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Words of wisdom for BU design students

Designer and entrepreneur Mandy Haberman, inventor of the world-famous baby accessory, the *Anywayup Cup*, stressed the importance of intellectual property at Bournemouth University's (BU) recent Festival of Design & Innovation.

Now in its 17th year, the Festival, hosted by the School of Design, Engineering & Computing and sponsored by Nokia, showcased the creative talents of students from BU's extensive range of design courses, including Product Design, Design Engineering, Fashion & Textiles, Interior Design, Computer Aided Product Design and Sustainable Graphics & Packaging.

Over 170 designs and prototypes which have the potential to make a real impact on our everyday lives were displayed publicly for the first time. These included:

Zunk – a handheld toothpaste dispenser, the perfect gadget for the gift market

ShedGuard – an all-in-one shed lock and alarm system

Tugbug – a trendy shopping trailer for student cyclists

CoolMan – a laptop case with built in workstation to reduce risk of male infertility

During her keynote speech, Mandy Haberman reflected on the challenges of becoming an entrepreneur and offered words of wisdom to student designers. "If you enjoy a challenge and you get a bit of a kick out of living on the edge then go for it. It's the most fantastic fun to develop products and have your own business and be in control of things. It's just brilliant.

"But remember, if you don't have intellectual property rights (IPR) then you haven't got anything. Patents are really volatile and what's really important, is brand. Patents can come and go – but if you have a really strong recognisable brand, no-one can take that away from you. The important thing for me is to be a very unique brand, to be a very personal brand, a brand that tells my story. None of the other companies can do that."

Eleven students from the Festival will now head to London to *New Designers*, the UK's biggest showcase for graduate design.

Notes to Editors:

1. BU is the UK's Number One New University (first place among all institutions that became universities since 1992) according to The Guardian University Guide 2009 & 2010 (www.guardian.co.uk/education).
2. In the 2008 [Research Assessment Exercise](#) (RAE) BU is the fourth most improved university in the UK for the quality of its research (according to *Times Higher Education*).

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