



INTELLECTUAL PROPERTY OFFICE, MOEA  
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BG's

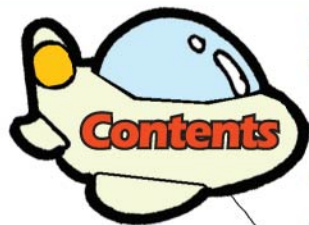
2006

# IPR Secret Tips



Original Work by RUAN Guang-Ming  
Translated by TIPO, MOEA





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## Message from the Director General

March 2006

Intellectual creations are the end products of our innovative ideas being put into concrete forms, and our government has set up laws to protect these creations. These laws regulate trademark rights, patent rights, copyrights, etc., and are collectively called "intellectual property rights," or IPR for short.

The Intellectual Property Office of the Ministry of Economic Affairs has always been devoted to protect intellectual property rights and foster innovative technology and industrial development. It is our hope to engender IPR legal concepts in children, teaching them to think innovatively and creatively, while at the same time understanding the importance of respect for intellectual property rights in sustaining cultural development and meeting the needs of a coming technological era.

This comic book is written for our young readers with a fun and informative storyline. We hope, through this comic book, our young readers will come to know what intellectual property rights are and come to learn to respect and protect intellectual property rights.

Let us work together toward a brighter future for our intellect!

TSAI Lien-Sheng  
Director General  
TIPO, MOEA





## Characters

**Mrs. L.:**  
Lenny's Mom, a  
fashion designer



**Jenny:**  
Lenny's classmate



**Ken:**  
Lenny's buddy



**Mr. Chen:**  
Teacher who  
enjoys teaching  
IPR concepts

**BG:**  
Alien who comes to  
Earth to steal IPR  
secrets but ends up  
stranded here



**Lenny:**  
Student, active and  
absent-minded

## BG's IPR Protection Secrets Hunting Expedition

YA



Hi, my name is Burberrypradagucci, but everybody calls me BG for short.



1

I go to Starlit Elementary and I am in third grade.

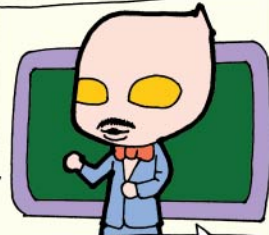
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So, our Chief has decided to send one of you to Earth to get their IPR Book.

Who would like to volunteer?



Children, as you all know, we have no IPR rules here on our planet,

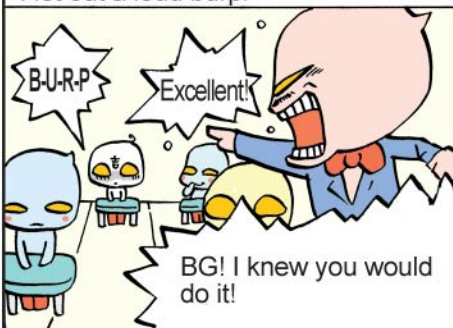


2

therefore copying and stealing are so common that even all of us look alike.

4

There was dead silence in the room. I let out a loud burp.



And so a burp changed my life... And so here I am, on an island on Earth called Taiwan...



**TIPO, MOEA**



5

These Earthlings probably stash their IPR secrets here.

7

**This is it!**



6

IP rights are rights bestowed upon creators and are protected by laws...



These rights include trademark rights, patent rights, and copyrights...

8

**Stunned!**

Your spaceship's been towed for illegal parking.



**Note on IPR:**

To protect the creations of our intellect, our laws bestowed creators trademark rights, patent rights, and copyrights. These rights are collectively called "intellectual property rights," or "IPR" for short.



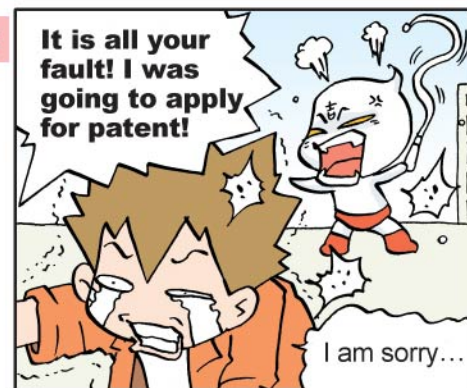
\* Later, Lenny took me in, thinking I was a stray cat.



That's me!



## Make Sure to Apply for Patent for Your Invention!



### ! Note on Patent Act:

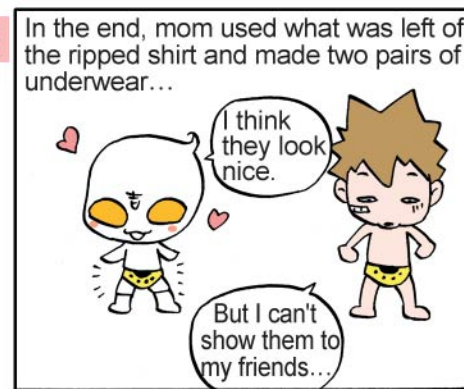
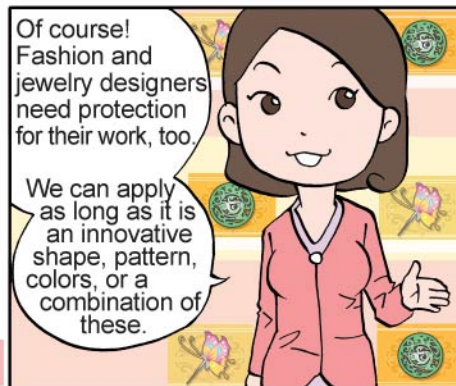
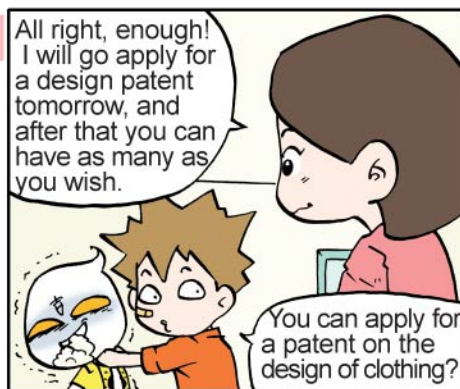
If you have a novel and advanced invention, and it has marketable values, make sure to apply for patent rights. If you didn't and someone else started selling the invention before you did, all your hard work would have gone down the drain.





## BG's New Clothes

YA



### ! Note on Patent Act:

You can apply for a design patent of an object for its shape, pattern, colors, or the combination of any of the above that is created for visual purposes.



## Real Thing Is a Cool Thing

YA



1

Holy shmoe! It is a Casio! Must be expensive!



2

Such a show off...



3



4



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Ha! Serves him right.

### ! Note on Trademark Act:

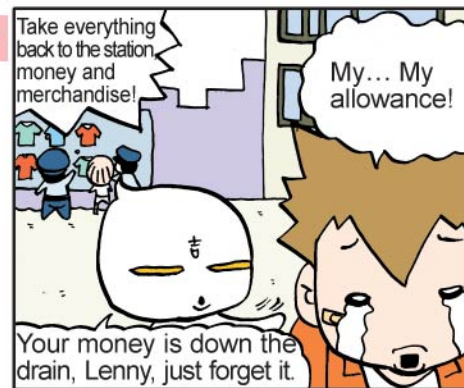
A trademark helps identify the source of a good or service; it is also an intellectual property that a business has spent a tremendous amount of time and money in promoting its image, and we have to give it the proper respect. If other companies try to copy the trademark, the trademark rights holder can bring on a lawsuit against these companies.





# NIKE Vs. MIKE

YA



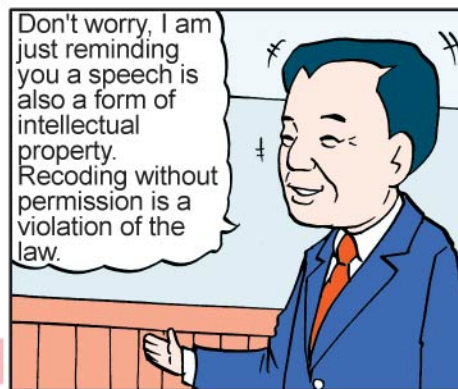
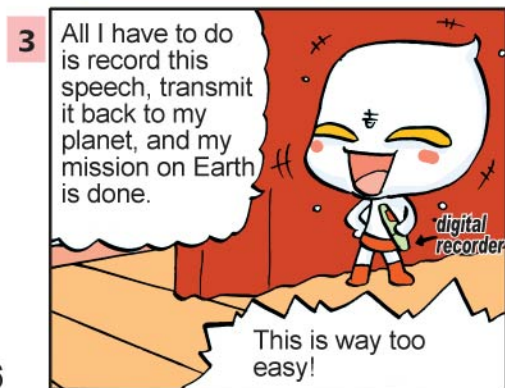
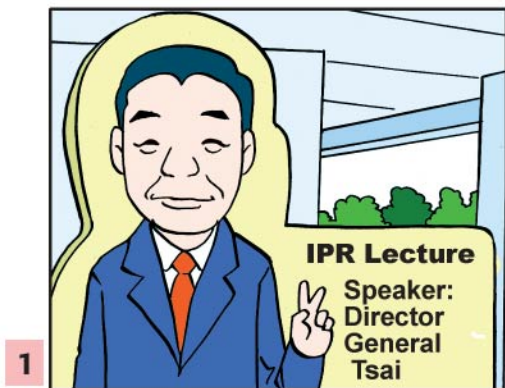
**Note on Trademark Act:**

If you don't have permission from the trademark owner, don't fake or copy their trademark!





# Is It Okay to Record a Famous Person's Speech?

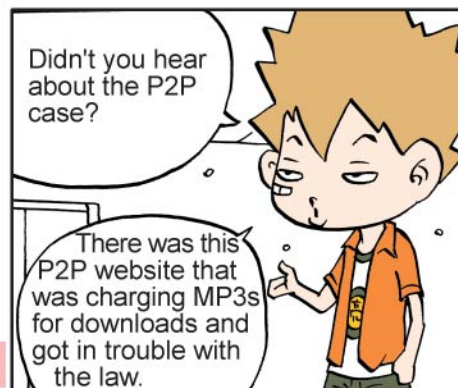
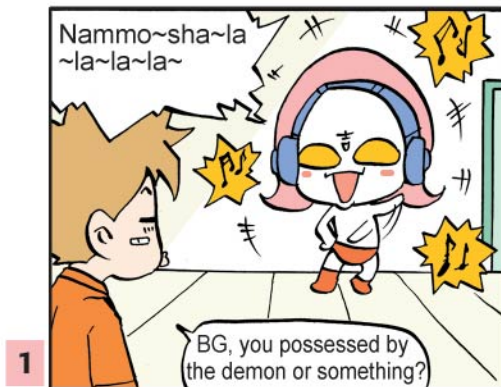


## ! Note on Copyright Act:

The content of a speech is a language creation, make sure you have the speaker's permission before you do any recording.



# Good Things Are for Sharing —BG's MP3s



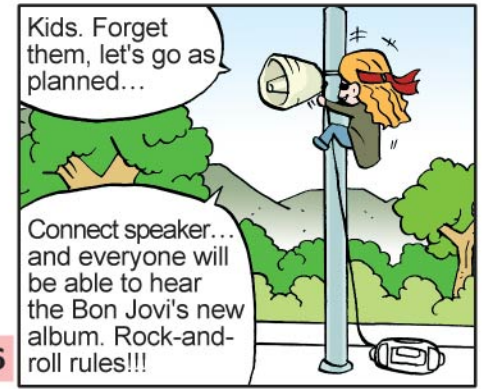
## ! Note on Copyright Act:

If you upload, download, or post someone else's work without their permission, you are violating their reproduction and public transmission rights. It is a form of stealing.





## Rock-and-Roll Underworld Guitarist Shook Up Amusement Park



### ! Note on Copyright Act:

Unless it is for fair use, you will have to get the rights holder's permission or authorization if you want to broadcast their music or recording in a public place. The terms and conditions of the licensing contract can be negotiated with a copyright intermediary organization.



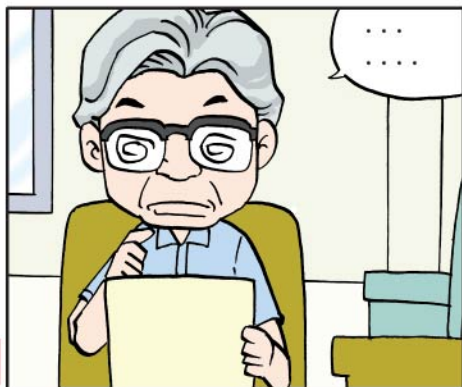


## Lenny's Road to Literary Giant

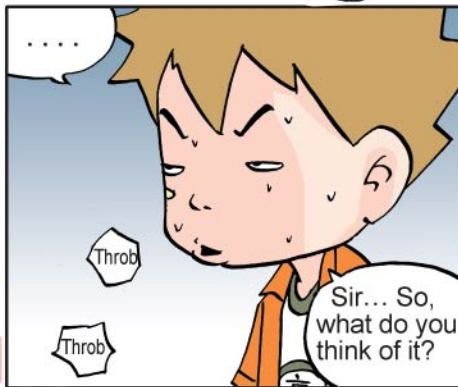
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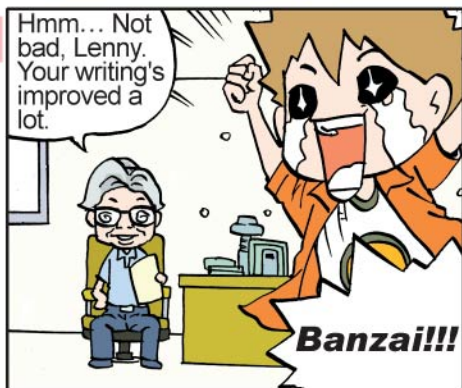
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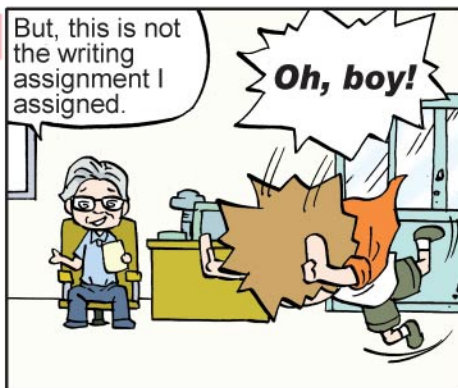
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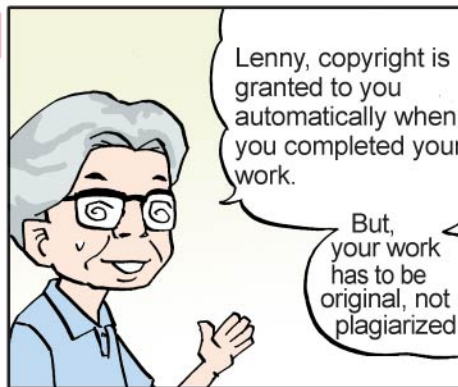
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### ! Note on Copyright Act:

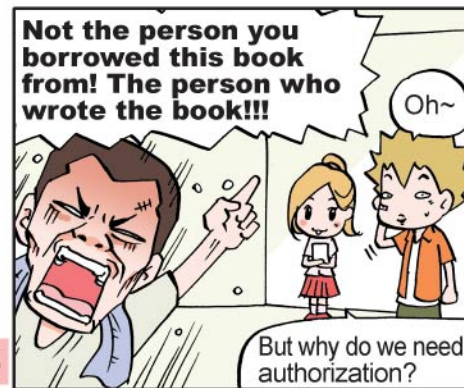
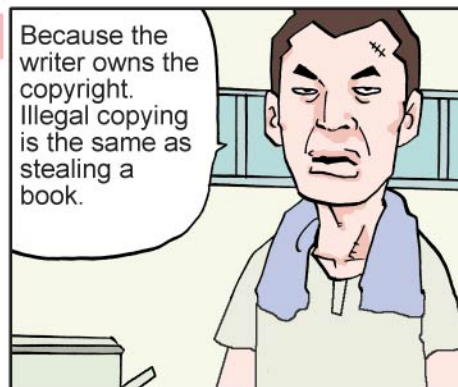
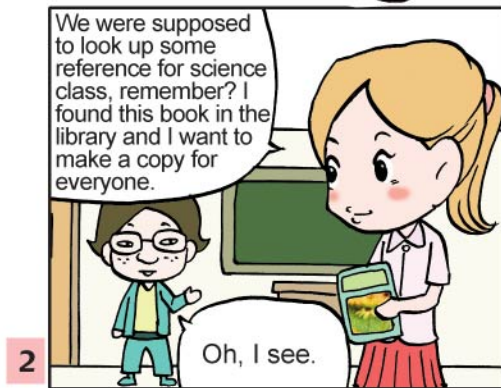
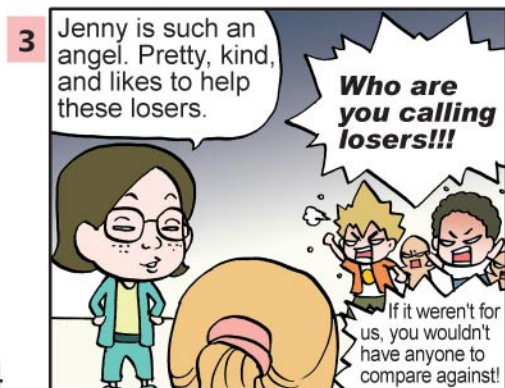
Copyright adopts "creation protectionism," which means when a piece of creative work is completed, the writer/composer/artist will automatically obtain copyright and their work will be protected by the Copyright Act. No application or registration is necessary.





## Warnings From the Photocopy Shop Owner

YA



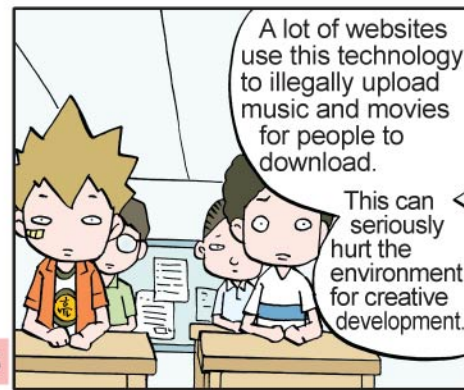
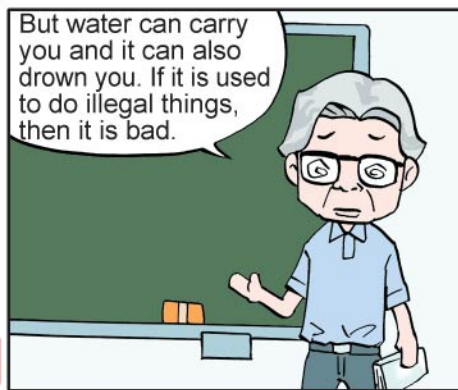
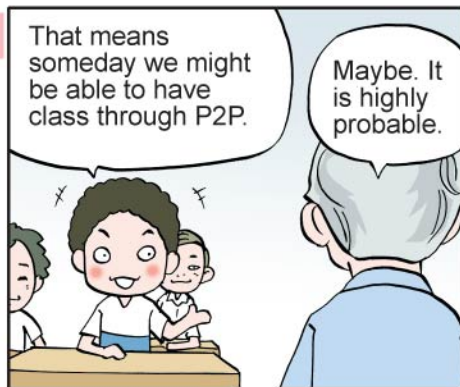
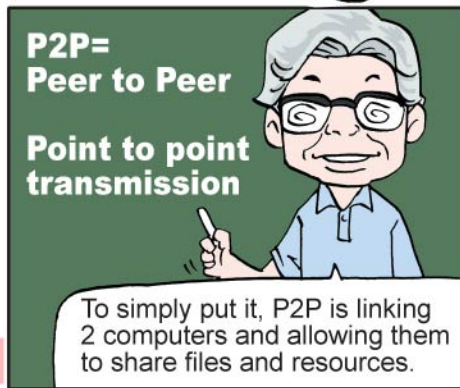
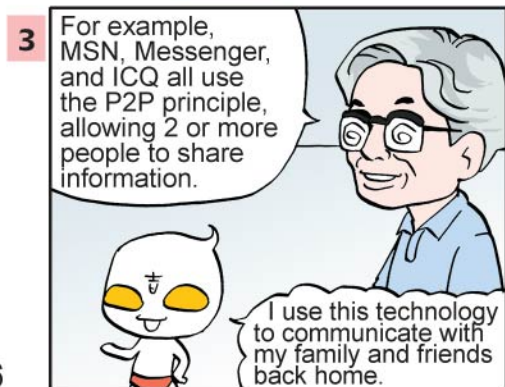
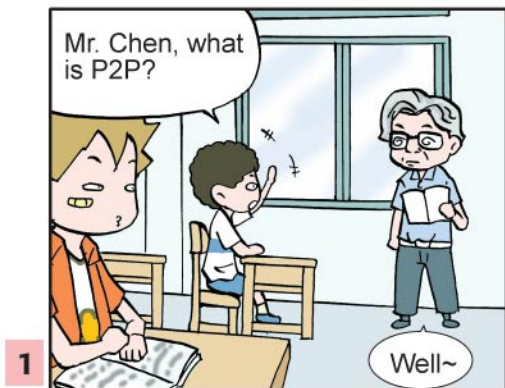
### ! Note on Copyright Act:

You can photocopy within the scope of "fair use." Once the scope of fair use is surpassed, it will result in market displacement. If everybody just photocopies books and no one buys books, then no publishers would want to print books anymore.





# Water Can Carry a Boat, But Can Sink It , too —The Worries of P2P



## ! Note on Copyright Act:

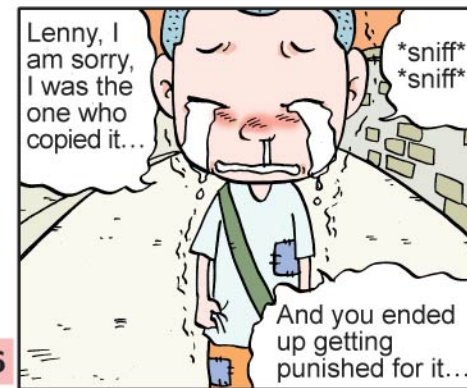
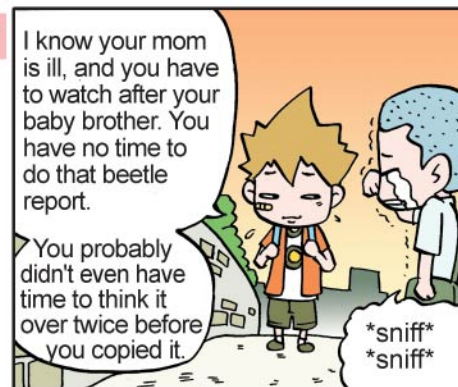
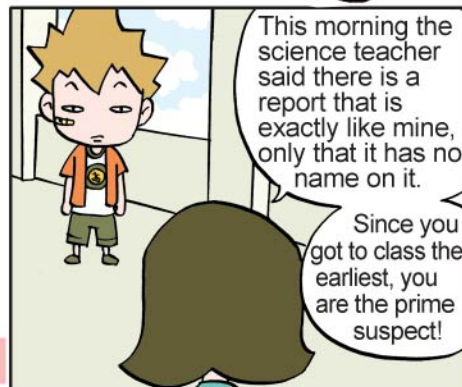
If someone tells you that you can have unlimited download of music, software or movies for a monthly membership fee, beware, it could be a trap! Charging a membership fee does not necessarily mean the website has legal license on the material for download. Choose websites that have obtained legal license to avoid getting into trouble with the law.





## Lenny and Mandy's Secret

YA

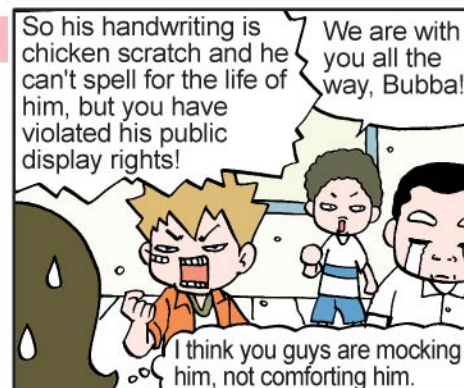
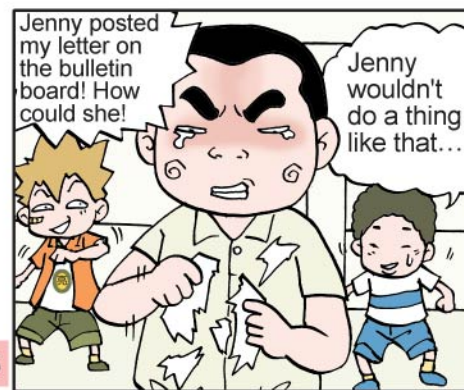
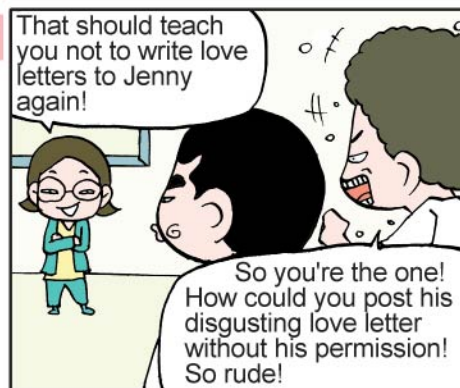
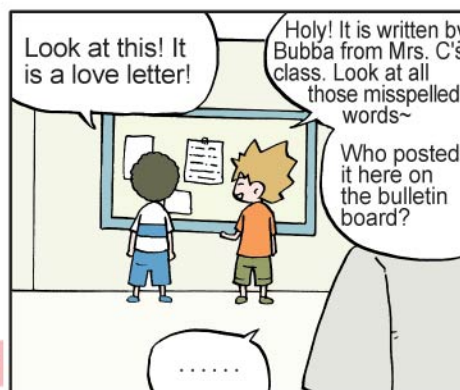


### ! Note on Copyright Act:

Copying someone else's report without their permission or authorization is a violation of copyrights. We should use our brain to create, not copy!



# Agh~~~~~ Someone's Posted My Love Letter on the Bulletin Board!



## ! Note on Copyright Act:

Love letters are also protected by the Copyright Act as language work. Publicly displaying someone's love letter is a violation of public display rights.





## Bootleg Won't Help Your Computer Boot

YA



Look! Picture of me and Jenny together~



Together? It looks more like you accidentally walked into the frame.

Whatever. I am going to scan it onto my desktop.

You have the scanner driver?



No~

Why don't you go to the computer shop down the street and ask them to install it for you.



That's right! You are such a genius!

I'll get a bootleg copy then.



Hey! That is piracy!

Asking a shop to install pirated software is also against the law, dear.



In that case, we can't use the scanner anymore, Grandpa.

How about you buy us a new scanner? You can take the old one to the shop down the street and get a rebate on a new one.



Really?!

Then can I take this old fan and get a rebate on a new one?



Grandpa, they are not a recycling collector.

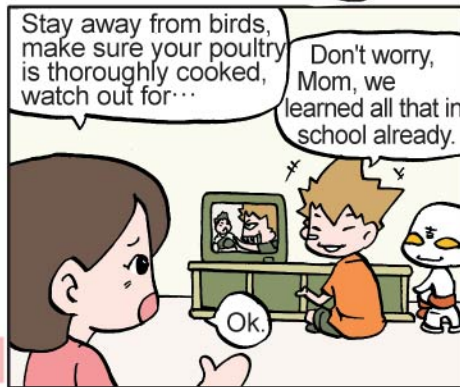
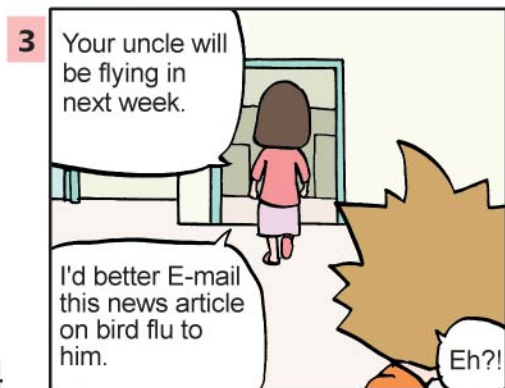
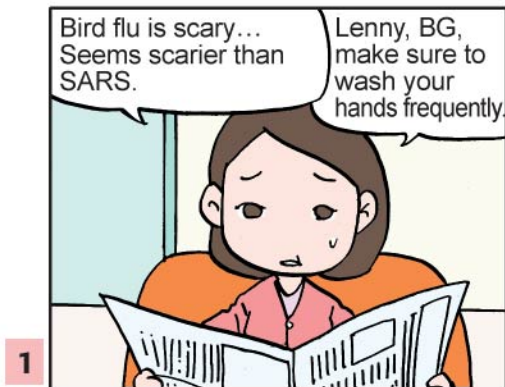
**! Note on Copyright Act:**

Buying and installing bootleg software or asking a shop to install bootleg software into your computer is an act of infringement.



## The Threat of Bird Flu

YA



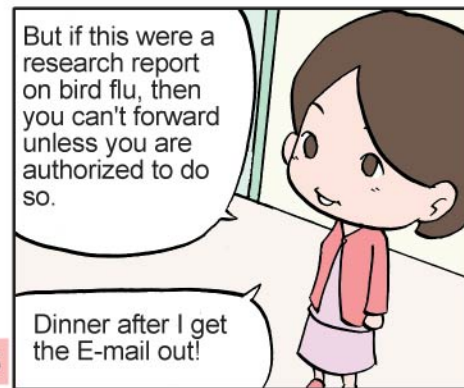
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**! Note on Copyright Act:**

It is okay to forward news articles that are simply relaying facts.





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