

Wynnes

Case Study 

MetaFLUSH®

Patent Protection

Client: Tony Lake | Inventor

PREPARED BY:

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www.wynnes.com.au

Wynnes have been great partners of ours for the last ten years. We trust them 100% to work with us and act in our best interest at every turn.



Don't flush away your IP

METAFLUSH® IS A RADICAL NEW INVENTION OF A TOILET FLUSHING SYSTEM THAT IS SIMPLE, ROBUST, LOGICAL TO OPERATE AND HAS A DUAL FLUSH CAPABILITY. BEST OF ALL IT IS EASY TO MAINTAIN AND HAS NO DISCHARGE VALVE (AND THUS DOES NOT LEAK).

In recent years, improving water use efficiency and reducing overall water consumption have become primary objectives of the water supply industry.

Efforts to improve the performance of the toilet flushing process have been mainly centred on refining existing flush valve design and reducing the total volume of water used when flushing.

Recent studies show that 10% of toilet cisterns are leaking, with the average rate being 400 litres per day. That is a lot of water, waste and money down the pipe!

Tony Lake has designed the MetaFLUSH® product as a solution to the age-old issue of leaking toilets and he used Brisbane based Wynnes Patent and Trade Mark Attorneys to help protect his idea.

WHY WYNNES

TONY AT METAFLUSH® HAS WORKED WITH THE TEAM AT WYNNES FOR MANY YEARS AND USES THE WYNNES TEAM TO ADVISE AND PROTECT HIS PATENTS, MANAGE AND PROTECT HIS IP INTELLECTUAL PROPERTY INVENTION PORTFOLIO.

“Wynnes are a long-term partner of ours. They are the only people we would go to for advice on patent protection and trade mark registration. They know what they are talking about, understand what we are trying to achieve and are experts in this area”.

THE IMPORTANCE OF THE RIGHT PATENT ATTORNEY

Wynnes prepare and prosecute patent, design and trade mark applications in Australia, New Zealand and in all other countries around the world through a global network of Associates.

For MetaFLUSH®, having patent protection in multiple countries around the world was important. This was an invention they had worked on for many years and they needed to have it properly protected.

Furthermore, having global patent protection was crucial for Tony as his plan is to roll out his MetaFLUSH® product across the world and for his product to become the standard for toilets.

Tony engaged Wynnes to assist with protecting his IP on MetaFLUSH®.

Tony had limited prior experience in dealing in the industry, so ensuring that the patents were drafted correctly from the start was paramount.

Whilst an experienced Engineer, the plumbing sector was new to Tony. He explained, *“Wynnes were extremely vigilant at making sure I was properly covered so no one else in the industry could make a commercially feasible copy of my invention”.*

Tony explained the trust he had in Ewen and his team, *“Wynnes are excellent at covering all bases. They are very easy to deal with and take the time to get to know your product and industry sector”.*

Furthermore, *“we had no problems when dealing with Wynnes, in particular their communication and progress updates were extremely helpful for me to understand where things were at all times”.*

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THE RESULT

Tony now has several prototypes of the MetaFLUSH® product and is currently showing them at exhibitions and other marketing events. People across the plumbing industry have seen the MetaFLUSH® in action and are very impressed.

“I would highly recommend Wynnnes and will continue to work with them as our intellectual, property partner as we work to start the next phase of commercialising the MetaFLUSH® products”.

Tony is currently taking the MetaFLUSH® product to the next stage and seeking commercialisation of the MetaFLUSH® cistern system.

For more information on what you need to know and how to protect your business, product or service, go to:

www.wynnnes.com.au or contact us on 07 3399 4625

**CONTACT US NOW
FOR A FREE CONSULTATION**

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