Augmented reality technology as a Brand Protection overt security feature to preserve the intellectual property rights

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Abstract:
The interest in intellectual property rights is not a modern matter, as the need to assert the rights of intellectual creativity has existed since the discovery of writing, and its importance was greater with the discovery of printing and the emergence of modern technological innovations and inventions. Intellectual property has great importance in the field of investment; which drive Countries in enacting laws and finding mechanisms that guarantee their protection. As if there is any weakness of the security system, the possibility of manipulation, imitation and violation of intellectual property rights increases, which weakens the economic position of these countries, which in return affects the national and global economy. Over the past few decades, the world has witnessed a great information revolution that changed many of the recognized legal rules in the intellectual property sector, especially as the information made it easier for everyone to use electronic publishing methods, so it became difficult to control This electronic space in the same way as traditional publishing. Laws that protect these rights have developed in parallel with the development of modern publishing mechanisms, such as the use of augmented reality technology, which created the need to provide new and innovative means of security features in order to curb those practices that threaten security and the national and global economy. The research aims to achieve intellectual property protection using augmented reality technology as overt security feature, as it is one of the modern technology tools that rely on visual tracking, by identifying the mark previously stored in the database, which is also characterized by many other advantages such as ease of use, as it does not require complex devices or a special reader, as well as the low cost of production, which makes it one of the means expected to be present in this field strongly. The research is based on an experimental descriptive approach based on an analysis of the results gained from design experiments, which the researcher carried out with the aim of finding the possibility of using augmented reality as security feature. The results of the research confirmed the possibility of using augmented reality technology as an security feature due to its high ability to secure various kinds of products and publications, in addition to its utmost importance in maintaining national and global security, by protecting intellectual and literary property, in addition to protecting consumers from fraud and deception.

Keywords:  Augmented Reality Technology, Brand Protection, Intellectual Property Rights

Paper History:
Paper received 15th September 2020, Accepted 25th November 2020, Published 1st of January 2021