

Wynnes

Case Study 

When Imitation isn't the sincerest form of flattery!

Client: C-M Concrete - Phil Thomas, Director
Data Collected: 14 Feb 2017

PREPARED BY:
Wynnes Patent and Trade Mark Attorneys
4/27 Godwin Street
Bulimba, Brisbane, Queensland, Australia, 4171
Telephone 61 7 3399 46 25

www.wynnes.com.au

“With very little genuine innovation in our industry in the modern world, timely protection is crucial



IN OUR MODERN WORLD, WHERE NOT EVERY INDUSTRY IS BURSTING AT THE SEAMS WITH TRUE INNOVATORS, COPYING AND REPRODUCING IS RIFE. AS THE ANCIENT IDIOM GOES - 'IMITATION MIGHT BE THE SINCEREST FORM OF FLATTERY', BUT AS PHIL THOMAS DIRECTOR OF C-M CONCRETE KNOWS ONLY TOO WELL, WHEN YOU ARE THE ONLY COMPANY IN AUSTRALIA WITH A RANGE OF DESIGNS OR PRODUCTS, YOU'D BETTER PROTECT YOURSELF! AS SOON AS SOMEONE DESIGNS OR DEVELOPS A CUTTING-EDGE PRODUCT, THERE IS SOMEONE WAITING IN THE WINGS WITH AN INFERIOR "KNOCK-OFF" PRODUCT READY TO FLOOD THE MARKET.

C-M Concrete is “the” industry leader in pre-cast civil engineering products, manufacturing concrete storm water drainage systems, road gully units and headwalls, litter and pollution collectors and Australia’s only pre-cast traffic islands and genuine innovators with a talented design and development team and onsite laboratory.

Established 47 years ago and third generation family business in southeast Queensland, C-M Concrete has had an “ongoing and extremely successful business relationship with Wynnes Patent Attorney, since Wynnes inception”.

“Patent Protection is now more necessary than ever before”

Phil Thomas

“Trade Marking, Full Letters Patent and comprehensive IP Monitoring are just some of the services Wynnes Patent Attorney provide to C-M Concrete”



As a supplier to a long list of Australian City and Regional Councils, including Brisbane City Council, C-M Concrete's innovative civil engineering products and solutions are literally saving Local Government Authorities and State and Commonwealth Government Departments millions of dollars in savings and on time, which means Australian Ratepayers and Australian Taxpayers are getting infrastructure projects and civil improvements faster and at a far lower cost.

In their onsite Lab, C-M Concrete can test their unique designs in real time and be able are ready for rapid production.

This talented and skilled team of experts would be wasting their R & D knowledge, skills and expertise, if they couldn't count of a firm like Wynnes Patent Attorney to provide thorough Trade Mark and Patent protection from the very early stages of the concept and design process.

“At any one time we may have between 12 and 15 current patents, Wynne Patent Attorneys monitor and provide full service protection”

“With very little genuine innovation in our industry in the modern world, timely protection is crucial”

As an extremely sought-after company in a highly complex and fast-paced market, C-M Concrete has multiples of projects underway at any one time, so it is integral for them to concentrate on their strengths around the design and development of products. That’s where Wynnes Patent Attorneys really shine in their rapid responsiveness, knowledge and understanding of what C-M Concrete needs.

“In the field of what we do, Wynnes Patent Attorneys are simply the leading protection Patent Attorneys in the industry”

So, if what you do, or what you create is important to you and your business, call Wynnes Patent Attorney today to find out how protection will make a world of difference to you!

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

www.wynnes.com.au

PREPARED BY:
Wynnes Patent and Trade Mark Attorneys
4/27 Godwin Street
Bulimba, Brisbane, Queensland, Australia, 4171
Telephone 61 7 3399 46 25

www.wynnes.com.au