

Inventique®

The newsletter of Wessex Round Table of Inventors

July 2006

Wednesday 12 July TREVOR BAYLIS Southampton Solent University

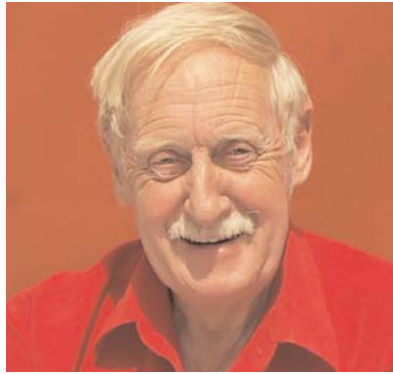
'Le patron' speaks

TREVOR BAYLIS TO GIVE A FREE PUBLIC LECTURE AT SOUTHAMPTON SOLENT UNIVERSITY THIS MONTH

WRTI PATRON Trevor Baylis OBE (right), world-famous inventor of the wind-up radio, is the Keynote Speaker at the club's AGM on Wednesday 12 July.

The lecture, which is scheduled to commence at 6.30 for 7pm in room HC005 of the Herbert Collins wing of Southampton Solent University, is free and open to members of the public.

In addition to his own ongoing innovations and business activities, Trevor Baylis is an inspiring,



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internationally-recognised motivational speaker at seminars and conventions, and has also

gained a reputation as friend of the underdog, championing the claims of lone inventors and small companies alike in a bid to get 'UK Plc' to recognise, value and support their entrepreneurial spirit and enterprising ideas.

"The notion that inventors are anorak-wearing crackpots with glasses held together with Sellotape is beguiling, but wrong," he said, adding that he is convinced that the collective muscle generated by lone inventors across the UK is still an untapped economic resource. He also continues to strive for fuller recognition of female inventors.

Trevor is president of Trevor Baylis Brands Plc, a commercial organisation created to help inventors get their ideas to market. ■

● **The Baylis Way: turn to page 2.**

WRTI MAKES IT THREE IN A ROW AT INNOVENTION

WRTI MEMBERS won two awards at the 15th annual INNOVENTION trade show last month, mounting the winners' rostrum for the third year in succession.

Following the success of Joe Silver's LifeLock® at last year's event, and Brian Stickley's Talking Products in 2004, WRTI chairman Richard Little won the Fareham Borough Council Communications Award with Jenton International's AirSense™ technology (see page 2).

Runner-up in the individual category was Frank Landamore (left, with Winchester MP Mark Oaten) with his Grass Snake™ Cable Grip™, a product launching in 2007 which aids safer working with electric gardening equipment. ● www.grasssnake.co.uk



PHOTO BY INNESMARLOW.CO.UK

WRTI ANNUAL KEYNOTE LECTURE

WEDNESDAY 12 JULY

at 7pm, room HC005
Herbert Collins Building
Southampton Solent University
East Park Terrace
Southampton SO14 0RP

Keynote Speaker:
TREVOR BAYLIS

**FREE ADMISSION
NON-MEMBERS WELCOME**

Contact: secretary@wrti.co.uk

Tel: 01420 562 378

Map: www.streetmap.co.uk (SO14 0RP)

www.wrti.org.uk/events

Wessex Round Table of Inventors meet at 6.30pm on the second Wednesday of each month at Southampton Solent University, East Park Terrace SO14 0RP

INSIDE David Bunting • Rosanna Cooper • Design from Nature • News in brief • Dataprint etc...



Making AirSense™ of it all...

WRTI CHAIRMAN Richard Little's Whitchurch-based company Jenton International won a communications award at last month's *INNOVENTION 2006* trade show with its unique AirSense™ technology, which has already been licenced in the USA.

Jenton's new PDA (or 'pocket PC') sensing system requires no external power supply – it is powered entirely by the wireless signals generated by interrogating equipment.

"Our RFID sensor technology revolutionises the way permanently fixed sensors such as temperature probes can be measured," Richard explained. "The user simply passes the reader close to a sensor – and its ID and reading are instantly transmitted back, allowing additional data such as location to be logged along with the reading.

"This is the first time an RFID tag can be used to send back real-time information about temperature, humidity and other parameters."

Applications include accurately monitoring human blood sugar levels, hospital hot water systems and the operation of large printing machines.

A technical review of AirSense™ technology will be featured in the August issue of *Eureka* magazine (www.eurekamagazine.co.uk),

● **Jenton International UK**
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sales@jenton.co.uk www.jenton.co.uk

INVENTORATOR David Bunting

The Baylis way...

THE POPULAR INVENTOR BELIEVES THAT A NEW STANDARD IS REQUIRED IF THE TREATMENT OF INVENTORS BY ORGANISATIONS IS TO IMPROVE

MANY ORGANISATIONS, covering the spectrum of abilities and attitudes, offer help to inventors. Although most are trying to provide an honest service, some are fraudulent and others simply incompetent.

Trevor Baylis Brands also offers a range of services to inventors – not least in helping them decide to whom they can confidently turn to for help – and Trevor (who is, of course, president of TBB, and patron of the WRTI) has asked me to work with the British Standards Institution in my capacity as chief executive to explore ways of creating a new standard to regulate the way inventors are treated.

The whys...

As we in the UK continue to move further away from our industrial manufacturing base, intellectual property is increasingly the basis of our national wealth. Good ideas need to be protected in law, making it virtually impossible for them to be copied or stolen through fraudulent or incompetent behaviour by advisors.

The BSI has been very helpful, but we're only at the start of the process: there are still many stages to go through (including a period of public consultation) before such a standard can be properly created, written and published.

We at TBB will be approaching the Patent Office and other key organisations to work on the standard, to ensure that it receives the widest possible support; it will enable those who are serious about providing services to inventors to comply with it, and state that they are doing so.

The new standard could consist

of a specification containing definite requirements for, and commitments to, the key legal, financial and commercial issues advisors need to address.

...and the wherefores

Because it will apply to many organisations offering a wide range of services and advice, the new standard won't be able to dictate how each service provider be run; however, it will require that they operate in a consistent, open and verifiable manner. We also hope to put a certification scheme in place eventually, so that those advisors applying the standard can be independently audited.

I believe this proposed new British Standard will provide many benefits to the UK and its inventor community: it will raise the profile of intellectual property and the people that create it, and confirm their importance to the country.

Increasingly we are protecting and marketing our IP on a global scale, so I would also hope to get the new standard adopted overseas. In this way an idea will stand the best possible chance of being successful, regardless of where it originates or is marketed. ■

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● *David Bunting is chief executive of Trevor Baylis Brands Plc.*

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The website contains a prepared pack of information which inventors and innovators can download, and includes a guide as to what to do next.

DATA PROTECTION ISSUES - 6

E-marketing rules

Data subjects have the right to object to the processing of their personal data for the purposes of direct marketing. They can do this by either notifying an organisation or by registering with one of the opt-out services run by the Direct Marketing Association, which enable individuals to opt out of being contacted by mail, e-mail, telephone or fax for direct marketing purposes.

The EC Directive 'Privacy and Electronic Communications' ("The Regulations") came into effect in 2003 and imposes constraints on the use of e-mails, SMS marketing and website cookies. It applies to all marketing messages sent by e-mail regardless of who the recipient is. The sender must not conceal their identity and must provide a valid address for opt-out requests.

The Regulations also lay down the law regarding the use of cookies on websites. Cookies are temporary records that are kept of a person's e-mail address and other details when a person accesses a website. Under the Regulations the use of cookies and other tracking devices are prohibited unless subscribers

ROSANNA COOPER CLARIFIES THE LEGAL POSITION FOR INVENTORS AND ENTREPRENEURS

and users are clearly told they are being used and are given the chance to refuse their use. The DTI is currently investigating the use of cookies by data controllers.

Exemptions under the Regulations include an existing customer relationship exemption, where limited direct marketing by e-mail is permissible without an express opt-in, subject to the e-mail address having been obtained in the course of the sale or negotiations for the sale of a product or service to that recipient. However, direct marketing is permitted only in respect of the marketer's similar products and services.

Recipients must also be given a simple means of refusing the use of contact details for the purposes of direct marketing (such as a tick box).

E-mail addresses collected before October 2003 may be legally unusable unless they are of persons buying or negotiating for the sale of goods or services. Opt-in is required in all other cases (if a person registered on a website for a newsletter or feature, for instance). Information Commission guidance requires a 'simple means of refusing' further e-mails.

Conclusion

Data protection issues should not be ignored by any organisation, as substantial fines are imposed for non-compliance. ■

© RT Coopers Solicitors 2006

● *Dr Rosanna Cooper is a partner at RT Coopers, a commercial law firm focusing on inventors and business start-ups.*

(RTC)
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HOT TOPIC SEMINAR – 19 JULY

Portsmouth Business School's influential series of business seminars continues on Wednesday 19 July at 6pm.

This month's seminar is entitled **CHINA: Buy British or Chinese?** Guest speakers include Ivy Liu (who discusses trading opportunities and recommendations for UK businesses); international marketing specialist Colin Wheeler; and local entrepreneur Frank Yung, director of Chinese Catering Equipment Ltd of Waterlooville in Hampshire

● Admission to Hot Topics Seminars costs £15. To reserve your place, contact: Allyson Bailey
Portsmouth Business School
Richmond Building, Portland Street
Portsmouth PO1 3DE
Tel: 023 9284 4046
Allyson.Bailey@port.ac.uk

Dial M for merger

LEADING economic development consultancy SQW has merged with Oxford Innovation, the specialists in helping early-stage technology businesses raise finance through its Business Angel Investment Networks.

SQW produced 'The Cambridge Phenomenon', the report that brought Cambridge's high-tech industry to worldwide attention.

Oxford Innovation manages Oxford Early Investments (www.oxei.co.uk), which helps very early-stage companies raise finance of up to £150,000; Oxfordshire Investment Opportunity Network (www.oion.co.uk), Europe's most successful technology business angel network, which links investors with

SQW
economic & management consultants

oxford
innovation

entrepreneurs seeking funding from £150,000 to £2m; and Thames Valley Investment Network (www.tvin.co.uk), which links entrepreneurs seeking funding of up to £1m with investors in Reading and surrounding areas. ■

● www.sqw.co.uk www.oxin.co.uk

IN MANY REGIONS, winter temperatures dip below 0°C, leading to dangerously icy road conditions. But the spikes and chains often attached to vehicles' wheels to grip frozen roads also damage ice-free surfaces. And it is inconvenient, to say the least, to continually have to switch winter and summer tyres, or constantly fit and remove ice chains.

A better solution would appear to be an instantly-changing tyre, which would comprise a conventional rubber tyre on ice-free roads but could generate high friction (grip) on icy surfaces. Thus we have a typical conflict, with requirements to be soft and smooth yet also solid, hard and sharp.

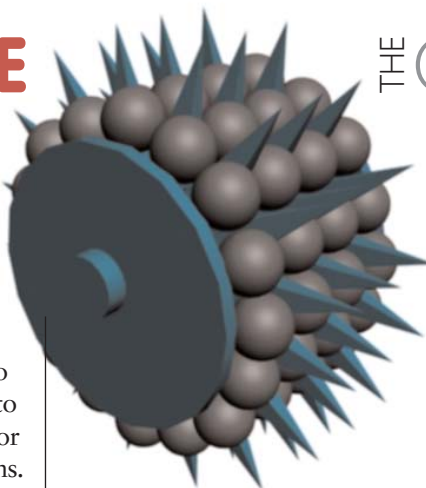
One could formulate the problem as follows: "We need adequate friction between a wheel and a road under variable road surface conditions." The friction would also need to vary – even though the weight of the vehicle remained constant.

Now to try to find a biomimetic solution. How can we maximise the grip of the tyre to the road surface under all driving conditions? How can we change the gripping mode instantly when the type of surface changes?

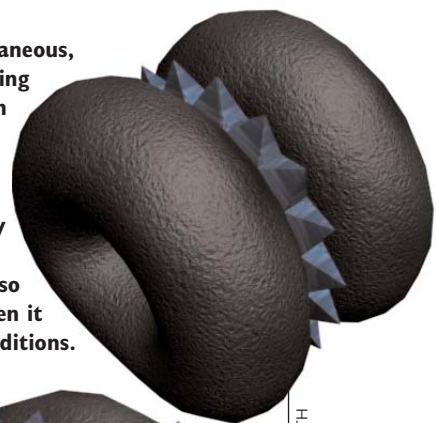
Paws for thought

A relevant functional biological prototype would be a cat's paw, whose retractable claws allow its soft pads to contact the ground.

This study was by Nikolay Bogatyrev, a Russian biologist in our group who has been trained in the problem-solving system TRIZ (see *Inventique*, May-December



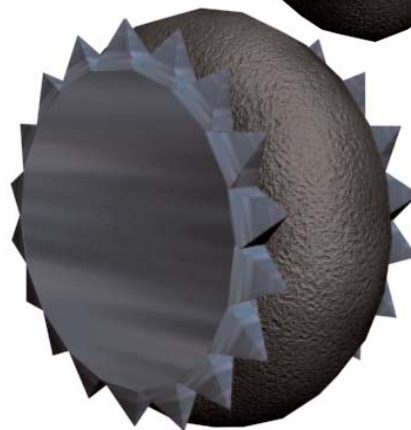
With the instantaneous, constantly-changing inflation/deflation of its pneumatic 'pads', the Catsclaw wheel can roll smoothly over metallised surfaces – but also generate grip when it hits icy road conditions.



In accordance with Professor Vincent's commitment to the principles of Open Access, the ideas presented here are freely available. In demand as a lecturer and consultant to industry, he welcomes consultation or research enquiries by companies and entrepreneurs.

2003). TRIZ suggests that sharp and soft parts should be segmented or alternately structured (arranged in space), perhaps as multiple claws and pads. Such alternating units should also be alternated in time: soft and sharp modes of operation of the wheel should be capable of being switched on and off.

All this indicates that we should design a wheel/tyre combination, with spikes which operate like cats' claws (dynamically, in other words, according to the prevailing road conditions); the alternated segmented parts perform the 'soft'



and 'sharp' modes in accordance with these dynamic principles.

A wheel with retractable and protractible claws is much easier to design if rigidly-mounted claws are combined with inflatable and deflatable soft parts (the pneumatic tyre): it is technically much more convenient to inflate and deflate a tyre than to make sophisticated actuating protraction and retraction mechanisms for numerous spikes. ■

© Julian F V Vincent 2006

Julian F V Vincent is Professor of Biomimetics at the University of Bath. Biomimetics is the concept of taking ideas from nature and implementing them in another technology, such as computing, design or engineering.

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ILLUSTRATIONS © UNIVERSITY OF BATH

NEWS IN BRIEF

● **THE WRTI INNOVATION AWARDS 2006** sponsored by the Institution of Mechanical Engineers (IMechE) were presented for the most innovative final year projects at Southampton Solent University's Project Showcase Exhibition on Friday 16 June.

The judges were impressed with the general standard of the entries and considered some to have

significant commercial potential.

The WRTI Innovation Award for Engineering Design was presented to James Beale for his innovative belay.

The WRTI Innovation Prize for Product Design was awarded to Rachel Clifford for her Height Adjustable Cot.™ This combats back strain caused by lifting a child from its cot with an elevated mattress which



Southampton
SOLENT
University

allows lifting with a straight back.

The prizes for both categories included cheques for £250, one year's free membership of the WRTI, and a scroll to be presented on Graduation Day in Southampton Guild Hall.

● www.solent.ac.uk

www.wrti.org.uk

THE INVENTORS WEBSITE

CENTRE OF EXCELLENCE Dataprint Ltd

Presentation skills

ALTON COMPANY MAKES A GOOD IDEA BETTER

INVENTORS, entrepreneurs and small businesses alike ignore the value of well-produced corporate literature at their peril. All too often an outstanding new product or process is met with faint praise – not because it is a bad idea, but because its inventor has made an unprofessional presentation: well-designed, properly-produced support material (business cards, leaflets, logos, posters etc) have a crucial role to play during trade shows, business meetings and customer presentations.

Dataprint Limited have over 15 years experience of producing fast, cost-effective design and print solutions such as business stationery, large-format posters, vehicle graphics, corporate identity, T-shirts, signs, banners – and even shop facias.

The company prides itself on being one of the few commercial printers capable of catering for all customer requirements and printing techniques 'in-house'.

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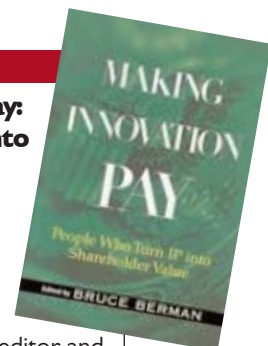
LEFT: Flanked by Inventors-Showcase directors Casey Jones and Dawn Sargeant, WRTI member Joe Silver and wife Christine won the Runner-up Award for their LifeLock® product at June's Inventors-Showcase trade show in Birmingham. Two Dataprint-produced bannerstands stand behind the group.
● **www.inventors-showcase.co.uk**



BOOK OF THE MONTH

Making Innovation Pay: People Who Turn IP into Shareholder Value

edited by Bruce Berman
Wiley, £25.99
ISBN 0-471-73337-7
224 pages



This is the third book by IP editor and consultant Bruce Berman, author of *From Ideas to Assets* (Wiley, 2001).

Berman lays the groundwork for understanding what makes invention rights an emerging asset class.

"Securing and managing intellectual property rights have emerged from a back office legal function to the foundation of corporate strategy. Today, ideas and the right to use them are as much products as microprocessors and cell phones."

– Kevin Rivette
chief of IP strategy, IBM.

WEBSITE OF THE MONTH

www.ipfrontline.com

By subscribing to IPFrontline Intellectual Property and Technology Magazine, you'll receive 52 weekly updates highlighting top IP issues. To read IPFrontline, simply click on the 'Member's Log-in' button and enter your screen name and password.

BUSINESS LINK WESSEX INNOVATION CLINICS

Are you thinking about developing a new product or process? Have you invented something and don't know what to do next? Through its series of free Innovation Clinics, Business Link Wessex provides confidential and impartial guidance on such subjects as investigating an innovative idea, developing a new product or process, working with universities, exploiting inventions and intellectual property rights.

Innovation clinics are held in the Bournemouth, Portsmouth and Southampton regions.

● **Advice Hotline: 08454 58 85 58** innovation@businesslinkwessex.co.uk www.businesslinkwessex.co.uk/events

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