

**From:** [Malcolm McKechnie](#)  
**To:** [MDB-Consultation](#)  
**Subject:** "Abolition of the Australian Innovation Patent?"  
**Date:** Tuesday, 29 September 2015 3:17:33 PM  
**Attachments:** [948B0CB0-8A64-4989-B623-E368EFB9F8F4.png](#)  
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Dear IP Australia,

By way of supporting and evidencing the use of the Innovation Patent system in Australia, I provide you the following important information...

Knog is an Australian cycling accessories brand with distribution in 60 countries. Knog designs, prototypes and tests its products in Australia and manufactures the finish items in China. An enormous volume of goods are shipped worldwide, it has a strong market presence with a vast network and social following. Knog's strength is in its striking designs. Knog leads the market in innovation and other brands follow. Because of this, Knog products are often copied by other brands and other S.E.Asian manufacturers.

Recently, Knog used the Innovation Patent system to stop the spread of copy products throughout the Australian market. This protection allows Knog to profit from the hard work and investment and maintain its position as a creative market leader. Without the Innovation Patent Knog would have had little chance of stopping the flood of Chinese copy products into the Australian market. As a founder and owner of an Australian SME, it is my opinion that mechanisms such as Innovation Patents support Knog in its ability to produce innovative products, with Knog products being recognised as innovative not only in Australia but Worldwide.

Thank you for your consideration.

Malcolm McKechnie | **COO**  
+61 3 9428 6352 phone  
+61 411 741 632 mobile

453 Church Street  
Richmond 3121  
AUSTRALIA

