

# IP The First Frontier

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# What is Intellectual Property (IP)?

- **It is the innovative concepts and ideas, which come from an individual's intellect and the rights that that person has in those ideas**
  - It is the intellectual know how and creative output of individuals or the employees of a company
- **Ideas and concepts are intangible (not physical)**
- **IP rights protects the application or expression of these ideas and concepts in a commercial setting**

# Why is IP Important?

- **IP rights are purely and simply a commercial tool.**
  - Prevent copying
  - Ability to create definable monopolies or “property”
  - Proof of ownership
  - Corporate asset – transferred, licensed, used as security
  - Insurance policy
  
- **IP rights include patents, trade marks and designs.**

# Who is Madderns?

- **Madderns is a Patent and Trade Marks firm**
  - 40 people comprising 20 patent and trade mark attorneys and associated paralegal and support staff
  - Proudly South Australian – strong local connections into industry, tertiary, defence and start up sectors.
  - We are celebrating our 50<sup>th</sup> birthday this year.
  - **Located just opposite the Adelaide Central Market.**
- **What do we do?**
  - Protect innovation, ie – protect your hard work from being copied!
- **What drives us?**
  - Seeing our clients successfully commercialise their ideas.

# The Team!



  
great ideas  
come to us

- **What is a “patent attorney”?**
  - Probably expecting a lawyer.
  - *“Applications of Monte Carlo Methods to Some Problems in High-energy Astrophysics”*
- **We speak your language!**
  - Critical to understand your technology in order to protect it.
  - Our role is to capture your innovation in a “patent” so that it can be protected both in Australia and internationally.

# Case Study

M Y R I O T A

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- Spun out of Institute of Telecommunications Research (ITR) at the University of South Australia in 2015.
- Core innovation is the development of a satellite based internet of things (IoT) – ie, low cost satellite connected terminals that can be deployed remotely.
- Last year was awarded the Best Industrial IoT Start Up Company at the world's largest IoT summit held in Silicon Valley.
- Opening a \$2m IoT Innovation Laboratory in SA.

# Patent Team



Chris Wilkinson

*“The Application of High Precision Timing  
in the High Resolution Fly's Eye Cosmic Ray  
Detector”*

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# Case Study

MYRIOTA

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- Chris assisted Myriota in developing a strategy to protect their technology.
- This work so far has resulted in 17 patent families including 59 pending or granted patents.
- Myriota recently closed US\$15m Series A funding round

# IP – The First Frontier

- **Think IP First**
  - Conscious commercial decision whether to protect or disclose or keep secret.
    - makes this decision part of your project management plan
    - disclosure prevents patenting
  - What other IP is out there?
    - have you carried out a patent search (eg, Google patents)
  - Who owns your IP – who are the “inventors”?
    - collaboration
    - contractors involved

# Conclusion

- Madderns has a team of engineers and scientists that speak your language.
  - We can also protect your brands – but that’s another story!
- When you have that – “*hmm – that’s a good idea*” moment with the follow up “*hmm - that might be worth something*” then give us a call.
- We will happily come out and visit as that’s one of the benefits of being local.



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