Information Technology for Intellectual Property Protection and the Business Advantage
(including copyrights, patents, trademarks and other informal tools)

Dr. Nathaniel Atansuyi, FIIM
Dataplus Global Services Limited

.............your reliable solution partner

natansuyi@dataplusglobalservices.com; 08032554123
What is Intellectual Property (IP) with respect to Information Technology?

IT for IP protection has become an increasingly important issue due to the expansion of ubiquitous network connectivity, which allows people to use digital content and programs that are susceptible to unauthorized electronic duplication or copyright and patent infringement.

Information Technology Considerations

1. Access Control for Semantic Web Data
2. Property Protection and User Authentication
3. Robust Watermarking Techniques
4. Masking models and watermarking
5. Multimedia Content Encryption & Secure Multimedia Communication
6. Social Bookmarking-Based People Search
1. Access Control for Semantic Web Data

*Semantic Web* aims at automation, integration and reuse of *data* among different Web applications

- **Identification**: For access control to be effective, it must provide some way to identify an individual

- **Authentication**: Identification requires authentication. ...

- **Authorization**: The set of actions allowed to a particular identity makes up the meat of authorization.
2. Property Protection and User Authentication

User authentication is a security process that covers all of the human-to-computer interactions that require the user to register and log in.
3. Robust Watermarking Techniques

- Watermarking is an established technique for marking property and products such that counterfeit goods are detectable.
- A digital watermark is called **robust**, because it encode data into a file.
- The watermark may be hidden, using steganography.
- Watermarks are often used to fingerprint files.
- Watermarking helps to detect counterfeit devices and IP theft.
4. Masking models and watermarking

In most watermarking systems, masking models, inherited from data compression algorithms, are used to preserve fidelity by controlling the perceived distortion resulting from adding the watermark to the original signal.
5. Multimedia Content Encryption & Secure Multimedia Communication

Multimedia data encryption attempts to prevent unauthorized disclosure of confidential multimedia information in transit or storage.
6. Social Bookmarking - Based People Search

Social bookmarking is the process of tagging a website page with a browser-based tool so that you can easily visit it again later. Instead of saving social media posts to your browser bookmarks, you can use different platforms features to bookmark posts.

Social bookmarking sites allow social media managers to specifically target the information they want to see, curate and share.
The Business Advantage

1. Enhance the market value of your business
2. Turn ideas into profit-making assets
3. Market your business' products and services
4. Access or raise finance for your business
5. Enhance export opportunities for your business
1. Enhance the market value of your business

IP can generate income for your business through licensing, sale or commercialisation of protected products or services. This can, in turn, improve your market share or raise your profits. In case of sale, merger or acquisition, having registered and protected IP assets can raise the value of your business.
2. Turn ideas into profit-making assets

Ideas on their own have little value. However, IP can help you to turn ideas into commercially successful products and services. Licensing your patents or copyright, for example, can lead to a steady stream of royalties and additional income that can boost your business' bottom line.
3. Market your business' products and services

IP is essential in creating an image for your business. Think trade marks, logos or the design of your products. IP can help you differentiate your products and services in the market and promote them to your customers.
4. Access or raise finance for your business

You can monetise your IP assets through sale, licensing or using them as collateral for debt financing. As well as this, you can use your IP as an advantage when applying for public or government funding, e.g. grants, subsidies or loans.
5. Enhance export opportunities for your business

IP can increase your competitiveness in export markets. You can use brands and designs to market goods and services abroad, seek franchising agreements with overseas companies, or export your patented products.
Products and Services

- Digital Club International and Device (DCID)™
- IT & Business Strategy Development
- Business Process Improvement
- Cloud and Data Services
- Web Based Applications Development
- IT Facilities Management
- Unified Communications
Dataplus Global Services Limited

..............your reliable solution partner

natansuyi@dataplusglobalservices.com; 08032554123