NGI

AN INTRODUCTION TO INTELLECTUAL PROPERTY

Onur EMUL
Intellectual Property Institute Luxembourg (IPIL),
NGI TETRA

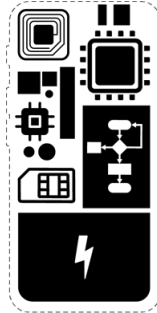NGI TETRA | IPIL INTELLECTUAL PROPERTY INSTITUTE LUXEMBOURG

IP is all around...

One product – many IP rights

Patents

- Data-processing methods
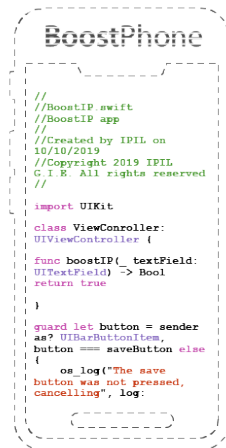 - Operating system
  - Operation of user interface
  - Touch screen

Trade marks

- Brand name
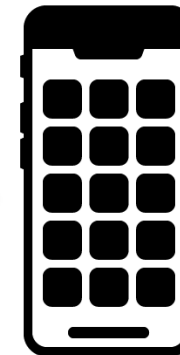- Mobile jingles
- Application brands

Copyright

- Software
- User manuals
- Ringtones
- Images

Trade secrets

- Some technical know-how kept "in-house" and not published

Designs

- Form of overall phone
- Arrangement and shape of buttons
- Position/shape of screen

BoostPhone

```
//
//BoostIP.swift
//BoostIP app
//
//Created by IPIL on
10/10/2019
//Copyright 2019 IPIL
G.I.E. All rights reserved
//

import UIKit

class ViewConroller:
UIViewController {

func boostIP(_ textField:
UITextField) -> Bool
return true
}

guard let button = sender
as? UIBarButtonItem,
button === saveButton else
{
    os_log("The save
button was not pressed,
cancelling", log:
```

Protects signs which **identify** goods and services of a particular **source** and **differentiates** them from the others.
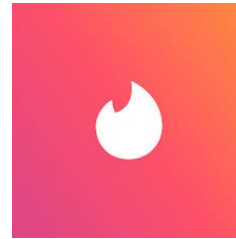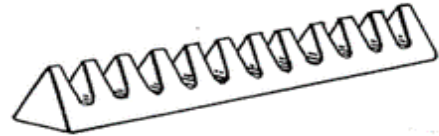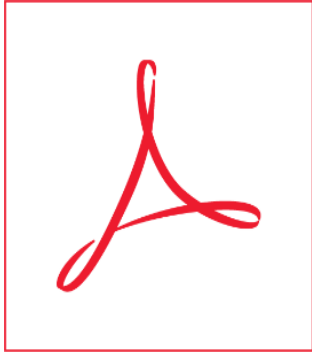

✓ **First to file!**
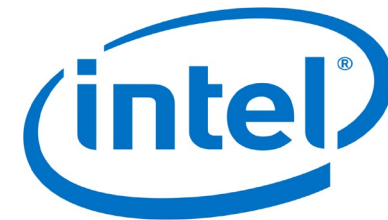

✓ **A classification system: Nice Classes**

The "Adobe logo" is a registered trade mark owned by Adobe Inc.

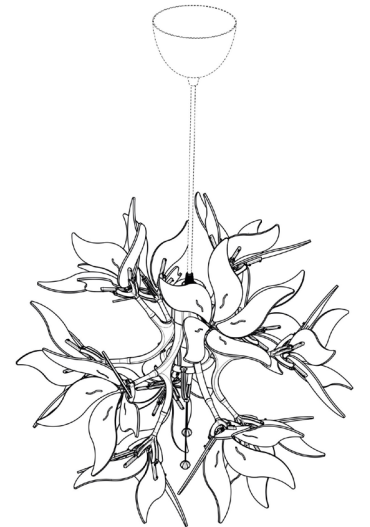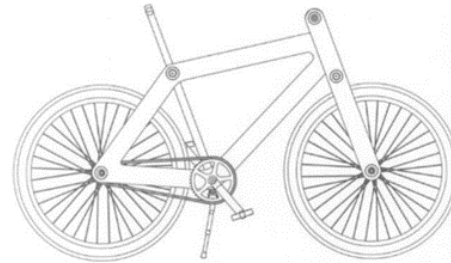The "Bluetooth" word mark and its logo are registered trade marks of Bluetooth SIG, Inc.

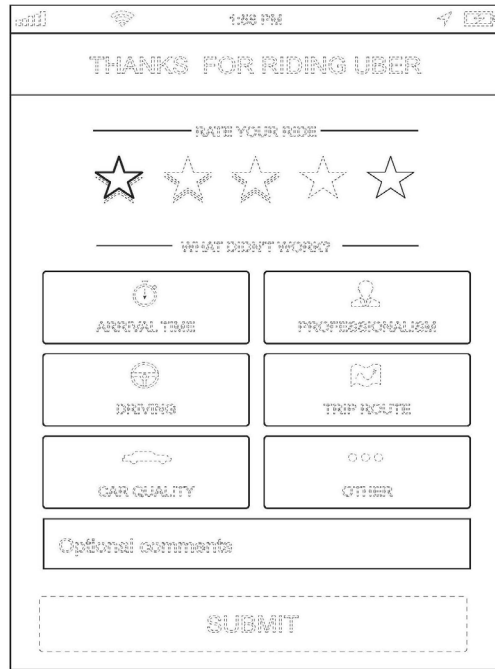The slogan of the Cisco Systems *Empowering the Internet Generation"* is a registered trade mark.

Registered trade mark of Intel Corp.

Protects **the appearance** of products – not the product itself.

✓ **Novel** in design

✓ Having an **original / individual character**

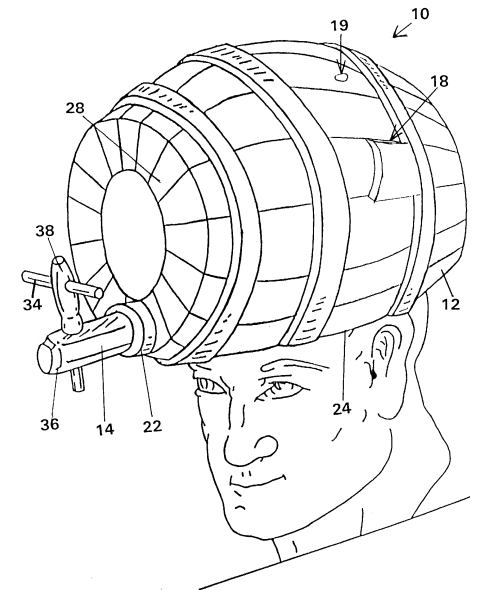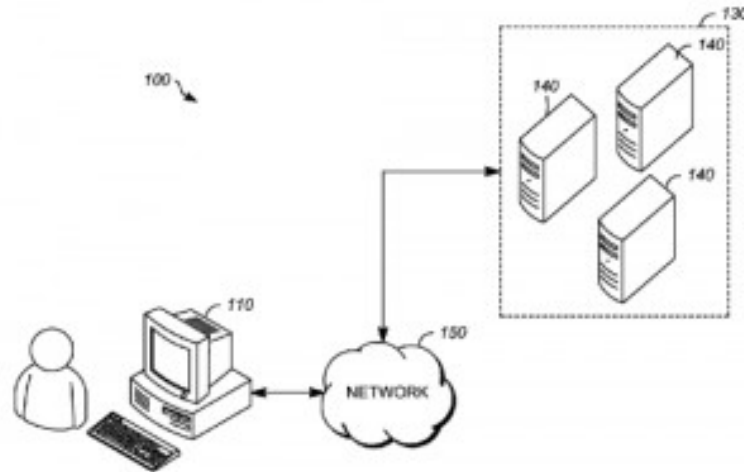Uber's user interface for driver rating is a registered design

Graphic interface of a game: registered design by Euro Games Technology Ltd.

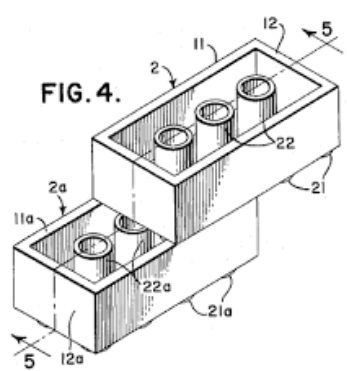Waldo's hat is a registered design owned by DreamWorks Distribution Ltd.
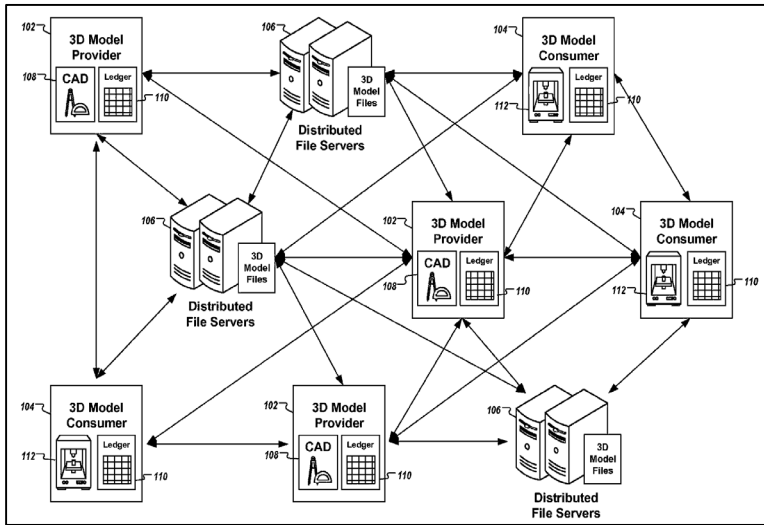

Facebook's registered design for an icon/emoji

Protects **technical inventions / technical solutions to a problem.**
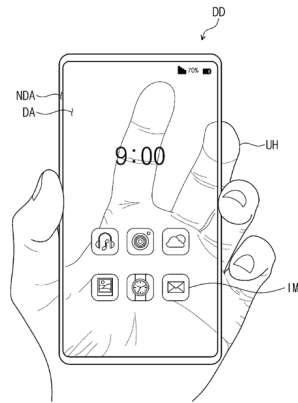
✓ **Novel** (new all over the world)   ➡️ **Patent search?**

✓ **Inventive step** (non-obviousness)

✓ Industrial applicability

EP3560137B1 Improved blockchain-based method for registration and verification of a file

EP1216441B1 Graphical programming system with distributed block diagram execution and user interface display

EP0630497B1 Method and computer system for increasing the functionality of a computer program
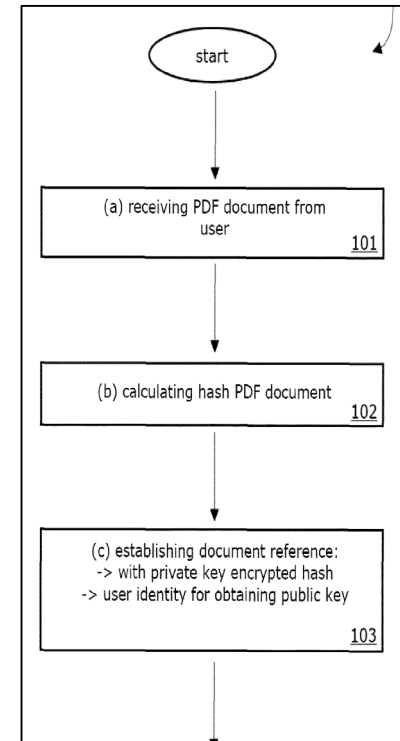
EP3226165B1 Secure 3D model sharing using distributed ledger

Territoriality in IPRs

IPRs are territorial !

Trade marks, designs, patents are protected <u>only</u> in the countries/regions in which you applied for protection.

✓ Individual protection

✓ Regional protection (TM: EUTM, Designs: RCD, Patents: EP)

✓ International application (TM: Madrid Protocol, Designs: Hague Agreement, Patents: PCT)

COSTS ?

NGI TETRA

TRADEMARKS:

Heavily depends on the selected route, number of classes, and attorney costs, if any.

EUTM (in EU27):

In one class: 850 €

For the 2nd class: +50 €

Each additional as of the 3rd: +150 €

10 YEARS RENEWABLE

DESIGNS:

Heavily depends on the selected route, number of designs, and attorney costs, if any.

Community Design (in EU27):

For one design: 350 €

Each additional design up to 10th: +175 €

Each additional design after 11th: +80 €

5 + 4x5 YEARS

PATENTS:

Heavily depends on the selected route, translation and attorney costs.

European Patent (EP):

(for <36 pages* and <16 claims*)

- Filing
- Search report
- Designation fee
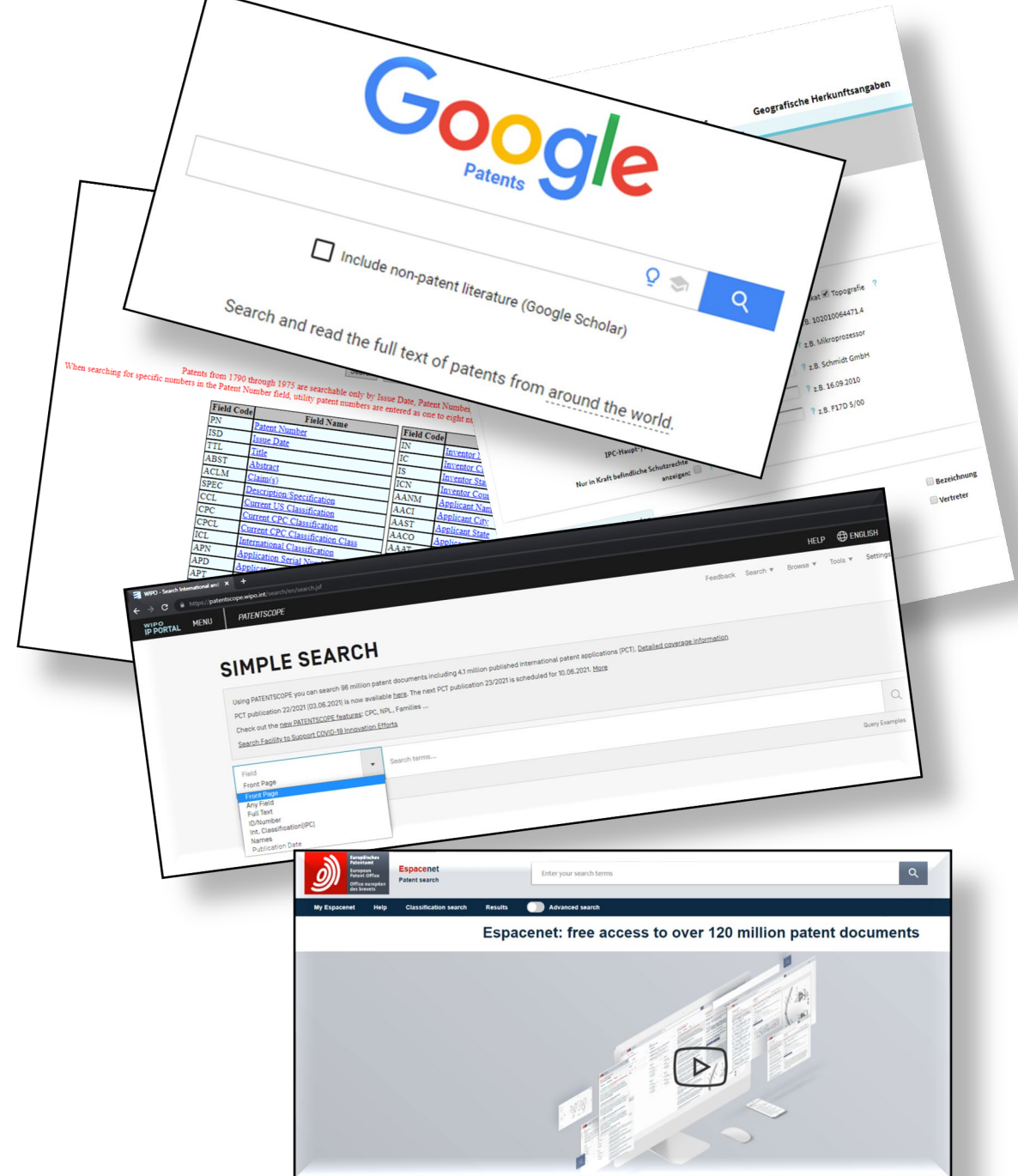- Examination fee
- Grant

Total: ~5000 € + translation costs

+ Renewal fees

+ Attorney fees

**20 YEARS
NOT
RENEWABLE**

IP SEARCHES !

NGI TETRA

- ✓ Novelty Search / any prior filers?

- ✓ Avoid infringing third party rights (FTO)

- ✓ Follow up the latest technology and trends

- ✓ Utilise as an idea catalyzer

- ✓ Watching validity of IPRs

- ✓ Networking / identifying partners

- ✓ Monitor competitors and clients

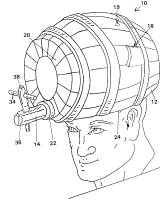- ✓ Check if someone is infringing your rights (opposition)

Useful tools

Patents:

https://www.epo.org/

https://www.wipo.int/patents/en/

EPO Espacenet: https://worldwide.espacenet.com

WIPO PatentScope: https://patentscope.wipo.int/search/en/search.jsf

Google Patents: https://patents.google.com

Trade marks:

https://euipo.europa.eu/ohimportal/en/trade-marks

https://www.wipo.int/trademarks/en/

EUIPO eSearchPlus: https://euipo.europa.eu/eSearch

EUIPO TMview: www.tmdn.org/tmview/

WIPO Global Brand Database: www.wipo.int/branddb/en

Designs:

https://euipo.europa.eu/ohimportal/en/designs

https://www.wipo.int/designs/en/

EUIPO eSearchPlus: https://euipo.europa.eu/eSearch

EUIPO Designview: www.tmdn.org/tmdsview-web/

WIPO Global Design Database: www.wipo.int/designdb/en/index.jsp

---

Copyright:

https://www.wipo.int/copyright/en/

Free IP support:

https://iprhelpdesk.eu/

European IP Helpdesk

THANKS !

© IPIL