

Protecting your design:

Hide the design and don't tell anyone ("Trade Secrets")

Patents - but that tells everyone who reads it how it works, and if you can't afford to defend it in court, there's no protection. However, demonstration that you own the IP (i.e. if you have a patent) can help you get a company investment.

Patent steps:

- Filing of an NZ Provisional Patent
 - NOT examined
 - Establishes date of invention
 - Date of invention varies in different countries:
 - NZ - established - provisional patent, need to:
 - Keep log book
 - Meetings
 - Sign and date each entry - everyone needs to do this
 - USA - when you came up with the idea
 - It's reasonably cheap ~ \$1K - \$5K
 - Gives you between 12-15 months to file for a full patent
- NZ Patent application
 - Examined
 - Important to perform a search for existing designs/patents - Don't want it rejected because it already exists
 - Specifies whole invention, to the level of detail that it could be reproduced
 - Broad claims - to cover someone 'tweaking' invention
- PCT (Patent Cooperation Treaty) filing - international filing and examination - Big expensive (6 figures)
 - File patent application in EVERY country you want protection in.

What is patentable?

- Must be an *inventive* step in there - can't just discover something
- Can't patent software in NZ, *BUT* there is wriggle room - if you can link it to hardware you can patent it, e.g. if the software will improve the hardware etc

Patents last for 20 years, but you have to pay a renewal fee at the end of the 4th, 7th, 10th and 13th years.

Patents can be invalidated by public disclosure - you tell people about it, you talk about it in a conference, you talk about it to funders - it's covered by an NDA - a Non-Disclosure Agreement. The terms of the discussion have to be specified in the NDA.

Dale's top tip - Find a patent attorney who has a clue. (AKA spend a fuck tonne of money up front to save the bank later)

Dale's other top tip: MaKE SuRE YoU TaKE A DaY aNd A Half Off

Other options are:

Copyright

Registered trademark

(Don't know if this will be in there or not:)

Ethics in the workplace and in engineering

There are NZ Export Restrictions

Must make personal lines, especially when choosing to collaborate or not collaborate with countries, organisations, militaries etc. Kind of goes for 'whistle-blowing' as well.

Environmental choices and making decisions around sustainability issues etc

Bribes - if you can't justify something to someone external (eg it's networking or normal business practice) then it's most likely wrong - but ... Obvs can't take NZ ethics to international places and expect to be able to do business

Lying - not just straight out saying something that isn't true, but also overpromising stuff you actually know you can't deliver etc.

Deliberate harm is definitely not great

How you treat people around you