

Entrepreneurship Building a Business

Chapter 8 The Legal Environment

Section 8.1 Legal Issues Facing Start-Ups

SECTION 8.1 After You Read Answer Key Self-Check

1. To protect an invention, you should file a disclosure document with the U.S. Patent and Trademark Office (USPTO). You should do this because it is a quick and easy document to file and it protects your idea for two years until you file for a patent.
2. You can protect your logo by filing for trademark protection with the USPTO.
3. Consideration is what is exchanged for a promise to do or not do something.

Think

4. A license is a certificate that shows you have the necessary education and training to do a job. A permit is provided by the local government; it gives you permission to run a business. A contract is a binding legal agreement between two or more persons or parties. A patent is a grant to an inventor that gives him or her the right to exclude others from making, using, or selling the invention during the term of the patent. A copyright is a legal device that protects original works of authors. A trademark is a word, symbol, design, or color that a business uses to identify itself or something it sells. A logo is a company emblem. Issuing agencies: license and permit—city office that issues business licenses; contract—vendors, landlords, clients, government agencies; patent and logo—USPTO; copyright— U.S. Copyright Office.

English Language Arts

5. Reports will vary. Accept summaries that include current and future copyright laws.