**Innovation 16/11/16**

TrusTech

PP1- C23. In Olat, to reflect on innovation.

What is innovation in the NHS: “A new method, idea or product”

Need new ways of increasing NHS productivity and efficiency for meet increased demand form patients with less resources.

Key issues: Improving safety, reducing cost, patient experience, NHS health check, Long term conditons, less hospital, more community care, use of telehealth and telemedicince.

**Innovation pathway**: ….

**Intro to IP (Dr Ruth Hale):**

What is IP?

* Output of creative/intellectual activity
* Has an owner
* Can be bought and sold
* Protected by IP

**When is created?**

When you are being innovative, during Research or during your daily tasks

IP rights:

* Written work: guidelines, code, software,…. – Copyright
* Design: Design right
* Invention: Patent
* Brand: Trade Mark
* Know-how: Confidentiality

Copyright examples:

Books, Web Sites, Diagrams, Photos, Drawings, Software, films…

Copyright:

An automatic right protecting original written and artistic work ncluding drqwings, films, videos, photos, computer software, we text

Protection usually last for 70 years after the death of the author

No formalities, no fees

Protects expression of ideas in a fixed format, no the idea

Copyright Protection:

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=====Question, which will be for STP (Students at the Uni and employees of the Trust???)

**(Unregistered) Design right**

**Registered Design right**

**Patents**

* A patent is a legal monopoly rigt to the commercial use of an invention for up to 20 years
* Protects inventions meeting criteria
  + Novel
  + …
  + …
  + Not excluded
* Protects against manufacturing, sale and use of the invention
* Very expensive and long process

**TradeMark**

* If not registered, you can use TM. If it is registered you can use (R)
* Modest cost
* ….

**Know-how**

* Information and ideas with potential value
* Bussiness systems and proceses
* Trade secrets
* ….
* CDA – Confidetial Discloure Agreetment, Confidential Agreetment, Non-Disclousure Agreetment (NDA)
* Can be mutual or one-way
* Includes
* Coca Cola use Trade Secret Example, and in this case it has been able to keep the recipe secret for longer than 20 years.

==== Can you protect things with Patent and Trade Secret Example? In the case of Coca-Cola it would not make any sense, because patents are public and so it cannot be protected with a Trade Secret .

* IP is an asset- protect it using IPR
* Use CDA to protect potentially valuable information and IP
* Remember geographical limitation of IPR
* Think ahead, what do you have and how you could protect it
* Look for advise

IP can be owned by an individual

Statutory law: