

Celebrating World  
IP Day 26 April  
2021

**Kath  
Penaluna**

Hello



PRIFYSGOL CYMRU  
Y Drindod Dewi Sant  
UNIVERSITY OF WALES  
Trinity Saint David



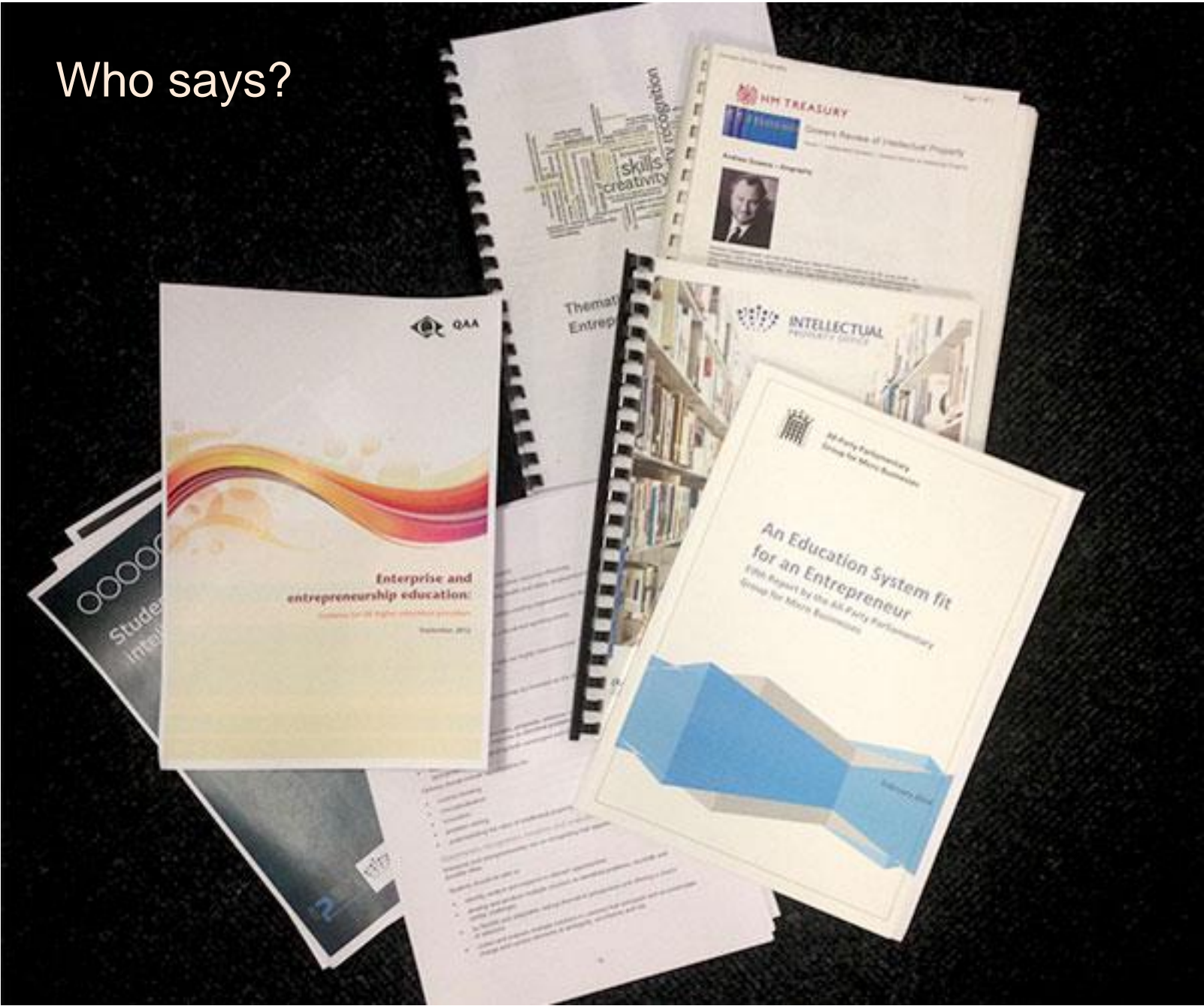
IP for empowerment: Getting creative for success?

Which disciplines should have an understanding?

Which disciplines don't need it?

Who says?

BUSINESS  
Creativity

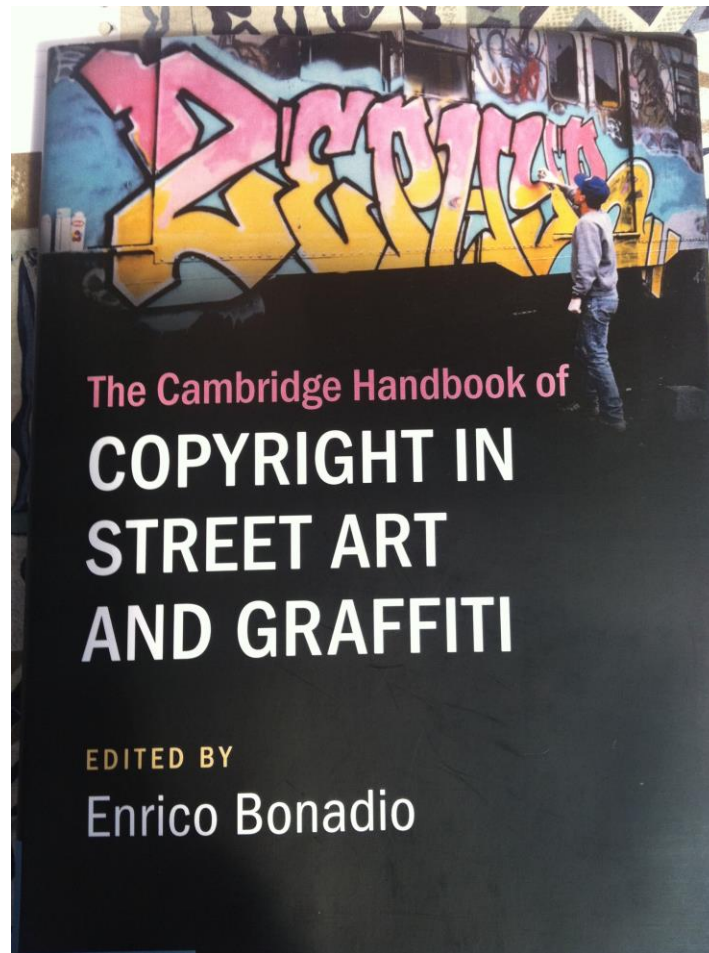




How, when and what?

Enterprise educators work across disciplines. Context is key, make it relevant and they will become curious:

# Fine Art – conversation about street art.





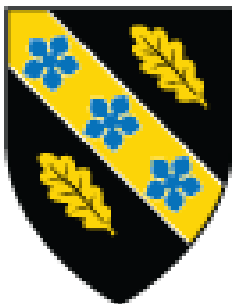
Curious students will become good researchers and find the vast resources online.

Alumni are a great trigger of creative research.



Trademark

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# Hozah Trademark – Naomi Bishop



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**Status:** Registered  
**Mark type:** Figurative  
**Mark text:** HOZAH  
**File date:** 19 June 2017  
**Classes:** 9, 36, 42



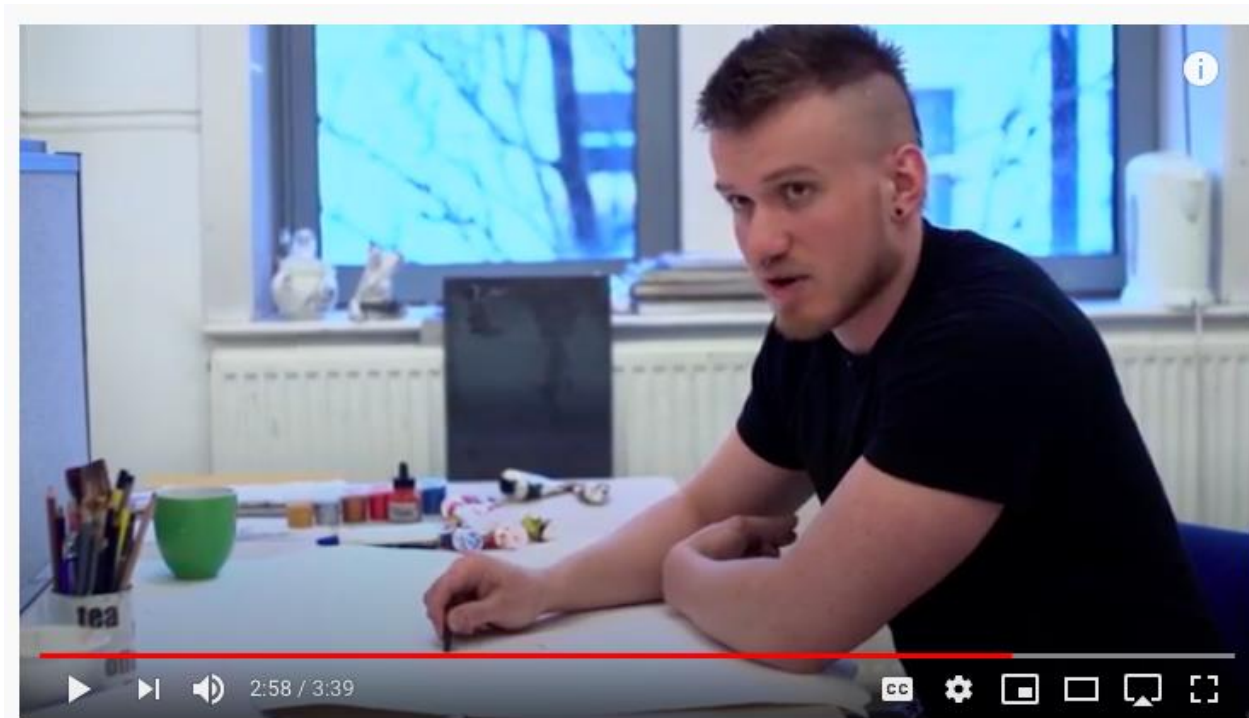




“Trade marking Hozah was important to us because we are both driver-focused and respected by landowners. We know that our brand is associated with the easiest way for drivers to park (via Hozah: Autopay), but we also know that Hozah stands-out within the parking industry as an ethical and technologically advanced parking partner. Maintaining and protecting that brand image was of paramount importance to us and thus trade marking it was one of the first things we did as a company.”

Naomi Bishop 23/4/21

## Dafydd Williams – moral rights



CASE STUDY: How do I protect my copyright as an artist or photographer?

<https://www.youtube.com/watch?v=v59aqvLPPp4>



Make them curious through provocation?

What do they photocopy?

What do they download?

November 2013 – Hells Angels accuse rapper Young Jeezy's clothing line and Dillard's store of trademark infringement over winged head design



This jacket shows the Death Head symbol that's the basis of a federal lawsuit by Hells Angels against 8732 Apparel and Dillard's.





## **Rogers v. Koons**, 960 F.2d 301 (2d Cir. 1992)

Postwar artist Jeff Koons appropriated a photograph taken by Art Rogers of two people holding a bunch of puppies. Although Koons made a sculpture from the photo, changing the colors of the puppies and altering a few other elements, the court rejected his parody defense.



Use the Room

Use the Zoom



Creativity without IP  
understanding = what value  
creation?