

***HOW DO YOU PLAY THE
GAME WHEN THE RULES
KEEP CHANGING?***

***FICPI CONGRESS MELBOURNE
18 APRIL 2012***

***Didier Intès
(the client)***

SME based in France

Subsidiaries in Czech Republic and Australia

Manufacturing in France, Czech Republic, Australia

R&D in France and Australia

Little experience in IP

Our R&D in Australia has invented a revolutionary coffee machine

- Retro style
- Sophisticated technology

I have great hope that this machine will be successful on the market

My core market is Europe, USA and Australia. I hope to develop the Asian market

I need an optimized IP protection (designs, trademarks, patents)

