



# Ronald Houtman

## Sortimentsadvies



### Plant Variety Rights and Plant Patents

Protection of new plants by means of Plant Variety Rights or Plant Patents

Working for clients from various countries around the world

Experienced in applying for:

- European Plant Variety Rights
- United States Plant Patents
- Canada Plant Variety Rights
- Japan Plant Variety Rights

Contacts in Europe, United States, Canada and Japan for optimal management of applications

**No commercial interest in the trade of cultivars involved**



### Technical Plant Descriptions

Very experienced in writing technical plant descriptions, mandatory for applications of:

- United States Plant Patents
- Japan Plant Variety Rights

Independent and objective support, identification and plant comparison for:

- Infringement of Plant Variety Rights
- Court cases

### Consultancy

Plant consultancy

Dendrology and taxonomy

Plant descriptions for:

- Folders
- Labels

Writing articles for:

- Trade magazines (De Boomwekerij, The Plantsman)
- Consumer magazines (Groei & Bloei)

Books:

- Variegated Trees & Shrubs
- Ongekend
- Van den Berk on Trees



### Catalogues

Compiling and reviewing catalogues in Dutch, English and German

- Plant names according to modern standards
- Descriptions and texts

Complete support during the process, including:

- Initial planning
- Price corrections
- Maintaining contact with the printer

Previously compiled and reviewed catalogues:

- Boot & Dart
- G.C. Stolwijk & Co. B.V.
- Rein & Mark Bulk

Close cooperation with the client during the entire process



### Stock Photography

Plants and Pictures

Over 26.000 plant photos

Usage for:

- Books
- Catalogues
- Websites
- Trade and consumer magazines
- Folders
- Labels

Photography on request specified for client

Plants and Pictures

[www.plantsandpictures.com](http://www.plantsandpictures.com)



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