

Intellectual Property on Campus: 25 Questions You Should Be Asking

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Varieties of IP

- **Trademarks**
- **Copyrights**
- **Patents**
- **Trade Secrets**
- **Rights of Publicity**
- **Internet Domain Names**

Trademark Questions

- **Which trademarks are registered by your institution on the state or federal level?**
- **Which marks are unregistered, and should they stay that way?**
- **How expansive should the institution be in claiming trademark protection?**
- **Who sets policy in these matters?**

Copyright Questions

- **When was your copyright policy last updated?**
- **What does your copyright policy say regarding online teaching?**
- **What does your copyright policy say regarding students?**
- **How do you handle questions of fair use?**
- **Who sets policy in these matters?**

Patent Questions

- **How committed is your institution to seeking patents?**
- **What are your institution's goals for technology transfer?**
- **How will you prepare for / approach opportunities for litigation?**
- **Who sets policy in these matters?**

Trade Secret Questions

- **What kinds of information does your institution consider proprietary?**
- **How 'open' or 'transparent' does your institution wish to be?**
- **Which of your corporate donors/sponsors have agreements with you, the terms of which they expect to be kept secret?**
- **To what length are you willing to go to uphold secrecy?**
- **Who makes these determinations?**

Right of Publicity Questions

- **What do your institution's policies say concerning institutional use of student names, images, and likenesses?**
- **What do your institution's policies say concerning institutional use of faculty names, images, and likenesses?**
- **Are there any instances where the institution or third parties derive monetary value from using these things?**

Internet Domain Name Questions

- **Who is in charge of maintaining your .EDU registration and other domain name registrations?**
- **How do you use domain names in non-.EDU extensions?**
- **How do your domain name holdings fit within institutional social media & brand-building strategies?**
- **When, if ever, would you attempt to acquire already-registered domain names from third parties?**

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