

## No Nonsense IP - patents, designs and trade secrets

### Be strategic in protecting your innovations

**This is the third session of our popular No Nonsense IP series. In the first session we discussed how decision makers should work out whether the cost and resources required for a particular IP step are justified. The second session applied those ideas to trade marks. In this third session we look at patents, designs and trade secrets.**

*What are they, and how do they work? What are the advantages and disadvantages of having them?*

*It's sometimes difficult to work out whether the cost of a patent or design will be worth the benefit. This session aims to help you to make the best decisions.*

*This is a good session for inventors, engineers, marketing people, legal counsel, CFOs, CEOs, and anyone who wants protect the innovation in their business.*

*Our experts, Tim O'Callaghan and Tim Clark bring their extensive experience from both IP commercial and litigation matters to give a lively presentation using a range of real like examples to illustrate the issues, reinforcing that proper IP management and protection should relate to the overall business objectives and strategy.*

*Feedback from previous IP seminars included "creatively presented - not in legal speak" and "[the presenters] have a great dynamic and had us all completely engaged".*

*These seminars are free of charge and refreshment will be served.*

**Each seminar attracts 1 CPD point**

#### Session 3: patents, designs and trade secrets

**Time:** 5.15pm for a 5.30pm start

**Date:** Adelaide - Wednesday, 8 February 2012  
 Melbourne - Thursday, 9 February 2012  
 Brisbane - Wednesday, 15 February 2012  
 Sydney - Thursday, 16 February 2012

**Where:** Piper Alderman offices

**Registration:** [www.mybookingmanager.com/strategicip3](http://www.mybookingmanager.com/strategicip3)

#### Book these upcoming seminar dates into your calendar

##### Copyright, IP and the internet Session 4 - March 2012:

**Date:** Adelaide - Wednesday, 14 March 2012  
 Melbourne - Thursday, 15 March 2012  
 Brisbane - Wednesday, 21 March 2012  
 Sydney - Thursday, 22 March 2012

##### IP issues when buying or selling a business Session 5 - June 2012:

**Date:** Melbourne - Tuesday, 29 May 2012  
 Adelaide - Wednesday, 30 May 2012  
 Brisbane - Wednesday, 6 June 2012  
 Sydney - Thursday, 7 June 2012

#### Piper Alderman Office Locations

**Adelaide**  
 167 Flinders Street  
 Adelaide, SA 5000

**Melbourne**  
 Level 24  
 385 Bourke Street  
 Melbourne, VIC 3000

**Sydney**  
 Level 23, 1 Farrer Place  
 Governor Macquarie Tower  
 Sydney, NSW 2000

**Brisbane**  
 Riverside Centre  
 Level 36, 123 Eagle Street  
 Brisbane, QLD 4000