

# YOU OWN YOUR IDEAS— LET WSU VENTURES HELP YOU PROTECT THEM.

**IF YOU MAKE IT, CREATE IT, WRITE IT OR DESIGN IT, IT'S YOURS\*.**

At WSU Ventures, we're here to make sure your intellectual property is kept safe by providing assistance with the following forms of protection.

## PATENTS

Property rights granted by the United States government that prevent others from making, using, selling or importing the invention in the United States.

Possible applications include: processes, machines, methods, compositions of matter and new plant varieties

## COPYRIGHTS

Designations that protect works of authorship such as writings, music and works of art for the entire life of the author plus an additional 70 years.

Possible applications include: poems, songs and movies

## TRADEMARKS

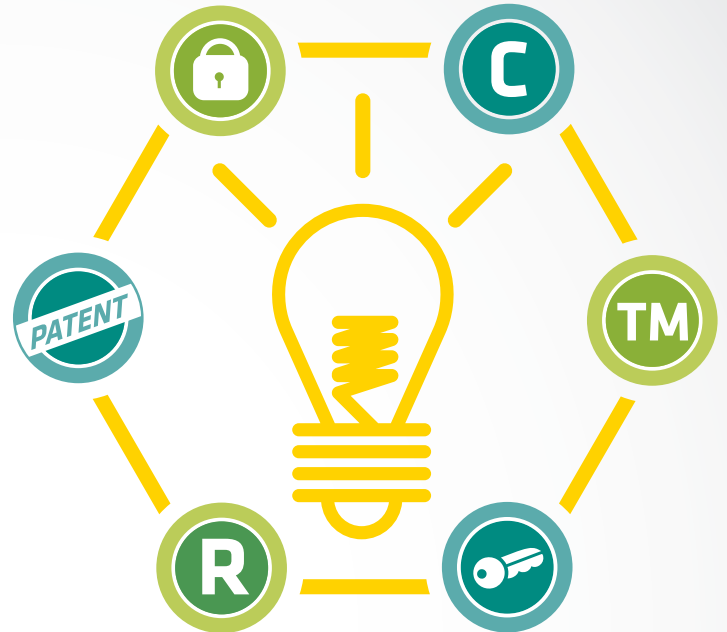
Designations that protect words, names, symbols, sounds or colors that distinguish a good or service from its competition.

Possible applications include: names, jingles, logos and other graphic elements

## TRADE SECRETS

Designations that protect information that gives companies or individuals an advantage over their competition.

Possible applications include: formulas, recipes and production methods



Until you have any of these forms of protection, it is extremely important that you do not publicly disclose details related to your intellectual property without at least having a signed, non-disclosure agreement.

**For more information, or to start the process of protecting your intellectual property, contact WSU Ventures at [WSUVENTURES@WICHITA.EDU](mailto:WSUVENTURES@WICHITA.EDU).**

*\* If the intellectual property is developed in collaboration with an employee of Wichita State, or the student is a WSU employee, the university may have full or joint ownership.*

**WSU** | VENTURES

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