

Strategy Note: Leveraging Innovation Patent (AU 2017101571) Beyond Expiry

Background

Expert365 Pty Ltd holds an Australian Innovation Patent (No. 2017101571), granted on 22 November 2017 for “A Method and Apparatus for On-line Detection of Coliforms and Escherichia Coli in Water.” This patent remains in force until 7 November 2025.

Post-Expiry Implications

- Innovation patents have a fixed 8-year term and cannot be renewed.
- After expiry, the specific invention described falls into the public domain in Australia.
- The patent remains a recognised proof of inventorship and precedence, strengthening Expert365’s credibility in water technology IP.

Strategic Positioning

1. Historic Validation
 - Demonstrates that Expert365’s core water quality technologies have been independently examined and granted protection by IP Australia.
 - Provides a verifiable track record of innovation to regulators, financiers, and partners.
2. Platform for Derivative IP
 - The innovation patent is the foundation for subsequent patents and know-how in auto-chlorination, UV disinfection, IoT telemetry, and dMRV.
 - All machine learning algorithms, copyrighted applications, proprietary datasets, and software systems remain protected under copyright, trade secret, and IP laws — independent of the patent expiry.
 - Crucially, our predictive algorithms will never be in the public domain or released as open source. The patent discloses methodology, but the algorithms themselves remain proprietary and private.
3. Commercial Advantage
 - Competitive advantage continues through protected algorithms, copyrighted software, IoT apps, dMRV frameworks, and proprietary cloud dashboards not disclosed in the patent.
 - The time and scale of data acquisition required to train our algorithms is itself a barrier — it would take competitors many years to replicate the breadth and accuracy of our models.
 - Supports Expert365’s IP valuation (AUD 4.8M+), helping de-risk investments and validating Article 6.2 carbon-credit pathways.
4. Messaging to Investors
 - “This patent established our leadership in AI/IoT-enabled water quality detection. Its expiry in 2025 does not diminish our moat — our proprietary ML algorithms, copyrighted apps, and protected datasets continue to safeguard our innovations. The fact that our algorithms will never be open source, combined with the years of data advantage, means that no competitor can quickly replicate our capability.”

Conclusion

While the innovation patent ceases in November 2025, Expert365’s multi-layered protection — patents, proprietary algorithms, copyrighted software, unique datasets, and trade secrets — ensures enduring competitive advantage. The patent remains a marker of precedence, but the private, data-trained algorithms and copyrighted systems guarantee that Expert365 retains its moat well beyond the expiry of any single patent.