



# Insights

## A Brief Primer on Protecting IP Capital, with Dan Tychonievich and Justin Sage (Podcast)

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Coca-Cola, Kleenex, a ballpoint pen, a Marvin Gaye song: For consumers, they're products to use and enjoy. For commercial enterprises, they're intellectual capital that must be protected to ensure growth.

Host George Lepeniotis invites colleagues Dan Tychonievich and Justin Sage, members of Krieg DeVault LLP's Intellectual Property Practice, to break down the legal implications of owning IP. Using real examples, Dan and Justin explain the nuances of trade secrets (Coca-Cola's recipe), trademarks (Kleenex's brand), patents (an innovation to the existing ballpoint pen), and copyright (Marvin Gaye's song). As Dan says: "You have to become aware that somebody may be infringing, whatever that is – a copyright, trademark, or a patent."

Tune in for their insights, and stay to the end for Dan's joke about an "ant farm" trademark.

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