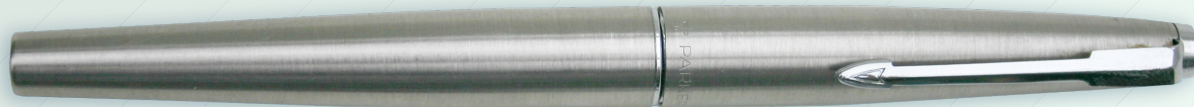


Inventors Checklist

Patents

- What, where, how?

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Protect your brand
identity.
Protect your IP

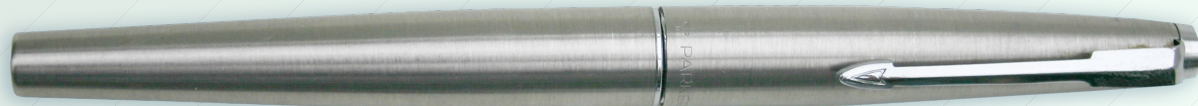


Is your Idea New?

- Have you disclosed your idea except in strict confidence? If you have, then you may find it difficult (or even impossible) to obtain protection for your idea.
- Is it already on the market? -> Need to search shops & stores, relevant mail order catalogues, manufacturer product lists / brochures, current & previous issues of specialist magazines, product locator directories;

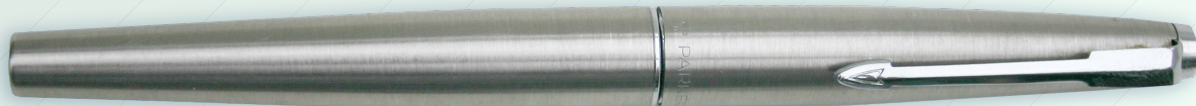
Who legally owns your Idea?

- Your Employer?
- Does your job involve coming up with new ideas / inventing?
- Has your employer made a written declaration that they have no interest in your idea?



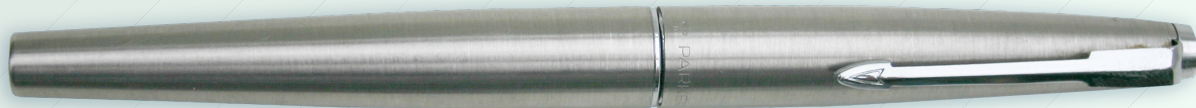
Has it already been protected?

- Have you obtained the free Patent Office Literature?
- Have you carried out your own searches or commissioned a professional search?
- Have you found the correct patent classifications for your invention?
- Have you carried out an online patent search?
- Have you read all the specifications of the relevant patent documents?
- Have you reviewed the patents listed in their search reports?
- Have you checked the designs registry?
- Are there any registered trade marks closely associated with the concept?



What is the market like for your idea?

- **What solution does your idea solve?**
- **What advantages does your invention have previous inventions?**
- **What is the size of the market?**
- **Who are the main players and whats their share of market?**
- **What overseas markets are there for your products?
(Size, main players and share of the market %)**



Will your idea work?

- Does your idea conform to known scientific principles?
- Have you tested your idea (e.g. drawings or models?)
- Do you have a working prototype?

Has your Idea any Value?

- Can your idea be put into production at a reasonable cost?
- Can your idea be sold at a reasonable price?
- Have you sought advice on the commercial exploitation of your idea?

How do you want your idea to be exploited?

- Will you produce it yourself?
- Have you got any previous business / commercial experience?
- Do you have Capital to exploit your idea?
- Have you written a business plan, and had it checked?
- Do you want to license your idea to a company?
- Do you have the contact details of the relevant directors of the company?

How will you prevent imitators free riding?

- Do you know what form of protection would be most suitable / appropriate?
- Are you informed of the different kinds of protection available?
- Do you have the finances to obtain full protection for your idea?
- Do you understand the general procedures of obtaining protection?
- Is your idea ready for protection or is it still in development?

How will you pitch your idea?

- Can you present your idea confidently to stake holders?
- Would it be more effective to commission an expert to present your idea on your behalf?
- Do you know what kind of deal would be most beneficial for you ?
- Have you calculated both past and future expenditure of your idea?
- Do you know your idea 's production rates, royalty percentages, and production life?
- Are you ready to negotiate a compromise?
- If you have any doubts on any point above, you should consider seeking professional advice.

