



ENTERPRISE SERVICE

GET YOUR GREAT IDEA STARTED TODAY

FIND OUT HOW TO PROTECT YOUR IDEA

CHECK OUT THE COMMERCIAL POTENTIAL

GET HELP TO DEVELOP IT

THE DISCOVERY SERVICE



If you have a new idea for a product or service but don't know what to do next, we can help.

We can evaluate your idea in four key ways:

- Does the idea work?
- Has anyone else had the same idea?
- Can you protect the idea?
- Is there a market for it?

We can help you make the right choices about your idea with an honest and well informed approach. We won't sell you services you don't need or encourage you to spend money needlessly. If your idea looks like it could be a commercial success we can work with you to develop it using our commercial contacts. These services include everything from prototyping to fundraising.

WHAT DOES OUR SERVICE INCLUDE?

Is your idea new?

We understand that you believe that your idea is new. However, thousands of patents are granted every year so you need to check that no one else has thought of it before. It may be disappointing to find out that they have, but it is a lot more disappointing and expensive to find out after you have invested time and money in developing your idea.

Even if there isn't anything exactly like your idea out there it is always important to know what the competition is doing. That way you can improve your own idea. This applies to both product ideas and business ideas.

Depending on your idea we will conduct a worldwide patent search, a trade mark search, or a registered design search. We will tell you about any names, ideas, or products that we find that are similar to yours.

If you are starting a Company you need to make sure that the names for any products or any web site names are available and that they are not already trade marks for other companies.

Does your idea work?

If the idea is new and concerns a technical device or process we can check that the idea will work in principle. Of course whether it will work in practice will depend on getting the practical details right.

HOW LONG WILL IT TAKE AND HOW MUCH DOES IT COST?

The Discovery Service typically takes 28 days depending on our current workload and it costs £299.00. When the review is complete we will send the results to you by email and by post as a bound report.

If you have any questions please don't hesitate to call us on: 01784 737050

THE TEAM



David Bunting
Idea Assessment



Edward Thien
Patent Attorney



Nick Christie
Sales Agent



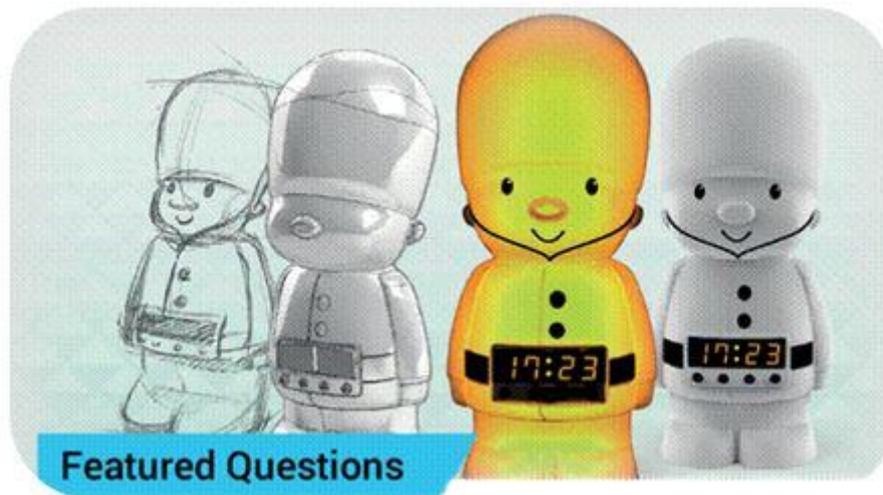
Phil Staunton
Product Development



Innovation Masterclass

An essential event for all entrepreneurs and inventors wanting to turn their innovation into profit.

Delivered by a panel of industry experts with decades of experience in what it takes to go from idea to patented, prototyped and finally manufactured product.



- How do I make money from my idea?
- How do I prototype my idea?
- How do I get a Patent?
- Can I manufacture successfully in China?
- Is Crowd-Funding a possibility and how does that work?

To register for the next Masterclass go to: www.trevorbaylisbrands.com/workshop

TESTIMONIALS AND TYPICAL SUCCESS STORIES



■ Anthony Cherry,
Buckinghamshire

“D2M Innovation has displayed a great deal of experience and enthusiasm in our work together. Their dedicated team has been impressively helpful throughout the patenting process and I very much look forward to working with them in the future.”

■ Matt Hopkinson, Hop Design



■ Deborah & Gemma, London

“D2M brought a professional approach on how I could transform my idea into a stylish, marketable product. Phil and his team have been enthusiastic and resourceful throughout the process and I very much look forward to continuing to work with them.”

■ - Mary Marshall, West Sussex

“I use D2M for all my design work. They are efficient, reliable and have a friendly approach. Industry experts also comment on how professional and thorough my concepts have been - that’s all credit to the good work carried out by the team at D2M.”

■ Nina Bains, Kent



■ Laura Meehan, Wirral

“D2M are a friendly team with a flexible approach who will go the extra mile to help you to progress your idea into a marketable product. D2M are knowledgeable, yet approachable and they listen carefully to your requirements. I was very pleased with the end result!”

■ Adele Tinsley, Brighton



■ Peter Lee, USA

THE COUCHCOASTER

CouchCoaster is an innovative idea that supports your drink securely while sitting on a sofa therefore removing the risk of accidental spillages. Developed from sketch concept to production by D2M, it is now selling internationally.

PRODUCT DESCRIPTION

CouchCoaster is a product born of bad experiences. Drinking on the sofa is inconvenient and consumers are forced to put the drink out of comfortable reach or on the floor. Not only is this an inconvenience, but also greatly increases the risk of frustrating spills. CouchCoaster, a weighted silicone stability coaster for sofas, keeps the user's drink within easy reach.

The user is comfortable whilst the CouchCoaster securely grips the arm of the sofa, protecting against unwanted accidents. Its usefulness extends to other items such as smartphones. This neat solution progressed through concept design, further refinement and prototyping before reaching the target market.

BENEFITS AND INNOVATION

Glossy, soft, internally weighted silicone and a cleverly engineered base provides an optimal gripping surface. It adjusts to virtually any sofa arm, with an insert to keep drinks safe and upright. Additional features include a drip tray to prevent splashing the sofa, a handle slot for mugs and an adaptor for smaller sized drinks.

LAUNCH

CouchCoaster was launched in mid-2016 and is now being sold internationally through a network of stores and online distributors.



IP PROTECTION



COMPUTER AIDED DESIGN



SOURCING MANUFACTURERS



PROTOTYPING



MEALKITT

Mealkitt is a unique idea developed to revolutionise the way you approach your diet and manage portion control. Developed from sketch concept to production by D2M, it is now being sold in the UK, Europe and the USA.

PRODUCT DESCRIPTION

Mealkitt can assist in controlling weight loss, weight gain or maintaining weight. This innovative kitchen essential is divided into six compartments, designated for each of the main food groups to help you to control your portion sizes. There's no need to calorie count or weigh your food - you simply measure the right amount to reach your desired goal quickly and effectively. With six compartments for each of the main food groups you eat the right amount of protein, fat and carbohydrates.



IP PROTECTION



COMPUTER AIDED DESIGN



SOURCING MANUFACTURERS



PROTOTYPING

BENEFITS AND INNOVATION

With Mealkitt you can effortlessly create portion sizes specifically for your diet and get great results without paying a fortune. The Mealkitt comes with a range of easy to follow recipes, along with a comprehensive food reference and exercise guide making it easy to integrate into your everyday life.

LAUNCH

Mealkitt benefited from a successful Kickstarter campaign in June 2016 and is now selling from the UK to the USA.



NEXT STEPS

Just complete the simple Discovery Pack forms to get your project started. The Pack includes a Confidentiality Agreement from us so that you can tell us about your idea. The forms in this pack are blank but you can still use them. If you register online for the Enterprise Service we will send you a pack by email and a printed version by Post that includes your details. If you have already registered then you can tell us about your idea online by logging into our website and clicking 'Create & Edit My Ideas'. You can also download additional Discovery Packs.

You can contact us at:

Phone 01784 737050

Email business@trevorbaylisbrands.com

Post Trevor Baylis Brands plc
Building 3/001
Building Research Establishment
Bucknalls Lane
Watford
WD25 9XX

The Discovery Service typically take 28 working days and costs £299.00.
When the review is complete we will send the results to you by email and by post as a bound report.

Begin your product development journey with a service designed to give you honest and invaluable advice at the outset.





Trevor Baylis Brands

DISCOVERY PACK

SUBMISSION FORMS

IT'S EASY TO SUBMIT YOUR IDEA TO THE DISCOVERY SERVICE

STEP 1 - Describe Your Idea

Complete the details on our Idea Description Form. We will be pleased to see any other documents, drawings, sketches, photographs or videos that you have. Please contact us before sending very large files. We do not need a prototype or detailed drawings. Please do not send prototypes as we cannot take responsibility for their safe return.

You can also complete this form online by logging in to the Enterprise Service with your registered email address and clicking the 'Create & Edit My Ideas' button followed by the 'New Idea' button. We have an explanation of how to do this later in this pack.

STEP 2 - Protect Your Idea

We promise to keep your idea confidential and have included below two copies of a Confidentiality and Non-Disclosure Agreement already signed.

- Check that the date is inserted at the top and your name and contact details are correct. Sign both copies at the bottom.
- Keep one for your records and return the other to us. This keeps your idea confidential but it does not give us any rights to your idea. We've included an explanation of the details after the non disclosure agreement.

STEP 3 - Payment

The fee is £299.00 including VAT

Paying by Credit or Debit Card: If you are submitting your idea online you can pay by PayPal or credit/debit card. You can also provide your card details by phone during office hours. We will phone you if you provide a daytime phone number. Please do not send credit card details through the post or by email.

STEP 4 - Submit Your Idea

Finally, unless you are entering the idea online, send ONE of the Confidentiality Agreements, the Idea description and Payment to us at:

Trevor Baylis Brands plc
Building 3/001
Building Research Establishment
Bucknalls Lane
Watford
WD25 9XX

DISCLAIMER. Our service is designed to be an initial idea assessment where we aim to identify relevant Intellectual Property and / or products and / or technologies to help make informed decisions before further developing ideas. Because the databases and markets we search are constantly changing, our findings can never be guaranteed or exhaustive. At our absolute discretion we may return all documents and payments to you if we do not believe we can provide a satisfactory service for any reason.

ENTER INVENTIONS ONLINE

TBB has worked to make the process of submitting ideas simpler and easier online. It is free to upload and edit your idea and you only submit it when you are happy with it. Payment is easier through the secure link to PayPal or a Credit Card payment facility.

The process works like this:

1. Log in to the Enterprise Service by clicking the 'Login' button at the top of the TBB website using the email and password that you used when you registered for the service.
2. On the login page click the 'Create & Edit my Ideas' button. Then click 'New'. This opens a form.
3. You can take as long as you like to enter the data over several sessions but do save it frequently using the 'Save' button. This is especially necessary if you are using a portable device because they disconnect from the Internet to save power after a short period of inactivity. We suggest that you prepare your submission offline then copy and paste the contents on to the form.

You can upload any pictures, drawings or other documents using the 'Upload' button. There is a size limit of 2 Mb on any single document or picture. If you take a picture with a phone or camera you may need to reduce the image size.

4. When you've completed the form click 'Save' before the 'Submit' button and check your information is correct.

Click the box to show that you have read and accepted the Confidentiality Agreement. You can download a completed copy of the Discovery Pack including the information that you have entered at this point. You can also return at any time to get a copy. We can provide a printed copy by post if you request it by email. When you are ready click the 'Submit Idea' button.

5. When the idea has been received by us you will see a payment button. Click this to open a secure payment page where you can pay using PayPal or a Credit Card. Alternatively you can call our office to give us your card details over the phone.

When we have all your information and payment we will send you an email acknowledgment. Please note that we do this during Office Hours and so you may not receive it until the next working day.

Any online payments should be acknowledged immediately by email.

We hope that you find this system useful and we look forward to helping you with your ideas.



IDEA DESCRIPTION

Client Information

Originator Name:

Address:

Post Code:

Telephone:

Email:

Project Details

The Idea Name or Business Name:

Problem Solved:

Description* (what it does, how it does it, and for a product, what you think it looks like)

Do you have a Prototype? (If yes, who made it?)

Do you have a Business Plan?

Do you know of any similar Products or Businesses?

Have you applied for a Patent? If yes please give the reference details.

* Continue the description on additional sheets if necessary but please write your name on them.



CONFIDENTIALITY AGREEMENT

Complete this and send it to TBB plc

Parties to this Agreement

THIS AGREEMENT is dated the _____ BETWEEN the parties set out below (“the Parties”);

Trevor Baylis Brands plc company registration no. 04547128 whose business address is Building 3/001 Building Research Establishment, Bucknalls Lane, Watford WD25 9XX (“TBB”) of the first part; and

Name: _____

of address: _____

Postcode: _____

Telephone: _____

Email: _____

(“the Originator”) of the second part;

- A. The Originator has developed a novel business idea or product and/or process (“the Idea”) details of which will be sent to TBB after the date of this agreement.
- B. The Originator wishes to have access to TBB’s knowledge and experience to review the Idea (“the Review”) and TBB is willing to do the Review.
- C. In connection with the Review either Party may disclose to the other Party some of its own proprietary information including samples, specifications, formulae, manufacturing processes, know-how, and other technical and economic information to do with the Review (“the Confidential Information”).
- D. Each Party agrees to disclose its Confidential Information to the other Party (“the Disclosure”) according to the terms and conditions written below.

THE PARTIES AGREE AS FOLLOWS:

1. Each Party may disclose to the other Party the Confidential Information needed for the Review.
2. Subject to clause 3 for a period of five (5) years from the date of the Disclosure, each Party shall keep the other Party’s Confidential Information secret and shall use it only for the Review, except when this Confidential Information either:
 - 2.1. was known to or independently developed by one Party before its disclosure by the other Party as confirmed by the written records of the receiving Party;
 - 2.2. is, or becomes, through no act of the receiving Party, available to the public after the date above;
 - 2.3. is disclosed by a third party having a legal right to do so.
3. Each Party confirms that it has the right to disclose its Confidential Information and agrees that the receiving Party can provide the Confidential Information to people within its organisation and its professional advisers but only for the Review and under conditions of confidentiality at least the same as the terms of this Agreement.
4. The Originator declares that except as told to TBB in writing before the date of this Agreement the Originator has not offered any interest whatsoever in the Development to any person and is not discussing it with anyone else.
5. TBB has the right to use the Confidential Information for the Review but no other rights or licences in the intellectual property in the Confidential Information are made or given to any party by this Agreement.
6. Each Party shall return or destroy all copies of the other Party’s Confidential Information when the Review work is finished or when either Party asks for it,
7. This Agreement is the only agreement between the Parties about the Idea and the Review. This Agreement overrides any earlier agreements or discussions between the Parties relating to the Idea. Nothing in this Agreement shall limit or exclude any liability for fraud.
8. If any of the provisions contained in this Agreement shall be held invalid, illegal, or unenforceable in any respect, then to the maximum extent permitted by law, the other provisions of this Agreement shall remain in effect.
9. This Agreement shall be governed by the laws of England and Wales
10. This Agreement shall come into effect on the date written above and end three (3) years after that date unless terminated in writing by either Party but the provisions of Clause 2 shall remain in effect whatever the reason for termination.

IN WITNESS WHEREOF, the Parties hereto have executed two copies of this Agreement.

SIGNED by:

Name and title: David Bunting, Director for and on behalf of Trevor Baylis Brands plc

SIGNED by:

The Originator Name:



CONFIDENTIALITY AGREEMENT

Complete this and keep it safely

Parties to this Agreement

THIS AGREEMENT is dated the _____ BETWEEN the parties set out below (“the Parties”);

Trevor Baylis Brands plc company registration no. 04547128 whose business address is Building 3/001 Building Research Establishment, Bucknalls Lane, Watford WD25 9XX (“TBB”) of the first part; and

Name: _____

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(“the Originator”) of the second part;

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- B. The Originator wishes to have access to TBB’s knowledge and experience to review the Idea (“the Review”) and TBB is willing to do the Review.
- C. In connection with the Review either Party may disclose to the other Party some of its own proprietary information including samples, specifications, formulae, manufacturing processes, know-how, and other technical and economic information to do with the Review (“the Confidential Information”).
- D. Each Party agrees to disclose its Confidential Information to the other Party (“the Disclosure”) according to the terms and conditions written below.

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2. Subject to clause 3 for a period of five (5) years from the date of the Disclosure, each Party shall keep the other Party’s Confidential Information secret and shall use it only for the Review, except when this Confidential Information either:
 - 2.1. was known to or independently developed by one Party before its disclosure by the other Party as confirmed by the written records of the receiving Party;
 - 2.2. is, or becomes, through no act of the receiving Party, available to the public after the date above;
 - 2.3. is disclosed by a third party having a legal right to do so.
3. Each Party confirms that it has the right to disclose its Confidential Information and agrees that the receiving Party can provide the Confidential Information to people within its organisation and its professional advisers but only for the Review and under conditions of confidentiality at least the same as the terms of this Agreement.
4. The Originator declares that except as told to TBB in writing before the date of this Agreement the Originator has not offered any interest whatsoever in the Development to any person and is not discussing it with anyone else.
5. TBB has the right to use the Confidential Information for the Review but no other rights or licences in the intellectual property in the Confidential Information are made or given to any party by this Agreement.
6. Each Party shall return or destroy all copies of the other Party’s Confidential Information when the Review work is finished or when either Party asks for it,
7. This Agreement is the only agreement between the Parties about the Idea and the Review. This Agreement overrides any earlier agreements or discussions between the Parties relating to the Idea. Nothing in this Agreement shall limit or exclude any liability for fraud.
8. If any of the provisions contained in this Agreement shall be held invalid, illegal, or unenforceable in any respect, then to the maximum extent permitted by law, the other provisions of this Agreement shall remain in effect.
9. This Agreement shall be governed by the laws of England and Wales
10. This Agreement shall come into effect on the date written above and end three (3) years after that date unless terminated in writing by either Party but the provisions of Clause 2 shall remain in effect whatever the reason for termination.

IN WITNESS WHEREOF, the Parties hereto have executed two copies of this Agreement.

SIGNED by:

Name and title: David Bunting, Director for and on behalf of Trevor Baylis Brands plc

SIGNED by:

The Originator Name:



EXPLANATION OF THE CONFIDENTIALITY AND NON-DISCLOSURE AGREEMENT (NDA)

Guidance notes – to keep for your reference. These notes are not part of the Agreement.

We realise that some people may be concerned about signing the Confidentiality Agreement so we have included this summary to clarify the main points. If you are still not sure what the Agreement means, please take professional advice. You do not need to disclose your idea to any proper professional advisor in order to get legal advice.

This is a summary of the Confidentiality and Non-Disclosure Agreement between Trevor Baylis Brands plc referred to as “we”, or “us” and the Originator or owner of the idea referred to as “you”.

More than one Originator?

If you want to add more than one name as the Originator we can send you a revised Agreement. We can do this by email. Please send the request to:

business@trevorbaylisbrands.com.

What is the NDA all about?

The purpose of this Agreement is so you can tell us about your Idea knowing that we are legally required to keep the information confidential.

What are the main points?

- As you would expect, we do not get any rights at all in your Idea (see Clause 5).
- We and you agree to keep any Confidential Information that we give each other secret for a period of at least 5 years from the time that any Confidential Information is exchanged (see Clause 2).
- You are telling us that you have not offered anybody else a share in the Idea and you are not talking to anybody else about it (see Clause 4). Please tell us before you sign the Agreement if anyone else is involved. This is not usually a problem, but we need to make sure that we don't have a conflict of interest with a company or person with whom we are already involved.
- You are giving us permission to show your Confidential Information to our professional advisors and other people that could help us (see Clause 3). Anyone to whom we show the idea has to agree to a Confidentiality Agreement like this one.
- This Agreement lasts for three years or until one of us terminates it in writing earlier. Even if it is terminated the information still remains confidential for 5 years after it is disclosed, making 8 years altogether. Until the Agreement terminates we will assume that any information you supply is confidential.
- Whilst the Agreement lasts of course you can talk to other people about the Idea but you should tell us if you do (see Clause 4) in case it creates a conflict of interest for us. You may lose the rights to your idea if you discuss it somewhere else without a confidentiality agreement. We can help you with that. You can download a suitable confidentiality agreement from our Web Site.
- To help you we might have to give you confidential information from our advisors. To protect that information we are asking you to keep it confidential (see Clause 2).

If you have any questions please don't hesitate to call us on 01784 737050

DISCLAIMER. This page describing the Non-Disclosure Agreement has been written only to give you a summary of some of the important points of the Agreement. You should read the full Agreement carefully and not just rely on this summary. This summary is not a substitute for specific legal advice and you are advised to take your own legal advice on the implications of the Agreement if you are in any doubt. In addition, this summary is not intended to have any legal effect and neither we nor you should rely on anything contained within it.