



## INTELLECTUAL PROPERTY POLICY

### Introduction

The Anti-Tribalism Movement has a duty to protect and exploit intellectual property generated by its employees in the course of their normal duties for the benefit of customer care, staff and the wider healthcare community.

The Anti-Tribalism Movement recognises the need to develop as an organisation, which has innovation at the core of its business, developing new products and service innovations for better healthcare delivery. Innovation occurs naturally in the normal course of employment at all levels throughout the organisation. The innovation may be a novel service, device, data, practice, training material or a new management system.

Most innovations are best implemented by making them freely available through normal knowledge management processes once they have demonstrated a quantifiable health service gain. However, some innovations can only be realised through commercial development. For these innovations, professional management of the associated Intellectual Property (IP) is crucial. Anti-Tribalism Movement recognises that the protection of IP facilitates rather than impedes the uptake of innovations with commercial potential.

All of these considerations make it desirable for the Anti-Tribalism Movement to develop this policy, which outlines how the Anti-Tribalism Movement with the aid of specialist organisations will protect and manage the IP created by its employees for the improvement of healthcare while ensuring that any revenue generated benefits the organisation.

## **POLICY**

The overriding objective of this policy is to promote the use of research results and other knowledge generated within the Anti-Tribalism Movement to benefit a wider community, and if possible to obtain a commercial benefit to Anti-Tribalism Movement in doing so.

**Invisible value:** The Anti-Tribalism Movement generates valuable information and intellectual property in many of its activities.

**Objectives:** The aim of Anti-Tribalism Movement is to promote wide and effective use of such information and ideas generated within Anti-Tribalism Movement, if possible with a commercial return to Anti-Tribalism Movement which it can reinvest in its activities; and to that end to identify valuable information and rights, to secure appropriate protection, and to promote use; and to educate those involved in the value and opportunities which may arise.

**Application:** Intellectual property provides the basis for protecting information, ideas and developments: from new services or practice, to papers, manual and forms; from software and collections of data to new procedures. It arises from research, but also in day-to-day activities in the Anti-Tribalism Movement. Examples are rights in inventions, copyright in papers, books, or collections of information and data and in software, rights in designs, and trade and brand names used by Living Well.

**Who owns it:** In general, intellectual property rights generated by those working for the Anti-Tribalism Movement in the course of their work belongs to the Anti-Tribalism Movement. In relation to some types of work, such as academic books, the Anti-Tribalism Movement may transfer its rights to the person involved.

**Third party contracts:** In some cases there will be contractual arrangements under which arising intellectual property belongs to a third party. Normally, unless a third party in the private sector meets the full cost of any research or development, the Anti-Tribalism Movement will expect to retain an interest in the intellectual property. Staff should ensure they are familiar with any relevant third party contract, so as to meet any requirements in relation to reporting and protection of intellectual property.

**Thinking “intellectual property”:** All those working for the Anti-Tribalism Movement should consider whether any developments, ideas or results they or their colleagues generate or information or data they collect could be used to benefit others, especially outside the Anti-Tribalism Movement. If so they should review this with the person to whom they report, or the Managing Director.

**Protection:** If such material is potentially valuable, those in the Anti-Tribalism Movement should ensure they report this, with appropriate details, to the person they report to, or to the Managing Director, so that appropriate steps can be taken to protect any relevant intellectual property. Until appropriate protection is obtained, those who know of the material should avoid doing anything which might damage its value (and in particular disclosing information without protection), as long as this can be achieved while doing their job.

**Publication and disclosure:** Publication and dissemination of relevant ideas and information is important. However, unless the appropriate steps are taken in advance, disclosure to others outside the Anti-Tribalism Movement may invalidate any protection. Staff involved should therefore not disclose information to anyone outside the Anti-Tribalism Movement without considering whether it is valuable or disclosure could be damaging to Anti-Tribalism Movement, and if so, permitting Anti-Tribalism Movement to put in place appropriate protection. This may be in the form of confidentiality agreements, or copyright notices, or in suitable cases, patents protection. If in doubt you should consult the person to whom you report to the Managing Director.

**Evaluation:** Anti-Tribalism Movement’s Managing Director will consider, in conjunction with you, the value of the material, what steps can be taken to promote the wider beneficial use of any material, and whether commercial exploitation is appropriate; what steps are appropriate to take to protect the material. The Anti-Tribalism Movement’s Managing Director may review this with a panel of advisors.

**Exploitation:** If appropriate, the Anti-Tribalism Movement’s Managing Director will advise on what steps should be taken to promote wider dissemination, and/or prepare a plan to implement suitable exploitation, and may report the conclusions to you.

**Additional assistance:** Those involved should provide such assistance as Anti-Tribalism Movement’s Managing Director requests to help protect and permit exploitation of relevant material. In some cases they may be required to sign documents relating to rights in the material.

**Own development:** If the Anti-Tribalism Movement concludes that it is not appropriate for it to be involved in exploitation, unless there are reasonable grounds for it not doing so, it may allow you to take steps to exploit the results yourself. The Anti-Tribalism Movement may need to maintain some control, in order to protect its interests or the interests of customers.

The Anti-Tribalism Movement's name and brands are valuable assets of the company. It is important that they are not damaged by inappropriate use, and at the same time that the Anti-Tribalism Movement can be promoted by use of its name in the right circumstances. Any use of Anti-Tribalism Movement's name in relation to any publication or other publicity should be cleared with Anti-Tribalism Movement's Managing Director in advance, and advice obtained on how the name may be used.

**Records and Administration:** The Anti-Tribalism Movement will maintain an administrative procedure for handling the matters set out above, and will maintain records of developments, ideas, and other information reported under this policy. In addition, so far as relevant, the Anti-Tribalism Movement will implement the terms of this policy in contracts of employment for staff, and in relation to research and other contracts with third parties.

Reviewed	Annually
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