

5. Useful definitions for future entrepreneurs

What is and how to protect an intellectual property?

In the business sense, intellectual property represents non-material assets, the successful exploitation of which can be a valuable business basis.

In order to protect these assets, and to stimulate human creativity that benefits overall social development, a legal protection system for intellectual property has been developed. The intellectual property right includes a system of legal instruments regulating the acquisition of the intellectual property and protection from unauthorized use. (Source: <https://www.dziv.hr/hr/intelektualno-vlasnistvo/o-intelektualnom-vlasnistvu/>)

What is a patent?

Patent is the right recognized for an invention which provides a new solution to a technical problem, and usually refers to a certain product, process or use.

A patent is acquired by acknowledgement of the right given by an authorized body (in the Republic of Croatia, The State Intellectual Property Office of the Republic of Croatia), on the basis of examination of the patent application which describes the invention.

Patent protection is an effective business tool that enables its owners the refund of what has been invested in research and development of new products and technologies, through a monopoly on a protected technical solution usage during the patent protection period. (Source: <https://www.dziv.hr/hr/intelektualno-vlasnistvo/patenti/>)

What is a design?

Design is the appearance of a product or an item. Design is what makes a product attractive, appealing or wanted, thus boosting the sales of a product and increasing its commercial value. As one of the forms of intellectual property, industrial design protects spatial or flat features of a product (industrial or crafted item), visible in its regular (purposeful) use. Spatial features are a form and an outline of a product, whereas flat features are shades, lines, colours, texture and a combination of previously mentioned features. The basic conditions a design must fulfil for a recognized protection are newness and an individual character of a design, and that its features are not solely dependent on the technical function.

What is a trademark?

A trademark is an exclusive right recognized as a mark used to differentiate one person's products and / or services from the others in economic traffic. The name, logo, emblem, label or other distinguishing features of your product and / or service can be protected with a trademark. In the majority of countries, the trademark is obtained by registration, based on examination carried out by a corresponding authority. In the Republic of Croatia this is the State Intellectual Property Office of the Republic of Croatia. The basic conditions a mark must fulfil to become a trademark are dissimilarities in regards to another, existing, trademark.

Useful links:

[The State Intellectual Property Office of the Republic of Croatia / Državni zavod za intelektualno vlasništvo](#)

[World Intellectual Property Organisation / Svjetska organizacija za intelektualno vlasništvo](#)

[European Patent Office / Europski patentni ured](#)

[Hrvatsko društvo sudskih vještaka](#)

[Office for Harmonization in the Internal Market \(Ured za usklađivanje na unutarnjem tržištu\)](#)

[Licensing Executives Society](#)

[The International Valuation Standards Council \(IVSC\)](#)

(Source: State Intellectual Property Office of the Republic of Croatia)

Literature:

- 1 B. Golob, *Inovacija poslovnih modela*, Rijeka, October 2012, p. 1: <http://www.step.uniri.hr/wp-content/uploads/2014/12/Inovacija-poslovnih-modela-Step.pdf>
- 2 A. Delić, S. Oberman Peterka, J. Perić, *Želim postati poduzetnik*, Osijek, p. 28: <https://www.hup.hr/EasyEdit/UserFiles/%C5%BDelim%20postati%20poduzetnik.pdf>
- 3 Timmons J: *New Venture Creation, Entrepreneurship for the 21st century*, McGraw Hill, 2007