



AdamsonJones

Taking care of your IP

IP Toolkit for Product Design

► ENGINEERING

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.



PROBLEM DEFINITION

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.



INITIAL CONCEPTUAL DESIGNS

Patent freedom to operate searches

Early identification of key patents to avoid or technology that is freely available to use.

Prevents adoption of conceptual design that carries patent infringement risks. Identify overseas competitors or potential collaborators.



EVALUATION AND SELECTION

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.



DETAILED ENGINEERING DESIGN

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.



PROTOTYPING, TESTING AND REDESIGN

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



PRODUCTION PLANNING

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.



FIRST MARKETING AND PRODUCT LAUNCH

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.



ONGOING

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



Medical
Devices



Engineering
& Design



Pharma &
Healthcare



Electronics



Software



Biotechnology



Trade Mark

contact@adamson-jones.co.uk | Nottingham +44 (0)115 947 7977 | Leicester +44 (0)116 478 7100

www.adamson-jones.co.uk

@AdamsonJones | adamson-jones

Nottingham Leicester London

© Adamson Jones IP Limited. Company registration number 7188937
Registered Office: BioCity Nottingham, Pennyfoot Street, Nottingham NG1 1GF United Kingdom