

## Plant variety rights (PVR)

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### Summary

- PVR is an intellectual property protection system for plant material, similar to copyright on books.
- It allows a plant breeder to obtain a reward for the time, effort and cost of creating a new plant or endophyte cultivar.

### What does PVR mean?

The breeder of the cultivar has fully described it, shown it to be new, uniform, stable and distinguishable from all other cultivars.

The breeder, or the breeder's licensee, is the only one who can legally produce and handle for sale a cultivar for the PVR grant period of 20 years.

The breeder must maintain the cultivar and ensure it is made available to seed users.

PVR encourages investment into plant improvement for the benefit of the agricultural industry.

## Novel endophyte patent

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### Summary

- *AR1* and *AR37* endophyte are protected by a novel endophyte patent in addition to Plant Cultivar Rights (PVR). This gives the owner of the technology (AgResearch) a right to protect its technology.

### What does patent protection mean?

Patent protection differs from PVR in that no allowance is made for anyone reproducing seed containing novel endophytes for their own use.

Testing for novel endophytes is a simple test.

Breaches of patent can lead to prosecution.