

Innovation in agriculture: why it matters, how to spot it, and how to protect it

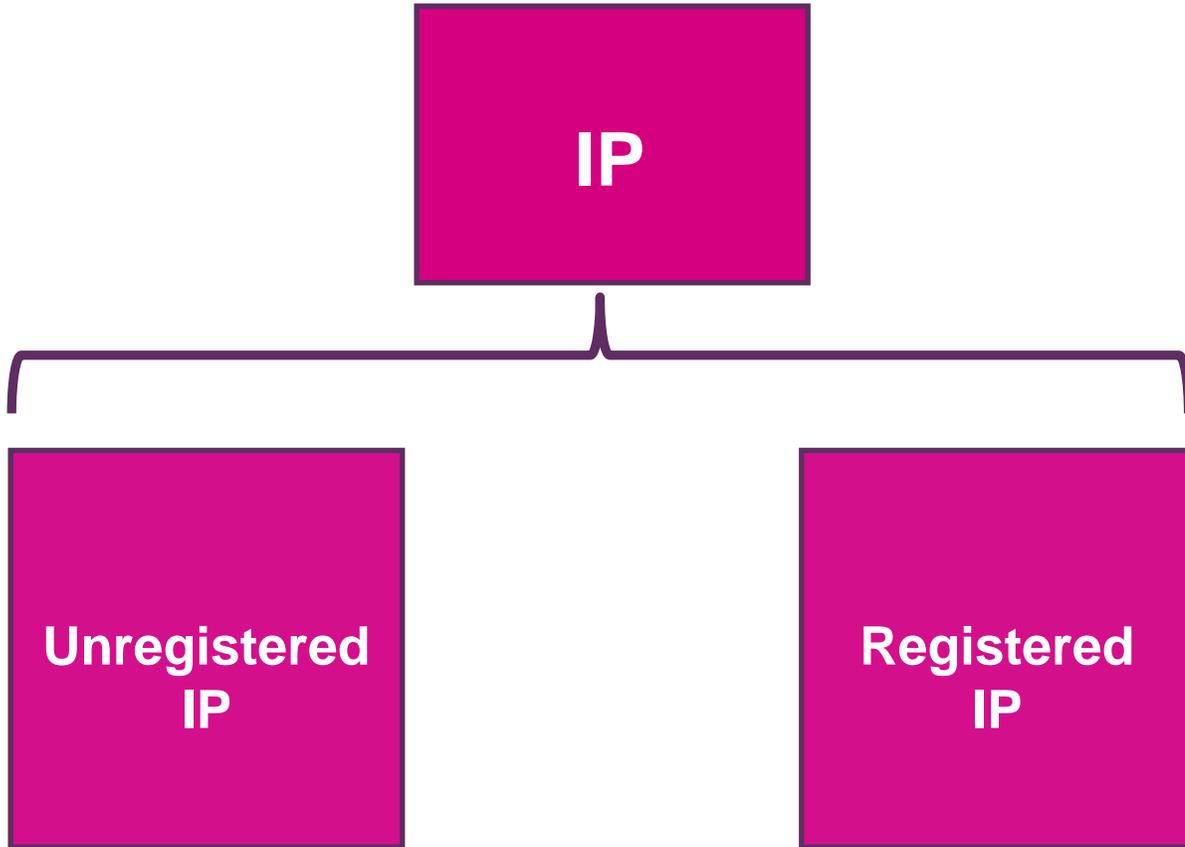
Mark Callaghan
UK and European Patent Attorney

4 November 2021

Overview

- The food industry faces great challenges
- Overcoming these challenges will require innovation
- Innovation, in turn, generates IP (intellectual property)
- Protecting IP by registering it:
 - enables you to capitalise on your investment
 - supports collaboration by allowing you to share ideas freely

Types of IP



Types of registerable IP:

- Patents
- Registered Designs
- Registered Trade Marks
- Plant Breeders' Rights

For a drinks can, some registered IP could include:

- logo/name/colours
- shape of can and overall design
- ring-pull mechanism, filling process
- ingredients

What is a trade mark?

- A sign or badge of origin, that identifies a business or its products and distinguishes them from those of others

- Marks that can be registered include:
 - words
 - figurative marks, such as logos
 - stylised characters
 - colours
 - sounds
 - shapes

Registered trade marks

- Registrations are associated with particular goods and services
- Distinguish your goods and services from those of your competitors
 - indicate the origin of the products or services
- Relatively straightforward registration process
- Prevents others from registering the same trade mark
- Underpin value in your brand

Designs

A registered design can be used to protect the look and aesthetic qualities of a distinctive product.

The elements of a design that can be protected through registration include:

- lines
- contours
- colours
- shape
- texture
- materials
- ornamentation
- logos

Patents

- A right that protects technical inventions. Specifically, a patent provides the right to prevent others:
 - making, importing, using, selling, offering to sell, stocking products covered by your patent
 - using, offering to use, a process covered by your patent
 - importing, using, selling, offering to sell products made as a result of a process covered by your patent
- Patents last up to 20 years
- Complicated registration process – but a valuable asset once registered
- Threshold for patentability lower than often assumed: no need to have revolutionised your field

Patents

Patents can be used to protect:

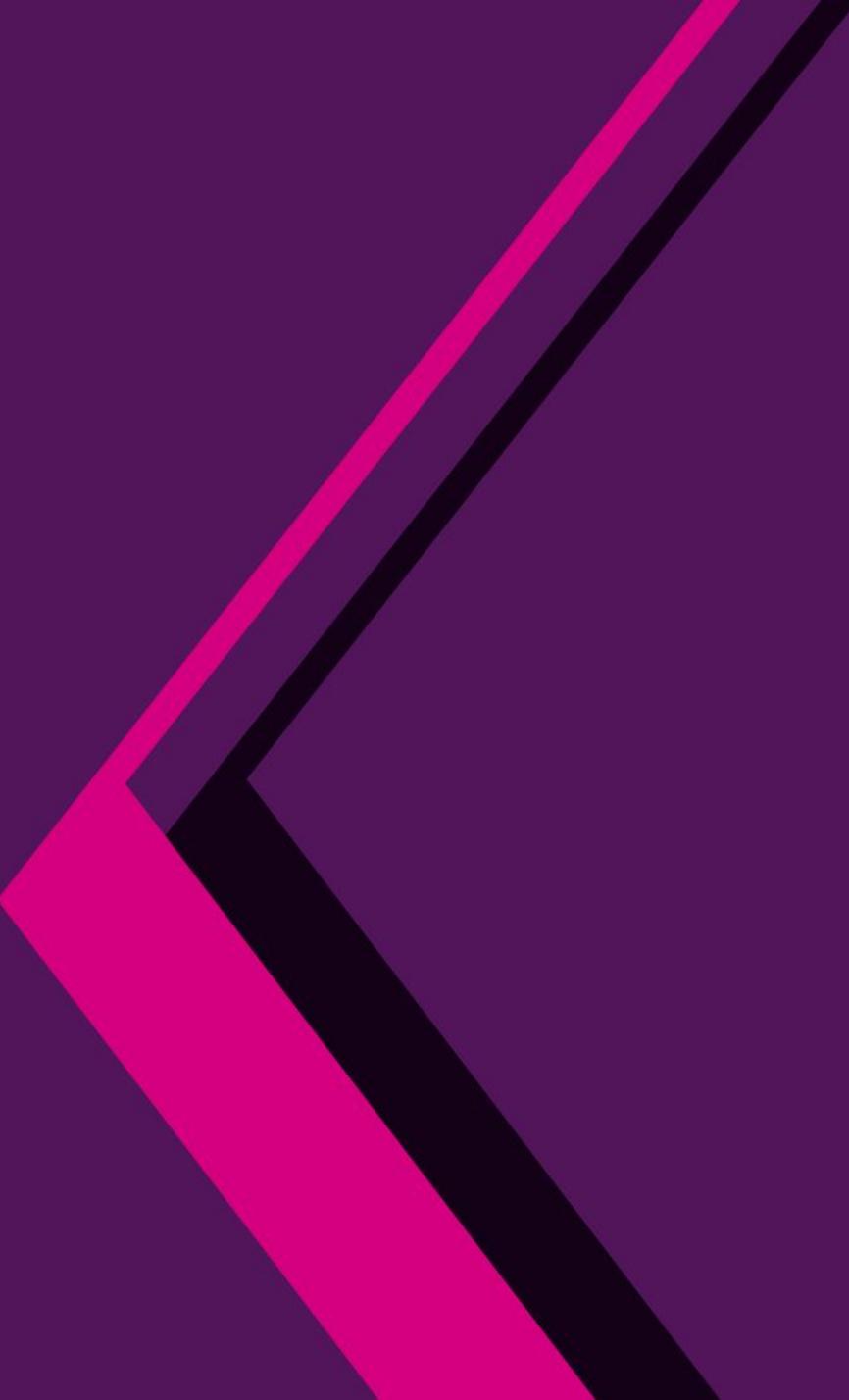
- Products
 - components
 - devices
 - assemblies and systems
 - software
- Processes
 - methods of manufacture
 - methods of use

...provided the invention has been kept confidential!

Patents

A patent:

- Protects your R&D investment
- Enables quality control in the market
- Provides an objective view on what has been invented
- Supports collaboration
- Offers tax incentives



Keltie

**Thank you for listening -
any questions?**

Stand D87

mark.callaghan@keltie.com

Patents | Trade Marks | Designs | IP Consulting

Legal notices

Disclaimer

The information and guidance contained in this presentation is provided for general information purposes only, and is subject to change. It does not constitute legal or other professional advice; nor does it constitute an offer.

Keltie cannot accept responsibility for any loss that may arise from reliance on information contained in this presentation, or from errors or omissions in its content. Specific professional advice must be sought in respect of any particular query.

Innovation in agriculture: why it matters, how to spot it, and how to protect it

Mark Callaghan
UK and European Patent Attorney

4 November 2021