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From:

Sent:

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10 November 2017 11:02

To:

industrialstrategy

Subject:

Views on IP - Costs and speed of international patent applications and enforcement
beyond SME's - Honesty needed

Key point is COST and speed to

- a) apply for patent
- b) renewals - especially international
- c) Legal work - patent attorneys generally
- d) cost and time of enforcement

In fast moving consumer products patents and JUST NOT VIABLE any more !!
eg Designer cost £10 to £50 / hour vs IP lawyer £200+ SO it is quicker / less cost to
ignore IP / and infringers instead build brand and design new products.

Patents are ONLY useful for large multinationals - the costs outway the benefits for other companies.

Please see lecture starting: 7:25

<https://vimeo.com/126361887>

Suggest either grants to apply and enforce (ie line pockets of patent industry)

Or

Be more honest about patent COSTS (as above), especially internationally and for SME's

best

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