

IP Car Crashes – what not to do!



About Forresters

- Specialist firm of patent & trade mark attorneys
- 4 UK offices (Birmingham, Liverpool, London, Southampton) and Munich
- Established 1884
- Strong technical & legal capabilities; all technical areas
- Open and friendly - relatively informal approach



A little about me



Dr Jagvir Purewal, Senior Associate - Birmingham
UK Chartered Patent Attorney | European Patent Attorney
jpurewal@forresters-ip.com

- SME Midlands client practice
- Experience broad range technologies
- Number of advisory strategy roles
- Work alongside strong network to support clients



What is Intellectual Property?

Appearance

- Design rights

Branding

- Trade marks

Software

- Copyright
- Patents?



Functionality

- Patents

?

- Trade secrets

Expertise

- Know-how





The NDA



The NDA



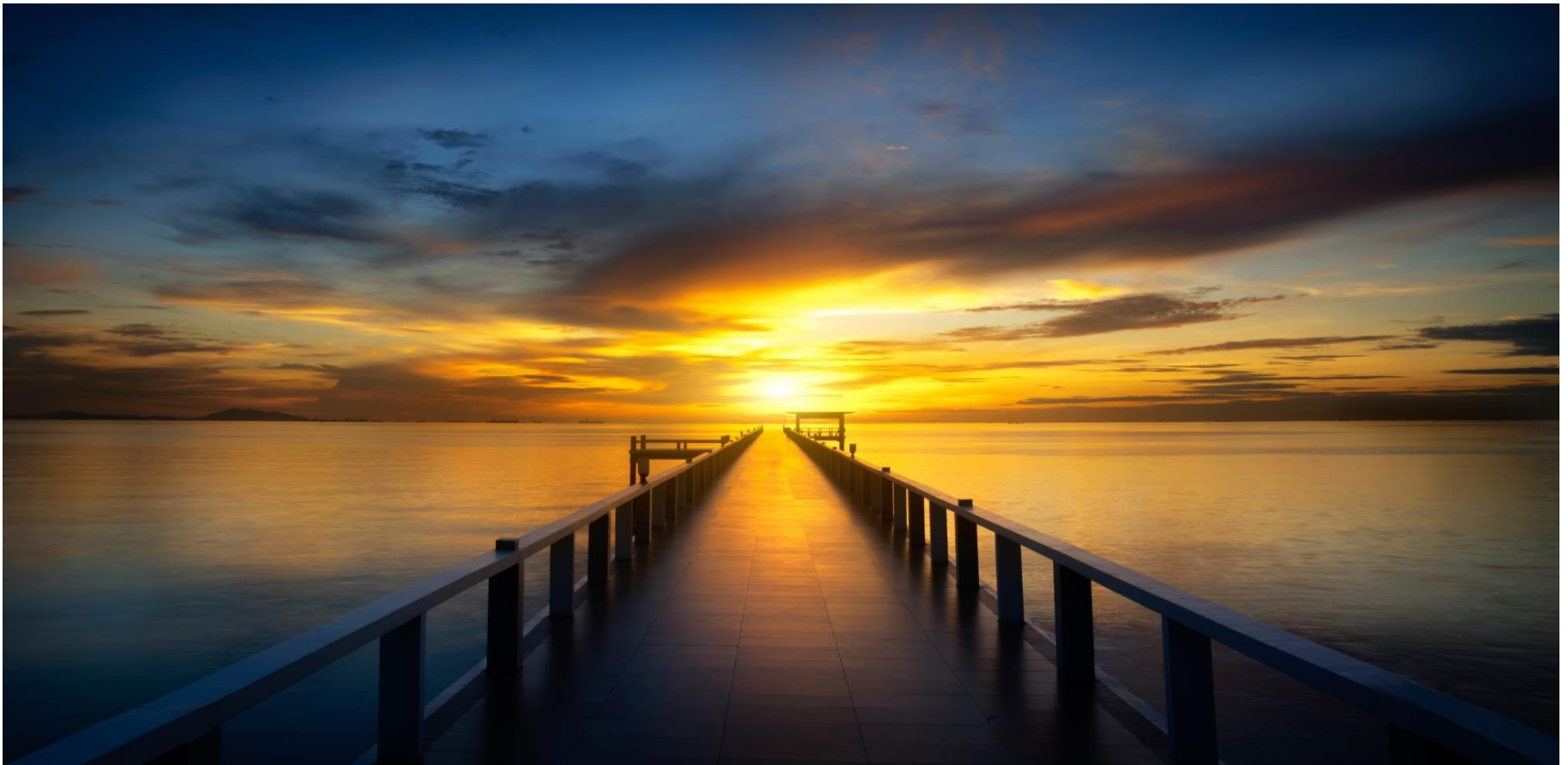
Ownership



Collaboration and grant agreements



DIY IP protection



Thank you



jpurewal@forresters-ip.com
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