

## What We Can Learn about Intellectual Property Protection from the Game MONOPOLY®

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Biology (Building 21), room 265

David Johns is Intellectual Property Counsel at W. L. Gore & Associates, Inc. In this lecture, he will review how patents, trade secrets, trademarks, and copyrights can be used to provide competitive advantage—using the history of the game MONOPOLY® as an example of how to protect (or fail to protect) intellectual property.

Since joining W. L. Gore & Associates, Inc., in 1993, David Johns has been using all forms of intellectual property protection to help secure Gore’s innovations worldwide. He frequently teaches various intellectual property topics, both within Gore and in a variety of other forums, including co-teaching ENG 599, “Intellectual Property Rights for Scientists and Engineers Workshop” at NAU in 2007. David often uses the game MONOPOLY® to illustrate how various forms of intellectual property laws can be combined to provide broad competitive protection.

MONOPOLY®, the distinctive design of the gameboard, the four corner squares, the Mr. Monopoly name and character, and each of the distinctive elements of the board, are trademarks of Hasbro, Inc.

