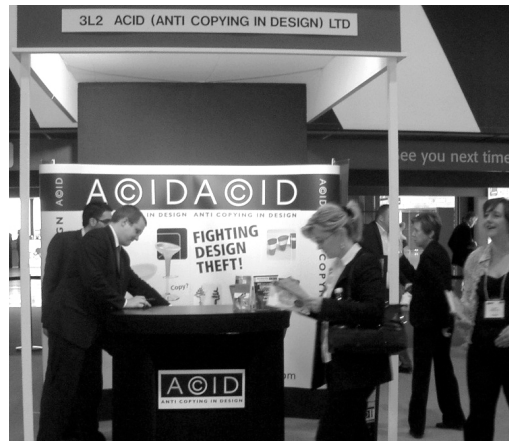


The ACID EXHIBITION PROTOCOL



MEDIATE TO RESOLVE
- a positive solution
to copying



You may discover a copy of your designs during the show. If you do, please contact the ACID team either on the ACID stand or call the IP legal hotline. **The ACID Exhibition Protocol is FREE to all exhibitors.**

+44 (0)7956 229876

Remember, careful handling of your dispute can have a swift and satisfactory outcome...

- ACID has handled over 1,800 grass roots mediations – many of them on the exhibition shop floor.
- Mediations, via the ACID Exhibition Protocol, provide a quick and effective route to solving copying issues – without the expense of litigation.
THIS IS A FREE SERVICE TO ALL EXHIBITORS
- Mediation gives both parties the chance to have their say in front of a neutral 3rd party who may help both sides reach their own settlement voluntarily. This approach can be quick and highly effective without incurring legal costs.
- Hundreds of ACID's exhibition mediations have resulted in commercial agreements being struck between the two parties – a licence agreement, a royalty agreement, or even a franchise opportunity.

So don't get angry, get positive!

- Through mediation, you could walk away with more business than you bargained for.
- If things can't be sorted out at the exhibition, ACID can help you resolve disputes. ACID offers a Mediate to Resolve service - please contact us for further information.
- Not an ACID member? If you think your product has been copied ACID can help too.

ACID 'MEDIATE TO RESOLVE' – Helping to create a positive trading environment



ACID accredited organisers adhere to a public declaration of a strict policy of **ZERO TOLERANCE** of plagiarism. This is supported by the ACID Exhibition Protocol – a step by step management of copying complaints that occur during an exhibition/fair.

ACID website: www.acid.uk.com
ACID newsdesk: www.acidnews.info
ACID Trading: www.acid.designsales.co.uk

SOUND ADVICE FOR EXHIBITORS

You are at this show to do business. But your products could be vulnerable to copying. So why not safeguard your brand equity by protecting your designs/products as best you can. Be aware of how you should react if you think you have been copied – you could be sued if you go onto the alleged infringers stand and make demands. Remember, speak to an ACID lawyer or representative first – it could save you a great deal of time and hassle in the long run as careful handling of a dispute can lead to a quick and effective result through ACID mediation.

EXHIBITION GUIDELINES

Ensure you have documentation to prove that you own the copyright/ design right or have a licence to market the goods that appear on your stand.

Make sure that this information is easily accessible. In any dispute the onus is on the complainant to provide evidence of ownership, originality and date of creation.

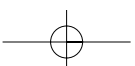
Consider applying for a Registered Community Design (RCD) before any exhibition. The RCD provides a choice of Unregistered Community design (UCD) & a Registered Community Design (RCD). An RCD provides protection for 25 years.

It's very difficult to take action at an exhibition or fair if there is no design audit trail or evidence to support UCD or a registration to support RCD. Applications can be made direct to; information@oami.europa.eu (www.oami.europa.eu)

Don't forget to locate the ACID stand where ALL exhibitors can gain immediate, **fast FREE advice** from ACID Accredited Lawyers. Call them during the exhibition on +44 (0)7956 229876. Display your ACID EXHIBITION STAND SIGN – deterrence is a key weapon.

Have a No Photography policy! Remember with phone cameras etc. your designs can be sent across the world in seconds and could be mass produced before you even pack up your stand!

Use the 'NO PHOTOGRAPHY' sign on reverse as a deterrent at exhibitions

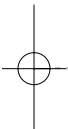


This is an A©ID Accredited Exhibition

NO PHOTOGRAPHY

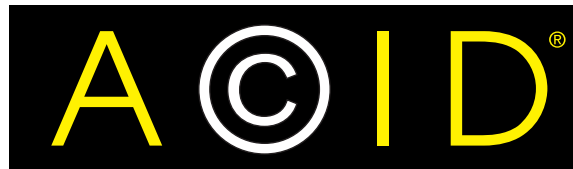
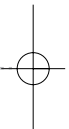


ANTI COPYING IN DESIGN



FOLD HERE

FOLD HERE



ANTI COPYING IN DESIGN



NO PHOTOGRAPHY

This is an A©ID Accredited Exhibition

