

## Mathematics and Intellectual Property – The *What, Why and How* of Protecting Your Research

NewSouth Innovations (formerly Unisearch Ltd), together with the School of Mathematics and MASCOS, is delighted to present a **free** information seminar outlining the processes for, and issues surrounding, the patenting of mathematical research. Professor Les Field, DVC (Research) will be joining us to welcome everyone to NSI's inaugural seminar.

Speakers for the seminar are:

Dr Peter Cotton – Morgan Stanley Bank, US

Tim Staley – Patent Attorney, Griffith Hack

Andrew Stead – Business Development Manager, NewSouth Innovations

Topics to be discussed include:

- **Protecting and commercialising your research:** The role of Unisearch at UNSW and how the protection of IP is crucial to maximising the commercial potential of your research.
- **Laws and trends in the patenting of mathematical concepts:** An overview of patents, designs, trademarks and copyright; variations in law between jurisdictions; how mathematical developments can be protected by patenting; and the trends and strategies for exploiting a patented mathematical concept.
- **Patenting business methods – a case study.**  
Dr Cotton, an ex-honours student from UNSW, will present his own experiences with the patenting process including: attitudes towards patenting in finance; conflicts of interest; patents as a means of funding mathematical research; and the typical challenges faced when following the patenting path.

A panel discussion will follow the presentations.

**Please join us at Gallery 1, Scientia on Thurs 1<sup>st</sup> September 2005.**

Registration from 8:30am for an 8:45am start, and concluding by 10:30am.

Tea, coffee and refreshments will be provided.

For catering purposes, please rsvp to Lily at [l.nguyen@unisearch.com.au](mailto:l.nguyen@unisearch.com.au) by 26 August 2005.