

## **The Importance of Understanding Intellectual Property Rights from a Legal Perspective and Its Benefits for Society**

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### **ABSTRACT**

*Intellectual property rights are the right to obtain legal protection for your intellectual property in accordance with the law. in the field of IPR. This observation discusses the importance of understanding intellectual property rights from a legal perspective and its positive impact on society. Through an analysis of legal perspectives, this research highlights the significance of understanding intellectual property rights in protecting innovation and creativity. In fact, this research identifies concrete benefits that can be obtained by society from understanding intellectual property rights. The methods in this research are qualitative analysis research and a literary-view approach. The target of this discussion is to provide education to the public about the importance of understanding IPR and its benefits to society. The conclusions of this investigation highlight the need for a greater understanding of intellectual property rights among the general public. As a result, these discussions channeled significant participation to strengthen the legal basis and public understanding regarding intellectual property rights, with the hope of stimulating sustainable economic growth and better protection for innovation and creativity.*

**Keywords:** *Intellectual property rights, Law, Society*

## INTRODUCTION

Understanding IPR has a fundamental task in recognizing individual and collective IPR. From a legal perspective, IPR addresses a wide range of issues affecting copyright, patents, trademarks and trade secrets. A deep understanding of Intellectual Property Rights (IPR) is very important considering the universal rapid progress of information. (Mustofa, 2010) Through shared understanding, individuals and businesses can protect their creative practices from outside influences, encourage innovation, and encourage investment in growth and development. It is very important to understand intellectual property rights, namely that the essence of noble creatures is equipped with reason and can differentiate between other creatures created by Him. From this reason, humans can fulfill their life needs, can think about what is good or bad, and can even fulfill their own desires in their own way.

Intellectual Property Rights are legal rules containing the emergence of IPR. After that, the results (KI) are used in trade, generating economic value for the creator or inventor. (Mujiyono, 2017) (Feriyanto & Mujiyono, 2017) In essence, IPR means a right to obtain financial benefits from creative results. So, intellectual rights can be defined as rights relating to property that arises as a result of the cognitive abilities of noble beings. This ability can be used for work in information, science and technology, and other areas. IPR includes the right to own and protect intellectual property created by someone. Meanwhile, according to scientists, IPR relates to rights that are specific to laws relating to human endeavors that depend on intellectual abilities, which have economic value.

There is an IPR system that upholds good management in order to protect discoveries that are no different. Therefore, members of society are encouraged to always be imaginative and even provide ingenious creations for the progress of the nation and human civilization. The Intellectual Property Rights System functions to balance personal interests with public interests based on four principles, including: social, economic, cultural and justice principles. The government, law enforcement, and all fields related to legal development must set an example for fostering legal behavior and awareness. To be honest, legal awareness and participation from various parties, including the community and government, are needed to find the right legislation. (Windiantina et al., 2022)

According to law, intellectual property rights are personal property rights that originate from natural human rights. This is because, IPR is the same as the rights to other goods, it can be enforced on the strength of everyone without having rights. According to copyright law, awareness of the importance of IPR can encourage innovation and create legal protection for creators of works. This can be the basis for effective law enforcement against copyright infringement. (2014, 2014) This provides the legal protection needed to encourage individuals to innovate without fear of the consequences of their actions. Given that the economy continues to develop based largely on knowledge, IPR protection can also be an important factor in creating a safe and stable business environment. The benefits of IPR are not only to improve individual or organizational performance, but also have a positive impact on society in general. More and more works that are beneficial to society, such as new discoveries, medicines, or technology that improves the quality of life, can be produced through IPR by providing incentives to their creators.

In the economic world, intellectual property rights need to be taken into account, so that what is the creator's rights can be protected and binding. There is a similarity in product identity, recognition of the work produced, and weak individual copyright. This is because it has not been registered in the underlying law, as a result, the rights that we should have are legally weak. For this reason, society needs direction that explains the analysis of the concept of property rights. intellectual property within the legal framework, both in terms of benefits and the role of law in protecting the intellectual property rights that we have. This understanding aims to ensure that society needs to review registering copyright with the legal entity that has the authority.

The aim of this research is to provide an understanding of Intellectual Property Rights in order to avoid similarities in product identity, recognition of the work produced, and weak individual copyrights from a legal perspective.

The research that is taking place now is to deepen understanding of Intellectual Property Rights through the internet and social networks. Using a qualitative discussion methodology and literature review, the focus of this study includes understanding the benefits of intellectual property rights as well as protecting creativity and innovation. In addition, this research will look for innovative solutions and policy recommendations

that can be implemented to improve IPR maintenance and minimize negative impacts on the problems identified.

Previous research was conducted by Wiwin W Windiantina entitled Intellectual Property Rights According to Law and Benefits for Society. This research uses the Community Service activity method. The results of the research state that the Faculty of Law, Pamulang University provides legal counseling in the Community Service program regarding Intellectual Property Rights to increase the understanding of the Pondok Jagung Village community about the importance of intellectual property rights, their legal protection, and registration procedures.

By comparing the findings of the current research with previous findings, the current research places more emphasis on understanding Intellectual Property Rights through the internet and social networks, whereas previous research carried out direct understanding through providing legal counseling and in community service programs. By comparing previous research with current research, it is hoped that it can provide a more comprehensive view and provide solutions to intellectual property rights problems faced by society.

## **THEORETICALFRAMEWORK**

### **Definition of Intellectual Property Rights**

The term "intellectual property rights" consists of three words: rights, property, and intellectual. Linguistically, the word "right" from the Arabic vocabulary means al-haqq which means property, provision and clarity. (Pekalongan, 2017) In her book entitled "Civil Law", Sri Soedewi says that rights are divided into two categories: property rights and object rights. Substantial rights are absolute in an item that gives direct power over the item and can be maintained against anyone other than the item. Meanwhile property rights are the right to experience and control something in a way that does not interfere with human rights.

Rights are defined as object rights, namely the right to own something, whether real or abstract. Rights have many meanings, such as the right to life, human rights, and so on. So, ownership of something, whether visible or invisible, is always associated with legal or statutory rights.

The word "Wealth" is taken from the vocabulary of kaya which means ownership of an item or property that has a price, either substantial or immaterial. Meanwhile, the word "Intellectual" is an adjective that is very closely related to utilizing the power of thought which uses reason, mentality, with logical reasons. Property Rights and Intellectual IPR, "Intellectual Property Rights (IPR)," and Property of all products of intelligence, including art, knowledge and technology, is defined as intellectual property, and others. (Sinaga, 2020)

Intellectual property rights or intellectual property rights are defined as intellectual property rights (IPR). Rights to the results of one's thoughts are known as intellectual property rights. Intellectual property rights are generally defined as the result of human thought resulting from the ability to produce financially valuable products. According to Sudargo Gautama, stated that. The importance of intellectual property rights is the right a person has to produce creative work and innovation. (Era & Industri, 2020)

Munir Fuady stated that intellectual property rights are material rights that are valid and recognized by law over intangible objects consisting of creations or intellectual property. Meanwhile, Arthur Lewis stated that intellectual property rights include all rights originating from the use of the human brain, including ideas, innovations, and so on.

Therefore, The right to obtain financial benefits from creative work is known as intellectual property rights. Rights of human intellectual activity that produce financial gain. (Asasi et al., 2021)

Industrial property and copyright are two common components of intellectual property rights. Patents, trademarks, trade secrets, industrial designs, and integrated circuit layout designs are examples of industrial property rights. Knowledge, Art and Literature are part of Copyright. Intellectual Property Rights often have three components: having exclusive rights granted by law; has a relationship with human endeavors that are based on intellectual abilities; and has economic value. (Krisnamurti, 2016)

### **Intellectual Property Rights Theory**

This theory was proposed by John Locke, who stated that a person's ownership rights to something exist from birth. What is meant is real and non-real forms, this is

also known as cognitive rights. According to the theoretical framework, the preservation of intellectual property rights is based on 2 important principles: morality and commerciality. (Raden Ani Eko Wahyuni, 2021)

### **Reward Theory**

This theory states that the protection that will be given by the creator or inventor must be based on that effort or effort. There is such a thing as the general public's perception of the efforts someone makes, a kind of recognition of their success. Rachmadi Usman, *Basics of Intellectual Property Law*, ed. Diana Rahmawati (Jakarta: KENCANA, 2021).

### **Risk Theory**

Asserts that intellectual property is a profitable research result because it involves people finding a way or improving something. In other words, it is a useful tool defending the law on actions even activities involving risk. (Yoga Mahardhita, 2018)

### **Functional Theory**

Robert K. Merton and Talcot Parsons are among the authors of this theory. Functional theory, often known as functionalism, is based on the basic assumption that any social structure or set of prioritized behaviors influences a system's ability to integrate and adapt. Existence, also known as the persistence of previously existing elements, is described by important and useful effects becoming increasingly common in people's daily lives. Functionalists work to identify certain policies that have determined the essential needs of the system to explain the existence of these policies, the one who has these policies is society.

### **Natural Law Theory**

The principle of protecting private property rights and following a philosophy based on natural law theory. According to general legal theory, because copyright originates from natural rights (natural rights), the implementation and protection of copyright will occur automatically after the work is created. This concept is different from patents, trademarks, and industrial designs that are applied and even protected after registration or filing (Haryono, 2017a).

## **RESEARCH METHODS**

This study uses qualitative methodology and literature. An analytical, clear and replicable way to identify, evaluate and synthesize research findings is created by practitioners and even researchers through literature reviews. This approach generally consists of questions, answers and writing suggestions for several publications (books, journals and magazines) related to the problem being discussed. Every expression and conclusion of the discussion is not up to the researcher, that is, it is based on what actually happened). Where qualitative research methods are used to provide in-depth or significant data information. This means that the data in question is real, information that is safe and has value behind it.

## **RESULTS AND DISCUSSION**

### **Intellectual Property Rights in Law and Legal Protection of IPR**

#### **1. Intellectual Property Rights in Law**

Currently, Indonesia has developed a regulatory system that regulates IPR strictly and is not in line with the principles stated in the TRIPS agreement. The following are several Indonesian Copyright legal systems, including:

- a. UU no. 19 of 2002 which regulates copyright; And
- b. UU no. 14 of 2001 which regulates patents.
- c. Law Number 15 of 2001 regulates brands.
- d. Law no. 29 of 2000 regulates the protection of new plant varieties.
- e. UU no. 30 of 2000 regulates trade secrets.
- f. Industrial design regulated by Law no. 31 of 2000
- g. UU no. 32 of 2000 regulates the layout of integrated circuits. (Haryono, 2017b)

#### **2. Legal Protection of Intellectual Property Rights**

##### **a. Legal Protection of Copyright**

Copyright is a product of human thought in the fields of literature, art and science. As soon as a work is created, copyright automatically arises. Copyright is a civil right owned by the creator. Copyright is a private right because creations are created by the creator. Creativity comes from the thought and creativity of the individual who creates it. Copyright must originate from human creativity, not from the activities or results of human creativity. Law Number 28 of 2014 regulates copyright. According to article 1 paragraph (1) of Law Number 28 of 2014, copyright is the

exclusive right of the creator which arises automatically based on declarative principles after a work is physically realized without reducing the restrictions set by statutory regulations. According to Article 4 UUHC Number 28 of 2014, copyright is an exclusive right consisting of moral and economic rights. Copyright is only owned by the creator, so it is impossible for other parties to use the work without the permission of the copyright owner. (Ujang Badru Jaman et al., 2021)

#### b. Legal Protection of Patent Rights

Regulations regarding Indonesian patent rights have been refined from time to time. We know Law no. 13 of 1997 and Law no. 6 of 1989 before Law no. 14 of 2001 was stipulated. In accordance with international agreements such as the TRIPs Agreement signed by Indonesia, improvements to these various provisions are also intended to overcome perceived obstacles in practice that do not provide legal protection for inventors. It is hoped that these changes and adjustments can eliminate several disturbances, especially providing facilities to support the progress of the national and international trade economy. (Gautama, n.d.)

Article 2 Law no. 14 of 2001, states that:

- 1) New inventions with an inventive step receive a patent.
- 2) An innovation contains an inventive step if the innovation is extraordinary for someone with certain technical skills.
- 3) Consider the expertise that exists at the time the application is submitted, or that existed at the time the application was first submitted, to ensure that the innovation is unforeseen.

Previous regulations, Law no. 13 of 1997, has the same substance as this regulation. One thing that makes the difference is Law no. 14 of 2001 is clearer and firmer. According to this law, an innovation is considered new if at the date of its adoption it is not similar to previously disclosed technology. However, this applies only if the technology is announced in writing, oral description, or through demonstration, or in another way that allows an expert to carry it out before the acceptance date or priority date. It is explained that the technology in question includes application documents submitted in Indonesia that are published on or after the date of receipt that are



undergoing substantive examination; the receipt date is earlier than the application priority date or acceptance date. (Yodo, 2017)

c. Legal Protection of Trademarks

UU no. 15 of 2001 is the latest law that regulates brand protection in Indonesia. (Utama, 2010) Article 1 of the Trademark Law defines a brand as a sign in the form of an image, name, word, letters, numbers, color arrangement, or a combination of these elements that can be distinguished and used in transactions for goods or services. Therefore, a brand functions as an identification mark in the trade of the same goods or services and is also a guarantee of quality compared to products of the same goods or services made by other companies. (suwardi Luis, 2007)

According to Article 2 of the 2001 UUM, brands as regulated in the Law include service marks and trademarks. Lawmakers differentiate brands into two categories, according to Article 2:

- 1) Article 1 point 2 of the 2001 UUM explains that a trademark is a brand used on goods sold by individuals or legal entities to differentiate them from other similar goods.
- 2) Article 1 point 3 of the 2001 UUM defines a service mark as a mark used on services sold by individuals or legal entities collectively to differentiate them from other similar services. (E. K. Sari, 2018)

Prior to that, Law Number 21 of 1961 differentiated brands as follows, according to their title:

- 1) A company brand is a brand used by the manufacturer (factory) to identify the product.
- 2) A trade mark is a brand used by trading businesses on the goods they send.

Trademark registration must be sent to the Trademark Office in Indonesian. According to Article 5 of the Trademark Law, the following elements cannot be registered as a mark:

- 1) Signs that are contrary to morality and public order;
- 2) Signs that cannot differentiate; or
- 3) Signs that have become public property.
- 4) Signs that contain information or are related to the goods or services being registered. (Kusumawati et al., 2018)

#### d. Protecting the Law Against the Design Industry

Protection of the Indonesian Design Industry Protection is given to the design industry considered "latest." If the date of receipt of an industrial design is not the same as the previous disclosure, the design is considered "new." Designers are given the privilege to create industrial designs in the Republic of Indonesia. allows Designers to independently enforce rights or grant permission to others. (*Pasal 1 Angka 1 Undang-Undang No. 31 Tahun 2000 Tentang Desain Industri.*, n.d.)

Law no. 31 of 2000, the concept of "novelty" is one of the main factors considered when granting industrial design permits. This difference can be seen from the principle of "originality" used in Copyright law to grant rights. "Novelty" in an industrial design is not validated if the design was created and used by the owner of the design before being submitted for registration at the Directorate General of Intellectual Property Rights. Checking for Existence The first step in assessing the "novelty" of an industrial design is to review the industrial design before the application receipt date.

The paragraph discusses several points regarding the "novelty" of Industrial Design and related legal aspects. Firstly, In assessing "newness", creative elements that provide an aesthetic impression and use of the product must be considered. Furthermore, the TRIPs Agreement, Article 25, Paragraph (1) states that an industrial design is considered "new" if it is significantly different from previous disclosures. TRIPs regulates the protection of textile products in Article 25(2) through the Industrial Design and Copyright Law."Article 1 Number 5 of Law of the Republic of Indonesia Number 31 concerning Industrial Design," nd

Law Number 30 of 2000 concerning Trade Secrets (UURD) regulates the protection of trade secrets and came into effect on December 20 2000. Information that is not known to the public in the fields of technology, business or other information is known as trade secrets. Trade secrets have economic value because they are useful for business activities and are kept secret by their owners. Trade secret protection covers information about production, processing, sales, or other business aspects that have economic value and are not known to the general public. (Mujiyono, 2017)

Trade secrets are components of the Intellectual Property Rights system that deserve protection just like other IPR objects. Regulation Law no. 30 of 2000 concerning Trade Secrets protects trade secrets. The growth of trade secrets occurs in

line with the development of competitive and individualistic industries and cultures. (Citra Ramadan, Fitri YAnni Dewi SIregar, 2018)

### **B. Benefits of Understanding Intellectual Property Rights for the Community**

1. Guaranteeing a person who has cognitive wealth to obtain financial benefits from their products. So that they will get a source of increased income for creative economy actors.
2. The originality of ideas and the usefulness of the monetary value of creations are maintained and creators do not feel afraid of breaking the law. (Hattu & Jacob, 2023)
3. IPR provides protection for investors and business actors, increases confidence in economic transactions, and creates a stable business environment. In this case, IPR focuses on protecting intellectual property rights such as patents, trademarks, and others. Most of these relate to protecting innovation and intellectual property in the digital era.
4. Understanding IPR helps create a stable business environment by providing legal protection for business owners to protect their intellectual property. In addition, clear and consistent business laws are said to create a business environment that requires less investment. This facilitates business operations and attracts many investors. (Abas, Anisa, Mahliyanti, 2023)
5. The application of IPR encourages the growth of creative and technological industries, and other sources of employment and income, such as design, art and entertainment. The growth of the economic sector driven by IPR can create new jobs, improve employment standards, and contribute to people's income. (Nainggolan, 2023)
6. People who understand IPR progressively become more aware of the law, their rights, and their obligations when using and protecting intellectual property.
7. The application of IPR stimulates innovation activity by providing incentives for individuals and companies to create new products and services.
8. Communities that understand and apply IPR can increase their economic competitiveness by protecting and optimizing the value of intellectual property.

9. Can increase export income, because products or innovations protected by IPR have high value, so they can increase market share in international markets and increase income from exports.
10. Understanding IPR encourages cooperation between business owners, research companies and government institutions to create an innovative ecosystem that continues to improve.
11. The general public can benefit from restrictions placed on their own creativity, strengthen economic growth, and make a global contribution to the advancement of intellectual property. (Atsar, 2018)

### **C. Protection of Intellectual Property Rights for Creativity and Innovation**

Intellectual Property Protection in Indonesia provides information about various types of intellectual property protection in Indonesia, including copyright, patents and brands, which can be used to protect the creativity and innovation of students and academics.

Communal and Individual are two categories of intellectual property rights (IPR) in Indonesia. Genetic resources, traditional cultural expressions, traditional knowledge, and geographical indications are all examples of communal IPR. However, Personal IPR is divided into two categories: Copyright & Related Rights and Industrial Rights. The first category includes patents (technological inventions), brands (differentiating products or services), industrial designs (product designs), trade secrets, integrated circuit layout designs (DTLST), and plant variety protection (PVT).

Books and written works, music and songs, works of fine art, photography, audio visuals, drama and choreography, computer programs and other products are protected by Law No. 28 of 2014. Exclusive rights granted to performers, phonogram producers or broadcasting institutions known as related rights. Rights related to the preservation of copyright, such as economic rights (the right to create a business or use one's work) and moral rights (the right to make quotations from other people's work). (Hatuti, 2021)

Creators or authors have the moral right to protect their work from alteration and remain referred to as authors. When copyright passes to the copyright holder or during the term of copyright protection, economic control over the work is lost. (Indonesia et al., 2020)

Based on Article 5, Paragraphs 2 and 3, moral rights cannot be transferred while the Creator is still alive. However, in accordance with statutory provisions after the Creator dies, the exercise of these rights can be transferred through a will or other reasons. If moral rights are transferred, the recipient may waive or renounce such rights subject to a written declaration of renunciation or renunciation of such rights.

Furthermore, to protect moral rights as stated in Article 5 paragraph (1), creators can have: an explanation of Copyright management; or Copyright electronic information, according to Article 6 UUHC. After that, Article 7 UUHC states that Copyright management information includes information about: systems or methods that can identify the originality of the substance of the work and its creator; and information and access codes.

Economic rights are the right to obtain financial benefits from copyrighted works. According to Article 8 of the Copyright Law, the exclusive right of the Creator or Copyright Holder to obtain financial benefits from the work is defined as an economic right. Article 9 UUHC then states that the Creator or Rights Holder as referred to in Article 8 has economic rights.

Economic protection of copyright includes compilations of works or data, translations, adaptations, arrangements, transformations or modifications of traditional cultural expressions, works of photography, portraits, cinematography, video games, computer programs, interpretations, adaptations, anthologies, databases, adaptations, arrangements, or modifications. Works of applied art have been protected for 25 years since the first announcement.

According to Law Number 20 of 2016, trademark rights are signs that differentiate goods or services. Registered trademarks are given protection for ten years and can be renewed every ten years. Meanwhile, rights based on Law Number 13 of 2016 and Job Creation Law Number 11 of 2020, patents are exclusive rights given to inventors for the results of their inventions in the field of technology. According to him, not all innovations are complex and complicated technologies.

Creativity and innovation in the era of information technology must be protected by intellectual property law. Copyrights, trademarks, and patents are three related intellectual properties.

## **D. The Importance of Legal Awareness and Education in the Community Regarding Intellectual Property Rights**

Being aware of a law is very important to maintain stability, justice and order in a society. There are several reasons why legal awareness is very important for society:

### **1. Rules in an action**

In society, the law provides clear standards of what is considered right and wrong. Legal awareness increases people's tendency to follow the rules and avoid behavior that violates the law. 2 protection of rights and freedoms. This helps prevent crime and social disorder.

### **2. Protect rights and freedoms**

Everyone's human rights are protected by law. Legal awareness ensures that people know what their rights are and respect the rights of others. This supports a balance between public interests and personal freedom.

### **3. Solving Problems**

The law provides a fair and objective way to resolve disputes. Legal awareness makes people more likely to use the legal process rather than violence or unilateral action. This prevents self-retaliation and bigger disputes. (A. M. Sari, 2022)

### **4. Foster confidence and stability**

Society gains trust from legal awareness. When laws are enforced in a fair and consistent manner, people are more likely to rely on the legal system and avoid unlawful behavior. It improves individual and group social bonds and creates social stability.

### **5. Respect the government and authorities**

Respect for authority and government increases as a result of legal awareness. When people know what the law means and respect legal institutions, they are more likely to cooperate with those in authority, obey the rules, and prevent democracy. This promotes political stability and good governance.

Community welfare depends on strong legal awareness. Society can create a safer, fairer and more harmonious environment by understanding and respecting the law.

Education about intellectual property rights (IPR) is very important in a modern society driven by innovation and creativity. (Erlinda, 2022) Here are some reasons why education about Intellectual Property Rights is important:

#### 1. Protection of Creativity and Innovation

Education about Intellectual Property Rights helps people understand the importance of protecting the results of creativity and innovation. This includes patents, copyrights, trademarks, and industrial designs

Through this understanding, individuals and companies can feel safe to share ideas and create new work without fear that the results of their hard work will be stolen or misused.

#### 2. Economic Drivers

Intellectual Property Rights play an important role in driving economic growth. Patents, for example, provide incentives for researchers and companies to invest in research and development because they can protect those investments and profit from their innovations.

People who understand the economic value of IPR tend to be more supportive of innovation and technological development.

#### 3. Appreciate Intellectual Work

Education about Intellectual Property Rights helps society to respect intellectual works. This includes understanding that every work has value and that creators or inventors deserve recognition and reward for their contributions. Understanding the importance of respecting intellectual property rights can form a culture that values creativity and innovation more. (Penegakan et al., 2021)

#### 4. Promotion of a Culture of Intellectual Ownership

Education about Intellectual Property Rights can help people to more actively involve themselves in creative and innovative activities. When individuals understand that they have rights to their work, they may be more motivated to engage in creative activities.

#### 5. Dissemination of information and technology

In addition, intellectual property rights can be interpreted as a tool to accelerate the spread of knowledge and technology. By granting creators or inventors exclusive

rights, they tend to be more willing to share their findings through licensing or collaboration.

The importance of education about Intellectual Property Rights creates an environment that supports innovation, creativity, and economic growth, while ensuring that creators and inventors receive fair recognition and rewards for their efforts.

## CONCLUSION

The right to obtain financial benefits from creative work is known as intellectual property rights. Rights originate from human intellectual activities that produce financial gain. Intellectual property rights consist of two things, namely industrial property and copyright. Copyright includes Science, Art and Literature. Industrial Property Rights include patents, trademarks, trade secrets, industrial designs, and integrated circuit layout designs. From a legal perspective, a good understanding of IPR involves justifying and maintaining these rights, creating a fair and just framework for creators, inventors and brand owners. In the context of benefits to society, a deep understanding of IPR can encourage investment, innovation and economic development. IPR protection encourages people and companies to innovate and create new goods or services. because they know that their creative efforts are valued and protected. In addition, a good understanding of IPR also prevents rights violations and piracy, which can harm creators and rights holders and hinder industry growth. By complying with and respecting IPR, society can build a culture that values intellectual work, motivates innovation, and creates a competitive business environment. Thus, it is important for students and society in general to explore knowledge about IPR to support sustainable and innovative economic development.

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