

Information Pack

“To succeed, jump as quickly at opportunities as you do at conclusions.” - Benjamin Franklin (American Statesman and Inventor)

Innovate have been helping inventors turn ideas into marketable products for the past decade. With a wealth of expertise, Innovate has been successful in bringing individual's ideas to market (see Case Studies on page 5). Innovate are skilled in all areas of idea development, from protecting a new idea to designing, prototyping and sourcing manufacturers. From initial concept through to selling the product, Innovate help individuals profit from their ideas.

Who we are

Innovate Product Design are a specialist team dedicated to supporting and encouraging innovation in the UK. The company is a member of several professional bodies and, since 2002, have been accredited by Business Link, the government backed organisation, previously part of the Department of Trade and Industry.

What we do

- Patent Protection Advice
- Worldwide Patent Searching
- New Product Development
- Design Engineering
- 3D-CAD modelling
- Prototyping
- Advice on Marketing Ideas



Alastair Swanwick
Managing Director

Expertise: Idea Commercialisation



Della Williams
Patent Research
Manager

Expertise: Idea Protection

Idea Review



Innovate offer an idea review to work out if we are able to help you with your idea, and also to help you understand all the options available to **protect and profit** from your idea.

Innovate guarantees that:

- All information will be handled in the strictest confidence
- We will not charge any fees to complete the idea review
- You will retain **100% ownership** of the idea, therefore **100% of any future profit**

Examples of avenues to take your idea to market:

Licensing:

If you license your idea to a company, they will take on the manufacture, distribution and advertising of your product and, in return, the inventor will receive royalty payments.

Self-Manufacture:

If you choose to start up your own business, you will need to fund and organise the manufacturing, distribution and advertising of your product, but will receive all the profits.

What does an Idea Review involve?

- The best form of protection – in order to take any new product to market, you first need to protect the idea. There are different ways of protecting different ideas and this is why we need to evaluate the best form for you.
- A review of the options available and recommendations on how to proceed
- Viability – we will assess any technical aspects of the project and whether the concept would be viable within the market place.
- Marketability – we will undertake market research, looking into the potential size of the market in which your product may be successful.

Within a few days of receiving the idea we will call you to discuss your project.

Intellectual Property



The Anywayup Cup

Mandy Haberman's Anywayup Cup is a great success story for individual inventors. When she had the idea of a toddlers' drinking cup that didn't spill, her very first step was to conduct an in-depth patent search, to check that the idea didn't already exist. This search found nothing similar, so after submitting an application, she was granted patents in the UK, USA and elsewhere. She was also granted design rights to protect the look of the cup.

With her intellectual property rights secured, Mandy sourced a manufacturer and sold the product to a number of supermarket chains. She also negotiated licensing agreements with various international corporations, allowing them to manufacture and distribute the product all over the world, in return for a percentage of their profits. The Anywayup Cup took the market by storm, achieving a turnover of £1 million in its first year alone.

What is Intellectual Property?

Any idea or creation that can be bought and sold is 'Intellectual Property' (IP). You can protect your IP, and certify it belongs to you, by applying for IP protection. If you have a new product idea, the most relevant forms of IP protection are:

1 Patents – these protect the concept behind a new invention and how it functions.

2 Design Registrations – these protect the look of a product.

Intellectual Property

Workmate

As with many of the best inventions, such as Mandy's story on the previous page, Ron Hickman's Workmate was developed out of necessity. When sawing in his workshop, Ron often resorted to balancing wood on a chair, as a support, and realised that some kind of workbench would be a great help.

After developing his idea, and submitting patent applications worldwide, he set about manufacturing and selling the product himself. Though others have tried copying his idea, his patents have allowed him to prevent them from continuing and maintain monopoly on the product in the global DIY market.



Essentially, a patent will protect how your new invention functions, whilst a design registration will protect how it looks.

A product can be patented if it is new and inventive. This may be an improvement on an existing product, as long as that improvement is not seen as 'obvious'. There is no such thing as a worldwide patent – you must apply to individual countries separately. In the UK, a patent can last for a maximum of 20 years.

Design registrations work in a similar way. The look of your product must be new at the time of application. You can register your design in the UK alone, or across Europe through a Community Registered Design.

Just some of our clients



Teatool™ is a unique way to make your cup of tea. With the Teatool™, the cage that holds the teabag is operated from the handle, enabling easy insertion, squeezing and disposal. The result is a better flavoured cup of tea; no burnt fingers and no more dripping teabags!
www.teatool.co.uk

ChokArt® allows chocolate, or any fine powder ingredient, to be applied as a topping through a stencil, providing a neat decoration to coffees, cakes, puddings and pastries. A number of stencil designs are available, including personalised wording and company logos.
www.coffeetreats.co.uk



The **Hub1** helps to: shape your legs to look and feel firmer; improve sports performance and circulation; help recover from injuries. This device uses innovative technology that provides variable high resistance to the lower leg muscles, specifically the calves and tibialis anterior.
www.beabetteryou.com

Topster - An innovative new product for the controlled pouring of milk from big, plastic milk cartons. The spring loaded pourers, which prevent messy splashes and drips, have sold over 70,000 within the first 2 years. Topster won a Gold Award from the British Inventors Society in 2008 and will be trialing in 40 Tesco's stores in the summer of 2010.
www.topster.co.uk



Filling out the forms



How to fill out the forms:

1
Step 1:
Print all pages of this document.

2
Step 2:
Sign both copies of the confidentiality agreement, keeping hold of the 'Client's Copy'.

3
Step 3:
Fill in the idea submission form, including description and diagram, to the best of your ability. If you have additional information or photographs, please attach these.

4
Step 4:
Return the idea submission form and the confidentiality agreement, titled 'Our Copy', to us:

By Post:

**Innovate Product Design, 36 Endless Street
Salisbury, Wiltshire, SP1 3UH**

Or, Scan then Email:

enquiries@innovate-design.co.uk

This agreement ensures that we may not make use or disclose your idea in any way. It is for your protection and therefore for your benefit.

This agreement is made between the '**Advisor**': Innovate Product Design Limited
and the '**Inventor**': _____

1 This agreement relates to:

- 1.1 a new product idea known as: _____ (The 'Project')
- 1.2 Patent / Registered Design No: _____ (if applicable)

2 The Advisor agrees:

- 2.1 to keep confidential all confidential information relating to the Project for 15 years, when the agreement terminates;
- 2.2 not to make notes, sketches, drawings, photographs, samples or the like of the Project without consent;
- 2.3 to return, or destroy and provide a Certificate of Destruction, all relevant documents, samples or the like supplied by the Inventor concerning the Project upon reasonable payment of expense and written request;
- 2.4 to maintain a proper complaints procedure with written details available on request;
- 2.5 that no intellectual property is transferred to the Advisor by this agreement and no commercial relations are created by the Inventor's submission, other than regarding confidentiality;
- 2.6 that all information they provide to the Inventor may be disclosed to other persons.

3 Conflicts of interest. The Advisor handles a large quantity of ideas so technical conflicts of interest may be likely to arise. The Inventor accepts that the Advisor will act accordingly to ensure that the Inventor is not disadvantaged.

4 This agreement will exclude any information which:

- 4.1 was already known to the Advisor before the date of the receipt of the information; or
- 4.2 is available to the public in the UK or elsewhere;
- 4.3 comes into the Advisor's possession from a 3rd party without contravening the Inventor's rights.

5 In order for this agreement to be in compliance with the British Standard BS 8538:2011:

5.1 The Inventor confirms:

- 5.1.1 that they have the right to disclose the Project and confidential information;

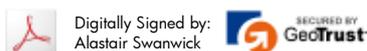
5.2 The Advisor confirms:

- 5.2.1 that if they become aware of other persons with a right in any of this information, the Advisor shall inform the Inventor before disclosing to those persons;
- 5.2.2 external advisors may only be given confidential information by the Advisor in order to help the Inventor develop the Project, and only as much as is necessary for advice. Also this will only be under written terms of confidentiality that are comparable. (Or to a regulated person with a professional duty of confidentiality such as a patent attorney). Unless the Inventor has reasonable grounds for suspecting the external advisor of a breach of confidentiality or other misuse of information, all information they provide is confidential, including identity; but
- 5.2.3 in the highly unlikely event of any problems both the Advisor and the external advisor are liable for that external advisor's breach of confidentiality.

For the Inventor: _____ Date: _____ (contract terminates 15 years from signing)

For the Advisor:  Date: _____

[Advisor Unique Ref: NDA09SP101]



Tel: **020 7354 5640** Web: innovate-design.co.uk

London Office: 24 Greville Street, Farringdon, London, EC1N 8SS
Salisbury Studio: 36 Endless Street, Salisbury, Wiltshire, SP1 3UH
Innovate Product Design Ltd. Registered in England and Wales - Company No. 6874129



This agreement ensures that we may not make use or disclose your idea in any way. It is for your protection and therefore for your benefit.

This agreement is made between the 'Advisor': Innovate Product Design Limited
and the 'Inventor': _____

1 This agreement relates to:

- 1.1 a new product idea known as: _____ (The 'Project')
1.2 Patent / Registered Design No: _____ (if applicable)

2 The Advisor agrees:

- 2.1 to keep confidential all confidential information relating to the Project for 15 years, when the agreement terminates;
2.2 not to make notes, sketches, drawings, photographs, samples or the like of the Project without consent;
2.3 to return, or destroy and provide a Certificate of Destruction, all relevant documents, samples or the like supplied by the Inventor concerning the Project upon reasonable payment of expense and written request;
2.4 to maintain a proper complaints procedure with written details available on request;
2.5 that no intellectual property is transferred to the Advisor by this agreement and no commercial relations are created by the Inventor's submission, other than regarding confidentiality;
2.6 that all information they provide to the Inventor may be disclosed to other persons.

3 Conflicts of interest. The Advisor handles a large quantity of ideas so technical conflicts of interest may be likely to arise. The Inventor accepts that the Advisor will act accordingly to ensure that the Inventor is not disadvantaged.

4 This agreement will exclude any information which:

- 4.1 was already known to the Advisor before the date of the receipt of the information; or
4.2 is available to the public in the UK or elsewhere;
4.3 comes into the Advisor's possession from a 3rd party without contravening the Inventor's rights.

5 In order for this agreement to be in compliance with the British Standard BS 8538:2011:

5.1 The Inventor confirms:

- 5.1.1 that they have the right to disclose the Project and confidential information;

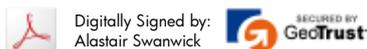
5.2 The Advisor confirms:

- 5.2.1 that if they become aware of other persons with a right in any of this information, the Advisor shall inform the Inventor before disclosing to those persons;
5.2.2 external advisors may only be given confidential information by the Advisor in order to help the Inventor develop the Project, and only as much as is necessary for advice. Also this will only be under written terms of confidentiality that are comparable. (Or to a regulated person with a professional duty of confidentiality such as a patent attorney). Unless the Inventor has reasonable grounds for suspecting the external advisor of a breach of confidentiality or other misuse of information, all information they provide is confidential, including identity; but
5.2.3 in the highly unlikely event of any problems both the Advisor and the external advisor are liable for that external advisor's breach of confidentiality.

For the Inventor: _____ Date: _____ (contract terminates 15 years from signing)

For the Advisor:  Date: _____

[Advisor Unique Ref: NDA09SP101]



Tel: **020 7354 5640** Web: innovate-design.co.uk

London Office: 24 Greville Street, Farringdon, London, EC1N 8SS

Salisbury Studio: 36 Endless Street, Salisbury, Wiltshire, SP1 3UH

Innovate Product Design Ltd. Registered in England and Wales - Company No. 6874129



Idea Submission Form

Name: _____ Address: _____

Tel: _____

Mob: _____

Email: _____

Project title: _____

Patent/Registered Design number (if applicable): _____

How did you hear about Innovate Product Design? (please tick the appropriate box)

Web Search Patent Agent Business Link Press/Media Previous Client

UK Government Department Other (please state) _____

Description of your idea, including how the user benefits:

Who would buy the product? _____

↓ Diagram/rough sketch