

NEWSLETTER

Intellectual Property Clinics

What are they about...

The Chartered Institute of Patent Attorneys (CIPA), holds regular clinics at a number of sites around the UK giving free basic advice to innovators who are at the early stages of developing an idea. The clinics are all given by registered patent attorneys who are all members of CIPA.

With the assistance of the CIPA the Intellectual Property Office in Newport is now running regular clinics for individuals seeking basic advice on patents, trade marks, designs etc. You can discuss your ideas or problems with one of the duty Chartered Patent Attorneys for half-an-hour at no charge. An Examiner from the Intellectual Property Office will also take part in the clinic.

A £25 deposit must be paid before appointments will be confirmed. The deposit will be returned when you attend the clinic but will not be returned if you if you don't attend without giving us sufficient notification.

Venue

Intellectual Property Office
 Concept House
 Cardiff Road
 Newport
 South Wales
 NP10 8QQ
 United Kingdom

Dates

- 12 January 2010 (16:00 - 18:00)
- 16 March 2010 (16:00 - 18:00)
- 18 May 2010 (16:00 - 18:00)

Please note: The Chartered Institute of Patent Attorneys holds [regular clinics](#) at a number of sites around the UK, so you may find there's a clinic being run at an alternative location that's more convenient for you.

Contacts

For help & advice

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I came across these radiators that were designed by Oliver Smith from Waterboost, remember the Hydrogen generator?

These are designed and manufactured locally in Accrington, they are handmade to order.



Meeting dates

17th December

21st January 2010

18th February 2010

18th March 2010

15th April 2010

WHAT A BRIGHT IDEA

Street lighting in Blackburn will light the way thanks to inventor Martin Watson-Levack.

Martin, a street lighting engineer, decided to develop his own Light Emitting Diode (LED) lighting unit to compete with higher energy products. His unit operates at less than a quarter of the conventional 32 watt devices and is believed to be the lowest watt unit available to comply with European standards. 20 of his LED units will be used to illuminate bollards on the A6119 (between Preston New Road and Emerald Avenue). The six month trial will begin this month when Blackburn with Darwen Council will install the units.

If the units prove to be successful, all 500 of the Borough's illuminated bollards may be replaced, with potential savings of around £15,000 per year. Ian Darlington, Lighting Manager for Capita Symonds, who manages the boroughs street lighting, said "We are always looking for new ways to reduce the cost and carbon levels of lighting in the borough and this system appears to do just that."

"The units are also guaranteed to last for at least ten years compared to the existing 12 months for conventional lamps so they will reduce maintenance time and costs." Martin was able to bring his idea to life thanks to funding made available through Ideas North West, under the chairmanship of Basil Philipsz. Martin said "It is exciting to know that one of my products may be used across the borough and will have significant impact on the areas carbon footprint. I am grateful to Ideas North West for making this possible and to Blackburn with Darwen Council for the opportunity to showcase my work."

Councillor Alan Cottam, executive member for regeneration and environment, said: "The Council takes its environmental responsibilities seriously and I am delighted that we are making use of such innovation to reduce our demand for electricity. The fact that the inventor is a local makes it even better."

IP into revenue

Put your commercial thoughts in order with a new online tool from the IPO (intellectual property). You have mastered an idea. You have secured the IP (intellectual property). But how do you actually take it to market and earn a return? When you find yourself in front of a customer, an investor or a partner, they will want to know. As head of IP at BP (British Petroleum), Mike Barlow would expect a series of answers about the strategic path that anyone who was trying to sell him a licence would be taking. After retiring early last year, Mike now spends his time on the users' group at the IPO and advising enterprises on commercialising their IP. He has taken a lead in producing an online tool from the IPO that is designed to help any business with an idea to put their commercial thoughts in order. "We have written it for people who understand the technical aspects of their IP deeply, but are looking for guidance on how to turn it into a business plan." "It doesn't mean that you will put an idea in and cash will come out the other end. You are asked a series of stage questions. At the end you will get a report, which you can either put into action or take to an advisor." "It pre-empts all the commercial questions you would expect to see answered. So in talking to an advisor, you can cut down on the preliminaries and the expense."

The tool starts by checking the status of your IP. Do you actually understand how best to protect your idea? Which works best for you - patents, designs, trade marks or copyright? It then gives you three choices on how to exploit these rights. Are you going to use your own resources to build a business? Do you need a partner to capture the full potential of your idea? Or does it make sense to sell a licence and earn a stream of royalties?

In each case, you will be taken down a logical path. Questions will be strategic at first. In which markets do you want to be? What skills do you need? Do you have the cash to make it happen? What happens if anything goes wrong? How quickly are competitors going to respond? You will then be asked a series of more specific questions about your IP. If you are going to do a deal, who will end up owning the IP and who has the rights to any follow-ups? What happens when someone challenges you? How do you divide up the money? You can stop the tool at any time to do some research and test scenarios. "You can make as many plans as you like," says Barlow. "The beauty is that you can answer in advance all the questions that someone like me would ask. You don't have to respond on the hoof or pay anyone an hourly rate." Published under the title 'Licensing your IP', the tool will involve 20-25 questions and take an hour to complete for most enterprises. It is being launched on 2nd December. Details are on the Patent Office website.

Our December speaker is Daniel Milnes from Forbes Solicitors

Make a note in your diary for the December 17th meeting, we are fortunate to have Daniel Milnes a partner at Forbes Solicitors give a presentation on contractual issues with Agents and Distributors. Daniel is listed on the Legal500.com as one of the top legal practitioners in the UK, if you are thinking about third party distribution of your product this will be valuable and you won't get a bill.

Members are invited to suggest content for the newsletter, let us know what you are interested in or keep us informed on your progress with your products and inventions.

Invention promotion companies have been talked about at several meetings but no one has any experience of Baylis Brands, I am hoping to follow the progress of an invention so that we can see how they work.

Another new growth market is phone apps that are used mainly by the iphone and other makes are developing their own, there are several makes and phone apps are an expanding market.

I submitted my puzzle Sqwhere? to a company called Medl Mobile and I intend to keep everyone informed of progress via the newsletter. They came to my attention after a UK refuse collector had one of his ideas for an app developed by them, it's selling at the Apple app store and is high in the app charts.

To generate interest I've generated one of the puzzles and sent it to one of the Directors to challenge his colleagues to solve it, I intend to suggest making one downloadable via their website for visitors to try and solve.

LET US KNOW

We need to know what you do and what experience you bring to ideas North West, can you offer help to other inventors?

Do you have a business that could help fellow inventors?

Have you contacts that might be interested in ideas & inventions?

Do you have media contacts that take an interest in inventions?

Do you have experience of getting products to market?

Have you facilities or a workshop that could help other members?