



Figure 1

CELEBRATING INNOVATION

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Albright IP | PROTECTING INVENTIONS, COMPANIES AND BRANDS SINCE 2007

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Welcome to the 2nd edition of our in-house magazine Figure 1. We were very pleased to hear from all of you that read and enjoyed our first edition.

This year we are celebrating ten years of Albright IP, it has been an incredible journey so far and I would like to thank all our clients for their support in helping us get to where we are today.

The company was born out of a desire to have a more creative approach to IP law. We wanted to create a company that didn't just focus on the protection of IP assets but sought to add value to them, supporting them to take their projects to market and ultimately helping our clients to realise their aspirations.

Ten years on and I hope we have achieved that. We have close to 2000 clients, many of which have been with us from the start and have a truly excellent team of 24 people across the business. This edition takes a closer look at what the anniversary means to the business and the people that have helped get us here. I hope you enjoy it.

Robert Games

MANAGING DIRECTOR





FROM THE VALLEYS TO CHELTENHAM (VIA TOKYO)

DIRECTOR, ADRIAN HOCKING TELLS FIGURE 1 ABOUT HIS LIFE AT ALBRIGHT IP



Adrian Hocking

DIRECTOR

After undertaking an engineering degree, what made you decide to become a patent attorney?

Twenty plus years ago, I finished my engineering degree and my mother gave me some words of wisdom, "if you don't know what to do, do a teaching degree, because you can always teach pretty much wherever you are in the world". I did a post grad in teaching and taught in Wales for a few years, which I really enjoyed.

After a few years teaching, I decided that if I was ever going to explore the world, now was the time to do it. I sold up everything I owned and moved to Japan. It was here that I ended up finding a job in a patent law firm. They needed someone with a technical and engineering background, but they also wanted me to teach their employees English at the same time, which fitted my skill set really well.

Fast forward three years and I was married with a young daughter. It was then I decided to move back to the UK to get my patent qualifications.



What led you to Albright IP?

I was working for another Patent Attorney in Cheltenham and while flicking through the yellow pages I came across an advert from Robert Games, who had recently opened Albright IP.

I was starting to think about my next move and I got in touch with Robert to find out about his plans for the business. We got on really well and it wasn't long before Robert had more work than he could handle. In May 2008 I moved across to Albright IP and shortly afterwards became a Director.

Why do you think Albright IP has done so well, especially as it was started in a recession?

We are not a normal type of attorneys' practice. As patent attorneys, we are more extroverted and creative than many other companies. To make a sweeping generalisation, in the IP sector, patent attorneys tend to be more introverted and trademark attorneys more extroverted. If you want to have a party, go to a trademark conference. It's much more interesting.

Between the four directors at Albright IP we all have a singular driving force – we want Albright IP recognised as a force for good in the IP world. Our goal is of course to bring in new clients, but more than that, we really enjoy making clients happy and educating them. Again, it comes back to that education point. Teaching people how to make money out of their ideas, how to protect

their innovations and build their business and ultimately help them to achieve the lifestyle that they want. Being part of that is really fulfilling.



What sets the company apart from the rest?

We're a little bit different and flexible and we haven't fallen into the flat structure of long established large firms. We're open to ideas and I think our clients get a feel of the energy that we try imparting in them. We want to see them succeed.

Our in-house product design company DUKU also sets us apart from the crowd. Robert spotted the opportunity to help clients with their patent



protection and product development. Previously clients worried about confidentiality and were unsure about how to get a prototype developed. We seamlessly bring together IP protection with the physical development and creation of their ideas.

Is there a greater awareness around IP these days?

Education for students on IP is somewhat better than it used to be, however it is still lacking. I lecture once a year in university, to educate engineering students on IP. I think some business courses do look at IP, but not many engineering courses or science courses provide intellectual property modules or really discuss the pros and cons of IP. Many of these students will leave university without a clear understanding that their future ideas will need some form of protection.

There is also a big difference between the UK and the US approach to IP. In the US an inventor will come up with an idea and by lunchtime they will have a patent pending. In contrast in the UK, an inventor will come up with an idea and then spend six months developing it, designing it, getting it made and then two weeks before it's about to launch, think? I haven't protected it! IP insurance is another unknown service. No one really wants to buy insurance, but it can certainly be a useful deterrent. A main benefit of patents and trademarks is the 'deterrent against copying' value. IP insurance strengthens this, giving you

the resource and capability to go the distance and protect your IP.

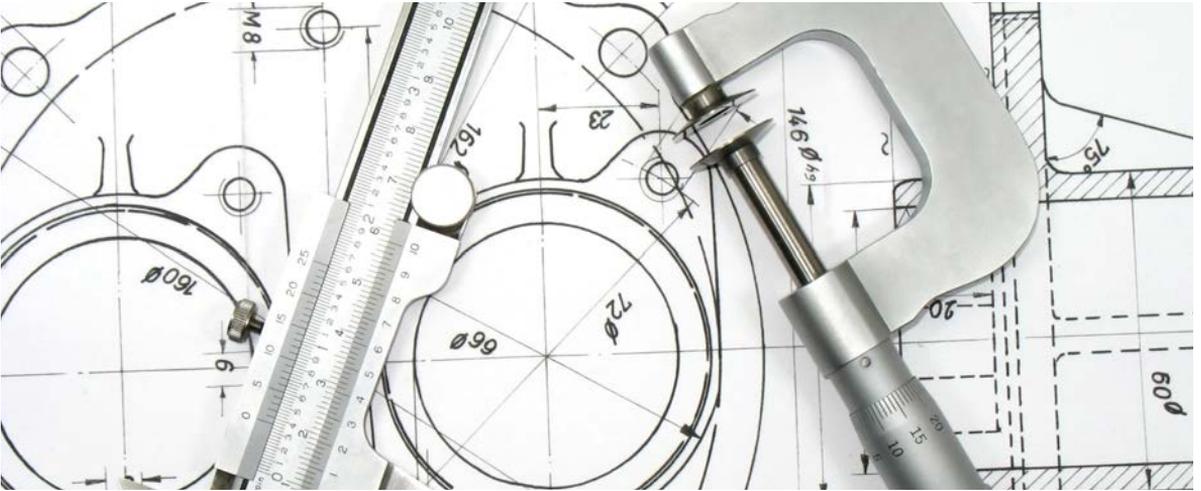
How's your role developed over the years?

Due to the growth of Albright IP I have gone from managing my own work and clients to managing a professional family that need feeding. It is a big responsibility and I don't look at it as just business. This is all about giving people livelihoods, making them successful and trying to let them achieve their ambitions and see them grow.

It is extremely important that our staff feel happy and they feel challenged. It quickly comes back to the teaching. I have to educate the team on how to look after clients, help them work towards their qualifications and push forward their professional development.



THE VALUE IN IP



Robert Games

MANAGING DIRECTOR



TELLS FIGURE 1 WHY DESIGNERS AND INVENTORS SHOULD KEEP IP AT THE FOREFRONT OF THEIR MINDS AND WHAT TO DO WHEN YOU STUMBLE ACROSS AN IDEA.

Ideally you should always be thinking about Intellectual Property (IP) as you go about your work, especially when you realise that you have a product or a design that is worth developing.

Once you've had your 'eureka' moment you should limit who you talk to about your idea,

use confidentiality agreements and undertake some basic internet searches to see if any similar products are already on the market. Searching the free patent databases may help you to develop the idea, but may also uncover competitor patents that may pose a risk to your project.

The IP disclosure rules mean that if you publicly disclose your design then you won't be able to get a valid patent and your options for protection will be extremely limited. Next, talk to an IP attorney about how to best protect your idea. Remember, IP protection can be applied for while you are still finalising your product and before the final design is completed.

Build value in your idea

More than protection, IP can help you secure funding to develop your design or idea. While

the innovative design and functionality of your product will make it desirable and marketable, it is the IP that makes it valuable.

If you protect the work you do by registering your brand as a trademark, your designs through registered designs and your technical developments as patents, then you're creating a value proposition in your product and business.

In the UK, trademarks can be protected indefinitely; designs can be protected through registration for up to 25 years and patents offer protection for up to 20 years. This IP value (dependent on what you do) could last for the lifetime of the business, or certainly for the lifetime of the product that you're trying to promote. Through the Patent Box tax relief system, a patent can also give you significant corporation tax savings.

Why do we need patent attorneys?

The legal process of obtaining patents is relatively complex. It is also essential to get it right first time. This is because if your first attempt at a patent application falls short, you have essentially disclosed your product to the competition without protection.

Patent applications need to include plenty of descriptive wording at the beginning that can be drawn upon later for amendments. You may want to split your application into two applications later to cover different aspects of

the invention, which may open-up different commercial opportunities. A patent attorney will be experienced at crafting the patent wording and will have a good idea of what may come in handy later.

Designers and inventors will of course understand the technical complexities of their own products and innovations, however, they may not be best placed to phrase these technical features in the kind of language expected by patent examiners. Being too close to a project can colour the way you write and often the starting point may not be where you expected.

Patent offices apply rigid and highly specific rules to decide whether an application is allowable, and it can be difficult to foresee and understand their objections if you are not familiar with these rules. An experienced patent attorney will know what to expect and will be able to draft your application with the examination in mind, giving you the best possible chance of obtaining a granted patent.

To put it simply, if you get a good idea, talk to us about how you should approach your IP. We will provide an initial consultation for free, which could help steer you in the right direction. Remember, IP is a long term investment, which should create and maintain value in your business, reduce trading risk, increase profitability and help to secure the future of your business.

WHAT'S GOING ON AT DUKU

ALL THE LATEST NEWS FROM THE PRODUCT DESIGN TEAM



EXCITING TIMES AT DUKU!

We've just moved to our new offices with a huge in-house workshop for prototyping ideas. In addition, we've launched 3 new products this month - dental equipment, a children's teething toy and a medical training mannequin.

GET IN TOUCH AT WWW.DUKU.CO.UK



Bartikins is launched.

Duku created a low cost Central Venous Catheter insertion manikin for **Barts Health NHS trust**. Find out more at: www.bartikins.co.uk



We've just completed the design and manufacture of a new range of dental equipment for **TECHSURG**. Find out more at www.techsurg.co.uk



Duku have finalised the design, development and safety testing of **Boo**, the natural rubber teething rabbit from **Rooba**. Available to buy online soon at: www.amberpumpkin.co.uk

WHAT'S GOING ON AT DUKU

CASE STUDY - STEVE VICK



DUKU have recently completed the design of a SMART bluetooth gas pressure tester for Steve Vick International Ltd.

Traditionally a manual process, the client had developed software that automated and improved the process of testing gas service connections to reduce the likelihood of human error. The tester works in conjunction with a smartphone app to provide key testing information to a central cloud database.

Duku were tasked with creating a bespoke casing to house the necessary electronic assembly and sensors. The brief and operating environment called for a stylish, ergonomically friendly, robust and durable design. Preventing water ingress was also an important consideration.

Extensive concept development and CAD was undertaken to refine the design for mass production. An overmoulded design was created, with soft rubber providing tactile grip points and an activation button. Rigid ABS plastic provides a durable, robust casing. The overmoulded approach also allowed a unique seal design to be created that provided the necessary ingress protection between the two halves of the casing.

3D printing was used to test early development prototypes, before vacuum casting was used to create pre-production samples to be used for field testing.

The product is currently being manufactured in the UK with Duku's manufacturing partners.

TEN YEARS AT ALBRIGHT IP

TIMELINE



2009 - February

KATIE OLIVER JOINS

A dedicated in house trademark department is formed.

2009 - May

SEATTLE

Attended first international trademark conference, INTA

2008 - May

ADRIAN HOCKING JOINS

Bringing much needed support, another chair, and trusted assistant Lynne Horton



2007 - January

ALBRIGHT PATENTS IS BORN in suite 212 - Eagle Tower and Rob's wife bought him a desk and chair (much to his annoyance)



2010 - August

NEW OFFICE

A corner office on 2nd floor of Eagle Tower allowed the team to increase to 6

2007 - February

OBTAINED PROFESSIONAL INDEMNITY INSURANCE to practice as a sole practitioner under the name Albright Patents



2009 - April

BUSINESS SHOW

Levi Roots joins the Albright Patents stand at the 2009 Business show



2007 - March

FILED FIRST DESIGN APPLICATION (series of 10!)

2007 - May

FILED FIRST US PATENT APPLICATION



2010 - 2011

TURNOVER +

Over £1,000,000 turnover



2011 - September
JULIA HOUSE JOINS
Our qualified trademark team is now set to compete with other national firms.

2012 - April
ALBRIGHT PATENTS LLP
We formed Albright Patents LLP on 30 April 2012



2016 - March
GOLD CUP DAY!
Moved into County House, Bayshill Road - our own home! Katie caught checking the odds

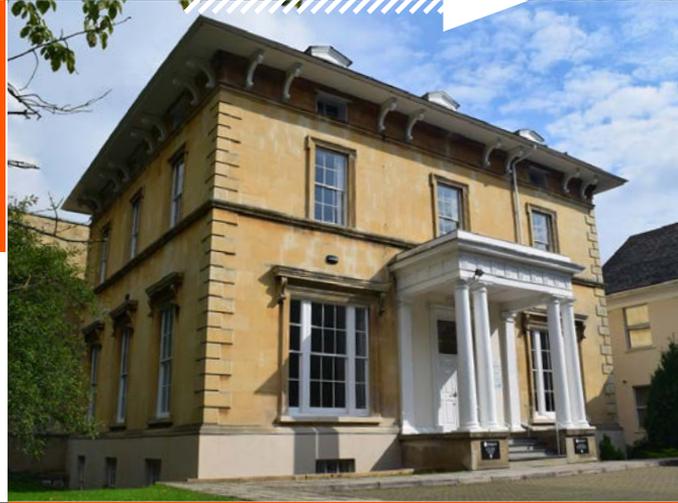


2014
ALBRIGHT IP LIMITED
Albright IP Ltd was formed on 1st November 2014



2013 - May
FORMATION OF DUKU
Set up new product design consultancy to help clients with product development

2011 - October
MOVING AGAIN
A quarter floor office on 4th Floor, Eagle Tower - aiming for the top!



THE FUTURE?





PROTECTION IN EXTREME ENVIRONMENTS:
FIGURE I, TALKS HELMETS, SOUTH KOREA AND
FACEBOOK WITH

Dan Rees

CEO AND CO-FOUNDER OF RUROC





What led you to develop your own range of Helmets?

Our mission is to create the most insane gear to enhance protection in extreme environments. What sets us apart is the fact that we've developed a product which is new and innovative within the ski market. Fifteen, twenty years ago, no one was wearing a helmet, but nowadays everyone is wearing one. The speeds travelled by mountain bikers are similar to the speeds travelled by skiers and snowboarders, but typical ski/snowboard helmets have been modelled after skateboard helmets.

We're trying to increase the safety standards within skiing/snowboarding, whilst bringing a unique aesthetic that sets RuROC ski and snowboard helmets apart from all other brands.

What sets your design apart?

Aesthetically, our RG1-DX helmet design is set apart by the optional chin-guard and seamless integration of helmet/goggles/mask. Functionally, the design is set apart by the fact that it is a

world's first with an optional protective face mask and a world's first magnetic goggle with anti-breakaway locks. Our helmets and goggles give you the best of both worlds. Albright IP has helped us enormously, they've assisted in everything from design registration, copyright protection, trademark registration and defence, and patent drafting/filing. The team at Albright IP are quick to grasp the truly unique aspects of any product that we've presented to them, and their advice has been invaluable over the years.

At what stage, did you start thinking about your IP?

Straightaway, to be honest. The patents were in place pretty much from the start, however we only really started to think about our trademarks after about two years of trading. We started to realise that the brand was growing and it was growing rapidly. We started having problems in South Korea with our branding being copied. Albright IP then came into play and provided us with a strategy to achieve strong global trademark protection.



How has Albright IP supported the company?

They have been a massive support. They are our eyes and ears and a day doesn't go by when I don't get an email from someone at Albright. They provide a trademark watch for us and are constantly identifying anyone who is trying to do something similar or copy us.

What inspires you and your designs?

It's our fans that inspire the designs. Everything we do is fan led. We have 950,000 followers on Facebook who all give us great ideas and feedback. In fact we have now entered the motorcycle market in response to the 40 to 50 daily questions that we were getting from fans, asking us if they could wear our ski-helmets while on their motorbikes.

We know that people love the style of our gear and every time we go to design anything new, we engage with our Facebook fans as well as major Instagram influencers. This is a great place to be, as we just get tonnes of customer feedback before the company even releases a product.

Within your product range do you have a favourite innovation or design?

Obviously design wise the helmets are really bold and look phenomenal. But the innovation that I'm really excited by at the moment is our goggle technology. We developed a goggle technology that we call MagLoc, and of course

Albright IP patented this for us. You need to see it in action to truly appreciate it, but in essence, it's a magnetic frame goggle with anti-breakaway locks, either side of the frame. Other major brands have developed magnetic goggles, without any locking system so a crash would cause the lens to pop-out and potentially risk the wearers eyes getting damaged.

With the MagLoc system our goggles just won't break away, you can literally fold the goggle in half and they just won't move.

So what does the future hold for Ruroc?

As I mentioned we are now going into the motorcycle market, but as soon as we made that announcement, we were inundated with requests for downhill mountain biking helmets! It doesn't stop there either, and requests have been coming in from Paintball and Air soft enthusiasts as well. There are so many different markets that require good protection and good eyewear - the possibilities are endless!

If you could have been behind any brand in the world – which one would it be?

Nike. I've recently read the book Shoe Dog, by Phil Knight, the guy who set up Nike, and it's a phenomenal story, definitely worth reading. We actually bought it for everyone in the business and it's now compulsory reading - and yes we have a company reading list! But it's an incredibly motivating story for anyone developing a business and a brand.

ALBRIGHT NEWS

WHAT'S BEEN GOING ON?



The “Kew Mural” was made by Robert Games, the managing director of Albright IP, before he became a patent attorney. The mural is made from timber from the Royal Botanic Gardens, Kew, London, brought down in the Great Storm of 1987. The mural was based on a drawing, commissioned by Robert, and drawn by a local artist, the late Terry Thomas. The storm of 1987 was the largest storm to hit the UK since 1703, and we are delighted to introduce you to a book, “Windblown” written by Terry Thomas’ daughter, which tells the untold stories of the storm.

The book was launched on the 30 year anniversary of the storm on the 15th October 2017, at the Cheltenham Literature Festival and Robert was delighted to have an opportunity to speak at this event, but also on BBC radio Gloucestershire with Tamsin, the author.



The mural is currently positioned in the Victoria Gate Visitor centre café at the Royal Botanic Gardens at Kew. All of the woods are their natural colours, apart from the bird, which is oak, fumed in ammonia to darken the colour.

It took Robert around 1000 hours to complete the mural, and it was first unveiled on the second anniversary of the storm by the Princess Royal on the opening of the building. The lions and urn are based on stone sculptures, which survived the storm, but which were completely surrounded by huge branches of a Turkey Oak tree, which fell. They represent resistance to the storm, itself depicted by the man. The tranquillity of the gardens can be seen behind the roaring lions, whilst havoc and fleeing animals follow behind the man.

WHAT'S BEEN GOING ON?



We were delighted to attend the International Trademark Association (INTA) annual meeting in Barcelona during May 2017. This was the best attended INTA in 138 years, with attorneys from all over the world coming together to discuss business and practice.

All of our directors attended along with Cloe Loo, who is a European Patent Attorney and is our Chinese attorney liaison. INTA provides a wonderful opportunity to connect with colleagues overseas, renewing friendships, but also making new friends and contacts. It is very important for our clients, because whenever we send work overseas, we want to know that it is in safe hands and that we can pick up the phone to whoever is handling, and receive a warm reception.

Brexit was discussed at length, but of course, business continues as usual. Our European colleagues were as welcoming as ever and Barcelona was a wonderful place to hold this important conference.

Guests of audit, tax and advisory firm Crowe Clark Whitehill and Cotswold Life Business & Professional enjoyed top-class clay shooting at Ian Coley Sporting in Andoversford. Look out for Julia taking aim below!



RISING TO THE TOP

ALBRIGHT IP RANKS AMONGST THE HIGHEST FOR TRADEMARK FILINGS



Albright IP has secured an impressive position in this year's "Top 100" trademark filing league table, published by the Chartered Institute of Trademark Attorneys (CITMA), ranking 18th for UK trademark filings and 39th for EU trademark applications.

Trademark Attorney and Director at Albright IP, Katie Oliver, comments on the ranking:

"This is a fantastic achievement for the team at Albright IP. We started the trademark department back in 2008 and in 9 years, have seen exceptional growth, securing Albright's position as an internationally recognised provider of trademark services."

Published annually in September by CITMA, the filings league table ranks the member organisations in terms of the number of trademark applications filed on behalf of their clients before the UK and European trademark offices.

"The ranking is evidence of the recognition that is attributable to the professional expertise of our trademark attorneys, which our clients have come to expect and value. From the beginning, we set out to do things differently at Albright IP. We work with our clients to not only protect their trademarks but also, to gain the maximum commercial advantage from them."

"With Brexit on the horizon, Albright is adapting. We are advising our clients to review their trademark portfolios and to register their trademarks in both the UK and the EU simultaneously. To facilitate this, we have introduced a discounted "bundle" price, which is proving to be popular".

Katie Oliver

DIRECTOR

 Albright IP





FIGURE 1 SHINES A LIGHT ON:

THE PEOPLE'S REPUBLIC OF CHINA: THE PITFALLS OF FIRST TO FILE, DON'T BECOME A VICTIM



First and foremost, if you manufacture or do business in the People's Republic of China (or are considering doing so), you should quickly and seriously consider Trade Mark Registration.

China operates a "first to file" system of Trade Mark Registration, which simply means that the first person to register a Trade Mark, regardless of the date of first use, secures registered protection.

A number of high profile, global players have fallen foul of this "first to file" system because of

their failure to register a Trade Mark swiftly in China.

Although China acknowledges rights in well-known Trade Marks, as a general rule, unregistered rights are only recognised in very limited circumstances, that should not be relied on in isolation.

Moreover, the enforcement of unregistered Trade Mark rights will almost certainly involve protracted litigation, which would be ostentatiously more expensive than taking the prudent steps of registering your Trade Mark in



the first place.

Contrary to common assumptions about the state of Intellectual Property protection within China, Trade Mark Registration is relatively simple and inexpensive, although admittedly different, and the Courts are increasingly being proactive in enforcing Trade Mark rights.

Indeed, there has become an organised, predatory movement in China based around registering pre-existing foreign Trade Marks. These unscrupulous organisations operate by identifying internationally registered Trade Marks and “pipping to the post” the legitimate right holder.

The acquisition of these Trade Mark Registrations allows the Chinese right holder to hold to ransom, at extortionately high prices, those who have worked hard over many years to build their brand and reputation by preventing the legitimate owner’s use of their Mark in China.

The effect of this extends beyond those who merely want to expand their retailing of products into China, the Chinese Trade Mark system has previously been hijacked by both manufactures and distributors to prevent goods moving both in and out of the country.

The impact of failing to register your Trade Mark in China can have serious ramifications upon the viability of a business venture in China. Further, China is the world’s second largest economy by

nominal GDP, and the world’s largest economy by purchasing power parity, which means even if you don’t quite agree with how Intellectual Property is managed in this State, you can’t really ignore its impact.

Here at Albright IP, we have the necessary expertise to help you and your company navigate this tricky area, as well as more than a few helpful hints. Please do contact us if questions arise regarding Trade Mark Registration in China or other countries around the world.

Julia House

DIRECTOR

 Albright IP





Figure 1 MAGAZINE



Albright IP

PROTECTING INVENTIONS, COMPANIES AND BRANDS SINCE 2007

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