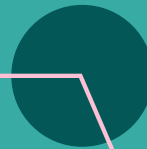


Case Study Cambridge Mask Co

Establishing an international IP portfolio





CASE STUDY

Cambridge Mask Co.™ establishes extensive international IP portfolio



Cambridge Mask Co.™ make respirators (PPE) with UK military grade filtration technology. These masks filter out dust and pollution particles such as PM10, PM2.5 and PM0.3 as well as bacteria and viruses using a unique triple layer filtration system. Cambridge Mask Co.™ has a client list that includes schools, hospitals and embassies worldwide. In the recent COVID-19 pandemic the Cambridge Mask Co.™ has seen a surge in demand for high-end masks and is currently producing as many masks as possible to supply this unprecedented level of demand.

Executive Summary

Cambridge Mask Co.™ was founded in Cambridge, United Kingdom, when Christopher Dobbing, CEO, saw the opportunity of using military-grade technology in face masks. In doing so he realised he had to expand internationally at a rapid pace and the starting point was China.

China is now one of the most competitive and fastest moving technology markets and therefore it was important to lock down the Intellectual Property Rights to safeguard the company's most important assets. Since then, Cambridge Mask Co.™ has secured an IP portfolio of patents, designs, and trademarks as well as confidential company know-how. With patent work well underway pre-COVID-19, the outbreak only accelerated the need to secure protection and the Aalun network assisted in securing the Chinese granted patent for Cambridge Mask Co.™ allowing them to further strengthen their IP internationally.

Challenges

Air pollution kills an estimated seven million people worldwide every year according to the World Health Organisation. After researching academic publications, health studies, news sources and historical pollution data, Founder and CEO of Cambridge Mask Co.™, Christopher, began to realise the scale of the pollution in cities across the world.



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CASE STUDY

But while the issue of air pollution is widely reported, millions of urban dwellers are poorly protected from the associated dangers. To help them breathe better air, face mask companies have brought their products to market in abundance over the past decade. However, these tend to be inadequate.

Cambridge Mask Co.™ set out to create the highest-grade mask on the market. However, it needed to ensure what it was creating would be unique and protected.

Of course, the COVID-19 pandemic accelerated the widespread use of face masks and Cambridge Mask Co.™ masks can now be seen worn by people out and about in more than 100 countries keeping its wearers safe.

How Aalun Helped

Today, the company produces the highest grade face masks available on the consumer market, thanks to its innovative and patented designs. Meanwhile, Cambridge Mask Co.™ has developed a smart mask for a number of industries, most importantly the construction sector.

Cambridge Mask Co.™ top grade mask is completed with the inner filter which is made from a 100% pure activated carbon cloth, which was originally invented by the UK Ministry of Defence. It was then extensively developed and made into a product for use in chemical, biological and nuclear warfare protection, of the type used by armed forces around the world.

Working with Aalun allowed Cambridge Mask Co.™ to create and manage an intellectual property portfolio with patents across China, the UK, and the US. This has ensured protection of all 14 components that make up the mask and has enabled the company to build a truly unique product and consequently, attract investment.

Thanks to Aalun's support we have been able to protect our intellectual property within our key markets. In turn, this has enabled us to attract investment, thereby accelerating research and development, and bringing our product to market quicker.

— Christopher Dobbing
CEO and Founder of Cambridge Mask Co.™



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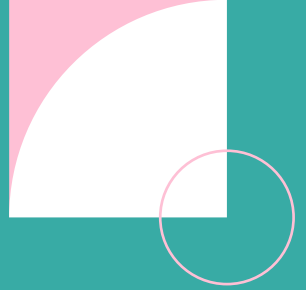
The Outcome

Cambridge Mask Co.™ has grown fast and today has offices in the UK and Hong Kong. Aalun has helped Cambridge Mask Co.™ along its journey since its inception and continues to support the company through its growth. As fellow startups in fast-growing markets, Cambridge Mask Co.™ and Aalun both noticed the twin trends of Intellectual Property becoming more global and China increasingly becoming a leading market for patent protection.

The Aalun team worked with Christopher and the team at Cambridge Mask Co.™ and filed patents in the United Kingdom initially to secure granted patent rights and then internationally via the Patent Cooperation Treaty (PCT) system by WIPO, covering 150 countries. The company has also secured the granted Chinese patent in the middle of the COVID-19 pandemic and further filed patent rights in USA. Working with Aalun has kept costs under control as well as utilising virtual teams to give global support to the company as it grew.

Today, Cambridge Mask Co.™ holds a global portfolio of IP rights in trademarks, designs and patents including the exclusive global rights for the material used in the consumer pollution mask. This means consumers won't find any other mask of this quality outside of the military.





→ **W** aalbun.com
E cambridge@aalbun.com
T +44 122 328 1300

