# BIG DATA: INTELLECTUAL PROPERTY AND LEGAL ISSUES

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## ABSTRACT

This paper discussed the legal aspect and challenges of Big Data as an emerging technology. The paper explored how Big Data with its physical and information architecture fits in terms of privacy and intellectual property rights. The study explored many privacy challenges including how Big Data blur the boundaries between government, business and individuals. In relation to Big Data patent and copyright protection, the study concluded that there are lack of legal framework or litigation to resolve legal issues. Furthermore, a legal Big Data model is needed in order manage risk and become an essential factor for the success of the Big Data projects.

**KEYWORDS:** Big Data, Copyright, Patent, Trademark, Legal