



Congratulations to 2018 Design Council SPARK finalists – How ACID can help you to protect your intellectual property to achieve growth?





Why you should be “IP savvy?”

Design Council

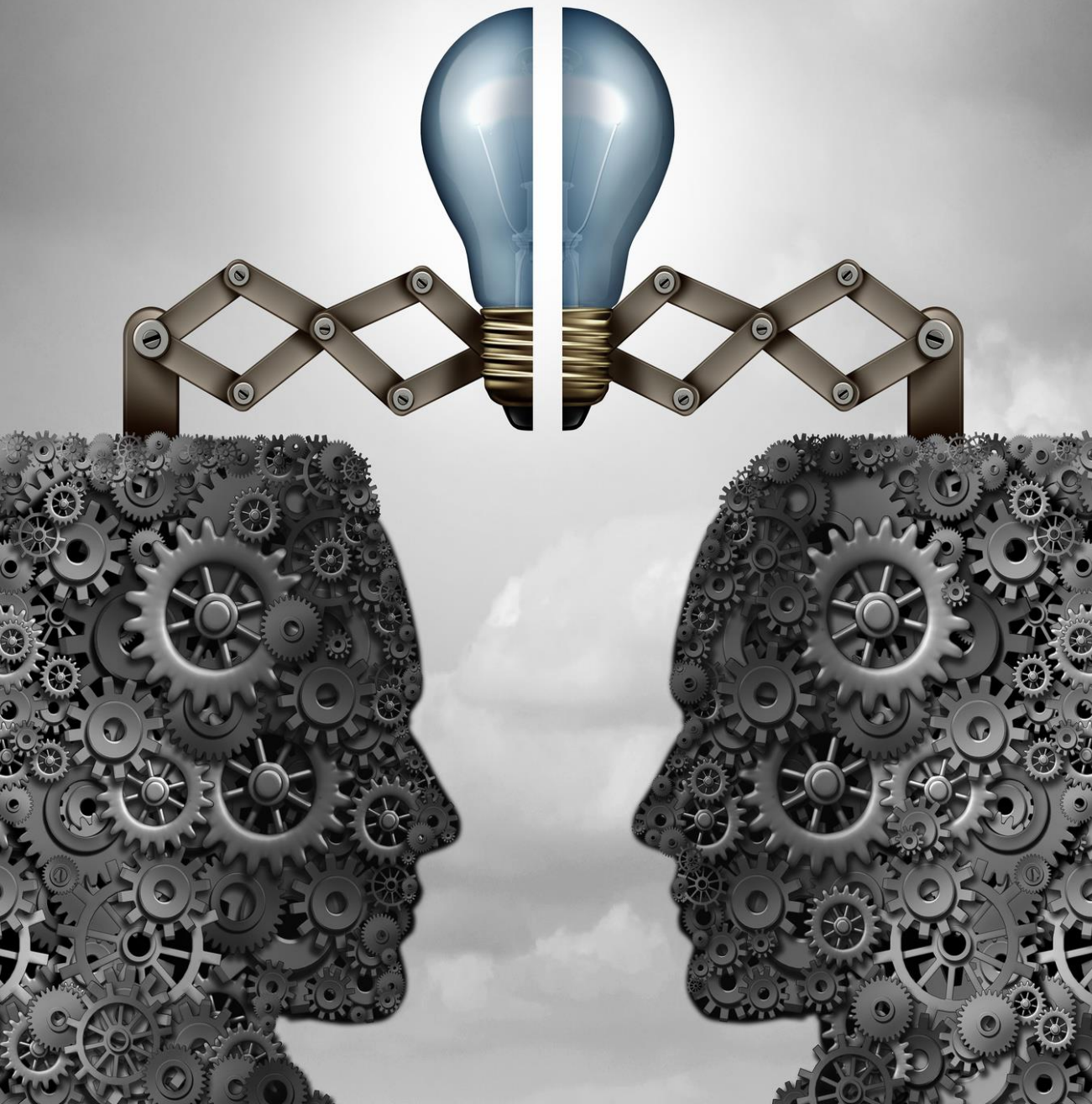


**“imitation isn’t
flattery if it
costs
you
YOUR
livelihood”**



**protect & safeguard your IP and maximise
growth by creating a proactive IP strategy**





ballet, film, theatre, specialised photographic images, film libraries, screenwriting, independent film makers, universities, creative story telling, lifestyle picture libraries, screenwriting, creating digital content, graphic designers, **inventors**, performance practitioners, interactive system designers, visual arts, solicitors, independent film makers, **product desingers**, architects, creating stories unleashing children's talent, washable, squashable childrens' high chair harnesses, online platforms, government, publications, graphic designers, brand image creators, not on the high street.....

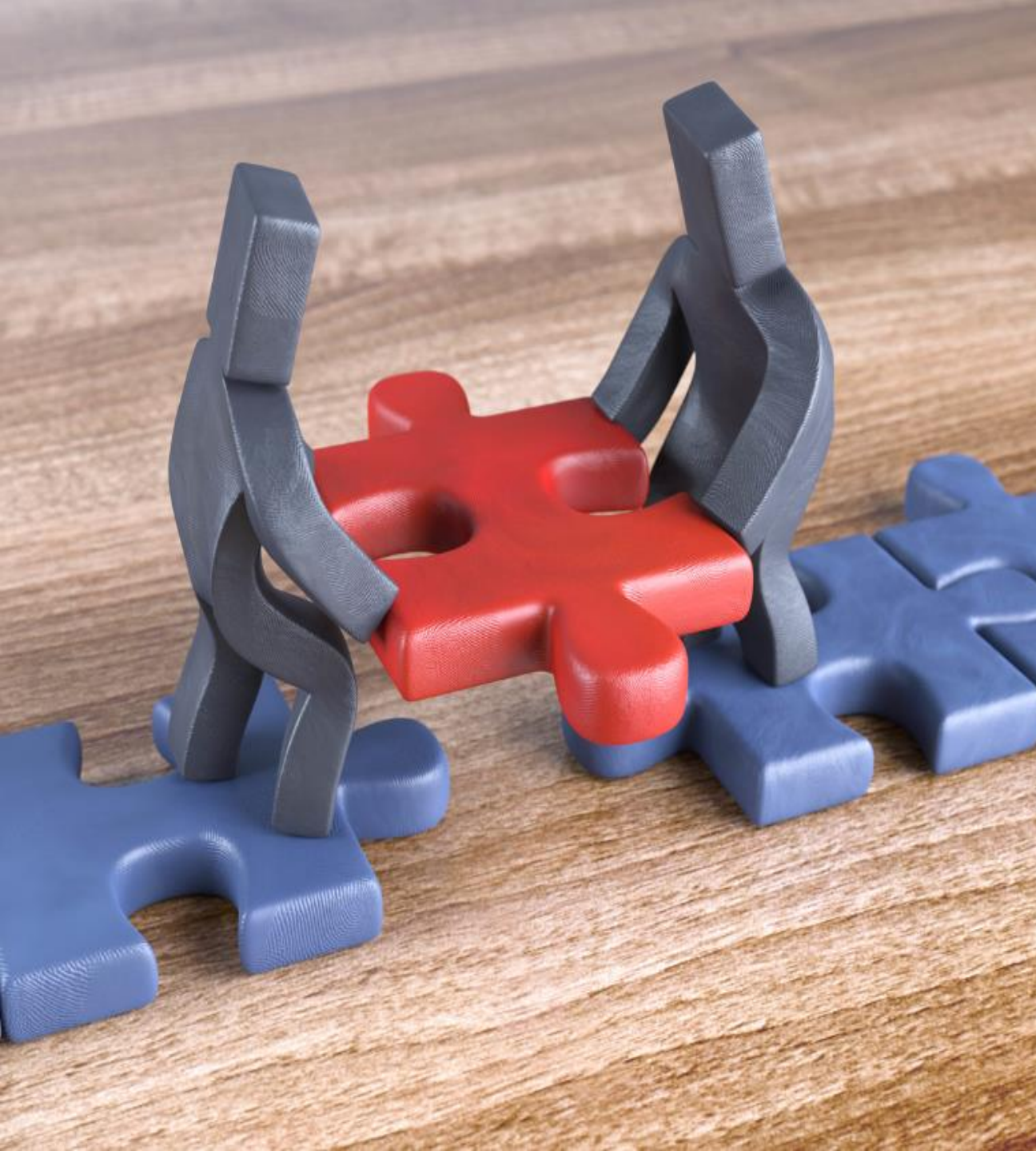
**Design
Council**



Intellectual Property?

**one size
doesn't fit all
needs!**





**But there are
common
themes**



“my **ideas & innovative** skills are not just my **brand**, they represent me as a person”

“creating new ideas & allowing them to develop is how I earn a living

“**designing** and creating **new inventions/designs** or **products** will improve the lives of other”

“my income includes royalties on the sales from **my inventions** thought a licensing

“when we **pitch**, our innovative ideas & approach win the day!”

“our **know how** and **trade secrets** are what makes us unique to our customers



How
important
is **IP** to
your
business?



“I need to understand and identify what IP I own relevant to my business , how I can leverage it to better to achieve growth and how I can protect it effectively”

© the future.....



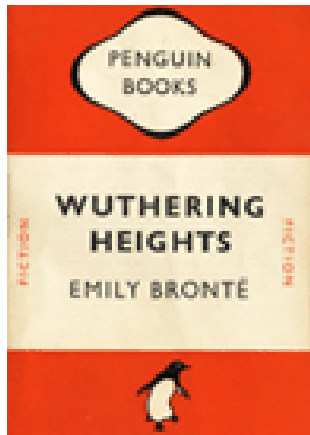
How important
is **IP** to your
business/inven
tion/idea/
product?





Intellectual property
is a **property** right -
lease, sale, sub-
letting, rent, share
you don't
want...**squatting?**
IP about
ownership and
permission.





**Using licensing
effectively to maximise
IP**

**Connecting natural
affinity between books
and leisure and
translating this into an
exciting range of
products**

**Penguin had the vision to
see the potential -designer
had creative thought and
business acumen to make
this happen**





Know your design right from your copyright,
your trade marks from your patents
understand the “myths” about IP.

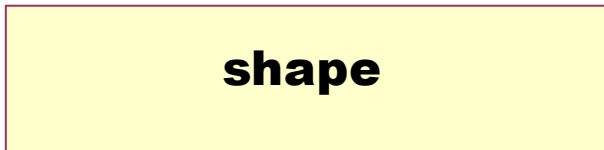
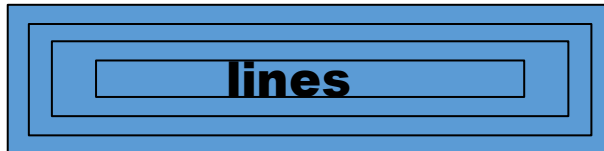
It's NOT rocket science!



What is a proactive IP?

**EDUCATION
BECOME IP
“SAVVY”**

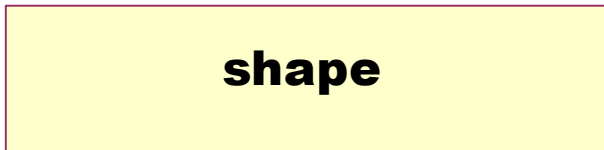
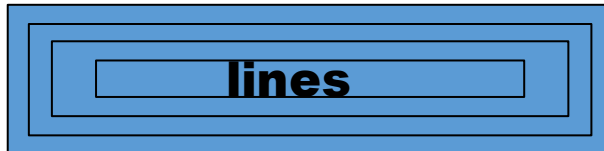




**Design Registration
provides stronger
prevention against
copying**

What is a design?

“design” means the
appearance of the whole
or a part of a product
resulting from the
features of, in particular,
the ...



DETERRENCE!

You have a piece of paper which gives you a **monopoly right** that lasts for up to **25 years** and is enforceable in all EU member states.

www.ipo.gov.uk

www.euipo.eu





**How can I protect
my designs and
provide an audit
trail/evidence of
my unregistered
designs or
copyright
©ownership?**

**Lock up your IP
unlock growth!**





**ACID Brand
Enforcement
Services to beat
online IP theft
Tailored to
SMEs
Speedy & cost
effective**

**ACT QUICKLY
AND DECISIVELY**





Essentials of an IP Strategy

CHOOSE BATTLES CAREFULLY

Quantifiable loss?
Evidence of IP ownership?
£ size of opponent?
Publicise any settlements as
part of a proactive IP strategy



**If your IP is infringed in another
where is your IP support?**

**Have you registered your IP in that country?
BRIC countries - Help at hand with IP attaches**



Essentials of an IP Strategy

TERRITORIES –

**Where are you trading?
What are the risk
factors?**

**BREXIT PROOF YOUR
TRADE MARKS AND
DESIGNS!**



What is the value of a registered trade mark?



Brand Protection

A sign which is being represented graphically
A sign which is capable of distinguishing the goods or services of one business from another





Essentials of an IP Strategy

TRADE SECRETS/EMPLOYEES

Confidential information,
guard carefully



Essentials of an IP Strategy

CONFIDENTIALITY

Create agreements for
sensitive information
& when working
collaboratively
clarity of IP ownership is
essential
Include IP in employment
contracts





Essentials of an IP Strategy

MEDIATION

“It’s good to talk”

Mediation v Litigation

97% success!





Essentials of an IP Strategy

**GET EXPERT
SECTOR IP ADVICE,**

ACID, specialist IP
lawyers. IPO



www.ipo.gov.uk



Intellectual Property Training



Open session



Save session

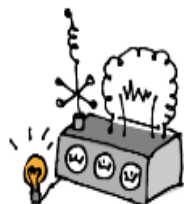


Download certificate

What is intellectual property?

**IP TUTOR – A GOOD WAY TO
LEARN ABOUT IP**

Intellectual Property (IP) concerns creations of the mind. IP can be:



An invention



A literary or
artistic work



A name, symbol or
image used in
business



A design

IP can be protected by patents, trade marks, design and copyright (known as IP rights) and gives ideas their value. Without protection IP becomes less valuable. IP rights protect your work. Whether you design, invent, write, perform or research, IP matters.

In 2013, Apple was ranked as the most valuable brand in the world by leading business magazine Forbes. Apple's success is partly due to their approach to business, but

TOP 5 DEAD RICHLIST

Earnings in 2013

1. Michael Jackson – £87m
2. Elvis Presley – £34m
3. Charles Shultz – £25m
4. Elizabeth Taylor – £16m
5. Bob Marley – £12m

(Source: International Business Times, 2013)



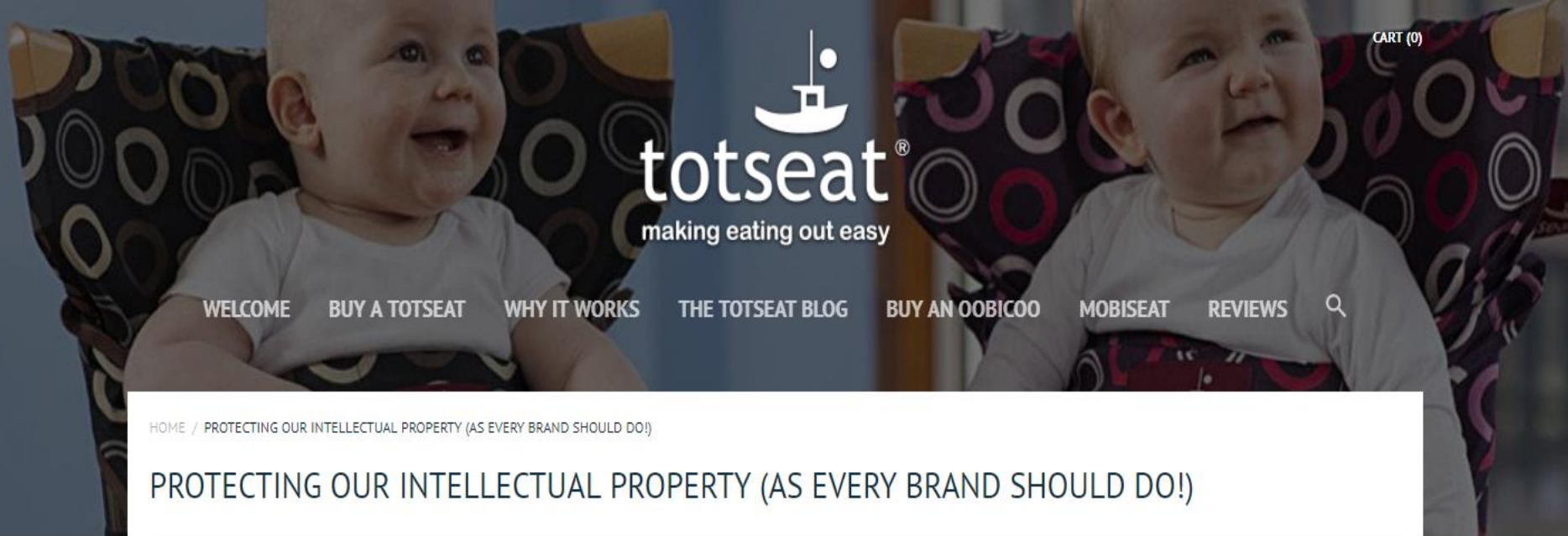


Essentials of an IP Strategy

**POSITIVE
COMMUNICATION**

If you don't want to be
copied, say so!





HOME / PROTECTING OUR INTELLECTUAL PROPERTY (AS EVERY BRAND SHOULD DO!)

PROTECTING OUR INTELLECTUAL PROPERTY (AS EVERY BRAND SHOULD DO!)

All copyright, design rights, and intellectual property rights existing in our designs and products and in the images, text and design of our website and marketing material are, and will remain, the property of Totseat Ltd. We treat any infringements of these rights seriously. Totseat is a member of ACID.



DETERRENCE AND PREVENTION – communicating the value of their IP to all visitors to their website

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Essentials of an IP Strategy

GOT A GOOD IDEA?

KEEP IT SAFE!





Essentials of an IP Strategy

KNOW THE RISK FACTORS

**Who is using your
creative work
without permission.
Keep watch - name
and shame!**





Intellectual property =

**RESPECT
ETHICS
COMPLIANCE**

Ethics

Ethics in business
moral principles
rules and regulation
of right conduct rec
values that guide t





from iconic



...to everyday, **design** is all around us...



enriching
our lives as
consumers



**Design
matters....**

**solving problems, adding
value**



You're so sweet...



HAPPY VALENTINE'S DAY



**Design
matters....**

Making us happy,
knowing we are
loved!

HOME



IP isn't....



**....so a common sense,
practical approach can
help!**





We **champion** original design, its **protection** and **enforcement** and work on behalf of our members as a leading UK campaign group for **design law reform**.

Our **ACID** campaign resulted in **2014 IP Act** and **intentional infringement** of a **registered design** is now a **crime**.





2018 SPARK FINALISTS

Invitation to contact us
info@acid.uk.com mark ?
SPARK FINALIST free of charge with your IP question or query by email and we will get an answer from an IP expert
Complete our online IP test

In addition, for future Design Spark finalists:

1 to 1 mentoring



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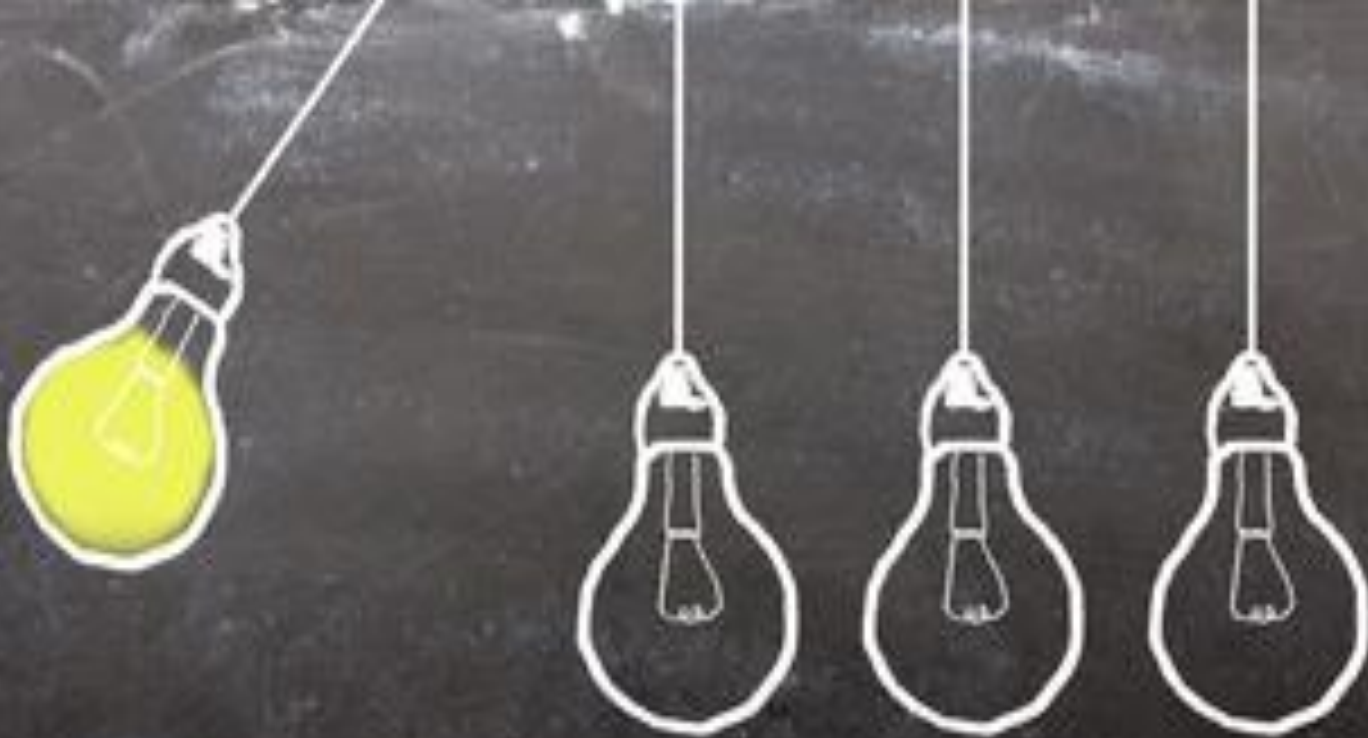
2018 SPARK FINALISTS

A 10% discount for ACID membership

No joining fee

Join our ACID community

A united voice is a strong voice for growth



Dids Macdonald, CEO of Anti Copying in Design (ACID) & Vice Chair of
the Alliance for Intellectual Property

info@ACID.uk.com

[@didsmacdonald](https://twitter.com/didsmacdonald)

[@ACID_tweets](https://twitter.com/ACID_tweets)

www.acid.uk.com

