

# Figure 1



CELEBRATING INNOVATION

ISSUE 04



Albright IP | PROTECTING INVENTIONS, COMPANIES AND BRANDS SINCE 2007

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Figure 1 Magazine is published by:  
Albright IP  
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# WELCOME TO FIGURE 1



Welcome to the 4th edition of Figure 1 from Albright IP. A huge benefit of being involved in intellectual property is that we work with businesses across all sectors. There is interesting work for everyone and it is surprising how some everyday products take on new meaning when you meet passionate clients with great ideas.

We are privileged to do the job we do.

Yet again, we've been travelling to try and beat the Brexit blues, with Adrian and Cloe recently attending the International Trade Mark conference in Boston, USA. As China forges forward with ever increasing numbers of patent applications filed, I urge all UK businesses to think strategically with regard to their IP filings. Today's applications will forge tomorrow's monopolies and we don't want to be left behind. Whatever your views on Brexit and the economy, you need to fully understand the implications of IP on your business, and we're here to help.

In this edition we explore how IP can make Britain great and what makes software patentable, as well as meeting one of our more prolific inventor clients and hearing all the latest company news.

We hope you enjoy it.

**Robert Games**

MANAGING DIRECTOR



Albright IP



# WHAT MAKES SOFTWARE INVENTIVE?

WHEN DO YOU KNOW IF YOU'VE CREATED SOMETHING PATENTABLE?



**Freddie Noble**

UK & EUROPEAN PATENT ATTORNEY



Albright IP



*These are questions increasingly being asked of Albright IP. Patent Attorney Freddie Noble explains what makes software patentable and the importance of its technical aspects...*

*As technology advances and becomes more integral in everything we do, some of the most important inventions coming through are innovations in software. But how do you protect a new piece of software? It's easy to understand how a new and inventive object can be prototyped and patented to protect it from would-be copycats. But with something less tangible, like a piece of software, does it work in the same way?*

## **What is technical?**

An awful lot of the software being developed day in, day out, doesn't have a particularly technical aspect. It's often about applying the internet and computer-based processing to everyday business tasks, with the objective of making them more efficient. In these cases, there is unlikely to be a technical invention there to patent.



What we're looking for with software is an invention in a field of technology. I think the difficulty comes with the question: what is technical? It's very difficult to define. Image processing is a great example of something that takes place inside a computer but has been seen as technical. If an image is blurred or wrongly exposed, and I create software to improve that image, then the detail of how I do that might be patentable, because that's a technical process. With artificial intelligence and machine learning, many of the applications are processes that fundamentally take place inside a computer – but on particular data, to achieve a specific result. There's a good chance some of these types of system might be patentable.

With mobile phones there's lots of scope for developing patentable software. Phones now come with all kinds of integrated compasses and accelerometers that try to understand where we are and what direction we're going in, but they're not always 100% accurate. Increasing the accuracy of that is probably a technical problem. Phones are having more sensors crammed into them all the time, and we use them in some ways that are well known or expected. But there's a lot of room for technical invention by developing new ways to use the data from these sensors.

### **Software in industry**

Sometimes software is used in what are more obviously technical processes. We worked on a case where software was applied to help monitor

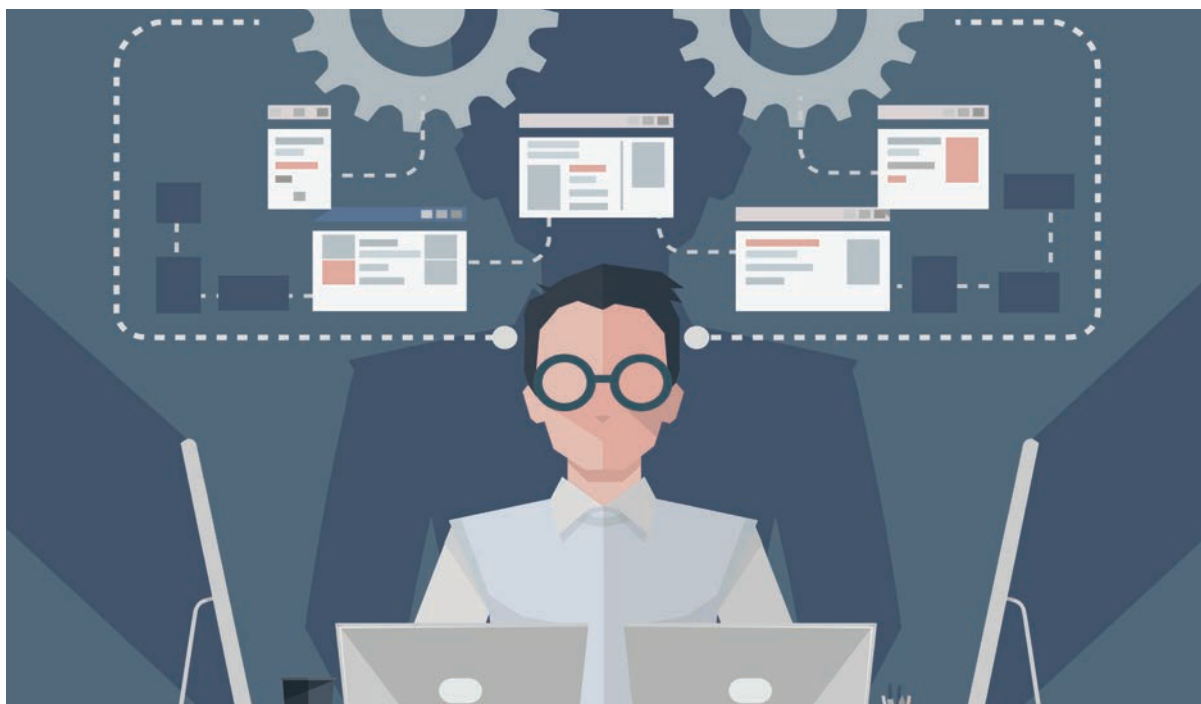
the temperature of a furnace in a factory. The extreme heat of the furnace caused problems, as any temperature probes were destroyed if placed too near. So the probes were placed at a safe distance from the furnace, and clever software was developed to infer the actual temperature and trigger the appropriate response to the data – whether that be an alarm or an adjustment to the furnace. I think that's one of the more clear-cut examples. Yes, the arrangement of probes and other physical parts of the system are most likely patentable, but in that kind of industrial application, the software itself can usually be patented too because what it is doing has a technical result.

### **The grey area**

Unfortunately, the upfront cost of patenting software is often more than for a physical object. It's subjective and uncertain, and that makes it quite difficult to advise. With a mechanical device we can usually have a short conversation and, after half an hour, pretty much know whether or not it's worth applying for a patent.

With software, the answer after that same half an hour is likely to be 'maybe'. We need to spend some time analysing what you've got. And for software we find that, particularly with the UK IPO, examiners raise objections fairly routinely. Therefore, getting a really clear idea of where the technical invention is at the outset is vital to our success. ➡





This can have significant benefit downstream in bringing cases to grant and may help you choose where to put IP budget.

### **Being clever about it**

When it comes to software, it's more important than ever that we speak to the technical people involved to get a full understanding of how it works and why it's special. I think it becomes a little easier to assess when you ask yourself, who are the people involved? Would a technical person be able to make this happen as a matter of their ordinary skill or part of their day job? Or do they say, 'This raised some real issues, I'm going to have to think about how it's done'?

If it's the latter, and the technical person is really having to think about it in technical terms – then maybe the answer is that yes, it's patentable.

If you think you have a piece of software that is technical, or represents an advancement in technology, it's more important than ever to protect your intellectual property. Get in touch with our team of highly skilled advisors who will be happy to assess your invention and, where relevant, help you take the appropriate steps towards a patent. ■

# DOES YOUR BRAND TRAVEL WELL?

PREPARING YOUR BUSINESS FOR EXPANSION IN THE EU AND BEYOND

**Julia House**

DIRECTOR & TRADE MARK ATTORNEY



Albright IP



Trade, global trade is growing and represents a world of opportunity for UK exporters. He cites that approximately 90% of global economic growth is expected to be generated outside the EU in the next 10 to 15 years.

No doubt encouraging UK businesses to explore global exports, find new markets, and structure trade deals with countries outside of the EU is part of the government's financial and strategic planning for the country post Brexit.

## Look before you leap

What business leaders and entrepreneurs need to think about – and what the DIT are not advising upon – is how their brand will sit and be received in a new market. Exporting is certainly a fantastic way to rapidly expand a business to an uncapped audience, however before 'dipping a toe' into the water, it is critical to determine ➔

*With future access to European markets still an uncertain prospect for UK businesses, companies are being encouraged to start developing their business opportunities further afield. Julia House, trade mark attorney at Albright IP, discusses the importance of doing your homework before investing in a new country...*

Back in August last year, the Department of International Trade (DIT) published an 'Export Strategy', setting out how it plans to support businesses of all sizes to make the most of opportunities presented by international markets. The objective: to raise exports as a proportion of the UK's GDP from 30% to 35%. According to Liam Fox MP, Secretary of State for International





the choice and availability of branding, and undertake relevant checks and searches to ensure that it is free to use in any target country.

Trade mark rights are territorial, and it cannot be assumed that registered rights secured in the UK will provide any protection, defence or enforcement rights in other countries.

It is not unheard of for businesses to brand up thousands of products ready for export, only to find out they can't be sold in the country where they are to be marketed. In the same way, a business can initiate an expensive marketing campaign, only to find themselves met with an injunction for trade mark infringement even before their products have been unpacked. In other cases, companies have spent several months setting up and securing a distribution partner, and ultimately found out that they can't send them any products.

To avoid such costly mistakes, it's vital to start local checks and searches as soon as you start exploring the potential for operating in a new country. Look ahead, so that when you launch, your trade mark registrations are already in place or at least pending, to support your marketing strategy.

### **Meanwhile, back in the EU...**

For those companies who continue to focus their energy on the EU as a future trading partner, we also have a word of warning. Up until now, UK businesses have enjoyed a relaxed entitlement to protection

across the current 28 countries of the European Union by way of owning an EUTM registration. Businesses and brand owners who are predominantly focused on the UK market, have secured protection for an EUTM because it has been perceived as being 'good value', even though they have no serious intent to trade in the EU (beyond the UK).

This is set to change. Fundamental to the validity of any trade mark is the rule 'use it or lose it!' Put simply, UK companies currently maintain their EUTM registrations because by virtue of the UK being a member of the EU, their use of a trade mark in the UK is perceived to be use in Europe.

When Brexit finally occurs this will change. The UK will not be in the EU, and companies which only operate in the UK will cease to be seen as using their trade mark in the EU. After five years from grant, their EUTM registration will be vulnerable to a challenge for 'non-use' by competing companies, and the registered right could be lost.

The consequences of Brexit will, of course, work in reverse for holders of an EUTM registration where the owners are based and operate outside of the UK. Their EUTM registration will be cloned to create a separate UK national trade mark registration, but this will become vulnerable to an attack for non-use, if the EU-based owner does not actually use their mark in the UK for a five-year period.





### **What does this mean for businesses and brand owners?**

Look ahead. Think about where you may wish to extend your sales and marketing to, and ensure that you are not barred from entering that marketplace by a third-party owning conflicting trade mark rights that will restrict or prevent your launch or continued use.

Trade marks must be used for a registration to remain valid. This has always been the case, and generally the period of 'non-use' where a registration will become vulnerable to attack is five years from grant, or any five-year period, although in some countries it is only three years.

One of the impacts of Brexit is that the 'non-use' rule will extend to affect UK and EUTM registrations as described above. Use in the UK will not be considered to be use in the European Union, and vice versa.

### **If in doubt, ask...**

Whatever your plans for export, come and talk to us about it. As experts in leveraging the value in your brand, we can offer you professional and strategic advice on how to approach new markets in both the EU and rest of the world. We will ensure that your trade marks are in order, and make sure you are set up to become part of the UK's success story. ■



# IP TO MAKE BRITAIN GREAT

## PROTECTING YOUR ASSETS FOR THE FUTURE OF YOUR BUSINESS



*Robert Games, MD of IP attorneys, Albright IP, calls for action from British engineering companies to increase their IP or risk face being squeezed out of their respective sectors...*

The marketing strategist Michael E. Porter once said: "Companies have to be very schizophrenic. On one hand, they have to maintain continuity of strategy. But they also have to be good at continuously improving."

While Porter was referring to the need to keep customer interest and demand high, IP protection plays an important role in this. However following a stagnation in British IP filing in recent years the UK has seen an increase in competitive filing from foreign countries such as China (a country

incentivised to file UK patents). The UK has a great background in innovation but it must keep innovating and securing its IP or face losing its competitive advantage.

While UK businesses actually increased patent filings with the EPO (European Patent Office) in 2017, its overall share of patent applications remains very low and in the same time Asian businesses have significantly increased their European applications.

To illustrate this, China's patent filings have increased from 6,486 in 2008 to 50,517 in 2017 an increase of close to 800%. In the same time the UK has only increased its patent filings from 7,172 to 7,530 \*.



### IP holds the key

A patent held by a company will last for 20 years, after that it can be copied and the product can be utilised by a competing business. It is only by continually making improvements to an innovation (and filing for a patent) that protection around a product or process can last indefinitely.

This type of product development helps you to keep your IP safe. As soon as we slow down on our research and innovation, it's only a question of time before UK businesses lose ground to foreign competitors. Once an original patent lapses, a competing foreign company could easily get a patent granted on an improvement and then you're locked out of that patent.

If the UK does not uphold its level of innovation, it may start to leave gaps in its IP and as time progresses the UK might find it loses both its patent landscape and its competitive edge.

The result: UK businesses will lose opportunities to cross license IP, lose the ability to claim much needed patent box and get squeezed out of the markets they helped to create.

### So, what can we learn from China's approach?

The last few years have seen China become one of the world's leading innovators. In 2016 (according to the WIPO) China filed more patent applications than the US, Japan, the Republic of Korea and the EU combined! And there are certainly lessons to learn from China's proactive approach to filing IP.

In the UK the investment for IP is front loaded, and with a first-to-file system it's pretty simple – you may have a great idea but you face a considerable initial outlay to secure the IP.

China has tackled this issue by actively incentivising its businesses and start ups to file across the world in other nations. China offers a grant to help fund the patent application, which is followed by a second bonus grant if they are successful. I believe the UK should follow this lead; if a business has genuine prospects of success, upfront funding to help gain IP across the world is surely beneficial to all involved.

By using IP competitively, we can maintain our home advantage while also gaining a foothold in new markets. Countries such as India are still relatively cheap to file in and securing patents in countries which are likely to see huge growth over the next ten to fifteen years could be very important for both production and sales.

Ultimately we need to think more carefully about where we are filing as a nation of innovators. We don't want to lose hold of the innovation that has made Britain great and miss out on the opportunities to exploit emerging markets. ■

*\*Patent filing statistics 2008-2017 per country of the first named applicant.*

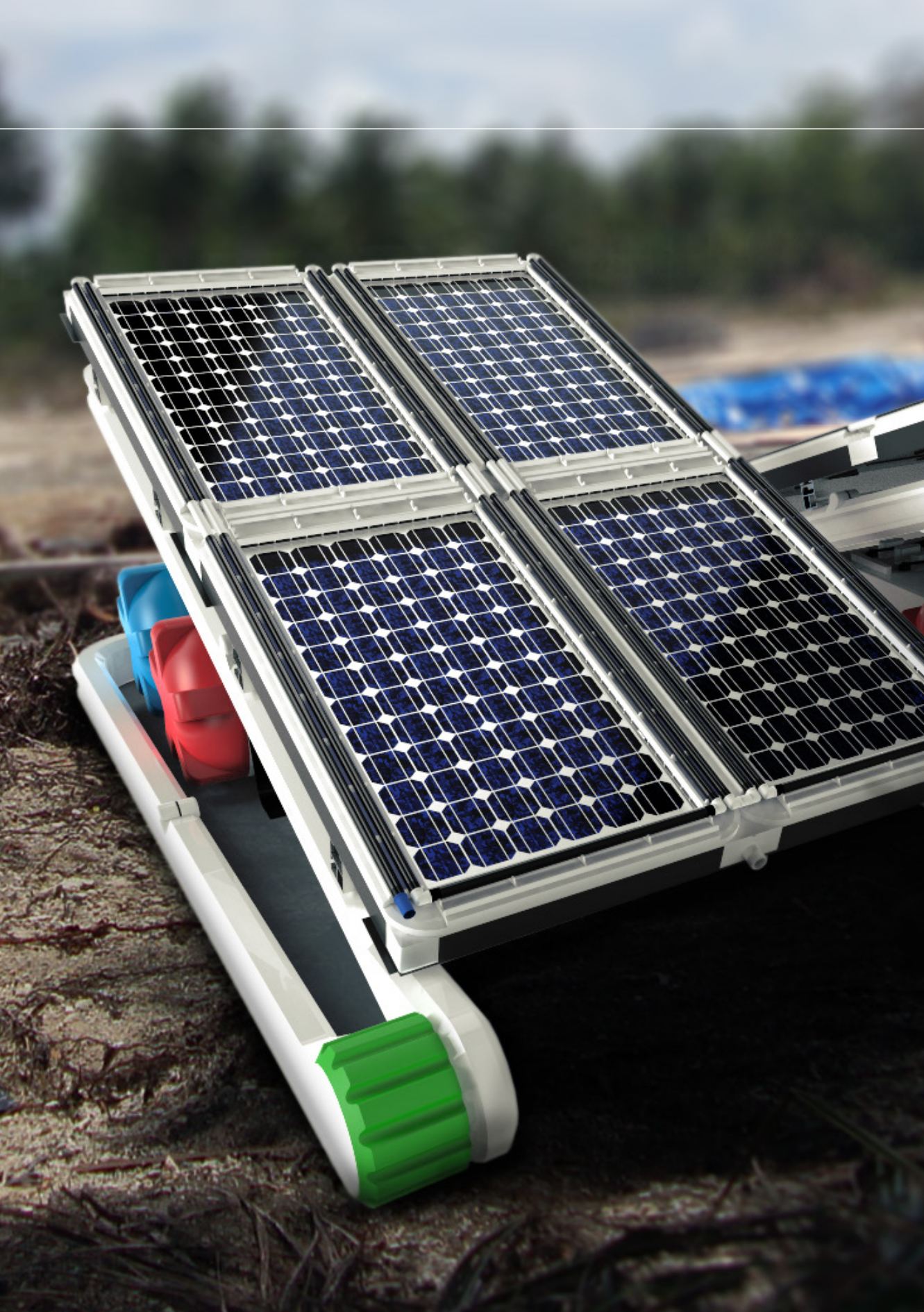
**Robert Games**

MANAGING DIRECTOR

 Albright IP







# THE INVENTOR

## CLIENT INTERVIEW



WHAT DRIVES THE ENTREPRENEUR? AND HOW  
CAN THEY TAKE THEIR IDEAS FURTHER?

FIGURE 1 SPEAKS TO

**Dr Wendy Thomson**

INVENTOR AND ENTREPRENEUR

ABOUT HOW SHE TURNS LIFE EXPERIENCE INTO  
INNOVATIVE IDEAS THAT MAKE A DIFFERENCE,  
AND HOW ALBRIGHT IP AND ITS SISTER  
COMPANY DUKU HELP HER DEVELOP AND  
PROTECT HER INVENTIONS.







Dr. Wendy Thomson has been working regularly with Albright IP and Duku for several years, considering and evaluating her ideas and securing patents to protect them. But her unstoppable ideas and innovative spirit can be traced back much further, she says. Her journey through life has taken her down many unexpected routes, but each turn along the way has added resourcefulness, resilience and renewed inspiration for ways to make a difference. And when she is asked about what drives her creativity, she's very clear that it goes right back to her roots:

"I was a farmer's daughter. And if you're a farmer's daughter, particularly growing up in the war, it was all about survival and being resourceful. I had to milk the cow before school and work alone in the fields. There was no-one to ask how to solve a problem – I had to improvise. I had to be innovative. In that sense, the farm was my university.

But it was later on that Wendy really began to apply these skills to new inventions that could help others. A holiday in her early teens motivated her to

leave the farm behind and branch out on her own. She had often helped out at a local rehabilitation centre, talking to the patients and helping them get outside, and a manager there suggested that she would make a good therapist.

Wendy became the youngest state-registered therapist in the country at the age of just 19, subsequently undertook post graduate training and started working with brain-damaged children.

"Because I was treating babies, I could only be hands on with them for a very limited time. So, I started developing equipment that facilitated my treatment aim. I worked with some major manufacturing companies who made the prototypes for nothing. But I was only 23 at that time and I didn't realise my inventions could have been patented.

"I've never stopped innovating, and in every job I've ever had I've tried to make a difference through innovation. I'd apply a different method of doing things to everything I was involved with."





But fast forward a few years, and unforeseen circumstances meant Wendy needed to rely on her clever thinking more than ever. Her husband suffered a stroke, and Wendy needed to care for him. She sold their cattle, as tending them properly was a bridge too far on top of her new responsibilities, and she decided to use the money to do something she'd wanted to do for a long time – secure a patent on an invention she had developed.



She worked with a very good firm in Salisbury to make a prototype of her therapy swing – which she describes as the best progressive non-weight-bearing equipment out there – to help people with a wide range of disorders. It appeared on the BBC's Dragon's Den and Wendy secured research funding from the University of Coventry to continue its development. Soon after, Wendy came across Albright IP and its sister company, Duku.

"Together, Albright IP and Duku offer the exact mix of services that an inventor like me needs. If I give them a patent idea and ask, 'Is this worth pursuing?' they work together as an umbrella organisation to save time and money by cutting

out the middlemen. This is what you need as an entrepreneur."



Despite having so many years of inventing under her belt, the world of patenting is still a minefield for Wendy. She's continuously learning and getting a better feel for what would be patentable and what wouldn't. But with Duku to help develop and produce working prototypes, and Albright IP's skill in bringing patents to fruition, Wendy can be confident she has the ideal support team and the best advice to make her ideas marketable.

"To start with I spent a lot of time finding out how they all work together and whether I could approach them – thinking, 'How far can I trust them?' And then, as time passed, being very pleased that I could. Now there's a camaraderie between us that you can't take for granted. I know they'll be honest with me and I'll be honest with them. There's transparency between us."



This working relationship continues to build over time and has so far produced four patents. Wendy's successfully patented inventions include the I-Go Desk (pictured pages 14-15) – a comfortable working platform that can be used to create a personal space to work or relax anywhere. It can be folded down into a handy trolley or folded down even further for easy carrying. It's particularly convenient for those on the go, or people who work in the field such as artists or surveyors.

Also patented, her Harvester (pictured pages 12-13) is a clever solar energy and rainwater collector designed to be portable, retrofittable and modular. With environmental awareness increasing globally, it is a neat and clever design which can be graded to suit the output needed. It sources energy and water sustainably and is well suited for use in remote areas or even disaster zones.

Wendy also has patents pending on her HiCycle (below) – an evolution of the bike using a combination of pedal power and battery

technology to open up cycling to a broader range of users. For those with limited mobility it provides the backup of assisted power while still allowing the user to exercise.

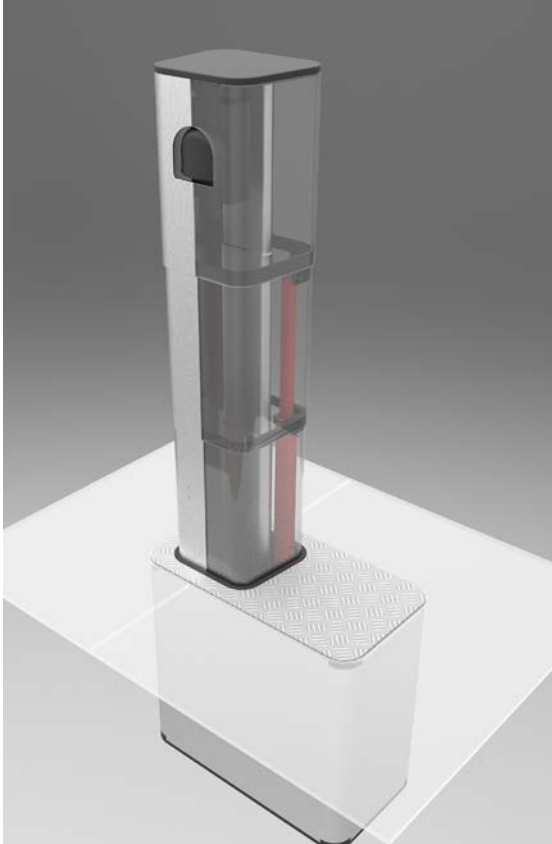
However, she feels duty bound to point out that the cost of bringing an idea to market is expensive, and the most difficult part is exploiting the IP, which needs to be considered seriously by potential inventors.

"Working with Duku and Albright IP has given me the support and the confidence to keep inventing. For me, it's not just about the money, it's about producing something that makes a difference. I actually enjoy the very creative relationship I have with all of them; not just the patent attorneys and designers but with the office staff. They're passionate about things, and they bring that into the equation," says Wendy.



# INNOVATION NEWS

## POP UP PROTOTYPE BRINGS WHOLE-STREET E-CHARGING A STEP CLOSER



*Earlier this year Albright IP's sister company, design agency Duku, unveiled its prototype for a unique charge point for electric vehicles (EVs). The pop-up bollard, which retracts underground when not in use, is the centrepiece of a whole-street trial due to start in Oxford in the Summer.*

Up to 85% of people living in urban areas only having access to on-street parking, which limits their ability to charge and therefore own EVs. But these clever bollards will eliminate the need for

EV-only charging bays or any changes to parking restrictions – are installed at multiple parking spaces along the street, and EV drivers can simply raise them up when needed, using an app on their phone. When not in use they disappear back into the ground, minimising impact on the urban environment.

It's the brain child of EV charging company Urban Electric Networks Ltd, working in partnership with the design team at Duku and Oxford City Council, who recently announced a proposal to create the world's first Zero Emissions Zone in 2020.

Andrew Aylesbury, Director at Duku commented. "It's a complex design and we've had to work around different terrains, the depth it could be submerged due to facilities already underground, water resistance and interaction with an app. But overcoming challenges is something we are good at and we're excited to trial the first prototype."

Helping to secure the future of the invention, Duku worked with Albright IP, to register patents, protecting its development and securing the value in its design. A world first, the project is going ahead thanks to £474,000 of funding from the UK's innovation agency, Innovate UK.

Innovate UK's Director of Clean Growth and Infrastructure, Ian Meikle, said: "Making sure we have the right infrastructure to encourage more people to switch to electric vehicles is ➡





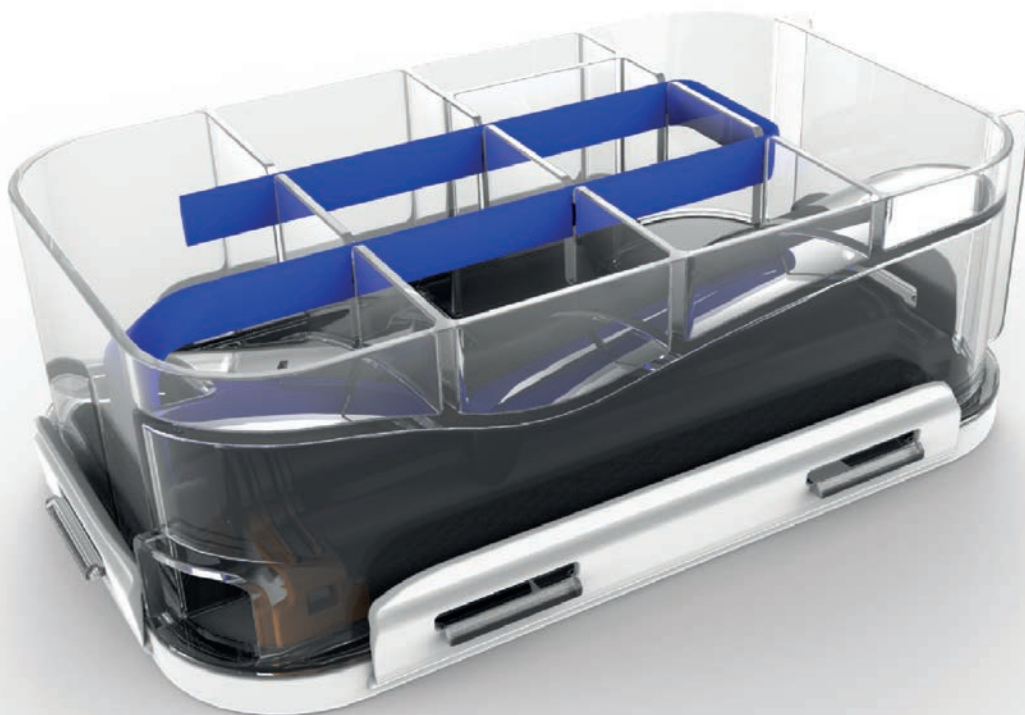
- ➔ key to meeting the air quality challenge and this exciting project has the potential to be rolled out across the whole country, so we're very interested to see how it progresses."

The prototype will undergo constant testing when installation begins on Lonsdale Road in Oxford in the Summer. ■

*Meanwhile, Duku and Albright IP have been collaborating with Barts Health NHS Trust to produce a revolutionary new medical training device. The Bartikins 'Preedy Neck' looks like a lunchbox, but within the plastic box is a clever manikin mould, complete with a vein and artery, on which medical staff and students can practice inserting a central venous catheter.*

Barts Health NHS Trust, the UK's largest NHS Trust, identified a need for an alternative to the traditional training manikins which can be prohibitively expensive and, after a few uses, not only suffer from wear and tear but also show up telltale puncture marks. These then offer clues to the trainee that simply wouldn't be there in a real-life situation.

Barts approached Duku and Albright IP to come up with a more practical device – a cheap and easy solution to the problem that, crucially, was also reusable. Their response was a clever design the size of a lunchbox, offering an inexpensive way to produce new, puncture-free manikins, time and time again, for each candidate to work on.







The box works as a mould into which a gelatin or silicone solution can be poured and left to set, with clips to hold the artificial vein and artery in place. Coffee whitener is mixed with the gelatin to achieve opacity, while pigment can be added to the silicon to make it flesh-coloured. The result is a lifelike partial manikin on which trainees can perform the entire procedure, including an ultrasound scan. The vein and artery can be filled with artificial blood to make it even more realistic.

Duku worked closely with clinical skills tutors and clinicians at Barts to develop and refine multiple prototypes, and with the final design approved, Albright IP provided intellectual property advice, while Duku sourced a manufacturer in China to ensure an affordable end product.

“Our aim was to give a first-puncture experience during training, and we’ve been able to achieve this with a cost effective, re-usable design and ingredients that are readily available and inexpensive. Ultrasound scans work perfectly on the manikins once set, so we can replicate an operation that is as true to life as possible, from start to finish,” says Alex Lee, Director at Duku.

Not only does the Bartikins Preedy Neck work in a practical sense as a cost-effective, reusable training device for its own doctors and surgeons, but it also provides a new revenue stream as a marketable product that can be sold to health trusts in the UK and beyond. “Barts Health NHS Trust is delighted that its collaboration with

Duku has resulted in this simple solution to what was once an expensive problem,” added Dawn Zucker, Simulation and Essential Clinical Skills Co-ordinator for Barts Health Academy. “We’re really pleased with the solution the team have come up with. Having realistic and cheap devices for our trainees to practise on is so important for any medical training facility. While this cost-effective solution can be reused indefinitely it provides a very realistic manakin for the development of our future health care workers.” ■

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*Congratulations to our long standing client, Auger Torque Europe Ltd, who has been honoured with a Queen’s Award for Enterprise in this year’s category for International Trade. The company, which is a leading manufacturer and global provider of earth-moving attachments was recognised for the award in acknowledgement of its outstanding contribution to international trade.*

Albright IP has worked with Auger Torque for many years supporting the business as it experienced significant growth through targeting new international markets. In the last three years the company has achieved an impressive 60% growth.

Today, Auger Torque boasts five manufacturing and stock holding facilities globally, as well as a network of over 150 distributors and dealers spread all over the world. ➡



► In our last edition of Figure 1 we interviewed Alistair Brydon, Group Managing Director, about the role that IP had played in helping them to prepare for their sale to German attachment manufacturer, Kinshofer and how IP supported them to leverage the value in the company.

"When we were selling the business, IP was a key part of our strategy for its valuation. We'd had a strong brand presence for twenty years, and a strong product line, so it was important to demonstrate to any new owner that our brand was secure and our patents and trademarks were locked down around the world," said Alistair.

"Albright IP has always acted as a partner to Auger Torque. They've helped highlight the opportunities and the risks that we faced with IP protection as we became a global business with more and more product lines. We're always able to have an open conversation with them. They take a technically complex, confusing subject and make it simple and very clear for us," he added.

Albright IP is very proud of its long-term partnership with Auger Torque and to have played a part in its journey of innovation, and we welcome the recognition of the Queen's Award for Enterprise for their hard work and achievements. ■

# ALBRIGHT IP NEWS

ALBRIGHT IP RANKS IN CITMA'S TOP 20 UK-BASED TRADE MARK FILERS



*The Chartered Institute of Trade Mark Attorneys (CITMA) has once again compiled its list of the top 100 UK-based filers for UK trade mark applications, and Albright IP ranked at number 20.*

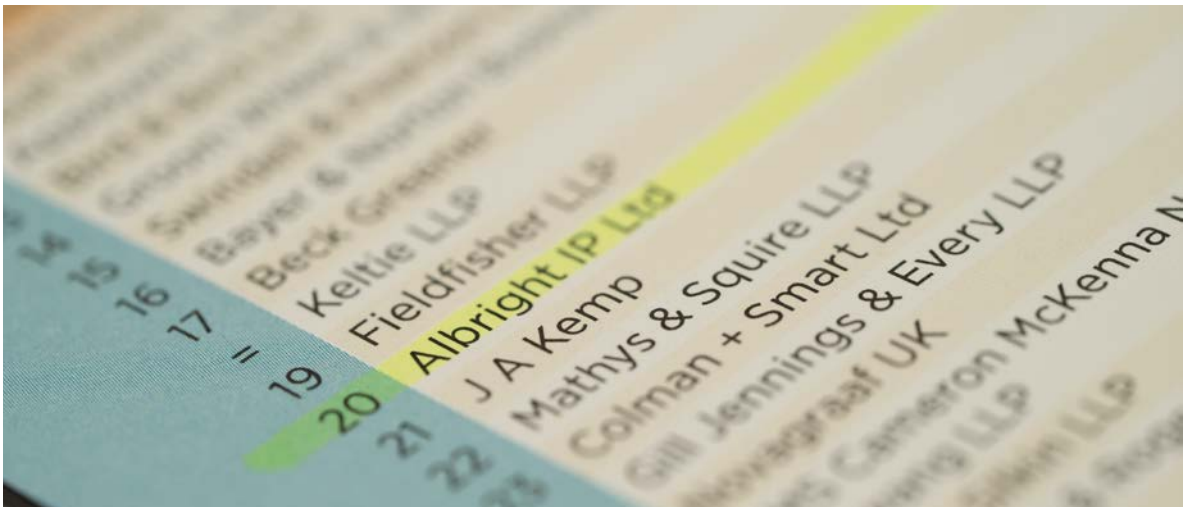
Listed above many larger and longer-established firms, having filed a total of 292 UK applications in the last calendar year, this achievement is all the more remarkable given the size of this firm. In addition, Albright IP filed 114 EU applications, bringing them in at number 50 for European trade mark filers. The lists were compiled with the help of Corsearch data, and include firms and individual practitioners.

Julia House, Trade Mark Attorney and Director at Albright IP, said, "Our director-led approach appeals strongly to new customers, and continues to be a source of reassurance to our existing clients. We work hard to give the best possible advice on everything to do with trade marks, and our strong international business links with law firms across the globe mean we can give sound commercial advice that is relevant to our clients wherever they may be operating. This

all contributes to a high success rate when it comes to filing trade marks. Then we continue to advise and monitor the relevance to their business at every step, which means we develop great working relationships with our clients and they return to us time and again."

These impressive rankings reflect a period of strong growth for the firm. With three new additions to its experienced team since the start of 2019 and an additional office that opened in Cornwall last year, Albright IP has become a leading authority for all matters of intellectual property protection and enforcement in the South West.

Managing Director Robert Games, said, "The team's hard work and determination this year has yielded great results – we have secured significantly more trade marks than many of our peers, and are above some seriously large firms in these rankings. This is testament to the quality of our service, and we plan to build on our solid client base as Albright IP goes from strength to strength." ■



*Arubus Chartered Accountants, was formed following the retirement of one of the senior partners from Gardner Brown. The remaining partner, Bonnie Connolly, created Arubus with the backing of Albright IP. The five-strong accountancy firm is now established alongside Albright IP's sister company, Duku, in William Burford House in Cheltenham. Robert Games, Managing Director of Albright IP, explains why Arubus is a great fit for the Group..*

Supporting our clients to achieve their innovation goals is at the core of what we do and sets us apart from the crowd.

Years ago we identified a need to help our clients develop their ideas into prototypes, so we created Duku. Today, Duku has over 500 clients and delivered award winning products while supporting clients through crowd funding and full-scale manufacturing.

As with product design, it is important that clients take accountancy advice at an early stage and having Arubus on hand will enable us to offer a more joined up service. For many of our clients, Intellectual Property not only secures a market monopoly, but also provides an opportunity to leverage significant tax savings through R&D tax credits and the Patent Box tax incentive and we are keen to support our clients to achieve this.

Since April 2017, businesses have been able to take full advantage of a 10% corporation tax rate on profits derived from patented inventions. This means that with a patented product you can receive around 50%



reduction in corporation tax. This is no small amount and the reduction lasts for the lifetime of the patented product. An incentive any company needs to be making the most of, so it's important to approach them from a strategic point of view.

Arubus also offer general corporate and personal tax advice and can help early stage clients with accounting software implementation and training. With Arubus as part of our group, we can not only provide our clients with advice on how to develop their IP strategy but we will soon be able to help them with their tax savings.

So if you think you might be missing out on tax savings, the first step is to come and talk to us at Albright IP so that we can make sure any and all potentially patentable inventions are protected and identify any relevant tax savings for you. ■



*Albright IP has welcomed four new members of staff to its offices. Following an exceptional year of growth in 2018, the new team members will help to strengthen our offering of professional and cost-effective intellectual property (IP) protection for our clients in the UK and across the globe. Our new employees take the total number of staff up to 26 at our Montpellier headquarters.*

Commenting on the new arrivals, Albright IP Managing Director Robert Games said:

“These new team members have given us a real boost and we’re delighted to have started 2019 on such a strong footing. They are already supporting our clients and making their individual contributions to our overall delivery of quality legal advice and practice in all matters relating to Intellectual Property.”

### **Meet the new team members (left to right)**

With each of the new additions bringing their own interests and insights to the team, you can find out a little about them here...

#### **Adrian French, Trainee Patent Attorney**

Having completed a BEng in Systems Engineering and an MSc in Advanced Biomedical Engineering from the University of Warwick, Adrian worked as a

UK IPO Patent Examiner for four years. Training as a patent attorney, he is also currently completing an LL.M in Intellectual Property Law.

#### **Christina Chan, Trainee Trade Mark Attorney**

Christina joined straight from Queen Mary University of London, where she completed an MA in Intellectual Property Law. She is particularly interested in the interplay between Intellectual Property Rights, the right to freedom of expression, and their place in the age of interactive and collaborative online activity, and she brings a fresh enthusiasm to the team.

#### **Jennifer Pitman, IP Administrator**

Jenny holds the Patent Administrator’s qualification awarded by the Chartered Institute of Patent Attorneys (CIPA). She has years of legal experience, both in the UK and her birthplace of Bermuda, having previously worked in IP with a focus on patents and registered designs.

#### **Helen Morris has joined as IP Administrator**

Due to attend the CIPA Administrator’s Course later in the year, Helen will be assisting with initial client enquires, through patent and design filing and the various stages of the application process to grant and maintenance. ■





# Figure 1

## MAGAZINE

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Albright IP

PROTECTING INVENTIONS, COMPANIES AND BRANDS SINCE 2007

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