

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

Stephan Hanne, International Cooperation and Legal Affairs Department
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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

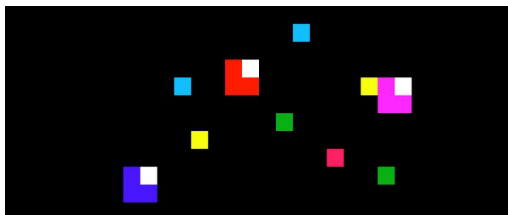
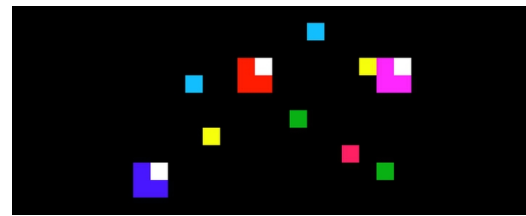
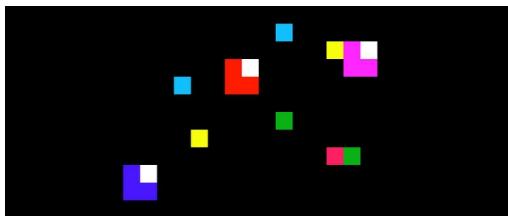
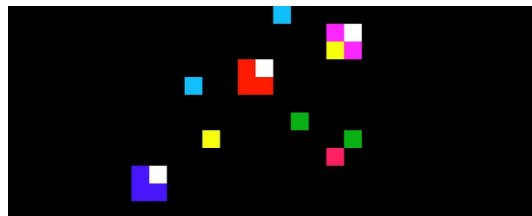
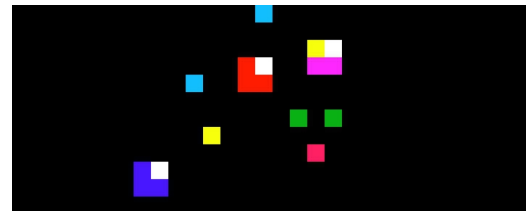
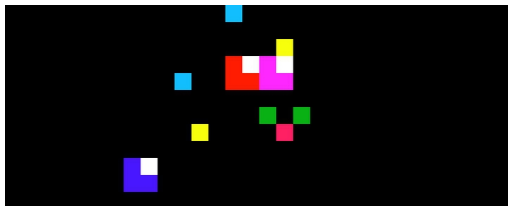
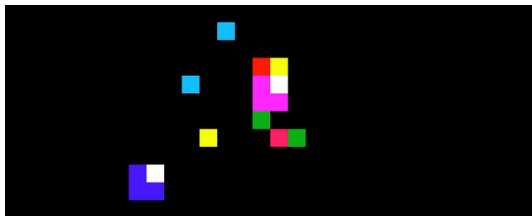
- **BASIC PRINCIPLES**

- 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

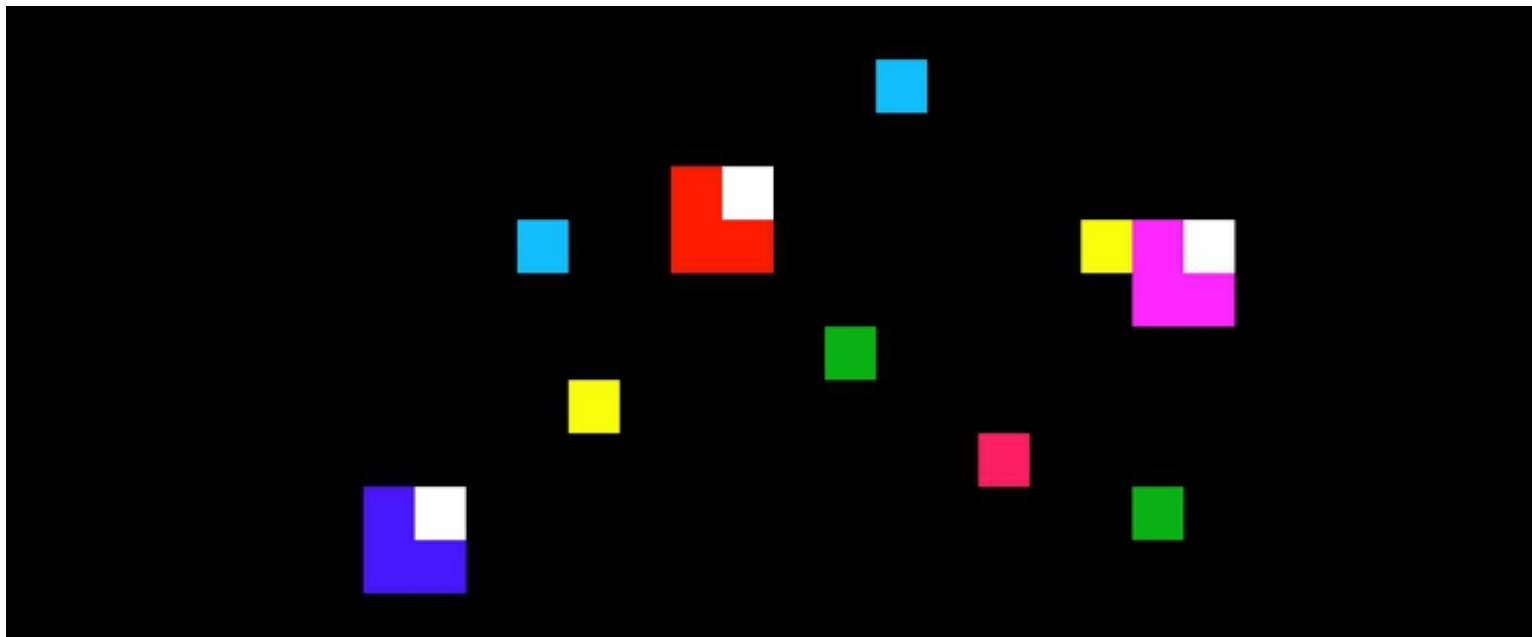
INTRODUCTION INTO DESIGN LAW

- **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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| Presentation | | |
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| Approved by owner | - | |
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| Contributors | - | |
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| Revision history | | | |
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| Version | Date | Author | Description |
| 0.1 | DD/MM/YYYY | | |
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