



Research, Protection and Enforcement of Designs

Are registered designs the new patents?

The shape and color design of products are key success factors for competition in many industries. This applies equally to consumer and industrial goods. Technology and functionality are not always the focus of demand; what ultimately counts are aesthetics, form and individuality.

Design not only creates the difference that decides purchases, it also generates and strengthens brands. The continuous increase in international applications for design protection rights, especially in China, is an impressive evidence of the increasing importance of product design in global competition.



German and European companies, who

- observe the current competition,
- do not want to infringe foreign IP rights or
- want to successfully protect their own shape and color designs abroad,

are delegating complex similarity searches, international design applications and the legal prosecution of intellectual property rights infringements to competent and reliable service partners.

OUR SERVICES

International Design Research

- International research for new designs from competitors and companies outside the industry
- Analysis of the design application behavior of competitors
- Identification of design trends

Prior Art Search

- Access and use of professional databases
- International investigation of novelty-damaging prior publications and prior use of designs
- International research of design-relevant novelty-damaging image and/or 3D trademark rights, copyrights, rights to one's own image, rights to trade name and trade dress
- Complex similarity analyses in the competitive environment
- Precise documentation of the research results

International Registration of Designs

- Clarification of formal requirements for design registrations abroad
- Implementation of applications by experienced national attorneys
- Identification of trends among design registrations

Legal prosecution and Enforcement*

- Raids and Inspections
- Design nullity suits
- Administrative, civil and criminal proceedings
- Public relations and lobbying for design protection

FAST FACTS

Adjustments in 2021

From June 1, 2021, an amendment to the Patent Law will come into effect, after which the term for the protection of Chinese designs will be elevated to 15 years.

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