

Design



Through creativity and focus on the user you can gain competitive benefits by giving your products a design that makes people buy the product.

Questions on design are given more and more attention. Companies that previously believed that they could sell only by referring to the technique in their products, are today well aware that design is equally important. Today the combination of a strong brand, well balanced design and high technology is a winning concept.

Many design questions

When discussing design protection questions are raised as:

- *Can I make my design publicly available before applying for a design protection?*
- *Can only a part of a product be protected?*
- *Are computer programs protected by design?*
- *Does a product need to remain visible during use in order to be protected by design?*
- *What is an unregistered design?*
- *What right does a design protection confer on its holder?*

Design protection

We have long experience in assisting our clients with advices on how to protect and register their design. It is often uncertain and expensive to only

rely on copyright protection, protection for unregistered design within the EU or a protection against copies with the framework of unfair competition. A registration of design means many advantages when you are to prove your rights and to act against those who copy the design. The appearance of a product, or the ornamentation, i.e. the decoration of a product can be protected as a design.

Searches

We perform searches whether a design can be registered or if the design of other part is infringing your rights.

Maintenance

A registered design must be renewed within certain time frames, within the EU for a maximum period of 25 years. We have systems to watch and maintain the registrations.

Infringements actions

If someone imitates your design it could constitute an infringement. Our lawyers may assist you with counselling and assistance, also before the courts.

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