

Innovation Steps Series of Workshops



Focus on Intellectual Property

Do you have any Intellectual Property you should be protecting?

What's the value of a Trade Mark?

Ask McDonalds or BP

What's the value of a Registered Design?

**Ask Toblerone or
Coca Cola**

The following locally produced innovations were protected by Intellectual Property Rights by companies who turned to the BIC for advice and support:



Charlie Crow – Costumes for Kids available from www.charliecrow.com



John Knox's Staffordshire Cheese available from local farmers markets



GVR Product's Medical Instrument – Reddylite available from www.reddylite.com



Feed n Leave's Plantminder – waters plants whilst you are away available from www.plantminder.com

If you want to understand the world of Intellectual Property then join us at our next workshop:

Date: 8 July 2010
Timings: 10.00am to 4.00pm
Location: Lymedale Business Centre
Cost: £75 plus VAT

Delivered by Knight & Sons Solicitors and Birmingham Central Library's Patent Experts.

Purpose of the day is to give delegates an insight into the types of protection available, which are the most suitable and affordable for SMEs and how to deal with IPR Rights and enforce any infringements.

Coverage is given to Patents, Copyright, Design Right, Trade Marks etc.

There will be an on-line demonstration from Birmingham Central Library; How to Conduct a Patent Search.

Opportunity to ask the experts – their advice could save you and your company a lot of expense and energy.

To book onto the workshop or for further information, please contact Sandra Butterworth on **0845 845 8020** or sandra.butterworth@thebic.co.uk