



4th Floor | 58 Howard Street | Belfast | BT1 6PJ | N. Ireland
t: 028 9031 0584 | f: 028 9024 9172 | e: info@hannaip.com | www.hannaip.com

PATENTS | TRADEMARKS | COPYRIGHT | DESIGNS

IP HOUSEKEEPING

I have attached below some general housekeeping advice about IP and some suitable text for your website and other marketing literature and I have entitled the text appropriately.

Trade Marks

I would recommend that you use TM superscript after any use of your unregistered trade marks in the text of brochures and websites to show competitors that you are claiming these words and logos as your trademarks. When they are registered you can replace the TM with ®.

The following text could be included on a specially developed section of your website or prominently marked on the home page and other pages.

Patents

"All patentable technology incorporated in our products shown in images or videos on this website are protected by patents nationally and internationally under Patent Application number _____. [Add in the relevant patent application numbers for your products whenever patents are filed]."

Design Rights

Furthermore, this website contains pictures/images/videos of products or parts thereof in which or company claims exclusive protection under the terms of unregistered design right law in the UK and EU. Accordingly, any unauthorized reproduction or copying of a picture/image/video that incorporates a protected design shall be regarded as an infringing act. Additionally, the making of an article using the same design or its sale or letting for hire or offer for sale or hire in the course of trade, importation into the EU and/or possession thereof for commercial purposes shall also attract legal consequences, if done without authority from our company.

We will endeavour to take all necessary actions within the law to enforce all of our IP rights against third party infringers."

Brochures/Catalogues/Product spec sheets

If you make or use "hard copy" marketing literature such as brochures, catalogues or other marketing literature I would recommend the following text be placed on a prominent position on the marketing material.

"All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, without the prior permission in writing of our Company or as expressly permitted by law. Application for permission for other use of copyright material including permission to reproduce extracts in other published works shall be made to {add in your company name and address. Full acknowledgement of author, publisher and source must be given. You must not circulate this catalogue in any other binding or cover and you must impose the same condition on any acquirer."

Copyright

I would recommend that you obtain an assignment of all of the copyright from any of the graphic designers who have worked on the production of websites, logos and any and all graphic design work so that ownership of all of the copyright in all of your materials belongs to your company. I also would recommend that you prominently mark your website and other marketing literature with the internationally agreed copyright notice "[Insert your company name]© 2013".