



# Building Value Using Intellectual Property

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# What is your IP?

- Any original creation

  - Made by you

  - Made for you

  - Text

  - Images

  - Sound

  - Inventions

  - Processes

  - Know how.....

# HOW DO YOU PROTECT YOUR IP?

- Trade Marks
  - Designs
  - Copyright
  - Patents
- 
- Trade Secrets & Know How

# Ownership

- Who created the IP?
- IP Transfer
- Don't loose it!
  - Use an NDA
  - Beware of contracts!

# Brand and Image

- Underestimated by (us) engineers
  - Brand and Image is everything!!
  - Drives price
  - Drives sales
  - Drives profit
- 
- Includes your TM and Design but also includes how you present yourselves.
  - Value – high if you get it right

# TRADE MARKS

- What is a TM?
- Protects the brand – your *signature*
- <sup>TM</sup> vs ®
  
- What do you want in a TM?
  - Different
  - Not rude or offensive – “Bollox”
  - Think long term – “Virgin”
  
- Inexpensive and renew every 10 years

# Designs

- Protects the external appearance
- Inexpensive but relatively powerful
- Protects against direct copying but not imitation  
“Landwind”
- Inexpensive national right
- Renewal periodically (5 years)

# Copyright

- Words or code, drawings or designs etc
- Regardless of artistic character
- No registration required
- Creator owns not the person who pays
- No renewal fees
- Can register in USA
- Life of author +



# Patents

- Protecting how it works
- Novel and Inventive
- Negative right – not the right to practice the invention
- Not excluded items – long list
- Different in different countries
- Software and business methods – limited but possible
- Expensive and time consuming- £50,000 per invention for 5 countries.
- Renew every year.

# Know-How Trade-Secrets

- Forgotten valuable IP
- Often abused - unsecure
- Defend Trade Secrets Act USA and EU Know-How Directive
  
- How to do it!
  - Secure it by recording it
  - Marking and treating as secret is essential
  - Don't disclose unless under serious NDA
  - Internal systems improvements required
  - Limit access, mark appropriately, monitor access, no home computers
  - Exit interviews and signed agreements



Q&A

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