

# **GNG2101 Deliverable L:**

## **Intellectual Property Search**

Submitted by

Section #E31

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## **Introduction**

Prior to launching the website to the public, it is important to establish the rules and regulations for intellectual property in our website. This deliverable will discuss the types of intellectual properties that will be included in our website and why they are important for the success of the business.

## Product Research & Intellectual Properties

The three websites that our group has decided to analyze are as follows: The Heart and Stroke Foundation, 16Personalities, and BuzzFeed. All of these websites have put in place a copyright disclaimer for information present in the website. The full copyright policies of each website can be found at the following links:

Table 1. Analyzed Websites Names and Links

Website Name	Website Link
Heart and Stroke Foundation	<a href="https://www.heartandstroke.ca/copyright">https://www.heartandstroke.ca/copyright</a>
16Personalities	<a href="https://www.16personalities.com/terms">https://www.16personalities.com/terms</a>
Buzzfeed	<a href="https://www.buzzfeed.com/about/useragreement?country=en-ca">https://www.buzzfeed.com/about/useragreement?country=en-ca</a>

In brief, the Heart and Stroke Foundation permits accessing, reading, and downloading content on their website for personal, non-commercial and not-for-profit use only. However, unless otherwise indicated, all information on the website (including text, videos, logos, graphics, images and photographs) are protected by Canadian and international copyright, trademark and other applicable laws.

16Personalities owns all intellectual property rights in the website. Users may view, download, and print pages for their own personal use only. Without prior consent, users may not: reproduce, translate, or reverse engineer material from the website; sell, rent or sub-license material or products from the website; communicate any material or products from the website to the public; reproduce, duplicate, copy or otherwise exploit material or products on the website for a commercial purpose; edit or otherwise modify any material or products on the website; redistribute material or products from the website; or reproduce any intellectual property rights of third parties on the website without the consent of those parties.

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## **Discussion**

All of the above three are informational websites that post content freely available for users on the web. Additionally, BuzzFeed has access to use any inputted user content on the website due to their terms and conditions.

Since our product is also an informational website, all of the terms and conditions outlined above apply to our website as well. In basic terms, all users of the website will be able to freely access, view, and download content for their personal use. They cannot use it for monetary gain or other purposes. Additionally, any medical information submitted by users are available for the creators of the website to use in any and all purposes outlined in the terms and conditions.

The above intellectual property rules are crucial for the success of the website. It is essential to protect all content within our website so that all related successes are confined within the actual business, and not retrieved from any external sources or websites. If these

intellectual properties are not in place, other businesses or websites can freely use all content within our website for their gain, and thus our business would not be capitalizing on profits.

Our team plans to ensure that all intellectual property rules are in place before the website officially launches. It is imperative for all terms and conditions to be in line with government regulations prior to the launch of the website, therefore one team member will be tasked with the responsibility of ensuring that all intellectual property rules are valid and clearly outlined in our website.

## **Conclusion**

In conclusion, the three websites that were used as research to determine the appropriate intellectual properties for our website are: Heart and Stroke Foundation, 16Personalities, and BuzzFeed. Within our website, all users will be able to view, edit, and download any content for their personal use only. Additionally, all user-submitted content can be used by the company creators in any valid way according to the terms and conditions. It is important to establish these intellectual properties for the success of the website.