

Firstly, there are two main avenues in which IP is super important for me. Firstly, I am an aspiring designer craftsman, aiming to produce bespoke pieces of exceptional quality both speculatively and on commission. Given that I intend to design my own work, and that it is highly original, it will be essential to protect my designs from copycats that might try to recreate to a lower spec and also undermine my pricing. This is especially true for commissioned work, as no client wants to see a cheap replica of their personally designed piece up for sale.

I am potentially also interested in designing for a third party to produce batch work, and therefore need to own design rights and know how to negotiate a contract whereby they don't also sell those products through another client/retailer. Licensing my work is crucial in that respect and would also apply were I to do any freelance work designing product components. Having visited Ergochair on the YPIE programme, it may come about that I actually work with them on their seat designs going forward. Some of these components may also require patents which would further my need for expertise in IP to address these concerns.

Besides my brand, I am also the lead for the Young Furniture Makers' Society which I started early this year. We have now grown to over 80 members, most of whom are on product design or furniture specific courses. Almost all of our members are looking to manufacture or sell their designs. This means that IP will be intrinsic to their livelihoods, protecting their work as best they can through registration. I expect this to largely be 2D and 3D visuals, such as renders and drawings, that may be used either in liaison with clients, for manufacture (ie production drawings) and media promotion. Such registration would be through UKIPO with the ACID database as a third party for support in any legal work that may be required, should issues arise.

In addition, with the future collaboration of the YFMS with ACID, I feel it would be incredibly beneficial to be directly involved with ACID myself. As I previously mentioned, I would be more than happy to be an ambassador for ACID in the furniture sector, which would allow me to directly support our membership (80 and growing!) with protecting their IP as they progress in their careers.