



## M'Care: protecting IPR



“ Not being able to access legal advice can mean losing real opportunities. Before my appointment with qLegal I didn't know what information we should keep quiet about, and how to navigate the business environment.” “



M'Care



Opeoluwa Adetayo CEO & Founder



<https://m.care/>



Nigeria

### My challenges

- Understanding how to protect intellectual property rights
- Understanding confidentiality when working with others and non-disclosure

### eHealth HUB support

**Legal guidance.** “We were advised on what a patent is, the extent to which it is applicable to software patents in certain European countries, the application process and key considerations when making an application. We were provided with advice in relation to other intellectual property rights including, copyright, trade marks and design rights.

We were provided with advice in relation to non-disclosure agreements including its purpose, key terms to incorporate and considerations when operating in several countries.”

### The company

M'Care is about empowering local community health workers by providing an on time decision support system via SMS. M'Care also improves diagnostics and treatment outcomes for patients in rural areas.



# eHealth HUB *Stories*

## Learning points ●

*“When we were trying to raise funds, we almost released information about our technologies to all the people we were meeting in order to convince them to invest in us. Attending a qLegal webinar and then teleconference advice session certainly helped us realise we should not. If you want to patent the software, you need to make sure it hasn’t been publically released. It was important for the sustainability of the business to get a patent first.”*

**Opeoluwa Adetayo**, CEO of M’Care

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## eHealth HUB services



### Legal Support

eHealth Hub Legal Network offers good quality, affordable legal advice for eHealth SMEs as well as free workshops detailing current legal issues of eHealth SMEs interest.



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[www.ehealth-hub.eu](http://www.ehealth-hub.eu)



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