
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  - c What is the annual renewal fee?  
\_\_\_\_\_
  - d What is the expected timeframe for a complete specification application to be completed?  
\_\_\_\_\_
  
- 2 While in Year 13, three of your friends have been working on an app that will cross reference data to match movie preferences, fast food preferences and geolocation data. What advice would you give your friends regarding protection of their app?  
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- 3 Find out who holds the patent for two of the following products and when; also check what court battles have resulted from these patents:

**Band-Aid**

**Aspirin**

**Bluetooth**

**MP3**

**Gumboots**

**Ballpoint pen**

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4 NCEA-style question.

Use the information in the box below, and your business knowledge, to answer this question.

Amanda's Party Apps (APA) is keen to release entertainment software that mixes latest hit music with new smart lighting systems, but is aware that intellectual property theft is very common. The marketing director has consulted an intellectual property lawyer, who is currently investigating the appropriate intellectual property protection for APA's entertainment product. The lawyer has suggested that APA will also need intellectual property protection over some of its other intangible assets, such as its trademark and branding. The lawyer is particularly interested in investigating protection for the APA logo to prevent unauthorised copying.

- a Discuss the importance of APA using trademarks as a form of intellectual property protection. In your answer:
- explain the term 'intellectual property'
  - use an example to fully explain how APA would benefit from a trademark to protect its intellectual property.

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- b Evaluate the likely outcomes for a New Zealand firm operating in a global context that you have studied in depth, of an investment in international intellectual property protection, *other than a patent*. This could be an investment in international intellectual property protection that has happened previously, or may happen in the future. In your answer:
- select the type of intellectual property protection the company has used, or may use
  - fully explain ONE positive and ONE negative outcome of the company obtaining the selected intellectual property protection on a global level
  - draw a justified conclusion as to whether the purchase of the intellectual property protection by the firm would be likely to lead to improved long-term performance.

Name of New Zealand registered business:

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Response:

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