



IDEA CAPTURE

DO YOU HAVE THE IP BASICS COVERED?



MURGITROYD

DATE: 17 JUNE 2015

LOCATION: GLASGOW

PRESENTER: DR SAM TOWLSON



TODAY'S WEBINAR

m: Finding an idea

m: How do I come up with the next big thing?

m: Understanding basic IP and confidentiality

m: How do I keep my idea safe?

m: When do I need a patent/design/trade mark/other IP?

m: What do I do after I file?



WHAT IS INNOVATION?

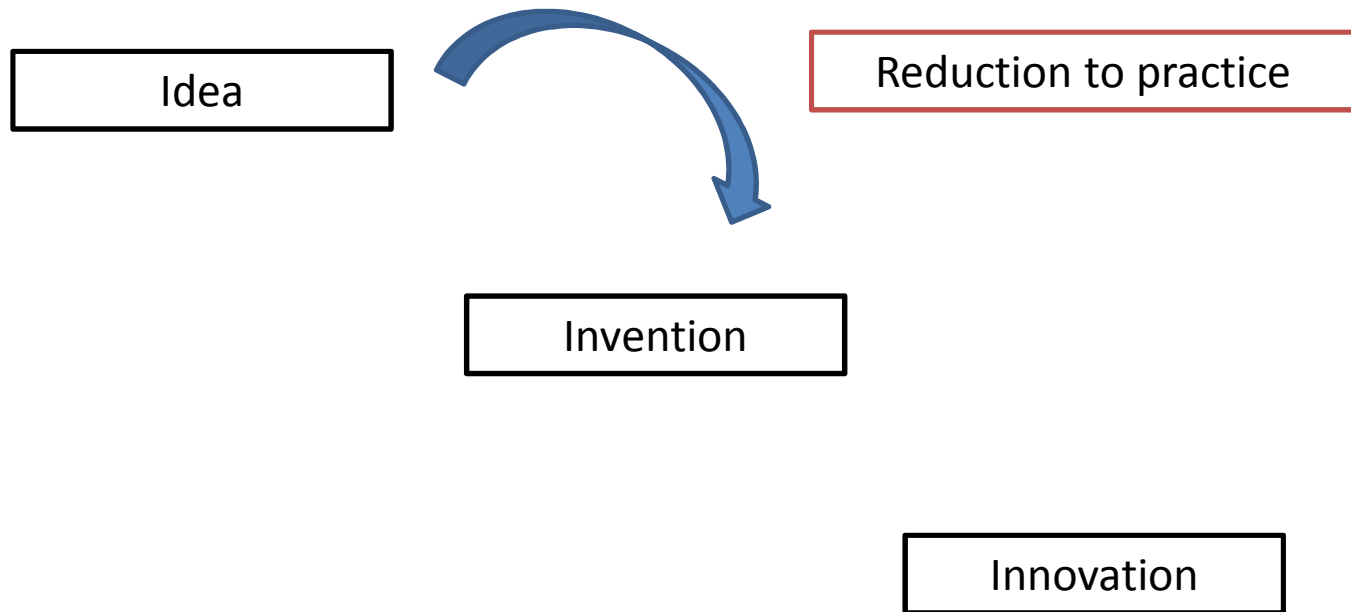
Idea

Invention

Innovation

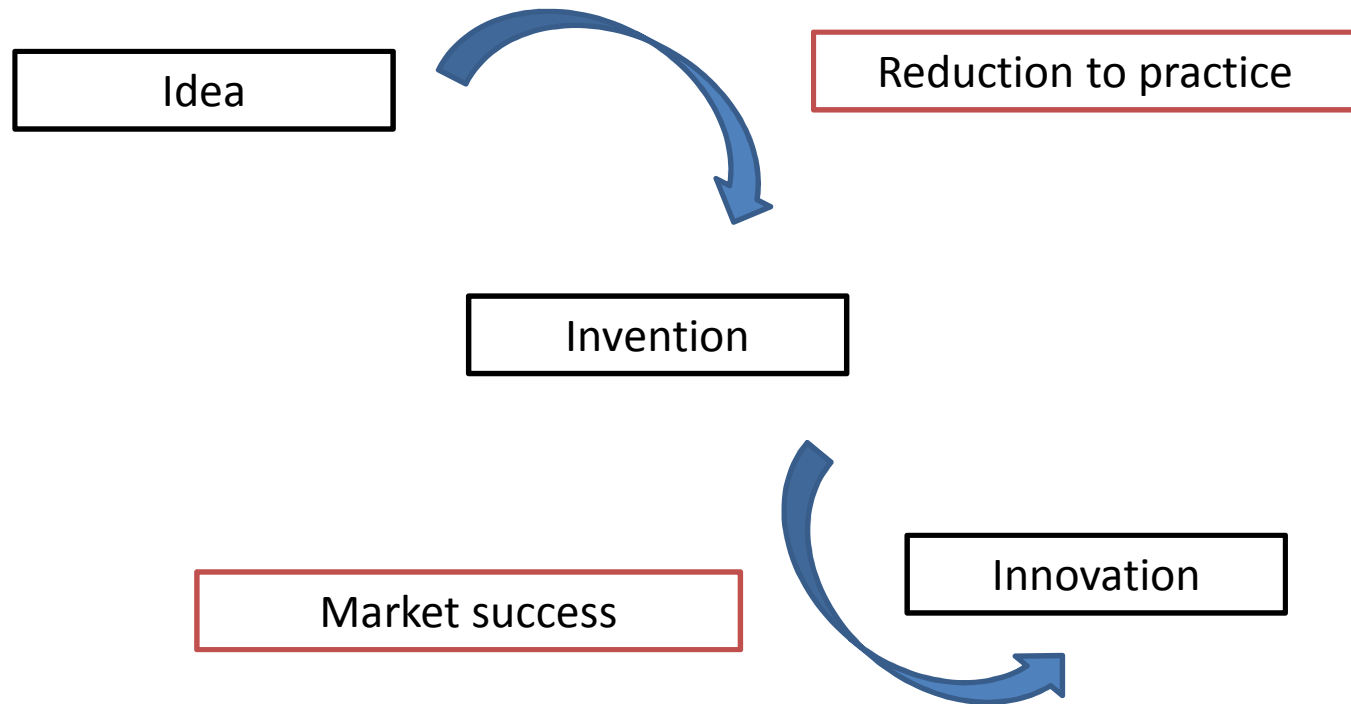


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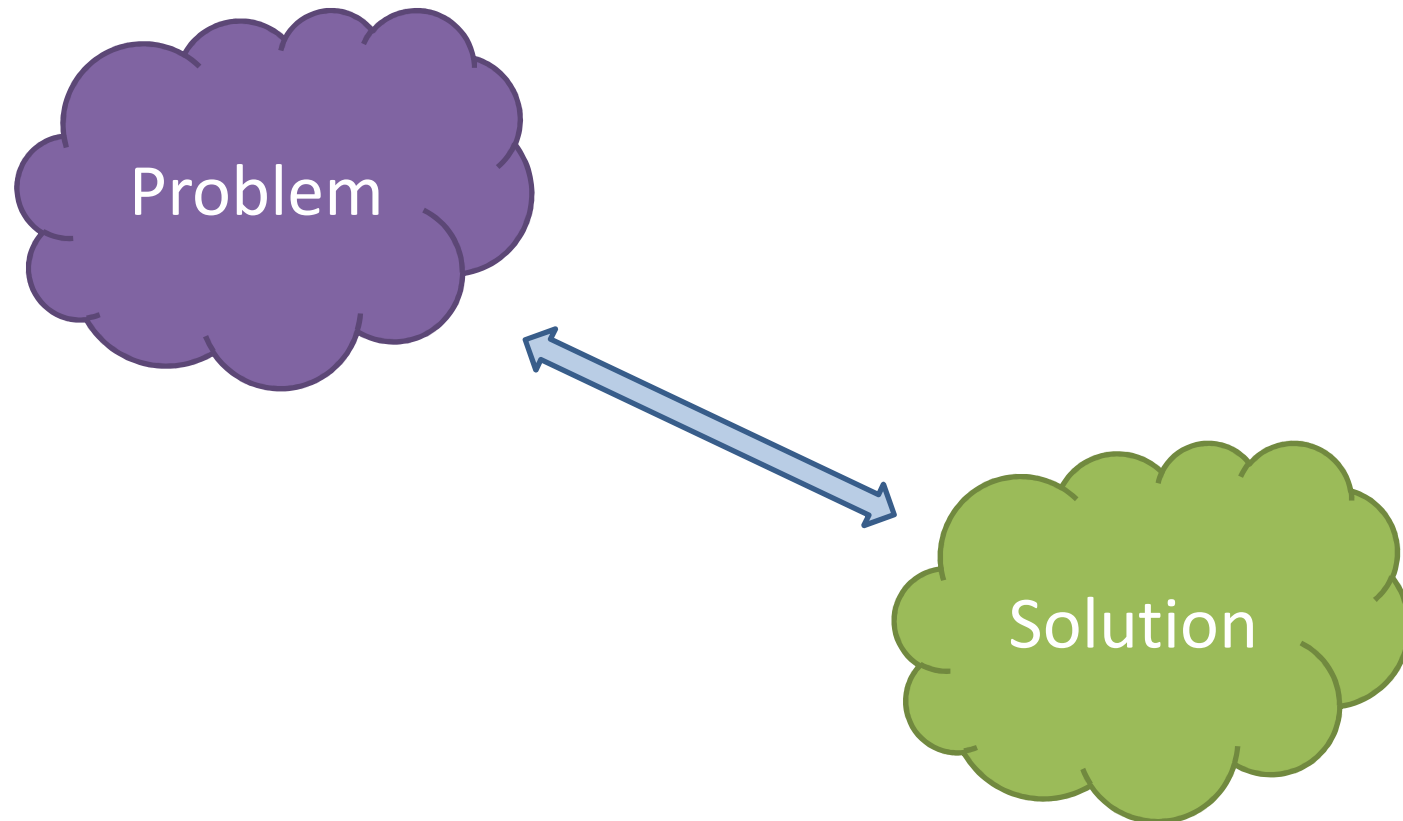


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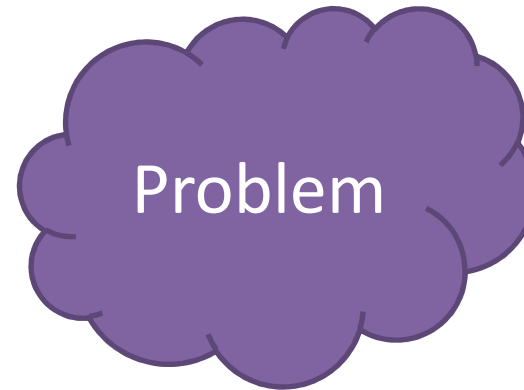


HOW DO I GET THERE?





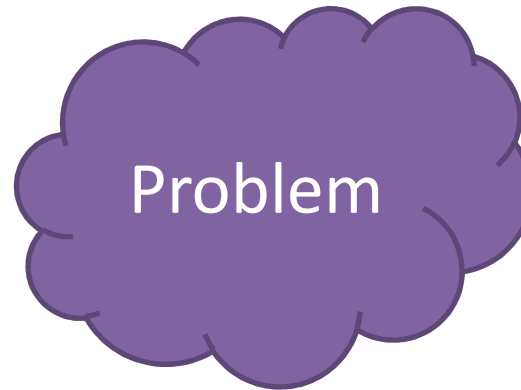
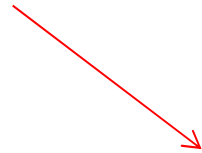
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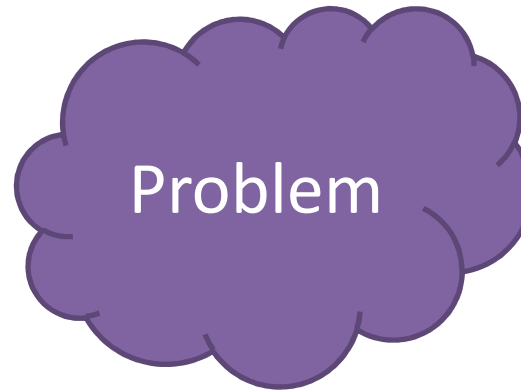
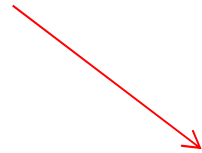
Customers





HOW DO I GET THERE?

Customers



Suppliers





HOW DO I GET THERE?

Customers

Suppliers



Competitors



HOW DO I GET THERE?

- m: Ideation events
- m: Innovation Burst Events
- m: Voice of Customer events
- m: “White space” ideation



HOW DO I KEEP MY IDEA SAFE?

- m:** An invention must be novel to be patentable
 - m:** Do not discuss your idea with anyone
- m:** A registered design must be new and have individual character to be registered
 - m:** Do not show your idea to anyone
- m:** But what if I need someone else to help me make my idea an innovation?



HOW DO I KEEP MY IDEA SAFE?

m: Third party help may come in different disguises:

m: Testing

m: Testing house, customer tests, tests at suppliers, test panels

m: Marketing

m: Customer interest, focus groups

m: Prototyping

m: Suppliers, design houses, consultants

m: BEWARE – could these parties become potential joint applicants/ co-inventors?



HOW DO I KEEP MY IDEA SAFE?

- m: Ask for specific tasks to be completed
- m: Always specify the type of information you want to receive
- m: Ask closed questions that give “yes” or “no” answers
- m: Ask for products being tested to be rated on a specific scale
- m: Never ask anyone for a solution to a problem



HOW DO I KEEP MY IDEA SAFE?

- m: Are there any confidentiality terms in your supplier agreements?
- m: Are there any confidentiality terms in your research agreements?
- m: Consider using a confidentiality agreement
 - m: Make sure that the third party cannot use your idea in any other way
 - m: Ensure that results and/or feedback are also your confidential information
 - m: Use a specific confidentiality agreement if existing terms are not strict enough



RECOGNISING YOUR IP

- m: Intellectual property comes in many forms
 - m: If in doubt always consult an IP attorney
- m: As a reminder:
 - m: Patents cover an idea
 - m: Designs and unregistered designs/design right cover the appearance of the idea
 - m: Copyright covers the expression of the idea
 - m: Trade marks cover the reputation of the person selling the idea



RECOGNISING YOUR IP

- m: Consult an IP attorney at the earliest possible stage

- m: Keep good records
 - m: Lab note books
 - m: Stored emails
 - m: Contract database
 - m: Invention submission forms

- m: Make sure people exposed to IP have basic IP training
 - m: R&D, technical service, sales, marketing, sourcing



I'VE GOT SOME IP! WHAT NOW?

- m: Having made a start on your IP may involve the following:
 - m: Filed a patent application
 - m: Filed a design application
 - m: Filed a trade mark application
 - m: Documented design
 - m: Documented a copyright work
 - m: Written a software licence



I'VE GOT SOME IP! WHAT NOW?

- m:** Consider using a confidentiality agreement if you discuss your patent application within the priority year
- m:** Make sure copyright works are marked appropriately
 - m:** ©, owner and date
- m:** Make sure records of sales are kept for unregistered design/design right purposes
- m:** For software, make sure your work is licensed properly



I'VE GOT SOME IP! WHAT NOW?

- m: Make sure it fits into your IP strategy...
- m: This is our next webinar on 18 August
- m: For questions regarding IBE please contact Laurence Cheney or Jamie LeLiever
(laurence.cheney@murgitroyd.com / jamie.lieliever@murgitroyd.com)
- m: Any questions?



**THANKS TO THE
AUDIENCE!**



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