



# Protecting IP when Commercialising Innovations

## How and Why!



Fast growing advanced manufacturing companies are often hesitant to protect their IP. This is partly due to unfamiliarity with the process for achieving intellectual property protection and the value return for doing so. There is an often a misunderstanding of the loss of credibility and financial consequences of potential competitors or even collaborators using their information.

The challenge is to develop an appropriate level of IP protection and to ensure that the company strategic plan – the business model, countries where they want to do business or partnerships, is supported.

### This learning event will interest

CEO's and business owners, researchers and commercial managers aiming to gain a better understanding of Intellectual Property protection and exploitation.

- Trademarks, Copyright and Patents

- The importance of having an IP strategy
- The IP landscape, some current issues and challenges.
- The importance of IP agreements for dynamic collaborations between academia and industry. First steps
- The process of securing patents.

#### **When**

Tuesday, 24 May 2022  
8:00am – 11:00am

#### **Where**

Business SA  
Level 1, 136 Greenhill Road  
Unley SA 5061

[Register now!](#)

# Meet your Presenter Greg Bartlett

Principal BEng(Hons) FIPTA  
Patent and Trade Marks Attorney



Greg Bartlett has a B Eng(Hons) from Monash University, is a qualified patents attorney with over 30 years experience with SME clients and was previously a Government appointed member of the Professional Standards Board for Patent and Trade Marks Attorneys.

Based in Adelaide, Greg is a Partner with Phillips Ormonde Fitzpatrick, a large national firm of patent attorneys and trademark attorneys.

<https://www.pof.com.au/people/greg-bartlett/>

**Limited seating  
available**

**Reserve your  
spot today!**

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For more information

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