

  
**29<sup>th</sup> November, 2012**  
**James A. S. Kirk**  
**Director**  
**Rocep Lusol Holdings Limited**  
**Gizmo Packaging Limited**  
 

**Intellectual Property Insurance SME Beneficiary perspective**

Jim Kirk – Financial Director  
Rocep Lusol & Gizmo Packaging

- **Background**
  - Who I am and what I do
  - Rocep and Gizmo
  - The Inventor
  - Patent Journey








**Rocep Lusol Holdings Limited**




**LinRoc**

The LinRoc® POWER CAN is the most advanced and patented system for the dispensing of thick, sticky and difficult to handle materials without waste or mess. The LinRoc® POWER CAN will handle a wide range of high viscosity materials such as, sealants, adhesives, fillers and lubricants. The system provides a choice of sizes and fittings for products in both the Industrial and Consumer markets.

**LinRoc II**

The LinRoc® POWER CAN II is a highly developed and patented system for the easy application of firm, sticky and difficult to handle materials. Whether adhesives, fillers, sealants or lubricants. The system is suitable for materials with different viscosities. The LinRoc® POWER CAN II is available in different sizes and with different adapters. You can also determine how much of the product will come out by adjusting the ring.

**Gizmo Packaging Limited**




**Intellectual Property – Risk and Protection**

- **Protection of Assets**

IP is an Asset of your Business

IP is a product of your Business

Utilisation of your IP




**Intellectual Property Protection**

- **IP Insurance**

What can it do for my Company?

Level Playing Field

Define Expectations of your patents (products) development

Work with your Broker to find an appropriate Insurer

Tailor the policy to suit your pre - defined requirements

The role of the Underwriter (from the viewpoint of the Insured party)



## Utilisation of IP protection

- Monitoring
- Infringement
- Professional Approach
- Litigation
- Pitfalls
- Settlements

