



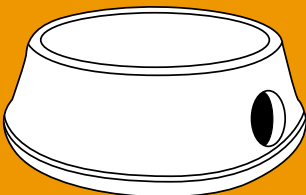
# Bon Appetit!

HOW TO ENJOY A GOOD IDEA

I?OS

ANNUAL REPORT 2003/04

From a feline theme last year, we turn our passion from cat to chow. Just as no one can live without food, humanity would starve without ideas. Imagination and innovation are the ingredients for a vibrant economy. This annual report celebrates ideas and their protection in a gastronomic setting. Bon appetit!



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#### **COPYRIGHT**

Copyright law is the muse's best friend. It protects creative work in music, art, literature, films, broadcasts, plays and computer programmes etc. Our very original Looni Lemon Sizzling Steak recipe is protected by copyright and others may not replicate without permission.

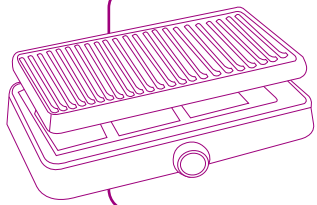
## **DISH OF THE DAY**

### **LOONI LEMON SIZZLING STEAK (Serves 1)**

You can create an exciting, original masterpiece. But can you exploit that masterpiece in the marketplace? Commercial success involves many layers of IP protection. Follow our recipe for **LOONI LEMON SIZZLING STEAK**, for instance, and discover no less than six different aspects of IP protection.

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### REGISTERED DESIGNS

Things come in many shapes and sizes. A registered design refers to the shape, configuration, pattern or ornament found on an object. It is purely visual, and has nothing to do with how the object works. Notice the sleek and unique shape of the Tefal Griller.

## LOONI LEMON SIZZLING STEAK (Serves 1)

Think positive thoughts, fold up your sleeves and have your soy sauce, lemon juice, oil and sugar ready. Heat 1 tbsp oil on the fabulously non-stick **TEFAL GRILLER** over medium heat and fry garlic until fragrant. Take a deep breath. (Don't just stand there and breathe – defrost the beef in the ever-reliable **ELECTROLUX MICROWAVE OVEN!**) Remove and set aside. Add remaining oil to griller, increase heat to high. When oil is very hot, add steak and grill for



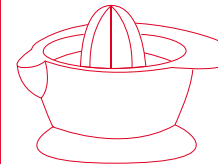
### INTEGRATED CIRCUIT DESIGN

You don't see it but you can protect it. An integrated circuit (IC) is an electronic circuit where the elements are assembled into a medium and function as a singular unit. Protection can be secured for the layout design of the IC, which is the 3-D arrangement of its elements and interconnections. Examples of ICs are the semiconductor chips inside an Electrolux Microwave Oven.



### TRADE SECRETS

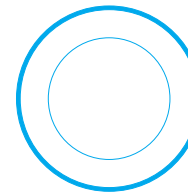
Keep your secrets secret. Trade secrets are confidential information that provide a competitive edge. They may be protected via common law, contract or statute. The recipe of Country Homemade Sauce can be hidden from prying eyes as a trade secret.



### PATENTS

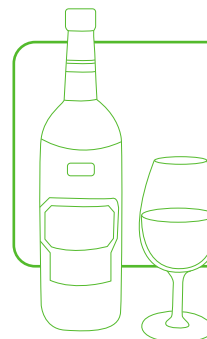
You have a right to be selfish. A patent is a monopoly right. It protects the inventor, for a limited time, by preventing others from using the invention without his permission. As a case in point, other citrus press appliances cannot incorporate the Philips-patented technology without approval.

two minutes. Add a dash of the appetising **COUNTRY HOMEMADE SAUCE**. Turn steak over and add lemon juice freshly squeezed using the **PHILIPS CITRUS PRESS**. Cook 20 seconds more for medium-rare, 1 1/2 minutes more for well-done. Now take a whiff of your masterpiece! Transfer steak to a handsome **CORNINGWARE PLATE** and let rest for five minutes, then slice or cube. Garnish with asparagus and cherry tomatoes and pour yourself a glass of **BORDEAUX WINE**. It's payback time!



### TRADE MARK

Show them it's yours. A trade mark is your distinctive emblem that distinguishes your product or services from others; think of it as a birthmark. An example is the CorningWare logo found on every CorningWare accessory.



### GEOGRAPHICAL INDICATIONS

Origin matters. Geographical indications identify a produce as originating from a place of known quality or reputation. Bordeaux Wine, for instance, comes from a very famous, very specific region in France: Bordeaux. This region is renowned for its wine.