



Conceptualisation

Protecting the Intellectual Property in your Product

Content

01 What is Intellectual Property?

Securing the rights to commercialise innovation

02 The types of IP which can subsist in a Product

An overview of the different elements which are protected

03 Patenting

What can be patented, how to apply and how much will it cost?

04 Designs

What can be registered, how to apply and how much will it cost?

05 Trade Marks

What can be registered, how to apply and how much will it cost?

06 Copyright

What types of work can be protected by copyright, when and how does it arise

07 Database and other rights

What are database rights and how do they arise

08 Know how and trade secrets

Subheading

01

What is intellectual Property?

01 What is Innovation?

Invention v Innovation?

“The value of an idea is in using it”

Thomas Eddison

Invention



v

Innovation



- Protecting the intellectual property right in the Invention can help you exploit them as innovation.

02

What types of Intellectual Property Rights can exist in a product?

- How to protect the elements of your product.

Copyright



- Designs drawings
- User manuals
- Software used in production



Patent

- Vacuum technology



Trademark

- Logo
- Product name
- Slogan
- Company name



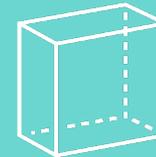
Know-how

- Manufacturing methods
- Assembly of components



Trade Secrets

- Trade Secrets
- Business and sales strategy



Design

- Appearance of the product
- Packaging designs

03

Patenting

Content

03.1 What can be protected by patenting?

Elements which can be protected by registration

03.2 Software and AI

Can software and AI be protected?

03.3 Criteria for patenting

Can the invention be patented?

03.4 What protection does a patent provide?

The scope of the rights granted

03.5 Freedom to operate

Understanding the patent landscape

03.6 The patent application

Overview of the application

03.7 The application process and costs

From application to grant

03.8 Filing strategy and costs

Where should I file my patent application

03.9 Alternatives to Patenting

Alternative means of protection

03.1 Patenting – What can be protected by patenting?



➤ Inventions:

- Actual solutions to a technical problem.
- The solution must have technical character and effect and be capable of industrial reproduction.
e.g Business methods, components, products, technical inventions, machines, processes methods, tools Computer hardware.

➤ What cannot be patented?

Literary, dramatic or musical works, a method of doing business, a method or way of presenting information, method of treatment or diagnosis, laws of nature, natural substances, mathematical formulas.

➤ What about Software and AI?