

Protecting New Plant Varieties: the Plant Watch® - COPF® New Plant Incubator™

Services List	
Starters	How Protection of New Varieties Works 1.0
Evaluation	
	Provide list & description of comparison varieties
	Arrange test plot & 1 opinion
	Arrange test at university evaluation plot
	Arrange confidential evaluation by industry/research committee & provide results
	Arrange confidential evaluation with opinion-makers & provide results
	Arrange for variety to be placed in production research project
Promotion	
	Issue & distribute one press release about new variety
	Develop industry ad
	Place ad with 5 trade e-newsletters
	Develop consumer ad
	Place ad with 5 consumer e-newsletters
	Provide samples to garden writers
Marketing	
	Survey industry leaders about variety in pictures
	Survey consumer reaction to variety
	Arrange distribution chain
Protection	
	Provide sample trialling license
	Arrange test site for PBR in Canada
	Arrange US patent application
	Do Canadian PBR application
	Arrange PBR examination
	Arrange PBR Renewal
	Develop grower license
	License growers
	Renew grower licenses