

July 2015

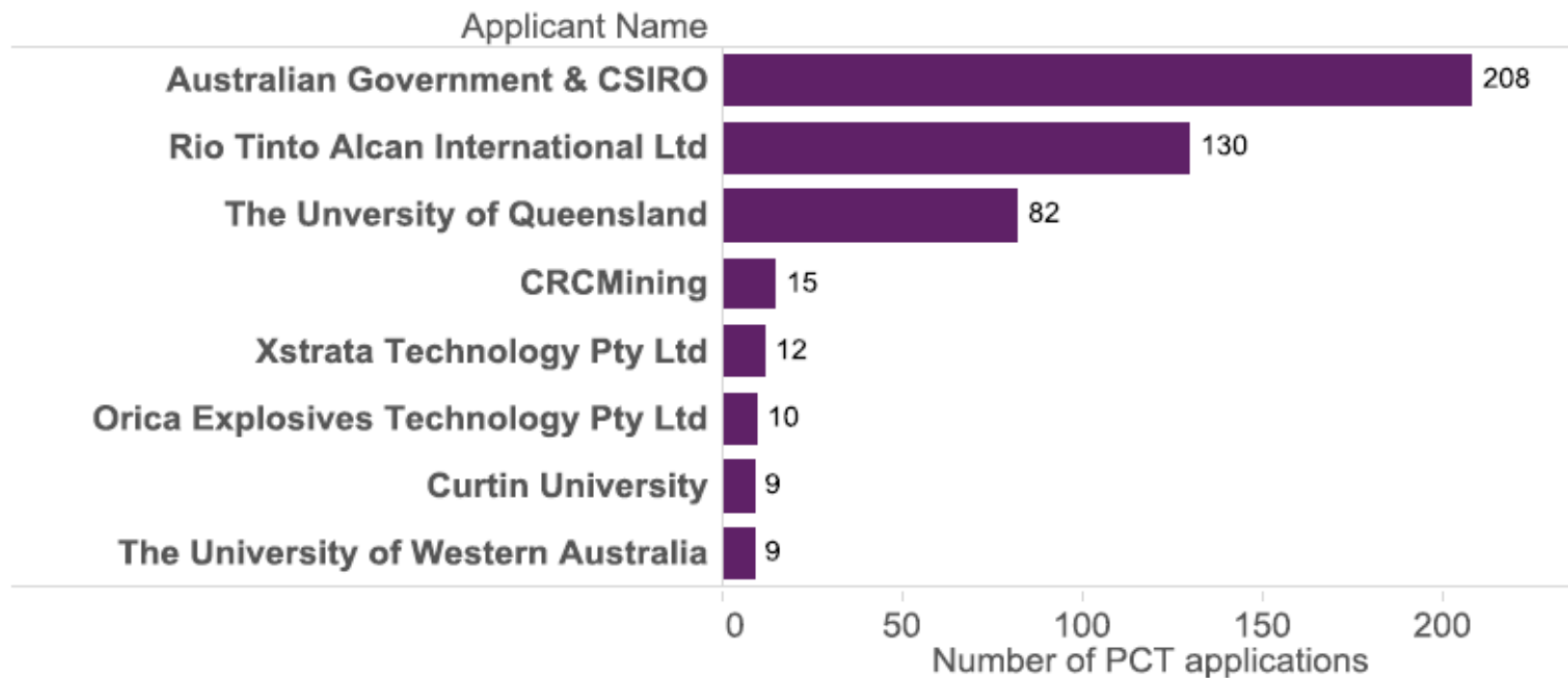
Intellectual Property

What it is and how is it valuable to
your business

Michael Cooper
Associate

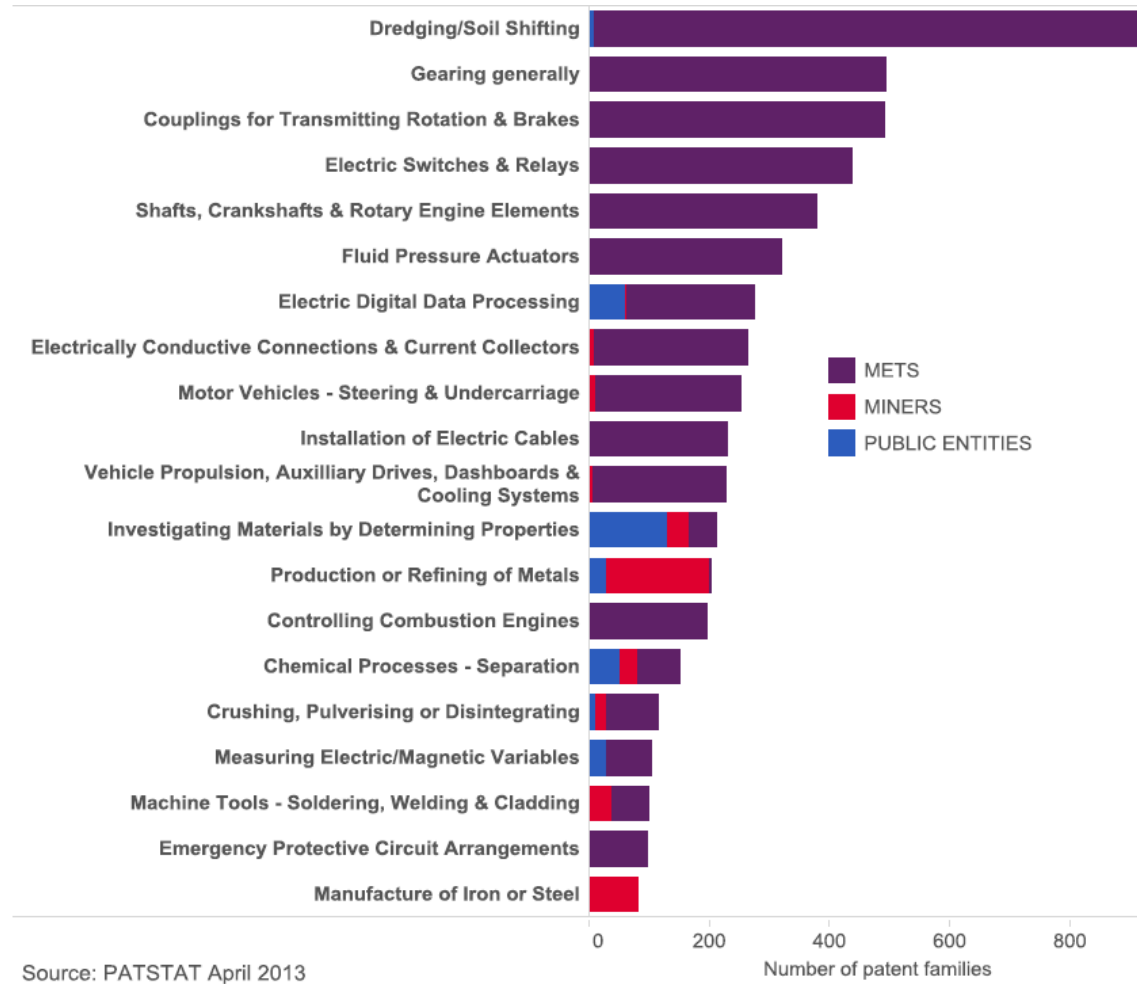


PCT applications by applicant 1994 - 2011



Source: OECD, REGPAT July 2014

- The Australian Mining Industry: More than Just Shovels and Being the Lucky Country
 - Mining filings increasing
 - Primarily METS

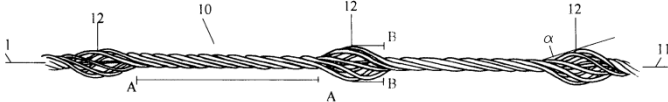
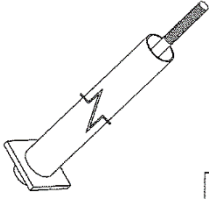



What is IP?

- Creations of the mind/light bulb moment.
- Who has IP?
 - Almost everyone!
- How do I identify my IP?
 - Look at what you do and ask why.



Registered IP

Type	Registerability Requirements*
Patents	New and inventive/innovative
	
Design registrations	New and distinctive
	
Trade marks	Able to distinguish
	

Unregistered IP

- Trade secrets
- Copyright (AU)
- Know how

*not exhaustive

Why should I protect my IP?

6

- Establish and/or maintain a competitive advantage
- Monetise
- Finance



- Tips

Identify and evaluate your IP early

IP Audit

Consider patentability and freedom to operate

Get advice early and make an informed decision

Consider funding

EMDG

R&D Tax Incentive

Prioritise your resources

Collaborate



- Success stories
 - CSIRO Wifi
 - Ric Richardson
 - Orbital



THANK YOU

Questions?

Michael Cooper
mcooper@davies.com.au



INTELLECTUAL PROPERTY

davies.com.au