INTELLECTUAL PROPERTY PROFILE (IPP)

What's all this conversation about Branding?

People want to brand themselves, their ideas, their pets, their hashtags, their everything of everything.

The Branding Fad has left the station and has become a mush mush of cliché' gobblydegook efforts by individuals mostly trying to get broader social media recognition.

Here's where Branding is left behind, in the dustbin of waterbeds, pet rocks, finger spinners, water bucket drops, and donate/share this/share that gigs.

The replacement? Intellectual Property Profile, IPP for short.

Consider this: Your IPP is your idea materialized in image, concept, and execution.

It's to feature and promote your best service and your best product.

Examples: Best milk/drink/soda, Best shoe, Best computer, Best machine/car/auto, Best personal and customer service delivery, and Best team in sports.

The activation and production of your IPP is your brand.

Brand, welcome to IPP.

It's what people see, hear, think, use, perceive.

You, it, they--we are the real brand as represented by the Gestalt of the IPP.

It's your profile.

Consumers get a grasp of your product and service by getting your profile and its implementation.

And that is identified and recognized as real intellectual property; idea and thing.

Now marketing on the "B" word has become directed and reimagined in the world of the "Internet of Everything" as consumers undergo the disruption of their perception of products and services.

Or as Jonathan Salem Baskin says, "Branding Only Works on Cattle" (2008), and the promise is best presented through the unification of concept and promise delivery of intellectual property profile, "IPP".

Got Brands? The ten most highly recognized practitioners of IPP and a few personal favorites are represented by universally recognized iconic stalwarts like Coca Cola, Disney, McDonald's, Toyota, Ford, Mercedes Benz, Apple, Amazon, Google, Samsung, Microsoft, Nike, Zappos, FedEx, Rolex, rolls Royce,

They are trusted, enviable, copied, imitated, impersonated, and knocked off.

For clarification, IP is guided by the following legal parameters.

What is Intellectual Property?
Author(s): | Publication year: 2004

Intellectual property refers to creations of the mind: inventions; literary and artistic works; and symbols, names and images used in commerce. Intellectual property is divided into two categories: Industrial Property includes patents for inventions, trademarks, industrial designs and geographical indications. Copyright covers literary works (such as novels, poems and plays), films, music, artistic works (e.g., drawings, paintings, photographs and sculptures) and architectural design. Rights related to copyright include those of performing artists in their performances, producers of phonograms in their recordings, and broadcasters in their radio and television programs.

https://www.inquartik.com/inq-intellectual-property-rights/
https://www.wipo.int/publications/en/details.jsp?id=99&plang=EN

What Are Intellectual Property Rights?

Intellectual property rights are legal rights that provide creators protection for original works, inventions, or the appearance of products, artistic works, scientific developments, and so on.
There are four types of intellectual property rights (IP): patents, trademarks, copyrights, and trade secrets.

Types of Intellectual Property Rights

Patent
A patent is used to prevent an invention from being created, sold, or used by another party without permission. Patents are the most common type of intellectual property rights that come to people's minds when they think of intellectual property rights protection. A Patent Owner has every right to commercialize his/her/its patent, including buying and selling the patent or granting a license to the invention to any third party under mutually agreed terms.
There are three different categories that patents can fall under:
• Utility: A utility patent protects the creation of a new or improved product, process, composition of matter, or machine that is useful.
• Design: A design patent protects the ornamental design on a useful item.
• Plant: A plant patent protects new kinds of plants produced by cuttings or other nonsexual means.
• If you are interested in learning more about different types of patents, read this article!
• Try out Patent Search for free! Having hands on experiences is the best way understanding about patents!

Trademark
Trademarks are another familiar type of intellectual property rights protection. A trademark is a distinctive sign which allows consumers to easily identify the particular goods or services that a company provides. Some examples include McDonald's golden arch, the Facebook logo, and so on. A

trademark can come in the form of text, a phrase, symbol, sound, smell, and/or color scheme. Unlike patents, a trademark can protect a set or class of products or services, instead of just one product or process.

Source: Color Matters

Copyright
Copyright does not protect ideas. Rather, it only covers "tangible" forms of creations and original work–for example, art, music, architectural drawings, or even software codes. The copyright owner has the exclusive right to sell, publish, and/or reproduce any literary, musical, dramatic, artistic, or architectural work created by the author.

Trade Secret
Trade secrets are the secrets of a business. They are proprietary systems, formulas, strategies, or other information that is confidential and is not meant for unauthorized commercial use by others. This is a critical form of protection that can help businesses to gain a competitive advantage.

Although intellectual property rights protection may seem to provide a minimum amount of protection, when they are utilized wisely, they can maximize the benefit and value of a creation and enable world-changing technology to be developed, protected, and monetized.

So IPP is the whole package and gives voice to the overall proposition of what the IOT is, its identification, its reputation, its promise and its delivery.

Branding is dead, long live IPP

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