GNG2101

PROJECT DELIVERABLE L:

Intellectual property

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Introduction

The objective of this deliverable is to research products related to ours and identify their intellectual properties. We will be utilizing databases such as patents, trademarks and copyrights in order to find three separate products and their intellectual properties.

1. Related Products

1.1 Adafruit Robot Kits

This company puts together and distributes DIY robot kits where circuitry and electronics such as circuit boards, light-emitting diodes, and batteries are sold as separate pieces and the product is put together by the buyer with provided instructions [2]. Adafruit has a trademark registered by the CIPO in Canada which expires in the year 2029 [1].

1.2 Coniler Hearing Amplifiers

This company, Coniler, produces affordably priced, rechargeable hearing aids which uses Amazon as its main distributing platform [4]. The company has a formalized trademark only in Canada which protects the identity of the hearing aids [5]. This is the product we intend to include in our Auditus waterproof hearing aid kit.

1.3 LoCHaid

The LoCHaid is a low cost, DIY hearing aid kit designed by researchers at the Georgia Institute of Technology[6]. The components are bought in bulk and then distributed to the consumer. Georgia Tech does not have any IPs on the product and is open source for anyone to use.

2. Similarities and differences

Adafruit uses a similar business model of selling their product as individual parts and providing users with the information to construct the kit themselves. The concept is very similar to Auditus in this way however the product sold by Adafruit sells their electronics in parts whereas our product provides the hearing aid already built and the additional products are used to simply modify this product.

The Coniler hearing aid is what we intend to distribute in our kit in order for our users to modify them and increase their water resistance. The trademark applied to this product protects it from use _

LoCHaid is designed with the same affordability and DIY philosophy as Auditus. The product does not come with a hearing aid like Auditius, but sends the components to the customers to assemble themselves. Their product is also not waterproof.

3. Effects of intellectual properties on success of Auditius

The trademark applied to Adafruit protects the materials and electronic components used and manufactured by the company. Despite the similarities in concept of these robot kits to Auditus, our product does not use any materials from this company so this shouldn't pose a legal constraint.

Coniler is the product we intend to sell within our kit. Since the trademark doesn't protect against sale of the material, we shouldn't face any issues with the company. Additionally, we hope to create a partnership with the company in order to reduce bulk pricing of the product in exchange for enhancing sales of the coniler hearing aid. As the product is known to be of a lower quality, this brand is usually overlooked, however, with auditus, this would increase the water resistance and make the product more appealing to users, thus, increasing sales of these hearing aids.

LoCHaid has no registered IP and is open source, so we do not have to worry about any legal issues with our product. Additionally, our product doesn't use similar components or designs, so we would not be infringing on any potential copyright or trademarks.

4. Intellectual property management

The main goal of Auditus is to provide hearing aids to those who cannot afford or are hesitant to purchase them due to cost. Because of this, our product is not intended to bring in a high revenue as the purpose is mainly to aid users in increasing the quality of an already existing product, thus, copying this idea is not something we can easily prevent which is why we will not be applying any intellectual properties to Auditus. Additionally, the sharing and copying of this idea would not take from our profit, as our manufacturing costs are significantly low, and would benefit those who we intend to help with this product.

References

[1]http://www.ic.gc.ca/app/opic-cipo/trdmrks/srch/viewTrademark?id=1558273&lang=eng&tab=reg&posNum=1&search=%7B%22selectField1%22%3A%22all%22%2C%22textField1%22%3A%22adafruit%22%2C%22category%22%3A%22%22%2C%22type%22%3A%22%22%2C%22status%22%3A%22%22%2C%22viennaField%22%3A%5B%5D%2C%22searchDates%22%3A%5B%5D%2C%22selectMaxDoc%22%3A%22500%22%2C%22language%22%3A%22eng%22%7D&length=25&start=0

[2]https://www.adafruit.com/category/34

[3]http://www.ic.gc.ca/app/opic-cipo/trdmrks/srch/viewTrademark?id=1938272&lang=eng&tab=reg&posNum=1&search=%7B%22selectField1%22%3A%22all%22%2C%22textField1%22%3A%22coniler%22%2C%22category%22%3A%22%22%2C%22type%22%3A%22%22%2C%22status%22%3A%22%22%2C%22viennaField%22%3A%5B%5D%2C%22searchDates%22%3A%5B%5D%2C%22selectMaxDoc%22%3A%22500%22%2C%22language%22%3A%22eng%22%7D&length=25&start=0

[4]https://www.amazon.com/stores/Coniler/page/41487FBF-B9BE-4DF9-9388-1434631D52D4?ref_=ast_bln

[6] https://interestingengineering.com/diy-hearing-aid-costs-1-to-build-ready-in-25-minutes