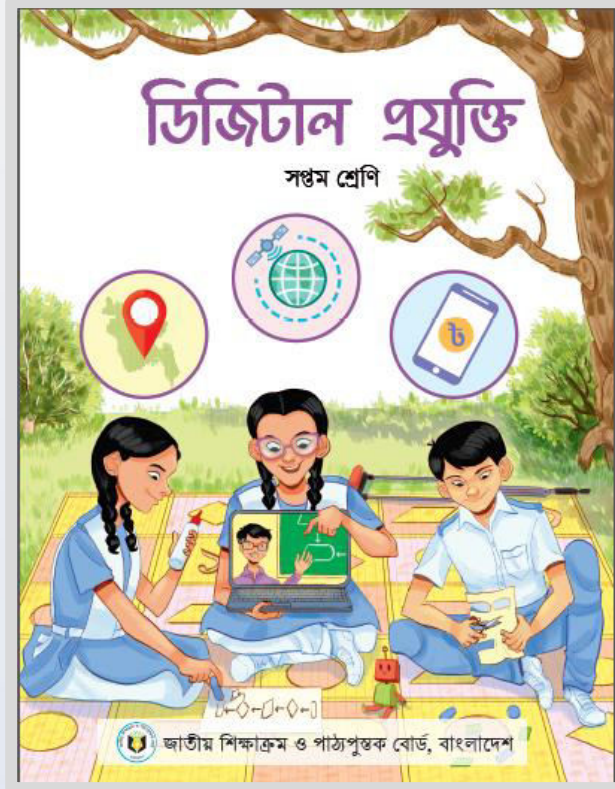




WELCOME TO DIGITAL TECHNOLOGY CLASS





Md. Mohiuddin (Moin)

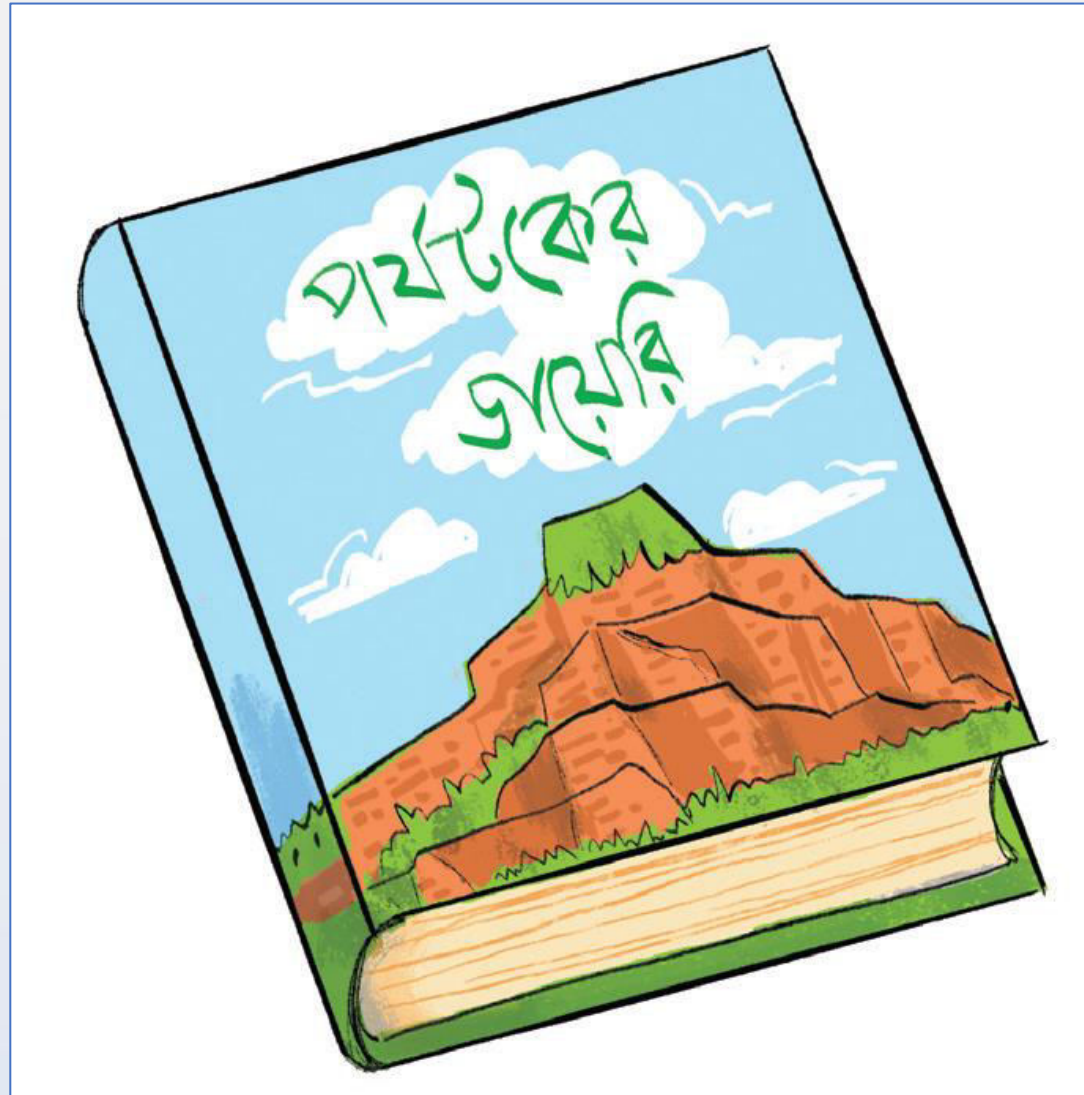
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Book-An intellectual Property





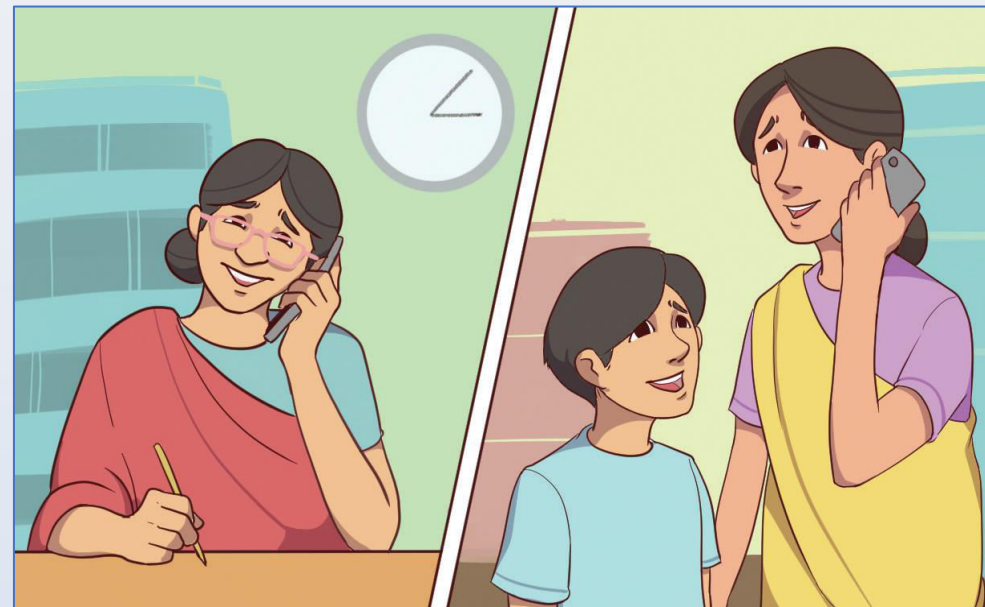
Today's Topic

Intellectual Property for Personal and Commercial Use

Learning Experience 2

Use of Intellectual Property

Session:1





Learning Outcomes

After the end of the lesson students will be able to...

- say what intellectual property is;
- write conditions of using intellectual property commercially;
- explain Intellectual Property for Personal and Commercial Use.





প্রথম সেশন

ধাপ	বাস্তব অভিজ্ঞতা।
কাজ	গল্প পড়া, ব্যক্তিগত ও বাণিজ্যিক কাজে বুদ্ধিবৃত্তিক সম্পদের ব্যবহারকে পার্থক্য করতে পারা।
উপকরণ	সাধারণ শ্রেণি উপকরণ, শিক্ষার্থী, বই।

কাজ- ১ : ‘বুদ্ধিবৃত্তিক সম্পদের ব্যবহার’ বিষয়ে শিক্ষকের নিজের অভিজ্ঞতা বিনিময়- ১২ মিনিট

- শ্রেণিতে প্রবেশ করে প্রথমেই শিক্ষার্থীদের সঙ্গে আপনি কুশল বিনিময় করতে পারেন।
- ষষ্ঠ শ্রেণিতে শিক্ষার্থীরা বুদ্ধিবৃত্তিক সম্পদ সম্পর্কে ধারণা পেয়েছিল। শিক্ষক এ সম্পর্কে পুনরায় শিক্ষার্থীদের স্মরণ করিয়ে দেবেন। বুদ্ধিবৃত্তিক সম্পদ সম্পর্কে ‘মৈমনসিংহ গীতিকা’র যে উদাহরণ দেওয়া আছে সেটি শিক্ষার্থীদের মধ্যে তুলে ধরবেন ও অনুপ্রাণিত করবেন যে চাইলে শিক্ষার্থীরাও নিজ এলাকার সাংস্কৃতিক সম্পদ সংরক্ষণে এগিয়ে আসতে পারে।

কাজ- ২ : গল্প পড়া- ৮ মিনিট

- শিক্ষক শ্রেণিকক্ষে ‘হাসির বাবার দই’ গল্পটি পড়ে শোনাবেন।
- এ ক্ষেত্রে শিক্ষক চাইলে শিক্ষক নিজে গল্পটি না পড়ে যেকোনো একজন শিক্ষার্থীকে গল্পটি দাঁড়িয়ে উচ্চ স্বরে পড়তে বলবেন।

কাজ- ৩ : ব্যক্তিগত ও বাণিজ্যিক কাজে বুদ্ধিবৃত্তিক সম্পদের ব্যবহারের করণীয় অনুধাবন করানো- ৫ মিনিট

- গল্প পড়া শেষে ব্যক্তিগত ও বাণিজ্যিক কাজে বুদ্ধিবৃত্তিক সম্পদের ব্যবহার সম্পর্কে শিক্ষক আলোকপাত করবেন।
- একটি টেকস্টবক্সে এ সম্পর্কে ‘হাসির বাবার দই’য়ের গল্প থেকেই উদাহরণ দেওয়া আছে। সেটি সম্পর্কে শিক্ষক আলোচনা করবেন।

কাজ- ৪ : বুদ্ধিবৃত্তিক সম্পদের ব্যক্তিগত ও বাণিজ্যিক কাজে ব্যবহার শনাক্তকরণ- ২০ মিনিট

- বুদ্ধিবৃত্তিক সম্পদের ব্যক্তিগত ও বাণিজ্যিক কাজে ব্যবহার-সম্পর্কিত চারটি উদাহরণ দেওয়া আছে। এর মধ্যে প্রথম উদাহরণের উত্তর দেওয়া আছে। অন্য তিনটি সম্পর্কে শিক্ষার্থীরা নিজেরা চিন্তা করবে ও তার মতামত লিখবে।
- ২/১ জন শিক্ষার্থীকে জিজ্ঞেস করতে পারেন এই তারা এই শনাক্তকরণের কাজ করার মাধ্যমে কী বুঝতে পারল।





Have you heard of Maimansingha Gitika? It is a compilation of local songs from Mymensingh region. These songs have passed down orally from generation to generation in this region. Chandrakumar Saha first started collecting this intellectual property. Dr. Dinesh Chandra Sen then collected all the songs and compiled and published them into a book. We would not get this outstanding collection if not for the efforts of these persons.

Can we make any intellectual property from our area usable as commercial property? We will try to learn that in this learning experience.





Hashi's father Afzal Hossain has a yogurt manufacturing factory. The product made in this factory is sold in the market as 'Hashi Yogurt'. Today after buying the yogurt, Hashi noticed that the taste was different. She looked closely at the packet and found out that instead of Hashi Yogurt, Hash Yogurt was written in the packet. But the packet looked the same with same colour, size and font. Everything was the same except Hash was printed instead of Hashi. It is not noticeable unless you look very carefully. Hashi was worried, so she went to her father with the fake yogurt and showed him everything.

Afzal Hossain listened everything and thanked Hashi for noticing it.





But we do not have to worry. Our yogurt tastes different from other yogurts. That is because I invented the formula myself and it is quite different from other processes. That is why the formula of this yogurt is intellectual property. I will talk to one of my lawyer friends about this fake yogurt and take legal action against them.





As we have trademarked our product, so the people who faked our intellectual property and are selling them in the open market will have to compensate for that. Also they have to stop selling their fake product. Hashi was a bit relieved after hearing this.

In the story above, we can see that Afzal Hossain has created intellectual property. He had made yogurt with a formula, which is different from others' formula. That is why this is intellectual property. Then he has marketed the product. People who are buying Hashi Yogurt are buying this personally as a commodity. That means they are only buying the rights to consume the product. In this case, intellectual property is being used as personal purpose. When someone buys a product personally, they gain the right to use it. But that does not give them the right to use the product commercially. On the other hand, the company which created a fake product copying the packet of Hashi Yogurt is using it commercially.





Conditions of using intellectual property commercially

If someone wants to use intellectual property commercially, they have to take necessary permission from the rights owner. Only after a formal agreement they can use it commercially.

Let's do an activity. There are some examples of intellectual property below. Let us find out if the intellectual property is being used personally or commercially and if the use is just or not.



a. Mizan registered to a website to watch a famous Bangla film. He paid a subscription fee to become a subscriber. But the website did not obtain permission from the film's producer to show it. Mizan is happily watching the film now.



Decision – Mizan is using the intellectual property for personal purpose. But the website has not taken necessary permission for its commercial use. So, they are not obeying the law and the film's producers can take legal action against the website owners.



b. Mitu was looking for software online and found that she had to buy it from the developer at the cost of 50 taka. Her friend Hena told her that she did not need to buy the software as she had it. She suggested Mitu to copy it from her. Mitu said that it was not right. She has bought the licence from the developers' website and is now using it.



Decision –



c. A famous soft drink manufacturing company gave their formula to a Bangladeshi marketing company after an agreement was signed. But another company started selling a product in the market by the same name. Then the company that signed the agreement went to the court.



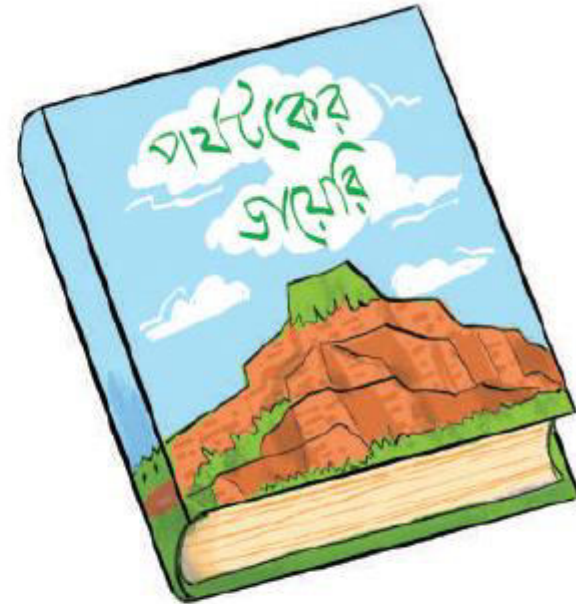
Decision –



Group Work

Let us find out from the following example if the intellectual property is being used personally or commercially and if the use is just or not.

d. Raihan has written a travel book based on his different travelling experiences. He has signed an agreement with a publishing company and allowed them to market his book with condition that he would get the copyright. The company has published the book in this year's book fair and the book has been a hit among the readers.



Decision –





Evaluation

1. Information is the _____ of a query.

A. answer



B. data



C. question



D. steps



2. What is the name of Shishir's rate?

A. Server



B. Mouse



C. Dhumketu



D. Galaxy





Evaluation

3. Who bought new shoes for Shishir in the story?

A. Shishir's father



B. Father



C. Mother



D. Shishir's mother



4. What is the name of Shishir's sister in the story?

A. Lina



B. Tumpa



C. Trina



D. Mina





Evaluation

5. Shishir and her younger sister Trina will go out with whom?

A. Parents



B. Father



C. Mother



D. Shishir's mother



6. Where will Shishir and his younger sister Trina visit?

A. Rangpur



B. Dhaka



C. Srimangal



D. Rajshahi





Homework

Let us find out from the following example if the intellectual property is being used personally or commercially and if the use is just or not.

c. A famous soft drink manufacturing company gave their formula to a Bangladeshi marketing company after an agreement was signed. But another company started selling a product in the market by the same name. Then the company that signed the agreement went to the court.



Decision –





THANK YOU ALL

