



IP MANAGEMENT MANUAL RELEASED TODAY

CANBERRA, 20 SEPTEMBER 2007: The Hon Bob Baldwin, MP, Parliamentary Secretary to the Minister for Industry, Tourism and Resources, today announced the launch of a manual providing guidance on the effective management of intellectual property for Australia's electrical and electronics related industries.

The manual, *Intellectual Property Management: A Practical Guide for Electrical and Electronics Related Industries* was developed by a consortium led by the Australian Electrical and Electronic Manufacturers' Association (AEEMA) and one of Australia's leading specialist intellectual property firms, Spruson & Ferguson, and supported by the Australian Government with a \$60,000 grant from the Industry Cooperative Innovation Program (ICIP).

The unique manual has been developed as an initiative of the Electronics Industry Action Agenda, and provides knowledge and guidance on intellectual property (IP) issues for a range of audiences within Australian enterprises, both large and small.

"The resulting handbook highlights the centrality of intellectual property management and its exploitation in commercial success and provides practical assistance to all levels in the company or organisation," Mr Baldwin said.

According to Professor Trevor Cole (who is one of the Action Agenda Implementation Group Strategic Leaders, and who directed the development of the manual), the electrical and electronics related industries survive on existing capabilities and continuous innovation, making commercialisation of IP vital.

"Identifying, protecting and exploiting valuable knowledge and know-how by all within the company is critical to remaining competitive in world markets. The effective management of IP is often the defining factor for those organisations which excel and those which fail," Professor Cole explained.

Philip Heuzenroeder, Principal of Spruson & Ferguson and a key contributing author of the manual said "Developing a manual of this type requires an in-depth understanding of its subject matter. We were able to leverage our experience in writing the Biotechnology Intellectual Property Manual as well as our role in assisting the Attorney-General's Department in developing the soon to be released IP Manual for Australian Government Agencies."

Other consortium members of this program include ATP Innovations Pty Ltd, Grey Innovation Pty Ltd, Australian Technology Connections Pty Ltd, Electronic Industry Association and Cirrus Communications Pty Ltd. Invest Australia provided support with the printing of the manual.

A copy of the manual may be obtained by contacting AEEMA or Spruson & Ferguson. An online version is available from the AEEMA website: www.aeema.asn.au, the Spruson & Ferguson website: www.sprusons.com.au and from the Department of Industry, Tourism and Resources at www.industry.gov.au.

About AEEMA:

AEEMA is the peak industry association representing local and international companies in the electronics, information and communication technologies (ICT) and electrical manufacturing industries. For more information, contact Angus M Robinson, AEEMA's Chief Executive on 0418 488 340 or email arobinson@aeema.asn.au.

About Spruson & Ferguson:

Spruson & Ferguson has 120 years experience in providing IP relating services, including services for the protection, commercialisation and enforcement of IP. Spruson & Ferguson is recognised as a market leader in patents, trade marks and intellectual property law. For more information, contact Robert Miller, Principal at Robert.Miller@sprusons.com.au or Philip Heuzenroeder, Principal at Philip.Heuzenroeder@sprusons.com.au.