

magnapool™

mineral water swimming pools

Poolrite Research Pty Ltd (Poolrite) is the owner of a Certified Australian Patent no. 2009101121, directed to its MagnaPool® swimming pool chemistry technology. This patent was challenged by a competitor who requested the Australian Patents Office to re-examine the patent.

Poolrite was entirely confident of this process reaffirming the validity of its patent claims. In fact, Poolrite took the opportunity to voluntarily include two other earlier publications ("prior art") of which it had become aware, in the re-examination proceedings. This step was to ensure its magnapool® technology was subjected to the most rigorous review.

The Australian Patent Examiner who conducted the re-examination held in favour of the patent. The patent remains granted and in force. Poolrite takes this opportunity to thank all concerned for initiating this strengthening process of review.

Also owned are a substantial number of corresponding and related patent applications in other jurisdictions, and an additional eight Australasian and International patent applications dating from 2007 directed to the MagnaPool® technologies belonging to Poolrite Research.

These include filtration media, filtration systems and ionic mineral compositions including those of potassium and or magnesium.

Poolrite is committed to defending its intellectual property rights to the full extent of the law.

With ongoing and active research and development programs, Poolrite will continue to grow its intellectual property portfolio. It will also enforce the rights provided by its intellectual property to the full extent of the law, both against challengers and infringers.

The Directors and Officers of Poolrite request those in the market place to treat its rights with respect. As always, Poolrite encourages dealers and potential dealers to approach it to discuss any proposal involving potassium and or magnesium in any ionic concentration.

Also open for discussion are filter media, filtration systems and electrolysing systems. These types of open communication avoid potentially ruinous litigation for small business.

Potential litigious problems may arise by use of the processes in conflict with the rights and potential future rights.

These rights accrue retrospectively from the original dates of lodgement. Regardless of the ultimate issuance date which often occur years later.

Similar rights apply to our trademarks and in particular MagnaPool®.

Passing off and unauthorised references to technological compatibility will or could also infringe our intellectual property.

If you are unsure of your present situation please contact our technical director Aaron Kelly by email aaron@intercolonial.com to arrange an appointment for clarification. The field of Intellectual Property Rights is quite complex especially for those not versed in it's intricacies.



RESEARCH

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