

# Level 0 Tutorial

IP is part of every  
game, here's how

## IP Protection of Videogame Components

### Copyrights

*Creative works like artwork, writing, music and software*

- Music
- Code
- Story
- Characters\*
- Art and drawings\*
- Box design\*
- Website design
- Advertisements
- User interface
- Motion capture
- Voice acting

### Trademarks

*Words, phrases and images*

- Company name
- Company logo\*
- Game title
- Game subtitle
- Identifiable "catchphrases" and non-traditional marks associated with the game or company

### Design rights

*2D or 3D features, like shape, patterns, lines and colors*

- Company logo
- Characters
- Art and drawings
- Website design
- User interface

### Patents

*Inventions*

- Inventive game play or game design elements
- Technical innovations such as elements in software, networking or database design
- Hardware technical innovations

### Trade secrets

*Confidential information*

- Customer lists
- Pricing information
- Contacts
- In-house development tools
- Deal terms

IP rights are country specific – you can choose where and to what extent you need protection. Most of the videogame components can be protected by one, or a combination of more IP rights.