



## ASX MEDIA RELEASE

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### Uscom China IP Granted

#### Uscom China receives notice of IP grants and publications

**SYDNEY, Australia, Monday 19<sup>th</sup> November 2018:** Uscom Limited (ASX code: UCM) (the **Company** or **Uscom**) announced the granting of four new copyrights and the publication of four trademarks related to the Uscom USCOM 1A, BP+ and SpiroSonic products. The copyrights were issued by the National Copyright Administration of the People's Republic of China, while the trademarks were published by the Trademark Office for the State Administration of Industry and Commerce of the People's Republic of China.

Copyright protection for Uscom, BP+ and SpiroSonic has already been granted, while the trademarks are expected to be granted 12 months following publication on 26th September 2018. The trademarks are currently in effect but can be challenged over the next 10 months. The Trademarks are granted in perpetuity, while the copyrights remain active as long as an annuity is paid.

The applications were generated out of the newly registered Uscom China office in Beijing and will provide on-going commercial protection of the Uscom products in China as new devices are approved and the markets expanded. Supporting patents are also in review and will provide a secondary intellectual property (IP) strategy for protecting the opportunities of market development in China.

Uscom CEO Associate Professor Rob Phillips said: *"After ten years in China these are the first successful applications for Chinese IP for Uscom. The submissions were driven by our new Beijing based Uscom China team who are familiar with the processes and pathways of Chinese IP law, and regulatory pathways and speak the local language, thus accelerating and simplifying our IP and regulatory applications. The Chinese Government is increasingly implementing a system of IP protection that aligns with international systems, and encourages investment in science and innovation by granting novel IP protection. For Uscom IP is our asset, and protection of our anticipated revenue in the market place is vital, particularly in China, the largest and fastest growing medical device market in the world. Our seven new BP+ and SpiroSonic products are currently in final stages of regulatory review with the National Medical Products Authority (NMPA – ex CFDA) and are covered by these grants. The USCOM 1A is already approved for sale in China, with Chinese sales responsible for more than 60% of Uscom's total annual revenue. Uscom China was established to facilitate efficient and profitable delivery of our new products to market by directly engaging with the Chinese market and bureaucracy. The impending NMPA approval of our seven Uscom products is expected to significantly grow the Uscom China revenue, and this IP granting will protect that revenue and is another foundation step in our continuing China strategy."*

#### China Health market:

- ~1.4B population
- ~3.2M doctors
- ~1.6M registered nurses
- ~30,000 hospitals (17,000 public, 12,000 private)
- ~1,000,000 primary healthcare facilities
- ~14,000 specialised public health facilities



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### About Uscom

**Uscom Limited (UCM)** is an ASX listed innovative medical technology company specialising in development and marketing of premium non-invasive cardiovascular and pulmonary medical devices. Uscom has a mission to demonstrate leadership in science and create noninvasive devices that assist clinicians improve clinical outcomes. Uscom has three practice leading suites of devices in the field of cardiac, vascular and pulmonary monitoring; the USCOM 1A advanced haemodynamic monitor, Uscom BP+ central blood pressure monitor, and the Uscom SpiroSonic digital ultrasonic spirometers. Uscom devices are premium resolution, noninvasive devices which deploy innovative and practice leading technologies approved or submitted for FDA, CE, CFDA and TGA regulatory approval and marketing into global distribution networks.

**The USCOM 1A** is a simple to use, cost-effective and non-invasive advanced haemodynamic monitor that measures cardiovascular function, detects irregularities and is used to guide treatment. The USCOM 1A device has major applications in Paediatrics, Emergency, Intensive Care Medicine and Anaesthesia, and is the device of choice for management of adult and paediatric sepsis, hypertension, heart failure and for the guidance of fluid, inotropes and vasoactive cardiovascular therapy.

**The Uscom BP+** is a supra-systolic oscillometric central blood pressure monitor which measures blood pressure and blood pressure waveforms at the heart, as well as in the arm, information only previously available using invasive cardiac catheterisation. The Uscom BP+ replaces conventional and more widespread sub-systolic blood pressure monitors, and is the emerging standard of care measurement in hypertension, heart failure and vascular health. The Uscom BP+ provides a highly accurate and repeatable measurement of central and brachial blood pressure and pulse pressure waveforms using a familiar upper arm cuff. The BP+ is simple to use and requires no complex training with applications in hypertension, heart failure, intensive care, general practice and home care. The Uscom BP+ is supported by the proprietary **BP+Reporter**, an innovative stand alone software solution that provides a digital platform to archive patient examinations, trend measure progress over time, analyse pulse pressure waves and generate a summary report.

**Uscom SpiroSonic digital ultrasonic spirometers** are high fidelity, digital, pulmonary function testing devices based on multi path ultrasound technology. They are simple and accurate to use and provide research quality pulmonary function testing in small hand held devices that can be used in research, clinical and home care environments. The devices can be coupled with mobile phone applications and proprietary SpiroSonic software platforms with wireless interfacing to provide remote tele-monitoring of pulmonary disease. The devices are specialised for assessment of COPD, sleep disordered breathing, asthma, industrial lung disease and monitoring of pulmonary therapeutic compliance. The SpiroSonic devices are supported by the proprietary **SpiroReporter**, an innovative stand alone software solution that provides a digital platform to archive patient examinations, trend measure progress over time, analyse spirometry outputs and generate a summary report.

For more information, please visit: [www.uscom.com.au](http://www.uscom.com.au)

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