

IDC E-NEWS

Hello and welcome to IDC's February 2010 edition of E-News.

Innovation Pathways

Industry & Investment NSW and the Australian Technology Showcase (NSW) have developed the Innovation Pathways Program to integrate existing and new program elements to accelerate the growth of NSW organisations seeking to commercialise innovative technologies. The Pathways Program has been designed to complement Federal Government commercialisation initiatives (including the R&D Tax Credit and Commercialisation Australia) and the Australian Technology Showcase (ATS), as part of a whole-of-government approach to the commercialisation of innovative technologies. [\[more\]](#)

IP Australia's Nationwide Breakfast Series, 'How to Make Your Brand Great'

Examine the secrets behind developing a successful brand for your business. Why are some brands more successful than others? Why do consumers choose one brand over another? How do the best brands do it? How do they protect their interests in the modern market place? Join some of Australia's leading brand owners for breakfast and a keynote address about a vital issue to business — branding and intellectual property. [\[more\]](#)

IP Licensing Opportunity – Surfboard Security Roof Rack System

Surfing enthusiast, Peter Naylor developed the Surfboard Security Roof Rack Accessory to provide a more effective and convenient anti-theft system for surfboards. The Accessory consists of four individual clamps, which are attached to vehicle roof racks to lockdown/secure a surfboard and prevent potential theft. Opportunity to license the intellectual property (IP) rights of this innovation is currently available. [\[more\]](#)

Venture Capital by Design Seminar, Sydney 9 February

During this two hour seminar, attendees will learn from five of Australia's leading experts on venture capital and business development - real investors, currently seeking investment opportunities, and successful entrepreneurs, who have 'been there' and secured private funding for their growing companies. [\[more\]](#)

Solar-Gem Wins 2010 Australian Innovation Shoot Out in California

NSW-based company [Solar-Gem](#) has been awarded the 2010 Australian Innovation Shoot Out, hosted last month at Microsoft's Mountain View, California campus. The fourth annual [Innovation Shoot Out](#), staged as part of G'Day USA: Australia Week 2010, assembled seven pioneering Australian technology companies, each vying for top honours. [\[more\]](#)

Xerox Invents Erasable Paper

Xerox Corporation scientists have invented a way to make prints whose images last only a day, so that the paper can be used again and again. The technology, which is still in a preliminary state, blurs the line between paper documents and digital displays and could ultimately lead to a significant reduction in paper use. [\[more\]](#)

Innovation ALERT™

Interested in the latest innovative ideas being filed with the Australian patent office? IDC's Innovation Alert™ provides a sneak preview at some of the latest Innovation Patents to be lodged.

Patent Number	Title	Applicant	Filing Date
2010100001	Combination-Type Fishing Rod Holder	Dongguan Okuma Fishing Tackle Co., Ltd.	1 Jan 10
2010100009	Automated conveyor feeding trough for cattle and sheep	Gregory Attwells	6 Jan 10
2010100030	Vertical quilting frame	Anne Crosse	12 Jan 10
2010100049	A Topical Analgesic Composition	Animal Ethics Pty Ltd	18 Jan 10
2010100056	Shredder with Thickness Detection Means	Fellowes Inc.	19 Jan 10
2010100060	Sliding Tent Peg Puller	Dennis Winterburn	19 Jan 10
2010100070	An Improved Skylight Panel	Stratco (Australia) Pty Limited	22 Jan 10
2010100083	An Extendable Razor	Michelle De Graaf	25 Jan 10

AAAI 2010 National Angels Conference

The Australian Association of Angel Investors Limited (AAAI) is the national, not-for-profit peak body for Australian professional Angel Investors. The AAAI's annual conference is being held in Adelaide 17-19 February. [\[more\]](#)

Manufacturing Awards Deadline Extended

The manufacturing industry is optimistic about what the future holds for 2010 and the Manufacturers' Monthly Endeavour Awards are rewarding those who take advantage of the improving economic climate. With two new awards on offer, Manufacturers' Monthly readers are encouraged to take advantage of the extended February 15 nomination deadline. The only national awards program specifically for Australia's manufacturing industry, the Awards are designed to celebrate Australian manufacturers' achievements and inspire innovation and success. [\[more\]](#)

Jellyfish Swim Style to Revolutionise Aviation

An Australian innovation that improves the efficiency of air travel could save the global aviation industry more than \$1.3 billion a year in fuel costs. Researchers at the University of NSW have borrowed an idea from nature to smooth the airflow over a plane's wing section. After observing how marine animals such as octopus, squid and jellyfish use suck and blow jets to propel themselves through the water, a team of scientists adapted the principle for aircraft. They attached rows of synthetic jets to the wings of planes, resulting in a smoother and more efficient ride. [\[more\]](#)

IP Australia and QUT Launch Peer-to-Patent Australia Trial

IP Australia and the Queensland University of Technology (QUT) have launched Peer-to-Patent Australia, a web-based trial project aimed at supporting patent examination and improving the quality of issued patents in Australia. Peer-to-Patent Australia uses Web 2.0 technology to allow experts within the community to review participating patent applications and bring relevant prior art to the attention of IP Australia's patent examiners. The public can join the Peer-to-Patent Australia online community as a reviewer to help IP Australia locate information relevant to pending patent applications. Companies such as IBM, Aristocrat, CSIRO, General Electric, Hewlett-Packard and Yahoo have submitted applications and are participating in the trial. [\[more\]](#)

IDC Service Brief: Industry Opinion

IDC's Industry Opinion service investigates the commercial viability of an innovation by presenting it directly to industry and obtaining valuable feedback. The service delivers an opinion and potential support for an innovation from recognised industry leaders within the relevant industry or market. Information gained from an Industry Opinion not only provides valuable insight into the commercial viability of an innovation (according to those in the know) but may also help to finalise product design, generate interest from potential licensees or provide an indication of possible future sales. For more information about IDC's Industry Opinion service please [contact us](#).

Kodak Sues Apple, RIM Over Camera Patents

Kodak has filed a complaint with the U.S. International Trade Commission charging Apple and Research In Motion with infringing patents in products with cameras. The suit claims that the iPhone and BlackBerry devices with cameras infringe a Kodak patent that allows image previews. Kodak recently settled a similar case against Samsung. In that case, an ITC judge issued an initial determination ruling that Samsung had infringed the image preview patent. [\[more\]](#)

\$774,400 to Bring 11 Innovative New Products to Market

A software solution for soil testing and a remote bulk storage beverage dispensing system are among the innovative new products developed by the latest Commercialising Emerging Technologies (COMET) recipients. The COMET program is one of more than 30 business programs delivered by AusIndustry. With Commercialisation Australia – the Rudd Government's radical new \$196 million support initiative for home-grown innovation – starting on 4 January this year, the COMET program is now closed to new applications. [\[more\]](#)

For more of the latest innovation-related news and events, visit <http://www.innovation.org.au/news>.

