

# A © ID<sup>®</sup> MAGAZINE

**YOUR VOICE AGAINST DESIGN THEFT**



## **Nurture your Future with IP**

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# Hello ACID Community!

**This time last year, I would never have thought I'd be writing the CEO's introduction for the ACID Magazine! It just goes to show; you never know what the future holds and, though there are many challenges in life, from these often come opportunities.**

Nobody knows this more than ACID Ambassador Rob Law, MBE. Having survived the Supreme Court and multiple business challenges, my great friend and former colleague is this issue's Guest Editor (p6-7). Rob talks life after Trunki, considering IP with new product, Zeepy, and his thoughts on AI.

*AI: Threats and Opportunities* was the subject of our panel discussion at Clerkenwell Design Week with Sebastian Conran, Christian Gordon-Pullar, and ACID Legal Affiliates Kelly Hudson (McDaniels) and Gavin Llewellyn (Stone King). So engaging was the discussion, we forgot the rain and continued long into the networking drinks afterwards! Though many remain uncertain about AI, one thing is for sure; it'll be in all our futures.

Last week's election means the immediate future is also relatively uncertain. Having been geared up for the Design Consultation 2024, ACID HQ eagerly awaits post-election news. Dids and Nick share their thoughts on how things could shape up, and an update on campaigning (p4-5).

**Despite post-election uncertainty, our agenda remains the same; Education, Support, Prevention, Deterrence and Campaigning.**



Sebastian Conran, Christian Gordon-Pullar, and ACID Legal Affiliate Gavin Llewellyn

As part of our continued commitment to prevention and deterrence, Dids and I are thrilled the ACID IP Databank is now completely free for members. As anyone who has ever been copied knows, having an evidence trail is paramount. We want to ensure you can maximise your IP with a certified confirmation of ownership. For any databank questions, Membership and Business Administrator, Deanie, is always on hand to help.

We're spreading the word of IP protection through forging new partnerships with fantastic groups; from retail associations determined to

combat the copyists, to manufacturing groups keen to ensure IP protection and UK manufacturing go hand in hand. Extending our partnerships grows our community, which in turn strengthens our collective voice, promoting awareness, education, respect and compliance. Our partners offer discounted membership rates for ACID members so if there's a community you want to be part of, get connected.

One amazing community of creatives is Designs in Mind, whose members challenge mental health stigma and embrace their neurodiversity to harness creativity and produce unique designs for merchandise and commissioned works. Read their inspirational story on p10-11.

Community is at the heart of longstanding partner, Heritage Crafts, who recently exhibited at Bovey Tracey Craft Festival. Together they are fighting to protect a growing red list of endangered crafts, and their tent was a hive of activity, showcasing craft demonstrations to onlookers keen to learn and ensure these skills are not lost.

Another group enjoying some hands on experience are this year's Young Professional Industry Experience (YPIE) team, who Dids, Laura and Gavin Llewellyn met at The Furniture

Maker's Hall for an IP workshop.

Educating young people on the importance of IP is a top priority for ACID. Social Media and Communications Executive, Faith, is undertaking a project to develop ACID's IP education offering so that students are armed with IP knowledge early on in their University and College careers. Marion, Head of Membership, Faith and I headed to New Designers (p18-19) to ask students about their experiences of learning IP, and how we can help, whilst also admiring their innovative designs and creativity on display.

One such amazing young creative is Jessica Nagle, winner of the Nottingham Trent University Project Design Brief 2024. Not only was it an honour to join LIA CEO Ayça Donaghy at the LIA Lunch to present Jessica with a year's free ACID membership, Jessica is now ACID's first ever

Student Ambassador! Read all about her creative journey on p12-13.

If you're planning to showcase your designs at exhibitions but don't know where to start, or haven't been on the exhibition circuit for a while, ACID Accredited Exhibition partner, Hyve, have tips to help (p20-21).

Finally, keep an eye out for ACID's Lunchtime Learning; a series of lunchtime webinars on all things IP, from IP Basics to AI. Register for free, grab something tasty and get learning!

**Whether you're starting out, starting again or starting something new, you will find so much support in our ACID Community.**

If you haven't signed our IP Charter yet, remember to add your voice to ours. **Together we can shout louder!**

Heritage Crafts, who recently exhibited at Bovey Tracey Craft Festival.



below: Young Professional Industry Experience (YPIE) team, who Dids, Laura and Gavin Llewellyn met at The Furniture Maker's Hall



Laura Newbold Breen, ACID CEO



Laura Newbold Breen, Jessica Nagle and Ayça Donaghy



# DESIGN AND INTELLECTUAL PROPERTY (IP) CAMPAIGNING IN A NEW POLITICAL LANDSCAPE.

## Anti Copying in Design (ACID) urges the new Labour government to strengthen IP and design laws to better protect UK designers.

In the continuing David & Goliath copycat culture, ACID seeks enhanced and improved legal frameworks to combat design theft, ensure fair competition, and support of the creative industries. Key requests include simplifying the registration process and including access to enforcement through an improved Small Claims Track within the Intellectual Property Enterprise Court (IPEC), increasing penalties for infringement, and providing more accessible legal recourse for designers by giving them equal criminal sanctions similar to copyright creators.

**For example, why should a songwriter have stronger IP rights than a furniture or product designer? It doesn't make sense!**

By fostering innovation, safeguarding jobs, and maintaining the UK's global leadership in design, the government can bolster the creative economy and protect designers' livelihoods through design and IP reform. In the UK 1.97m people are involved in design and design skills and jobs are seriously at risk through design theft.

### Artificial Intelligence (AI) and Designers

Whilst there are many benefits of AI in design and manufacturing, AI also poses a significant threat to UK designers by potentially infringing on their original works and undermining their livelihoods. ACID's message to ensure fair play for lone designers against large language models (LLMs) emphasises the need for robust IP protections, specifically addressing AI-generated content. ACID advocates for clear regulations requiring

transparency in AI usage, mandatory attribution, and mechanisms for compensating designers whose work informs AI outputs.

**New Design & IP coalition** – ACID will be revitalising plans to enlarge its campaigning with a coalition of design trade organisations to strengthen its voice.

### What are our FIVE main asks of the new government?

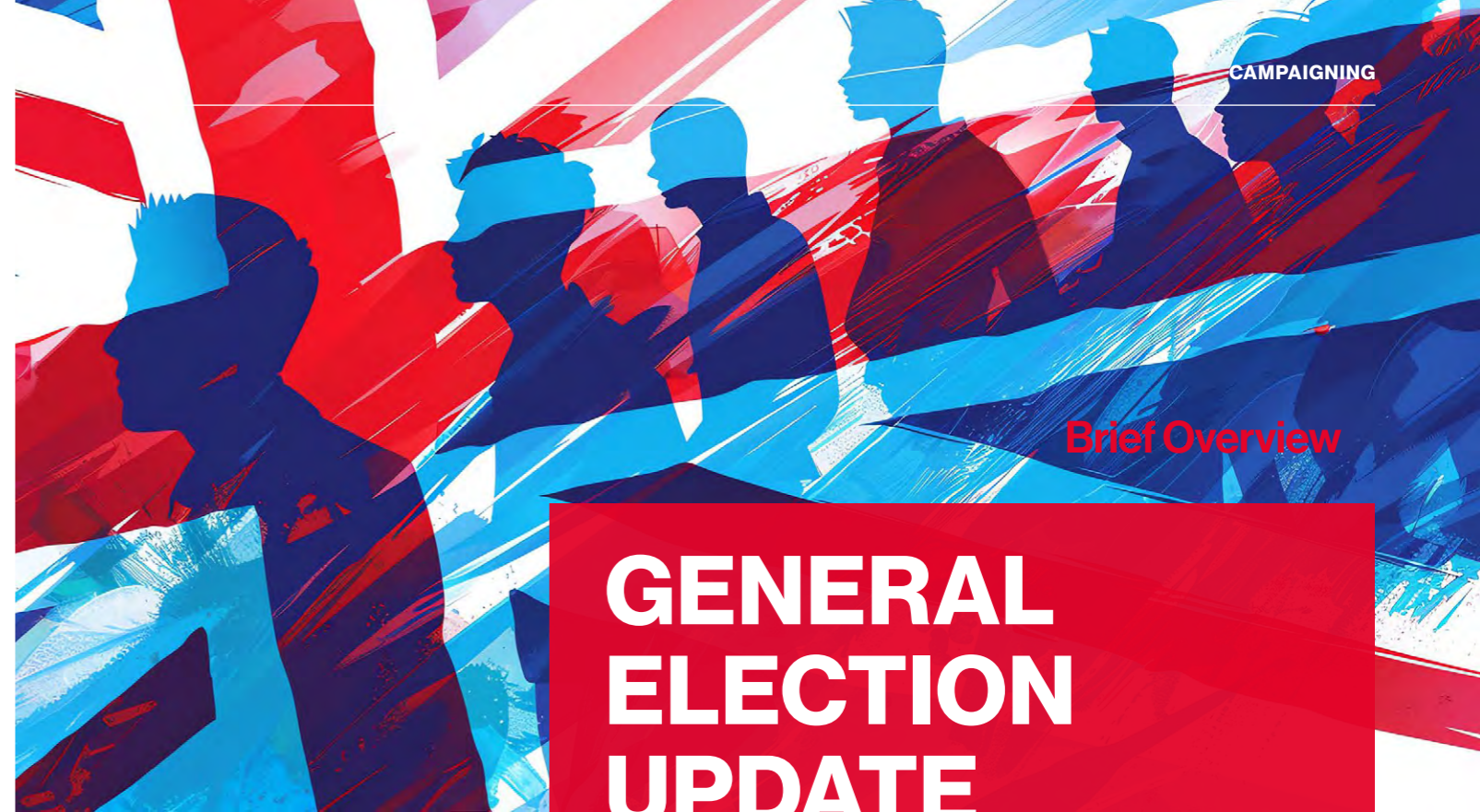
1. The introduction of criminal provisions for designers in line with copyright creators to act as a real deterrent.
2. Cost and time effective access to IP enforcement for Britain's lone, micro and SME designers
3. Government crackdown on major retailers and manufacturers who trample on lone design creators and plunder their designs.
4. AI safety and regulation for LLMs provide a level playing field for SME designers.
5. For GCSE Design & Technology to be re-introduced in the school curriculum to stem the 68% decrease. Upskilling the UK's designers will lead to global solutions.

### Members – what can you do?

Write to your newly elected MP to make them aware of your issues and the urgent need for design and IP law reform – contact [info@acid.uk.com](mailto:info@acid.uk.com) for a template letter.



**Dids Macdonald OBE**  
Chairman and Co-Founder, Director of Public Affairs/Campaigning



Brief Overview

# GENERAL ELECTION UPDATE

**So the polls were very accurate in terms of seats but the lack of correlation between the distribution of seats and vote percentage demonstrates that we may not be entering the period of stability that we all need and crave.**

Whilst a new Cabinet has been appointed, at the time of writing we do not know who the junior ministers will be, nor whether the existing departments will be re-organised.

In the last Conservative Government, the Intellectual Property Office (IPO) formed part of a newly created Department, the Department of Science, Innovation and Technology (DSIT). The new Secretary of State for this department is Peter Kyle, who shadowed the department previously. But what is not clear yet is whether the IPO will remain within this Department, or whether it will revert back to a Business focussed Department.

Prior to February 2023 the IPO reported through to the Department of Business Energy and Industrial Strategy (BEIS), which was then replaced by a new Department of Business. Moving the IPO from

BEIS to DSIT was viewed with some concern by designers, as it appeared to be diluting the importance of IP protection. Accordingly it is important for designers whether the IPO is now pushed back into a Business department.

The Secretary of State for Business is as expected Jonathan Reynolds, who previously shadowed the Department.

We will be writing to Peter Kyle and Jonathan Reynolds in the next few days to congratulate them and to set out the legislative wish list of designers and to try to set up meetings with them or their team. We will also be drafting letters for all ACID members to send to their MPs and to invite them to visit you and see your work.



**Nick Kounoupas,**  
ACID Chief Counsel and IP Director of ACID

CAMPAIGNING

# The Future of Sleep Innovation:

## Guest Editor Rob Law MBE on Leveraging IP and a Global Virtual Team for Zeepy's Success

In today's fast-paced world, the importance of a good night's sleep cannot be overstated. As our understanding of sleep deepens, the demand for innovative, high-quality sleep products continues to grow



**Rob Law MBE,**  
Inventor & Entrepreneur  
[www.zeepy.co](http://www.zeepy.co)

At Zeepy, we are not only committed to enhancing the sleep experience for families with cutting-edge products but also revolutionising please amend to: our approach to product development and intellectual property (IP) management.

Reflecting on my journey since Trunki, the iconic ride-on suitcase that became a household name, I have gained invaluable insights into the significance of strategic IP management. At Trunki, I built a global brand that withstood the test of over 65 copycats... none managed to launch a brand. But Trunki also taught me that going to market with a feature-rich product all at once can be a double-edged sword. While it captures significant market attention, it also opens the door for competitors to quickly replicate and flood the market. This time around, with Zeepy, our strategy is more nuanced and forward-thinking.

Instead of introducing a fully-loaded product from the outset, we are opting for a phased approach. By launching several iterations of our products over time, we keep the competition on their toes, continually innovating and refining based on user feedback. This strategy not only safeguards our IP but also ensures sustained engagement with our customers, allowing us to introduce new features and improvements that consistently add value to their sleep experience.

We are also focused on developing media to improve family sleep. Our Zeepy Sleep Podcast for Kids is a magical bedtime journey following Kip the Cat and Slumber the Sloth on their adventures to dreamland, blending enchanting stories with gentle guided meditations to lull young listeners into a peaceful sleep. Our sleep guide serves as a parents' compass to navigating the world of children's sleep.

By building a comprehensive media presence, we aspire to be more than just a product business; we strive to be thought leaders in the sleep



industry and raise further barriers for the competition to try and follow.

Our product lineup at Zeepy reflects this thoughtful, step-by-step innovation. Our introductory model, the MK1 Sleep Trainer Clock is designed to help families establish healthy sleep routines, integrating features that promote better sleep hygiene and bringing in cute characters that worked so well at Trunki.

Eighteen years on from founding my last business, the post-pandemic world presents new opportunities for

how we operate as a company. The traditional office setup is no longer a necessity. Instead, we have embraced a global virtual team, leveraging low-cost offshore resources to bring diverse perspectives and expertise to Zeepy. This decentralised approach not only reduces overhead costs but also allows us to tap into a vast pool of talent from around the world, fostering innovation and agility.

A crucial and "founding" member of our team is AI. This tool plays an integral role in our operations, from brainstorming sessions and content creation to customer interaction and market analysis. By integrating ChatGPT into our workflow, we enhance

our team's capabilities, allowing us to work smarter and more efficiently. This collaboration between human creativity and AI exemplifies the future of work, where technology and human ingenuity converge to drive success.

I am particularly passionate about AI as it helps me overcome the barriers I face with written English due to my dyslexia.

It will be interesting to watch how IP law keeps up with AI-generated content initially with copyright but soon its ability to "design" products. This will become a key area for ACID to lead and influence the government strategy.



*Zeepy is already a firm family favourite for both Rob and his brother's kids!*



# Protecting Your Inventions: Careful Who You Tell

In the world of innovation, protecting your intellectual property (IP) is crucial. We regularly advise clients on safeguarding their inventions and one of the most crucial pieces of advice we give is: **be extremely careful who you tell.**

## The importance of confidentiality

Confidentiality is of paramount importance when it comes to seeking patent protection for your invention. Many inventors are proud of their new creations and naturally want to tell others. Commercially, they will want to tell others in the process of seeking investment and finding manufacturing and distribution partners. However, disclosing your invention to the others can ruin your chances of obtaining patent protection. If an

invention is deemed to have been disclosed publicly, it will strip away the essential requirement of novelty needed for patent protection. Some clients have advertised their newly invented products for sale before taking advice on how to protect them. Taking note of the words in this article is enough to help you to avoid the same mistake.

## How easy is it to disclose to the public?

It's important to understand how easy it is to inadvertently disclose your invention to the public. Let's look at a notable example involving Ocado and AutoStore, two companies known for their advanced robotic systems used in warehouses.

AutoStore secured patents for their robotic systems and later entered a legal battle with Ocado, alleging patent infringement. However, the Patents Court decided that two of AutoStore's patents were invalid for lack of novelty due to prior disclosure because AutoStore had disclosed details of the invention

before applying for patent protection.

The disclosure was not through a public announcement or written publication. Instead, AutoStore only shared details with a potential customer and their agent via emails and a presentation during negotiations. Despite being in a commercial context, these interactions were deemed not confidential due to the specific circumstances – the disclosure took place in Russia and had to be considered in accordance with Russian law, under which such disclosure is not automatically confidential. So, this was enough to invalidate 2 of AutoStore's patents.



## Lessons to be Learned

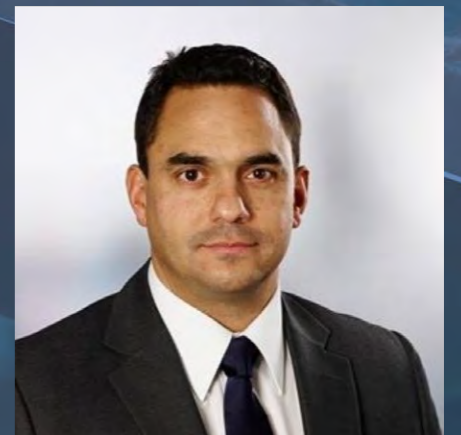
The key takeaway is to be extremely cautious about who you disclose your invention to and under what circumstances. Here are three important things to take into consideration to help protect your intellectual property:

- **Use Non-Disclosure Agreements (NDAs):** Always ensure that any party you share details of your invention with signs an NDA. This legally binds them to confidentiality and helps protect your invention in several ways.
- **Be mindful of context:** Even in commercial negotiations, ensure that confidentiality is explicitly agreed upon. Don't assume that a business context automatically guarantees confidentiality.
- **Prepare thoroughly:** Before disclosing any details, consider the legal implications and consult with an IP lawyer to ensure all necessary protections are in place.

**Protecting your invention often starts with understanding the importance of confidentiality. If you have any doubt, seek legal advice.**

For more information about, or assistance with, intellectual property protection, please contact Robert Ganpatsingh on +44 (0)1273 744213 or via Robert.Ganpatsingh@dmhstallard.com

Robert is a commercial disputes Partner at DMH Stallard. He has a wealth of experience in contentious intellectual property matters.



**Robert Ganpatsingh,**  
Partner – Dispute Resolution TMT  
DMH Stallard

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# designs in mind

## Smashing the stigma around mental health through purposeful, ambitious Art and Design.



**Designs in Mind is a creative design studio**, tucked away in rural North Shropshire. We improve mental health through creating high quality, purposeful art and design.

We produce beautiful design collaborations, art for public spaces, and exquisite textiles, jewellery and homewares that we sell in our online and retail shop. We are not-for-profit, so all the money that we raise through our commercial and design work goes back into supporting our Arts for Health service.

We work with adults with enduring mental health challenges. Our warm and engaging workshops ensure everyone is included, no matter their level of creative experience or the mental health challenges that they face. Time and time again, we see new Members grow in confidence as they become a valued part of our design community. We encourage our Members to take the lead on product development. In line with this, we recently supported our Member, Adam, to create their own line of rainbow jewellery for Pride Month. These exquisite pieces will be available at local pop-up events, in our retail shop, and online.

Adam shared: *"It feels really nice to be able to develop this product, especially for such an important event! Seeing the feedback to the earrings has been very affirming and it's been great to see how much freedom I was given to pursue this project. I was primarily influenced by the idea of minimalist pride imagery, as I felt that it would help the product to stand out against what other people would be selling at the event, whilst also tying it into the visual style of Designs in Mind."*

*I'm really excited about Pride! As a member of the LGBTQIA+ Community*

*it feels amazing that Designs in Mind is taking part in Pride month"*

In the design phase, Adam used the studio facilities to brainstorm his ideas with sketches and maquette earrings, meeting regularly with our Product Lead, Rosie. The studio 'soft launched' the jewellery at Oswestry's inaugural pride and were delighted to make such strong sales.

Designs in Mind's CEO, Ruth Mills, has recently spoken at the National Centre for Creative Health's Roundtable event at Derby University. She said;

*"At Designs in Mind we always seek to foster creative adventure and an independent spirit. When Adam*

*up the dreariest of days."*

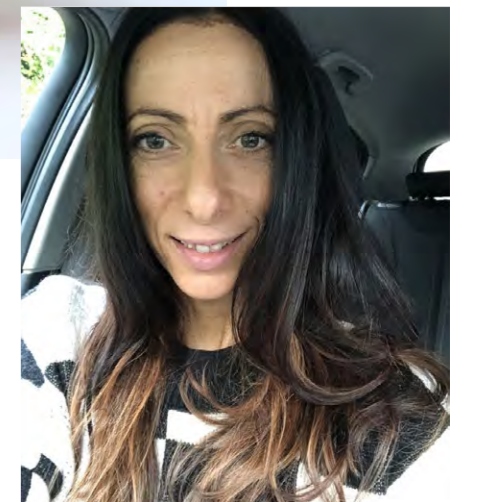
Designs in Mind has collaborated with Sanderson on licensed surface pattern design, and with Habitat, in last year's 'Happy Habitat' collaboration, which is currently on sale in Sainsburys and via Argos.co.uk.

Designs in Mind's Members are currently developing ceramic bottle stoppers, ceramic charm jewellery, hand bound note books, and a new textile product collection based on the theme 'Lark,' in readiness for Autumn Winter 2024. Keep your eye on their instagram; @designs\_in\_mind and their website [www.designsinmind.co.uk](http://www.designsinmind.co.uk)

*"Our warm and engaging workshops ensure everyone is included"*



*suggested that they develop a brand new product range for Pride, we were super excited to see their ideas take shape. Adam has designed beautiful products that use the translucency of perspex to show the beauty of the Pride colours in a collection of really wearable, exquisite earrings. We are certain that this product will be a great success at Pride and beyond! Adam's jewellery range demonstrates that with the right opportunities, design can present opportunities for thinking beyond mental health challenges, and bring us together. The Pride earrings saw us work as a team, create dopamine inducing objects to brighten*



**Ruth Mills,**  
CEO, Designs In Mind

[www.designsinmind.co.uk](http://www.designsinmind.co.uk)

# Introducing ACID Student Ambassador, Jessica Nagle

Faith Capstick, ACID's Social Media & Communications Executive interviews Jessica Nagle

Hello, my name is Jessica Nagle and I studied BA Product Design at Nottingham Trent University. I come from an artistic background, not having done product design before university, so I love to incorporate this into my work. I am passionate about sustainability, and I enjoy focusing on material exploration, particularly making use of natural waste materials and biomaterials. I won the Lighting Industry Association and CTO Lighting Award for my lighting design, Amapola, and was also shortlisted for the Nottingham Young Creatives Award with this design.

**You were the winner of Nottingham Trent University's Project Design Brief 2024 held by the Lighting Industry Association, plus winner of the ACID Student Membership. How does it feel to have won such an achievement in design so early in your career?**

Winning the Lighting Industry Association and CTO Lighting Award and being awarded with the ACID Student Membership was such an amazing experience. It has given me a real confidence boost towards my designs, something which is very important this early on, to be able to continue to share them, to further increase opportunities. It has given me so much excitement for design and the opportunities that are out there!

**Your winning design was based on sustainable development. Why is it so important for you to pursue sustainable design aspects?**

I am passionate about sustainability and every design I make; I try to centre it around

the environment and have considered each aspect to align to sustainable goals. As designers we can control what we put out into the world to a point, and therefore I think it is crucial to make it have little to no harm on the environment, with the goal being to actively improve it. I find this challenge to be really motivating when it comes to designing products. It also gives a much-needed purpose to why I design.

**What designers or design movements inspire you the most? Why? Are there any specific design projects you find particularly impactful?**

Having not come from a product design background, before university I had very little knowledge about design and designers. My first university project was to design in the style of a selection of designers chosen by the course, one of which was Hella Jongerius, who I felt had an artistic style that appealed to me. From this project, Hella Jongerius remains the most influential designer to me. I find her ethos to be inspiring and motivational towards the design industry, as well as being a very strong female designer. Her

designs appeal to me because they are highly unique, stand out and often use uncommon mixing of materials, something which I am also interested in.

didn't think would be achievable. However, the final outcome, I am very proud of; the journey of this material has improved so much from the first efforts I had at making it. I am pleased with its strength and durability, and I kept the biodegradability element by using only natural and biodegradable materials throughout, which is something I am very proud to have achieved.

**If you could design anything in the world, what would it be and why?**

This question I found quite hard to answer and I am still not exactly sure what I would want to design but I think it would be something like an entire eco-home, where I could consider and design each component from

interior items to things like feature walls using waste materials and biomaterials. There could for example be chairs and lights designed from waste materials. This would also mean I could spend lots of time really experimenting with new waste materials and progressing current ones. This is quite broad, but I really love eco homes and you can bring an arty feel to them like for example the Earthship in Brighton which has a fascinating wall made from glass bottles that creates a really beautiful effect, looking like a stained-glass window, as well as being sustainable.

**What advice would you give to someone just starting out in design?**

My advice would be to not be afraid to do something different or that could be a risk, if it is something you feel passionate about, because in design this is what will make you stand out. Having that personal element and attachment to the design is so powerful and will definitely impress the people who you want to impress.

**ACID have chosen you to be an ACID Student Ambassador because of your innovative design skills. How do you feel about taking on this role? Do you have any IP related advice to other students?**

I am really excited to be an ACID Student Ambassador because I do feel there is not enough guidance at University with IP and Patents, which is something I would have liked to have more knowledge on before reaching the end of University. I think it is important to have the student link with ACID so I look forward to being a part of this. My advice towards IP would be to ask questions, even if you're not sure if you will need it, just try to get as much information as possible early on, or to reach out to contacts that can give the advice you need!

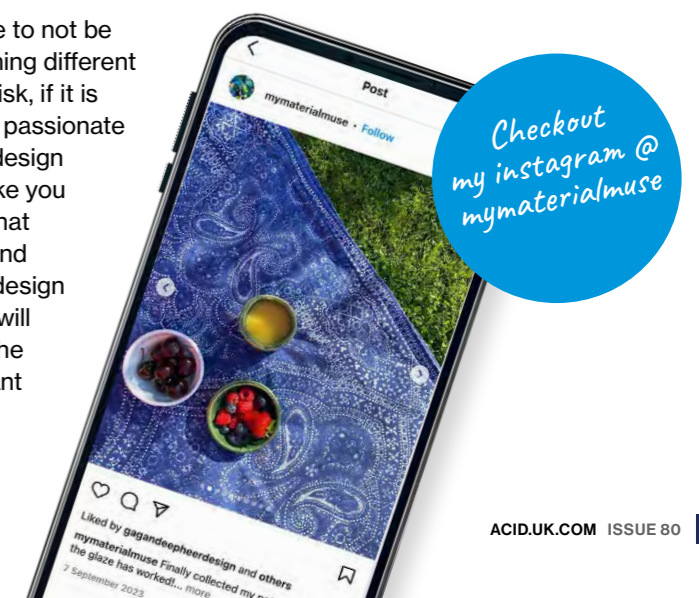
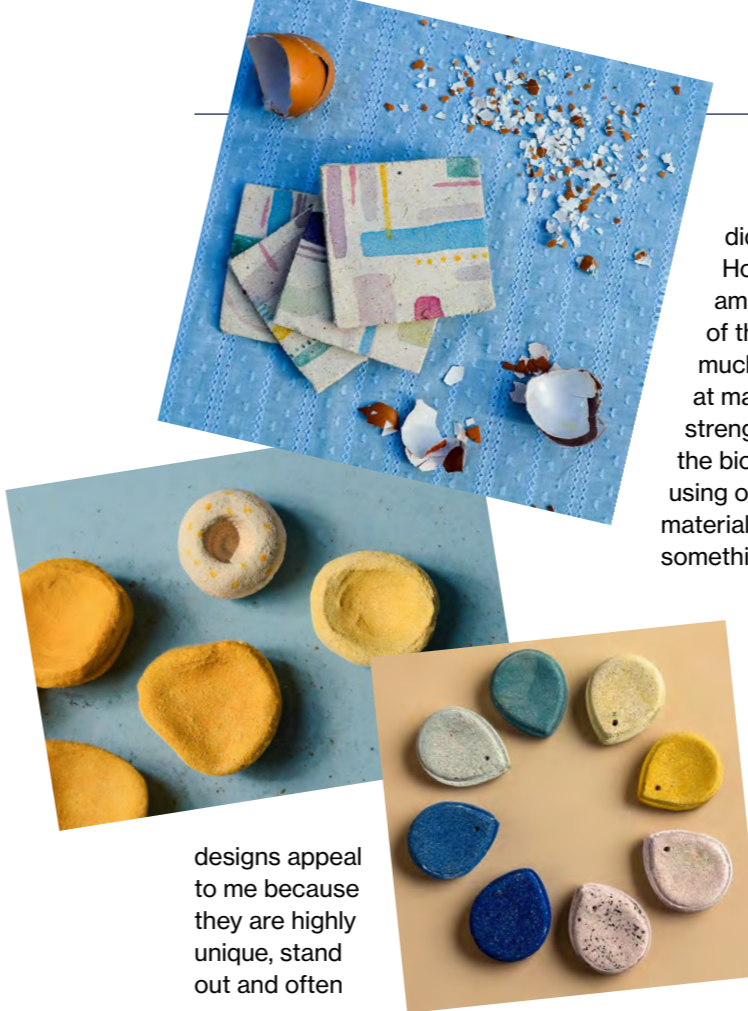
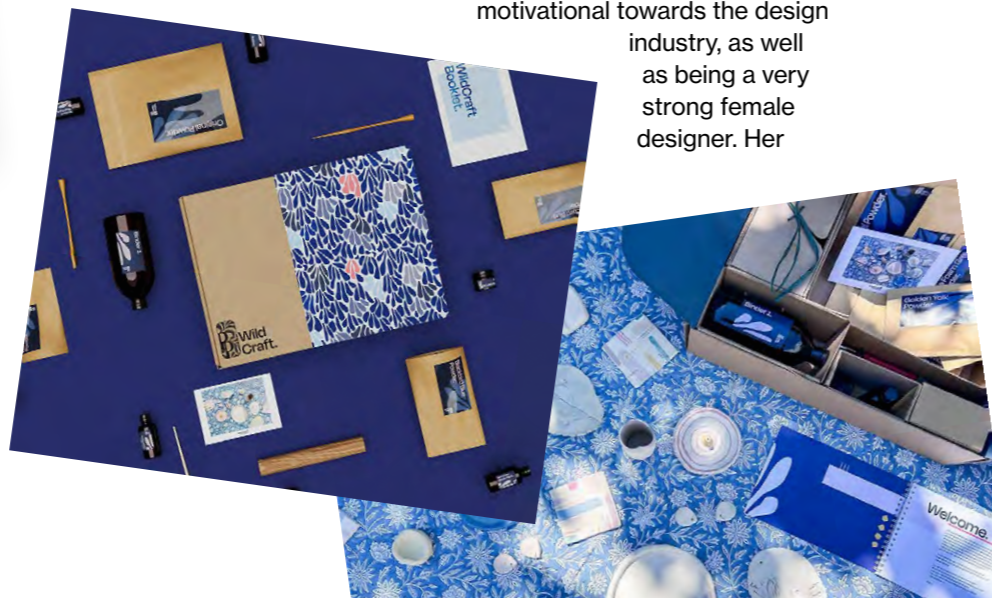
**How did you find IP learning at University? How do you think it could be improved to better equip young designers?**

At University we were given a couple of lectures on the topic which was helpful at giving an initial overview of what it is. I think something that would have been really beneficial is knowing earlier, and getting guidance as to whether it is something that you might need for your designs but also getting advice that is more specific and tailored to your design. It is quite a daunting subject and to someone who does not know anything about it, clarity early on is something that is very important, so making it as accessible as possible and easy to understand is crucial.



Jessica Nagle, ACID Student Ambassador

[www.jessnagle.wixsite.com/jessica-nagle-design](http://www.jessnagle.wixsite.com/jessica-nagle-design)





Intellectual property (IP) rights require permission for use, but artificial intelligence (AI) drives a bullet train through traditional IP frameworks with algorithms providing the rocket fuel to power exponential momentum. In the furniture industry, AI has revolutionised design, prototyping, production, and marketing, presenting opportunities, challenges, and threats, particularly regarding IP issues.

## AI AND IP IN DESIGN

# THE FURNITURE INDUSTRY: FRIEND, FOE, OR THREAT?

The Conservative government's stance involved a cross-sector, outcome-based framework for regulating AI, emphasising principles like safety, transparency, fairness, accountability, and governance. However, without formal regulation or buy-in from Large Language Models (LLMs), managing these expectations remains a global challenge. Recently published election manifestos showed both parties recognising AI's transformative potential and the need for regulation, with Labour advocating

strict oversight and public protection, while the Conservatives support a pro-innovation regulatory framework with international collaboration.

Alternatively, the Liberal Democrat manifesto advocated for robust regulations on AI to ensure ethical use and transparency. They emphasise safeguarding IP rights while promoting innovation. The party seeks a balanced approach to foster technological advancement while protecting creators' rights and public interests.

### AI offers numerous opportunities for the furniture industry:

**Enhanced Design Processes:** AI can automate and optimise design processes, increasing efficiency and productivity. It aids designers in exploring innovative ideas, resulting in unique, creative solutions.

**Improved IP Protection:** AI can help monitor and detect potential design infringements, enhancing IP protection. Personalised design solutions can be developed through AI algorithms analysing user data,

improving user experience.

**Innovative Collaboration:** AI fosters collaboration between designers and AI systems, merging human creativity with machine intelligence to produce novel design solutions.

**Optimised Production:** AI streamlines production processes through automation and predictive maintenance.

### However, several challenges arise:

**Digital Asset Protection:** The digitisation of designs increases risks of unauthorised copying and distribution, requiring robust cybersecurity measures and updated IP laws to address AI-generated works.

**IP Ownership and Authorship:** Determining ownership and authorship of AI-generated designs is complex. Clear legal frameworks are needed to address whether the developer, operator, or owning company holds rights. To date, the UK lags in addressing these issues.



**Dids Macdonald OBE**  
Chairman and Co-Founder, Director of Public Affairs/Campaigning



making enforcement and protection of IP rights confusing e.g., 3D and 4D designs.

**Data Privacy:** AI systems require vast amounts of data, raising concerns about the privacy and security of sensitive design information.

**Algorithm Transparency:** Complex AI algorithms may lack transparency, making it difficult to understand and verify decision-making processes.

**Dependency on AI:** Heavy reliance on AI for design processes may make designers vulnerable to disruptions and failures in AI technology.

### To harness AI's benefits while mitigating its challenges and threats, the furniture industry must:

Invest in robust cybersecurity measures to protect digital IP as well as advocating for updated clear IP laws. We hope that the new Labour government will support and endorse the urgent need to continue with a designs' consultation, and this is the industry's opportunity to make its voice heard. Fostering collaboration between AI developers, designers, and legal experts will help to navigate AI-generated IP complexities and prioritise ethical considerations, balancing technological innovation with human creativity and craftsmanship.

In conclusion, AI presents transformative opportunities for the furniture industry but also significant challenges and threats, particularly in IP. By addressing these issues proactively and fostering a collaborative, ethical and collective approach, the industry can navigate this new era of innovation effectively. Signing the ACID IP Charter, which promotes IP respect, ethics and compliance, is one way to support this effort.

**Compliance with Standards:** AI-generated designs must meet safety and quality standards, necessitating regular updates to standards and rigorous testing protocols.

### Threats posed by AI include:

**IP Theft and Brand Damage:** The ease of copying and distributing digital designs threatens IP protection, allowing unauthorised parties to replicate and produce copycat products.

**Potential for infringement:** The use of AI technology in design processes increases the risk of unintentional infringement of existing design rights,

as AI algorithms may unknowingly generate designs that are similar to protected designs. Uncertainty about IP ownership of AI-generated designs has led to increased disputes between IP rights holders and AI providers.

**Ethical Concerns:** AI's role in design raises ethical questions about replacing human designers and the potential loss of traditional craftsmanship. The legal landscape is still catching up, causing uncertainties and disputes over IP rights.

**Legal framework complexity:** Clear regulations and guidelines surrounding the protection of design rights in the context of AI do not exist,





## Member Focus

# PLENTY BLUE

Faith Capstick, ACID's Social Media & Communications  
Executive interviews Eleanor Hosegood

Eleanor Hosegood started her print artwork business in 2020 after becoming enthralled with the blue spaces of the UK. Her artwork creates a special relationship between personal memories, appreciation and love of the healing properties of our coastlines and waterways. It encapsulates the calming effect water can have on mental health, allowing the observer to bask in the feeling at home or in the office.



Eleanor became an ACID member after winning a year's free membership for entering our survey on IP and Business Growth.

Already off to a great start with membership, Eleanor is using the ACID logo on her website for deterrence against would be copyists, signed the ACID IP Charter to add her voice to the growing list of people who stand up for respect, ethics and compliance in design and is uploading designs to the ACID IP Databank for 3rd party dated evidence.

Even at this early stage in her creative business, she has suffered from the experience of infringement. Read on to gain insight on Eleanor's creative beginning, her infringement issue and why she thinks intellectual property (IP) needs further change for small independent designers.

**When and why did you first start creating your designs?**  
I created my first river map in 2020 after jumping off the Landscape

*Architect career ladder to follow my passion for blue health, making it my mission to celebrate the UK's waterways. I have always been drawn to water and became fascinated by the science behind why water makes us happier and healthier after going through my own health struggles. I started Plenty Blue as a way of celebrating my local blue spaces through art.*

*I first experimented with the idea of a 'blue portrait' of my local River Crouch in Essex and it grew from there. I now have around 350 prints of rivers, lakes and coastlines listed on my website. I hope my blue maps inspire people to visit and engage more in their local blue spaces, as water really does hold the power to heal and inspire us.*

**You are the winner of our survey for IP and Business Growth. What compelled you to share your views and voice?**

*I came across ACID after my work had been copied and felt passionate about sharing my views after*

*experiencing the awful feeling of seeing your design on someone else's product. I am so grateful to have won as I now have the support I need to tackle my IP issues.*

**Do you think there is room for IP improvement and why?**

*Yes, the process of enforcing the law once your work has been copied needs to be simpler and more affordable for small businesses. I also think there needs to be greater awareness and education around the impact of IP issues on designers both financially and emotionally as it is too commonly accepted and ignored.*



**Did you have any knowledge of IP when you started your business?**

*I had very limited knowledge of IP when I started my business and was unfortunately quite naive. I did not realise how common place it is to have your work outrightly copied - particularly in the art print space.*

**Have you ever had any IP issues or infringements? How did you deal with it? Also, what was the effect on yourself and your business?**

*Yes, unfortunately I recently came across my exact Lymington art design being sold on the high-street by another small business - a real punch to the stomach feeling.*

*I came across a photo of the product coincidentally on a Facebook post on a Lymington community page. Someone who had recently visited the town on holiday wished they had bought it from the shop on the*

*high-street and could not find it on their website - didn't want me to find it perhaps? I got in touch with the Facebook poster to thank them for making me aware and explained that it is my work that has been copied - they kindly bought my original art instead.*

*Despite reaching out to the company multiple times, I haven't received a response and am now getting legal advice to proceed. It is so upsetting to know that another small business, one that I ironically thought would be a good future stockist, continue to profit from my work without seeming to care.*

**Have you brought anything new to the marketplace recently that you would like to share?**

*I recently launched a new collection featuring unique minimalist city maps that highlight only the waterways flowing through each city. Additionally, I have expanded my range to include homewares, now offering glass worktop savers featuring my designs.*

**What is the best aspect of ACID Membership for your business?**

*The reduced legal fees and initial period of free legal advice as it would not be affordable or viable to go forward with any legal action without this, being such a small business.*

**What advice would you offer to a new designer?**

*Join ACID and store your designs in the IP databank to make sure your designs are protected before releasing to the public or social media.*

**ACID values the support of its members to enable it to campaign for design law reform. Do you have any messages for Government/Policy Makers on IP issues?**

*Listen and communicate closely*

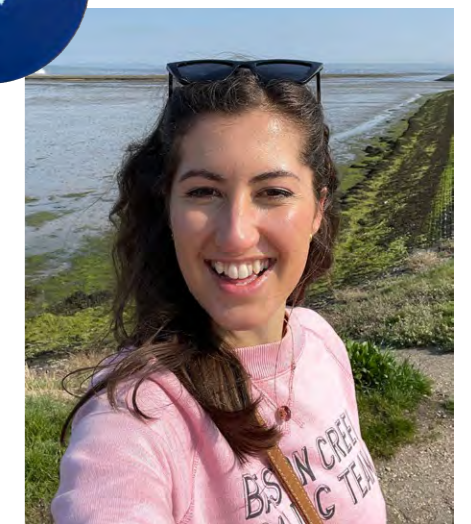


*with ACID and work towards making unregistered design infringement a crime.*

**Have you signed the ACID IP Charter?**

Yes.

It's free to sign and helps us to have a wide variety of names to add to our campaigns for IP law reform. You also get a free logo which you can use to demonstrate you stand strong for respect, ethics and compliance in design.



**Eleanor Hosegood**  
Owner  
Plenty Blue

[www.plentyblue.co.uk](http://www.plentyblue.co.uk)

# University Challenge: Surveying IP in Education at New Designers



Students from Dundee University exhibiting their designs

Intellectual property (IP) Education has long been on ACID's agenda, and introducing IP into the Design curriculum as early as possible seems a no-brainer to ensure UK designers and manufacturers are confident to create and innovate.

But first, we needed to research what was already being taught about IP and talk to students about this.

So, where better to see the UK's emerging creative talent than New Designers.

We knew it would be good but - **wow!** - was it better than we ever could have imagined! As soon as we entered the exhibition hall, we were immediately knocked sideways by the vast plethora of creativity that filled every inch of the exhibition space.

Every single student at New Designers was not only exhibiting the results of a minimum of 3 years hard undergraduate graft, but their thoughts, feelings and personalities. They say the eyes are the window to the soul; at ACID we think it's design! Creating a design is personal, reflective and experiential. It is often the result of a long, arduous journey of self-doubt, self-reflection and countless drafts and prototypes.



Faith, Social Media & Communications Executive, is leading the project to design ACID's educational resources. **Faith**

**says** "The astounding and innovative designs, materials, and creative thinking we witnessed at New Designers was truly inspiring. These young designers are focused on sustainability and changing our society for the better. Their excitement for the hard work they have put into their designs and showing them off to the world was palpable. Yet, what became obvious over and over, was how they lacked in the knowledge and ability to protect their IP and ultimately their innovations. It is paramount that we have a complete and widespread net to protect young designers' IP so the world can benefit from their forward thinking and creativity".

Not only were we greeted with incredible finished products, but we also learned so much about the innovative and ground-breaking techniques many of these students

developed to produce them. Sustainability of materials, processes and the products themselves was paramount, and these young designers' commitment to protecting the planet through their ingenuity is both inspirational and laudable.

We found ourselves feeling quite emotional. One thing came to mind time and time again; what protection is in place for these wonderful designs and techniques?

To be forewarned is to be forearmed yet these young designers with their futures ahead of them were underprepared and under-informed. This was ever apparent by the number of people taking photos of their work. The students were so keen to share all their knowledge and make connections but, of course, in many cases this knowledge is their 'trade secrets'.



As Head of Membership, Marion is often on the front line of questions

from our members concerned about IP. **Marion says** "I was blown away by the incredible talent in their designs, products and artwork but disheartened to hear that very little is included in their courses about the different intellectual property rights and how to protect their inventions and designs. It seemed to me to be too little too late. At ACID we are passionate about working with design education establishments to develop and improve learning for students; to protect the future of our emerging talented creatives of designs and products; and to stop the insurmountable copying issue our creatives face on a day to day basis. Let's encourage innovation and protect these young creators and keep this country's precious design community thriving."

Not only is IP education needing significant work, but the number of students undertaking design courses is dropping, with a decline of 68% taking Design & Technology at GCSE. As recently reported on the ACID Newsdesk, The Design Council is intent on tackling this, which ACID fully supports and endorses.

With the ever growing rise of copycat threats, we owe it to all our UK designers and manufacturers - young and old - to ensure they have the resources they need to keep creating and innovating. It was recently reported in the news that Shein is looking to file with UK regulators to list an initial public offering on the London Stock Exchange. It seems unfathomable to ACID that a company renowned for cheap, fast fashion and mass produced products, along with a dubious recognition of IP, should be facilitated to prosper whilst our own, amazing home-grown talent is lacking

in the IP education, security and support they deserves.



**Laura, CEO, says,** "I was recently privileged to speak at both Cornwall Manufacturing Group and Plymouth

Manufacturing Group members' meetings. Many of their member companies undertake Design for Manufacture, and therefore hyper-conscious of their IP, as well as ensuring the IP of their clients is protected throughout the supply chain. Yet so many voiced concern of the lack of knowledge and the blatant disregard from larger, international companies copying them without care or conscience".

This is why ACID will continue to lobby, campaign and push for education. Respect, ethics and compliance are at the heart of what we do, and our IP Charter is there to reflect this.

We were honoured to meet so many incredible students at New Designers and we owe it to them to **Nurture their Future with IP.**



Student Ambassador Jessica Nagle with her designs



Marion, Jessica and Laura

## Trade Show Tactics

# How Exhibitions Could Change the Future of your Business!



ACID accredited exhibition partner, Hyve, tell us why they're excited about Autumn Fair and give advice on how you can be part of one of the exhibitions kicking off the next trade show season with 12,000+ buyers looking to stock their shelves for the Christmas rush. And don't forget, ACID and their Legal Affiliates are on hand to help.

Autumn Fair, at the NEC in Birmingham from **1st – 4th September** is the premier seasonal showcase for the retail industry. It is a vital hub for makers, creators and brands to meet and showcase their products to a range of buyers, from national high street names to independent shop owners and smaller businesses. Autumn Fair is not just about product showcasing; we create the largest marketplace at this time of year where buyers and suppliers can forge meaningful connections and partnerships. For businesses in retail's home, gift, and fashion sectors, exploring platforms beyond online channels can be a game-changer in reaching new customers, making sales, building brand loyalty, and driving business growth. Exhibiting at trade shows like Autumn Fair offers many benefits and opportunities for businesses like yours.

- 1. Direct access to buyers:** One of the most significant advantages of exhibiting at the Autumn Fair is the direct access it provides to purchase-ready buyers. With over **12,000 buyers, 85% of whom attend primarily to buy or source products**, your business is positioned in front of a highly motivated audience.
- 2. Brand visibility:** Trade shows are an excellent opportunity to put your brand front and centre. At Autumn Fair, your products are showcased in a setting that emphasises their unique selling points, attracting attention from key decision-makers of businesses in the retail industry, 80% of buyers who attend have purchasing power at the event.
- 3. Order fulfilment:** Autumn Fair is designed to facilitate fast order fulfilment. This means exhibitors can close deals on the spot. Buyers attend Autumn Fair expecting to purchase new stock and they need products to reach their store shelves quickly and efficiently, in time for the peak shopping season.
- 4. Networking opportunities:** Autumn Fair is not just about transactions; it's about building relationships. Exhibitors can connect with a diverse range

**12,000+**  
visitors expected in 2024

## AUTUMNFAIR

1-4 September 2024

**85%**  
of visitors' attend with the intention to buy or source products

**91%**  
are from the UK and Ireland

of buyers, including those from big-name retailers like **John Lewis, Marks & Spencer, and Amazon**, as well as thousands of national independent retailers from the Scottish Highlands to Penzance.

- 5. Market insights:** By participating in Autumn Fair, exhibitors gain valuable insights into the latest market trends and consumer preferences. This knowledge is crucial for staying competitive and adapting your product offerings to meet the evolving demands of the market.
- 6. Cost-effective marketing:** Exhibiting at a trade show like Autumn Fair can be more cost-effective than traditional marketing methods. It offers a concentrated venue where marketing, sales, and networking efforts converge, providing a high return on investment. Businesses like yours invite existing suppliers, stakeholders and pipeline partners to the event to get face to face meetings which are sometimes unrealistic in the modern marketplace.

Trade shows remain an important part of the future of business growth. By participating in Autumn Fair, businesses can not only boost their sales and visibility but also position themselves as leaders in the industry. Join us at the Autumn Fair and step into a world of discovery, innovation, and growth. For more information and to book your stand, visit [autumnfair.com/exhibit](https://autumnfair.com/exhibit). Don't miss out on the opportunity to be a part of the retail marketplace that makes business happen.



**Want to learn more about Exhibiting and IP?**

**ACID Lunchtime Learning brings you 'Exhibition Know-How' on 28th August. Keep an eye out for links to register!**



A warm welcome to some of our new members. We have been delighted to share their work through our social media channels. Keep up with our latest news on Facebook Twitter and Instagram.

### Inky and Mole

We're thrilled to announce that Inky and Mole, a family-run British brand from Somerset, is now a proud member of ACID! They design stylish, vibrant, and high-quality hair accessories for women and children. Their creations are not only colourful and fun but also functional and long-lasting.

🌐 [www.inkyandmole.com/](http://www.inkyandmole.com/) @inkyandmole



### The Ply Guys

The Ply Guys emerged from a need for eco-friendly, inventive campervan furniture. Their expertise in design and manufacturing expanded their scope into furniture, where they've crafted a distinct style inspired by Scandinavian aesthetics. Their mission is clear: deliver innovative, functional products that break away from the conventional.

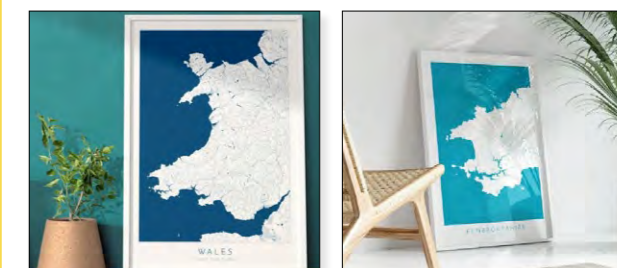
🌐 [www.theplyguys.co.uk](http://www.theplyguys.co.uk) @theplyguys



### Plenty Blue

Eleanor's elegant maps of the British coasts and waterways beautifully capture the allure and serenity of our blue spaces. Her intriguing and unique take on map creation as art allows water lovers local pride, or watery special memories to be brought into the home.

🌐 [www.plentyblue.co.uk](http://www.plentyblue.co.uk) @plentyblue



### Mustard

Mustard is a creative design company known for its innovative and quirky home and gift products. Their unique designs blend functionality with fun, making everyday items extraordinary. With a commitment to originality and quality, Mustard brings a touch of creativity and 80's & 90's vibrancy to homes and offices worldwide.

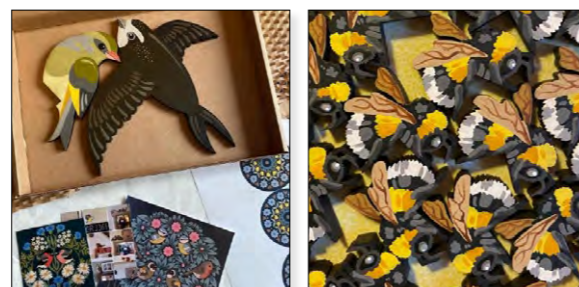
🌐 [www.justmustard.com](http://www.justmustard.com) @mustardlondon



### Handpainted Stuff

Victoria hand paints beautiful images, birds and insects of the natural world. Infused with vibrancy, delicacy and wonder for nature.

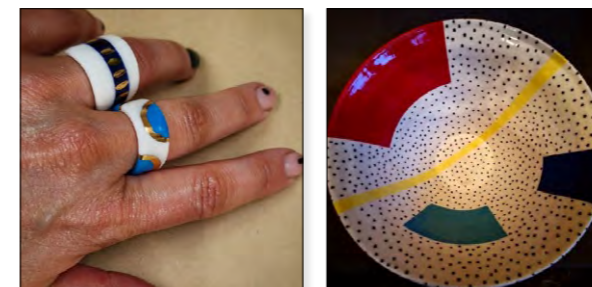
🌐 <https://www.etsy.com/shop/handpaintedstuffshop>  
@handpainted\_stuff



### OTO Pottery Studio

Living and crafting amidst the serene beauty of Bangor, their creations are not just homewares and jewellery; they're a testament to creativity and passion.

🌐 [www.otonipottery.com](http://www.otonipottery.com)  
@oto.ni.pottery



### Coromandel Crewel

Coromandel Crewel a high-end, hand-loomed fabric company with exceptional hand-embroidered crewel fabric, influenced by Tudor, Stuart and Jacobean styles.

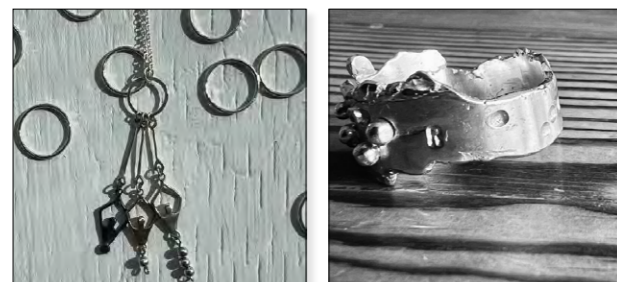
🌐 [www.coromandel.co.uk](http://www.coromandel.co.uk)  
@coromandelcrewel



### Kath Dare Jewellery

Discover the beauty of sustainable jewellery with Kath Dare! Handcrafted in London using sterling silver and recycled gold, each piece from Kath Dare Jewellery is a unique work of art. From elegant necklaces to intricate rings, there's something special for everyone.

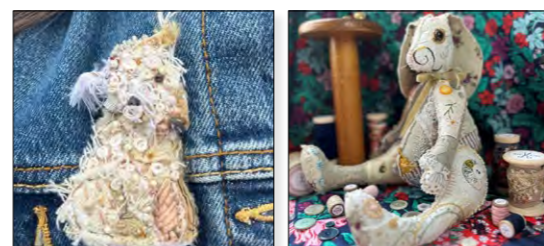
🌐 [www.kathdarejewellery.com](http://www.kathdarejewellery.com) @kathdarejewellery



### Moon Light Stitches

Moon Light Stitches is a slow stitch and embroidery shop based in the UK. They also have online and in-person sewing workshops to inspire creativity with kits you can purchase so you have the necessary materials to stitch your way through a magical journey.

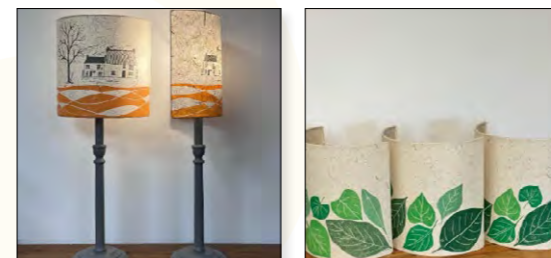
🌐 [www.moonlightstitches.co.uk](http://www.moonlightstitches.co.uk)  
@moon\_light\_stitches



### Art Shades

Art Shades is a masterful lampshade maker, crafting stunning pieces that illuminate spaces with beauty and creativity. Their dedication to quality craftsmanship and unique designs is truly inspiring.

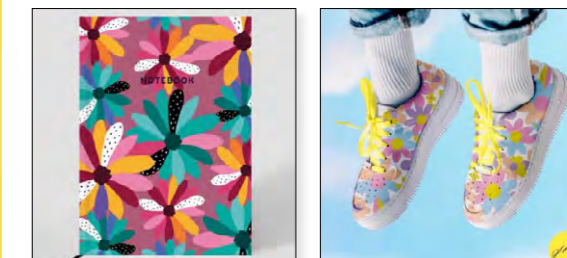
🌐 [www.artshades.co.uk](http://www.artshades.co.uk)  
@artshades\_



### Gail M Pearce

Gail is a surface pattern designer known for her bold and colourful style that brings vibrancy and joy to every project she touches. With her unique artistic flair, she's set to bring a fresh perspective to our community.

🌐 [www.etsy.com/uk/shop/GailMPearce](http://www.etsy.com/uk/shop/GailMPearce)  
@gailmpearce



# New Members

ACID welcomes the following new members to the ACID Community

Company	Industry
Lassic Limited	Furniture
Megan Made This	Ceramics
Oto ni pottery	Ceramics
Cheney Penrose Designs	Fabrics & Textiles
Coromandel Crafts Ltd	Fabrics & Textiles
Julia Brendel Limited	Fabrics & Textiles
Moonlight Stitches	Fabrics & Textiles
Roome Works Limited	Fabrics & Textiles
Sara Dunn	Fabrics & Textiles
Promo QC Ltd tas GWCC	Fashion
CM Pretlove Cabinet Maker	Furniture
FW Style Limited	Furniture
Ideas Limited	Furniture
Kebrico LTD	Furniture
The Ply Guys Ltd	Furniture
Helen Nock Garden Furniture and Sculpture	Garden Products
Christine Allan Artist	Giftware
Mustard	Giftware
Powder Butterfly	Giftware
ArtShades	Interior Accessories
Plenty Blue	Interior Accessories
Victoria Wardingley trading as Hand Painted Stuff	Interior Accessories

Company	Industry
Kath Dare Jewellery	Jewellery
Perrault Rosettes	Jewellery
Rosita Bonita	Jewellery
Betti Fleur Art	Other
CCK GIFTS LTD	Other
DoodlePippin	Other
Emma and Paint	Other
Inky & Mole	Other
Moody Art & Design Ltd T/A House of Ballard	Other
VASSILIOS LTD	Other
CANINES AND CONFETTI	Product Design
Irregular Thoughts	Product Design
Jessica Nagle	Product Design
MANAKING	Product Design
Robert Ellmwood Design	Product Design
StepRack	Product Design
Nicky Litchfield Artist	The Arts
Touch of Vogue LTD	Toys
Tremart Ltd	Toys
Designs in Mind	
Rob Law	
Yummies Bakehouse LTD	

**Anti Copying in Design Ltd**

All Mail to:  
Anti Copying In Design Ltd  
Fetcham Park, Lower Road,  
Fetcham, Leatherhead,  
KT22 9HD

**Membership Office:**


+44 0800 080 3230

Email: info@acid.uk.com

Online: www.acid.uk.com

**Social Media:**

 @ACID\_tweets

 Anti.Copying.In.Design

 anti.copying.in.design

ACID Registered Office:  
Fifth Floor, Suite 23, 63/66 Hatton  
Garden, London, EC1N 8LE  
Company Reg. No 3402512.  
VAT Reg. No 707 5923 23

Nothing in this newsletter is intended to be a complete statement of the current law and you should always take specialist advice in respect of your own particular circumstances

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## Events

**ACID Lunchtime Learning webinar – IP Basics**

12 July – 12:30pm

**Home & Gift - Harrogate**

21-24 July

**ACID Lunchtime Learning webinar – Exhibition Know-How**

28 August – 12:30pm



www.carbonbalancedpaper.com  
Stanbury Chameleon Reg. 2222

**Autumn Fair – Birmingham NEC**

1-4 September

**Glee – Birmingham NEC**

10-12 September

**ACID Lunchtime Learning webinar – SnapDragon Monitoring**

18 September – 12:30pm

**ACID's Joining Criteria for New Members**

In accordance with our policy that all new members are provisional members for the first 6 months of their subscription period, a list of all provisional members is available on request and will be published by industry sector in the next ACID newsletter. In the event that there is any complaint against a new member, please write to the Chief Executive Officer together with any substantiated facts. Hearsay, rumour or unsubstantiated facts will not be considered under any circumstances. Any complaint that should arise will be put before a panel comprising ACID's legal advisor, Chief Executive Officer and two Corporate ACID Members from a different industry sector. If the panel decides that a complaint should be upheld their decision will be final and no correspondence will be entered into.

A MEMBER OF

