

*Forward thinking*  
Straight talking

# *IP Toolkit*

for Product Design

TOOLKIT

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# *Where to start...*

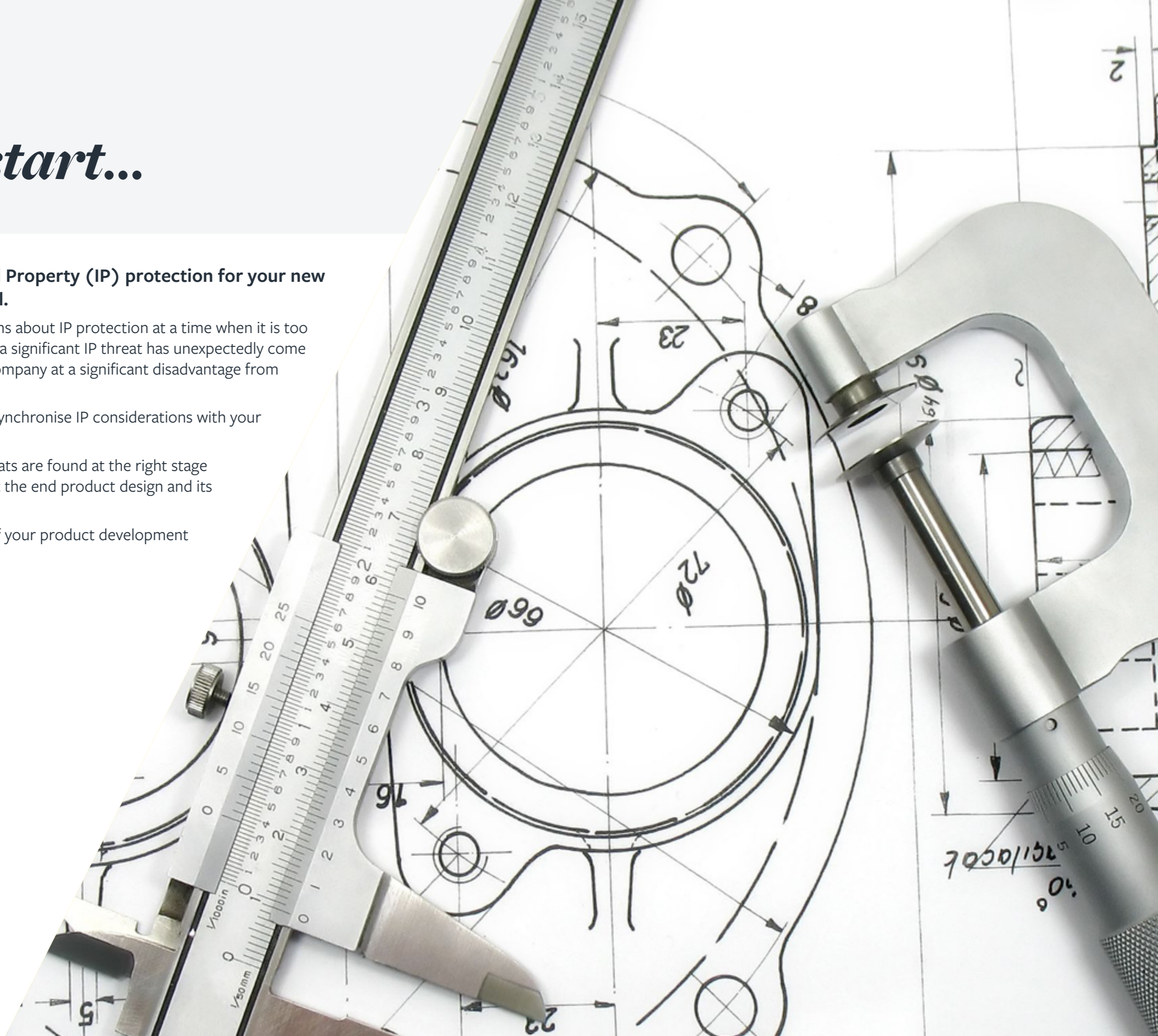
## **In order to optimise Intellectual Property (IP) protection for your new product design, timing is crucial.**

Our attorneys are often asked questions about IP protection at a time when it is too late to obtain valid rights, or else after a significant IP threat has unexpectedly come to light. These scenarios can leave a company at a significant disadvantage from copying or excessive legal costs.

The key to managing these risks is to synchronise IP considerations with your design process.

If IP protection opportunities and threats are found at the right stage of the design process, they can benefit the end product design and its commercial success.

This IP Toolkit marries up the stages of your product development process to relevant IP considerations.



	PRODUCT DESIGN STAGE	IP SERVICES WE OFFER	BENEFITS TO YOU
1	<b><i>Problem Definition</i></b>	Competitor IP watches for new patent, trade mark and design applications	Ongoing awareness of industry trends and early warning of competitor product developments. Feeds commercial strategy and decision making.
2	<b><i>Initial Conceptual Designs</i></b>	Patent freedom to operate searches Invalidate competitor patents	Early identification of key patents to avoid or technology that is freely available to use. Take invalidation action where appropriate. Prevents adoption of conceptual design that carries patent infringement risks. Identify overseas competitors or potential collaborators.
3	<b><i>Evaluation and Selection</i></b>	Detailed non-infringement advice Advice on available IP protection	Obtain formal confirmation of options for invalidating or designing around key competitor patents. Identify novel features in your product design and how best to protect them from copying. Plan IP protection strategy and confidentiality of technical know-how.
4	<b><i>Detailed Engineering Design</i></b>	Patent drafting and filing Challenge competitor patents	Protect against functional copying. High quality patent drafting to ensure various important product configurations and functions are covered. Clear a path for your product by challenging the validity of existing competitor patents.
5	<b><i>Prototyping, Testing and Redesign</i></b>	Trade mark and design clearance and filing	Prevent 'lookalike' competition. Ensure your brand name/logo and product design are free to use. Protect your R&D and marketing expenditure by ensuring your customers can easily recognise your products over competitor products.
6	<b><i>Production Planning</i></b>	Advice on strategy for overseas IP protection IP marking	Help identify key territories and plan IP protection for direct sale, distribution or licensing strategies. Plan and forecast IP costs. Ensure your products bear the correct IP markings to ward off would-be copiers.
7	<b><i>First Marketing and Product Launch</i></b>	Defend challenges against your IP protection or threats from competitors	Advice to help you understand where genuine legal threats/risks lie. Avoid spending time on weak/bogus threats. Practical advice on possible legal outcomes and measures to mitigate IP risks.
8	<b><i>Ongoing</i></b>	Patent and trade mark watching services Administration of IP renewals	Receive early alerts of later patent or trade mark applications by your competitors. Ensure your IP protection remains in force for as long as it is commercially valuable to you.



We understand your technology  
and how to protect it