

Attn: Dr David Simmons
IP Australia
consultation@ipaaustralia.gov.au

Re: Commercial Importance of Innovation Patent System in Australia

Dear Dr Simmons,

Seasol International is one of Australia's most recognized and trusted garden product brands, and has a vigorous product development program that covers the use of seaweed extracts in other crops such as almonds, sugar cane, grapes and bananas.

New products based on seaweed extracts are challenging to patent using standard patents because the base formulation contains a complex matrix of bioactive substances, some of which have not been well-characterised. Consequently, the innovation patent system offers unique advantages for small to medium Australian companies such as Seasol International. Innovation patents enable us to include a component of IP protection in our product development strategy, to support a case for higher product development expenditure, and to translate these benefits into commercial advantage. For these reasons, and others, Seasol International values the Innovation Patent system.

Yours sincerely,

Dr Tony Arioli
Director of Research and Development
Seasol International Pty Ltd
1027 Mountain Highway,
Bayswater Victoria, 3153.
12th October 2015