



IP In Aquaculture Innovation



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Overview

What is IP?

How patents support innovation.

Why or why not to patent.

Common patent mistakes.

How we support SWAN members.

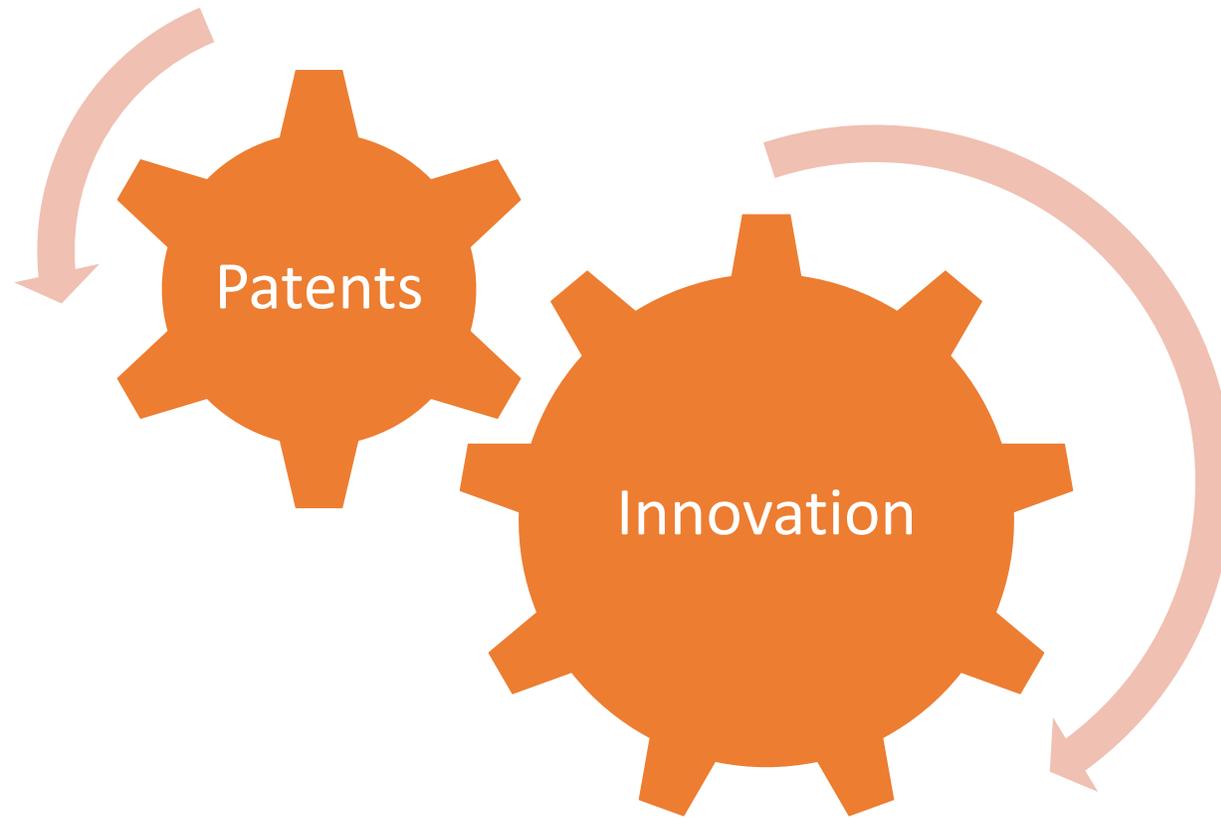


What is IP?

- Intellectual property (IP) refers to ideas that have value to a business.
- IP rights are the legal tools that enable businesses to secure the value in what they create or invent.

Idea		IP Right
Innovation	→	Patent
Brand	→	Trade Mark
Product Design	→	Design Right
Know-how	→	Trade Secret
Content	→	Copyright





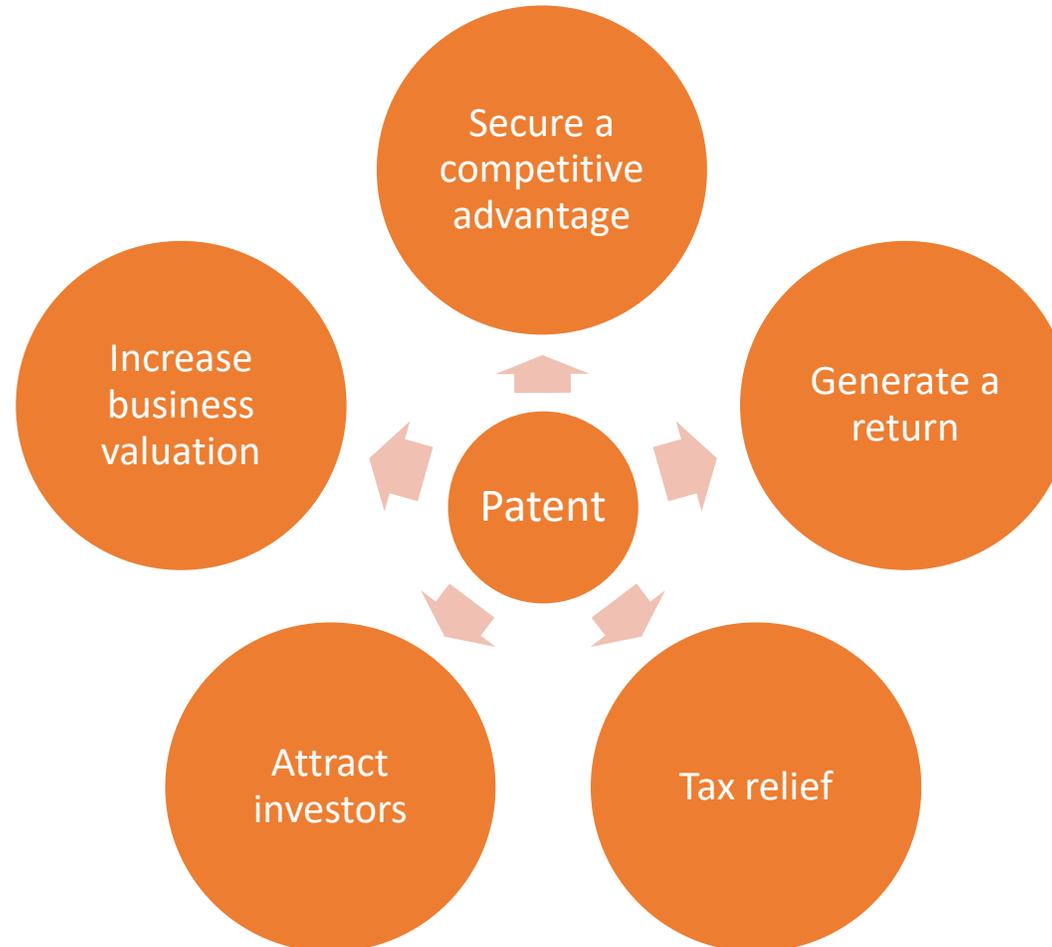
What is a Patent?

- Patents incentivise and protect innovation.
- Patents provide a way of protecting many different types of technical products and processes.
- A patent is a legal right to stop others from using a protected product or process.
- A patent must be applied for while the invention is still confidential.



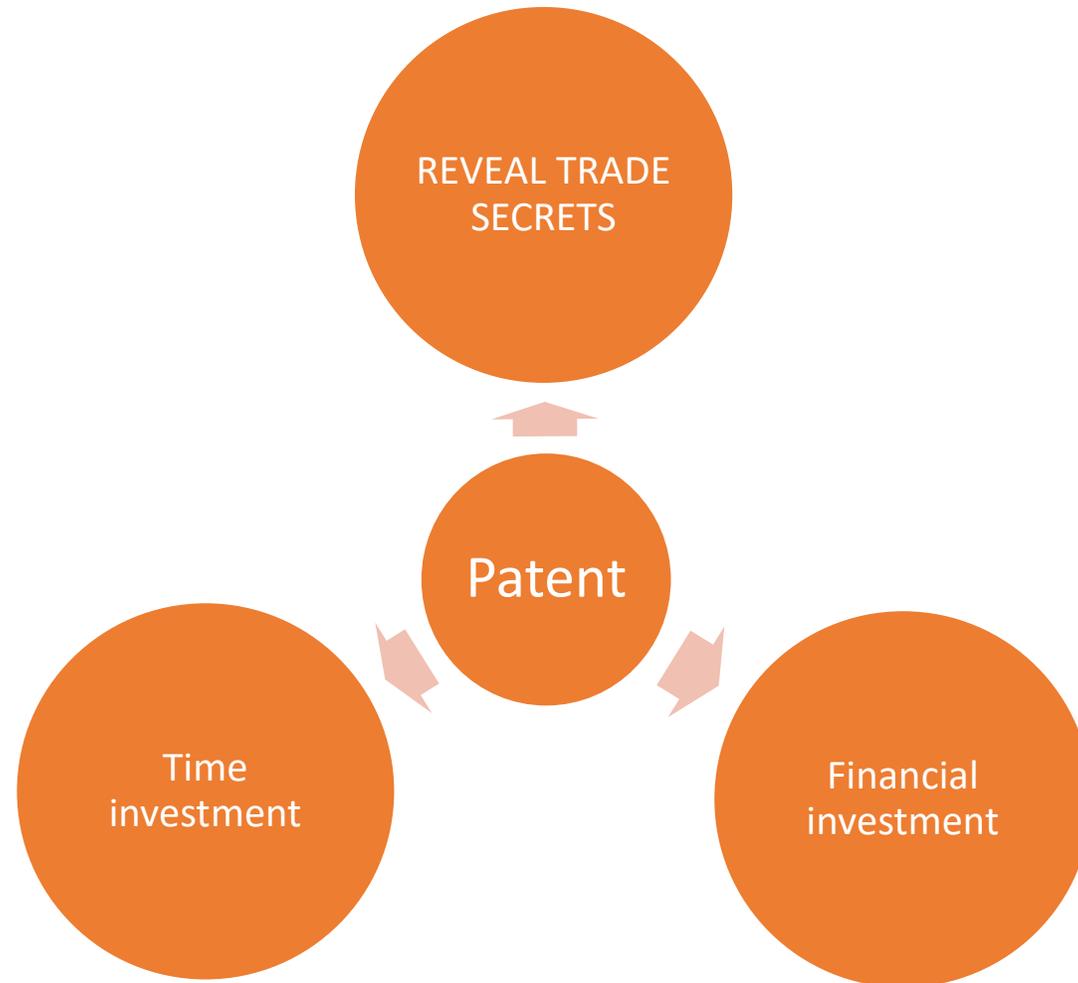
Why File a Patent Application?

Pros:



Why File a Patent Application?

Cons:



Avoid Common Mistakes

- Consider patents **before** disclosure.
- Be clear on IP when collaborating.
- Seek advice before filing a patent application.
- Don't simply file and forget.
- Be aware of third party patents.



IP Clinics

- Our agri-tech team offer free IP clinics to SWAN members.
- Get initial guidance on:
 - Whether your invention can be patented.
 - How IP maps on to your business and can support your business plan.
 - Identifying existing or potential IP assets in your business.
- Visit our market stall and sign up with the QR code, or visit:

info.gje.com/swan-2022-consultation





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