



LOVEN

Your brand. Your innovation. Your peace of mind.

LAMMA '19

What we learnt and what it means for
your business.

- A guide for owners & leaders of agricultural
machinery businesses

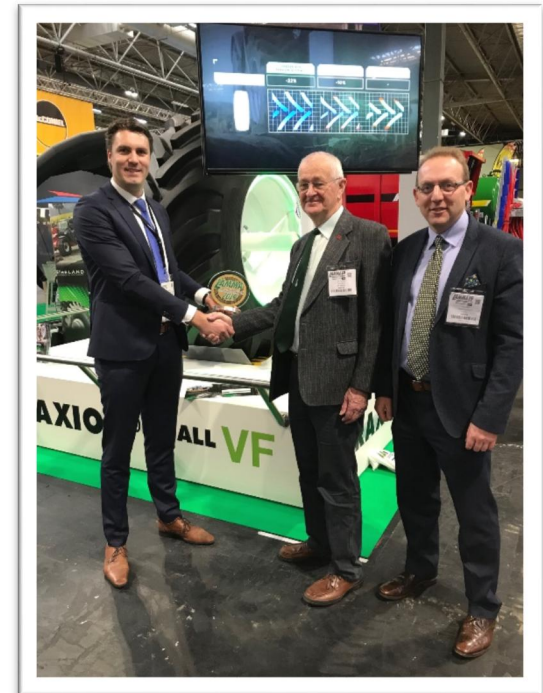
LOVEN has supported LAMMA since 1998, when it was held at the Lincolnshire showground. This year saw the show housed under the warm roof of the NEC. As in previous years, our own Dr Tim Fray was one of the competition judges, judging in the “Future Innovation” category.



Tim Fray (centre right) presenting Sparex with their gold award in the Online innovation category for their Connix LED magnetic wireless lighting system.

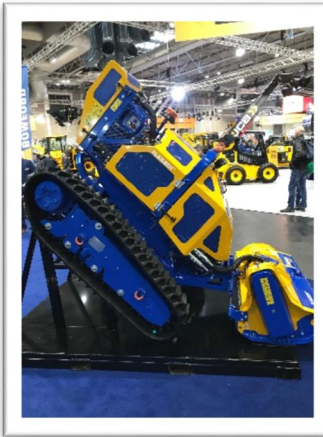
Here is a brief compilation of his experiences from the two-day Show:

- ***Agriculture is a thriving technological hot bed.*** There were over 600 exhibitors with everything from concrete walls to combines. There were lots of overseas exhibitors and overseas attendees – LAMMA is becoming more global, rather than just national.



Tim Fray (right), with Bill Basford presenting Apollo Vredestein with their gold award in the driven innovation category for their Traxion Optimall tyre.

- **Automation is key:** I saw at least 4 manufacturers who have produced different forms of remote power units. These units are intended for remote control, but can be used to drive and power mowers,



sprayers or other implements. They are useful for operating in areas where personal safety is at risk. This was by no means the full picture, as automation is now being retrofit applied to a number of other machines. It does however give an insight into the future of agriculture and how life might be made more efficient and safer for the farmer.



- **Low till:** More and more driven machines and agricultural appliances are being directed to weight savings. Low till drilling reduces ground compaction and reduces the number of times the farmer has to go through the field. Lots of exhibitors at LAMMA were showing low till drills.
- **Robotics:** Everything from robotic packaging machines, to picking machines. This reduces labour costs and improves reproducibility and accuracy. Could M&S be saying in the future..."these are not just hand-picked strawberries, they are robotically-picked strawberries"?
- **Precision agriculture:** From spot sprayers, to drone surveying, technology is being used to enable precision control. There are now similar shows to LAMMA directed to precision agriculture, but LAMMA had a number of examples of guided spot sprayers. We all know that the environment is key and manufacturers are meeting that need.
- **A small world:** Whilst there are over 600 exhibitors, the colloquial feel of the show was the same. Walking round with some of the other judges it was clear that farming is a small world. Everybody still seems to know each other and I don't think the NEC changed that.

- ***Small against big:*** The innovation awards are an opportunity for every manufacturer to compete on an equal footing. This year JF Hudson won the overall prize, and went up against some of the biggest names in agriculture, such as Kuhn for example.
- ***LAMMA judging:*** The innovation trail, which set out the winners of the various innovation award categories, was a great way to get to know the breadth of technologies available at the Show. The awards are also a great way to get some press about your new products. Do you have anything you might enter for next year's Show?

AND FINALLY

- ***Intellectual property issues are rife:*** Approximately 75% of the exhibitors I asked have been or are involved in some form of IP dispute. Most stands I attended had some form of IP protection on their products. Farmers and companies see the value of their inventions and aim to protect them as best they can.

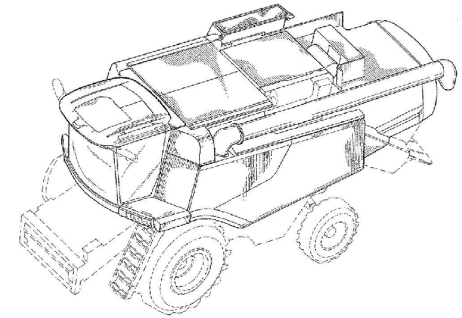
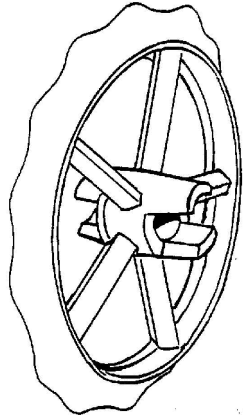
Patents are business tools that can be used to:

- Protect investment in new technology by denying the improvements to your competitors;
- Reduce your company's corporation tax through the Patent Box scheme;
- Earn income for your company through licensing;
- Enhance the attractiveness of your business to investors;
- Show your customers that your products are special/technological.

And don't forget that the *appearance* of some products can be protected with **Registered Designs**, while *brands* can be protected by **Registered Trademarks**. We have been involved in several cases recently where these two forms of protection have been used successfully to stop products being copied and significant damages payments to be recovered.

Here are some examples of Designs and Trademarks from the field of agriculture.

Registered
Designs



Registered Trademarks



What do you have that might be protectable and regarded as a business asset?

Do you own your brands?

Would you like to put an obstacle in the path of your competitors, allowing you more time to recover your investment in innovation?

Please get in touch if you would like answers to these questions.

In future Special Reports, we'll be looking in more depth at some of these developments in agricultural technology.

Contact us today on 01522 801111 to arrange an initial free consultation to assess your company's Intellectual Property strengths and weaknesses

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