

Want INVENTION PROTECTION?

Protect it with an innovation patent!

Can you afford to have another business steal your ideas? Don't lose the right to own your intellectual property – apply for an innovation patent that will give you legal ownership and the ability to challenge others who try to profit from your inventions.



BREAKING NEW GROUND

The owner of any new and useful invention that involves an innovative step can apply for an innovation patent. An innovation patent can protect lower level or incremental inventions and allows you to take legal action to enforce your rights. The innovation patent is ideal for small to medium sized enterprises.



IS IT FOR ME?

Operating a successful and enduring business is about more than just the services or products you provide. The success of your enterprise is also dependent on your ideas and innovations. Infringing on another innovation, or having your own unpatented innovation infringed upon, could have the potential to sink your business.



INVEST IN YOUR FUTURE

Your ideas can quickly become someone else's without sufficient protection. Not only will an innovation patent reduce the risks involved in research and development, it can help you formally protect and then commercialise your intellectual property.



IT'S A STEAL

The innovation patent is a fast and cost effective protection option. Unlike a standard patent that can take up to four years to grant, the innovation patent is generally granted within one month. If you ever subsequently need to enforce your innovation patent, for example someone is copying your idea, you will need to have it examined. If it meets the requirements of the Patents Act then the innovation patent is certified and legally enforceable.

Apply online and enjoy ownership of your innovation patent for up to eight years.



For more information on the benefits of an innovation patent please visit our website www.ipaustralia.gov.au/innovationpatent or call IP Australia on 1300 651 010.

Turn over the page to read an interesting innovation patent case study.



Australian Government
IP Australia

“ There may well be something a touch comical about the origins of this invention, but you’ll soon stop laughing when you find out its sales have passed the 100,000 mark. The story of the Stubbyglove’s origins is one that any beer-drinker will love – and Glen Krummel swears every word is true. ”



One cold evening in the Snowy Mountains in 2000, Glen, his brother Leon and friend Jim Kroezen had been waterskiing and were enjoying a quiet beer. To keep their hands warm in the freezing air, Glen and Leon alternated ‘drinking’ hands to allow one hand to remain warm while the other one held the stubby holder containing their beer.

Jim didn’t have that luxury given the fact that he only has one arm, and his hand was constantly out in the cold air. They joked that it would be great to have a stubby holder with a glove attached that would keep their hand warm and their beer cold.

About 18 months later the three of them took a ski holiday to New Zealand and Jim produced his invention – a neoprene glove which had been glued to a stubby holder. He had decorated the glove and gave one each to Glen and Leon as a gift.

The trio thought that the idea could become a commercial success so they decided it would be wise to try and protect it. They went to the telephone directory to locate someone who could give them a hand getting the right sort of protection – a patent attorney.

“We got all the way to G before we found someone who could see us that day,” Glen said.

“They originally told us it couldn’t be patented. With the standard patent you have to prove it is a new idea – gloves have been around forever and stubby holders have too.”

“So we left a sample with them, and got a call from the attorney that day to say we may have some eligibility under the innovation patent.”

Glen said employing a professional was a wise decision given the fact that the trio had no experience preparing patent applications.

“The detailed information and illustrations composed by our attorney was far more specific and relevant than we could have ever hoped to produce ourselves,” he said.

Today the company distributes to a retail network of about 230 outlets. Glen said it was vital to be vigilant about protecting their innovation patent to ensure the growth of the company in years to come.

The company has already encountered situations where people were bringing similar products into Australia. On one occasion the company successfully negotiated terms for royalties.

The future is looking bright for the three mates who dared to make their idea a reality and then were smart enough to protect it with an innovation patent. One thing is for sure, you can bet that when they drink to the success of their invention, the beer will be cold!



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Are your inventions protected?

Operating a successful and enduring business is more than just the services or products you provide. The success of your business depends heavily on ideas and innovations.

Infringing on another innovation, or having your own unpatented innovation infringed upon, could have the potential to sink your business. Legal costs associated with infringement actions can eat up your hard earned profits.

The innovation patent can help you protect your inventions, and reduce the risks involved in potential intellectual property (IP) infringements.

What is the INNOVATION PATENT?

The innovation patent is a protection option specifically designed to protect inventions that do not meet the inventive threshold required for standard patents.

Introduced in 2001 to stimulate innovation among small to medium enterprises, the innovation patent is a relatively fast way to protect inventions that are incremental, or small advances to devices, substances, methods, or processes.

Why apply for an INNOVATION PATENT?

There are many benefits to business in applying for an innovation patent. These include:

Protection of your intellectual property – the first step to commercialising your idea. A secure innovation is also more attractive to potential investors.

The innovation patent provides access to the patent system for inventions that normally wouldn't qualify for a standard patent.

The innovation patent reduces some of the financial and commercial risks involved in the research and development of a new invention. Also it allows the innovator to protect each stage of development.

Unlike a standard patent that can take up to four years to grant an innovation patent usually takes one month. If you ever subsequently need to enforce your innovation patent, for example you suspect someone is copying your idea; you will need to have it examined and certified at an additional cost.

Ultimately, the innovation patent is a fast, cost effective and accessible protection option.

Learn more about the innovation patent by visiting <http://www.ipaustralia.gov.au/innovationpatent/>

To view a commercially successful and interesting innovation patent case study visit: <http://www.ipaustralia.gov.au/smartstart/case10.htm>