



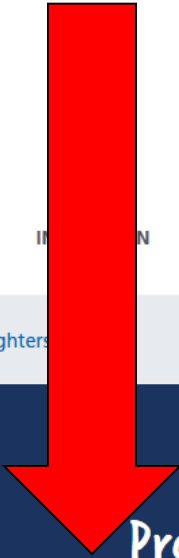
# Sub-Regional Meeting on Industrial Designs

The Importance of Industrial Designs  
– Innovating through Designs

**Beirut**  
**6 December**  
**2018**

Marina Foschi, Legal Officer, WIPO

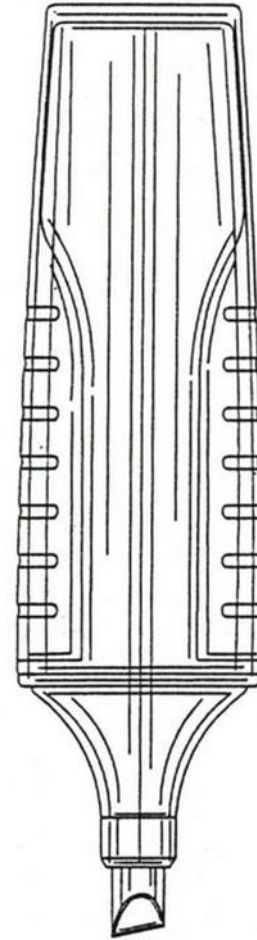
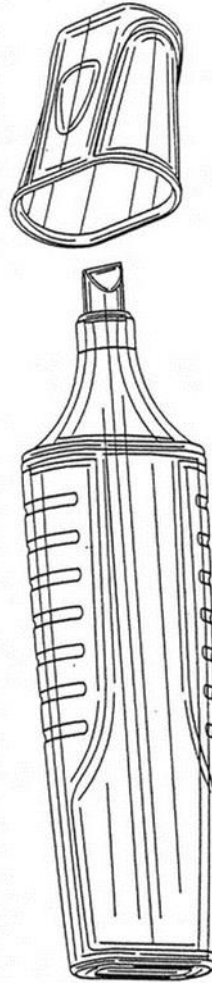
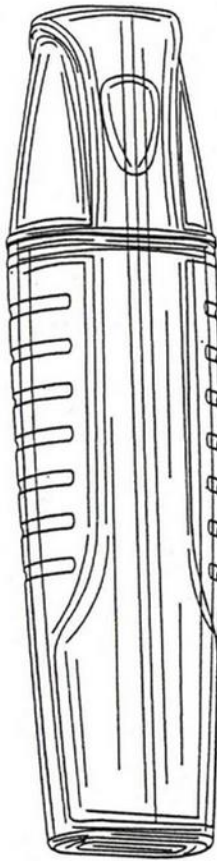




## Product features:

- An incomparable design classic – since 1971
- STABILO Anti-Dry-Out technology: 4 hours dry-out protection for concentrated work
- The only highlighter available in 9 attractive fluorescent colors
- 2 line widths 2 + 5 mm - ideal for highlighting texts of various sizes as well as for drawing lines of different thicknesses
- Refillable
- Water-based ink
- Low-cost and easy to refill
- Strong build quality means the tip will last for a very long time



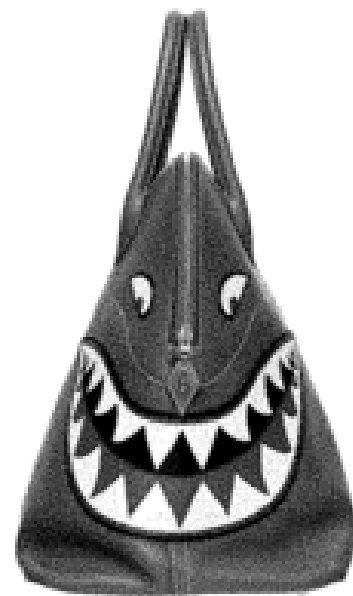


■ **Design is everywhere**

2.1





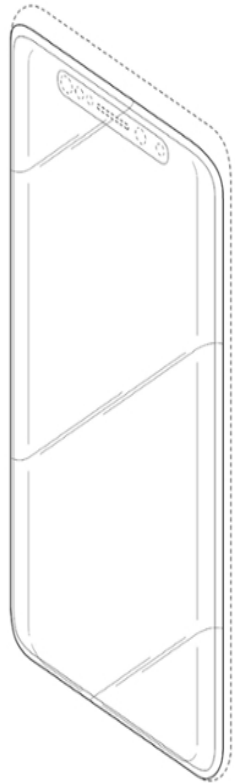






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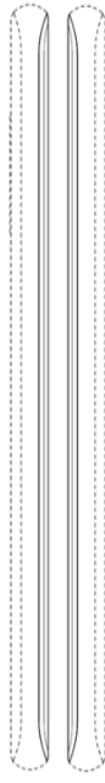
1.1) Perspective



1.2) Front



1.3) Back



1.4) Left 1.5) Right



1.6) Top

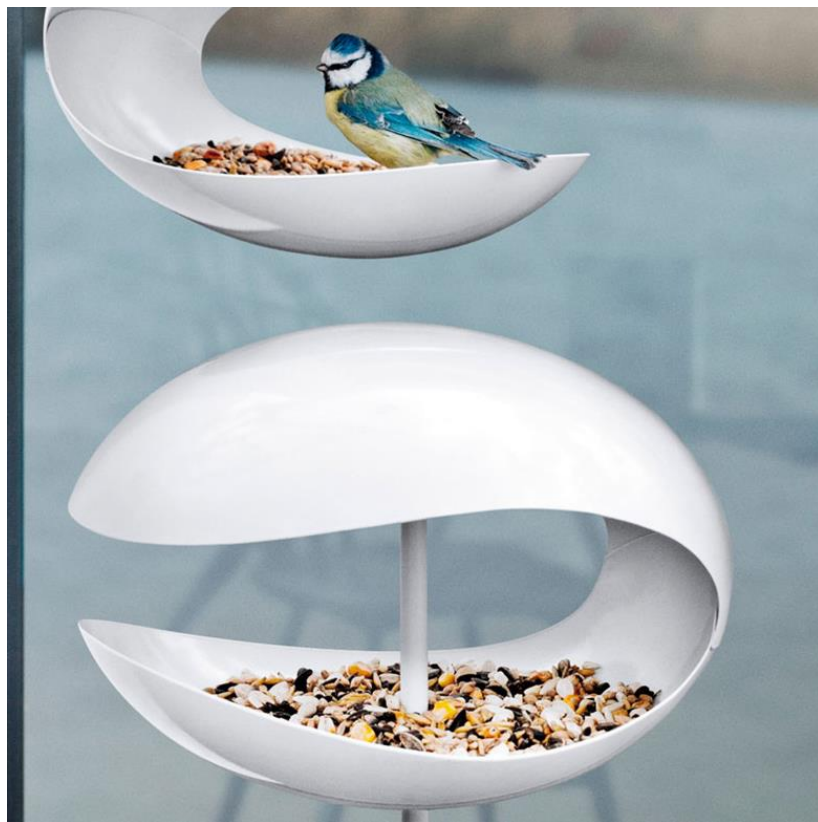
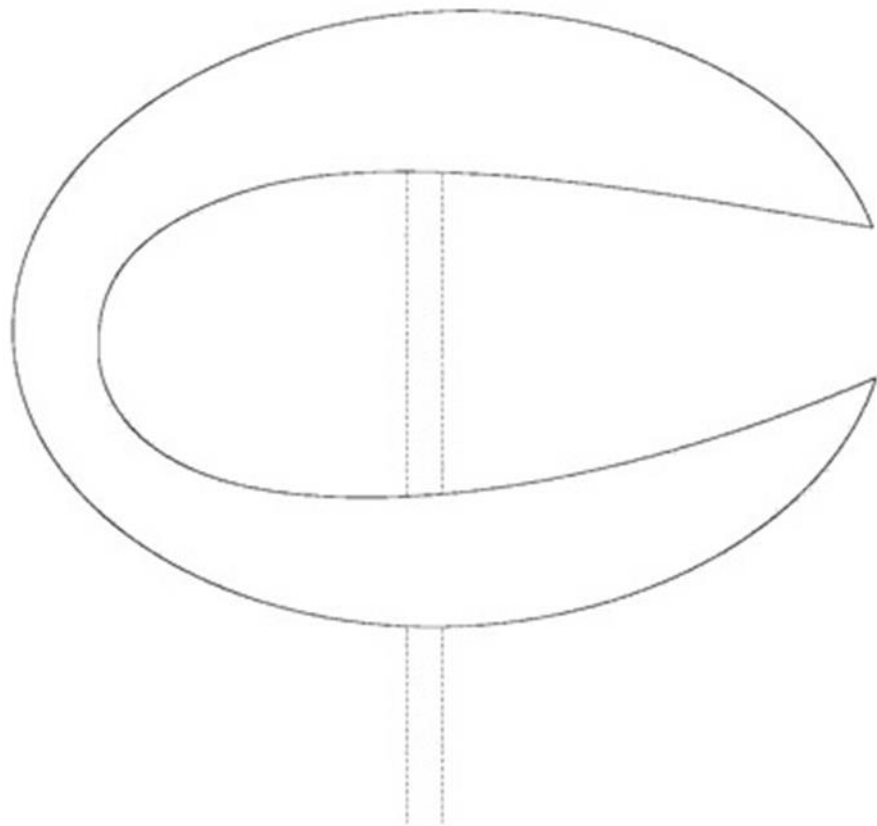


1.7) Bottom



1.8) Perspective

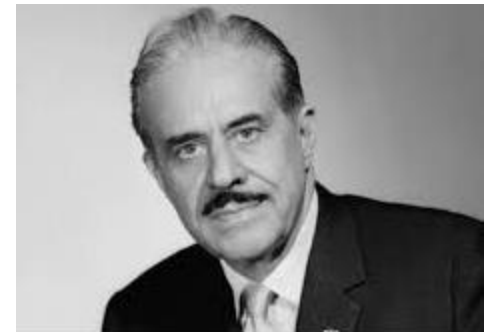
1.1



## ■ Design drives consumer's choice

- «*Between two products equal in price, function and quality, the **better looking** will out sell the other*»

Raymond Loewy



**WIPO**  
WORLD  
INTELLECTUAL PROPERTY  
ORGANIZATION