Webmarking of patented products

From 1st October 2014, you will be able to identify your patented product with a web address instead of the patent number and country of the patent.

Present situation

We currently recommend that if you are applying for a patent and have been given the status 'patent pending' or 'patent applied for', or if your patent is granted, then you should display your patent number and country of application on your product.

If you do not display this information, then no damages can be sought against a patent infringer who is able to prove that they were unaware of the existence of the disputed patent.

What's changing

From 1st October 2014, you will be able to mark your product with a **web address** and be able to benefit in the same way as if you had marked it as outlined above. The requirement is that the webpage clearly associates the patent number with that product.

An example of the information that could be provided is at **www.tivo.com/patents** (the US law has already changed).

Comment

Patent owners will still have the option of marking their product with relevant patent numbers, or not marking their product at all, but this pragmatic and practical change by the UK IPO should reduce the burden on patent owners and make it easy to find and keep up to date information on patented products.

The detailed UK IPO business guidance on this matter can be found here:

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/325027/webmarking-_factsheet.pdf

If you would like further clarification, then please do not hesitate to contact one of **our attorneys**. Contact details for our attorneys can be found via our website at **www.aathornton.com**.

Contact

For more information please contact Stuart Greenwood via email at sgg@aathornton.com or your usual A.A Thornton & Co. advisor.

For general information please visit: **www.aathornton.com**

Partners

Vanessa Lawrence
vabl@aathornton.com

Ian Gill
isg@aathornton.com

Martin Hedges
mnh@aathornton.com

Craig Turner
crt@aathornton.com

Rachel Havard
rsh@aathornton.com

Adrian Bennett
arb@aathornton.com

Mike Jennings
mjj@aathornton.com

Emily Cottrill
eehc@aathornton.com

Lawrence King
llk@aathornton.com

Associates

Nick South
ngs@aathornton.com

Heather Donald
hrd@aathornton.com

Sarah Darby
smd@aathornton.com