What is IP and why does it matter to YOU?

Intellectual property (IP) is essential for protecting your creations, designs and ideas. Starting out is really exciting! But giving too much away might risk your IP later...

IP rights and how long they last...

Trade Marks Registrable, potentially perpetual

Design rights Registered 25 years Unregistered 10-15 years Supplementary 0-3 years.

Copyright Life plus 70 years

Patents Inventions, 20 years

Trade Secrets (know-how), forever!

> Scan to read more about **Design Rights:**



Think twice...

Social Media

Sharing images, videoing design development stages, sharing your ideas...all this has IP.

Always balance promoting yourself with protecting yourself!



Exhibitions

Getting ready for New Designers? Like social media, you have IP in what you show! Think twice before you allow photography.

Online Selling

Think about watermarking your images, that way they can't be copied! Add a statement that says all IP in your product is yours. Use the 'Member of ACID' logo.

Did you know?

You only have 12 months from the date your design is public or on sale to register your designs!

DESIGN & **TECHNOLOGY** ASSOCIATION

If you develop something that could be patentable, you need to have not shared it! So get advice before you shout about it... Want to find out more about ACID student membership? Sign Up Today: Email: info@acid.uk.com or visit www.acid.uk.com

IP rights in you smartphone... You carry IP in your pocket!

Copyright: User manuals, ringtones, start-up tone, images.

Trade Marks: NOKIA, Samsung, start up tone.

Designs: Overall look of the phone, design and shape of "buttons", position and shape of screen.

Patents: Data processing methods, operating system, operation of user interface.

Trade Secrets: Technical information, e.g. manufacturing processes, designs and drawings of computer programs.



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