**Develop your IP Strategy**

*In this document, you will find a group exercise.*

*Write down the names of the Members of Your Group. At the end of the work, you (each student, not just one student per group) will have to upload the document of its group in the Intranet.*

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| --- | --- | --- | --- | --- |
| *Group A* | *Group B* | *Group C* | *Group D* | *Group E* |

**Group exercise**

You are a group of friends who had the intuition to combine the childish yet universal impetus for play with a desire to tackle pressing global challenges – such as the need of clean energy and the lack of access to sustainable energy in certain areas of the world.

Thanks to your passion for sport and the expertise in the engineering realm, you heard about a simple but effective idea: an energy-harnessing tool that can be installed inside a football.



Figure 1 Example of the an energy-harnessing football (Photo: Uncharted Play)

The tool harnesses kinetic energy given to it during play, the energy is consequently transformed into electricity, stored and used to power small electronic devices such as a reading lamp or cell phone.

This gave you the idea to apply this technology to other equipment. Being fans of rollerblades, you decided to try to apply an energy-harnessing tool into a pair of rollerblades and, after several attempts, you came with a prototype that has a brand new and original shape. Even though the wheels were rolling unevenly and the charge was rather weak, the tool was actually able to recharge your phones after your ride.

You have now decided to create a company, to improve this tool and then commercialize it.

So far, you did not disclose your idea to anyone outside your close circle of friends. However, you have already created an instructional video using the rollerblades and you have combined it with your favourite song (written by a famous band in 2014). You have also created a written manual explaining in details the functioning of the tool. To attract potential investor, you are considering to upload the video and the manual on the web.

You need now to get in touch with several persons (engineers to refine the technical aspects of the idea; professionals to help to set up a company, potential investors and so on..).

**Please consider which IP rights may be useful for protecting your idea and develop and your IP strategy.**

In doing so, please do (at least) the following:

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| 1) Create a name for your company (*e.g.* your group name): |
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| 2) Create a sign (with a logo if you want) to distinguish your product on the market: |
|  |
| 3) Consider whether applying for trade marks.  Check in the appropriate registries whether the envisaged signs are available (and if they are not, try to overcome the obstacles): |
|  |
| 3) Consider whether applying for domain names.  If so, please check in the appropriate registries whether the selected domain name is available (and if it is not, try to overcome the obstacles): |
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|  |
| 4) Please explain whether Industrial Designs may be of any help and, if yes, how to obtain protection in the EU. |
|  |
| 5) Please explain whether any other rights (e.g. copyright) may pose any threat to your business model and how to overcome the issue.  QUESTION NOT MANDATORY |
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