

WHAT ABOUT THE CASE I HAVE NO CERTAINTY THAT A PRODUCT OR A SERVICE IS LEGAL?

Go to www.ioscelgoautentico.net (PLEASE ADAPT TO PROPER INFO SOURCES) and learn everything on IP, take a look at the tips to distinguish fake from original products, find out legal content providers, learn what is licit to share with your friends on your social network profiles and what is not.



The Peers Say NO campaign is realized with the support of the European Union Intellectual Property Office (EUIPO)

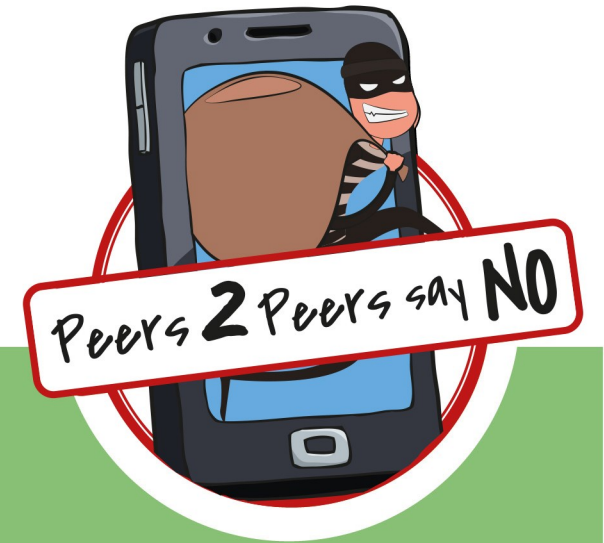
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**INTELLECTUAL
PROPERTY
EXPLAINED
TO CHILDREN**

WHAT'S INTELLECTUAL PROPERTY ?

It may appear as an abstract concept, but it isn't. Intellectual property is a part of our everyday life. IP simply means that the author of a creative work, a literary work or a music one, an invention or a new technology, a trade mark, is the only one that has the right to its utilization and exploitation (even to get a fair income), the only one that can decide whether to make its work public or not and how, thus allowing or not that others reproduce it, use it, or modify it.

LET'S MAKE SOME EXAMPLES



An elegant, designer bag



A cartoon movie



A novel



A good, typical cheese product



A new-model mobile phone

WHAT WOULD THE WORLD BE WITHOUT IP?

It would be a world that doesn't change and progress, where nobody invests money and efforts to make scientific research, to invent new technologies, to find new solutions to problems, to create new drugs, to create new videogames or computer software... an empty world without creativity and without further development.

WHAT'S THE DAMAGE TO MY FAVOURITE SINGER IF I DOWNLOAD HIS SONGS FROM A PIRATE SITE?

If you, and many others like you, "steal" his music instead of purchasing it, your favourite singer and his musicians, the record company, the record store... all them will happen to have worked and invested money with no return of income. So, they'll make no more records and many people will lose their job...even your favourite singer!



ALSO THE FAKE BRANDED PRODUCTS REPRESENT VIOLATIONS OF IP RIGHTS?

Yes, sure, the imitations – known as “fake products” – cause income loss and damage in reputation to the companies which produce the originals, and feed the organized crime who manages the fake products' market. These illegal productions are realised regardless all rules, including consumer protection, environment protections and workers' protection laws. Further, they make the whole community spend a lot of money for control and prevention measures and activities.

I HAVE A LOW BUDGET AND SAVING MONEY IS A TEMPTATION...

This is a saving that is not worth it: fake products are low quality and fail in a very short while; they're sometimes produced with unsafe or toxic raw materials and represent a risk for users.

The pirate supply of movies, music, sports events and pay TVs, shows and concerts, software and videogames, images etc. is linked to the risk of downloading malware on the devices (smartphone, computer), falling victim of an identity theft and others.

Anyway, those who choice the fake and pirate supply are subject to fines, denunciation and claims for compensation by the owners of IP rights.