



## Pokémon GO Shows How to Augment Reality and your Intellectual Property

Aug 18, 2016

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The Pokémon GO app has taken the world by storm, and it's not just because of the game itself, but because of the way it has augmented reality. The game is a perfect example of how to use intellectual property in a new and exciting way. It provides an interesting case study in protecting IP, because the basics are similar whether the IP is computer-related, mechanical, or life

### Trademarks

Trademark registrations were filed to protect the brand name. The trademark provides the exclusive right to use the brand with the registered goods and services, which include the game itself and merchandise. Pokémon trademarks were registered in 1997 for software, The Pokémon brands are famous and highly valuable, so extending the brand to Pokémon GO makes good business sense. Pokémon GO trademarks were also registered for the new game, such as Pokémon GO and Pokémon Moon [2].

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