

Arab Sub-Regional Meeting on Industrial Designs

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Protecting Industrial Designs: Selected Case Studies

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Topics

- Importance of Industrial Designs for Companies
- Vehicles for protection
- What Designers should do?
- Case Studies



Importance of Industrial Designs

Why Industrial Designs are important for Companies?



- Essential aesthetic feature for any product
- May contribute in the success or failure of any product/brand
- Should be in the DNA of any Company willing to attract consumers and fill their needs

Industrial Designs everywhere!!



Vehicles for Protection

Registered Industrial Design



- Registered for 25 years renewable for another 25 years (Lebanon).
- Territorial Registration (No protection in other countries unless registered)
- Should not be used in commerce before applying for registration

Registration as trademark/ 3D Trademark

- Registered for 15 years renewable for similar periods (Perpetual Protection)
- It can be registered as Trademark after use in commerce



Copyright Protection

- No need for any registration Formalities
- Protection for 50 years after the death of the author
- Proof of ownership
- Protection based on Berne Convention in all country members



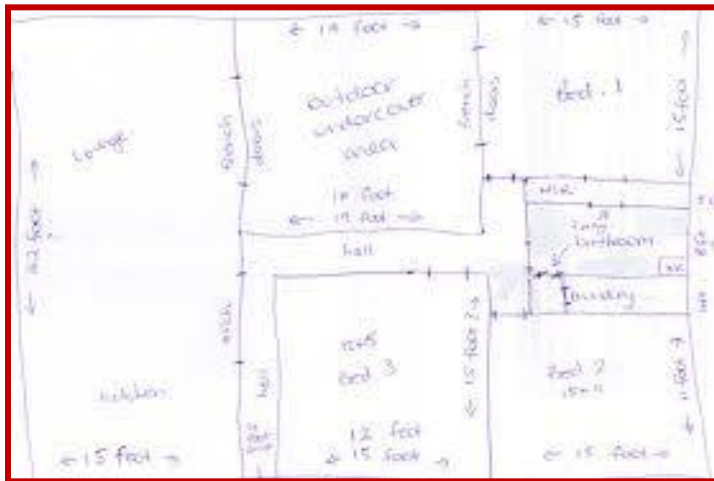
What Designers should do?

What should designers **DO**?



Build your Rights on Right Grounds:

- From creation to execution
- Don't underestimate the power of an idea
- Prove your Creativity



What should designers **DO**?

Seek originality and distinctiveness



What should designers **DO**?

Create an Identity



**SPORT PERFORMANCE
MEETS ENGINEERED LUXURY**

Porsche Design and adidas – two great brands dedicated to merge timeless design and sports functionality in an extraordinary product experience. Take part in this completely new exclusivity in sports. Demand the ultimate and find out how far this sports collection can take you.

What should designers DO?

Create a story behind your Design



LOUIS VUITTON


LV NOW WORLD OF LOUIS VUITTON WOMEN MEN STORES

LEGENDARY HISTORY HOW IT ALL BEGAN ASNIÈRES : A LEGENDARY WORKSHOP AN UNPICKABLE LOCK 100TH ANNIVERSARY

residence—but it is still where products are created today. While the family name has been preserved and is part of a private museum, 170 craftsmen work in the Asnières workshop, designing and creating leather goods and special orders for clients around the world.

AN UNPICKABLE LOCK


In 1886, Georges Vuitton revolutionized luggage locks with an ingenious closing system that turned travel trunks into real treasure chests.



THE TUMBLER LOCK

In the 1900s, travelers carried all their essentials inside wardrobes and flat trunks—which, unfortunately, often attracted burglars. Master trunk maker, Louis Vuitton sought to help his clients protect the goods inside their travel pieces.

In 1886, father and son, Georges, adopted a single lock system with two spring buckles. After several years of development, George patented this revolutionary system and it was so effective, he challenged Harry Houdini, the great American escape artist, in a public newspaper to escape from a Vuitton box and lock. Houdini didn't rise to the challenge, but the lock's effectiveness is indisputable. It is still used today.



What should designers **DO**?



**Enforce your
IP Rights**



Case Studies

Adidas vs. Skechers

ADIDAS Stan Smith vs. SKECHERS Onyx Shoes



JPG vs. KKW Body

Is Kim Kardashian Body bottle perfume infringing upon Jean-Paul Gaultier Iconic Perfume bottle?!



***“Creativity is Contagious.
Pass it on”***
Albert Einstein

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THANK YOU!