



## Standard assessment form

For use **ONLY** when applying by mail

**Your name** \_\_\_\_\_

**Your address** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Postcode** \_\_\_\_\_

**Name of your idea or project**  
\_\_\_\_\_

**Before tackling the questions on the next page, please read these guidance notes:**

For your convenience there are no fixed answer spaces. Simply send us A4 sheets with our question numbers followed by your answers.

The bullet points under each question are for guidance only, so feel free to give us whatever information you think fits the question.

Answers can be as long or short as you like but please check that they're detailed enough to give us a good grasp of your idea or project. If we need more information we'll ask for it, but that could delay your report.

The asterisked questions (3-5) are about aspects of your idea that we'll cover in our report, so don't worry if you can't answer them. But if you can answer them, it will help us to provide you with a more useful report.

## ABOUT YOUR IDEA

### 1 Describe your idea

- Include enough detail to enable us to understand both the idea overall and your inventive step in particular.
- Include drawings, photos, draft patent applications etc if you feel they clarify the idea. (For online submissions send them as attachments to a separate email using the same name and email address.)

### 2 If you have a published patent application, what is its number?

- By 'published' we mean publicly viewable on databases such as Espacenet (<http://gb.espacenet.com>).
- By 'number' we mean the one prefixed by GB, EP, WO, US etc.

### 3\* What makes you think your idea is original?

- If you've already done some prior art searching, tell us briefly what you found.

### 4\* What advantages do you think your idea has over competing or alternative products?

- Don't say there are no competing or alternative products! They can include whatever people currently use or do in the absence of your idea.

### 5\* Who are likely to be the buyers or users of your proposed product or service?

- If they're not necessarily the same, tell us which market you think will buy/use it first and which will later become the main market.

## ABOUT YOU

### 6 What relevant skills, experience or resources do you have to develop your idea?

- If you're part of a team, give brief details of the expertise each team member will contribute. Are there any skills that you know to be lacking?

### 7 How would you prefer to exploit or commercialise your idea?

- For example, by licensing to a company or starting your own business?

## ABOUT PROGRESS TO DATE

### 8 What have you done so far to develop your idea?

- Is it a recent idea or one you've been working on for some time? Give us a brief history or timeline.
- If you're now 'stuck', what do you think the problem is?

### 9 What have you done so far to fund your idea?

- Will you need external funding or investment?
- If you've approached organisations or companies for support of any kind, what reactions have you had?

**10 Any other information that you think is relevant**

- For example, it may be relevant to know the circumstances that led you to your idea.

**When you've answered the questions:**

- 1 Sign and date the Terms & Conditions.
- 2 Attach a cheque for **£295.00** payable to [abettermousetrap.co.uk](http://abettermousetrap.co.uk)
- 3 Mail everything to **abettermousetrap.co.uk, P O Box 65, Hebden Bridge, West Yorkshire HX7 8WT**
- 4 We will confirm by mail that we have received your application and payment. After cheque clearance your assessment will go ahead.
- 5 When we send your assessment report we will also return any additional material sent in response to question 1.

## Terms & Conditions

Please read our terms and conditions carefully. You must agree to these terms and conditions before we can accept your order for an assessment.

### General

- 1 Throughout this document 'we' and 'our' refers to [abettermousetrap.co.uk](http://abettermousetrap.co.uk) while 'you' and 'your' refers to the individual or organisation requesting the assessment.
- 2 Our assessment reports and advice emails are for guidance only. While we take all reasonable care to provide appropriate advice and information, its accuracy and suitability cannot be guaranteed. Thus we will not be held responsible for any errors or omissions or for the outcome of any actions based on the information and advice we provide.
- 3 Our assessments are intended to be an objective, unprejudiced, impartial and independent opinion of an idea or project. You are advised that this may result in a report that differs significantly from your own opinion.
- 4 Our assessment reports are intended for private use. They cannot be resold or reproduced for general distribution or published or broadcast in whole or part without our written permission.
- 5 We will make all reasonable efforts to provide assessment reports within 30 days of receiving payment or a properly completed assessment request form (whichever is the later date). We cannot however guarantee this and will not be responsible for any outcome should you not receive your assessment report within 30 days.
- 6 We will make all reasonable efforts to send advice emails within 10 days of receiving payment. We cannot however guarantee this and will not be responsible for any outcome should a response take longer than 10 days.

### Payment

- 7 All orders must be paid for in full before any work is carried out.
- 8 Payment must normally be made in one of the ways specified on our website. Acceptance of payment by any other means is at our discretion.

### Refunds and disputes

- 9 If we find ourselves for any reason unable to carry out an assessment or provide an advice email your fee will be refunded without delay.
- 10 Any other request for a refund must be made in writing and will be considered on its merits. (For example a refund may be given where we recognize that we have failed to meet acceptable standards. It may not be given where we feel that the quality of our work

was impaired by the quality or nature of the information you provided.)

- 11 Refunds will not be given in cases where the essential ground for complaint is an assessment report or advice email whose findings you disagree with or which indicate poor prospects for your idea or project.
- 12 We will strive to resolve disputes amicably but where this is not possible they will be subject to arbitration and settlement in the UK and according to UK law.

### **Communication**

- 13 For security reasons we will never discuss any of our casework on the phone without security checks or prior authorisation.
- 14 Before responding to communications we may, at our discretion, carry out checks to establish that we are dealing with an individual or organisation entitled to information.
- 15 Written communication to us should wherever possible be by email.

### **Confidentiality**

- 16 By accepting these terms and conditions you also indicate that you have read and find satisfactory our measures to ensure confidentiality of information.

### **Accuracy of information**

- 17 Where any information you supply cannot be verified or examined in further detail without risking a breach of confidentiality, we will accept it as accurate and reliable.
- 18 We will not be held liable for errors or omissions in our reports or communications which have arisen directly or indirectly from errors or omissions in the information you supplied.

**I have read abettermousetrap.co.uk's Terms & Conditions and accept them in full**

**Signed**

**Date**