



ACID (Anti Copying in Design) is a membership organisation representing 1000+ companies from 25 different industry sectors. The organisation is committed to raising awareness about intellectual property theft within the creative industries and encouraging respect for intellectual property within corporate social responsibility. ACID's powerful logo is a real symbol of deterrence actively helping its members protect against the potentially devastating damage inflicted by IP infringement. [www.acid.eu.com/news](http://www.acid.eu.com/news)

## **PRESS RELEASE**

**(For editors the IP Tracker link will be live from 11am on 21<sup>st</sup> April)**



## **ACID LAUNCHES *IP TRACKER* ON WORLD INTELLECTUAL PROPERTY DAY 26.4.2011**

### **DESIGNING THE FUTURE – WHY INTELLECTUAL PROPERTY (IP) PROTECTION MATTERS?**

WIP Day (26<sup>th</sup> April 2011), will see the launch of ACID's (Anti Copying in Design) IP Tracker [www.acidtrading.eu.com/acid-ip-tracker](http://www.acidtrading.eu.com/acid-ip-tracker) a simple, cost effective digital method of tracking delivery of IP led and confidential information. It is a natural electronic addition to the already successful ACID Design Data Bank which holds over 350,000 copies of unregistered designs. All too often, design ideas and new product designs are stolen at the vulnerable stage of sending them to third parties. The IP Tracker, reinforced by the powerful ACID brand, will be an additional tool of self help ensuring a further layer of IP awareness. Initially discussed in 2007, the process was only developed recently, after ACID Member and designer John Coleman's feedback indicated that there was an increasing need for an electronic sending service which would underpin the user's IP Rights without appearing threatening or unattractive to a potential client or collaborator.

It is timely that World Intellectual Property Day's 2011 theme recognizes the importance of design's significant impact on every aspect of our lives. Design is the catalyst for innovation and a key driver of competitive edge; it is everywhere, shaping tomorrow's future. **Launching WIPO Day 2011 Francis Gurry, Director General of WIPO said, "Industrial design helps companies to differentiate their products from those of competitors and enhance brand image of their products. This is why ensuring the proper protection of industrial designs is so important."**

**ACID ambassador and designer Sebastian Conran, commenting on the ACID IP Tracker said, "An unintended consequence of digital technology is the dissemination & theft of identities, ideas and designs... Proving ownership of IP is the foundation of protecting it; and the ACID IP Tracker provides unequivocal evidence for files in digital transit - simply, efficiently and effectively."**

Using the **ACID IP TRACKER** will ensure that graphic designs, drawings, submissions to tender, responses to brief and indeed any other confidential intellectual property (IP) rights based information sent to a third party has the safeguard of evidence of confirmed delivery for the sender with a copy held by ACID. The service automatically acknowledges delivery of information and the recipient confirms their acceptance of confidentiality of content and the terms of agreement when accessing the file. **The ACID IP Tracker will cost £3.50 per transmission for ACID members, £5.00 for non members.**

Dids Macdonald, ACID's CEO said, "Most micro enterprises and SME's cannot afford to go all the way to Court over infringement, so the most important element of IP protection is a deterrent and preventative strategy, particularly when sending sensitive information to a third party. Importantly, providing receipted evidence of sending reverses the burden of proof and makes it easier to take action."

## **Editors Notes**

Intellectual property (IP) that is translated into tradable knowledge has a commercial value and needs to be protected. In the UK the majority are unregistered IP rights (copyright and unregistered design rights). ACID IP Tracker does not add to those automatic rights but sending confidential IP based information to third parties via **ACID IP TRACKER** will provide (by automatically sending a copy to ACID) third party evidential proof of receipt in the same way as the ACID Design Data Bank (350,000 copies of designs held). Not only will the **ACID IP TRACKER** be another deterrent, raising awareness about the value of original work against copying but it will be a positive vehicle for safer creative collaboration to maximise return on original investment and to bring IP to market successfully and more safely [www.acidtrading.eu.com/acid-ip-tracker](http://www.acidtrading.eu.com/acid-ip-tracker)

*ACID (Anti Copying in Design) has, to date completed over 2000 on the spot mediations at ACID Accredited exhibitions using the ACID Exhibition Protocol. This is a non-confrontational means by which all exhibitors can communicate an alleged IP complaint to another exhibitor. Of the 2000+ complaints, only 30% required further legal action and of those, the majority were successfully settled by a letter before action and legal undertakings.*

**Contact details:** Dids Macdonald 0845 644 3617 [didsm@acid.uk.com](mailto:didsm@acid.uk.com) or Jane Stephenson 0845 644 3617 [Jane.Stephenson@acid.uk.com](mailto:Jane.Stephenson@acid.uk.com)