

Thrills & Strategies to Protect Your Attraction's Intellectual Property Assets

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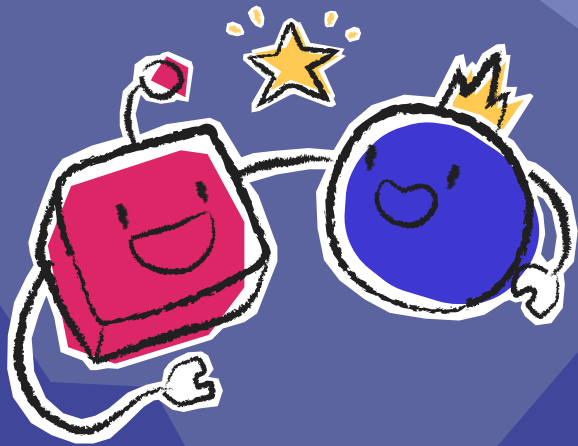
POWER UP!



Camille Wilson
Attorney at law
Wilson Dutra

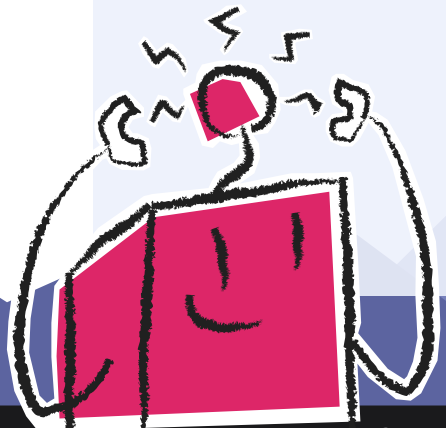


Thrills & Strategies of Protecting Your Attraction's Intellectual Property Assets

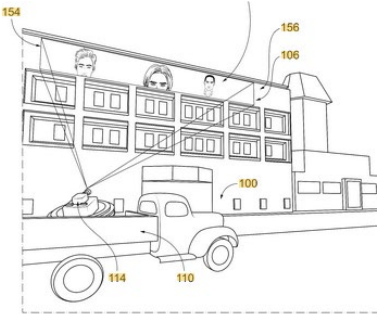
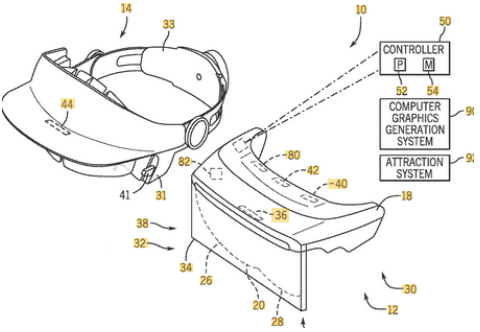


For Starters:

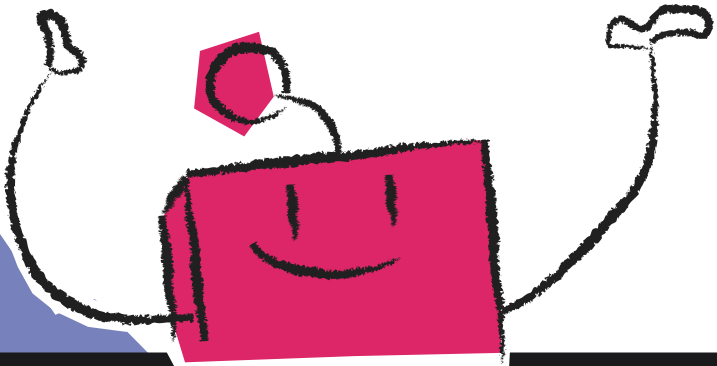
- What is a patent?
- An exclusive right to an inventor for a new, useful, and non-obvious invention to prevent others from making, using, selling, or importing the invention.
- By country.
- Different types.
 - Design Patent.
 - Utility Patent.



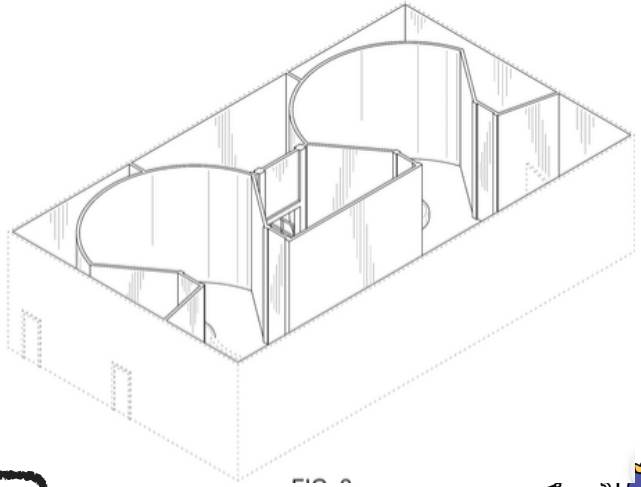
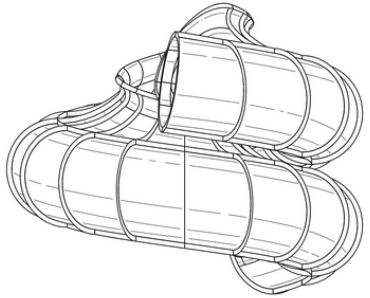
Patents



Utility Patents

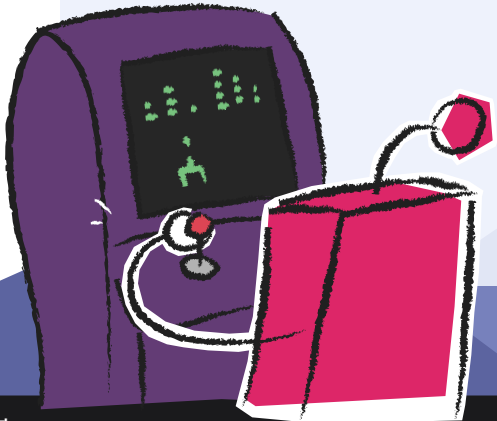


Design Patents

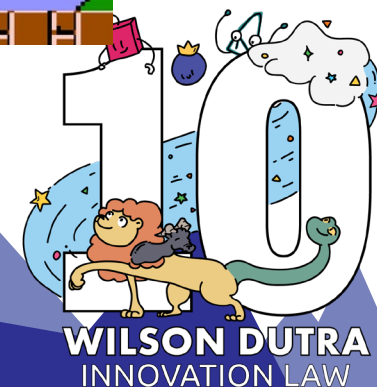
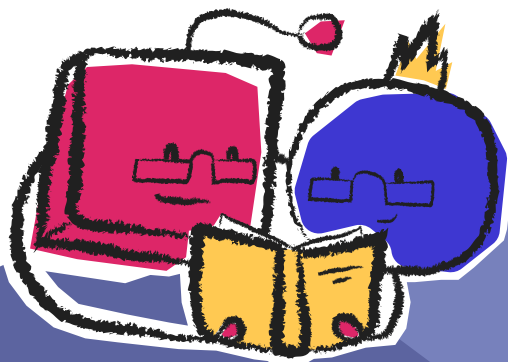
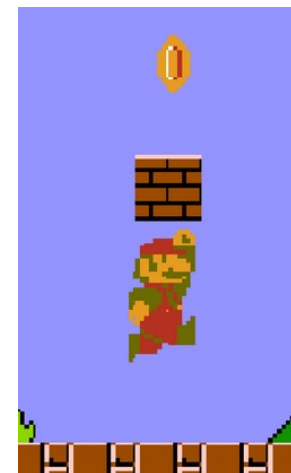


Next Up:

- What is a copyright?
 - Copyright is a legal right that grants exclusive ownership to creators of original works, like books, music, and films, allowing them to control how their work is used, reproduced, and distributed.

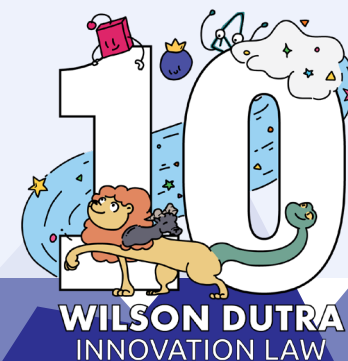
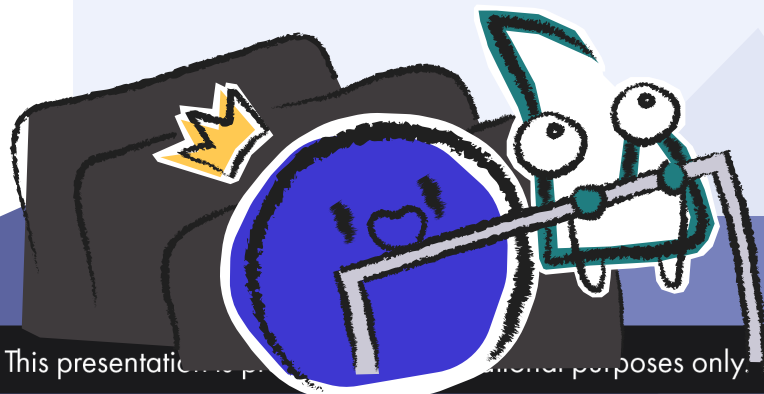


Copyrights*

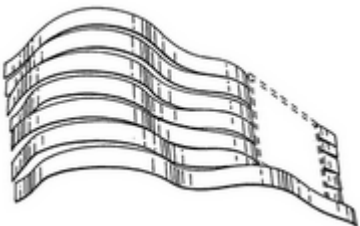
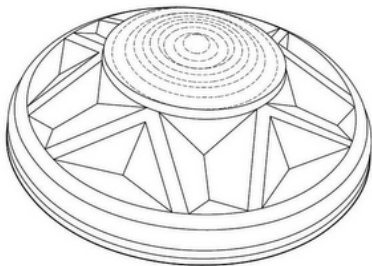


Before we continue...

- What is a trademark?
- Anything that identifies the source of a good or service.



Anything?



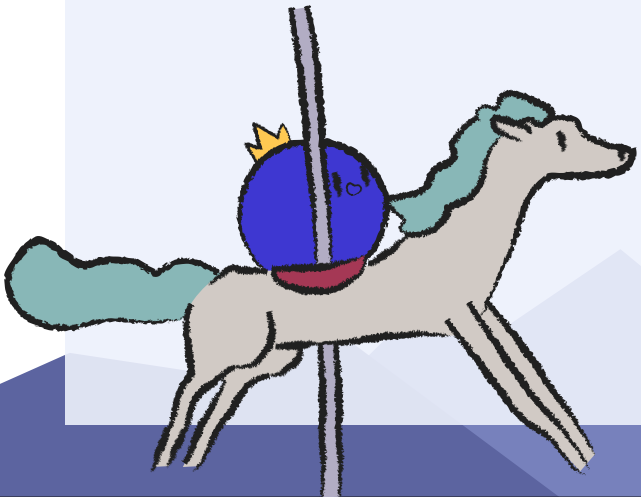
Keeping Your Attraction Protected: What to Do?



Dilapidated Attraction: Doing Nothing!

Pros

- Cheap...for now



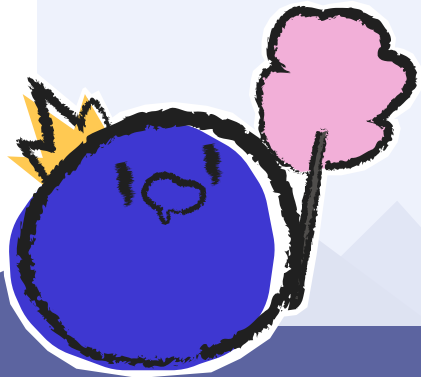
Cons

- Receive a cease and desist letter.
- Someone could tell you to stop.
- Make you change your branding.
- Prevent you from growing.
- Reduce your opportunity to monetize.
- Can be costly in the long run.
- Can be emotional.
- Fear of the unknown

Somewhere in the middle: Doing a Little Something!

Pros

- Still relatively cheap... for now



Cons

- One moment in time...receive a cease and desist letter later.
 - Someone could tell you to stop.
 - Make you change your branding.
 - Prevent you from growing.
- Reduce your opportunity to monetize.
- Can be costly in the long run.
- Can be emotional.
- Fear of the unknown.

A Glorious Attraction: Doing a Lot!



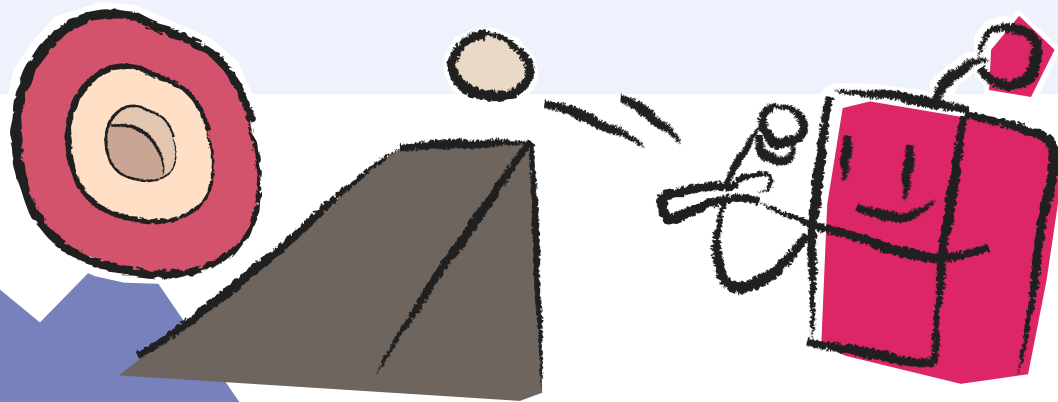
Pros

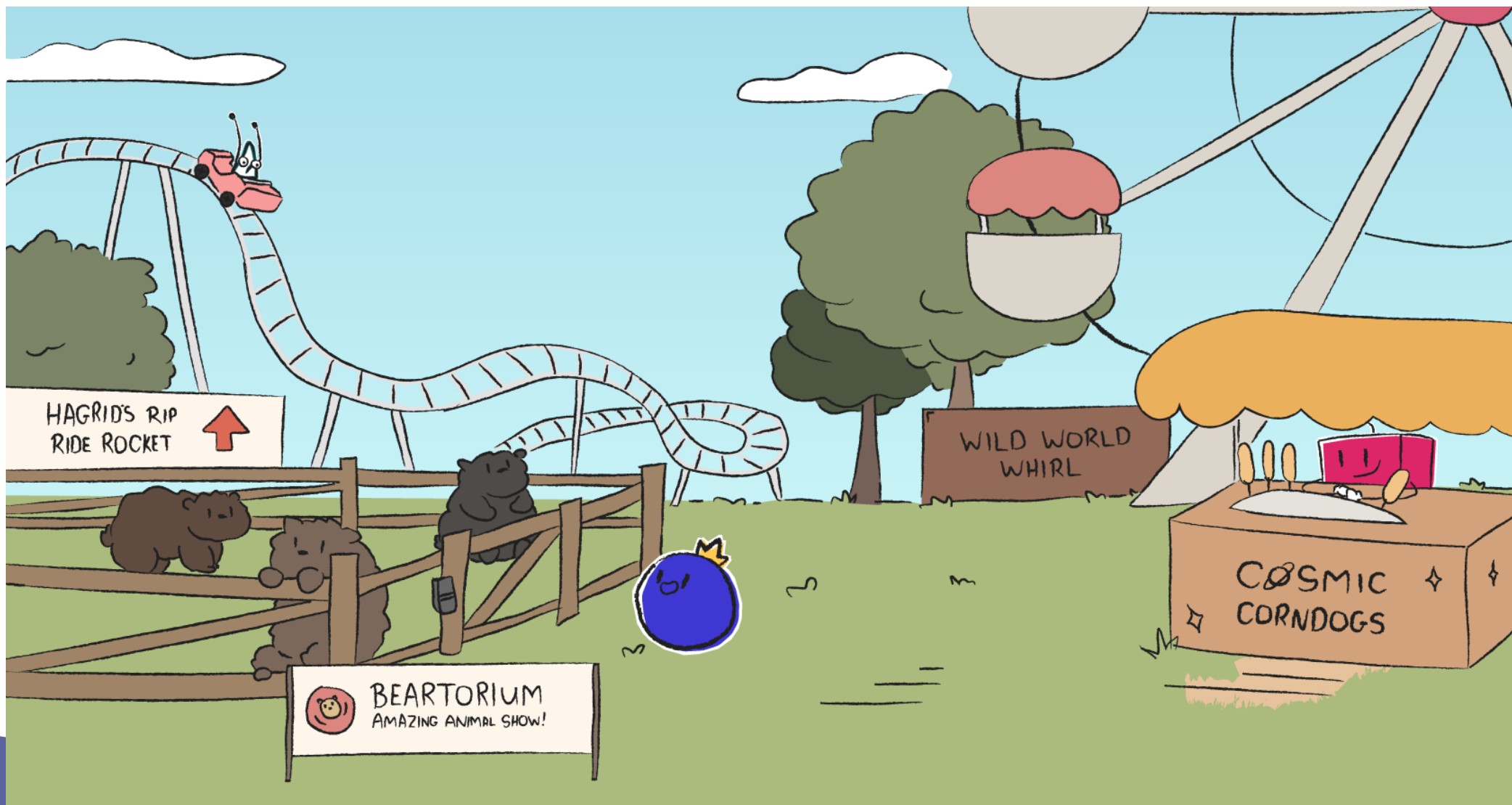
- Peace of Mind.
- Can fully leverage your TM.
- License.
- Franchise.
- Sell.
- Can be lucrative in the long run.

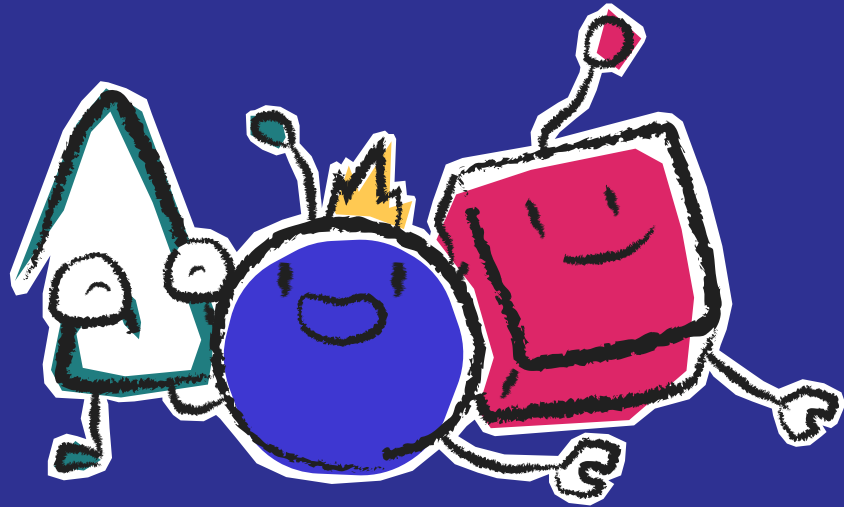
Cons

- Can be time-consuming.
- Costs may add up in the short term.
- ...but benefits typically outweigh this in the long term.
- Can be emotional.

Let's play a game!







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COMING UP NEXT!

General Session #6 2:45pm

***Conference Keynote Address
“Power Up Your Leadership”***

POWER UP!