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
What should designers DO?

Create a story behind your Design

AN UNPICKABLE LOCK

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

THE TUMBLER LOCK

In the 1900s, travelers carried all their assets inside wardrobes and trunks-with unfortunate, often stolen consequences. To help his clients protect the goods inside their travel cases, he designed the tumbler lock.

In 1886, father and son, Georges, adopted a single lock system with two spring buckles. After several years of development, George patented the revolutionary system and it was so effective, the challenged Harry Houdini, the great American escape artist. In a public newspaper, he escaped 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
www.saderlaw.com

THANK YOU!