

Protecting your Intellectual Property

Simon Robinson

Patent Attorney, Barker Brettell LLP



Types of Intellectual Property

- **Patents**
- Designs
- Copyright
- **Trade Marks**



Rights to stop others using what you have invented/created

What is patentable?

- Technology which is new and inventive, (aka technology which is different and better than what is already known)
- Patent application process. If granted, then patent exists for up to 20 years
- Incentive to obtain patent-Tax break from UK Government- **Patent Box**- profits on patented technology at 10% rate

Infringement of UK Patent



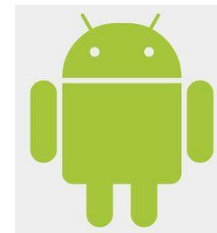
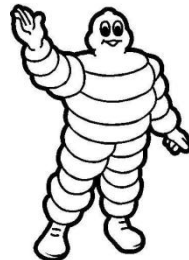
Reproduced from Ordnance Survey map data by permission of the Ordnance Survey © Crown copyright 2001.

Why register a trade mark?

To stop others using your brand, or something very similar, in your field of interest

What is a trade mark?

- Your company name
- The name of your product
- A logo e.g.



What steps to take now

- Look at products and processes which you have not made public to see whether they can be protected by way of a patent
- Review collaboration arrangements- is there something in writing which clarifies who will own the IP?
- Look at your branding to consider which aspects you value most
- Have an IP audit