



Intellectual  
Property  
Office

**INVITATION TO TENDER  
FOR THE DEVELOPMENT OF TWO WEB-  
BASED TRAINING TOOLS**

**IT-2015-066**

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## 1. INTRODUCTION

### 1.1. Intellectual Property Office (IPO)

- 1.1.1. IPO (an operating name of the Patent Office) is an Executive Agency of the department of Business, Innovation and Skills (BIS). It aims to stimulate innovation and enhance the international competitiveness of British industry and commerce. It offers customers an accessible, high quality, value for money system both nationally and internationally, for granting intellectual property rights.
- 1.1.2. The IPO is a highly successful organisation which, over its 155 year history, has adapted its approach and services to meet changing demands. Its core business and products deliver high quality, cost effective Intellectual Property (IP) rights to customers and its success in these core areas is tied to a much wider range of activities, such as awareness-raising and enforcement. Its customers operate within both the UK and global economies. Further information about the IPO can be found on its website at: [www.ipo.gov.uk](http://www.ipo.gov.uk)
- 1.1.3. The number of people currently employed by the IPO is approximately 900. It is based at three sites: Newport, South Wales; a front office at Abbey Orchard, London and a file repository at Nine Mile Point, Cwmfelinfach, South Wales. It is primarily located at the following site.
  - i. Concept House

The headquarters of the IPO is located at Concept House, Cardiff Road, Newport, South Wales, NP10 8QQ. The office is approximately 3 km south-west of the city centre.

## **2. INSTRUCTIONS ON BIDDING PROCEDURES**

### **2.1. Instructions**

- 2.1.1. These instructions are designed to ensure that all bidders are given equal and fair consideration. It is important therefore that you provide all the information requested in the format and order specified.

### **2.2. Procurement Information**

- 2.2.1. All queries regarding this requirement must be submitted via e-mail to:-

[REDACTED]  
Procurement Manager  
Intellectual Property Office  
Tel: [REDACTED]

E-Mail: [REDACTED]

- 2.2.2. Under no circumstances should queries be directed to any other member of IPO staff.

### **2.3. Deadline for receipt of bids**

- 2.3.1. The deadline for receipt of bids is **1pm, Thursday 12<sup>th</sup> February 2015**.
- 2.3.2. IPO reserve the right not to accept bids received after this deadline.

### **2.4. Incomplete bid**

- 2.4.1. IPO may reject your bid if it does not provide the information requested.
- 2.4.2. IPO may reject your bid if it does not provide the information in the exact format requested.

### **2.5. Acceptance of bid**

- 2.5.1. IPO does not bind itself to accept any bid and reserves the right not to accept a bid for part or all of the requirements.

### **2.6. Communications**

- 2.6.1. Nothing herein or in any communications made on behalf of IPO shall be taken as constituting a contract, offer or representation between IPO and any party (save for a formal award of contract made in writing by or on behalf of IPO), nor shall they be taken as constituting a contract, offer or representation that a contract shall be offered in accordance herewith or at all.

### **3. BACKGROUND TO THIS PROCUREMENT**

#### **3.1. Project Background**

- 3.1.1. The requirement for this procurement exercise relates to two existing online IP learning tools, IP Equip and the Online IP Master Class. Both of these tools sit on Wordpress sites and have been designed to teach businesses and business advisors about intellectual property.
- 3.1.2. [IP Equip](#) is a free tool that has four short modules on each area of intellectual property (patents, trade marks, designs and copyright). The design of the pages (26 in total) are fixed in structured, but the text is editable via the Wordpress content management site by our product owner.
- 3.1.3. The Online IP Master Class is a 'paid for' online training course made up of 8 modules (83 pages). This is sat on a Wordpress site with the wording incorporated into the site coding. The structure of the pages are also fixed, but due to the text being incorporated into the site, only our IT department is able to edit the text.
- 3.1.4. Both online tools need to be easily editable to continuously improve them and meet the needs of the user.

#### **3.2. Objective of This Procurement**

- 3.2.1. The objective of the procurement exercise is to design page templates that can be used for IP Equip and transfer the Online IP Master Class to a content managed site.

#### **3.3. Scope of Requirements**

- 3.3.1. The scope of requirements for this tender exercise is as follows:-
  - i. To design, develop, test and deliver page designs that can be easily changeable for all pages on the IP Equip Wordpress system.
  - ii. To transfer the Online IP Master Class to a content managed site so that all pages can be edited easily by the product owner.

#### **3.4. Out of Scope of Requirements**

- 3.4.1. The IP content is provided by the IPO.

## **4. GENERAL REQUIREMENTS**

### **4.1. Organisation and Resources**

4.1.1. Tenderers must provide a description of the organisational structure which they propose to apply to this project in order to meet the requirements outlined in Section 5 of this Invitation to Tender (ITT). Your description must include the following:-

- i. An organisation chart;
- ii. A detailed resource plan that includes the number of staff that you will allocate to this project, their roles, names, CVs and daily rate costs. See paragraph v below.
- iii. Profiles of the resources that you will allocate to this project. This must include a description of their roles, responsibilities and skills (i.e. relevant qualifications and experience) and a statement as to why they are best suited to the specific role you have allocated for them. This information must be in relation to the resources you feel are required to satisfy all IPO requirements for the successful completion of the project.
- iv. Details on whether all personnel are directly employed by your organisation. If you intend to contract extra staff for this project, or use sub-contractors, you must describe how you will manage the extra complexity this will entail.
- v. When providing the above resource information Tenderers must make specific reference to the requirements contained in Section 5 and identify the named resources with CV's that will perform various element of the requirements.

### **4.2. References**

4.2.1. Proposals must include references in providing similar products during the last three years. These must include:-

- i. Evidence of the Tenderers breadth of experience in this field and completing similar work for recognised organisations with successful outcomes;
- ii. References for similar engagements conducted by the Tenderer for the staff proposed as part of your response;
- iii. When providing the above each reference must include the following information:-
  - Named contact details;
  - Contract dates;
  - Contract sums;

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- an explanation of what similarities exist between this requirement and the requirements of the reference;
- confirmation that permission has been given to contact these organisations.

#### **4.3. Methodology**

- 4.3.1. Proposals must contain a clear methodology statement as to how the requirements will be met.
- 4.3.2. When providing this methodology Tenderers are expected to outline the development approach, methodology used, anticipated tasks and project activities.
- 4.3.3. In preparing proposals for project management arrangements, resource and quality assurance plans, the Tenderer should suggest key milestones which will ensure successful delivery including the provision for external testing by IPO stakeholders (see paragraph 5.11) and any resulting changes which may be required.
- 4.3.4. If the Tenderer feels any further information to be relevant this may be included also.



## 5. DESCRIPTION OF THE REQUIREMENT

### 5.1. Requirement

- 5.1.1. The Tenderers proposal must include an outline of the development approach they are looking to adopt with the IPO project team.
- 5.1.2. An example of the current page designs on IP Equip can be found in Annex A and for the Online IP Master Class, Annex B.
- 5.1.3. The Tenderers proposal must include detail on the following:-
  - i. How they will provide page templates e.g. design new pages themselves or use existing designs that have proved to be successful.
  - ii. How they will transfer the Online IP Master to a content site ensuring that the code has been tested to industry standard.
  - iii. How they would test, re-iterate and/or re-present the information such that the user absorbs it.
  - iv. A small number of mock-ups and/or screen shots to convey initial ideas of the page templates.

### 5.2. Technical Overview

- 5.2.1. IPO website content has been ported to the GOV.UK website. It is anticipated that this IPO content will remain on the IPO domain, but will be published on GOV.UK in the future.
- 5.2.2. Consequently, the page templates must:-
  - i. Adhere to the [GDS design principles](#) ;
  - ii. Support the [browsers](#) as outlined by GOV.UK;
  - iii. Incorporate the GOV.UK styles sets;
  - iv. Be hosted on IPO web servers (using WordPress (currently version 4), and [Apache](#) on Linux). The IPO uses a Network (also known as 'multisite') install;
  - v. Be multiplatform that is accessible from all personal devices.
- 5.2.3. Following the Tenderer's completion of the project, the IPO will be responsible for publishing it to the appropriate web server.
- 5.2.4. The Online IP Master Class will need to persistently store data in order to allow users to leave and then resume an activity from the point where they left it at some later date, quite possibly on a different type of device.

- 5.2.5. All releases to the IPO will be reviewed by the appropriate teams in IT before being considered for deployment and any shortcomings will need to be resolved at the Tenderer's expense as quickly as possible.
- 5.2.6. A strict version control process is expected to be enforced by the Tenderer where each release to the IPO will be a complete package of all the files needed to build and install it with no other dependencies other than the standard wordpress installation.
- 5.2.7. Each release is expected to also include installation instructions, a code quality report showing no high or medium issues from the 'PHP Mess Detector' and a similar report from an agreed security review product such as 'Zap Attack Proxy' with no more than informational level items flagged.
- 5.2.8. It is expected that there will be a test release at least two weeks before the final release which will allow the IPO IT team to review the contents and provide any guidance on improvements as soon as possible in order to ensure the process is as efficient as possible.

### **5.3. High Level Business Requirements**

- 5.3.1. User stories have been provided in Annex C & D of this document.
- 5.3.2. These requirements have been drawn up based on user testing feedback received from businesses and business advisors.
- 5.3.3. The successful bidder will work with the IPO project team to both define and better understand the business requirements.
- 5.3.4. As such Tenderers must include detail as part of their proposal on how they will work with the IPO to both understand existing requirements and identify any additional requirements.
- 5.3.5. For the avoidance of doubt a deliverable of this project will be a set of requirements agreed by the IPO and the successful tenderer.

### **5.4. Budget Constraints**

- 5.4.1. The budget for this requirement is based upon [REDACTED] of funding; as such this budget must not be exceeded.
- 5.4.2. The Tenderer will be expected to bring the work in to budget with no expectation for further financing if they, through their own actions, exceed the budget.
- 5.4.3. Tenderers must provide information as to how this constraint will be managed and the approach which they propose to take in keeping expenditure within the [REDACTED] budget.
- 5.4.4. When preparing costs, the Tenderer must consider the IPO's overall objective to secure best value for money for this requirement.

### **5.5.IPO Timetable For Work**

- 5.5.1. The IPO requires the work on this project to commence no later than **20<sup>th</sup> February 2015**, with the project to be delivered by the end of March 2015.
- 5.5.2. With the above in mind and the contract award date listed at paragraph 7.4 below, Tenderers must confirm the availability of their resources to meet the above start date, and provide a complete project plan detailing:-
  - i. The overall duration of the work (see paragraph 5.6 below);
  - ii. The steps that will be undertaken to achieve the target completion date;
  - iii. Any other milestones or activities considered appropriate.

### **5.6.Project Duration & Resource Requirements**

- 5.6.1. The IPO expects the work to take no longer than 4 weeks in time elapsed.
- 5.6.2. If Tenderers feel this timescale is either not feasible or appropriate, they should outline their reasons for this and include a clear proposal on the number of days it will take to complete the work.
- 5.6.3. As part of their proposal Tenderers must also include an estimated breakdown of the total number of effort resource days that will be required to perform the work.
- 5.6.4. This breakdown should include, but may not be limited to:-
  - i. The type of resource required;
  - ii. The activities the resource will perform;
  - iii. The number of days per resource required;
  - iv. An overall estimate of the number of effort days required.

### **5.7.IPO Resources That Will Be Made Available**

- 5.7.1. The IPO will provide a Project Manager, based in Newport, South Wales, to work with the supplier to ensure a successful delivery of the package.
- 5.7.2. The IPO will provide access to technical resources to advise and support the development.
- 5.7.3. The resources that the IPO will provide access to are as follows:-
  - i. Project Manager;
  - ii. IT / web specialist
  - iii. User Acceptance Tester(s).

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- 5.7.4. For the avoidance of doubt the IPO providing access to the above resources does not imply that we expect Tenderers to exclude such resources from their proposals. Tenders must propose resources as they see fit (see paragraph 4.1 above) to meet the requirements of this ITT.

## **5.8. Location of work**

- 5.8.1. Tenderers should clearly identify locations at which activities can be best performed i.e. at the IPO or at Tenderer's premises, thereby allowing the IPO to achieve best value for money.
- 5.8.2. It is the expectation of the IPO however that during the early stages of requirements gathering and definition that activities would primarily be conducted at IPO premises.
- 5.8.3. Consideration should be given to this point when providing the methodology requested at paragraph 4.3 above.
- 5.8.4. To facilitate reporting arrangements, Tenderers should note the IPO have video conferencing and teleconferencing facilities.

## **5.9. Project Management Approach**

- 5.9.1. As part of their proposals Tenderers must specify the Project Management and reporting arrangements it would expect to employ throughout the duration of the work.
- 5.9.2. This information must include but may not be limited to:-
- i. The frequency the Tenderer's Project Manager (PM) would be on-site at IPO premises;
  - ii. The frequency the PM would propose to meet with IPO staff;
  - iii. The reports / versions / updates the PM would propose to produce;
  - iv. The frequency and content of such reports / versions / updates. Such content may include, but is not limited to:-
    - Work completed;
    - Adherence to project plan;
    - Risks identified;
    - Exception reports;
    - Issues to be resolved.

#### **5.10.Ability to deliver**

5.10.1. Tenderers must confirm their acceptance of the following terms and their ability to comply:-

- i. Persons proposed must be available at the start of the project;
- ii. Persons proposed must be available throughout the project;
- iii. During holidays or other periods of planned absence by the persons employed, the successful Tenderer will be required to provide an appropriately trained and competent replacement to ensure the project progresses and remains to timetable.

#### **5.11.Testing Approach**

5.11.1. The IPO will provide access to both internal and external users to carry out user acceptance testing.

5.11.2. With the above points in mind Tenderers must provide information relating to their Testing Approach as part of their proposal, providing specific information relating to:-

- i. How Tenderers see the process of testing operating;
- ii. How testing will be facilitated between the IPO and the Tenderer;
- iii. The resources the Tenderer will employ as part of their testing approach;
- iv. Whether Tenderers would also carry out usability testing.

#### **5.12.Post Go Live Support Arrangements**

5.12.1. Whilst it is the expectation of the IPO that it will administer and support the Online IP Master Class and IP Equip itself, issues may still arise that the IPO is unable to resolve.

5.12.2. As such Tenderers are required to provide on-going support facilities to the IPO for a period of 4 weeks following go-live of the tool.

5.12.3. Tenderers must therefore provide detail on the post go-live support arrangements that they would propose to employ, including specific detail on any SLA's they would envisage operating.

#### **5.13.Acceptance Criteria**

5.13.1. The acceptance of the page templates and transferring the Online IP Master Class to a content managed site will be subject to achievement of acceptance criteria by the successful Tenderer.

5.13.2. This acceptance criteria will be defined and agreed by both parties following the definition of requirements during the development phase.

#### **5.14. Presentations By Tenderers**

- 5.14.1. As part of the evaluation process Tenderers may be required to deliver a presentation to the IPO covering the details of their proposal including mock-ups and screen shots of initial ideas.
- 5.14.2. Tenderers who are invited to do this will be those who are shortlisted following an initial set of evaluations by the IPO.
- 5.14.3. Shortlisted Tenderers must present to the IPO using the same staff detailed in their bid that will deliver the services in the event they are successful. Substitutes will not be accepted for this presentation.
- 5.14.4. Further details on the expected timings of these presentations can be seen in the Procurement Timetable at paragraph 7.4 below.

#### **5.15. Assumptions**

- 5.15.1. Wherever Tenderers have been requested to provide information or a confirmation by the IPO as part of this ITT, they must include any assumptions that the response provided is based upon.
- 5.15.2. If no assumption is provided the IPO will consider the statement to be a matter of fact and capable of being included in any contractual documentation that may be subsequently produced.
- 5.15.3. Such assumptions should specifically include any requirements or expectations that the successful Tenderer will have of the IPO when performing the work.

#### **5.16. Other Information**

- 5.16.1. If Tenderers consider that they are able to provide any further information they consider is relevant in addition to that which has been requested, they may include this also.
- 5.16.2. Any such information must be strictly relevant to IP Equip or the Online IP Master Class and the associated requirements contained in this ITT document.
- 5.16.3. The IPO does not wish to see Tenderers standard literature, and any such information will not be read or evaluated.

## **6. CHARGES**

### **6.1. Purpose**

- 6.1.1. The purpose of this Section is to define the information that you must supply in respect of your proposed charges.

### **6.2. Composition**

- 6.2.1. The charges proposed by the Tenderer must include, but may not be limited to:-

- i. The resources required to meet the core requirements set out in Section 5. This must include a breakdown of:-
  - The roles required;
  - The number of days required per role;
  - The charge per day for each of the roles required;
  - The number of days required per phase relating to your project plan;
  - An overall estimated cost for the successful delivery of new page templates for IP Equip and the transferring of content from the Online IP Master Classes;
  - Any further services considered by the Tenderer to be required to achieve the above results.
- ii. If the Tenderer is able to satisfy the budget requirements of this ITT with various different options (see paragraph 5.4 above) , these options may be included but must be clearly listed and allow the IPO to determine the exact costs of what is being proposed. This must include a breakdown of:-
  - An overall fixed price for delivering new page templates for IP Equip as per the requirements listed in this ITT and Annex C & D;
  - An overall fixed price for transferring the Online IP Master Class content to a content managed site; or
  - A combination of both prices.
  - If the full set of requirements cannot be delivered within the budget, the Tenderer must provide a separate costed option which contains as many requirements as possible to ensure a value for money tool is delivered.

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- 6.2.2. For the avoidance of doubt it is expected that once successful delivery has been achieved no transactional costs will be payable to the supplier. The solution will be owned by the IPO and retain all Intellectual Property Rights associated with it (see paragraph 8.3 below).

### 6.3. Invoicing

- 6.3.1. Invoices should be submitted monthly in arrears for any work completed.
- 6.3.2. The charges contained within the monthly invoices must be agreed with the IPO in advance of its submission. This agreement of charges in advance of the submission of the invoice must form part of the Tenderers Project Management arrangements that it proposes to employ.
- 6.3.3. Invoices must allow the IPO to easily determine what it is being charged for. As such, invoices must contain a clear breakdown containing the following information as a minimum:-
- i. The contract reference number (IT-2015-066);
  - ii. The period to which the charges relate;
  - iii. Number of days per role;
  - iv. Activities performed;
  - v. Charge per day of each role;
  - vi. Overall charges for the period in question;
  - vii. Any other charges as applicable.

### 6.4. Instructions

- 6.4.1. To avoid doubt, all costs not listed within your bid will be deemed to have been waived.
- 6.4.2. Any improvements you propose that are additional to our stated requirements, and any additional service options being offered, must be separately costed if applicable.
- 6.4.3. You must confirm that all charges submitted are exclusive of VAT.
- 6.4.4. You must confirm that all charges submitted will be held firm for a period of 90 days commencing from the tender return date – **12<sup>th</sup> February 2015**.



## 7. RESPONSE TO THE INVITATION TO TENDER

### 7.1. Function and Format of Proposals

- 7.1.1. This Section describes the required format and content for responses to this ITT. Failure to conform may result in the response being rejected. Any information over and above that specifically requested must be included in a separate section in the response.
- 7.1.2. You must address each requirement. Requirements are addressed by a statement of compliance or provision of information depending on the nature of the requirement.
- 7.1.3. The deadline for return of proposals is **1pm, Thursday 12<sup>th</sup> February 2015**.
- 7.1.4. Tenderers proposals must not be communicated to the IPO via any other method.

### 7.2. Structure Of Proposals

- 7.2.1. You must structure your proposal as follows:
  - i. **Section 1: Management Summary** – Provide a resume of the proposal;
  - ii. **Section 2: Understanding of Requirements** – Confirm your understanding of the key requirements and scope of the services to be provided to IPO;
  - iii. **Section 3: Requirements** – This section must contain your responses to the requests for information throughout the ITT by the IPO (excluding Charges);
  - iv. **Section 4: Charges** - It is imperative that the IPO is able to form a clear view of the charges in your proposal for the provision of the services. Therefore all charges must be included or summarised in this section of your response. These charges must be provided in accordance with Section 6 above.
  - v. **Section 5: Any other information** - That you wish to add further to that already requested, that you feel may further demonstrate your ability to meet the requirements listed in this ITT.

### 7.3. Incorrect Format of Proposals

- 7.3.1. The above format for proposals is intended to allow the IPO to more easily evaluate proposals on a like for like basis, and ensure each proposal is given fair and proper consideration.
- 7.3.2. Failure to supply the proposals in the above format may result in the proposal receiving lower scores at the evaluation stage, or the proposal being rejected.

#### 7.4. Procurement Timetable

- 7.4.1. The table below contains the procurement timetable for this requirement. The contract award date listed below is for indicative purposes only and may be subject to changes as the IPO's discretion.
- 7.4.2. It is however the IPO's intention to achieve the dates contained in this timetable wherever possible.

ACTION	DATE
Issue of this Invitation to Tender	Friday 30 <sup>th</sup> January 2015
Date for Receipt of Tender Clarification Questions	1:00pm, Thursday 5 <sup>th</sup> February 2015
Deadline for return of incoming tender responses / bids	1:00pm, Thursday 12 <sup>th</sup> February 2015
Evaluate Tender Responses & Select Shortlisted Bidders	13 <sup>th</sup> – 18 <sup>th</sup> February 2015
Award Contract	Thursday 19 <sup>th</sup> February 2015
Contract Start (no later than)	Friday 20 <sup>th</sup> February 2015

#### 7.5. Clarification Questions

- 7.5.1. Clarification questions will be answered up to **1pm, Thursday 5<sup>th</sup> February 2015.**

#### 7.6. Evaluation Approach

- 7.6.1. Any contract will be awarded on the basis of the most economically advantageous offer, i.e. the proposal offering the best overall value for money over the lifetime of the contract, which does not necessarily mean the one with the lowest costs.
- 7.6.2. Responses will be evaluated against the list of criteria shown below.

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MAIN EVALUATION CRITERIA	SUB-HEADINGS
Quality & Coverage of Proposed Solution	Quality, experience and coverage of personnel proposed.
	Ability to meet IPO timescales for project completion, including availability of named resources and proposed project duration.
	Experience of successfully delivering similar solutions
Proposed Approach & Understanding Of Requirements	Methodology proposed and overall understanding of IPO requirements.
	Ideas proposed to engage with end users and allow IPO knowledge to be absorbed and tested, including approach to user acceptance testing.
	Proposals to engage with IPO staff to develop and solicit requirements, and also to conduct knowledge transfer.
	Innovation and creativity demonstrated through production of screen mock ups and demonstrations.
	Project Management procedures to be employed.
Charges	Overall charges proposed by the Tenderer

## 8. TERMS AND CONDITIONS

### 8.1. Contractual Approach

- 8.1.1. Any contract subsequently awarded will operate in accordance with IPO's standard terms and conditions of contract for services contained below:-



Standard Terms and  
Conditions for Service:

- 8.1.2. No other Terms and Conditions will apply. Tenderers must confirm their acceptance of this or their proposal will not be considered further.

### 8.2. Subcontracting

- 8.2.1. Tenderers must confirm that in any contract awarded, they will be fully responsible for all sub-contractors employed by them to fulfil any portion of the work for the IPO.
- 8.2.2. Tenderers must provide complete details of any Sub-Contractors they intend to use, in what capacity, and what quality assurance measures will be applied to them. Tenderers must also specifically state:-
- i. Which element of the IPO's requirements will be performed by a Sub-Contractor;
  - ii. What proportion of these individual elements will be performed by a Sub-Contractor.
- 8.2.3. For the avoidance of doubt and for the purpose of this requirement, Sub-Contracting should be taken to mean any resource or personnel used that are not direct and / or permanent employees of the Tenderer. It is the expectation of the IPO that as far possible Tenderers will use its own employees and resources to meet these requirements.
- 8.2.4. Tenderers will not receive lower scores at evaluations in the event they intend to use Sub-Contractors, but they must satisfy the IPO that such Sub-Contractors will have adequate skills and experience to meet IPO requirements and suitable measures are in place to manage them.

### 8.3. Intellectual Property Rights

- 8.3.1. The IPO will own the Intellectual Property Rights on any customised development designed exclusively for it. Such rights must be free from all service provider owned rights and encumbrances. Tenderers must provide a statement confirming their acceptance of this, or state explicitly if there are any circumstances which they consider will render this impossible.

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- 8.3.2. Where customised development has taken place the IPO will expect delivery of any source code and associated files required to rebuild the product to form part of each release.

## **9. ACHIEVING TRANSPARENCY OF PUBLIC SECTOR PROCUREMENT**

### **9.1. Requirement To Publish Contractual Information**

- 9.1.1. Government has set out the need for greater transparency across its operations to enable the public to hold public bodies and politicians to account. This includes commitments relating to public expenditure, intended to help achieve better value for money.
- 9.1.2. As part of the transparency agenda, Government has made the following commitments with regard to procurement and contracting:-
  - i. All new central government ICT contracts over the value of £10,000 to be published in full online from July 2010;
  - ii. All new central government tender documents for contracts over £10,000 to be published on a single website from September 2010, with this information to be made available to the public free of charge;
  - iii. New items of central government spending over £25,000 to published online from November 2010;
  - iv. All new central government contracts to be published in full from January 2011.
- 9.1.3. Suppliers and those organisations looking to bid for public sector contracts should be aware that if they are awarded a new government contract, the resulting contract between the supplier and government will be published. In some circumstances, limited redactions will be made to some contracts before they are published in order to comply with existing law and for the protection of national security.
- 9.1.4. With the above in mind Tenderers must confirm that, except for any information which is exempt from disclosure in accordance with the provisions of the FOIA, the content of any subsequent Contract is not Confidential Information.
- 9.1.5. The IPO shall be responsible for determining in its absolute discretion whether any of the content of the Contract is exempt from disclosure in accordance with the provisions of the FOIA.
- 9.1.6. Notwithstanding any other term of the Contract, the Tenderer hereby gives consent for the IPO to publish the Contract in its entirety, (but with any information which is exempt from disclosure in accordance with the provisions of the FOIA redacted) including from time to time agreed changes to the contract, to the general public.
- 9.1.7. The IPO may consult with the successful Tenderer to inform its decision regarding any exemptions but the IPO shall have the final decision in its absolute discretion.

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- 9.1.8. The successful Tenderer shall assist and cooperate with the IPO to enable the IPO to publish this Agreement.
- 9.1.9. Tenderers must confirm their acceptance of the above or their bid may not be considered further.

**9.2. Tenderer's Acceptance of Transparency Requirements**

- 9.2.1. As part of their proposals, Tenderers must confirm their acceptance of the above or their bid may not be considered further.
- 9.2.2. Tenderers must also include as an Annex to their proposal a summary of the information that they consider being exempt from disclosure or would consider commercially sensitive, and as such would wish this information to be redacted prior to publication.
- 9.2.3. If Tenderers do not include this information, or a statement that they do not believe any of their proposal to be exempt from publication, their proposal will be considered non compliant and may not be considered further.

## 10. ANNEX A – IP Equip

### 10.1



Equip

Save session

### How to identify business assests

Each question below directs you to a module where you will find details on protection, benefits, planning and disputes.

**Does the business...**

**1. ...have a name or branding?**

It could gain a competitive edge by protecting the name or branding with a registered trade mark.

✓

Library

Revisit

Learn more in our [Trade Marks Module](#)

**2. ...develop new products, technology or processes?**

It could achieve an advantage in the market by protecting its developments with one or more patents.

✓

Library

Revisit

Learn more in our [Patents Module](#)

**3. ...develop original looking products or designs?**

It could maintain exclusivity for its products by protecting the way they look with registered designs.

✓

Library

Revisit

Learn more in our [Design Module](#)

**4. ...create written work, artwork, video, audio or software?**

It could benefit by using copyright to protect and commercialise its creative works.

✓

Library

Revisit

Learn more in our [Copyright Module](#)



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### 10.2

GOV.UK

Equip > Trade Marks


Protect

1. Identify 2. Protect 3. Benefits 4. Planning 5. Disputes 6. Summary

This section explains the importance of protecting your intellectual property by registering a trade mark and some basic information on how to do so.

Meet Laura Tenison, founder of JoJo Maman Bébé. In this video Laura explains how she took action to protect her trade mark and the lessons she learnt from an early mistake.

JoJo Maman Bébé



▶ How to register trade marks in the UK

Go back Next step

### 10.3

GOV.UK


Equip > Trade Marks

Benefits

1. Identify 2. Protect 3. Benefits 4. Planning 5. Disputes 6. Summary

The following statements suggest possible benefits of registering a distinctive and memorable trade mark. In each case please select which one you think is correct...

<p>A trade mark provides a business with exclusive rights</p> <p>True False</p> <p>✓ Correct</p> <p>Registering a trade mark gives you the exclusive right to use it for the goods and/or services that it covers. Having the trade mark allows you to stop other people from using a similar trade mark in a similar business area without your permission.</p>	<p>A trade mark can be sold as an asset</p> <p>True False</p> <p>✓ Correct</p> <p>You could sell the trade mark as an asset with a financial value. The value of that asset will depend on the reputation and goodwill built around it.</p>
<p>A trade mark provides a source of revenue</p> <p>True False</p> <p>✓ Correct</p> <p>You could generate revenue by licensing or franchising the trade mark to other businesses. Global value in intellectual property licenses is worth over £600bn per year.</p>	<p>A trade mark guarantees customer loyalty</p> <p>True False</p> <p>✓ Correct</p> <p>Although the registered trade mark can help protect the business's identity, the reputation and goodwill associated with it (which can generate revenue through customer loyalty) will depend on numerous factors including product reliability and quality.</p>



The King of Shaves was founded in Will King's kitchen in 1993

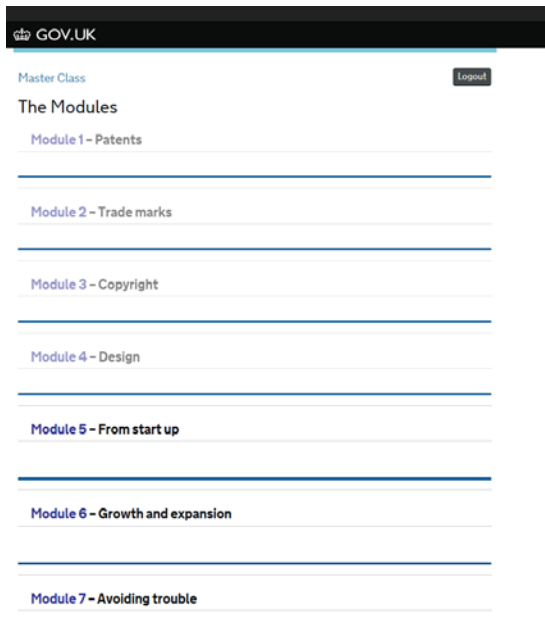
King of Shaves is now the **second largest** brand of shaving foam in the UK

# Invitation To Tender for the Development of Two Web-based Training Tools

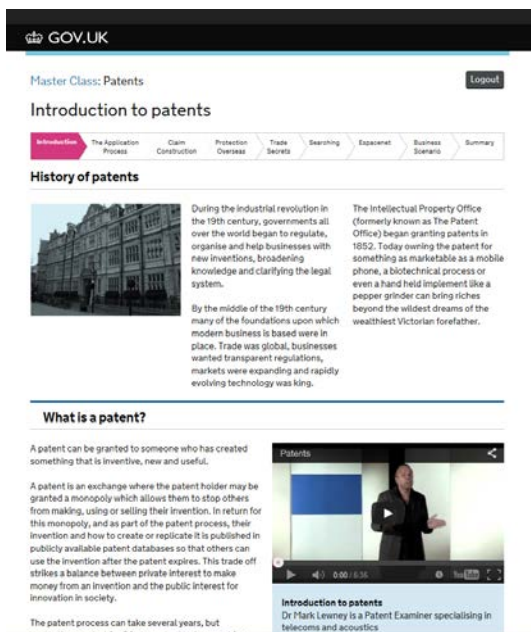
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## 11. ANNEX B – Online IP Master Class

### 11.1



### 11.2



## 12. Annex C – IP Equip

### 12.1. Must haves

As <type of user>	I want <the aim>	So that <the goal>	Acceptance Criteria
the IPO	the new page designs to be deployed by March 2015	we are able to provide improved experiences to users	Tool is live by March 2015
the IPO	I need the page designs to follow the design style of gov.uk	We are ready for integration with gov.uk when our tools are absorbed into theirs	Follow design principles set out by Gov.uk
The product owner	To be able to have x page templates to chose from	I can provide variety to users and also and identify the most enaging pages	There is a library of x page templates to use on IP Equip
The product owner	The page templates to be a mix of interactive (questions, videos etc) and non interactive pages	I can keep users engaged throughout IP Equip	A mix of different template styles is created
The product owner	To be able to edit templates on IP Equip	So that I can respond to user needs	Pages can be edited
The product owner	To be able to add new modules to the tools	I can provide add ons to the tools to enage interest from the target audience	A new module function is avalaible on the Wordpress site
the IPO	to respect third party IP rights	Third party material is not infringed	Successful tenderers and the IPO will ensure there is no infringement of 3rd party rights and all material is accurately referenced
the IPO	a non java script version of the quizzes	so users without java script enabled can make use of all of the tool	non java script version of quizzes embedded in the tool
A user / IPO	want to be able to access the tool from all	it will be accessible to many people/at	Build a responsive website and test on Iphone, Ipad,

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	personal devices	various locations	Android, Windows phone, interactive white boards
A user	A page template that shows a visual flow chart on the processes for each area of IP (information can be provided)	I can clearly see the process I need to go through to get protection	A page design for the process of each area of IP is designed
A user	To be able to access an interactive library at the end of each module	I can go back to the information at a later date	An interactive library is available for users
A user	To be able to click past pages that aren't relevant to me straight away	I don't have to read information that won't benefit me	Time restricters on the pages are changeable and removable
A user	The landing page and module selector on IP Equip to be one page	I don't have to waste time clicking through pages	There is one page
A user	don't want to navigate through pages heavy with text	I can focus on the information that is most relevant to me	Pages must be light on text and interspersed with interactive activities

### 13. Annex D – Online IP Master Class

#### 13.1. Must have

As <type of user>	I want <the aim>	So that <the goal>	Acceptance Criteria
the IPO	The Online IP Master Class content to be transferred to a content managed site by March 2015	we are able to update the content and provide accurate advice to users	Content is transferred by March 2015
the IPO	I need the page designs to follow the design style of gov.uk	We are ready for integration with gov.uk when our tools are absorbed into theirs	Follow design principles set out by Gov.uk
the IPO	a non java script version of the quizzes	so users without java script enabled can make use of all of the tool	non java script version of quizzes embedded in the tool
A user / IPO	want to be able to access the tool from all personal devices	it will be accessible to many people/at various locations	Build a responsive website and test on Iphone, Ipad, Android, Windows phone, interactive white boards
A user	To be able to click past pages that aren't relevant to me straight away	I don't have to read information that won't benefit me	Time restricters on the pages are changeable and removable

#### 13.2. Would like to have

As <type of user>	I want <the aim>	So that <the goal>	Acceptance Criteria
The product owner	A number of page designs to choose from	I can provide variety to users	Page designs are provided