



UNIVERSITY OF
PLYMOUTH

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Intellectual Property

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What am I going to cover?

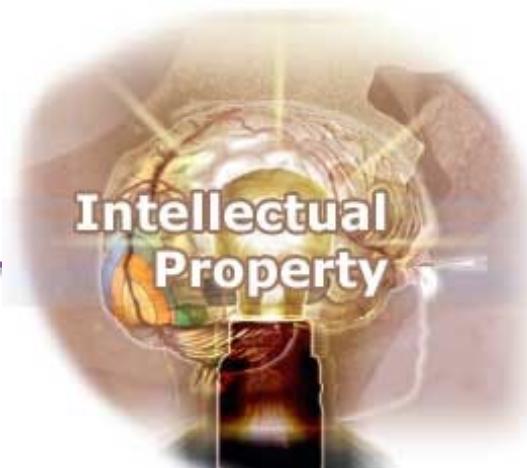
- 1) What is IP - introduction
- 2) Specific IP rights
- 3) IP Rights – ownership, value
- 4) IP Rights – how do they work

Intellectual Property



What is IP?

Intellectual Property



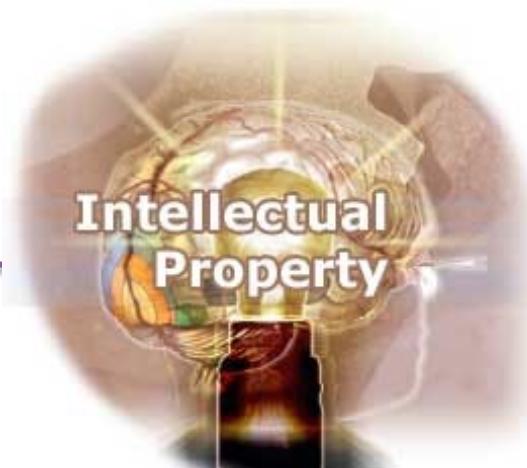


What is IP?

Intellectual property refers to creations of the mind.

Includes: inventions, literary and artistic works, symbols, names, images, and designs.

Intellectual Property





IP is protected by IP Rights

- | | |
|---------------|--|
| Trademarks | for words, symbols, pictures, sounds |
| Copyright | literary, artistic, dramatic or musical works |
| Designs | for shape or appearance of goods |
| Trade secrets | secret know-how and other confidential information |
| Patents | for inventions |

Intellectual Property

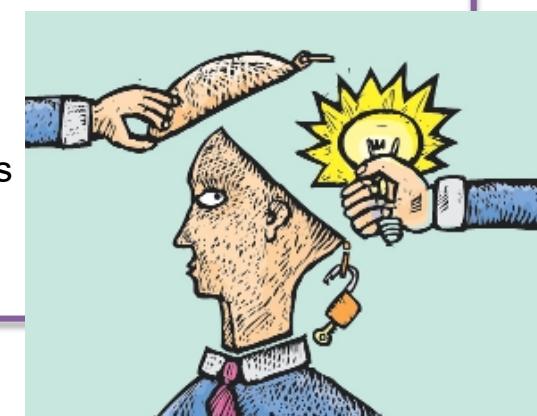


Protect your intellectual property

IP and other intangible assets* account for 80% of corporate value.

Protecting your intellectual property makes it easier to take legal action against anyone who steals or copies it.

* - (Distribution Networks, Supply Contracts, Customer Lists, Manufacturing Practices, Administrative Procedures, Computer Systems etc.)



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Trademarks

Used to distinguish goods and services of one trader from those of another

word – COKE

shape – Coke Cola bottle shape

logo – McDonalds golden arches

colour – purple for Cadbury

sound – Harley Davidson Motorcycle

smell – Chanel No. 5 perfume



Intellectual Property



Explain the difference.....



75¢ (US)



25¢ (US)

Intellectual Property



Trademarks

The most valuable IP in the world is in the form of Trademarks



\$84 billion

Intellectual Property



Trademarks

The most valuable IP in the world is in the form of Trademarks

Intellectual Property



Trademarks

The most valuable IP in the world is in the form of Trademarks



\$263 billion



\$254 billion



\$191 billion



Microsoft

\$140 billion

Intellectual Property



Trademarks

Enforcement through courts

Trade Marks Act 1994 (UK)

Registration not required, but offers stronger protection
([®] vs TM)

Indefinite protection

Intellectual Property



Registered Trademarks ®

Must specify class - 45 different classes
for different goods and services

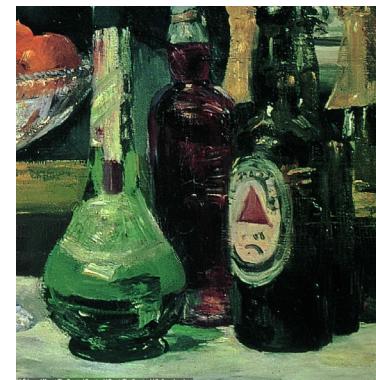
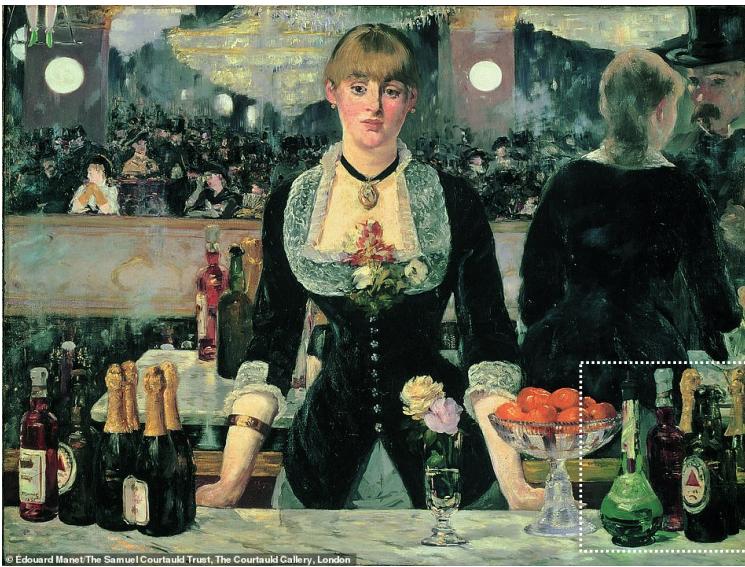


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Registered Trademarks ®

Bass Brewery, first trademark registered under Trade Mark Registration Act 1875



Bar at the Folies-Bergère Édouard Manet's (1882)



Intellectual Property



Trademarks

Poorly enforced in some countries



Intellectual Property



Copyright

A right which prevents persons, other than the creator, from reproducing the work.

Literary works (including computer programs etc.)

Artistic works

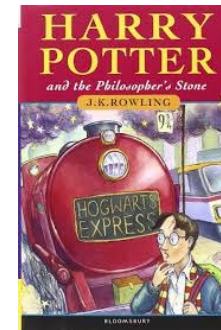
Musical works

Dramatic works

Films

Sound recordings

Broadcasts



Intellectual Property



Copyright

Enforcement through courts

Copyright, Designs and Patents Act 1988 (UK)

Registration not required

Period of protection 70 years after the creators death –
70+ year monopoly

Intellectual Property



Copyright



£11



£11



12p



£0

Intellectual Property

Copyright infringement

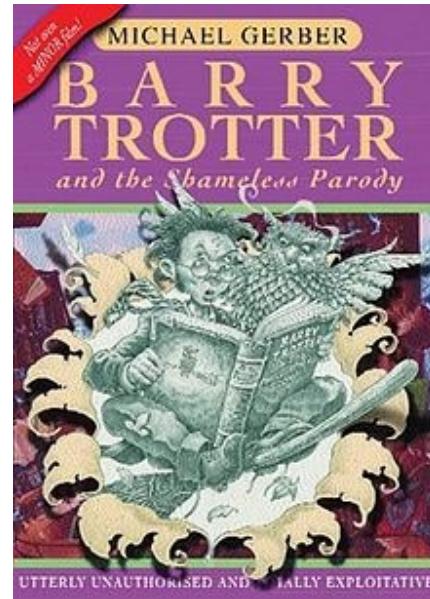
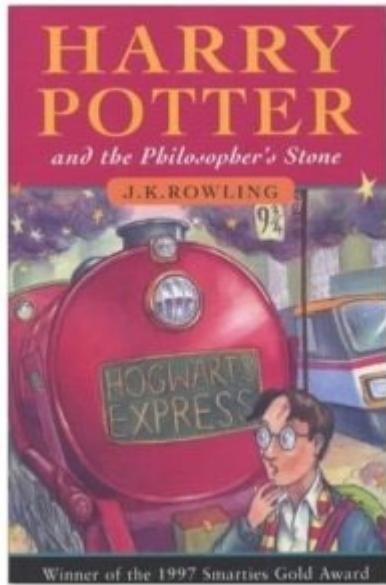


Copyright infringement



- Street artist Shephard Fairey created the Hope poster
- Based the design on photo taken by Associated Press freelancer Mannie Garcia
- The artist and the AP press came to a private settlement
- **Issue** – Copy - whole or substantive?

Copyright infringement?





Copyright © Exceptions to copyright

- Non-commercial research and private study
- Criticism, review and reporting current events
- Teaching
- Personal copying for private use
- Parody, caricature and pastiche

FAIR USE

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Registered Designs

“Design” means feature of shape, configuration, pattern or ornamentation applicable to an article judged by the eye



Intellectual Property



Registered Designs

Enforcement through courts

Copyright, Designs and Patents Act 1988 (UK)

Registration is required

Period of protection 15 years after registration or 10 years after first sale

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Trade Secrets

A secret device, technique or formula that gives one an advantage over the competition.

e.g. process for making a drug, recipes.

Governed by? Common Law (usually breach of Secrecy Agreements or misappropriation (take unlawfully))

Registration Required? No

Period of Protection? Indefinitely provided secrecy is maintained – potential indefinite monopoly.

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Trade Secrets

Original Recipe® is Still a Secret

For years, Colonel Harland Sanders carried the secret formula for his Kentucky Fried Chicken in his head and the spice mixture in his car. Today, the recipe is locked away in a safe in Louisville, Ky. Only a handful of people know that multi-million dollar recipe (and they've signed strict confidentiality contracts).



Intellectual Property



Patents

Intellectual Property



Patents

An agreement between the owner of an invention and the government of a country, in which the owner agrees to publish the invention, and in return the government agrees to give the owner exclusivity on the use of the invention for a limited time (usually 20 years).

Intellectual Property



Patents

An agreement between the owner of an invention and the government of a country, in which the owner agrees to publish the invention, and in return the government agrees to give the owner exclusivity on the use of the invention for a limited time (usually 20 years).

Important point – patent obligations and benefits go both ways.

Intellectual Property



Patents

The Patents Act 1977 (UK)

Registration (prosecution) takes between 2-10yrs. May not succeed.

Subject matter of patent must be secret at time of registration.

Registered by UK IP Office, enforced by courts

Foreign patent offices include USPTO, JPO, IP Australia

“Patents Pending” vs “Patented”

Intellectual Property



Patents

Concept behind patents dates back to Ancient Greece:
500 BCE - "encouragement was held out to all who should discover any new refinement in luxury, the profits arising from which were secured to the inventor by patent for the space of a year."

First UK Patent issued by Edward III in 1331 to a weaver from Flanders, John Kempe to "enter England with his men and exercise and teach his trade freely under the king's protection".

Intellectual Property



Patents

Patents cover INVENTIONS and are critical to industry.

- (1) Best protection for IP - strongest and most effective monopoly.
- (2) Provide incentives for future investment.
- (3) Companies must ensure that they don't infringe patents owned by other companies as they risk being sued.

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Patents

Granted patent specification consists of two parts:

- (1) Detailed description of the invention.
- (2) Claims – defines the scope of the monopoly.

Rights granted to exclude others from using the invention as claimed in an individual country
(‘international patent’ does not exist)

Claims define scope of the monopoly – a “fence of words”.

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Patents

Example:

Skateboard Patent

- (1) Description of the Invention – so the inventor can “give up” up his/her invention to public.
- (2) Claims – define scope of monopoly

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Patents

Other key features of a granted Patent:

Inventor(s)

Assignee (Patentee) – this is usually the owner.

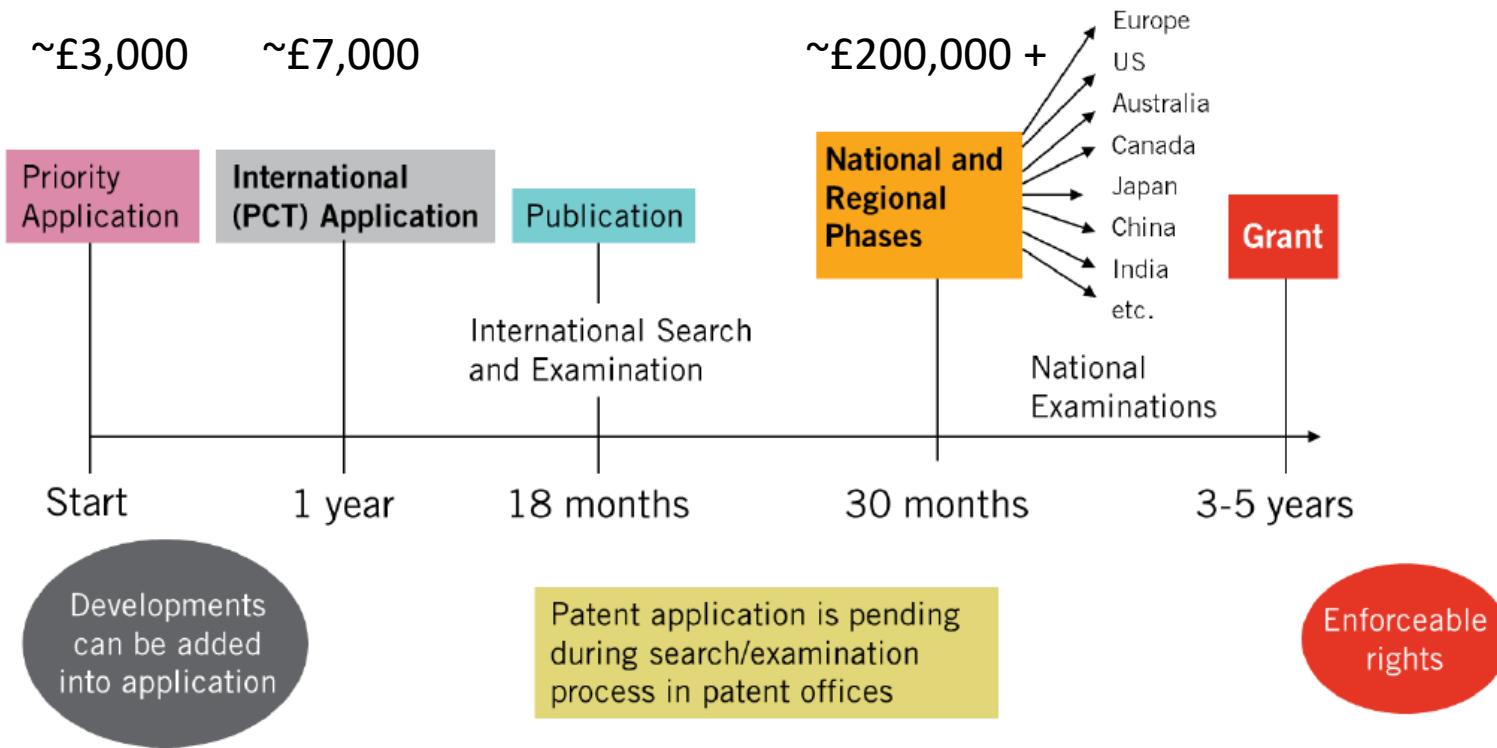
Priority Date – Key date to determine whether invention is new.

Term – 20 years from priority date.

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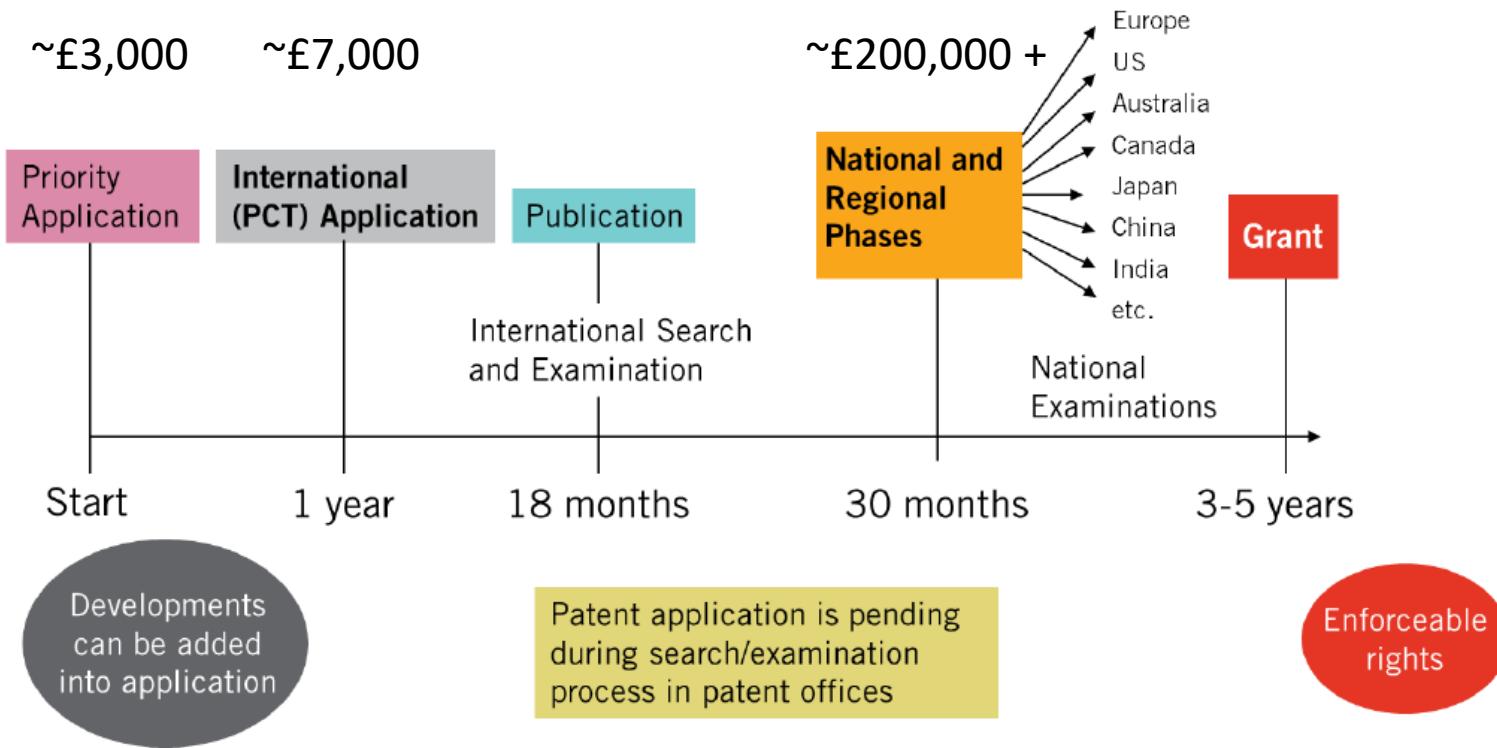
Patent Application Timeline



Intellectual Property



Patent Application Timeline



Important Point – patent applications take time and are very expensive
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Patents

Patent will only grant if it meets the following criteria;

Claimed invention is

- (1) patentable subject matter
- (2) new/novel
- (3) inventive

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Patents

1). Claimed invention is patentable subject matter

“Patentable subject matter includes everything under the sun made by man”

Hearings on H.R. 3760 before Subcommittee No. 3 of the House Committee on the Judiciary,
82d Cong., 1st Sess., 37 (1951)

Intellectual Property



Patents

1). Claimed invention is patentable subject matter

Includes:

Process – ways of doing or making things.

Manufactures – items made by human hands or machines.

Compositions of matter – includes naturally occurring things substantially purified.

Does not include: Discoveries, Algorithms, Human beings and Biological Processes for Their Generation (i.e. cloning techniques)

Intellectual Property



Patents

2). Claimed invention is new

Not used, published or patented anywhere in the world before the priority date – usually date the provisional patent application is filed.

Publish and Perish : If the invention is published (i.e. journal, poster, conference presentation) before the priority date the opportunity to patent will be lost for ever.

Intellectual Property



Patents

2). Claimed invention is new

Not used, published or patented anywhere in the world before the priority date – usually date the provisional patent application is filed.

Publish and Perish : If the invention is published (i.e. journal, poster, conference presentation) before the priority date the opportunity to patent will be lost for ever.

Important point – need to file provisional application before disclosure

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Patents

3). Claimed invention is inventive

Could anyone, skilled in the art, have done it?

Complexity is not sufficient!

Utility – is it useful for anything?

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Patents

Infringement

Manufacture, use, sell, import the invention as claimed without a LICENSE from the patent owner constitutes patent infringement.

Infringers can be sued in court for patent infringement

Patent infringement has limitations.

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Patents

Do patents stifle research?

Non-commercial research activities are not infringing acts.

On expiry of a patent, the public is free to use the invention.

Without incentives provided by the patent system, high tech products such as electronics, pharmaceuticals, biotech would not be developed.

Intellectual Property



Patents

Do patents stifle research?

Non-commercial research activities are not infringing acts.

On expiry of a patent, the public is free to use the invention.

Without incentives provided by the patent system, high tech products such as electronics, pharmaceuticals, biotech would not be developed.

Important point – patents provide incentive for R&D.

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Patents

The grant of a patent does not automatically result in a commercially marketable invention or result in financial reward.

Patents merely give you the right to prevent others from using your invention.

Intellectual Property



UNIVERSITY OF PLYMOUTH

United States Patent [19]

Voelker

[11] 4,150,505

[45] Apr. 24, 1979

[54] BIRD TRAP AND CAT FEEDER

[76] Inventor: Leo O. Voelker, Linn, Kans. 66953

[21] Appl. No.: 822,683

[22] Filed: Aug. 8, 1977

[51] Int. CL² A01M 23/04; A01K 39/01

[52] U.S. Cl. 43/69; 119/23

[58] Field of Search 43/61, 66, 67, 68, 69;

119/23, 51 R

[56] References Cited

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652,615 6/1900 Hays 43/67
1,155,017 9/1915 Tooley 43/69

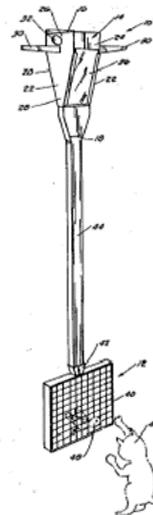
1,514,770 11/1924 Kilchar 43/69
1,753,082 4/1930 Dickey 43/66
3,778,922 12/1973 Clark 43/67

Primary Examiner—Nicholas P. Godici
Attorney, Agent, or Firm—Edwin H. Crabtree

[57] ABSTRACT

A bird trap and cat feeder for catching birds and feeding the birds to a cat. The trap designed to catch birds the size of a sparrow while releasing smaller song birds, wrens, swallows, or the like. The feeder providing means for continuously supplying a cat or neighborhood cats with sparrows to eat.

7 Claims, 5 Drawing Figures



Intellectual Property



UNIVERSITY OF PLYMOUTH

United States Patent [19]
Anguita

[11] Patent Number: 4,605,000
[45] Date of Patent: Aug. 12, 1986

[54] GREENHOUSE HELMET

[76] Inventor: Waldemar Anguita, 83 N. Henry St., Apt. 1-L, Brooklyn, N.Y. 11222

[21] Appl. No.: 688,821

[22] Filed: Jan. 4, 1985

[51] Int. Cl.⁴ A62B 7/00

[52] U.S. Cl. 128/201.25; 2/424; 2/205; 2/171.2; D29/9; D2/322; 446/27

[58] Field of Search 2/209.1, 410, 424, 205, 2/171.2; 128/201.23, 201.22, 201.25, 201.19, 201.26, 201.29; D29/9; D2/322, 323; 446/27

[56] References Cited

U.S. PATENT DOCUMENTS

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2,888,011 5/1959 Penrod et al. 128/201.23

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348733 5/1937 Italy 128/201.25

42409 1/1908 Switzerland 128/201.19

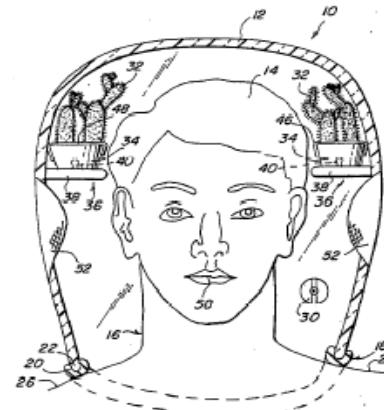
442224 2/1936 United Kingdom 128/201.19

Primary Examiner—Henry J. Recla
Attorney, Agent, or Firm—Richard L. Miller

[57] ABSTRACT

A greenhouse helmet is provided and consists of a dome containing plants secured within the dome worn completely over the head of a person so that the person can breathe in the oxygen given off by the plants.

6 Claims, 3 Drawing Figures



Intellectual Property



UNIVERSITY OF PLYMOUTH



(12) **United States Patent**
Olson

(10) **Patent No.:** US 6,368,227 B1
(45) **Date of Patent:** Apr. 9, 2002

(54) **METHOD OF SWINGING ON A SWING**

(76) Inventor: **Steven Olson**, 337 Otis Ave., St. Paul,
MN (US) 55104

(*) Notice: Subject to any disclaimer, the term of this
patent is extended or adjusted under 35
U.S.C. 154(b) by 0 days.

(21) Appl. No.: 09/715,198

(22) Filed: Nov. 17, 2000

(51) Int. Cl.⁷ A63G 9/00

(52) U.S. Cl. 472/118

(58) Field of Search 472/118, 119,

472/120, 121, 122, 123, 125

(56) References Cited

U.S. PATENT DOCUMENTS

242,601 A * 6/1881 Clement 472/118

5,413,298 A * 5/1995 Perreault 248/228

* cited by examiner

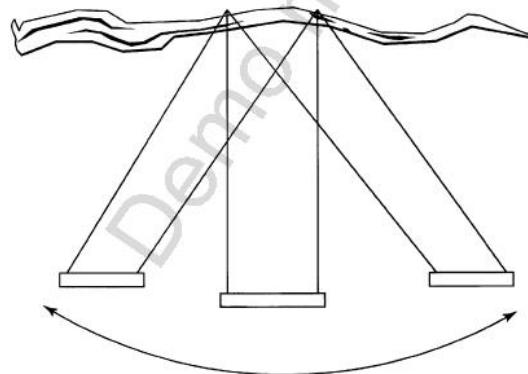
Primary Examiner—Kien T. Nguyen

(74) Attorney, Agent, or Firm—Peter Lowell Olson

(57) **ABSTRACT**

A method of swing on a swing is disclosed, in which a user positioned on a standard swing suspended by two chains from a substantially horizontal tree branch induces side to side motion by pulling alternately on one chain and then the other.

4 Claims, 3 Drawing Sheets



Intellectual Property



UNIVERSITY OF PLYMOUTH



(19) United States

(12) Patent Application Publication (10) Pub. No.: US 2006/0073976 A1
Pohlman (43) Pub. Date: Apr. 6, 2006

(54) METHOD OF GRAVITY DISTORTION AND TIME DISPLACEMENT (52) U.S. CL 505/166; 505/180; 434/300;
73/382 G; 505/164

(76) Inventor: Marlin B. Pohlman, Tulsa, OK (US)

Correspondence Address:
STITES & HARBISON PLLC
1199 NORTH FAIRFAX STREET
SUITE 900
ALEXANDRIA, VA 22314 (US)

(57) ABSTRACT

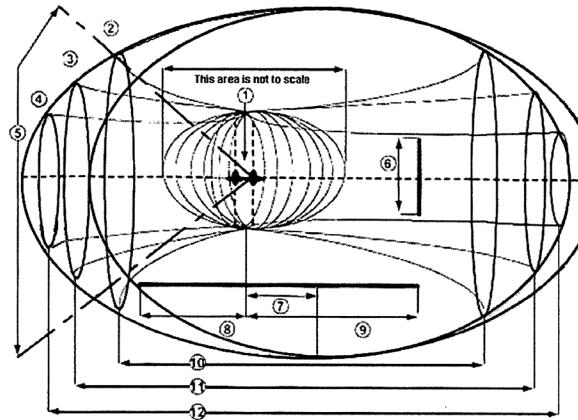
(21) Appl. No.: 10/954,767

(22) Filed: Oct. 1, 2004

Publication Classification

(51) Int. Cl.
F16C 39/06 (2006.01)
G01V 7/00 (2006.01)
G09B 23/06 (2006.01)
F41B 6/00 (2006.01)
H01S 3/09 (2006.01)

A method for employing sinusoidal oscillations of electrical bombardment on the surface of one Kerr type singularity in close proximity to a second Kerr type singularity in such a method to take advantage of the Lense-Thirring effect, to simulate the effect of two point masses on nearly radial orbits in a 2+1 dimensional anti-de Sitter space resulting in creation of circular timelike geodesics conforming to the van Stockum under the Van Den Broeck modification of the Alcubierre geometry (Van Den Broeck 1999) permitting topology change from one spacelike boundary to the other in accordance with Geroch's theorem (Geroch 1967) which results in a method for the formation of Godel-type geodesically complete spacetime envelopes complete with closed timelike curves.



Intellectual Property



UNIVERSITY OF PLYMOUTH



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(21) Appl. No.: 10/954,767

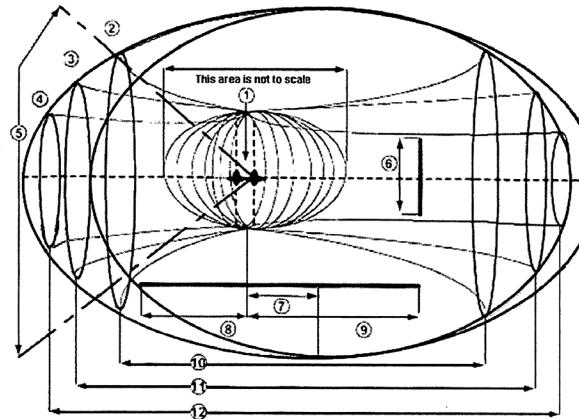
(22) Filed: Oct. 1, 2004

Publication Classification

(51) Int. Cl.
F16C 39/06 (2006.01)
G01V 7/00 (2006.01)
G09B 23/06 (2006.01)
F41B 6/00 (2006.01)
H01S 3/09 (2006.01)

ABSTRACT

A method for employing sinusoidal oscillations of electrical bombardment on the surface of one Kerr type singularity in close proximity to a second Kerr type singularity in such a method to take advantage of the Lense-Thirring effect, to simulate the effect of two point masses on nearly radial orbits in a 2+1 dimensional anti-de Sitter space resulting in creation of circular timelike geodesics conforming to the van Stockum under the Van Den Broeck modification of the Alcubierre geometry (Van Den Broeck 1999) permitting topology change from one spacelike boundary to the other in accordance with Geroch's theorem (Geroch 1967) which results in a method for the formation of Godel-type geodesically complete spacetime envelopes complete with closed timelike curves.



Important point – most patents are worthless.

Intellectual Property



UNIVERSITY OF PLYMOUTH

United States Patent [19]

Rubik

[11] 4,378,116

[45] Mar. 29, 1983

[54] SPATIAL LOGICAL TOY

[75] Inventor: Ernö Rubik, Budapest, Hungary
[73] Assignee: Politeos Ipari Szövetkezeti, Budapest, Hungary

[21] Appl. No.: 289,192

[22] Filed: Aug. 3, 1981

[30] Foreign Application Priority Data

Oct. 28, 1980 [HUN] Hungary 2598/80

[51] Int. Cl.: A63F 9/08

[52] U.S. Cl.: 273/153 S

[58] Field of Search: 273/153 S, 155

[56] References Cited

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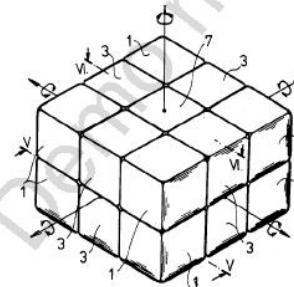
Scientific American, Mar. 1981, p. 39.

Primary Examiner—Anton O. Oechslin
Attorney, Agent, or Firms—Gabriel P. Katona

[57] ABSTRACT

A spatial logical toy is formed from a total of eighteen toy elements, out of which twelve are identical toy elements two connecting elements being provided. The elements of the two sets have cam members with hollows with spherical convex or concave surfaces in-between. The elements are connected by the aid of the cams and the two remaining centrally positioned surfaces of the connecting elements enclosing a T-shape cross-section and when assembled the toy is in the form of a regular or an irregular solid. Fixation is performed by one single screw passing through bores in the connecting elements. In such a manner the toy elements forming the lateral faces of the spatial logical toy can be rotated along the spatial axes and by yielding several variation possibilities the toy is well suitable for stimulating logical thinking activity.

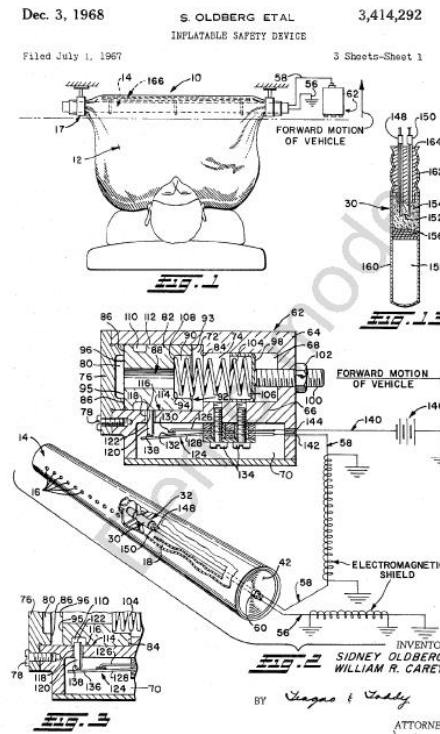
7 Claims, 12 Drawing Figures



Intellectual Property



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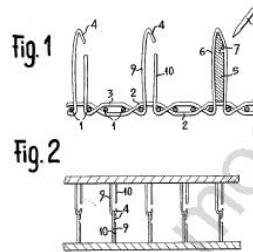
Sept. 13, 1955

G. DE MESTRAL

2,717,437

VELVET TYPE FABRIC AND METHOD OF PRODUCING SAME

Filed Oct. 15, 1952



INVENTOR
George de Mestral
BY
Frank Hoff
ATTORNEY

Intellectual Property



UNIVERSITY OF PLYMOUTH

United States Patent [19]

Roth

[11] Patent Number: 4,681,893

[45] Date of Patent: Jul. 21, 1987

[54] TRANS-6-[2-(3- OR
4-CARBOXAMIDO-SUBSTITUTED
PYRROL-1-YL)ALKYL]-4-HYDROXYPY-
RAN-2-ONE INHIBITORS OF
CHOLESTEROL SYNTHESIS

[75] Inventor: Bruce D. Roth, Ann Arbor, Mich.

[73] Assignee: Warner-Lambert Company, Morris
Plains, N.J.

[21] Appl. No.: 868,867

[22] Filed: May 30, 1986

[51] Int. Cl.⁴ A61K 31/40; A61K 31/35;
C07D 207/327

[52] U.S. Cl. 514/422; 514/423;
546/256; 546/275; 548/517; 548/537

[58] Field of Search 548/517, 537; 514/422,
514/423

[56] References Cited

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3,983,140	9/1976	Endo et al.	549/292
4,049,495	9/1977	Endo et al.	435/125
4,137,322	1/1979	Endo et al.	548/344 X
4,198,425	4/1980	Mitsui et al.	514/460
4,255,444	3/1981	Oka et al.	549/292 X
4,262,013	4/1981	Mitsui et al.	549/292 X
4,375,475	3/1983	Willard et al.	514/460

OTHER PUBLICATIONS

Singer, et al.; Proc. Soc. Exper. Biol. Med.; vol. 102, pp. 370-373, (1959).

Hulcher; Arch. Biochem. Biophys., vol. 146, pp. 422-427, (1971).

Brown, et al.; New England Jour. of Med., vol. 305, No. 9, pp. 515-517, (1981).

Brown, et al.; J. Chem. Soc. Perkin I, (1976), pp. 1165-1170.

Journal of the Americas Medical Assoc.; (1984), vol. 251, pp. 351-364, 365-374.

Primary Examiner—Joseph Paul Brust
Attorney, Agent, or Firm—Jerry F. Janssen

[57] ABSTRACT

Certain trans-6-[2-(3- or 4-carboxamido-substituted pyrrol-1-yl)alkyl]-4-hydroxypyran-2-ones and the corresponding ring-opened acids derived therefrom which are potent inhibitors of the enzyme 3-hydroxy-3-methylglutaryl-coenzyme A reductase (HMG CoA reductase and are thus useful hypolipidemic or hypocholesterolemic agents. Pharmaceutical compositions containing such compounds, and a method of inhibiting the biosynthesis of cholesterol employing such pharmaceutical compositions are also disclosed.

9 Claims, No Drawings

Intellectual Property



UNIVERSITY OF PLYMOUTH



\$5.50

Pre-2011



N/A

Pre-2011

Intellectual Property



UNIVERSITY OF PLYMOUTH



\$1.60
\$5.50

Pre-2011



\$0.50
N/A

Pre-2011

Intellectual Property



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\$1.60
\$5.50
Pre-2011



\$0.50
N/A
Pre-2011

\$130 billion of cumulative revenue for Pfizer over 9 years.
\$5.3 billion in the U.S. \$11 billion worldwide, 99.7% of it profit (2010).
Pfizer's overall profits fell 15% in 2012

Intellectual Property



UNIVERSITY OF PLYMOUTH

United States Patent [19]

Roth

[11] Patent Number: 4,681,893

[45] Date of Patent: Jul. 21, 1987

[54] TRANS-6-[2-(3- OR
4-CARBOXAMIDO-SUBSTITUTED
PYRROL-1-YL)ALKYL]-4-HYDROXYPY-
RAN-2-ONE INHIBITORS OF
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[75] Inventor: Bruce D. Roth, Ann Arbor, Mich.

[73] Assignee: Warner-Lambert Company, Morris
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[21] Appl. No.: 868,867

[22] Filed: May 30, 1986

[51] Int. Cl.⁴ A61K 31/40; A61K 31/35;
C07D 207/327

[52] U.S. Cl. 514/422; 514/423;
546/256; 546/275; 548/517; 548/537

[58] Field of Search 548/517, 537; 514/422,
514/423

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Primary Examiner—Joseph Paul Brust
Attorney, Agent, or Firm—Jerry F. Janssen

[57] ABSTRACT

Certain trans-6-[2-(3- or 4-carboxamido-substituted pyrrol-1-yl)alkyl]-4-hydroxypyran-2-ones and the corresponding ring-opened acids derived therefrom which are potent inhibitors of the enzyme 3-hydroxy-3-methylglutaryl-coenzyme A reductase (HMG CoA reductase and are thus useful hypolipidemic or hypocholesterolemic agents. Pharmaceutical compositions containing such compounds, and a method of inhibiting the biosynthesis of cholesterol employing such pharmaceutical compositions are also disclosed.

9 Claims, No Drawings

Lipitor Sales: \$130,000,000,000

Intellectual Property

Important point – a few patents are extremely valuable.



IP Rights are Property Rights

IP Right = a Legal Right

IP rights are given protection by the law – the Courts.

IP Right = a Property Right

IP Rights can be owned, bought, sold and leased (licensed)

Intellectual Property



IP Rights are Property Rights

IP Rights - Transfer



1985 – Michael Jackson pays \$47 million for IP in Beatles back catalogue.

1995 – Jackson sells half of the back catalogue to Sony for \$100 million.

2006 – Sony negotiates a further 25% ownership to offset Jackson's debts for a further \$250 million plus option to purchase remaining stake at a future date.

2016 – Sony purchases remaining 25% stake from Jackson's estate for a further \$375 million.

Intellectual Property



IP Rights are Property Rights

IP Rights - Transfer

George Lucas' payment from 20th Century Fox for directing the original Star Wars in 1977 was 40% of the box office profits plus all IP rights in merchandising and the right to make sequels.



Intellectual Property



UNIVERSITY OF PLYMOUTH

What do they do?



SCUDERIA 
FERRARI



Ferrari



Intellectual Property

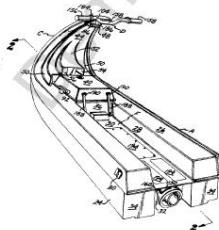


IP Rights – Enforcement by Courts

United States Patent		3,623,447
(72) Inventor	Clayton J. Jacobson 4801 Sorenson Drive, Rolling Hills, Calif.	
(21) Appl. No.	6423	
(22) Filed	Aug. 21, 1970	
(45) Patented	Nov. 30, 1971	
[14] POWERED AQUATIC VEHICLE 9 Claims, 9 Drawing Figs.	118/70, 115/12	
[12] U.S. CL.	A63B 11/00	
[50] Field of Search	153/1,70, 12	
[56] References Cited		
UNITED STATES PATENTS	3,426,724 2/1969 Jacobson	115/70

Primary Examiner—Trigve M. Bla
Attorney—William C. Babcock

ABSTRACT: A low-draft hydroplane vehicle having a hull of stable design that is power driven by a jet of water, the direction of the jet being varied by the operator to steer the vehicle. The jet of water is directed so as to provide a substantially horizontal direction to provide a flat thrust in transverse direction to the vehicle at an angle of approximately 90 degrees. Maintenance of the jet in a substantially horizontal direction is effected by movement of the nozzle from which it is ejected provided movement of the nozzle is limited to a maximum angle of approximately 15 degrees relative to the vehicle and a minimum tendency for the stern of the vehicle to turn away from the direction of the jet. The angle of the stern relative to the water results in the vehicle moment frequently changing thereby providing a self-righting design that water will not enter the engine compartment or flood the exterior of the vehicle in the event the vehicle capsizes, or when the vehicle is stationary.



Clayton Jacobson awarded US\$21 million from Kawasaki Heavy Industries for infringement of patents for the Jet Ski – including US\$13.5 million in punitive damages. Enforced license paying ~1% royalty.



Intellectual Property



IP Rights – Enforcement by Courts

iPhone®



iPhone



VS

Cisco Systems had a trademark on the word “iPhone” several years before Apple released their mobile phone of the same name. Cisco sued Apple, who settled out of court on undisclosed terms.

Intellectual Property



Who owns the IP you develop?

Employee generates IP in course of duties

All IP owned by the employer (unless express legal agreements to contrary).

Student generates IP

All IP owned by student (unless express legal agreements to contrary).

Intellectual Property



Justin Rigden

Intellectual Property Manager

Research & Innovation

Plymouth University

Any questions

Intellectual Property