

# WORLD INTELLECTUAL PROPERTY DAY

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ALL ANSWERS ARE IN THE TEXT ON PAGE 2.

## **THE READING / TAPESCRIPT**

World Intellectual Property Day takes place on April 26 every year. It was on this day in 1970 that the World Intellectual Property Organization (WIPO) came into being. It organizes many of the awareness campaigns that happen on World Intellectual Property Day. Its aim is to make people aware of what intellectual property is and what it means. WIPO decided in 1999 that a special day was needed each year to highlight what intellectual property is. It says most people think things like intellectual property, copyright, patents, industrial designs and trademarks are business or legal concepts. WIPO says people do not think intellectual property is something that affects their daily lives.

Intellectual property is a system that protects human creativity and makes sure it flourishes. It provides a legal framework to stop people from stealing the work and ideas of those who create and innovate. It covers a broad area of human activity, from literature, music, arts and entertainment, to technological innovations and patents that help to shape our world. Intellectual property also relates to symbols, names, images and commercial designs. Anyone who creates anything original is protected by intellectual property laws. The aim of World Intellectual Property Day is to get people to respect the work of others and make sure the originators do not lose money or experience a loss of reputation because of illegal copying.

## PHRASE MATCH

Match the following phrases from the article.

### Paragraph 1

- |                                       |                         |
|---------------------------------------|-------------------------|
| 1. WIPO came                          | a. legal concepts       |
| 2. It organizes many of the awareness | b. into being           |
| 3. Its aim is                         | c. campaigns            |
| 4. highlight what intellectual        | d. their daily lives    |
| 5. business or                        | e. to make people aware |
| 6. something that affects             | f. property is          |

### Paragraph 2

- |                                 |                               |
|---------------------------------|-------------------------------|
| 1. a system that protects human | a. framework                  |
| 2. It provides a legal          | b. original is protected      |
| 3. It covers a broad            | c. loss of reputation         |
| 4. Anyone who creates anything  | d. creativity                 |
| 5. get people to                | e. area of human activity     |
| 6. lose money or experience a   | f. respect the work of others |

## LISTENING GAP FILL

World Intellectual Property Day \_\_\_\_\_ April 26 every year. It was on this day in 1970 that the World Intellectual Property Organization (WIPO) \_\_\_\_\_. It organizes many of the awareness campaigns that happen on World Intellectual Property Day. Its aim is to make \_\_\_\_\_ intellectual property is and what it means. WIPO decided in 1999 that a special day was \_\_\_\_\_ to highlight what intellectual property is. It says most people think things like intellectual property, copyright, patents, industrial designs and trademarks are business \_\_\_\_\_. WIPO says people do not think intellectual property is something that \_\_\_\_\_ lives.

Intellectual property \_\_\_\_\_ protects human creativity and makes sure it flourishes. It provides a legal framework to stop people from stealing \_\_\_\_\_ of those who create and innovate. It covers \_\_\_\_\_ human activity, from literature, music, arts and entertainment, to technological innovations and patents that help to shape our world. Intellectual property also \_\_\_\_\_, names, images and commercial designs. Anyone who creates anything original \_\_\_\_\_ intellectual property laws. The aim of World Intellectual Property Day is to get people to respect the work of others and make sure the originators do not lose money or experience \_\_\_\_\_ reputation because of illegal copying.

## WHILE READING / LISTENING GAP FILL

**Put the words into the gaps in the text.**

World Intellectual Property Day takes \_\_\_\_\_ on April 26 every year. It was on this day in 1970 that the World Intellectual Property Organization (WIPO) came into \_\_\_\_\_. It organizes many of the awareness campaigns that happen on World Intellectual Property Day. Its aim is to make people \_\_\_\_\_ of what intellectual property is and what it \_\_\_\_\_. WIPO decided in 1999 that a special day was needed each year to \_\_\_\_\_ what intellectual property is. It says most people think things like intellectual property, copyright, \_\_\_\_\_, industrial designs and trademarks are business or \_\_\_\_\_ concepts. WIPO says people do not think intellectual property is something that \_\_\_\_\_ their daily lives.

*being*  
*highlight*  
*legal*  
*place*  
*means*  
*affects*  
*aware*  
*patents*

Intellectual property is a system that \_\_\_\_\_ human creativity and makes sure it flourishes. It provides a legal framework to stop people \_\_\_\_\_ stealing the work and ideas of those who create and innovate. It covers a broad \_\_\_\_\_ of human activity, from literature, music, arts and entertainment, to technological innovations and patents that help to \_\_\_\_\_ our world. Intellectual property also \_\_\_\_\_ to symbols, names, images and commercial \_\_\_\_\_. Anyone who creates anything original is protected by intellectual property \_\_\_\_\_. The aim of World Intellectual Property Day is to get people to respect the work of others and make sure the originators do not lose money or experience a \_\_\_\_\_ of reputation because of illegal copying.

*shape*  
*designs*  
*protects*  
*loss*  
*area*  
*laws*  
*from*  
*relates*

## CHOOSE THE CORRECT WORD

Delete the wrong word in each of the pairs of *italics*.

World Intellectual Property Day *takes / taking* place on April 26 every year. It was on this day in 1970 that the World Intellectual Property Organization (WIPO) came *onto / into* being. It organizes many of the awareness campaigns that happen on World Intellectual Property Day. Its aim is to make people *awareness / aware* of what intellectual property *is / are* and what it means. WIPO decided in 1999 that a special day was needed *each / all* year to highlight what intellectual property is. It says most people think *thing / things* like intellectual property, copyright, patents, industrial designs and trademarks are business or legal *concept / concepts*. WIPO says people do not think intellectual property is something that affects their daily *live / lives*.

Intellectual property is a system that *protection / protects* human creativity and makes sure it *flourishes / flushes*. It provides a legal framework to stop people *from / with* stealing the work and ideas of those who create and innovate. It covers a *broad / bread* area of human activity, from literature, music, arts and entertainment, to technological innovations and patents that help to *sharp / shape* our world. Intellectual property also relates to symbols, names, images and commercial designs. Anyone who *creates / creation* anything original is protected by intellectual property laws. The *aims / aim* of World Intellectual Property Day is to get people to respect the work of others and make sure the originators do not lose money or experience a loss / *lose* of reputation because of illegal copying.

## MULTIPLE CHOICE

World Intellectual Property Day takes place on April 26 every year. It was on this day in 1970 that the World Intellectual Property Organization (WIPO) came into (1) \_\_\_\_\_. It organizes many of the awareness campaigns that happen on World Intellectual Property Day. Its aim is to make people aware of what intellectual property (2) \_\_\_\_\_ and what it means. WIPO decided in 1999 that a special day was needed each year (3) \_\_\_\_\_ highlight what intellectual property is. It says most people think things (4) \_\_\_\_\_ intellectual property, copyright, patents, industrial designs and trademarks are business or (5) \_\_\_\_\_ concepts. WIPO says people do not think intellectual property is something that affects their daily (6) \_\_\_\_\_.

Intellectual property is a system that protects human (7) \_\_\_\_\_ and makes sure it flourishes. It provides a legal framework to stop people from stealing the work and ideas of those who create and innovate. It covers a (8) \_\_\_\_\_ area of human activity, from literature, music, arts and entertainment, to technological innovations and patents that help to shape our world. Intellectual property also relates (9) \_\_\_\_\_ symbols, names, images and commercial designs. Anyone who creates anything (10) \_\_\_\_\_ is protected by intellectual property laws. The aim of World Intellectual Property Day is to get people to respect the work of (11) \_\_\_\_\_ and make sure the originators do not lose money or experience a (12) \_\_\_\_\_ of reputation because of illegal copying.

### Put the correct words from this table into the article.

- |     |                 |               |                |                |
|-----|-----------------|---------------|----------------|----------------|
| 1.  | (a) be          | (b) being     | (c) was        | (d) been       |
| 2.  | (a) be          | (b) is        | (c) are        | (d) were       |
| 3.  | (a) for         | (b) at        | (c) to         | (d) so         |
| 4.  | (a) liking      | (b) liked     | (c) liken      | (d) like       |
| 5.  | (a) legal       | (b) legally   | (c) legality   | (d) legalize   |
| 6.  | (a) live        | (b) alive     | (c) lifetime   | (d) lives      |
| 7.  | (a) creation    | (b) creative  | (c) creativity | (d) creatively |
| 8.  | (a) braid       | (b) bread     | (c) brood      | (d) broad      |
| 9.  | (a) at          | (b) to        | (c) of         | (d) for        |
| 10. | (a) originality | (b) originals | (c) original   | (d) origin     |
| 11. | (a) others      | (b) the other | (c) the others | (d) other      |
| 12. | (a) loss        | (b) lost      | (c) lose       | (d) loser      |

## SPELLING

Spell the jumbled words (from the text) correctly.

### Paragraph 1

1. takes elpac on April 26
2. what it anmse
3. a iseplca day was needed
4. industrial gisdnes
5. alleg concepts
6. sftafec their daily lives

### Paragraph 2

7. mnuha creativity
8. stop people from lneatsgi
9. ehspa our world
10. Anyone who creates hyatinng
11. otrppyre laws
12. csepert the work of others

## PUT THE TEXT BACK TOGETHER

Number these lines in the correct order.

- ( ) highlight what intellectual property is. It says most people think things like intellectual property, copyright, patents,
- ( ) area of human activity, from literature, music, arts and entertainment, to technological innovations and patents
- ( ) Intellectual property is a system that protects human creativity and makes sure it flourishes. It provides a legal
- ( ) is and what it means. WIPO decided in 1999 that a special day was needed each year to
- ( ) 1970 that the World Intellectual Property Organization (WIPO) came into being. It organizes many of the awareness
- ( ) campaigns that happen on World Intellectual Property Day. Its aim is to make people aware of what intellectual property
- ( ) framework to stop people from stealing the work and ideas of those who create and innovate. It covers a broad
- ( ) that help to shape our world. Intellectual property also relates to symbols, names, images and commercial
- ( **1** ) World Intellectual Property Day takes place on April 26 every year. It was on this day in
- ( ) of World Intellectual Property Day is to get people to respect the work of others and make
- ( ) sure the originators do not lose money or experience a loss of reputation because of illegal copying.
- ( ) designs. Anyone who creates anything original is protected by intellectual property laws. The aim
- ( ) intellectual property is something that affects their daily lives.
- ( ) industrial designs and trademarks are business or legal concepts. WIPO says people do not think

## SCRAMBLED SENTENCES

With a partner, put the words back into the correct order.

1. of awareness It many the campaigns organizes

---

2. is property intellectual what means it what and

---

3. special was each a day needed year

---

4. what is intellectual highlight property

---

5. daily their affects that something lives

---

6. protects that system a creativity human

---

7. people stop to framework legal a stealing from

---

8. broad a covers It activity human of area

---

9. is Anyone creates original protected who anything

---

10. the others work respect of

---

**DISCUSSION (Write your own questions)**

**STUDENT A's QUESTIONS (Do not show these to student B)**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

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**DISCUSSION (Write your own questions)**

**STUDENT B's QUESTIONS (Do not show these to student A)**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

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# THE INTELLECTUAL PROPERTY DAY SURVEY

Write five questions about World Intellectual Property Day in the table. Do this in pairs/groups. Each student must write the questions on his / her own paper.

Without your partner, interview other students. Write down their answers.

	STUDENT 1 _____	STUDENT 2 _____	STUDENT 3 _____
Q.1.			
Q.2.			
Q.3.			
Q.4.			
Q.5.			

**Return to your original partner(s) and share and talk about what you found out. Make mini-presentations to other groups on your findings.**



## HOMEWORK

**1. VOCABULARY EXTENSION:** Choose several of the words from the text. Use a dictionary or Google's search field (or another search engine) to build up more associations / collocations of each word.

**2. INTERNET:** Search the Internet and find more information about World Intellectual Property Day. Talk about what you discover with your partner(s) in the next lesson.

**3. MAGAZINE ARTICLE:** Write a magazine article about World Intellectual Property Day. Write about what happens around the world. Include two imaginary interviews with people who did something on this day.

Read what you wrote to your classmates in the next lesson. Give each other feedback on your articles.

**4. POSTER:** Make your own poster about World Intellectual Property Day. Write about will happen on this day around the world.