

J A ♦ K E M P

PROTECTING CLEANTECH IDEAS AND INVENTIONS

PATENT ATTORNEYS • TRADE MARK ATTORNEYS



Your intellectual property needs protection. Small businesses can face more acute pressures in terms of money, time and staying on the cutting edge. J A Kemp can help you use patents, trade marks, designs and copyright to protect your intellectual property.

WHY USE J A KEMP TO PROTECT YOUR CLEANTECH IP?

We have a partner-led policy of active involvement in the Cleantech sector – we provide expert services across the whole range of technologies involved in Cleantech innovation and we seek to operate our business in an environmentally friendly manner.

The broad range of technical backgrounds and experience of our attorneys enables us to provide expert advice and services across all technology areas. We have attorneys in our Engineering and IT, Biotechnology and Chemical teams working on Cleantech projects and a trade mark team available to register marks for companies in the sector around the world. We are involved in a wide range of clean technologies including: renewable energy (in particular wind and wave energy, photovoltaic materials, manufacture of solar panels and bio-reactors), fuel-cells, low energy lighting, biofuels, re-usable packaging, recycling, water treatment, combustion engine management and many others. We advise a whole range of clients including startups, spinouts, universities, growing businesses and well-known international companies.

J A Kemp is a founder member of the London Cleantech Cluster, Oxfordshire Greentech and Cambridge Cleantech.

WHAT IS DIFFERENT ABOUT CLEANTECH IP?

Whilst many of the basics are the same, there are a number of differences that can apply to Cleantech innovations:

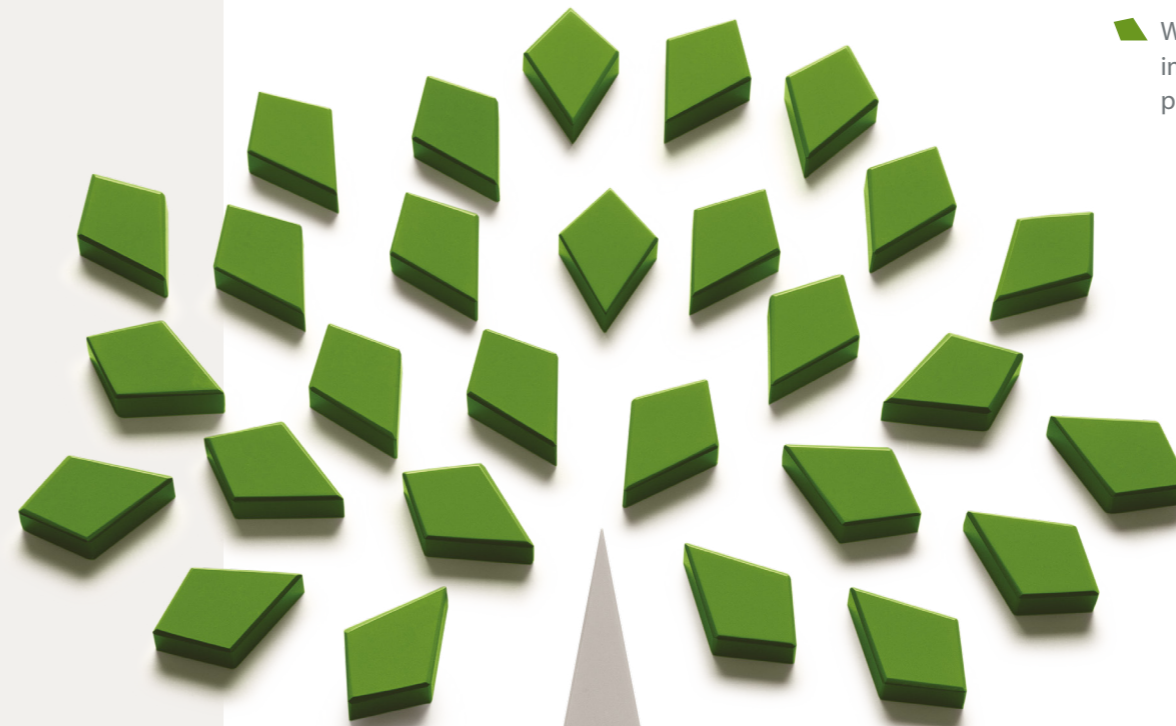
- ▶ The UKIPO (and several other patent offices) have set up a 'Green Channel' whereby patent protection can be obtained more quickly (where this is desirable)
- ▶ Particular technology areas are seen as more investable than others – e.g. renewable energy, recycling, zero carbon buildings, power storage, electric transport
- ▶ The business purpose may differ – as well as the financial bottom line, the environmental bottom line and social responsibility may be of equal importance
- ▶ Different business models may apply – rather than working a niche area yourself, the licensing of the IP to other companies or other countries may be more likely
- ▶ Whilst 'green' developments cover the whole spectrum of technology, innovations are more likely to relate to particular aspects such as efficiency improvements, using less material or alternative materials, reducing the carbon footprint, considering the whole life cycle of the product, and using or mimicking natural materials and processes
- ▶ There may be some step-change technology, but many innovations will relate to smaller, iterative steps forward, for practical implementation of ideas or the reduction of manufacturing costs
- ▶ Geographic coverage may be influenced by which countries have a lead in particular technologies (e.g. wind power) and which countries are early adopters of green technologies (and the latter may be driven by government subsidies or legislation)

WE ALSO ADVISE ON THE CONSIDERATIONS THAT APPLY TO ALL TYPES OF IP

- ▶ Why you want IP protection – we help devise an IP strategy to suit your business
- ▶ The different types of protection available – patents, trade marks, designs, copyright, know-how and confidential information
- ▶ Assessing patentability, i.e. novelty and inventiveness
- ▶ Searching and advising on third party rights

WHAT DOES J A KEMP OFFER TO CLEANTECH CLIENTS?

- ▶ We offer strategic advice on how best to protect your Cleantech IP to suit your business needs
- ▶ Our patent and trade mark attorneys have expertise and experience that cover all technology areas
- ▶ Many of our attorneys have an active interest in using their expertise to assist in the creation and use of green technologies
- ▶ We can help you build an effective IP portfolio of patents, trade marks and designs to safeguard your business interests
- ▶ We have experience in use of the Green Channel to accelerate UK patent applications and can advise you which other countries have similar schemes via our world-wide network of attorneys
- ▶ We can provide guidance on the countries that may be most relevant to your clean technology
- ▶ We offer passion and enthusiasm – our close involvement with our clients enables us to provide pragmatic, practical advice



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