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european IP

Protecting your health (tech!) –  
how to use IP to your advantage

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# Introduction (1)

Virginia Driver

- Partner and Patent Attorney
- Electronics, Software and AI



# Introduction (2)

- What is IP?
- What can be protected?
- Why should you protect your IP?



# What is IP?

## Registered Rights

- Patents
- Registered trade marks
- Registered designs

## Unregistered Rights

- Trade secrets
- Trade marks established through use
- Unregistered designs



# What can you protect?

- Diagnostic devices

Biological method of detection  
(e.g. glucose detection using  
enzyme assay)

Software



Design (e.g. appearance  
of device and screen interface)

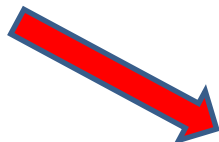
Tradename

Image taken from <http://www.menarinidiag.co.uk>

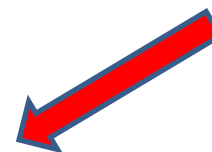
# What can you protect (2)?

- Mobile health apps

Software



Tradename



Design (e.g. of screen interface)

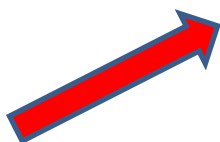


Image taken from <https://steemkr.com>

# What can you protect (3)?

- Wearable technology

Separate protection for app and device

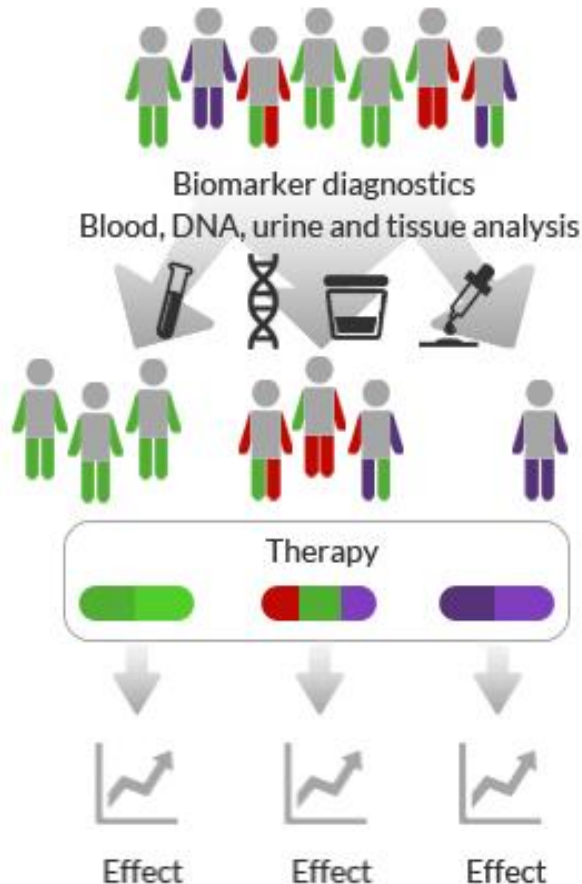
Design (e.g. of screen interface, watch strap)



Image taken from <https://www.gizbot.com>

# The Role of Digital Health In Personalised Medicine

Cancer patients with e.g. colon cancer



**Wearable devices and mobile phone apps**



**Robotics and diagnostic devices**



**Devices for analysing and storing data**



**Bioprinting/3-D printing**



**Therapeutic devices**

Image taken from [http://biosky.co/wp-content/uploads/2016/12/personalised\\_medicine.jpg](http://biosky.co/wp-content/uploads/2016/12/personalised_medicine.jpg)



# Virtual / Augmented Reality in Healthcare

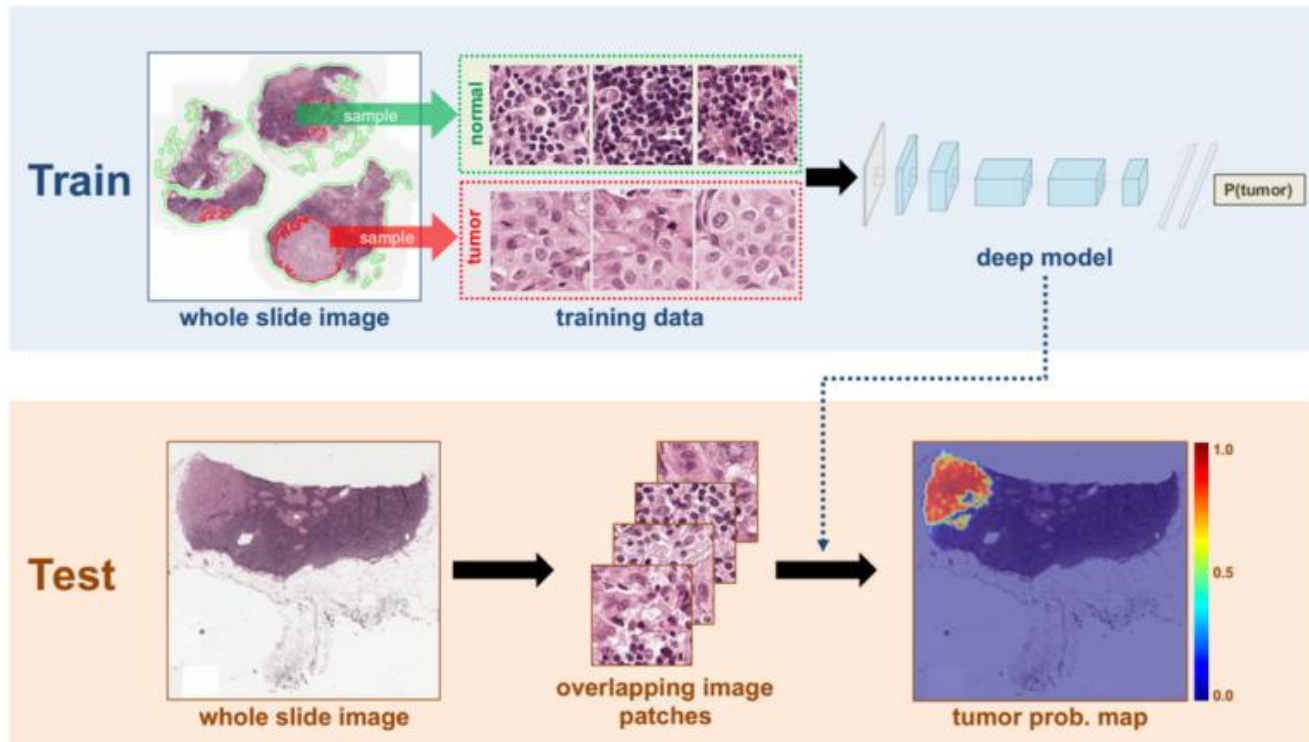
Virtual Reality is already used in many industries, from gaming and tourism to construction.

VR / AR healthcare will gain considerable importance in the coming years.



Image taken from  
<http://medialist.info/en/2018/01/26/vr-healthcare-virtual-reality-in-medicine/>

# Artificial Intelligence



Deep learning algorithms are being trained to identify and diagnose cancer in patients.

Image taken from  
<https://news.developer.nvidia.com/deep-learning-system-improves-breast-cancer-detection/>

# Why should you protect your IP?

- Prevent competitors from making, using or selling technology
- Health care industry is research-intensive; IP protection encourages investment
- Adds value to a business
- Licensing revenue
- Marketing tool
- Encourages innovation



# Practical tips for securing IP protection

- Identify which aspects of your products are protectable and consider alternative forms of protection
- Even if individual elements are known, a combination of known elements may be protectable
- Protect your invention before disclosing (use NDAs before securing protection)
- Clarify ownership
- Verify freedom to operate



# Summary

- Advances in technology and medicine are increasingly shaping the global health sector
- Plenty of scope for obtaining IP protection in digital health
- Benefits in obtaining IP protection

# Any questions?



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**THANKS FOR LISTENING!**

Any further questions please feel free to email me or visit stand D29.

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