

£ 18.2
billion

The amount the
voluntary sector
contributed to the UK
economy in 2017-2018

909,088

The people employed by
voluntary organisations
in the UK in 2019

ORIGIN

You have an innovative idea!
Now it is time to grow your
business. If you need to find an
investor, you should protect your
IP assets to attract them.

DECIDE

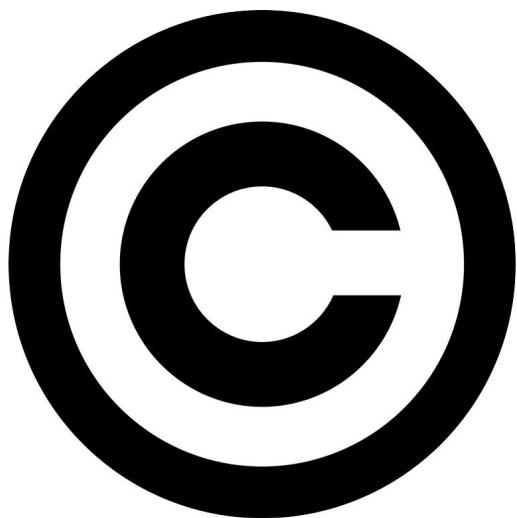
Depending on your idea,
there may be a number of
different IP rights in that
idea worth protecting.

ACTION

Firstly, most of the IP
rights should be
registered, except
copyright in the UK.
Secondly, you need to
protect them against any
infringement by third
parties.

YOU ARE READY TO GO!

COPYRIGHT



WHAT IS A COPYRIGHT?

- Copyright is the widest area of IP rights, covering literary and artistic works.
- Copyright is the exclusive right to do, and authorize others to do, certain acts in relation to copyright works.
- Copyright arises automatically if the substantive requirements are met, and does not have to be registered to exist in the UK.
- Note one 'work' may have more than one protectable copyright - e.g. in a book you may have both words and images which would be artistic and literary works

- Books
- Poems
- Songs
- Pictures
- 2D Designs
- Movies
- Logos
- Leaflets
- Articles
- Softwares

TRADE MARK



WHAT IS A TRADE MARK?

- A trade mark protects your name and your logo - your brand and provides distinctiveness.
- Charities need to register their trade marks in order to get protection.
- Unique, non-descriptive and non-generic marks can be registered.
- The mark should not be descriptive eg. An Affordable Housing Charity.

- McDonald's
- Louis Vuitton
- Google
- Microsoft
- Apple
- The Fore
- BMW
- KFC

PATENT



WHAT IS A PATENT?

- If a company spends time and money developing a new technology, it may either keep the technology secret (in the form of a trade secret) or may decide to register a patent
- The scope of patent protection generally covers scientific discoveries. Things like computer programmes, business methods, lists of information and ideas for fundraising are not protected under patent.
- Conditions :
 - 1.New
 - 2.Innovative
 - 3.Capable of being made or used in any type of industry

- iPhone
- 3D Printer
- Bluetooth
- Solar Panel
- Virtual Reality
- Self-Driving Cars
- Super Drone
- Kindle E-Book

COMMERCIALISATION

- **ASSIGNMENT**
- **LICENSING**



MAKING PROFITS

- You had an idea, got your registration and now you want to make money.
- To commercialise your assets you need contracts with third parties, e.g. assignments or licenses.
 - **ASSIGNMENT**
- An assignment is the sale of an IP right, changing the ownership.
 - **LICENSE**
- Licensing is basically giving permission to use of protected rights. The License can be :
 - 1.Exclusive, or
 - 2.Non-Exclusive
 - 3.Sole

- Local distributors have license agreements with popular brands in order to produce, promote and sell their products in their regions.