

# IDC E-NEWS

*Hello and welcome to the Industry Development Centre (Hunter) Ltd's (IDC) 50<sup>th</sup> edition of E-News!*

## **IDC Client Secures Licensing Deal**

Bill Rayner has secured a licensing agreement for the Intellectual Property rights to his invention, [The Cutter](#). The licensee, a Boston USA-based company will manufacture, market and distribute The Cutter, which is expected to hit the shelves January 2010. A big congratulations to Bill from the team at IDC.

## **2010 International Design Awards – Call for Entries**

The Australian International Design Awards, a division of Standards Australia, is recognised by the Commonwealth Government and the International Council of Societies of Industrial Design [ICSID] as Australia's peak design assessment and promotion body, and for its important role in fostering a culture of design and innovation in Australia. Entries for this year's Awards close 1 December 2009. [\[more\]](#)

## **Fastest Growing Awards 2009 – Winners Announced**

The Fastest Growing Awards is the biggest accolade to private enterprise in the Hunter NSW region. The Awards, which are now in their 11th year, recognise growth in sales, employment or exports, and over the years have attracted close to 1100 finalists. Winners for this year's Awards have now been announced, including IDC Innovation Award winner, [Precision Roasting & Drying Pty Ltd.](#) [\[more\]](#)

## **WWF International Smart Gear Competition 2009**

WWF's International Smart Gear Competition, first held in 2005, brings together the fishing industry, research institutes, universities and government to inspire and reward practical, innovative fishing gear designs that reduce bycatch - the accidental catch and related deaths of sea turtles, birds, marine mammals, cetaceans and non-target fish species in fishing gear such as longlines and nets. This year's competition has been taken out by Australian inventors, Phil Ashworth and Dr Graham Robertson for their 'underwater baited hook' invention. [\[more\]](#)

## **Tech23 Opportunity – 27 October 2009, Sydney**

Tech23 provides an opportunity for up to 50 innovative ICT start-ups and early stage companies to exhibit their technologies to an audience of 300 investors, industry leaders and fellow entrepreneurs. 23 companies will then be able to participate in one of 5 panel sessions, presenting their business models in a 4 minute pitch and then joining leading industry figures to discuss investment, business opportunities and possibilities for collaboration and commercialisation. [\[more\]](#)

## **Solar Panels Built Into Roads Could Be the Future of Energy**

The Department of Energy just gave \$100,000 to upstart company Solar Roadways, to develop 12-by-12-foot solar panels, dubbed "Solar Roads," that can be embedded into roads, pumping power into the grid. The panels may also feature LED road warnings and built-in heating elements that could prevent roads from freezing. [\[more\]](#)

## **Business Angels**

When it comes to raising money, small business owners haven't had it this tough for years. The banks are barely lending, venture capitalists are nowhere to be seen, private equity firms have been decimated, and IPOs are few and far between. Yet there is one source of money in increasing supply: angel investors. [\[more\]](#)

### Google's Page Ranking Algorithm Finds Application in Conservation

Simple mathematics, used by Google to rank websites, is now being applied by biologists to determine the importance of species for conservation. When a species becomes extinct, it can have a knock-on effect - something like falling dominoes - that causes other species to die out too. The new technique, reported in the journal *PLoS Computational Biology* helps to pinpoint those species that are crucial to the survival of ecosystems. [\[more\]](#)

### 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
2009100878	A Table	King Furniture (Australia) Pty Ltd	2 Aug 09
2009100893	Treatment of Neonate Foals with Meloxicam	Troy Laboratories Pty Limited	7 Aug 09
2009100923	Drinking Mouthpiece	Smilestraw Pty Ltd	10 Aug 09
2009100926	Wagyu Meat Pedigree and Authenticity Certificate	Mark Durham	14 Aug 09
2009100933	Cyclonic separating apparatus	Dyson Technology Limited	15 Aug 09
2009100940	All terrain road/rail over head wiring assembly	Cavanagh Cranes & Transport P/L	15 Aug 09
2009100962	Seal for a Folding Transom of a Watercraft	NT Consulting International Pty Limited	22 Aug 09

### Clean-Up Experts Carve a Vital Niche

Necessity may be the mother of invention, but those inventions can always be improved upon. Innovation in manufacturing has been a focus of the NSW Government since 2007, when it commissioned the centre for industry and innovation studies at the University of Western Sydney to find out how the Government could help manufacturers open new markets around the world. Despite tough global competition, innovations in design, processes, goods and services have helped the state's manufacturers to differentiate themselves on the international stage. [\[more\]](#)

### James Dyson Award 2009

The James Dyson Award is an international design award that celebrates, encourages and inspires the next generation of design engineers. It's run by the James Dyson Foundation, James Dyson's charitable trust, as part of its mission to inspire young people about design engineering. This year's James Dyson Award went to Automist, an automatic fire suppression system that uses "water-mist" technology that has been proven on ships and in factories. It is designed for the kitchen, where 60 percent of domestic fires originate. [\[more\]](#)

### Aussie Inventor's \$445m Microsoft Windfall Wiped Out

An Australian inventor, who was set to reap the lion's share of a mammoth \$US388 million (\$445 million) damages award from Microsoft, is now set to get nothing after the US judge hearing the case decided to ignore the jury's decision and hand victory to Microsoft. [\[more\]](#)

### Shirtmaker Design Tie for Your iPod

For bored commuters with already bulging pockets, a shirt design company has come up with the perfect solution to keep them entertained on the trip to work - a commuter tie with a hidden iPod storage pocket. Thomas Pink, the British shirt brand, is introducing the Commuter Tie as part of its main line for the autumn and winter 2009/2010 with the silk tie featuring a small pocket on the reverse designed to hold an iPod nano or mp3 player. [\[more\]](#)

### Postcode Lottery Green Challenge 2009

One bright idea can make a big difference. To encourage and aid the invention of great new green products and services, the Dutch Postcode Lottery presents the Postcode Lottery Green Challenge 2009. This year's winner is a nearly invisible rooftop wind turbine, [RidgeBlade®](#) - an innovative, affordable and effective way of harnessing the wind's power to produce renewable electricity. [\[more\]](#)

### How to Crack the US Retail Mass Market

Almost every Australian company dreams of one day exporting its consumer products, inventions and ideas to the US retail mass market. How could you not dream about it? With over 300 million consumers, hundreds of thousands of storefronts and home to the biggest retailer in world - Wal-Mart - the US domestic market is a seductive prize. [\[more\]](#)

### Marketers Out of Shape on Trade Marks

Australian marketers are facing stiff resistance in getting shapes or symbols registered as trade marks after a significant decision in the courts that has left experts wondering if the business of branding will only get harder. Last month the Belgian chocolate manufacturer Guylian lost a seven-year battle to register its seahorse-shaped chocolates as a trade mark. Upholding a previous decision by the Trademarks Registrar, a Federal Court judge found that the shape was not distinctive enough for consumers to believe that the shape was synonymous with Guylian. [\[more\]](#)

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

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