ABS
the ASSOCIATION of BUSINESS SCHOOLS

Standing at the Intersection

Coffees here,
Exploiting the commercial potential of ideas:
awareness raising of Intellectual Property in University education

SWANSEA METROPOLITAN
UNIVERSITY OF WALES TRINITY SAINT DAVID
METROPOLITAN ABERTAWE
PRIFYSGOL CYMRU Y DRINDOD DEWI SANT

Kathryn & Andy Penaluna

'Innovation and the student experience'

Our aims today are…

To challenge your thinking about Intellectual Property Rights

To provide a memorable experience - to shape further thinking

…starting with revision for those of you who have joined us before…

Question 1

- Paper and pen is given to an artist...
- Who does a drawing and gives it to a friend...
- The friend discards the drawing (hates it)...
- Which is discovered by somebody who appreciates its value...
- An offer from a print company is accepted..
- Are they legally entitled to print it?

Question 2

- A local journalist discovers the story and takes a photo of the drawing with its owner...
- And runs a story in the local paper about it
- The photo includes the drawing
- Was this legal?

Why is IP important to you?

Innovation Protection?

- To fully exploit the potential of IPR you need to understand the range and type of intellectual property rights that are available to you... however
- "Because IP assets cannot be seen or touched it is sometimes hard to appreciate their value" (UKIPO, 2007)
- In the US, what % of company assets are <u>not</u> the factories and other physical and human resources?
- "65% of US assets are intellectual property" (Christobal, 2006)

Innovation Protection?

- Who is this?

a GLASS and a HALF FULL PRODUCTION

Сэдбери

КОСМИЧЕСКАЯ МИССИЯ Сэдбери

Innovation Protection?

- How did you know??

Cadbury

a GLASS and a HALF FULL PRODUCTION

Кэдбери

Кэдбери КОСМИЧЕСКАЯ МИССИЯ

Innovation Protection?

- What is that knowledge worth to the company?
- In the UK alone…

£60 million to the owners

Cadbury

KRAFT®

Slogans ® ???

Just Do It

I’m Lovin it

Don’t leave home without it

Always cutting prices

Work, Rest & Play

Trademarks - recognition

- Registered Trademark = ®
- Must be distinctive for your goods or service
- And not resemble one already in your line of business
- This will be subject to checking
- In the 'Trade Marks Journal'

Trademarks - recognition

- Unregistered Trademark = TM
- Common law allows you to simply use this
- And to defend it against infringers
- However, it is far more difficult to enforce
- And it could be your most valuable asset!!

- Trade Marks

"A badge of origin, a sign which is capable of distinguishing goods or services of one company from those of another" (UKIPO)

Name

Domain Name

Colour

Music

Shape

Slogan

Logo

Nescafe - Everyday object?

Nescafe - where are there issues of IPR?

Nescafe - where are there issues of IPR?

Team exercise

Nescafe - Registered Trademarks

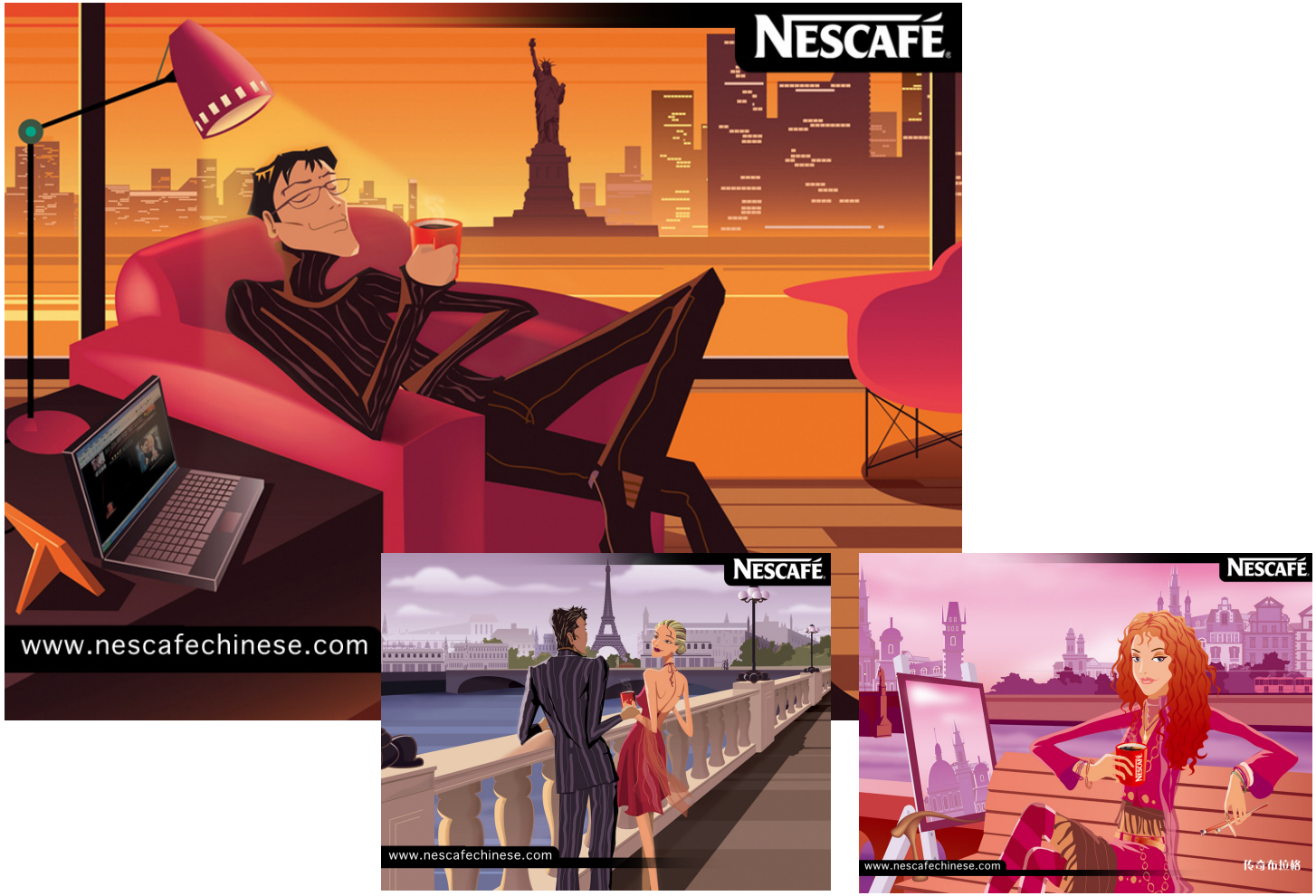
Nescafe - Design Rights (Registered and Unregistered)

Nescafe - Patents

Nescafe - Brand Endorsement

Nescafe - Brand Extension

Nescafe - Licensing



Nescafe - a simple case study?

Copyrights issues - such as design and typographical layout???

Nescafe - a simple case study?

Copyrights issues -
Are we allowed to show you these images???

A brief summary of IPR assets:

- Patents …protects invention
- Copyright …protects the author
- Trademarks ...a distinguishing mark
- Registered Designs ...protect appearance

Nestlé UK Ltd

YORK YO91 1XY

Nestlé

Register with Nestlé for the latest product news & special offers
www.nestle.co.uk

Kathryn Penaluna
Enterprise Manager/Pheolydd Menter
Commercial Services / Gwasanaethau Masnachol
Prifysgol Fetropolitan Abertawe
Swansea Metropolitan University
Mount Pleasant
SWANSEA
SA1 6ED

DIRECT LINE: 0800 000000

DATE

DIRECT FAX: 01904 600461

002829542B 9 June 2011

Dear Kathryn

Re: Permission to use a Nestlé brand

Thank you for your email.

I refer to your correspondence sent to Thorsten Gailing dated 17th December 2010. I can confirm that we grant you an extension on your original permission to use the "Gold Blend" name and logo in your teaching and student resources.

Thank you again for taking the trouble to contact us. We are grateful for the interest you have shown in our company.

Yours sincerely

Sule Edmondson
Senior Brand Liaisons Officer
Nestle UK Ltd.

Ever lost a job through not estimating fast enough?

09.04.2008

Council crack down on street sign rip offs

- **Source:** Online
- **Publication date:** 09 April 2008 08:02 AM

Westminster Council is planning to crack down on copyright infringements of its iconic street signs, but experts are doubtful it can enforce ownership effectively.

The London borough claims to have identified more than 100 companies that exploit the design, which was created by the late Misha Black in 1967. Westminster Council bought the copyright for £50 000 from Black's son Oliver last July.

1

The borough is looking at how to deploy council officers to check for copyright breaches and finalising how much to charge for licences. Prosecution for copyright infringement can result in fines of up to £5000 or up to six months in prison.

'We are hoping to break even on our initial investment, ploughing any profits into improving roads and streets,' says Westminster Council director of transportation Martin Low. 'But profit is not our first motive - the primary purpose is to protect the signs and make sure they are appropriately used.'

However, chief executive of Anti Copying in Design Dids Macdonald recommends the council charges a 'nominal' licence fee. 'Otherwise it is putting an intellectual property straitjacket around an iconic piece of design,' she says.

Macdonald believes the council will find the new law 'very, very difficult to enforce, as there is so much counterfeiting of brand names'.

2008 TOP 100 CONSULTANCY SURVEY FORM

holbeck urban village

SUBSCRIBE TO DW

How much should you be earning?

P1 Technology

FACES

The UK's online directory of design consultancies

newdesignpartners.com

Be part of the UK's online directory of design consultancies

Help??

www.ipo.gov.uk/

Intellectual Property Office – Welcome to the Intellectual Property Office

http://www.ipo.gov.uk/

Moodle course link | Inbox – SMU Outlook Web | Enterprise Educators UK | Apple | Yahoo! | Google Maps | YouTube | Wikipedia | News (212) | Popular

Switch to : IP Professional

INTELLECTUAL PROPERTY OFFICE

Search our website

Search | Go

Why use IP? | Types of IP | IP Enforcement | News | About us | Online services

IPO Home

- Patents
- Trade marks
- Designs
- Copyright
- Other protection

Reviewed 28 June 2011

The **Intellectual Property Office** can help you get the right type of protection for your creation or invention.

Intellectual Property (IP) results from the expression of an idea. So IP might be a brand, an invention, a design, a song or another intellectual creation. IP can be owned, bought and sold. But how can that help you? See Why use IP?

The Intellectual Property Office is part of the Department for Business, Innovation & Skills.

What is IP?

Intellectual Property lets people own the work they create. In this car, the four IP types work together to offer complete protection.

- Learn more about the four types
- What other types of IP are there?

1 2 3 4 5

Independent review of IP and growth

The independent review of IP and Growth led by Professor Ian Hargreaves was published on 18 May 2011.

Protecting your brand and ideas - Cambridge

FREE BUSINESS EVENT

Learn how to protect your ideas and make the most of your business' intellectual property at this free event.

Peer To Patent UK

IP Healthcheck

What's new	IP events	Latest news
IP Insight, Edition 51, June 2011	Companies House Seminar, Stratford-Upon-Avon (28 June 2011)	UK business set to benefit from simpler and cheaper patent system for Europe
Litigation manual (professional section)	Intellectual Property Workshop, Suffolk (7 July 2011)	New hours of business for filing new patent and trade mark applications from 15 July 2011
Exchange rate for Madrid Protocol Applications		

www.crackingideas.com

own-it

University of the Arts London College of Communication

Intellectual Property Advice for Creative Businesses

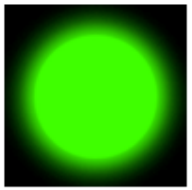
LATEST NEWS

get news by RSS

Designers challenged to help combat illegal copying

OHIM has launched a major competition aimed at recruiting designers in the battle against counterfeits and illegal copies. The "handsoffmydesign" competition calls for innovative proposals for high-impact... - read more

Posted: 07.06.11 at 16:06



Artists' Bill of Rights Campaign Launch

A new campaign launched today (11 April 2011) setting out a Bill of Rights for all Artists and supported by organisations from around the world. It updates and expands the Bill of Rights campaign initiated... - read more

Posted: 13.04.11 at 09:36

WIPO – World Intellectual Property Organization

http://www.wipo.int//portal/index.html.en

Moodle course link | Inbox – SMU Outlook Web | Enterprise Educators UK | Apple | Yahoo! | Google Maps | YouTube | Wikipedia | News (364)

WIPO Encouraging Creativity and Innovation

عربي | 中文 | Español | Français | Русский

Search

Contact us | Accessibility | Site map

WORLD INTELLECTUAL PROPERTY ORGANIZATION

ABOUT WIPO | IP SERVICES | PROGRAM ACTIVITIES | RESOURCES | NEWS & EVENTS

WIPO | GOLD
The Global IP Reference Resource

GATEWAY TO:

Patents
Trademarks
Industrial Designs
Geographical Indications
Copyright
Traditional Knowledge
IP for Development
Vision IP
The Economics of IP

RESOURCES FOR:

Delegates
Journalists
Businesses
Innovators
Students

MOST REQUESTED:

Patent search
Domain name decisions
Treaties
Member states
WIPO Assemblies
Development Agenda
E-Bookshop
Vacancies
Videos (YouTube)

New at WIPO

- WIPO Director General Announces Rights Registry Project for West African States
- WIPO Director General Francis Gurry welcomes the UK Independent Review of Intellectual Property and Growth
- International Patent System – PCT Yearly Review: Developments and Performance in 2010
- International Patent System Marks Two Millionth Filing – U.S. Mobile Technology Innovator, Qualcomm, files Landmark Application

Forthcoming Events

- WIPO Conference on Innovation and Climate Change: Stimulating Innovation, Accelerating Technology Transfer & Diffusion, Enabling Global Solutions - July 11 and 12
- The Economics of Intellectual Property - IP and Innovations for Growth and Welfare in a Closing World Economy - September 5
- Assemblies of Member States of WIPO - September 26 to October 5
- [See all upcoming WIPO events]

IP LIVE

Food Security, Climate Change and IP Rights

Protecting India's Traditional Knowledge

DIRECTOR GENERAL

Francis Gurry
Message
Speeches
Interviews

Two Million Innovations

PCT 2 Million

WIPO celebrates the two millionth international patent application filed under the PCT.

WIPO Assemblies

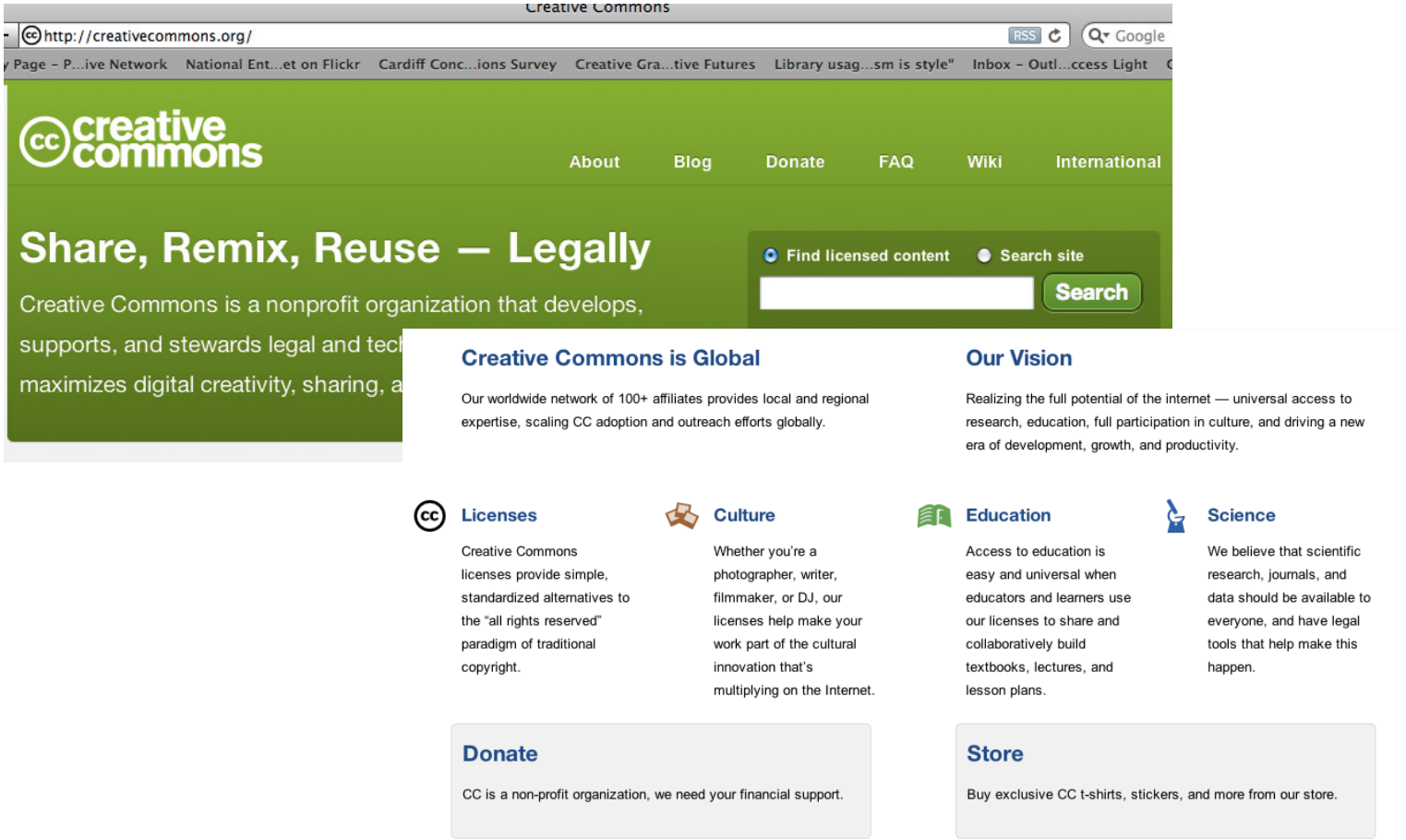
Forty-Ninth Series of Meetings of the WIPO Assemblies, September 26 to October 5, 2011.

Digitizing Traditional Culture

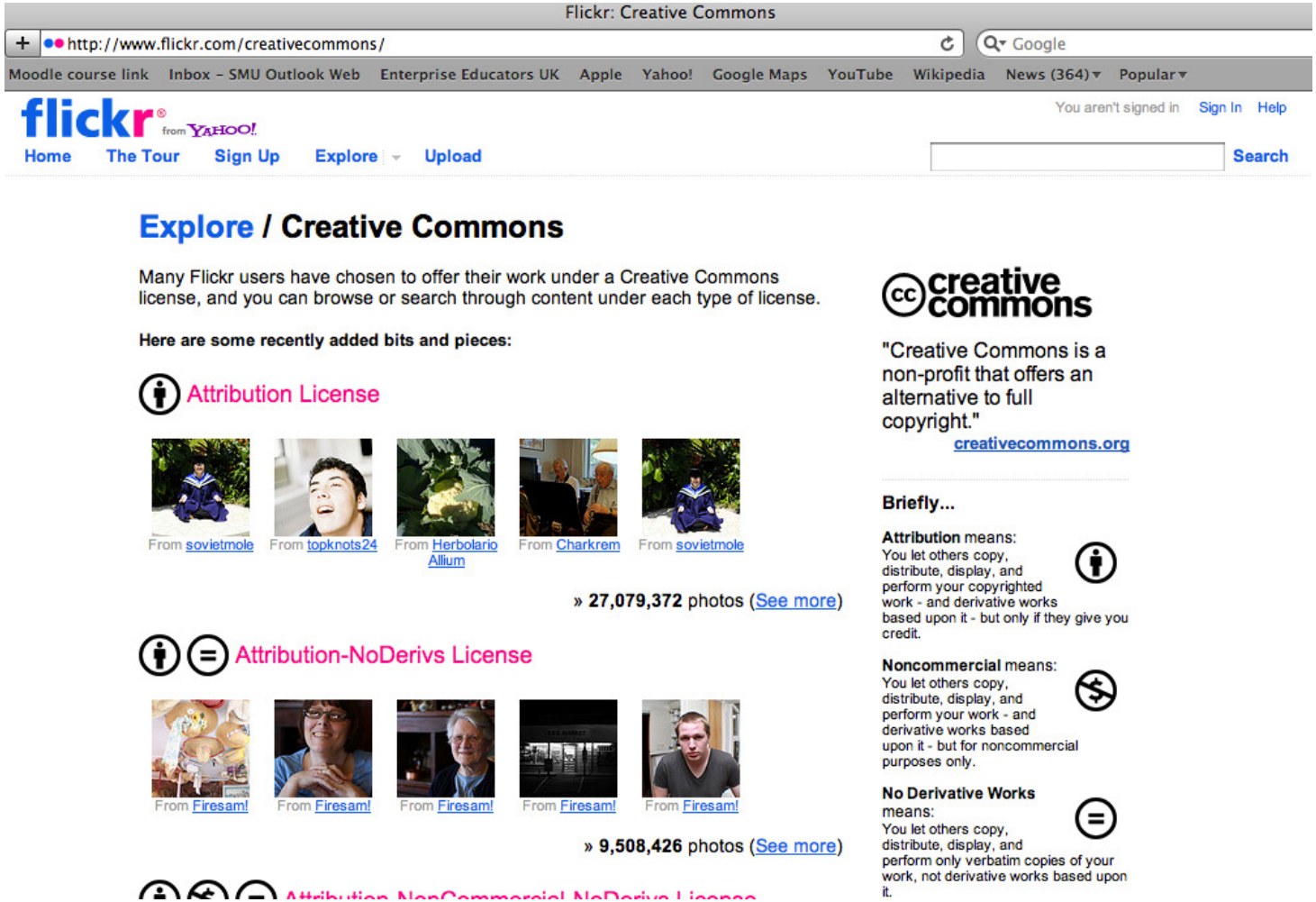
WIPO assists the Maasai community in protecting, preserving and documenting rich cultural heritage.

www.wipo.int

www.acid.eu.com



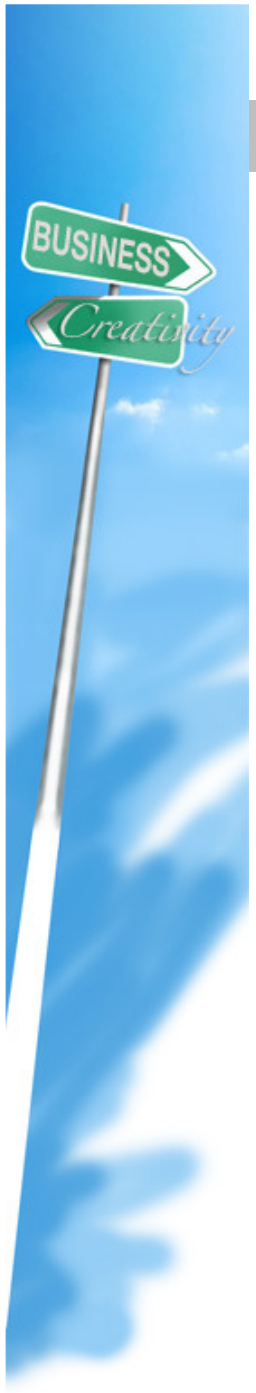
www.creativecommons.org.uk



www.creativecommons.org.uk

"While it can be argued that university students of today will be the creators and managers of IP tomorrow they are often entering industry with little or no IP knowledge, and the lack of IP awareness among academics can also be counterproductive to the efforts of their KE office."

UK Intellectual property Office (2011)



Is this currently being taught?

Is IP relevant to your discipline? If not why not?

Intellectual Property Management for Universities

http://www.ipo.gov.uk/ipasset-management.pdf

Students should be able to: Recognise that they are in control of their own destiny (internal locus of control) and use this understanding effectively within enterprising situations… learning about legal requirements including health and safety, employment law, and intellectual property rights

As enterprise and entrepreneurship are led by ideas, it is important for students to develop awareness of how to manage intellectual property issues.

(QAA, 2012)

Every year in the last decade, investment by UK business in intangible assets has outstripped investment in tangible assets: by £137 billion to £104 billion in 2008. Global trade in IP licences alone are worth more than £600 billion a year.

According to NUS/UKIPO/IPAN (2012) students want a better education of intellectual property…enhancing the student experience with innovation protection requires a pedagogical strategy for integrating intellectual property into the enterprise (and beyond) curriculum.

Kath Penaluna

kathryn.penaluna@smu.ac.uk

Andy Penaluna

andy.penaluna@smu.ac.uk

Swansea Metropolitan
University of Wales Trinity Saint David
Metropolitan Abertawe
Prifysgol Cymru y Drindod Dewi Sant