



EP&C
PATENT ATTORNEYS



PATENT IN SIGHT

PLOTTING YOUR POSITION

PATENTS | DESIGNS

This brochure will help you analyse your position, so that you can get a better insight into the protection possibilities.

You have had an idea, and you want it to be successful. You certainly do not want your competitors running off with it. The best way of stopping them, is by plotting your position and exploring the options for patent protection.

We can help you to protect a technical invention with a patent for instance, or the design of products with a design application. With the numerous options available, it is important that we work towards finding the best protection strategy for your unique situation.

For this reason, we have lined up a number of important questions in this brochure. Once you have been through them, we can use them as a starting point for our discussions. We look forward to working with you!





How is your idea going to make money?

How are you going to commercialise your idea? How do you plan to earn back your investment in its development and protection? Are you going to market the idea yourself or are you going to supply manufacturers with components? Who are your customers and where are they? If you have a business plan, or a draft of one, we would like to go through this with you.



What makes your idea unique?

What makes your idea so special? How does it differ from earlier ideas in this field? What aspects make your idea more appealing than anything already out there? How will it beat the competition? In order to get a clearer picture of this, it is advisable to take a look at your competitors. Why are they not currently using this idea? Are there any alternative solutions on the market which are slightly less effective? It is useful to identify competing ideas so that we can discuss them together.



Is there room to expand on your idea?

Have all the technical problems been worked out in enough detail to launch your idea, or is there still quite a bit of development work to do? Will this be done internally or with partners? Are you already in a position to invest in the protection of your idea or do you still have to look for investors? In other words, is this the right time to apply for a patent or would you be better off waiting? Comprehensive preliminary research and a study of available literature will help you answer these questions.



Is your idea completely new?

You have come up with a good idea, but is it completely new? The answer to this question is important if you want to be able to protect it. This novelty requirement applies worldwide. So, you need to know whether or not your idea has already been published, even in places as far away as South Korea or New Zealand. A lot of ideas have been published in patent publications, which you can research on the Internet (and may already have done so). The websites www.espacenet.com and www.google.com/patents are very useful. When you have done this research, we can discuss the results together.



What problem is your idea going to solve?

Is your idea a technical one? If so, which technical problem is it going to solve? How exactly does it work? You may have some sketches, drawings, a prototype or some other way of showing what your idea is about. Any information on alternative solutions that were discarded during the development process may also be useful. It would be helpful if you could collect all of this information for us to look at.

We realise that there are a lot of questions here. We also understand that it is not always possible to provide a detailed answer to each and every one. However, any answers you can provide now, will be very helpful later on in the process. We look forward to developing an enjoyable and fruitful partnership with you!





EP&C
PATENT ATTORNEYS

Sharing thoughts and ideas is in our blood

We look at your innovation and business plan from a different perspective. With our years of knowledge and experience in the field of technology and Intellectual Property we see opportunities that you might well miss. We would be pleased to meet with you for an initial obligation-free and free of charge appointment.

RIJSWIJK

Sir Winston Churchilllaan 295a
2288 DC Rijswijk
T +31 70 414 54 54

AMSTERDAM

Rietlandpark 301
1019 DW Amsterdam
T +31 20 305 28 88

UTRECHT

Newtonlaan 115
3584 BH Utrecht
T +31 30 273 75 10

TURNHOUT (BE)

Antoine Coppenslaan 27-B4
B-2300 Turnhout, België
T +32 14 481 040



www.en.epc.nl
www.epc-ip.be

PATENT IN SIGHT PLOTTING YOUR POSITION