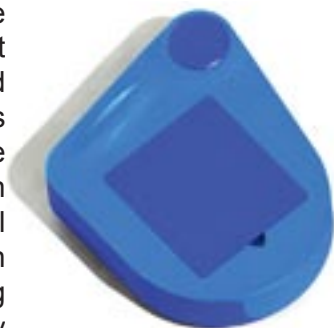


IDC NEWS

IDC INNOVATION CLIENT PROFILE – ANITA TROPIANO, WA

West Australian inventor, Anita Tropiano wanted a better way to keep her plates and napkins clean and easily accessible for entertaining friends and family outdoors when the concept for the Picnic Set originated. The Picnic Set began as a simple cardboard prototype but has evolved to become an innovative new picnicware product used to conveniently house, transport, dispense and store plates, cutlery, napkins and salt and pepper shakers. The product is a new take on conventional picnic sets, offering added features and benefits courtesy of its unique, highly-compact design. The Picnic Set takes up minimum space and can be used in the home or away - for barbecues, picnics, camping trips, caravanning, boating etc.

Anita wanted something practical, durable and aesthetically pleasing and so worked with an Industrial Designer to help finetune her initial design concept (taking materials and manufacture processes into consideration). The inventor has also taken steps to obtain formal protection for her idea with the intention of licensing her intellectual property (IP) rights.



PICNIC SET, Top View

In developing her idea, Anita utilised a range of IDC's commercialisation products and services including an International Patent Search, Commercialisation Assessment, Innovation Market Review and Mentoring and continues to work with IDC to secure a licensing agreement. Through her experience developing a new product, Anita provides the following advice for other inventors looking to commercialise their idea/s:

"Find a team of professionals to support you, who are passionate about your invention, settle for no less, your professional relationship with them is essential to success. Working with IDC was a decision I am grateful I made. Not many people understand the process of developing an idea from conception to reality. Seek professional advice such as a consultation with IDC before disclosing your idea, it could mean success or failure. I would highly recommend IDC

to other inventors desiring an affordable opportunity to develop their idea with the help and support from a friendly and professional team."

Anita is currently seeking potential licensees to deliver the Picnic Set to market. For further information, or to register your expression of interest please contact IDC's Commercialisation Manager, Troy White on 02 4962 0999.



PICNIC SET, Expanded/Open View

FOR FURTHER INFORMATION

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IDC NEWS

PROTECTING BRANDS IN SMALL BUSINESS

In partnership with the Hunter Business Centre (HBC) and the Department of State and Regional Development, IDC recently presented a free seminar to help small businesses in the Hunter learn how to protect their key business assets – their brands. The 'Protecting Your Brand' seminar was for small business owners (or those looking to start a small business) who



IDC's Troy White, Marion Heathcote and Ann Cummings at the 'Protecting Your Brand' seminar

wanted to learn more about the different types of Intellectual Property (IP) available (including trade marks), how these can be used to protect brands and improve the value of business.

Seminar presenters included IP specialist, Marion Heathcote of Davies Collison Cave Patent and Trade Mark Attorneys, and Ann Cummings, Director of iconic local brand, Newcastle's Pudding Lady. Overall the seminar was very well-received with much positive feedback from those who attended.

IDC looks forward to the opportunity of delivering similar information sessions in conjunction with HBC and DSRD in the future and continue to assist small businesses in the Hunter.



Department of State and Regional Development

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Upcoming Events

- ▶ Innovation Express - Troy White will be offering commercialisation consultations in Sydney on the 5th of February 2009 and 5th of March 2009. For further information: mail@innovation.org.au or 1800 995 299
- ▶ Visiting Patent Attorney (VPA) Service - The IDC's highly successful VPA Service is now available in Newcastle and Sydney. Please contact the IDC for upcoming dates and bookings on 1800 995 299 or email info@idc-hunter.org.au

NEW ONLINE INVENTIONS GALLERY LAUNCHED

IDC has launched a new online Inventions Gallery at www.innovation.org.au/inventions. The Gallery showcases a number of inventors IDC has had the opportunity of working with in commercialising their new ideas.

Did You Know?

The first vending machine was invented by Hero of Alexandria around 215 BC. When a coin was dropped into a slot, its weight would pull a cork out of a spigot and the machine would dispense a trickle of water. 🗨️

IDC PRODUCT PROFILE – INNOVATION MARKET REVIEW

To help inventors and innovative small businesses commercialise new ideas, IDC offers a suite of specialised innovation products and services including an Innovation Market Review.

The service is considered a starting point and an essential step in helping to assess an innovation's commercial viability. The review is a preliminary qualitative analysis of the relevant market for an innovation and provides an impartial evaluation of current market conditions. Information obtained through the review may include market size, opportunities and trends, barriers to entry, potential distributors or licensees, relevant supply chains and manufacturers as well as competing products or services.

The main aim of the Innovation Market Review is to provide IDC clients with market intelligence to help them make informed decisions towards the commercialisation of their new idea. The service is tailored specifically to an innovation's relevant market, stage of development and commercialisation strategy.

For innovators living in NSW, the service is partially subsidised by the Department of State and Regional Development as part of the NSW Innovation Advisory Services initiative. For further information about IDC's Innovation Market Review service, please phone 1800 995 299 to speak with an Innovation Adviser, or email iac@idc-hunter.org.au

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IP LICENSING OPPORTUNITY FOR CUTTING EDGE IDEA

An opportunity to license intellectual property (IP) rights for a new innovative paper trimming tool currently exists. The Cutter is a handheld paper trimming tool, of similar shape to a computer mouse. The device includes a fixed blade and rotating disk, which are actuated by rolling the Cutter forward along four small wheels positioned on its underside.

The tool can be used to trim paper stock including card or photographs and is safe to use on flat surfaces without the need for a cutting mat. The Cutter also includes a measurement rule, to allow the device to be guided during trimming to produce a straight edge and/or at the desired trim amount.



Innovative paper trimming tool - 'The Cutter'

The device offers a number of unique product benefits including:

- Design appeal – ergonomic, computer mouse style design is distinct compared to existing paper trimming tools and makes the device easy to handle/use;
- Built-in measurement rule/guide – ensures straight trim lines;
- Portability – compact and lightweight;
- Safety – device is safe to use on tabletops without need for cutting mats. The blade is also hidden, which prevents risk of personal injury; and
- No maintenance required for blade.

The inventor is currently seeking potential licensees to deliver the Cutter to market. For further information, or to register expressions of interest please contact IDC's Commercialisation Manager, Troy White on 02 4962 0999.

For more IP Licensing Opportunities and other new inventions, visit www.innovation.org.au.

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The Winners Circle

Spring Conference
 Survey Winner:
 Mullane and Lindsay Solicitors
 Kathy Wilson
 Prize: Coles Myer Gift
 Voucher

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FLYING SOLO LIVE! 2008

Held late last year, Flying Solo LIVE! was a special event for small business owners held at Australian Technology Park in Sydney. The event attracted more than 200 business owners who attended for a day of learning, connecting, networking and fun.

Sessions held throughout the day addressed a wide range of topics including innovation and creativity, money matters, small business websites, high performance, attracting clients, online marketing, productivity and market research.



IDC's Andrea Pugh and Troy White with a Flying Solo Live attendee

The day also included a range of interactive panel discussions facilitated by Robert Gerrish including 'Accessing Advice'. IDC's Commercialisation Manager, Troy White joined the panel, which looked at the range of assistance available to existing small businesses or those starting up. Further panel members included representatives from the NSW Department of State and Regional Development, Sydney BEC Clearly Business and NRMA.

For more information on Flying Solo LIVE! in 2009, visit, <http://www.flyingsololive.com.au/>

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