



***Welcome to the September 2009 Edition of IDC E-News.***

### **Small Business September 09**

This year is the 10th small business month. This annual celebration highlights the important role of small business to the social and economic fabric of the State. Discover how Small Business September can help your business with over 300 events hosted by 150 organisations supporting small businesses. [\[more\]](#)

### **Innovative Industries Conference 2009 – Caloundra QLD**

A conference to boost innovation on the Sunshine Coast is being held at the Caloundra Events Centre on 8 and 9 October. The programme is packed with high profile speakers – including Chris Russell from ABC's 'The New Inventors' providing local businesses with a rare and valuable opportunity to interact with leaders in their field. [\[more\]](#)

### **Hong Kong Inno Design Tech Expo (HKTDC IDT Expo)**

HKTDC IDT Expo is a world-class showcase of innovative designs and technology solutions for new technologies, designs and ideas. IDT Expo will be held from 3-5 December 2009 at Hong Kong Convention and Exhibition Centre. You are invited to participate in this most innovative event alongside inventors and innovations from Hong Kong, the Chinese mainland and around the world to demonstrate your invention, design or concept for commercialisation and business co-operation. [\[more\]](#)

### **IP Costs Now Covered by Austrade Grants**

The [Export Market Development Grants \(EMDG\)](#) scheme is a key Australian Government financial assistance program for aspiring and current exporters. Administered by Austrade, the scheme supports a wide range of industry sectors and products, including inbound tourism and the export of intellectual property and know-how outside Australia. Recent changes to the scheme now allow for expenses related to the registration and/or insurance of intellectual property. [\[more\]](#)

### **38 Innovative Products Given \$2.4m for Marketplace Boost**

A silent micro wind turbine that could be used in household backyards to generate energy and a web-based software program that can predict recovery times for injured people are among 38 projects to share \$2.4 million in Commercialising Emerging Technologies (COMET) funding to market their products. [\[more\]](#)

### **Apple Fraud No Way to Treat Pink Lady**

A 100-tonne shipment of Brazilian apples was rejected in transit when representatives of the Australian plant rights owner pressured a European importer to cancel the order destined for the northern summer markets. [\[more\]](#)

### **Aussie Battery Awarded \$US32.5 Million from US Government**

The CSIRO-invented UltraBattery is set for accelerated development with the US Government awarding \$US32.5 million to US manufacturer East Penn to produce the battery. The grant is part of \$US2.4 billion in funding for 48 advanced battery and electric-drive projects announced by President Barack Obama in August under the American Recovery and Reinvestment Act (ARRA). [\[more\]](#)

### **New Call for Submissions on Proposed Reforms to the IP System**

In March and June 2009 IP Australia released a number of consultation papers proposing reforms to the IP Rights System. The agency has now released two further consultation papers - the first paper discusses proposals for improving the flexibility and timeframes of the patent examination process. The second paper discusses proposals to remove unnecessary differences, to improve certainty and to

simplify and modernise Australia's intellectual property system. IP Australia invites any interested parties to make a written submission. [\[more\]](#)

### 2009 Warren Centre Innovation Heroes – Winners Announced

The Warren Centre for Advanced Engineering is an independent, industry-linked institute committed to fostering excellence and innovation in advanced engineering throughout Australia. The annual Warren Centre Innovation Heroes award celebrates Australian engineering innovation and commercialisation. This year's winners have now been announced. [\[more\]](#)

### 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
2009100766	Fire-Rated Paper Faced Board	CSR Building Products Limited	5 Aug 09
2009100779	Two Ball	Dalex Products Pty Ltd	7 Aug 09
2009100786	Vibration Dampening Ladder	Thiess Pty Ltd	7 Aug 09
2009100793	Reusable Flat Bottom Lunch Bag - The Lunch Wallet	Tina Martin, Fiona Martin, Kristy Hill and Kyra Jaafar	12 Aug 09
2009100811	Improved Temperature Sensor for an Electric Kettle	Sunbeam Corporation Limited	17 Aug 09
2009100820	Unlocking a Device by Performing Gestures on an Unlock Image	Apple Inc.	18 Aug 09
2009100826	Butterfly Rearing Apparatus and Method	Edward Tsyrlin	20 Aug 09
2009100833	Ceiling Fan Blade	Pan Air Electric Co., Ltd.	21 Aug 09
2009100850	Sanding Accessory for an Angle-Grinder	Christopher Trollip - Three-Sixty Innovative Pty. Ltd.	25 Aug 09

### World Top 100 Innovation Award Winners Announced

The recipients of the [2009 R&D 100 awards](#) have been announced. These awards salute the 100 most technologically significant products introduced into the marketplace over the past year. Here are a list of just some of the winners in the metals and materials, mechanical devices, consumer products, electrical devices, energy devices, and safety equipment categories. [\[more\]](#)

### 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 open 15 September 2009. [\[more\]](#)

### International Design Excellence Awards (IDEA)

The 2009 International Design Excellence Awards (IDEA) competition winners have been announced. The awards are dedicated to fostering business and public understanding of the importance of industrial design excellence to the quality of life and economy. This year's winners include a cookbook you can taste, shoes made from trash, and a genius cheese grater. [\[more\]](#)

### Anthill Cool Company Awards – Nominations Open

The inaugural Cool Company Awards was launched in February 2006, as a way for Anthill magazine to recognise Australian companies that are doing things differently - defying business conventions, launching exciting new products, implementing new ways to do business, undertaking 'rule-breaking'

thought leadership, challenging the status quo. Nominations and applications close 23 September 2009. [\[more\]](#)

### **Colgate-Palmolive Sues Johnson & Johnson for 'violating' its Total Toothpaste Brand Name**

Colgate-Palmolive is suing its rival Johnson & Johnson for using its 'Total' toothpaste brand name to promote Johnson's Listerine Total Care range. The company has filed a lawsuit in New York stating the brand name is being used in 'violation' of its registered trade mark. It is demanding the company withdraw its trade mark applications and stop trading its products under the Total name. [\[more\]](#)

### **Green Air Conditioner Announced**

NSW manufacturer, Air Change, has announced plans to build 'The Green Machine', a world-first air conditioning system that is expected to be up to 12 times more power efficient than traditional systems. The company will use a combination of technologies, including solar, to significantly reduce power consumption. [\[more\]](#)

### **Top 8 Electrolux Design Lab 09 Finalists Announced**

From teleport fridges to flying water catchers to robotic greenhouses on Mars, Electrolux announces this year's top eight Design Lab finalists in its global competition themed "Designs for the next 90 years". [\[more\]](#)

### **Nature: A Perfect Prototype**

Humans like to think we're pretty good at design and technology - but we often forget that Mother Nature had a head start of 3.6 billion years. Now the burgeoning science of biomimicry, which reverse-engineers clever ideas from the natural world, is exploiting the way geckoes climb walls or hummingbirds hover. [\[more\]](#)

### **Forget Bungy Jumping, Jetpack Flying's the New Tourist Thrill**

Forget bungy jumping and black river rafting: New Zealand's tourists will soon be able to whiz around in a strap-on mini helicopter to get their thrills. A Kiwi inventor will launch public flights in the latest jetpack flying technology early next year, with plans to expand to Australia soon after. [\[more\]](#)

### **Microsoft Banned From Selling Word in the US**

Microsoft has been prohibited from selling flagship software offering Word in the US because of successful legal action taken against the company in Texas by i4i. The prosecuting company supplies Word XML authoring software and has insisted that Microsoft has infringed its 1998 patent (number 5,787,499) which allows customers to read XML programming language in order to customise document formats. [\[more\]](#)

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

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