

MEDIA RELEASE



SMEI DIRECTOR TO SPEAK AT NATIONAL INTELLECTUAL PROPERTY CONFERENCE

Media release, 5 June 2007, SMEi Services Ltd, Christchurch, New Zealand: Company director and business consultant Robert Loughnan will be talking on the topic of preventing Intellectual Property theft at the 6th annual Intellectual Property Conference being held in Auckland in July.

Loughnan is one of the founding directors of SMEi Services Ltd, New Zealand's only specialist patent insurance company.

His topic at the conference is *"Intellectual Property Rights Insurance - how to protect your assets from theft to grow your business."*

Loughnan says far too many New Zealand business owners take a "she'll be right" attitude to protecting their ideas, believing that taking someone's word or a handshake is sufficient to seal a deal and ensure their assets will be looked after appropriately.

"Unfortunately there are all too many examples of inventors and entrepreneurs who have been ripped off by other New Zealand companies, or by international manufacturers who know the commercial value of a good idea when they see it," says Loughnan.

"On the other side of the ledger, there are also some success stories about small to medium sized businesses who have been able to successfully enforce their legal patent rights by having the foresight to take out insurance that made litigation affordable."

Loughnan will be giving several examples of successful patent enforcement case studies during his presentation and says any New Zealand company seeking international investors or possible buyers should take note.

"Demonstrating that your patent is fully protected significantly reduces the risk for any investor and ensures they are able to place the same value on your IP that you do," Loughnan said.

Companies or individuals interested in exploring the costs of taking out patent protection insurance for their ideas can find out more by visiting the SMEi Services website: www.patentinsurance.co.nz

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