

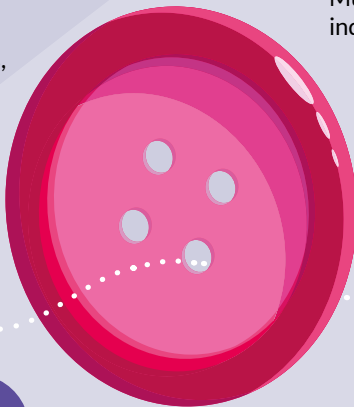


Designs

Designs protect the appearance of a product, how it looks and feels. This includes its shape, pattern, colour, texture or ornamentation. It can relate to a whole product or to just a part of it (e.g. buttons for a shirt or headlights for a car).

Products

Designs can apply to a wide range of products, such as fashion, crafts, jewellery, toys and furniture.



Designs

Must have individual character.



Protection

Design protection only covers the look of a product, not how it works (that's a patent!).



Why Protect a Design?

- Valuable business asset
- Prevents unauthorised usage
- Protects against counterfeiting
- Legal certainty over ownership
- Lasts for up to 25 years

Famous Designs

- Coca-Cola bottle
- Volkswagen Beetle
- Orla Kiely's stem pattern
- Bic pen
- Dyson vacuum cleaner

