

© the future...



commission it, don't copy it!

ACID (Anti Copying In Design) Ltd,
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e-mail: help@acid.uk.com

ACID website: www.acid.uk.com

ACID Trading: www.acidtrading.eu.com

Mediate To Resolve: www.mediatetoresolve.com

ACID Hotline Numbers

membership hotline: +44 (0)845 644 3617

Members Only legal hotline: +44 (0)845 230 5742

ACID Registered Head Office: 68 Lombard Street, London, EC3V 9LJ



membership application form

you wouldn't say that

COPYING

was the sincerest form

of **flattery**

if it cost you

your business





GRAND ENDORSEMENT - KEVIN MCCLLOUD

DESIGN = VALUE!

Kevin McCloud, designer and presenter of the BBC TV programme *Grand Designs* feels passionately about design theft and was asked recently his views on one of ACID's key lobbying objectives...

"Despite being a nation of engineers, Britain has always undervalued design. Come to that it doesn't exactly have an unblemished record for the way it values its engineers either. On the continent - and in Italy and Germany, particularly - both these essential disciplines are respected for their fundamental contribution to the man-made world. In the UK engineers are considered, in the genealogy of the professions, as one step removed from train-spotters. Designers are just thought of as socially suspect.

Which is bizarre, given that every object, built space or piece of clothing around us didn't just materialise but was, at some time or other, thought of, developed, prototyped and put into production.

Dids Macdonald, CEO of ACID: "Good design isn't something that miraculously appears. It usually takes a heavy investment, hard graft and cutting edge creative skill to create excellent, safe products that make designers lead rather than follow. It can take years of sweat equity to create a brand that end users want to be associated with - if excellent design is to survive and continue to be recognised as a unique selling point to design buyers it must also represent a value in revenue income to those who create it."



A communications satellite began as a design concept - usually as a pencil sketch - as did an eggcup, or a house, or a kit-kat wrapper. They all result more or less (the eggcup possibly) from the same rigorous process of enquiry and creativity. Designers are kept very busy trying to make the world a more comfortable, kindlier place.

ACID has worked tirelessly for the last 6 years to protect the intellectual property rights in original design and to vigorously represent the rights and interests of its members in the design industry. "COMMISSION IT, DON'T COPY IT!" is its most effective on-going campaign to work in the trade and manufacturing sectors, persuading companies to engage designers and commission original work.

Hurrah for that one. The alarmingly all too usual status quo is that businesses simply copy somebody else's work. That is theft: not just of copyright, but also of a designer's income.

Now ACID is turning its formidable guns towards a much bigger and more nebulous target: the retail consumer. It makes sense because, the argument goes, if the consumer is design aware he or she will start to demand some form of originality - true design value - in what they buy. But the market for good design is a vicious one; the high street a ruthless and merciless place to sell design. ACID is not going to run out of work." www.kevinmccloud.co.uk

"COMMISSION IT, DON'T COPY IT!" is an on-going campaign aimed primarily at buyers within the retail and trade sectors to hammer home the message to consumers that design = value. To date 9 major retailers have signed up to an ACID Code of Conduct or have communicated their corporate social responsibility on the protection of originator's rights. John Lewis, Selfridges, Next, Tesco, Marks & Spencer, Debenhams, WH Smiths, Woolworths and Boots. Determined to get its message across to the consumer, the ultimate design buyer, GRAND DESIGNS is the first consumer publication to become an ACID media supporter. With the backing of Kevin McCloud, one of the UK's leading designers and broadcasters, ACID could not have a better AMBASSADOR!

why join... ACID®

ACID (Anti Copying In Design) is a hard-hitting action group committed to fighting copyright theft.

ACID's powerful logo has become an internationally recognised symbol of deterrence - actively helping to protect its members from the potentially devastating financial damage inflicted by copyright infringement.

ACID has a broad, influential membership base drawn from many diverse industry sectors - textile designers & manufacturers, jewellers, furniture manufacturers, giftware designers, fashion designers, interior accessory producers, graphic designers...

ACID supports design originators like YOU who want protect and fully exploit their design equity **NOW!**

ACID's two fundamental objectives remain the same today as when the organisation was first launched:

- © To change the current culture that it is okay to steal ideas and free ride on another person's design equity.
- © To create a safer trading environment in order for our creative industries to flourish.

Patricia Hewitt, former Minister of State for Trade & Industry: "I fully support the thinking behind the ACID campaign to encourage retailers and manufacturers to sign up to a voluntary code of conduct. This should be a very useful way forward."

Nigel Brotherton, Director of Corporate Planning of The John Lewis Partnership, the first signatory: "We were very pleased to sign up to the ACID pledge. When we looked at it, we realised that it set out standards which we, as a responsible retailer, would expect to abide by anyway. We do not approve of copying."

"I fully support ACID and its excellent work", Trevor Baylis OBE, Inventor: "There is an invention in all of us. If you can solve a problem, you're on your way to becoming an inventor but remember no-one pays you for a good idea but they may pay you for a piece of paper which says you own the idea!"

Paul Maier, President of Boards of Appeal OHIM. "ACID and OHIM share a common goal of creating and raising awareness of the importance of intellectual property rights. Together we will continue to educate and inform designers of the simple but necessary steps they should consider to ensure their work is protected from potential copiers and infringers. With this awareness we may be able to look forward to an increased recognition of the importance of good design to business".

OHIM (Office for Harmonization in the Internal Market

information@oami.europa.eu

www.oami.europa.eu

+34 96 513 88 00



Robin Webb, UK- IPO, Director of Innovation: "It is a truism that the UK's prosperity increasingly depends on expertise and creativity. Design makes a significant contribution to the national economy and the legal framework of protection for designs is an important means of encouraging and rewarding design creativity. It is a priority for us at the UK Intellectual Property Office to make sure that obtaining and enforcing rights is as practicable and affordable as possible. We welcome the valuable work that ACID does in communicating the role of design protection."

UK IP Office:

www.ipo.gov.uk

Central Enquiry Unit

Tel. 08459 500505



The message is clear "COMMISSION IT, DON'T COPY IT!"

ACID® branding...

your best defence against design piracy!

ACID's greatest asset is its brand and we encourage our members to use it shamelessly. The ACID logo on product packaging, advertising material, in the press and at shows, clearly states that our members know their rights, understand, assert and will pursue their rights.



The ACID brand has become a powerful voice within the design community - a voice we intend to be heard across boardrooms where directors would be appalled if anyone accused them of the theft of their colleague's watch or a wallet but some still think it's OK to steal ideas and products.

ACID Branding

Many members use the ACID logo on marketing and product literature, letterheads, labelling and websites, together with a simple copyright statement; *"All copyright, design rights and intellectual property rights existing in our designs and products and in the images, text and design of this website / marketing material are and will remain the property of (Company Name / Your Name). Any infringement of these rights will be taken seriously."* This statement is now available in several different languages. The logo can be hyperlinked to the ACID website, reinforcing a clear "hands off" warning to copiers. Highly branded stand signs are given to ACID members to display at exhibitions.

ACID Legal Support

ACID members can rely on the support and expertise of its network of associate UK and international lawyers. Advice is available on the commercial realities of taking legal action, ensuring that the best possible result is achieved.

ACID Design Data Bank

Creating a paper trail is essential to design protection - members are encouraged to send in copies of all their design drawings to ACID, as early in the design process as possible. **The free and unlimited ACID Design Data Bank, provides invaluable independent evidential proof regarding the creation date of a design. PLEASE NOTE THIS IS NOT THE SAME AS REGISTERING YOUR DESIGNS WITH UKIPO OR OHIM WHICH GIVES YOU ADDITIONAL RIGHTS.**

ACID Legal Hotline

+44 (0) 845 230 5742



The ACID legal hotline provides members with **up to 1 hours free specialist IP advice** on each separate issue. Dealing with both contentious and non-contentious issues, we recommend that members collate all available information before using this service to utilise the initial free period of advice. Please contact the membership office for an Infringing Purchase Information Sheet (IPIS) if you have discovered a copying issue.

ACID® joining...

ACID Membership Joining Criteria

ACID was originally established by designers for product designers and manufacturers as a hard-hitting action group to address the escalating problem of design plagiarism. The organisation was never intended for importers of "off the shelf" products or companies without an in-house design capability. ACID's key focus is education to provide its members with comprehensive legal and commercial knowledge to protect their intellectual property rights and, in particular, their design rights. ACID's other main objective is also to provide its members with the tools to create an effective preventative and deterrent strategy against indiscriminate copying and specialist legal support and advice if it is required. ACID has always been determined to set the highest standards within its membership and all ACID members are required to sign the ACID Code of Conduct. This is a morally driven, signed declaration that they will adhere to the Principles of Conduct. If any member is found to be in breach of any of these strict criteria, their membership will be revoked immediately.

Although ACID has celebrated its first decade, by trade association standards it is a very young organisation. From time to time ACID has to review its protocol and criteria for accepting membership. As the organisation grows, inevitably there are some applications from companies whose focus is not design-led and who do not own their own intellectual property. These organisations buy in products from the Far East where, often, intellectual property ownership origins cannot be guaranteed or established. There is a clear difference, however, in licensed products which are commissioned and exclusively manufactured and produced in the Far East, where the intellectual property rights ownership has been clarified. There are also circumstances where it is brought to ACID's attention that certain companies are either hiding behind the respectability of the ACID brand or are known to operate without respect for the ACID Code of Conduct.

ACID Membership turnover declaration

Your annual ACID membership fees are determined on your company turnover for the last financial year. Please state on your application this amount in the space provided and tick membership category accordingly. This will be an annual requirement upon membership renewal to ensure you are in the right membership category.

continued over >>

the bottom line is theft!... **is theft!**

membership hotline: +44 (0)845 644 3617

ACID e.mail: help@acid.uk.com

ACID website: www.acid.uk.com

ACID newsdesk: www.acid.eu.com/news

- All potential members will be required to complete and sign the ACID Code of Conduct. Any applicant that has an ongoing issue with a current ACID member must declare this to the membership office as this will affect the authorisation process that all new memberships take.
- All new members will become provisional members for the first 6 months. A list of all provisional members will be published by industry sector in the newsletter which is published quarterly.
- During the 6 months of provisional membership, if there are any complaints about any company who wishes to join ACID as a full member, they will be invited to communicate their complaint by writing, in the first instance, to the Chief Executive together with substantiated facts. Hearsay, rumour or unsubstantiated facts will not be considered under any circumstances.
- Any complaints about a provisional ACID member will be put before a panel comprising ACID's legal advisor, ACID's Chief Executive and two corporate ACID members from a different industry sector. If the panel decides that the complaint be upheld their decision is final and no further correspondence will be entered into. The joining fee would not be refunded but the remainder of their membership fee would be refunded. This panel will sit twice a year.
- Should that individual or organisation decide to reapply they would have to submit their new application, after a minimum period of one year, with references from two existing ACID members and the panel would then decide whether to reconsider membership.
- If a company buys "off the shelf" products then it is that company's responsibility to declare this in their application and to make a signed statement confirming that the intellectual property rights ownership have been clarified and/or assigned to them.
- To be eligible for membership all potential members must have a design capability and the majority of their products must be designed either in house or by commissioned designers. There is also a provision for manufacturers to join ACID who have entered into licence agreements with freelance designers in which the intellectual property rights are assigned to the manufacturer. In the case where the intellectual property rights are owned by the designer and not the manufacturer then those products would not be eligible to be sent to the ACID Design Databank by the manufacturer.
- If there is an existing complaint about a potential member which has been made known to ACID, prior to their membership application, that individual or organisation will be asked to provide a reference from an existing ACID member.

This set of criteria will be reviewed on an annual basis in order to maintain the integrity of the organisation.



A NEW STANDARD

protect yourself..

1 Licence/Royalty Agreement

A generic, reusable Licence/Royalty Agreement designed to foster and develop best practice in licensing/royalty relationships. Protecting the interests of both parties, without compromising either party and maximising commercial opportunities.

2 ACID Standard Terms and Conditions of Business

The generic ACID Terms and Conditions of Business include a standard set of basic conditions to which additional specific clauses can be added and included if required. By including the clauses specific to intellectual property rights in your terms and conditions of business you will raise awareness of your ownership of these rights.

3 Freelance Designer Agreement

The Freelance Designer Agreement is more likely to be used in the case of a commissioned work, particularly with designs protected by copyright. There are also certain circumstances in which an agreement about who is to own the intellectual property rights can be implied. It is therefore always advisable to obtain a written assignment of the intellectual property rights from the designer.

4 Assignment of Intellectual Property Rights

The Assignment of Intellectual Property Rights is a straightforward assignment for £1 of the intellectual property rights in a design or list of designs which are already in existence at the date of the agreement. Representations of the design or designs being sold should be attached in the schedule at the end of the agreement.

5 Assignment of registered designs and other IP rights in design

An assignment is used whenever one person or company wants to sell some or all of the intellectual property rights in a design to another person or company. Assignments effectively change the ownership of the intellectual property rights assigned, leaving the original owner with no further rights.

6 Deed of Assignment of Trade Marks

A legal document which assigns all intellectual property rights residing in a trade mark including, but not limited to copyright, from one party (assignor) to another (assignee).

7 Intellectual Property Agreement

A short agreement under which the recipient confirms that you own all the intellectual property rights in your designs and they will not do anything with those designs without your prior consent.

8 Confidentiality Agreement

The agreement is a standard form precedent and can be sent to a potential business partner to be signed to ensure the confidentiality of any subjects discussed during a meeting.

9 Licence Tape Agreement

A unique and innovative product from ACID ideal for sending out samples. The recipient is warned by the wording on the packing tape not to open the package you have sent them without agreeing to be bound by the terms of the licence agreement which is attached to the outside of the package.

10 Standard Terms of Trading via the Internet

This agreement covers all the elements required for the protection of both the supplier and the customer when providing or using internet transactions.

Important Note: It is strongly recommended that specialist IP legal advice is obtained when altering any of these agreements to your specific requirements.

PURCHASE ON-LINE NOW AT:

www.acidtrading.eu.com

**FOR GENERIC AGREEMENTS, IP TOOL KITS,
IP DETERRENT MERCHANDISE and more!**





ANTI COPYING IN DESIGN

code of conduct ...

Statement of intent

This Code of Conduct contains a framework of values, with the intention of providing the public with assurances as to the integrity of the designs and conduct of all members of ACID. Members are expected to comply with both the letter and spirit of the Principles of Conduct.

Principles of Conduct

1. Members shall promote and maintain ethical standards of conduct and at all times deal fairly and honestly with the public and with the business community.
2. Members shall at all times act in a professional manner and shall not engage in practices which would bring the design industry into disrepute.
3. Members shall ensure that their designs and products conform with all relevant laws and regulations and that their employees and agents are fully aware of all such laws and regulations.
4. Members will not deliberately or knowingly copy the designs, products, name or trading style of another company or business.
5. Members will not engage in any practice or activity which unfairly competes with the business or is detrimental to the goodwill or reputation of another company or business.
6. In the event that a dispute arises between two or more ACID members concerning the origin, ownership or integrity of one or more designs or products, members agree to submit to the ACID Mediation Scheme (or another similar scheme approved by the ACID Committee) and to attend at least an initial session of no less than three hours in an attempt to resolve the dispute. This will not prevent ACID members seeking urgent interim relief in appropriate circumstances. In such cases, ACID should be notified that such steps are to be taken. *

* Whilst it is intended that disputes between members will be minimal as all members are expected to comply with the Principles of Conduct, it is recognised that disputes may arise unintentionally between members. Mediation is a means by which members can attempt to resolve disputes with other members amicably and with a minimum of cost. The process is informal and is conducted without legal advisors before a single Mediator experienced in intellectual property disputes. In particular, the process is without prejudice to either member's rights in the event that the dispute cannot be resolved and litigation becomes inevitable. Full details of the ACID Mediation Scheme are available by phoning the ACID Hotline on +44 (0)845 230 5742.

Please tick this box to confirm that your company are *not* currently in dispute, or have any issue, with an ACID Member. Please note that by signing below, you are confirming this information.

Privacy and Data Protection

Any personal data relating to you will only be used by us in accordance with the Data Protection Act 1998. Such personal data will be collected, processed and used by us or our agents/service providers for the purpose of registering your application with ACID, providing you with ACID membership and facilitating any transactions which you may enter into with us.

We may also make use of such data for administration purposes and future enhancement of our services to meet your needs as well as our marketing, advertising and promotional purposes, which may include sharing the data with our agents/service providers or marketing companies.

From time to time we may want to share this data with other reputable companies or partnerships both within and outside the European Economic Area (EEA) so as to maximize the benefit of your membership under ACID. We or they may wish to contact you with regard to any of the above by fax, phone, e-mail or post. If you object to the use of your data in any of the ways we have mentioned here and/or you object to us contacting you by any of the methods referred to above then please e-mail us on help@acid.uk.com.

You have the right to ask us for a copy of the information we hold on you, for which we may charge a small fee, and to correct any inaccuracies. Please note that ACID is not responsible for the privacy and data protection of any sites that are hypertext linked on the ACID website.

Name

Signed

Position

Date

ACID (Anti Copying in Design) Ltd, Registered Head Office: 68 Lombard Street, London, EC3V 9LJ

Tel: + 44 (0)845 644 3617 Fax: + 44 (0)845 644 3618 E-mail: help@acid.uk.com Web: www.acid.uk.com

I/We would like to become a Member of ACID

Key Contact name:

Company name:

Address:

Post Code:

Tel:

Fax:

E-mail address:

Website:

PLEASE SELECT YOUR MAIN AREA OF DESIGN (please tick only one):

- | | | | | |
|--|---------------------------------------|---|---|---|
| <input type="checkbox"/> The Arts | <input type="checkbox"/> Associations | <input type="checkbox"/> Bridal | <input type="checkbox"/> Ceramics | <input type="checkbox"/> Childrenswear |
| <input type="checkbox"/> Design Agency | <input type="checkbox"/> Education | <input type="checkbox"/> Fabrics & Textiles | <input type="checkbox"/> Fashion | <input type="checkbox"/> Fires/Fireplaces |
| <input type="checkbox"/> Floor Coverings | <input type="checkbox"/> Furniture | <input type="checkbox"/> Garden Products | <input type="checkbox"/> Giftware | <input type="checkbox"/> Graphics |
| <input type="checkbox"/> Greetings Cards | <input type="checkbox"/> Jewellery | <input type="checkbox"/> Kitchen & Bathroom | <input type="checkbox"/> Interior Accessories | <input type="checkbox"/> Toys |
| <input type="checkbox"/> Interior Design | <input type="checkbox"/> Lighting | <input type="checkbox"/> Photography | <input type="checkbox"/> Product Design | <input type="checkbox"/> Other |

How did you hear about ACID?

Exhibition Participation:

Estimated financial loss due to Intellectual Property infringement:

MEMBERSHIP CATEGORY	ANNUAL SUBSCRIPTION	ONE OFF JOINING FEE	VAT	TOTAL £ 1st YEAR PAYMENT	TICK
1 Under 50K Annual Turnover, Students, Recent Graduates, Affiliates & Associates.	125	25	26.26	£176.26	<input type="checkbox"/>
2 Annual Turnover 50K-100K	225	100	56.88	£381.88	<input type="checkbox"/>
3 Annual Turnover 100K-250K	300	175	83.13	£558.13	<input type="checkbox"/>
4 Annual Turnover 250K-500K	350	225	100.63	£675.63	<input type="checkbox"/>
5 Annual Turnover 500K-2.5 Million	500	350	148.75	£998.75	<input type="checkbox"/>
6 Annual Turnover 2.5-5 Million	750	525	223.13	£1,498.13	<input type="checkbox"/>
7 Annual Turnover 5-10 Million	950	675	284.48	£1,909.38	<input type="checkbox"/>
8 Annual Turnover Over 10 Million	1500	995	436.63	£2,931.63	<input type="checkbox"/>

ANNUAL TURNOVER DECLARATION

Membership fees are based on your Annual Turnover from your last financial year **PLEASE STATE £**

If you are a member of the following Affiliate/Partnership Associations, please state which one in the space provided to entitle you to a discount on your subscription:- APID, BCFA, BDI, BFM, BIDA, BITA, COCKPIT ARTS, CSD, DACS, DESIGN NATION, FIRA, GCA, GIMA, IGI, LIGHTING ASSOCIATION, PRINCE'S TRUST, OWN-IT, MAZORCA PROJECTS, SDEA. Please check discount rates found in main brochure p14.

Payment can be made by credit/debit card (mastercard/visa/switch/solo/amex), cheque (made payable to ACID Ltd.), BACS or Direct Debit. If you wish to pay by Direct Debit you can download the mandate from www.acid.uk.com. Choose from monthly, quarterly or annual payment periods. Please note that once subscription payments have been allocated they are non-refundable.

Credit Card No.

Name on Card

Issue Number (Solo/Switch only)

Start Date

Expiry Date

have you...

- Signed the Code of Conduct.
 - Ticked one section **ONLY** for your main area of design.
 - Entered all contact details including telephone and e-mail.
 - Ticked the correct company turnover bracket category.
 - Declared your own annual turnover for membership.
 - Included a cheque payment or entered credit card details.
- Before submitting your application please check that you have entered the correct information as itemised here >>

To validate your ACID Membership you must sign the Code of Conduct on the reverse of this form



ACID EXHIBITION STAND SIGN

'Member of ACID' on one side and 'Exhibition Protocol' on the other, showing steps to take if your design is copied at an exhibition. The sign is free standing and one sign is given FREE to new members upon joining. Sign available in 2 styles clear and ACID yellow

Further stands and other merchandise are available at www.acid.designsales.co.uk

LICENCE WARNING!



ACID LICENCE PACKING TAPE

Buy a one-off licence and use the tape when sending precious originals and samples, Breaking or disturbing the tape binds the recipient to the terms & conditions of the Licence Agreement. Colour: ACID yellow and black
Essential and affordable for the protection of original designs/prototypes and sampling at the critical marketing stage. Normally a licence would cost around £250!



ACID WARNING PACKING TAPE

Can be used on all packaging. Acts as an immediate deterrent. **Don't send any orders out without it!**



ACID LABELS

For all your products, envelopes, stationery etc.. Printed in ACID yellow and black on an A4 sheet. 35 labels per sheet. Each label measures 20 x 40mm.



ACID RUBBER STAMP

Show that copyright exists for your plans, designs and drawings. Reinforce the fact by always using the ACID stamp.



ACID 'NO PHOTOGRAPHY' SIGN

Visibly show that you will not allow photographs to be taken of your products or stand at an exhibition etc. Protect yourself! With phone cameras your ideas can be sent globally within seconds and sent into mass production! Available in clear and ACID yellow.

ALSO AVAILABLE: ACID GENERIC LEGAL AGREEMENTS also shown in this application brochure.



for visible **deterrents and** strong **IP protection aids** go to...

www.acidtrading.eu.com

ACID Legal Hotline continued:

Members then have the choice to continue to use ACID's accredited law firms, at discounted rates or take this advice and instruct their own lawyers. In these instances designers are advised to use lawyers who specialise in intellectual property.

To underpin this, ACID has created an international network of specialist intellectual property lawyers and dedicated Legal Hotlines have also been established. This support network is continually being expanded.

ACID Deterrent Merchandise

An innovative range of practical ACID branded deterrent merchandise utilising everyday stationery items. E.g. 'Warning Protected by ACID' packaging tape, Member of ACID labels and generic re-usable intellectual property and confidentiality agreements.

ACID Activities

ACID listens to its members in order to develop clear objectives with specific industry direction. We encourage members to maximise their membership benefits by responding to market questionnaires, extensive use of the logo, database and Legal Hotline. Changes in the law relating to intellectual property are communicated by way of newsletters, the ACID website, fact sheets and updates by email or fax. ACID continues to promote awareness through sustained publicity and marketing campaigns.

E.Bulletins

Sent to membership regularly with latest news & tips.

Exhibition Watchdog

ACID has recognised that one of the most valuable but vulnerable areas for new products is the exhibition venue. ACID maximises its effectiveness at exhibitions by acting as an industry watchdog of members' designs / products, to identify and to report any alleged copying incidents.

creating a **safer** commercial environment

ACID Accredited Exhibitions

Organisers of exhibitions are encouraged to join ACID's Accreditation scheme demonstrating their commitment to providing exhibitors with a safer trading environment, while sending a clear message of deterrence to copiers.

Acceptance and use of ACID's exhibition protocol - a standardised management system for dealing with intellectual property infringements arising at trade fairs - is an integral part of accreditation.

We have developed an ACID accredited initiative which means zero tolerance of plagiarism at trade shows in the UK, Europe and USA. Many trade exhibition organisers work closely with ACID by supporting and endorsing ACID's Exhibition Protocol. This is an on-the-spot "mediation" process for the management of any copying incidents occurring at shows.

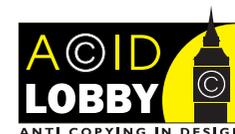
ACID also provides a visible brand of deterrence at trade shows and an opportunity for one to one education for both trade visitors and exhibitors.



Lobbying

ACID is actively involved in the lobbying process at national and international levels to improve legal protection and standardise the administration of intellectual property rights throughout Europe.

ACID has created its own lobbying group **ACID LOBBY** with four clear objectives. **Legislative** - introduction of a new law of unlawful imitation. **Moral** - DESIGN = VALUE addressing the disparity between copyright and design right owners.



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ACID website: www.acid.uk.com

ACID newsdesk: www.acid.eu.com/news

Educational. Educate to Protect - an educational programme for all design students and commercial - a **national mediation scheme** for design infringements based on its own ACID format.

Through continued lobbying and pressure, loopholes are getting smaller and the actions of hard-hitting groups such as ACID will progressively make life more uncomfortable for design pirates.

Unlawful Imitation

We want to see existing loopholes in the law tightened to give designers better protection. Having to rely on some inadequate rights should not be a licence to copy or allow committed copyists to hide behind a fat legal budget, stonewall challenge and perpetuate litigation.

Naming & Educating

ACID has launched a naming and educating policy and publicises all successful settlements with details of the companies involved. ACID has received huge support from editors and journalists, who put the subject of intellectual property awareness high on their agenda and continually feature success stories, initiatives, concerns and warnings against the potential devastation of intellectual property infringement. A media supporter campaign has been launched with key design publications to underpin this strategy.

ACID Media Supporters

ART BUSINESS TODAY • ARCHITECT & DESIGNER
CABINET MAKER • CONTRACT FLOORING JOURNAL
CRAFTSMAN • CRAFT & DESIGN • DESIGNBAR.COM
DESIGN LIFE.TV • DESIGN WEEK • FX • idFX
FURNITURE PRODUCTION MAGAZINE • FURNISHER
GRAND DESIGNS • GIFT FOCUS • HOTEL DESIGNS
JEWELLERY FOCUS • MYSPACE DESIGN
TOTAL HOSPITALITY • TOTAL LIGHTING
TOTAL RETAIL • TRENDEASE

Voluntary Codes of Conduct

John Lewis were the first major high street retailer, closely followed by Selfridges and Next, to publicly declare their policy on IP rights by signing the voluntary ACID Retailers Code of Conduct. This is a non-legally binding but morally driven protocol created to provide a framework for buying departments to manage their sourcing and referencing of new products without infringing the rights of the originators. Retailers who commit to

signing ACID's voluntary codes of conduct are contributing significantly in creating a safer trading environment for designers. This is an ongoing campaign. Names will be published of those retailers/manufacturers/specifiers willing to publicly declare a positive policy on IP rights ownership.

Affiliate Partners

ACID works with other representative bodies and trade associations to further the interests of its members and raise industry-wide standards of conduct regarding intellectual property protection.

Current members of the following organisations are entitled to a 10% discount off their ACID subscription: APID, BDI, BIDA, BITA, COCKPIT ARTS, CSD, DESIGN NATION, FIRA, GCA, GIMA, PRINCE'S TRUST, OWN-IT, MAZORCA PROJECTS.

Trade Association Partners

ACID has formed partnerships with other industry specific Trade Associations to raise the profile and value of intellectual property among their memberships. This is part of an on-going campaign by ACID to actively support trade organisations, pan-industry.

If you are a member of BCFA, BFM, IGI, SDEA or the Lighting Association, please indicate this on the Application form to receive a 20% discount on your ACID subscription.

International Network

Membership of ACID has increased rapidly since its creation and now includes a sizeable international element, proving that copying is a global problem and reinforcing the need for ACID's existence. ACID welcomes membership applications from individuals and organisations, in any industry sector, involved in the creation of original design who wish to actively protect themselves and are committed to eradicating design plagiarism.

Associate Membership

This is available to any company supporting the work of ACID and committed to fighting design piracy. Benefits include, Associate Member of ACID logo, quarterly newsletter, access to the ACID members website and the opportunity to sponsor ACID newsletters and press releases. For further information please telephone the membership hotline on +44 (0) 845 644 3617.



The IP myths - the most frequently asked questions or statements.

How do I register my copyright?

You can't because in the UK copyright arises automatically upon the creation of a work in a tangible form (e.g. a design drawing); there is no requirement for registration. However, in the USA you can register a copyright.

Where can I patent my design?

You can't unless you have created a new and inventive product or process. The relevant form of protection for most designs is UK design right which protects the shape and configuration of the design and unregistered Community design right which protects the shape, contours, lines, colours, texture and ornamentation of a design. Design rights arise automatically but, for stronger protection, a Registered UK or Community design can be obtained for a payment of a fee. www.ipo.gov.uk www.oami.europa.eu

If someone makes seven changes or a certain percentage change to a design it becomes a new design!

Wrong! It is not the number or percentage of changes that somebody makes to your design but the importance of the elements which they have taken from your design which is important in deciding whether they have infringed your rights in your design. This will always vary from case to case.

Registering designs is useless because if you make one slight percentage change in the design the registration is invalid.

Wrong! because the test for whether a design infringes a registered design is whether it creates a 'different overall impression on the informed user'. It is not simply about counting the number of elements of the design which have been reproduced or changes which have been made to it.

I want to register my design to protect the way it works.

You can't because you would have to apply for a patent rather than a design registration. However, to obtain a patent you would have to demonstrate that the way that your design works is novel and inventive.

I have protected the name of my business because I have registered the name at Company's house.

You haven't because a registered company name does not give you rights in the name which you can enforce against third parties - for this you need a registered trade mark.

My freelance designer doesn't have any claim to the rights in my design!

They might because if they produce a design for you, you will only own any UK unregistered design right which might subsist in the design. There may be other IP rights in the design which you do not own, such as copyright and unregistered Community design right. If you want to own all the intellectual property rights, the best plan is to ask the freelance designer to assign these to you in a written agreement, preferably before they do any work.

If I do not include the © (+ your name and year eg. © acid 2010) notice on my work I will not benefit from copyright protection.

Not true! In the UK copyright arises automatically when you record your original work in a tangible form. However, it is wise to include such a notice because it notifies others that you are claiming copyright in your work.

If I register a copy design before the originator I own the design.

You don't necessarily because whilst you will technically be the owner of the registration, the originator would be able to seek a declaration of invalidity of your registration.

I applied for a registration for my design because I own the company.

Wrong! because if you created the design in the course of your employment, even with your own company, the company alone has the right to register the design.