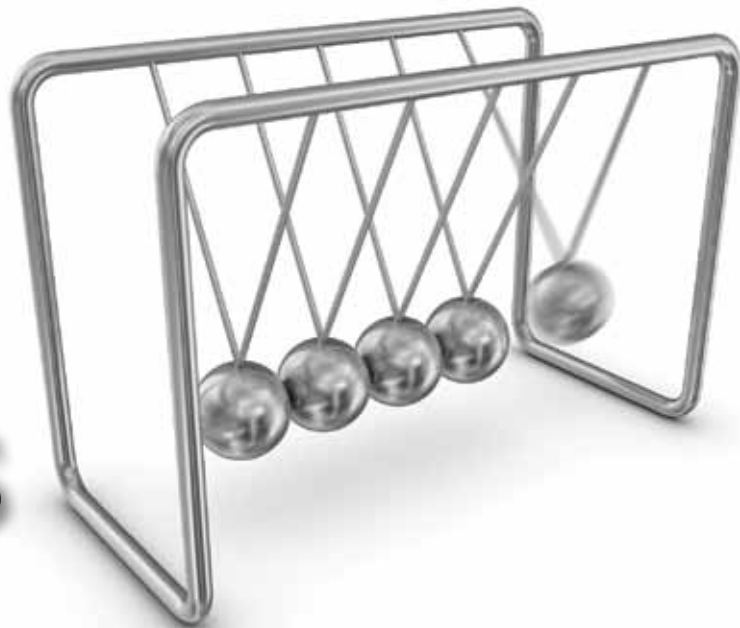


Patents vs. Designs



Demystifying the laws of patents and industrial design.

DATE, TIME & VENUE

Thursday, 30 September 2010
0900hrs – 1200hrs

Alhambra Ballroom,
Melia Hotel,
16, Jalan Imbi,
55100 Kuala Lumpur.

WHO SHOULD ATTEND

- Researchers / Scientists
- Inventors / Innovators
- Business Owners
- Entrepreneurs
- Legal Officers

PROGRAMME

0900 hrs Registration
0930 hrs Welcome &
Introduction
0945 hrs Patents vs. Designs:
Getting the Best of
Both Worlds
1030 hrs Coffee break
1050 hrs Patents vs. Designs:
Infringement for
Smart People
1135 hrs Q&A
1200 hrs End

FEES

RM150 per participant

Although both inventions and industrial designs can be protected by intellectual property laws, patents and design registrations are frequently confused with each other.

For example: since it is no longer new nor inventive, a fork as an eating implement, cannot be currently protected under patent law. However, a new *artistic design* (shape and configuration; or pattern and ornamentation) of the fork may be protected under industrial design law. Conversely, while a white sheet of paper that promises longer-lasting prints cannot be protected by an industrial design registration, the paper itself and the *process for manufacturing* it can be patented if the technical solution is new and inventive.

Henry Goh will be hosting a half-day seminar to help participants assess the suitability of pursuing patents and/or industrial design protection for their intellectual assets. Presented by experienced intellectual property practitioners, the seminar will also help participants answer some tough questions surrounding intellectual property protection, including:

- What is the difference between a “patent” and an “industrial design”?
- Should I pursue patent protection, industrial design protection, or both?
- How are these protections enforced? Is there a difference?

Participants will also have the opportunity to interact with the presenters and other professionals from Henry Goh at the end of the programme.

The closing date for registration is 24 September 2010. For more information, call (03) 2118 8688.

[Turn over for registration details ➔](#)

Another intellectual property awareness project by Henry Goh.



Patent, Design or Both?

THE RE-SEALABLE CEREAL BOX

Mary Speath invented the re-sealable lid for cereal boxes 14-years before cereal companies independently invented the "slit & tongue" mechanism themselves in the 1960s. Unfortunately, Ms. Speath never patented her idea and so probably lost out on millions in licensing revenues.



If a cereal box having a new (novel) shape and configuration was designed incorporating the existing re-sealable principle today, that new box design could be protected by an industrial design application in spite of Mary Speath's invention.

THE POST-IT® NOTE

While trying to make a stronger glue back in 1968, Dr. Spencer Silver inadvertently created a "low-tack" adhesive substance that stuck poorly but which could be used over and over again. Dr. Silver's colleague Art Fry would later use the adhesive to turn humble slips of paper into "reusable bookmarks", and thus, the Post-It® note was born. But, while the adhesive itself is a patented substance, the design of the square paper cannot be protected by industrial design.



THE LIGHTBULB

Thomas Edison is largely credited as being the inventor of the lightbulb. In truth, he purchased the idea from the Canadian partners Henry Woodward and Mathew Evans, who patented an incandescent light bulb in 1874. Edison improved upon their basic invention before unveiling his version of the lightbulb in 1879.

Although the basic technical concept of the lightbulb has remained the same, hundreds of lightbulb-related patents have been filed since 1879, each for new and inventive technical solutions to problems of existing lightbulbs. In addition to protecting the technical solutions associated with the lightbulb, the hundreds of new shapes and configurations of bulbs designed since the late 19th century can also be protected by industrial design registrations.



ABOUT HENRY GOH

Established in 1977, Henry Goh is one of Malaysia's leading intellectual property consultancy firms. Our expertise is in registration, protection and management of patents, trade marks and industrial designs. As part of our continuous corporate responsibility efforts, we actively promote awareness on intellectual property issues among the local business community. We believe companies must equip themselves with the proper knowledge of IP rights that will give them an advantage in their businesses.

CORPORATE HEADQUARTERS

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REGISTRATION FORM

To reserve your seat, please complete this registration form and fax it to (03) 2118 8777 or email events@henrygoh.com.

Payment for RM150 registration fees should be made in the form of cheque in favour of "Henry Goh & Co Sdn Bhd". Only 60 seats available.

Closing date: 24 September 2010.

For more details, contact Christine or Amelia at (03) 2118 8688.

NAME: _____ JOB TITLE: _____

COMPANY: _____ TEL (O): _____ TEL (H/P) _____ FAX: _____

ADDRESS: _____

EMAIL: _____ SIGNATURE: _____