
Intellectual Property Awareness Seminar

Welcome

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The UK Intellectual Property Office

**Executive Agency within Department of Innovation,
Universities and Skills (DIUS)**

**950+ staff based in Newport in South Wales, 12 based in
Blackfriars, London**

**Our task is to help stimulate innovation and raise the
international competitiveness of British industry through
Intellectual Property Rights (IPR)**



IP Baseline Survey

96% of UK businesses do not know the value of their Intellectual Property Rights

Only 11% of UK businesses know that disclosure of an invention before filing will invalidate a patent

74% of UK businesses could not correctly identify the owner of copyright when using a subcontractor

Only 4% of UK businesses have an Intellectual Property policy



What is intellectual property?

Confidentiality

Trade Marks

Copyright

Patents

Design Right

Regd. Designs



Trade Marks



A Registered Trade Mark is...

Any sign which is capable
of being represented graphically

Any sign which is capable of
distinguishing the goods or services
of one undertaking from another

Name; logo; slogan; colour; music; shape;
Non traditional



UK Applications

Fees:

Application fees: £200 – Includes one Class
Additional Classes £50 each (up to 45 Classes)

10 year initial registration

Timeline:

Examination within 2 months of filing
Registration (unopposed) in 6 months



Registered Designs



Registered Designs

Lines; contours; shape; texture or materials
of the product or its decoration

25 year exclusive right (5 x 5 Years)

Design protected without limitation
to a specific product or article



Registered Designs

12 month “grace period” to test market

New, individual character, not excluded

£60 / £40 for the UK



Copyright



What Copyright protects

Books, technical reports, manuals, databases

Engineering, technical or architectural plans

Paintings, sculptures, photographs

Music, songs, plays, dramatic works

Promotional literature, advertising

Films, videos, cable or radio broadcasts

Computer software



How long does Copyright last?

Literary, musical, artistic & dramatic works:
author's lifetime plus 70 years

Films: 70 years after the death of the last of:
director, composer of the score, the author of
the screenplay and the scriptwriter

Sound recordings, TV & radio broadcasts &
cable programmes: 50 years from first broadcast

Publishers' right (typographical layout *etc.*):
25 years



Who owns Copyright?

Usually the first creator or author...

...or their employer if produced in the ordinary course of their employment

However, a contractor will retain ownership unless their contract is explicit to the contrary

Even if the creator sells their rights, they have 'moral rights' over how their work is used



Patents





Patents



Criteria for 'patentability'

Patents are for “**technological innovation**”, though the Patents Act 1977 fails to define the word “invention”

A solution to a problem

A ‘monopoly’ right for a maximum of 20 years

Official costs £200 (£130 Search £70 Examination)



The screenshot shows the UK Intellectual Property Office website homepage. At the top left is the UK Intellectual Property Office logo with the tagline 'For Creativity and Innovation'. To the right is a search bar with a 'Go' button. The main header features the slogan '....for creativity and innovation' and a 'Site Navigation' menu with links for 'Home', 'contact us', and 'site map'. The left sidebar contains a 'Intellectual Property' menu with links for 'What is IP?', 'Get IP protection', 'Managing your IP', 'Other people's IP', 'IP abroad', and 'IP crime'. Below this are sections for 'Copyright', 'Designs', 'Patents', and 'Trade marks'. The 'About us' section includes links for 'Careers', 'Education', 'Press', 'IP policy', 'Search and Advisory Service', and 'Newsletters'. A 'Revised 11 June 2008' notice is also present. The main content area features a large banner titled 'Are you missing out?' with the text 'Sign up now to receive the next edition of IP Insight, our free monthly e-newsletter.' and a 'Subscribe now >' button. Below the banner are three news items: 'Save for Later' option added to online form TM3, 'IP Awareness Seminar, Weston-Super-Mare, 19 June 2008', and 'Events calendar'. A 'What's new on this site' section lists 'The UK-IPO 2007 Annual Review' (with a link to 'This year's review has our friend Filament Fred, discovering key facts and figures in the world of the UK-IPO from 2007.'), and 'Modernisation of the Trade Marks (International Registration) Order' (with a link to 'Informal consultation launched.'). The footer contains a 'Disclaimer', '© Crown Copyright 2008', and 'Accessibility' links, along with a small graphic of four colored squares (light blue, purple, yellow, green).