

IPRIS FOR SMEs

IPRIS serves a wide variety of clients from patent firms, higher education institutions and the private sector companies. Here we focus on three of our SME clients who share their experiences with IPRIS.

Client
Promethean
World
Client Sector
SME
Location
UK



Promethean is a global education company that improves learning productivity by developing, integrating and implementing innovative 21st century learning environments that help make everyone more engaged, empowered and successful. Its primary product range is fully interactive whiteboards sold to schools and other education and training institutions. Headquartered in the UK, with a US office in Atlanta, Georgia, Promethean World Plc is listed on the main market of the London Stock Exchange.

Promethean holds a number of different types of Intellectual Property (IP); patents, trade marks and registered designs protecting its product and software. Prior to selecting IPRIS as their renewals partner for all of their IP, Promethean had used their attorneys for renewals.

Adam Wylie, IP Pragmatics Managing Director of Services interviews Carl Jackson, Promethean's Head of IP.



AW. Before we started discussing renewals with you, I did my usual homework on your company and was pleased to hear first-hand, from my wife who is a primary school teacher in London, how good she thought your company's interactive whiteboards were. She has used them for several years and finds them invaluable. How was it that you came to hear of IPRIS?

CJ. I was at the IP Global Exchange conference in Munich, where several service providers were represented. I met with IPRIS and the service they offered seemed a good combination of easy to use, reliable, and good value. When I returned to the UK, I contacted IPRIS and they referred me to IP Pragmatics as their UK representatives. I contacted IP Pragmatics and asked for a quotation for the cost of renewals for our IP portfolio.

AW. How was that process?

CJ. Easy and efficient. IP Pragmatics were responsive and we received the quotation quickly.

AW. So you made the decision to transfer the whole of your patent, trade mark and registered design holding to IPRIS. How did that go?

CJ. The whole process was seamless. We sent IPRIS details of our portfolio in an Excel spreadsheet. They checked the data and uploaded it to the IPRIS web app – their online system for managing renewals. We cross-checked

it and found it to be accurate.

AW. In addition to being able to issue your instructions on renewals via the IPRIS web app, what else do you like about the system?

CJ. I like the way that the cases are displayed, all in one place so you can immediately see very easily your company's IP and any upcoming renewals. We also find the export to Excel function very useful and use this frequently.

AW. Now that you are using the service. Have the costs quoted by IPRIS during the sales process matched the costs that you have been charged for renewals.

CJ. Yes, and reducing costs was one of the factors in choosing IPRIS. We estimate that we have saved in the region of 10–15% over what we were being charged before by our attorneys. The other major factor was putting all of our renewals in one place, so we had a single source and point of contact that we are in control of and can monitor.

AW. Overall what would you say are your impressions of IPRIS and the service it offers?

CJ. Overall I have been very impressed. All of our contact with representatives of IPRIS both in the UK and in Switzerland has been good. They have been very responsive to our questions and offer a very professional service.



Client
Prana Biotechnology
Client Sector
SME
Location
Australia



Prana Biotechnology is an innovative company based in Melbourne that develops first-in-class therapies to treat neurodegenerative disease. They are listed on the Australian Securities Exchange (ASX: PBT) and NASDAQ (NASDAQ: PRAN).

Over the past two years, Prana has successfully initiated Phase II trials for two of their products and in addition to the completion and reporting of these studies, they will be preparing for a Phase III trial and pre-clinical development for their lead Parkinson's Disease candidate compound. As a result of this success and growth, Prana's R&D expenses have increased by about 90% over the two years.

Their R&D expenses also include costs associated with the acquisition and maintenance of patents to protect their products and technologies. Their intellectual property strategy is key to the success of the company and going forward, the proper maintenance of their patents is of significant interest to the company.

Following an evaluation of their existing patent renewals systems and processes, Prana found that they were costly and did not offer the company enough control over their renewals. They decided to look for an alternative patent renewals management service and actively compared the services of several renewals providers, including IPRIS.

All the candidates went through a rigorous screening process centred around:

- Pricing
- Ease-of-use
- Customer service
- Security

IPRIS came out on top every time. In addition to the savings of up to 50%, Prana was impressed by the direct and flexible service, the secure reporting system and the user-friendly IPRIS web app.

Prana transitioned to IPRIS services in August 2014 and say that the level of service and cost have definitely met their expectations.

When asked where the service could be improved, the one suggestion they had was a screening process to catch any rights that have proceeded to Grant. They were delighted to know that IPRIS had already developed a system for this earlier in the year and it was ready to be implemented.



Concrete Canvas Ltd. was incorporated in the UK in 2005 to manufacture its two award winning technologies, Concrete Canvas GCCM and Concrete Canvas Shelters. These products were developed to exploit a unique material technology invented by Peter Brewin (MEng) and Will Crawford (MEng) whilst studying Industrial Design Engineering at Imperial College and the Royal College of Art in London.

Concrete Canvas Ltd's core material technology enables the supply of unique construction solutions that are extremely fast, simple to install and environmentally friendly. The company prides itself on innovation, quality and responsiveness to its customers' needs.

The primary markets for Concrete Canvas Ltd. are in the civil infrastructure (road and rail), mining and petrochemical sectors where CC is used for erosion control applications such as ditch lining, slope protection and bund lining. The company



has grown rapidly since 2005 and now sells its products to over 40 countries around the world. It manufactures its products in South Wales and currently employs 28 people. Concrete Canvas was recently placed 16th in the annual Sunday Times Virgin Fast Track 100.

The first patent application Concrete Canvas filed was in 2004 while the principals of the business were undertaking their postgraduate degrees at the Royal College of Art. They were referred to a well-known patent attorney firm based in London, and from their attorneys, on to a well-known renewals company that works with attorney firms. Having become somewhat concerned with the rising cost of renewals and the level of transparency on the renewal fees, Peter Brewin, the owner of Concrete Canvas Ltd decided to look at options in the renewals market, and after reviewing a number of potential suppliers, chose IPRIS.

Peter takes up the story: 'We chose IPRIS because they had a simple fee structure, were more economical than the renewals company we were using, and seemed very efficient. We took up

the references that they supplied and felt, that although they were not the cheapest renewals company out there, they offered the best blend of costs and trust. In general, we have been impressed by their prompt attention to any questions that we have had, and have enjoyed having a single point of contact at IPRIS. We have found them to be efficient, and easy to work with.

Concrete Canvas use the IPRIS web app to monitor their patent portfolio and issue renewal instructions. They particularly like the ease of use of the system, the email notifications that they receive on renewals and the clear overview that the system gives them of their patent portfolio. In conclusion, Peter states, 'We regard IPRIS as a valuable partner in our business'.

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Concrete Canvas
Client Sector
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