

# IDC E-NEWS

***Hello and welcome to the November 2009 edition of IDC E-News.***

## **IP Licensing Opportunity – Cable Advancing Device**

The *Cable Advancing Device* is an electrical installation tool used for drawing cable through conduit pipe. The device has been designed primarily for electrical contractors but can be used by other cabling professionals for telecommunications, security and fire protection. The device can also be used in both domestic and industrial cabling installations. Opportunity to license the intellectual property (IP) rights of this innovation is currently available. [\[more\]](#)

## **Commercialisation Australia (CA)**

The next phase in the establishment of Commercialisation Australia has been announced. Commercialisation Australia will begin operating in January 2010 and will provide multi-tiered assistance to talented researchers, entrepreneurs and innovative firms to take their ideas to market. As announced in the 2009-10 Budget, the Australian Government is establishing Commercialisation Australia (formerly known as the Commonwealth Commercialisation Institute) to provide a radical new approach to commercialising promising Australian research and ideas. [\[more\]](#)

## **2010 Innovation Heroes Award**

The search is on again for Australia's greatest innovators; people who have created successful products or services from brilliant engineering ideas or inventions. Nominations are being sought for the Innovation Heroes Award, bestowed each year by Sydney University's Warren Centre for Advanced Engineering. [\[more\]](#)

## **IDC Novelty Search Service**

IDC has combined two of its most popular services – the International Patent Search and International Product Search to provide clients with a comprehensive 'Novelty Search' solution. The service investigates the uniqueness or 'novelty' of new ideas by searching for prior art including both patented concepts and products that already exist in the marketplace. A Novelty Search is one of the first steps in the commercialisation process recommended by IDC as it is essential to be aware of any similar products as soon as possible so as to avoid potentially wasting valuable resources developing a new idea (when it already exists or is protected). Without investigating and/or knowing what's already available, there is potential to be inadvertently infringing somebody else's IP rights. For more information about IDC's Novelty Search service please [contact us](#).

## **Warning: Unsolicited IP Services**

IP Australia occasionally receives notification of instances in which inventors, designers and businesses have fallen victim to companies offering fraudulent IP protection, promotional or advertising services. While the majority of Australian companies providing support in registration, maintenance, promotion or advertising of IP are reputable, it pays to be cautious when receiving correspondence or responding to invoices regarding your IP. [\[more\]](#)

## **Nominations Now Open for Manufacturing Awards Program**

The Manufacturers' Monthly's Endeavour Awards - sponsored by BlueScope Steel - is Australia's premier national awards program for manufacturing excellence, and is now open for nominations. Now in its seventh year, the Endeavour Awards is the only national awards program specifically for Australia's manufacturing industry. The Endeavour Awards celebrate and recognise the achievements of industry leaders in their drive to achieve best practice and excellence in manufacturing. [\[more\]](#)

### Triple J Young Guns – Energy Efficient Replacement for Halogen Down Lights

Alex Knott, of [Indice Ecotech Pty Ltd](#) has invented an energy efficient replacement for halogen lights. Halogen down lights use a lot of energy. About 90 per cent of the energy is put out as heat, with only 10 per cent converted to light. The 'ALUX' light bulb uses fluorescent tubes to generate light and runs at a low temperature. The big advantage is it reduces the amount of power you consume in your house, yet maintains the same level of light. Another advantage is the light bulb fits into any fixture that holds a halogen light. [\[more\]](#)

### 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. For more information, please [contact us](#).

Patent Number	Title	Applicant	Filing Date
2009101013	Accommodation addition to caravan	Hindquarter Pty. Ltd.	2 Oct 09
2009101017	Toilet Roll Dispenser	ABC Tissue Products Pty Limited	2 Oct 09
2009101010	Classified Advert Referencing System Using SMS	Reliance Consulting	6 Oct 09
2009101031	Hot Smoked Salmon Press	Alpine Cove Pty Limited	7 Oct 09
2009101057	Skewer stick	Cordina Chicken Farms Pty Ltd	16 Oct 09
2009101076	Kayak Loader	Mr Peter Newnham	23 Oct 09
2009101077	Inflatable Jack for a Vehicle with a Pressure Release System	Kingsley Enterprises Pty Limited	23 Oct 09

### 2009 PCA Packaging Design Awards

The Australian Packaging Awards (APA) provide companies in the packaging supply chain with the opportunity to showcase their products, packaging and people on a national stage. The APA are open to brand owners, designers, printers and manufacturers, producers, SMEs, foodies, retailers, transport and logistics, in fact anyone involved in the creation of packaging. This year's winners have now been announced. [\[more\]](#)

### Make Your Mark

IP Australia in partnership with Design VIC has produced a comprehensive, easy to read guide on the importance of intellectual property protection for the Australian Industrial Design industry. This guide will help Industrial Designers with relevant information to develop an intellectual property strategy for business development, with case studies and industry tips on protecting designs from inception through to market. [\[more\]](#)

### Solution Inspired by Nature

For most people, the reaction to discovering that your computer has a bug is to throw your hands in the air, swear and call a friend. That might be about to change, now that US researchers have discovered a fresh approach to computer security that takes real-life bugs as its inspiration. [\[more\]](#)

### Dyson Fan: Why it is a 'Novel Invention'

When Dyson launched its bladeless fan, The Air Multiplier, it received plaudits in Britain and America. However documents unearthed at the Intellectual Property Office cast doubt over the novelty of the invention. Was it first developed 30 years ago in Japan? [\[more\]](#)

### CSIRO Earns \$200m Wi-Fi Windfall

Australia's peak science body has earned a \$200 million windfall - and counting - from its long-running patent battles with the world's biggest computer companies. Despite the economic downturn, the CSIRO earned \$634.8 million in royalties from its own inventions - the largest amount it has ever recorded and a 74 per cent increase on just two years ago. [\[more\]](#)

### **Street Swags**

Street Swags was founded in 2005 by a Brisbane school teacher, Jean Madden. She came up with the idea of Street Swags while watching a documentary on homelessness that highlighted the negative effects lack of sleep and sleeping on cement had on physical and mental health. The invention has featured on ABC New Inventors and has now won People's Choice Award in Denmark's 2009 Index Awards for designs that improve life. [\[more\]](#)

### **Wallace & Gromit present: A World of Invention**

Aardman Animations has been commissioned by the BBC to produce a brand new live action show featuring the much-loved characters Wallace & Gromit. Wallace & Gromit present: A World of Invention, will take a light-hearted and humorous look at real-life contraptions, gadgets and inventions and aims to inspire a whole new generation of innovative minds by showing them real, but mind-boggling, machines and inventions from around the world that have influenced Wallace's 'illustrious' inventing career. [\[more\]](#)

### **Car Maker Develops Its Own Flower Species**

Toyota has created two flower species that absorb nitrogen oxides and take heat out of the atmosphere. The flowers, derivatives of the cherry sage plant and the gardenia, were specially developed for the grounds of Toyota's Prius plant in Toyota City, Japan. [\[more\]](#)

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

