Intellectual Properties
How important are ethics in today's society?
Ethics and Information Technology

1. Exploring the impacts of information technology upon fundamental human values
   -> Advancing and defending those values

2. Identifying ethical problems generated by information technology
   -> Suggesting ways to resolve those problems

3. Proactively seeking ways to use information technology to create a better world
Ethics: do we care?

❖ Making ethical tech is placing obstacles to innovation

❖ It depends…. My ethics erode at $150/hr and disappear above $225/hr

❖ The technology itself is not a problem. How it is used may be

❖ Everyone defines ethics differently
The ACM code of ethics

General ethical principles:

1. Contribute to society and to human well-being
2. Avoid harm
3. Be honest and trustworthy
4. Be fair and do not discriminate
5. Respect the work required to produce new ideas
6. Respect privacy
7. Honor confidentiality

https://www.acm.org/code-of-ethics
Intellectual Properties

• Trademarks
• Patents
• Copyright
A trademark is a sign capable of distinguishing the goods or services of one enterprise from those of other enterprises.
A patent is an exclusive right granted for an invention, which is a product or a process that provides, in general, a new way of doing something, or offers a new technical solution to a problem.

**Protection:**
the patent owner has the exclusive right to prevent or stop others from commercially exploiting the patented invention

**Constraint:**
Technical information about the invention must be disclosed to the public

**Duration:**
Usually 20 years
Patents

LOUIS S. BURBANK
BICYCLE
Patented January 30, 1900
No. 642,644

PHILIP E. McMORROW
ANIMAL TRACK
FOOTWEAR SOLES
Patented September 24, 1968
No. 3,402,485
Copyright

Copyright gives its owner the exclusive right to make copies of a creative work. The creative work may be in literary, artistic, educational, or musical form.
Sonny Bono Act

Current copyright law enforced in the US:
- Life of the author plus 70 years
- Corporate authorship: 120 years after creation or 95 years after publication

For work published before 1978:
- Initial protection of 28 years
- Renewal term of 67 years