

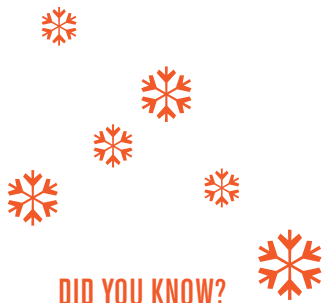
Diversity: a career for everyone

Employers in IP are recruiting progressively, encouraging applicants from all backgrounds.

The Career in Ideas campaign was established by an initiative called IP Inclusive (IPinclusive.org.uk). This initiative, led by many of the leading organisations working in IP, was specifically established to ensure the sector continues to create a workforce that more accurately reflects the diversity of society.

The wide range of careers in IP – legal, technical, scientific and administrative – mean there are opportunities for everyone, regardless of background, race, gender, sexuality or physical ability.

Visit www.careersinideas.org.uk to find out more.



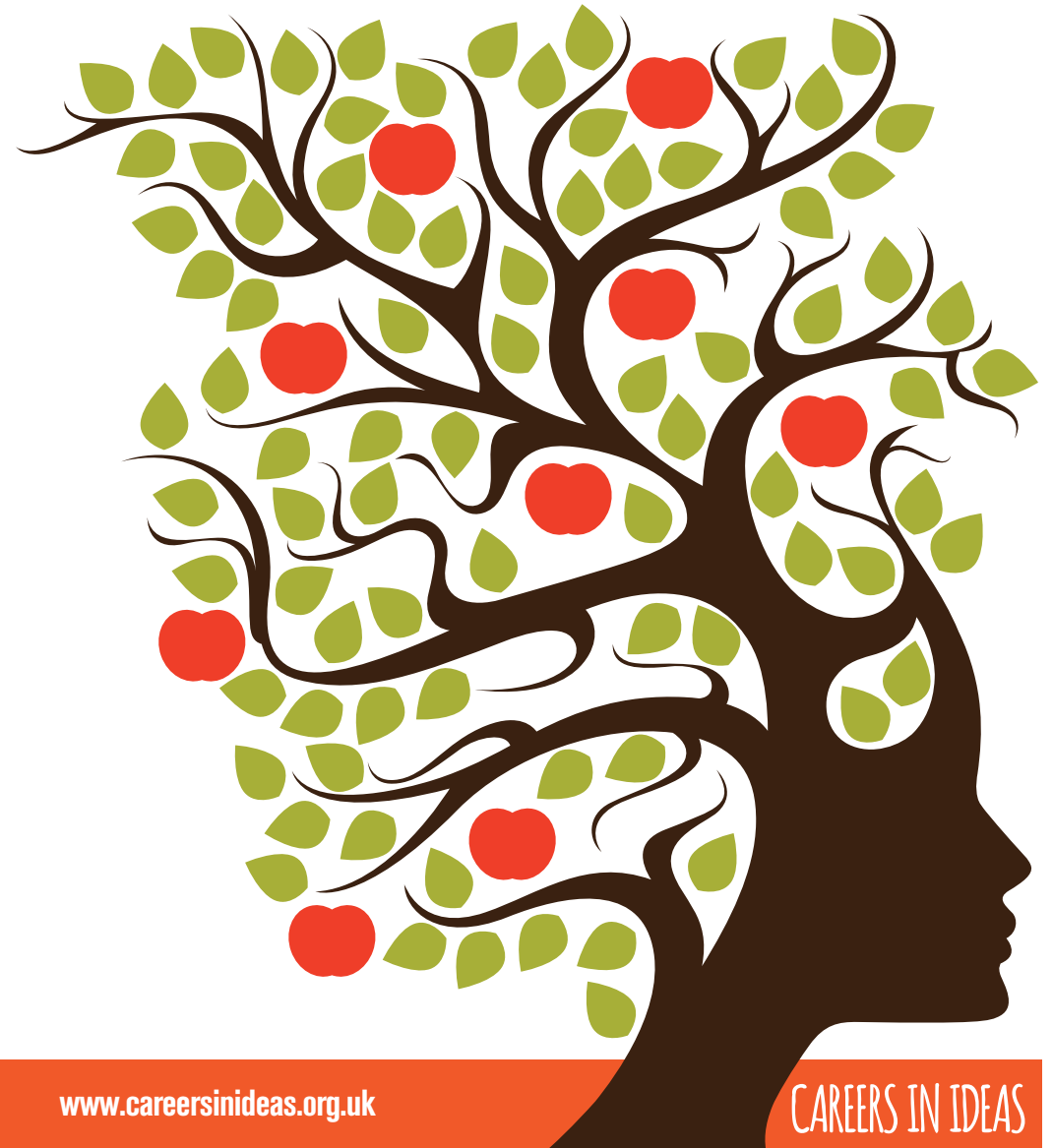
DID YOU KNOW?

The song 'White Christmas' was written by Irving Berlin in 1942. It is thought to be the world's most valuable music copyright.

CAREERS IN IDEAS

An advisor's guide to opportunities in the intellectual property professions.

Diverse careers in law, science, technology, business and more.



Careers in ideas

We all have ideas. And sometimes people will pay you for them. That's intellectual property.

Intellectual Property, or 'IP', underpins so much of our society, from smartphones to the music on them, from textbooks to technology. They all start with ideas.

Just like any other property, there are people who make a living buying and selling IP, helping others to make IP valuable, or finding ways to guard IP.

Some of these people are lawyers, some are business people or journalists. They work with inventors, scientists, artists and celebrities, as well as big technology companies and universities, to release the potential of ideas.

The pathways into the IP professions are as diverse as the jobs within the IP sector. Qualifications in law, science, technology, engineering, maths or languages are helpful, and there are entry points into the IP sector for school-leavers and university graduates.

Visit www.careersinideas.org.uk to explore the diverse careers available in intellectual property.



DID YOU KNOW?

The term 'patent' comes from the 'letters patent' that the English monarch issued to inventors, giving them a monopoly on providing particular goods or services. 'Letters patent' means 'letters to make it clear'.

Jargon buster

All areas of law are full of jargon, so we thought we'd explain a few of them.

ATTORNEY Another word for a lawyer – someone with the appropriate legal qualifications to advise people on legal matters and represent them and their interests.

COPYRIGHT Copyright is one form of intellectual property – basically it's the ownership of something that's created, be it in words, music or pictures. Copyright is what protects artists, authors, musicians, and software developers from having their work reproduced without their consent.

CHARTERED A 'chartered' professional – such as a chartered patent attorney – is someone who belongs to an organisation that protects the professionalism of their industry by keeping up standards of qualifications and client service. Being chartered is a sign that someone is properly qualified to provide advice (about patents, for instance), as they have to keep their skills and knowledge up-to-date to keep their chartered status.

DESIGN In the context of intellectual property, a design protects what a product or object looks like. If a product's look can be defined as both original and unique, then that look is intellectual property that can be owned.

INTELLECTUAL PROPERTY Intellectual property – or 'IP' – is anything that might be worth something, but where the valuable bit is more of an idea than a physical object.

A house is 'property', because there's something physical there. The design for a house, on the other hand, is intellectual property because, even when it's drawn out on blueprints, it's the idea that's valuable, not the paper it's printed on.

Even once the house is built, intellectual property still exists in the design because that's what can be used to build more houses.

LICENSING If you want to use someone else's intellectual property – whether it's a patent,

music rights, or a cartoon character that you want to put on a lunchbox – then you need to get a licence from them. A licence gives you permission to use that intellectual property, usually for a fee.

PARALEGAL A paralegal is a legal assistant – someone with a good enough understanding of the law to support the work of a qualified lawyer or attorney, but who's not qualified in law themselves.

PATENT When you've invented something, you may want to make sure other people can't nick your idea. You need a patent. A patent protects the way something works. A patent allows you to stop other people from copying your idea without your permission, for a limited period of time. In exchange, you have to explain how your idea works.

R&D Short for 'research and development', this is about developing new product ideas, inventing, building prototypes, testing and refining. It's often top secret work at the cutting edge of technology. It can also be the name given to a department in a company which does this work.

STEM Short for 'science, technology, engineering and maths', STEM is often used to describe courses (at school or university) in any of these subjects.

TRADE MARK A trade mark is whatever it is that makes a brand recognisable. It can be the name, the logo, the slogan, even a particular colour. By registering your trade mark, you can stop other people using a name or logo for their brand that's similar to your own.

TRADE SECRET A trade secret is a secret piece of information which has commercial value. Inventions can be protected by trade secrets for ever, so long as the information is never made public. For example, the recipe for Coca-Cola® is a trade secret.

My career in ideas: case study



Geoff Hussey
IP solicitor

"After completing my genetics degree at university, I set about trying to work out what to do with the rest of my life.

I've always been interested in new technologies and fast-moving scientific areas – that was partly why I picked the degree course I did – and I like investigating the ways complicated things work. But I couldn't see a future for me pipetting in the lab.

I decided that re-training as a lawyer and qualifying into IP and patent law might be a good choice. I quickly found that the contentious side of law was appealing to me. If IP litigation meant combining that with learning about new technologies, then it was perfect for me.

I've now seen a wide variety of IP disputes. Each comes with its own peculiarities and challenges. Once, on the eve of a patent trial, my expert witness decided to fly back to China overnight without any notice. We had no idea where she'd gone, so explaining the situation to the other side and the judge wasn't easy. Then, of course, it was very busy re-preparing the case during a short adjournment.

It all ended well when the case went to trial a few months later. We had a new expert witness on board and, perhaps against the odds, we prevailed. That same case eventually ended with me arguing about the meaning of the number '1' in the Court of Appeal."

IP careers at a glance

There are many careers in ideas, including jobs suitable for school-leavers, 16-18 year olds, university graduates and postgraduates. Once you're in the IP profession, there are many opportunities for career progression.

Starting salaries for graduates usually exceed £25,000 and can rise to £100,000 or more within ten years. Even school-leavers can expect to earn £18,000 or more in their first year.

The diagram overleaf shows some of the careers in ideas and their entry points. In most cases, specific further training will be needed, which is often provided on the job. (See pages 6-9 for further details.)

There are thousands of jobs in the IP sector. Looking at one senior role alone, there are some 3,000 patent attorneys working in IP in all parts of the UK from London to Bristol, from Manchester to Aberdeen. Careers in ideas are also some of the most international careers, opening a world of opportunities.



DID YOU KNOW?

Cholesterol drug Lipitor is one of the world's most valuable patents. In 2006 alone, it earned its owners £8.6 billion and, by 2009 when the patent ran out, its total earnings topped £72 billion.



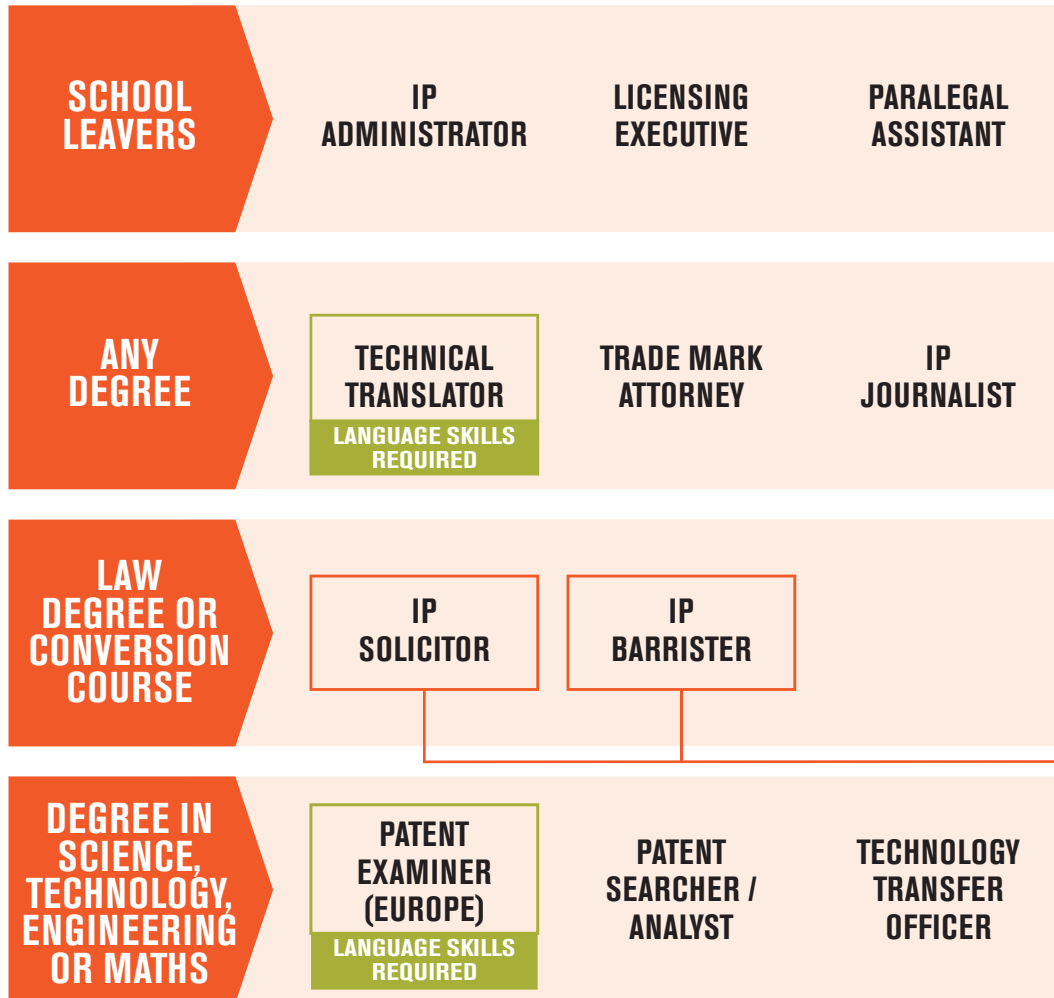
DID YOU KNOW?

No one knows who invented the fire hydrant. Its patent was destroyed in a fire.

IP careers at a glance

ENTRY LEVELS

IP CAREERS



A FEW WEIRD AND WONDERFUL PATENTS

1875: Narcisse Huret of France patents the 'cynophere' – a sort of tricycle powered by dogs on treadmills.

1883: A. Ashwell of South London patented the Vacant/ Engaged sign for public lavatories.

1906: The Wright brothers are granted a patent for their 'Flying-Machine'.

with research teams – and often with outside companies – to commercialise academic ideas.

KEY SKILLS: A bit of science, a bit of law and a lot of business enterprise.

NEEDS: Typically a science degree, or a law or business degree together with a keen interest in science and technology.

Trade mark attorney

The trade mark attorney is the protector of brands – these include names and logos, and are used to distinguish between different goods or services. A trade mark attorney handles the law around the little TM and ® symbols, and gives advice on stopping other people from using brands in an unauthorised way.

KEY SKILLS: Attention to detail, good communicator.

NEEDS: A good degree – often in law, languages or business. There's legal training and exams to pass too.

IP barrister

When people think of lawyers, their image is usually of a barrister standing in court, championing their client's case. An IP barrister will indeed often appear in court (though rarely in front of a jury), arguing about IP issues that have reached a legal dispute. They also represent clients at other hearings and by providing advice about real or potential IP disputes.

KEY SKILLS: A persuasive communicator with a quick mind, willing to work hard.

NEEDS: A good degree in law or a different degree with a GDL (Graduate Diploma in Law). That qualifies you to start the Bar Professional Training Course and then start a 'pupillage' (on-the-job training). A-levels in science, or a degree in a STEM subject, can be a great background for a barrister who wants to specialise in patent cases.

IP solicitor

IP solicitors are where the legal mind meets the business brain. They advise and represent

their clients in negotiations, disputes and deals, doing everything from writing contracts to, sometimes, arguing cases in court.

KEY SKILLS: As well as the attention to detail of all lawyers, IP solicitors need the commercial understanding to see the big picture.

NEEDS: A good degree in law or a different degree with a GDL (Graduate Diploma in Law). That qualifies you to start the Legal Practice Course (LPC) and then start a two-year on-the-job training contract.

IP judge

After years of successful practice, some lawyers reach the top of the legal tree and sit as judges presiding over IP disputes and other legal cases. They might have to make decisions about patents, trade marks, design rights, copyright or all manner of associated legal issues, including who owns what rights and who's been infringing them.

KEY SKILLS: Knowledge, judgement and authority.

NEEDS: Many years of experience as a senior barrister or solicitor.

IP-related journalist

IP is a world of intrigues and innovations, breakthroughs and break-ups. Somebody needs to tell these stories, sometimes to the people who work in the sector, sometimes to the businesses, scientists and artists who need to understand it, and sometimes to the wider world.

KEY SKILLS: An inquiring mind, and a sharp writing style.

NEEDS: An understanding of the law and science could be helpful (but isn't a must). There are many routes to becoming a journalist, but it would be handy to have a degree and qualifications in law, science, business and/or journalism.

Graduate careers

Patent attorney

Working in a law firm, in industry or in a government department, a patent attorney is a qualified legal practitioner who gets patents for clients, and helps them to realise their value and protect them. They have to be technical enough to understand the concept behind the inventions, legal enough to act on their clients' behalf, and human enough to interact with them and make all this complex stuff simple.

KEY SKILLS: Strong on science, mathematics or engineering and good communication skills.

NEEDS: A good STEM degree at least – often a postgraduate qualification too – to get started. There's legal training and professional exams to pass.

Patent analyst

Working alongside the patent attorneys are the analysts, aka patent searchers. They are the sleuths who hunt the records for similar ideas and inventions, checking for true originality. They're technical wizards, with data and engineering in their veins.

KEY SKILLS: Strong on science and maths, and a whizz at database search methods.

NEEDS: A good science degree.

Patent examiner

Like the patent analysts, the patent examiners check for originality, but the examiners work at the Patent Office, checking whether applications meet the standards to be awarded a patent. The UK Patent Office is in Newport in South Wales, but examiners are also needed at the European Patent Office's sites in Germany and the Netherlands.

KEY SKILLS: Super science insight, but also the power to explain.

NEEDS: A science, technology, engineering

or maths degree with a high grade. (To work at the European Patent Office, some language skills are needed, although additional language training is available for new starters.)

Technical translator

Inventions can be complicated and technical, but patents for the inventions need to be easy to read and understand. When someone wants a patent in a non-English speaking country, a technical translator will need to translate a patent into other languages. Technical translators obviously need to be linguistic wizards, but they also need to be able to get their head around cutting-edge science and the legal terms used in patents.

KEY SKILLS: Fluent translation skills and a good understanding of science.

NEEDS: At least two languages, preferably more, to degree standard plus a diploma or MA in translation.

Licensing executive

If you want to use someone else's intellectual property – whether it's a patent, music rights, or a cartoon character that you want to put on a lunchbox – then you need to get a licence from them. Licensing executives are the wheeler dealers of the intellectual property world.

KEY SKILLS: A business and legal mind-set and excellent negotiation skills.

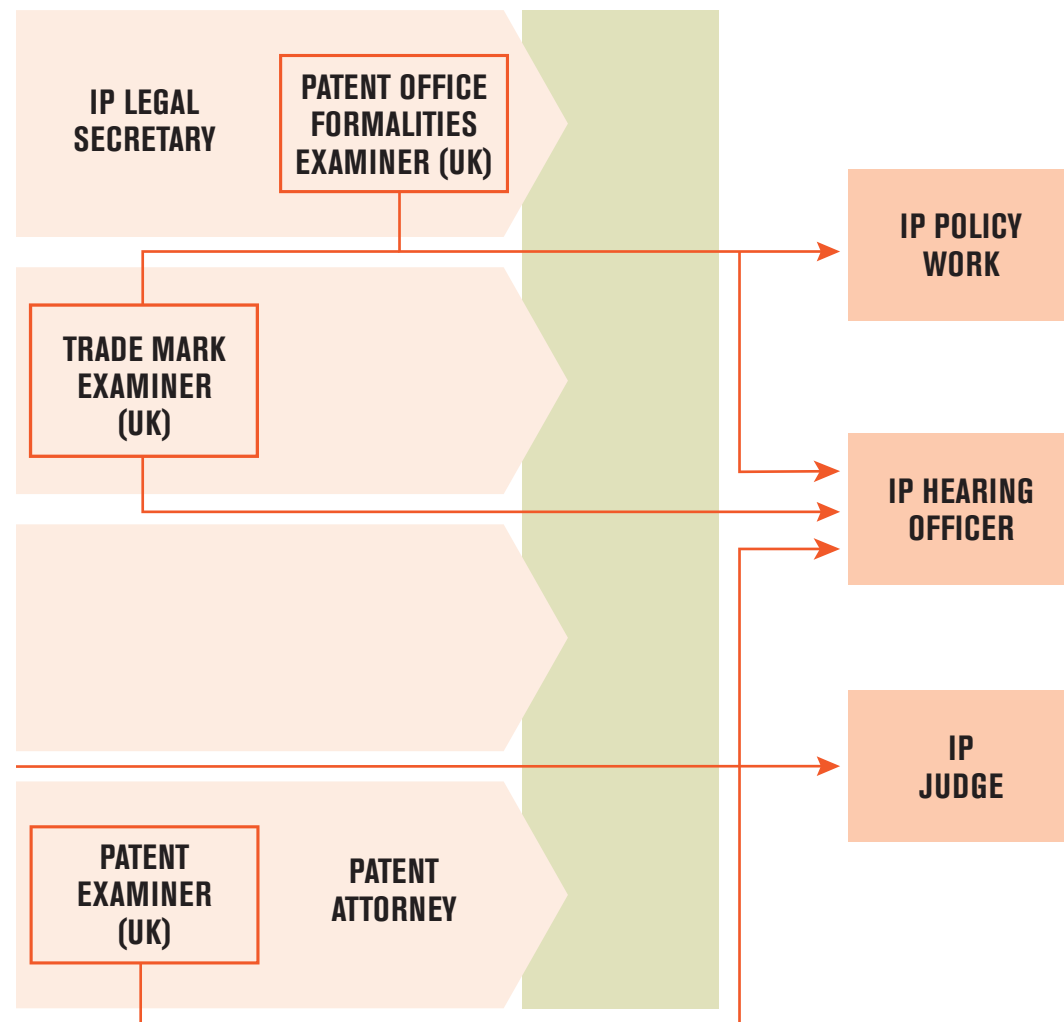
NEEDS: Usually you need a degree, preferably in law (or maybe in science for patent licensing), but depending on the IP area you're working in, there are many routes in.

Technology transfer officer

A lot of the best research goes on in universities. Sometimes research teams realise they've created something with a wider application. Technology transfer officers work

SENIOR OR MANAGEMENT ROLES

ADVANCED ROLES



1994: The musical fly swatter. It plays two tunes, one when turned on and the other when it hits a fly.

2002: A collar and lead so that owners could take their pet snakes for a walk (or, more accurately, a slither).

2003: The beerbrella – a small umbrella to shield a glass of beer from the sun – gets a patent in the US.

Entry level roles for school-leavers

Trade mark examiner

Trade mark examiners work at the Patent Office and they decide whether companies can register their logos or brands as potentially billion-dollar trade marks. To pass the grade, the trade marks must be unique – and the examiners must be thorough.

KEY SKILLS: An analytical brain with the power to explain.

NEEDS: 5 GCSEs at Grade C or above (including maths and English) or 2 decent A levels (or equivalent). Further training is provided on the job.

Formalities examiner

Formalities examiners work at the Patent Office and are the rule-book monitors when people or organisations apply to have their intellectual property officially recognised as theirs. They check the process runs smoothly and according to the law, and check that applications for trade marks and patents are in the right format.

KEY SKILLS: A detail junkie who loves a tidy desk.

NEEDS: At least 5 good GCSEs or equivalent.

IP administrator

IP administrators keep the wheels turning in the law firms and businesses that deal in intellectual property. They're the organisational oil that keeps the lawyers doing what they're paid to do. They usually help lawyers to file patents and trademarks, and often keep clients up-to-date about their IP rights.

KEY SKILLS: Super-efficient, organised and great with people.

NEEDS: 5 GCSEs at Grade C or above (including maths and English) or 2 decent A levels (or equivalent). Further training is provided on the job.

Paralegal assistant

Also known as legal secretaries, paralegal assistants help the IP administrators get the office jobs done so they can all support the lawyers who are handling clients' IP cases.

KEY SKILLS: Organisational demon who's eager to help.

NEEDS: 5 GCSEs or equivalent at Grade C or above (including maths and English) or 2 decent A levels (or equivalent). Further training is provided on the job.



DID YOU KNOW?

Microsoft has a patent for opening a new window when you click a web link. It expires in 2021.

My career in ideas: case studies



Sarah Neil
Trade mark attorney

"I'd read law at university, but decided that the traditional solicitor/barrister route wasn't for me. Intellectual property had been a part of my degree and it sounded interesting, so I took to Google.

A quick search for 'legal jobs in IP' introduced me to the concept of a trade mark attorney. Until then, it had been a completely unknown concept both to me and my university careers advisor. I was able to meet a very kind attorney who talked to me about the profession and helped me to gain some work experience.

Now I do a lot of work for well-known names in fashion and telecommunications. It's a great profession to allow you to build up quite a detailed knowledge of many and varied industries, some of which you might already be enthusiastic about, others you might never have come across before.

The job is really rewarding. Even though we work with intangible material, it's easy to find yourself surrounded by tangible results – nothing quite beats that feeling of walking down the high street, spotting a trade mark you've helped to register and thinking 'I was a part of making that happen'."



Ikechi Iwenofu
Trade mark administrator

"I got into this profession by chance after completing a law degree. I was working as a temp when I got placed in the trade mark department of a large law practice. That got my foot in the door.

After that, I spent five years working for a well-established firm of patent and trade mark attorneys, gathering knowledge and experience. Since then, I went on to work first in an in-house role for a large pharmaceutical company, before settling back at a traditional patent and trade mark law firm.

I enjoy working as part of a friendly team and the role can present some interesting challenges. My role as a trade mark administrator is very focused on deadlines. I really have to keep a strong eye on the detail and be able to prioritise a heavy workload.

It's always busy and there's always more to learn. That means there's always opportunities to move on in this niche field of the law."