

are you making the most of your **ACID MEMBERSHIP?** ten top tips!

1. Branding - Deterrence is a key aspect of ACID membership. High profile use of the powerful Member of ACID logo together with the copyright statement (now available in many different languages) can be downloaded from the ACID website www.acid.uk.com. Alternatively, please contact the membership office on 0845 644 3617 or email help@acid.uk.com and a member of our team will always be happy to send them to you. You can strengthen your IP message by using the ACID logo on the signature part of any outgoing emails and include the logo and statement in your terms and conditions of business, display them on all stationery and, if possible, on the labelling of your products and in your marketing material. You may also wish to view the following websites to see how other ACID members advertise their membership and use the ACID brand as a deterrent.

www.preciousprems.co.uk

www.teemo.co.uk

www.morganfurniture.co.uk

By creating the copyright statement together with the ACID logo as a "pop-up", visitors to your website have to read this statement before they can enter your site, reinforcing your company's anti copying message

2. ACID Design Register - This is a free and unlimited service available to every member and we would recommend that all new designs are logged here in order to establish a date of origination. Once designs are received onto the ACID Design Register you will have third party evidence to support Unregistered Community and UK Unregistered design rights. The ACID Design Register does not give any extra legal rights and we would advise that you contact either the ACID legal helpline, The Patent Office or OHIM for advice on registered designs. Design Registration forms are available to download from the ACID website or again, you can contact the ACID membership office on 0845 644 3617 or by emailing help@acid.uk.com and a member of the team will be happy to send these to you.

3. FREE Legal Advice - ACID works closely with its associate lawyers, who offer various benefits to ACID members. All ACID members are entitled to up to one hour of free legal advice over the telephone on each separate issue via a dedicated Legal Hotline which is manned by IP specialists. Members can use this service for advice on any issue requiring a legal opinion. Should they then wish to instruct ACID's associate lawyers to act on their behalf they would be entitled to do so at discounted rates. Members can contact the legal hotline on 0845 230 5742. We must stress that this is a member only number.

4. Generic Agreements - There are various generic agreements available to ACID members at reduced rates. These can be added to terms and conditions of business and can be tailored to suit your needs. Amongst those available, following a year-long consultation with key players within the design industry, ACID has produced a generic and re-usable licence/royalty agreement designed to foster and develop best practice in licensing/royalty relationships. This will be promoted as an ACID industry standard. Protecting the interests of both parties, without compromising either party and maximising commercial opportunities, the ACID Licence/Royalty agreement includes a standard set of basic conditions to which additional specific clauses relevant to a particular set of circumstances can be included if required. The Agreement is intended to be a reasonable and professional foundation on which two parties can work together in a licensing/royalty relationship. Further information on this and other agreements is available from our membership office.

5. Newsletters - Members receive a quarterly newsletter by post as well as a monthly e-newsletter. These are packed full of useful tips and FAQ's as well as the latest news, keeping members up to date with successful cases and the latest ACID initiatives. It is essential that we are informed of any change in contact details to enable us to stay in touch!

6. ACID Website Members Area - All members have access to this area via their email address and a password. The members area of our website is bursting with information on every IP issue imaginable! You can access archived newsletters, view all FAQ's and legal tips as well as reading fascinating articles in our education pages about what you can protect and how. Any members who do not recall their password can contact the membership office for a reminder. Those who would like other members of their organisation to have access to the members' area should also contact the membership office.

7. Industry Forums - ACID holds regular informal, round table discussions in various industry sectors which have proved to be very beneficial. Attendees have been able to communicate specific problems of IP infringement relevant to their industry and ACID has focussed its activities in meeting the needs of a particular industry sector by having a better understanding of the problems that exist, many of which differ from sector to sector. If there are any requests for forums to be held in industry sectors not yet covered we would be happy to receive them, the more requests we have the more we can consider.

making the most of your ACID membership

ten top tips!

HOW TO CONTACT



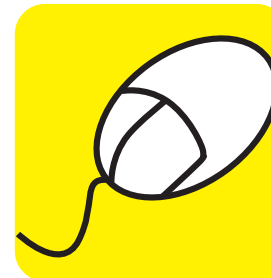
8. IP Insurance - For the last three years ACID has been working on an insurance scheme to benefit its members. This has now come to fruition and most members will be aware that we are awaiting the final results of a membership vote to determine how to proceed. ACID is not a committee bound organisation and we value our members input tremendously. If you have not already done so we would urge you to fax (0845 644 3618) or email (help@acid.uk.com) your vote as soon as possible. If you would like to receive the information on the scheme again please contact the ACID membership office. To date less than half of membership have voted. At the end of April ACID will complete an audit of those who have responded and meet with underwriters to re-negotiate terms for those who have indicated a positive interest.

9. Trade Mark and Design Service - ACID's associate lawyers, offer various legal benefits to ACID members, the latest being preferential rates for a Trade Mark and Design Registration service. Using a lawyer rather than filing applications personally not only gives reassurance that the application has been completed correctly but it gives confidence that the application has been suitably tailored to fulfill your business needs. The official registries will only check that the forms have been completed correctly – they will not advise on whether you have filed the best trade mark, or in the correct categories of goods and services for your business. Similarly, they will not advise you on the best representations of your designs to use to give you maximum protection, or which parts of a design may be worth protecting separately.

10. ACID Mediation - This is a cost and time effective way to solve member-to-member disputes. All ACID members have signed the ACID Code of Conduct which requires each member not knowingly to copy the products of another company. Despite all precautions, disputes can arise between fellow members of ACID concerning origin or ownership of one or more designs or products. Where such a dispute arises and the members are unable to resolve their dispute between themselves, the Code of Conduct requires them to resolve their disputes by mediation rather than through the Courts. An ACID mediation is a means by which members can attempt to resolve disputes amicably in a non-confrontational manner and with a minimum cost to all those involved. It is designed to facilitate negotiations between parties by a neutral third party with no decision-making power (usually a barrister with experience in this type of dispute). The neutral party helps the parties to reach their own settlement voluntarily by structuring negotiation, enabling each party's needs and the issues involved to be identified clearly and discussed, and if requested, making confidential recommendations on disputed issues.



TM & Design registration services for members



ACID Members Website, your one-stop information portal



ACID Branded Merchandise including tapes and confidentiality agreements

MEMBERSHIP ENQUIRIES:

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MEMBERSHIP FAX:

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ACID MERCHANDISE FAX:

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Gloucester. GL19 3YB

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A MEMBER OF



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