



Rapid Impact - High Value Add

Business Transformers Ltd

transforming innovation into value



Dear «First»,

December 2011

For your great idea to be valuable it has to be “OUT THERE” , but how to protect it?

1. Secrecy is always an option

One method of keeping your idea safe is to keep part or all of it a secret. This can work well if your idea is not discoverable by customers and competitors, or if you can move so quickly that by the time competitors discover your secret it is too late. Perhaps the most famous “industrial secret” is the recipe for Coca-Cola, but software code could fall into this category as well.

Secrecy is a good principle, but it is sometimes impossible when for example external manufacturers are involved.



2. Protect by contract / NDA



If secrecy will not work, and you only wish to discuss the idea with a small number of customers, suppliers, or other business partners, then a Confidentiality or Non-Disclosure Agreement may be a good idea. However bear in mind that an NDA is a contract and you will have to go to court to enforce it or get compensation for breach. To get compensation the other party must have something of worth.

When considering confidential disclosure do not forget to remind your employees and partners that they have a responsibility to keep information confidential.

[contact us for more information](#)

3. Formal Intellectual Property Protection

There are several forms of IP protection, but only Patents apply to ideas, all of the others relate to items that already exist in some form. Patents need not be expensive, and because they protect the idea they can be quite broad and not tied to a particular shape or way of using the idea.

The principal behind a patent is that in exchange for describing your idea (and a yearly fee) you will have protection for (usually) 20 years.

Click below to see a guide to costs and timing for UK & international patents. [more information](#)



Wynne-Jones, Laine &
James [LLP](#)

To remove your name from our mailing list, please [click here](#).

Questions or comments? E-mail us at info@bustrans.co.uk or call +44 1225 444937/+44 794 1161321
Business Transformers Ltd is registered in England 05133660 at Mile House, Lansdown Rd., Bath, BA15SY