

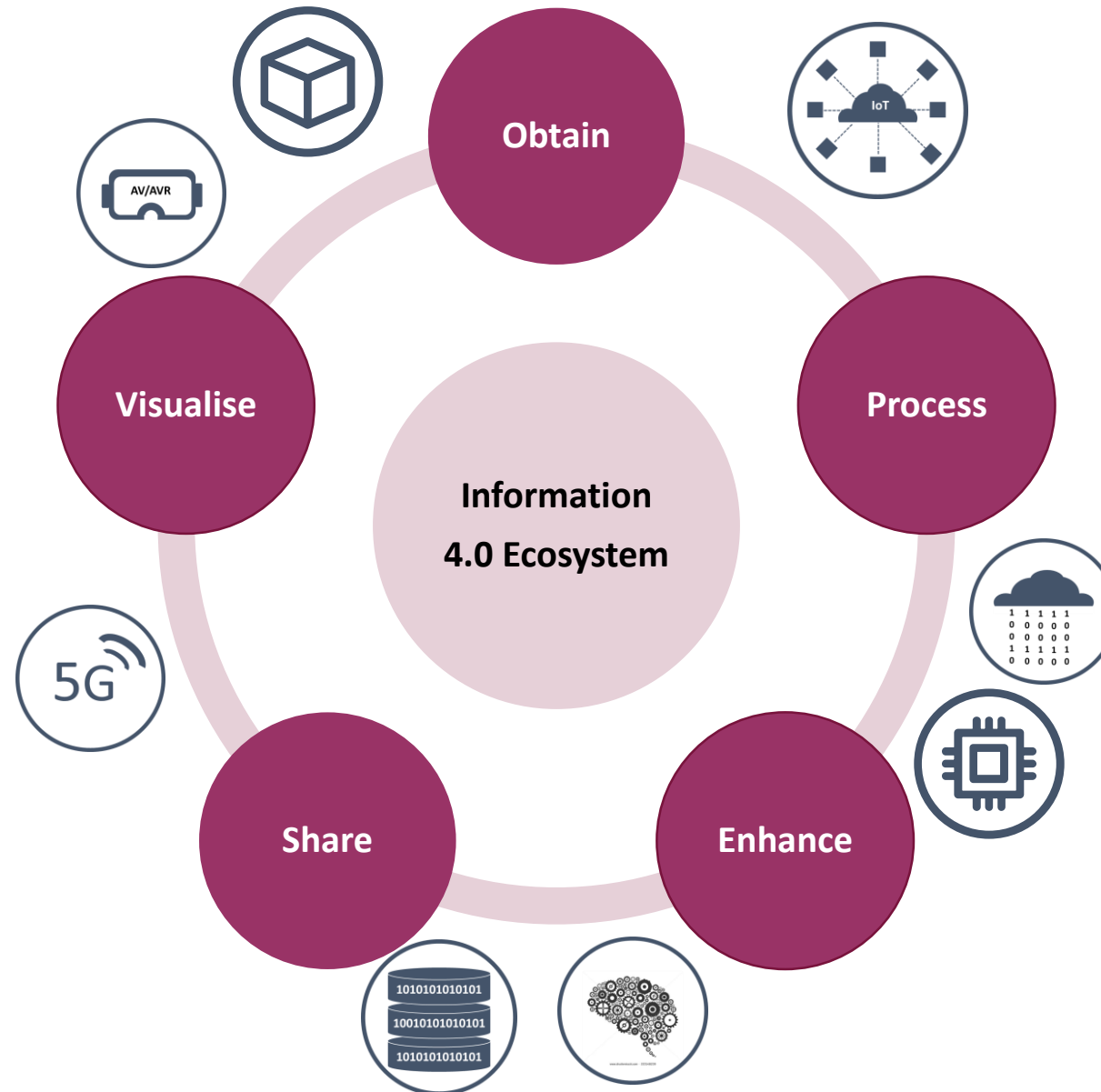
Protecting your innovations in the era of automation

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MacLachlan & Donaldson

Industry 4.0 – An information ecosystem



Nature of information- a Patent Attorney's view



Cognitive

- Aimed Directly at the end user
- Only meaningful to the user
- Loss of information has no direct effect on the technical working of the system

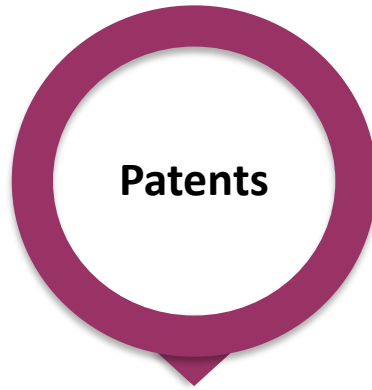


Functional

- Information is used by other systems
- Visibility on how the system works
- Loss of information will prevent the system operating correctly



IP protection for industry 4.0 innovations



Patents



Trade-Secrets



Trade Marks



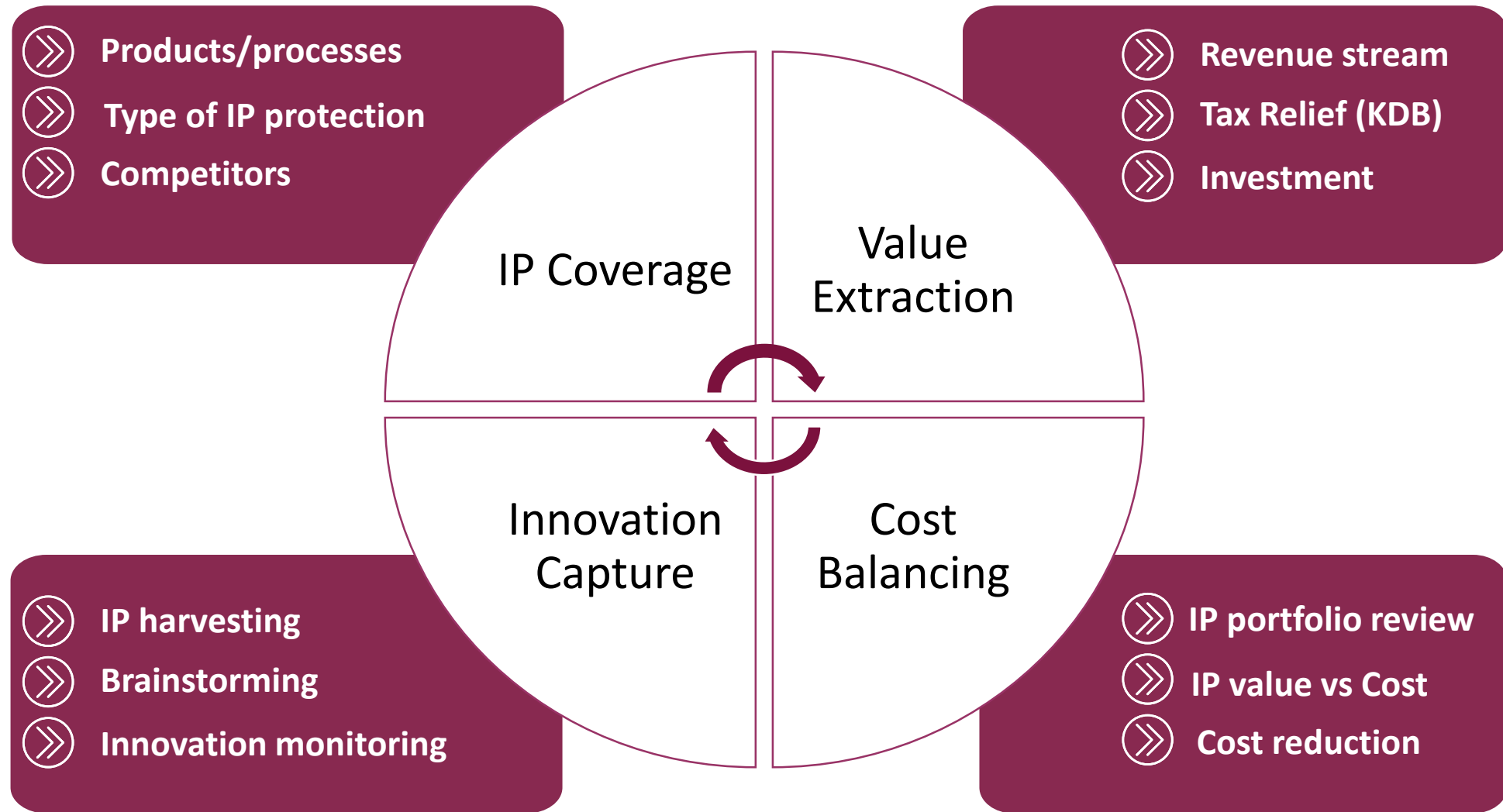
Designs



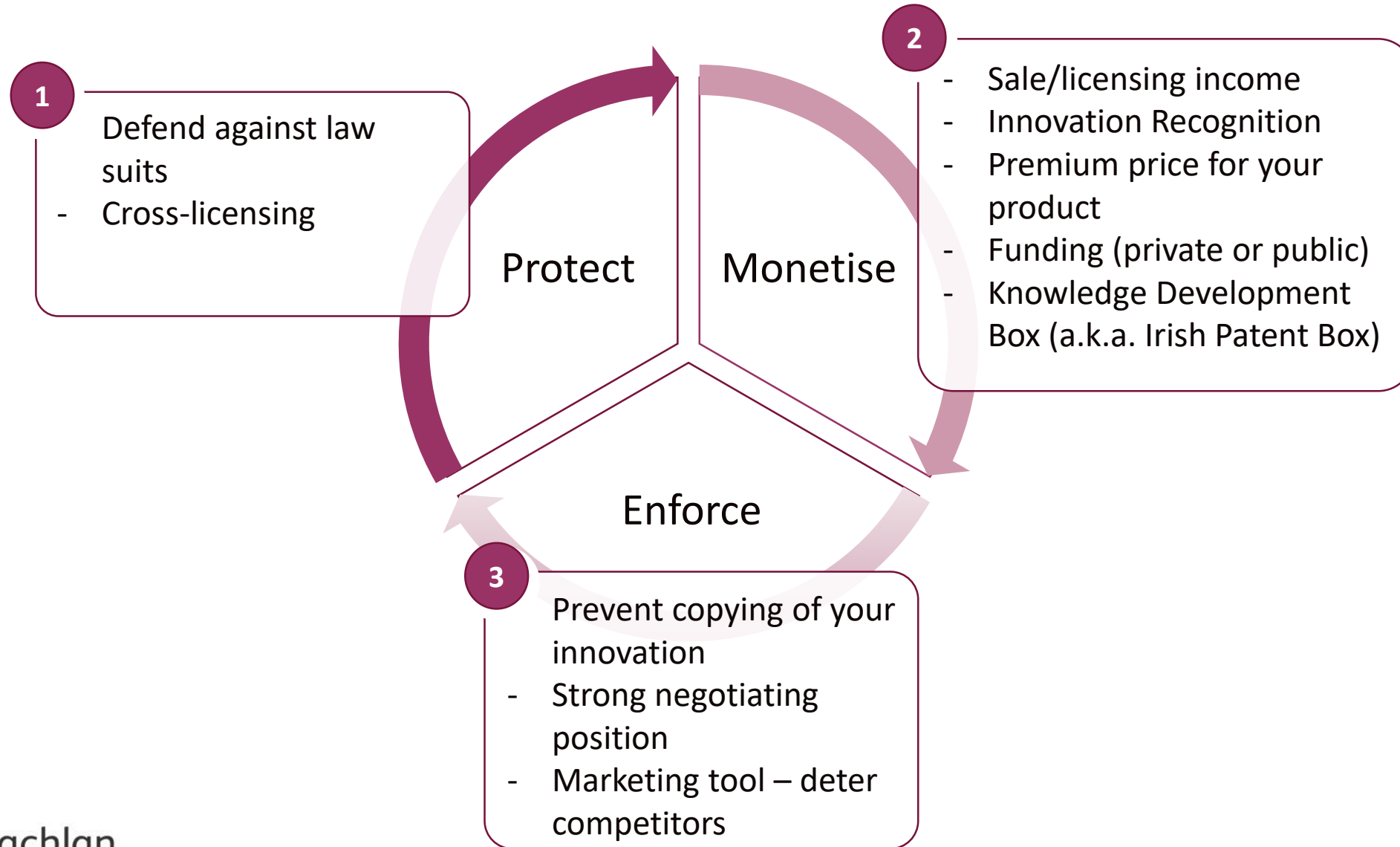
Copyright

Term	20 Years	Unlimited (unless made public)	10 years (renewable)	25 years	lifetime of author + 70 years
Type	Registered	Automatic	Registered	Registered	Automatic
Protection	New, not obvious, & technical solutions	Confidential & valuable Information	Brand/3D shapes	External product appearance with a unique character	Original content/creations

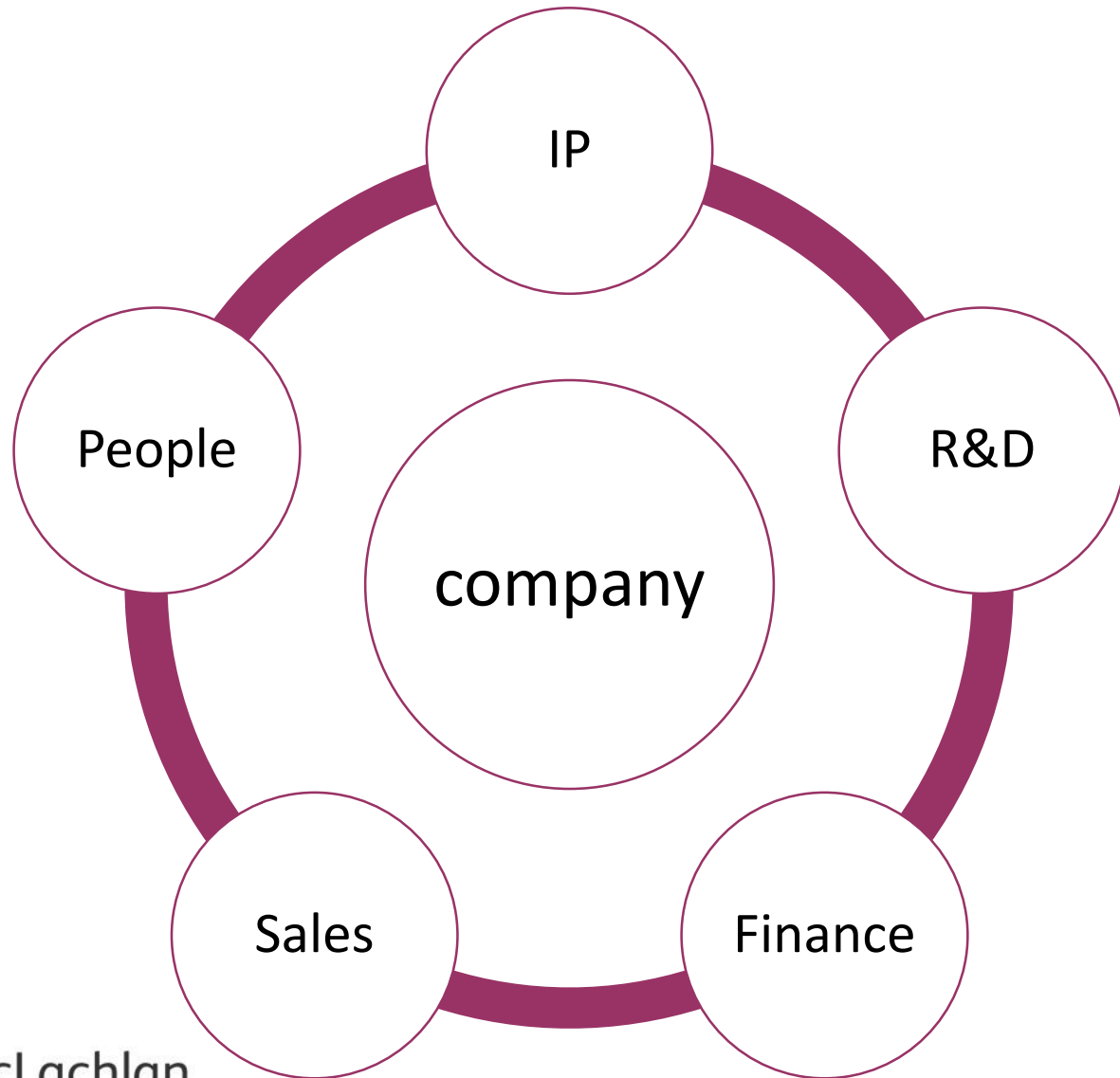
Defining an IP Protection Strategy (IPPS)



IP Protection Strategy (IPPS) benefits



The role of IP in your company



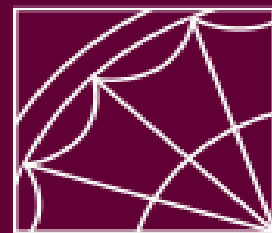
*“If you're trying to create a company, it's like baking a cake. You have to have all the ingredients in the right proportion” – **Elon Musk***

Thank you!

Meet our IP experts at stand **J08**
#protectyourideas



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INTELLECTUAL PROPERTY ATTORNEYS