



09/09/2015

CTA Australia Pty Ltd
Head Office (Melbourne)
67 – 71 Logistics Street,
Keilor Park, Vic 3042

To whom it may concern,

RE: ACIP's Recommendation on the Innovation Patent System - written submission

I am an owner of CTA Australia Pty Ltd, an SME the head office of which is based in Melbourne. We design and manufacture tactile guidance products, and have, over several years, invested significantly to establish ourselves as a leading designer and supplier of such products, which include in particular tactile ground surface indicators. A significant proportion of our investment has been in intellectual property, including in particular patents, the majority of which are Australian patents.

I have become aware of the recommendation of the Advisory Council on Intellectual Property to abolish the innovation patent, and am very concerned about that recommendation.

The technology area in which our products fall might, generally speaking, be described as relatively "simple" in a technical sense. This being said, our products must be manufactured to meet stringent standards, including Australian/New Zealand Standard AS1428, and national building codes, and an apparent simplicity in some of our most important innovations belies the intellectual effort and financial investment behind those innovations. There have now been several instances in which competitors of ours have sought to benefit unfairly from these innovations by copying our products. Innovation patent protection has been crucial in enabling us to curb such copying.

We have made considerable improvements in tactile guidance products, which throughout Australia have not only significantly benefitted our customers but also improved safety for the vision impaired, and a principal incentive for our continuing to do so is the innovation patent system.

I would ask that due consideration be given to my comments above.

Kind regards,

Daniel DeDomenico

VICTORIA

67 to 71 Logistics Street
Keilor Park Vic 3042
P 1300 282 282
F +61(0)3 9334 2621

NSW

Unit 23, 43-51 College Street
Gladesville NSW 2111
P 1300 282 679
F 1300 282 329

QUEENSLAND

Unit 12, 300 Cullen Ave East
Eagle Farm QLD 4009
P 1300 282 753
F 1300 282 329

WA

Unit 1, 3 Blackly Row
Cockburn, WA 6164
P: 1300 282 282
F: 1300 282 329