

	Copyright	Trademark
<b>Who typically seeks this protection?</b>	Authors, artists, choreographers, and other creative professionals.	The person or organization that controls the use of the trademark.
<b>What is the criteria for this protection?</b>	Originality; authorship; fixation.	Used in commerce; distinctive.
<b>Which governmental agency is involved if protection is sought?</b>	US Copyright Office	US Patent and Trademark Office
<b>What is the process for registration?</b>	The filing fee is relatively small and the time to obtain registration is relatively short. Examination by the Copyright Office is limited to ensuring that the registration application is properly completed.	The filing fee is more substantial, and the time to obtain registration is much longer. Examination by the Trademark Office includes an in-depth review of potentially conflicting marks which are found to be confusingly similar.
<b>What benefits does registration include?</b>	Copyright registration provides legal evidence and public notice of ownership. It also confers nationwide exclusive right to reproduce or copy the work or change its form. Additionally, it allows the author to bring suit in federal court in cases of infringement. It also affords money damages to the author even if it can't prove how much money it lost.	Trademark registration provides legal evidence and public notice of ownership. It also confers nationwide exclusive rights to the mark and allows the owner to bring suit in federal court in cases of infringement. Additionally, only registered trademarks can use the ® symbol
<b>How long does it last?</b>	The duration of copyright protection depends on several factors. Generally, however, a copyright typically lasts the author's lifetime, plus an additional 70 years. The term cannot be extended or renewed.	The duration of trademark protection can be unlimited, but must be renewed every ten years. The owner may renew the registration as long as the mark remains in continued use.
<b>Do authors/owners have some rights if they do not apply for protection?</b>	Yes. Generally, a copyright is obtained automatically when the work is created. However, a registered copyright provides additional benefits.	Yes. Some rights in a trademark can be acquired by simply using it in commerce. However, a registered trademark provides additional benefits.