

Example 3 | Online gaming

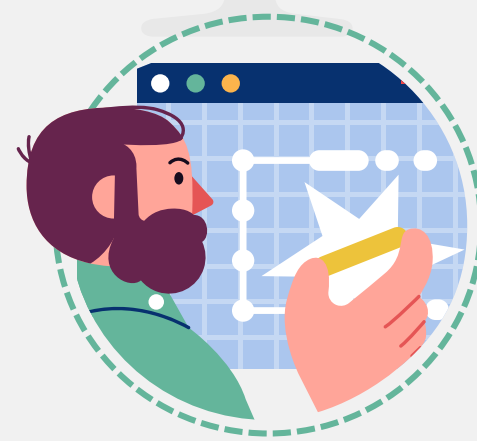


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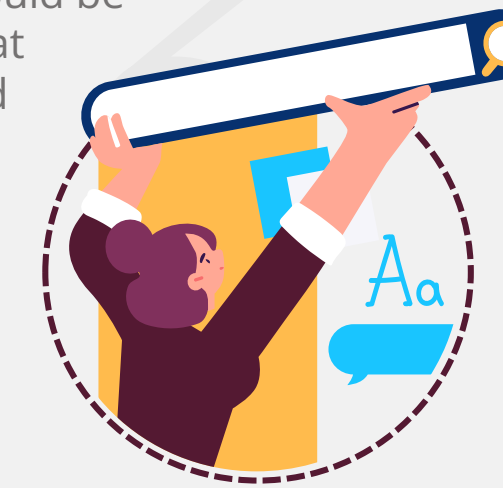
1 Copyrights

The game code, the artwork, the music, and the script could all be protected by copyright. This means that nobody else would be able to copy them without permission.



2 Trade Marks

The game's name and logo could be trade marked. This means that other game developers would not be able to use the same or a confusingly similar name for their games.



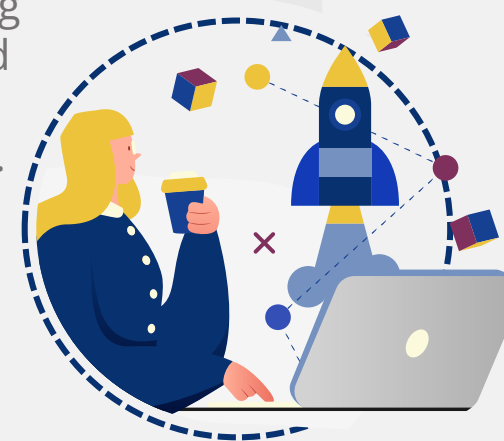
3 Designs

New game characters and game appearances (user interface) can be protected designs.



4 Patents

If the game creators invented a new kind of game technology (like a special way of controlling characters or a unique method for creating game worlds), they might be able to patent it. This would prevent other game developers from using the same invention in their games.



5 Trade Secrets

Know-how and creative processes could be protected as trade secrets.



So, IP could help the creators to protect their hard work and creativity. IP rights ensure that the creators would be the only ones who can decide who gets to use or change their game. This way, they can keep making great games!

With digital transformation, video games have developed with increasingly sophisticated design and artistic qualities, to give a unique narrative experience to players, allowing them to interact and even decide about the outcome of the story.

For example, consider a newly invented digital game. The creators of this game came up with a unique name, game world, interesting characters, and fun gameplay mechanics. All of these are examples of digitalisation, i.e., they have turned creative ideas into a digital game that can be played on computers and smartphones.

Here's how intellectual property (IP) could protect this digital innovation:



MORE INFO

For more information and tips on how to get started, check out these free online tools:

- ▶ Discover guides: <https://business.ideaspowered.eu/discover>
- ▶ Free IP support: <https://www.euipo.europa.eu/en/sme-corner/free-ip-support>
- ▶ IP Scan: <https://www.euipo.europa.eu/en/sme-corner/ideas-powered-for-business/ip-scan>



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