

# Interacting with Devices in the Digital Era: Protecting the IP from the EUIPO perspective

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## INTRODUCTION INTO DESIGN LAW

- **RATIONALE OF EU DESIGN REGIME**

- Promotion of excellence in the EU design field

- Encouraging innovation and development of new products and the investment in their production

- **BASIC PRINCIPLES**

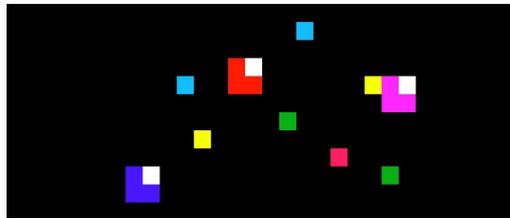
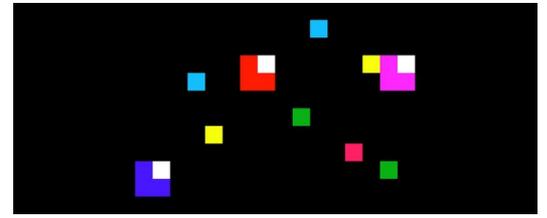
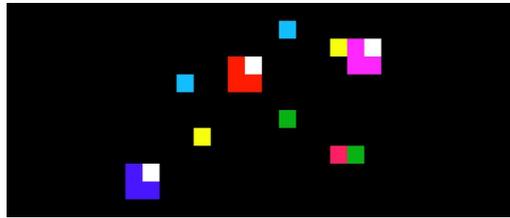
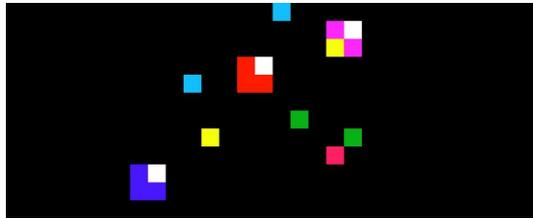
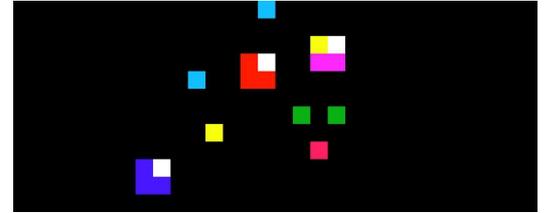
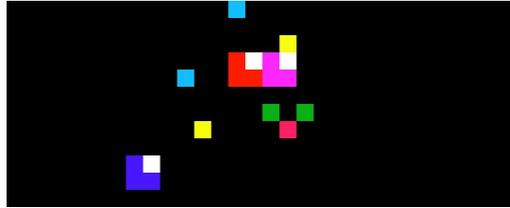
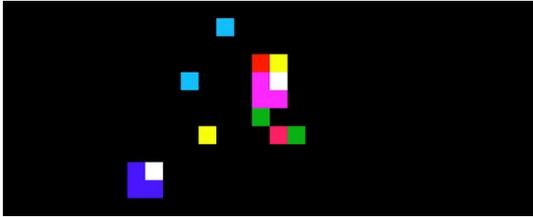
- Accessible design-protection system adapted to the needs of all industry sectors in the internal market, including those of SMEs and individual designers

- Minimum cost and difficulty to obtain a registered EU design

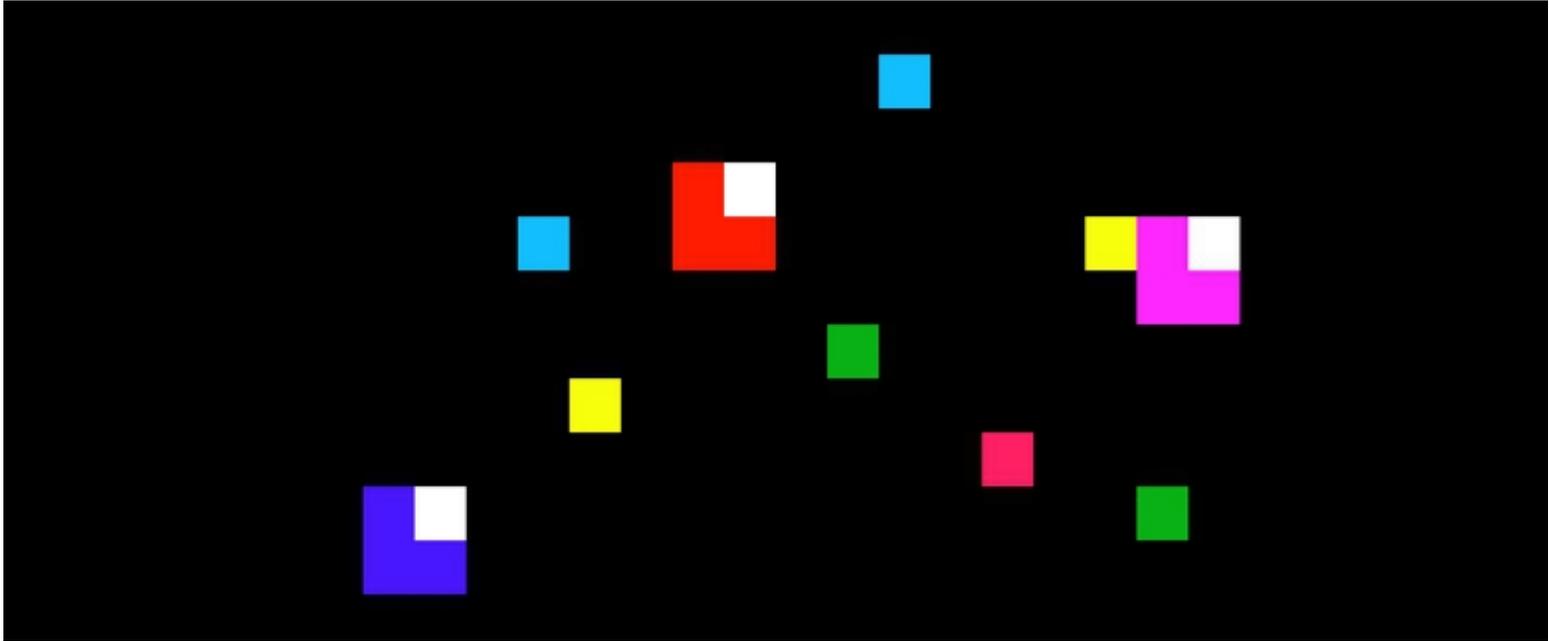
## INTRODUCTION INTO DESIGN LAW

- **STATUTORY DEFINITIONS**
  - Design: visual appearance of a product (whole or in part) resulting from its features (e.g. shape, lines or colour)
  - Product: any industrial or handicraft item
- **Still fit for purpose in the digital era ?**

## ANIMATION



## ANIMATION



## INTRODUCTION INTO DESIGN LAW

- **NOVELTY / INDIVIDUAL CHARACTER**
  - Prior art
  - No aesthetic merit test
- **ACCUMULATION OF IP RIGHTS**
  - Vis-à-vis copyright
  - Vis-à-vis patents
- **TECHNICAL FUNCTION EXCLUSION FOR DESIGNS**
  - No exclusion for “good” design merging form and function
  - Aesthetic consideration test



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Thank you

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