



ALL ABOUT ACID

A WELCOME PRESENTATION TO
OUR PARTNERS



A M E M B E R O F



ANTI COPYING IN DESIGN

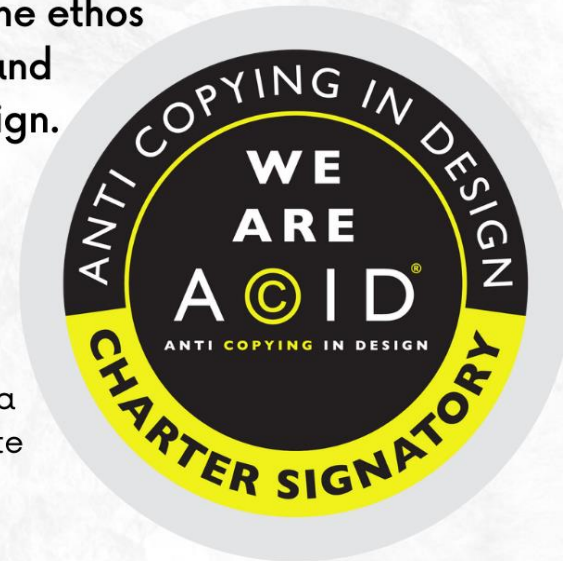
ACID is a member organisation dedicated to intellectual property as a positive force for growth, protection, and reform.

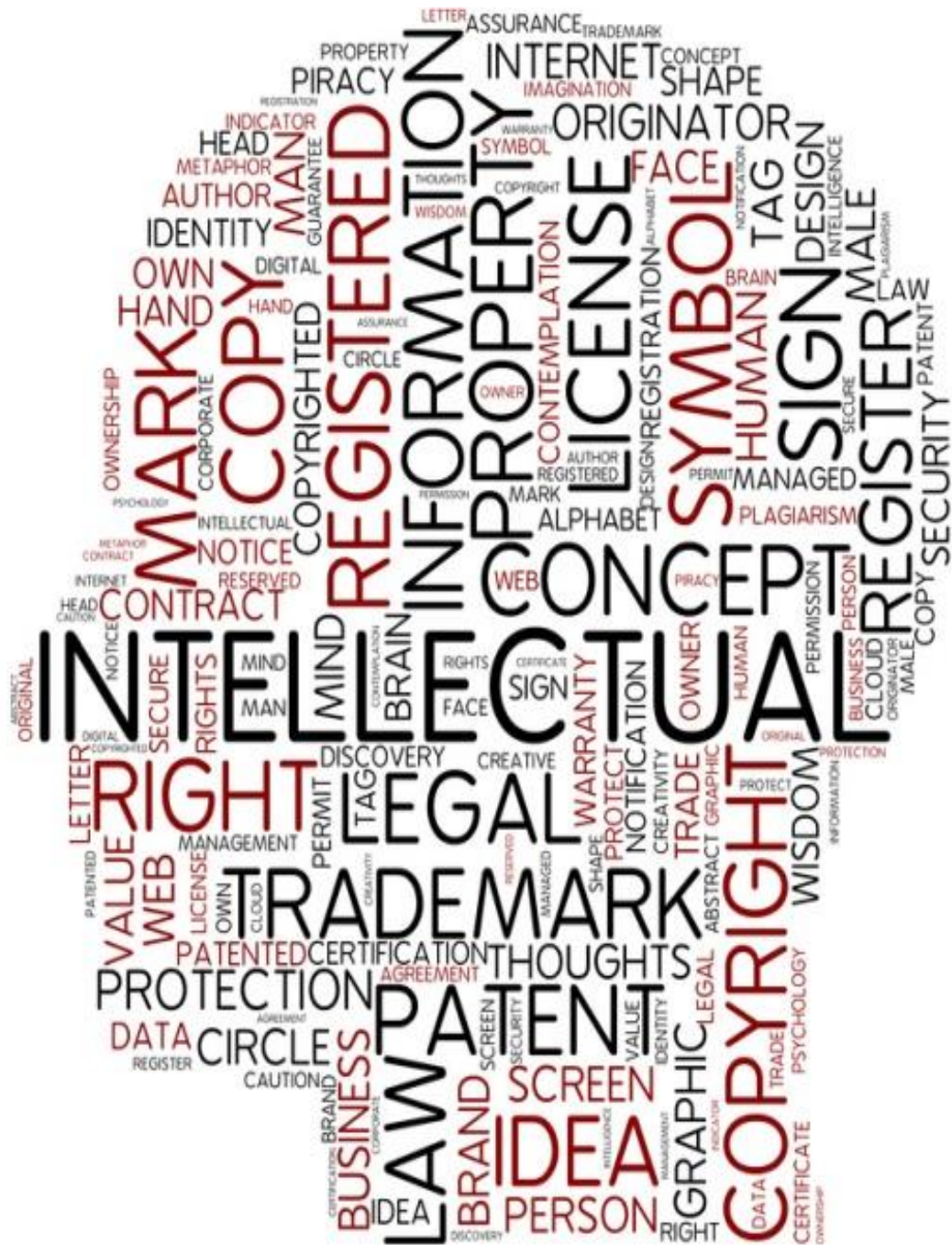
Sign the

ACID IP CHARTER

Put your name to the ethos of respect, ethics and compliance in design.

You don't need to be a member just passionate about original design.





Intellectual
Property is a
critical asset, the
DNA running
through most
creative
businesses
whether micro or
macro

What is Intellectual Property?



Trademarks

Whether you're protecting your brand name, company name, product name...this is a unitary right that lasts for life!

Design Rights

There are three types:

Unregistered (lasting between 3-15 years), Registered (lasting 25 years) and Supplementary (lasting up to 3 years)

Copyright

Lasts for life plus 70 years from the date of creation, occurring automatically

Patents

Used for inventions or an inventory/novel step. Typically last for 20 years.

Trade Secrets

Your company know how! Lasts forever.

A smart phone is a great example of Intellectual Property!



Campaigning For **Change**



25 YEARS ON - ACID has become the leading UK Design and IP voice on intellectual property issues which affect not only its members but the broader design community.

CAMPAIGNING - We speak to Government, key influencers & policy makers to ensure that the best possible IP enforcement framework is in place to allow IP creators' ideas to be monetised to achieve growth.

KEY MILESTONES - ACID has achieved much from 25 years of campaigning, from the 2014 IP Act - making the intentional infringement of a Registered Design a crime, to its involvement in many thousands of mediations and settlements. But there's more on our list...

ACID's Campaign Focus

Brexit - Ensure post Brexit, UK designers will not be disadvantaged by losing the benefits of EU Unregistered Design

Enforcement - Extend criminal provisions for the intentional infringement of unregistered designs (in line with registered designs)

3D Printing - whilst there are enormous opportunities there are also IP challenges - as the majority of UK designers rely on UDR, currently not a criminal offence, this leaves the door open (potentially) for organised crime.

Cost, time and stress of taking legal action - Despite improvements to the IPEC and Small Claims Track, it is cost prohibitive for most micro and SME designers to pursue infringement. This needs to change!

Designs Consultation 2024 - ensure that all our partners are supportive and engaged with our campaign focus

The Benefits of ACID Membership

Members of our partner organisations are entitled to 20% off their first year of membership, which comes with great benefits...



ACID LOGO

- **Licence** to use the Member of ACID Logo and Intellectual Property statement on your marketing materials, product packaging and web site – a 24 hour burglar alarm against copyists and should be part of your Intellectual Property policy.



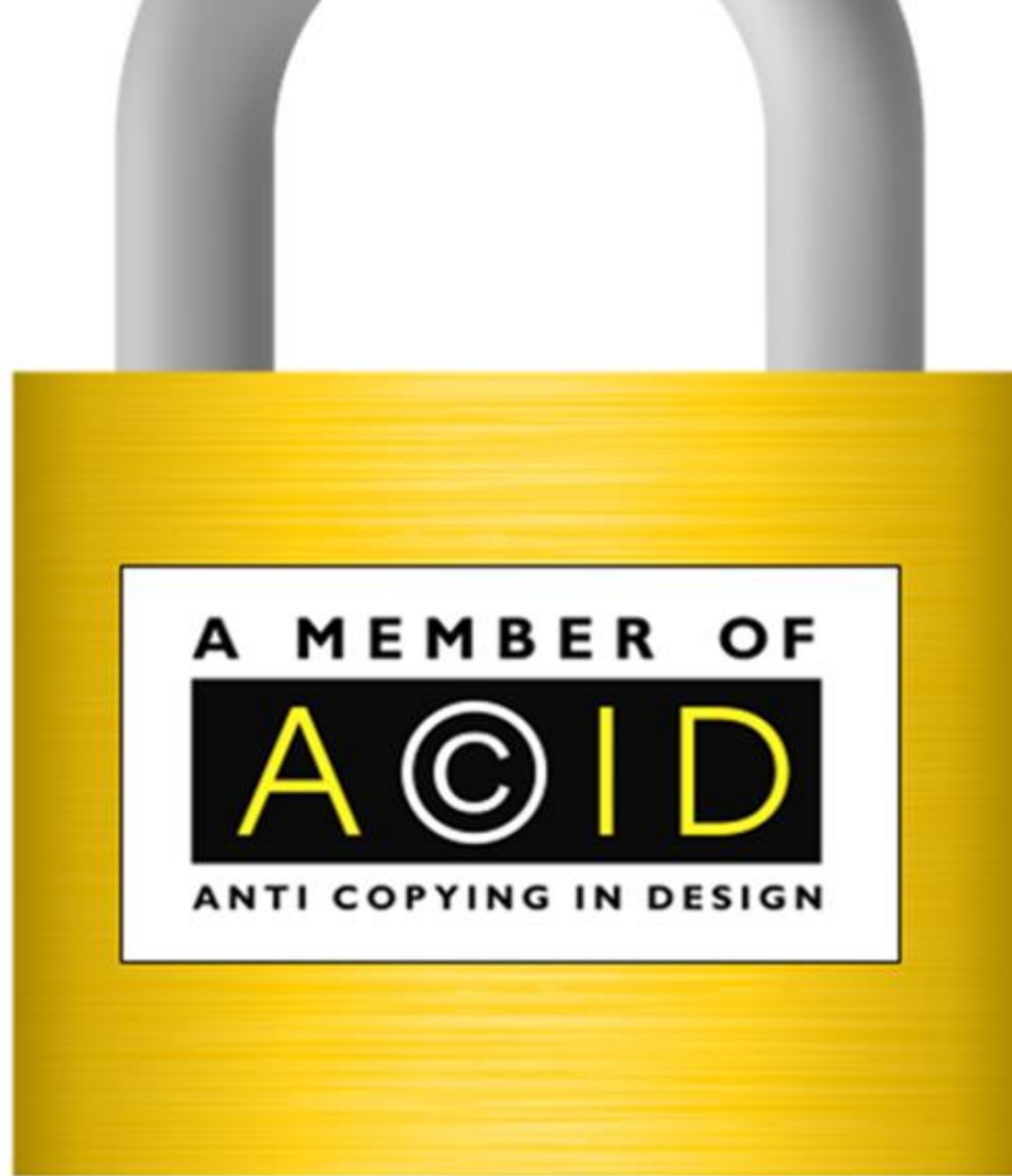
SNAPDRAGON MONITORING

- **Brand protection and enforcement** is at the heart of ACID's deterrence strategy against IP theft. Our partnership with SnapDragon Monitoring means ACID members can benefit from cutting-edge AI, which proactively hunts down online threats & infringements, at a 15% discount. Plus, you'll get a free brand check!

The "Member of ACID" logo is a registered trademark and licensed to current members of ACID as a brand of deterrence. You are licensed to use it!



IT IS IMPORTANT TO DISPLAY THIS LOGO TO HELP PREVENT YOUR WORK FROM BEING AT RISK!

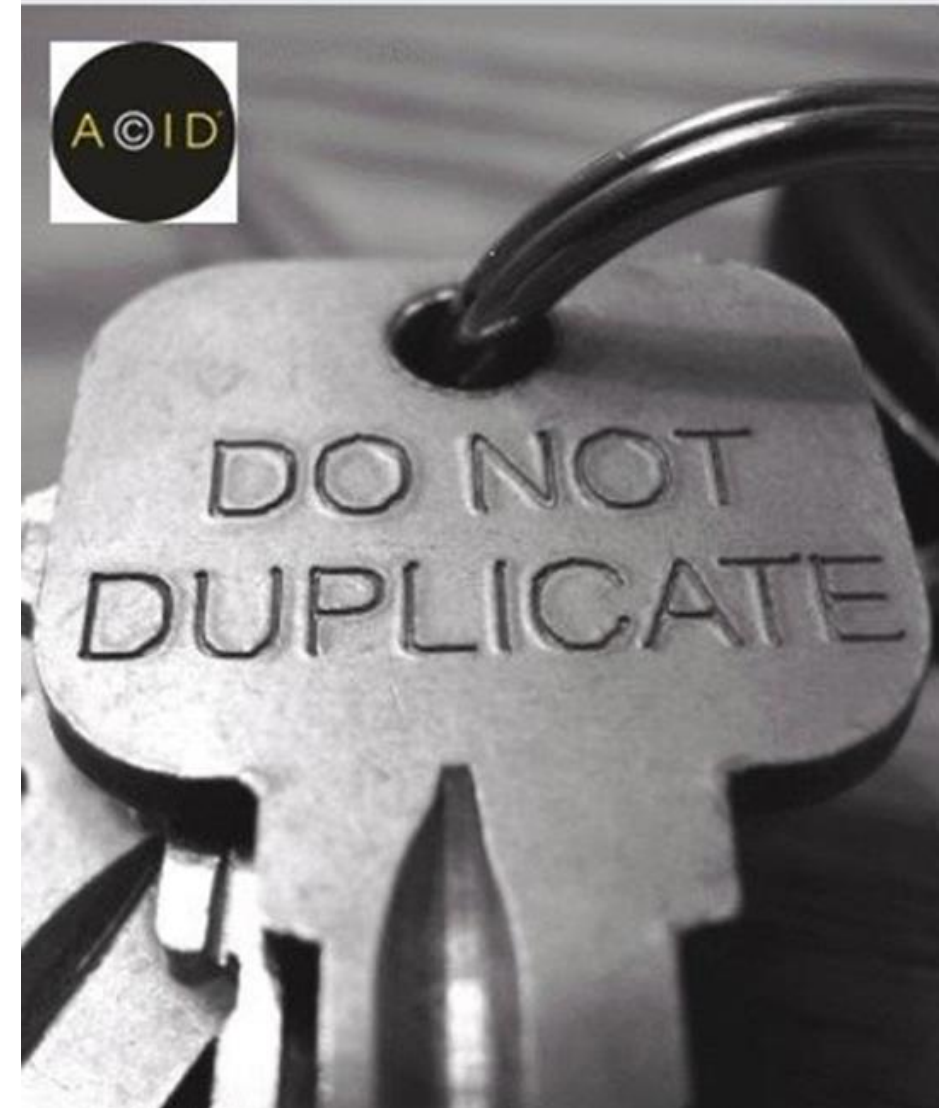


LEGAL ADVICE

- **Free period of initial IP related legal advice** (around 1 hour, depending on issue, for each separate issue/subject). If you need legal advice, follow the link in your Member Hub and you can select a legal affiliate team to offer you free initial advice and receive special ACID Member rates should you need to instruct a lawyer. IP lawyers can charge between £200-400/hour so very worthwhile.

NEW WEBSITE

- **Member Hub** - All you need is here, billing information, downloads, Member Area and much more. Your own personal record where you can add users to your team and remove when necessary.



LEGAL AGREEMENTS

- **Downloadable legal agreement templates** - from Confidentiality agreements to Licence agreements, we offer a range of downloadable templates which can be purchased from the website. Why not take a look and use your automatic Member discount? Your purchased templates can be accessed from your Member Hub for you to redownload at any time.

IP DATABANK

- **ACID IP Databank** - You can upload your important documents, designs and images of your 2D or 3D designs and view them in your Vault. All members were given 3 upload credits on the launch of the new website. We have also increased the file size limit so you can upload more. 1 credit is £1.50 and allows 10 x 5MB files to be uploaded at once. Individual PDF files can contain many images or documents – no restriction if they are under 5MB.





REGULAR NEWS UPDATES

- ➔ **Email-bulletins** - regular news via email and quarterly ACID Magazine – plus the Latest news stories, views and advice on IP issues available on the website.



PROMOTE YOUR BUSINESS

- ➔ **Free Business Promotion** through our online member focus features together with exposure on our social media platforms, including our new Facebook ACID Community page, Instagram and Twitter.

CORPORATE MEMBERS ONLY **INTELLECTUAL PROPERTY** **STRATEGY REVIEW (IPSR)**



In addition to our standard benefits as a Corporate member you can receive a free Intellectual Property Strategy Review (IPSR). An IPSR meeting can be online via Zoom or at your premises and helps to identify any areas of your IP Policy that need strengthening. ACID members have found that an IPSR can identify IP issues of which they were previously unaware and provided a focus for solutions. An independent IP audit could cost £5000!





To sign the **ACID IP Charter**
& find out more, visit

www.acid.uk.com/become-a-charter-signatory

ACID'S CORE OBJECTIVES

EDUCATION AND

AWARENESS,

PREVENTION,

DETERRENCE AND

SUPPORT HAVE

REMAINED THE SAME

SINCE ITS INCEPTION

The background of the entire image is a dense, overlapping field of 3D question marks. Most of these question marks are a dark, metallic grey color. In the center-right portion of the image, a single question mark is a bright, solid yellow, making it stand out significantly from the rest. The lighting creates highlights and shadows on the 3D shapes, giving them a sense of depth and texture.

If you have any questions,
please contact us!

Info@acid.uk.com