



INDUSTRIAL DESIGNS: “Traditional” and Digital

Monika Tomczynska
22 April 2025

Industrial Design



protects the **appearance** of the whole or a part **of a product** which is new and has 'individual character'

Industrial Design

NOVELTY + INDIVIDUAL CHARACTER

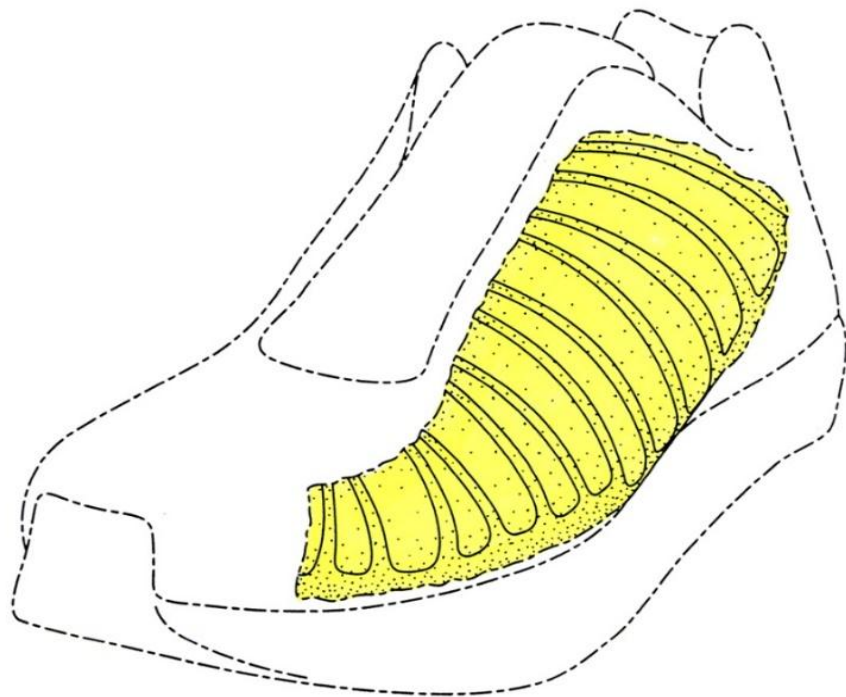


Examples

RCD No 009150899-0021

Any product





Part of a product

RCD No 000016290-0009

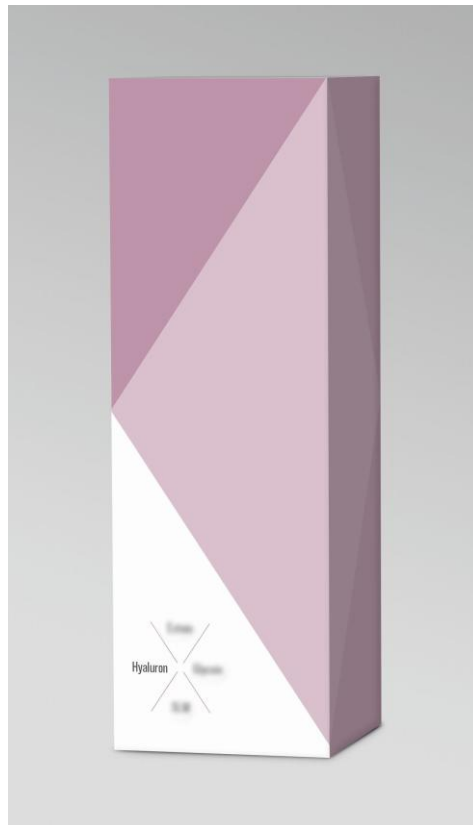


(Modular) furniture

RCD No 008980429-0001



Packaging for products



Arrangement of a space

RCD No 2213793-0001



Typeface

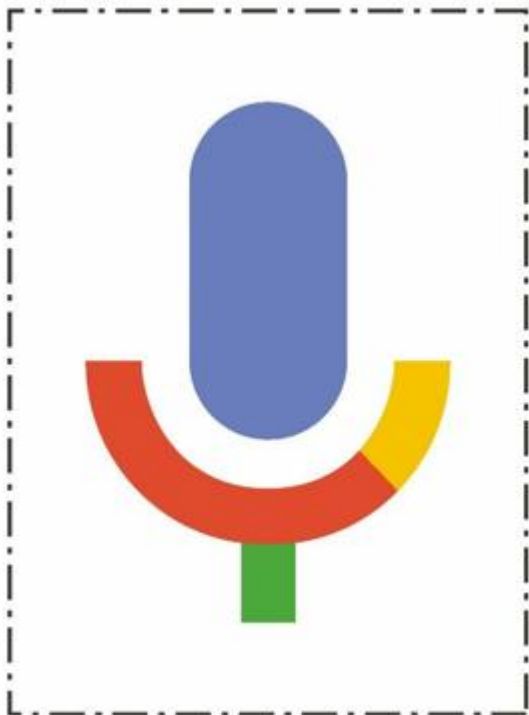
[illegible]

Big fjords vex quick waltz nymph. Quirky spud boys can jam after zapping five worthy Polysixes. Zelda might fix the job growth plans very quickly on Monday. A quick movement of the enemy will jeopardize six gunboats. Bobby Klun awarded Jayme sixth place for her very high quiz. Jim quickly realized that the beautiful gowns are expensive.



Ornamentation

RCD No 84223-0002

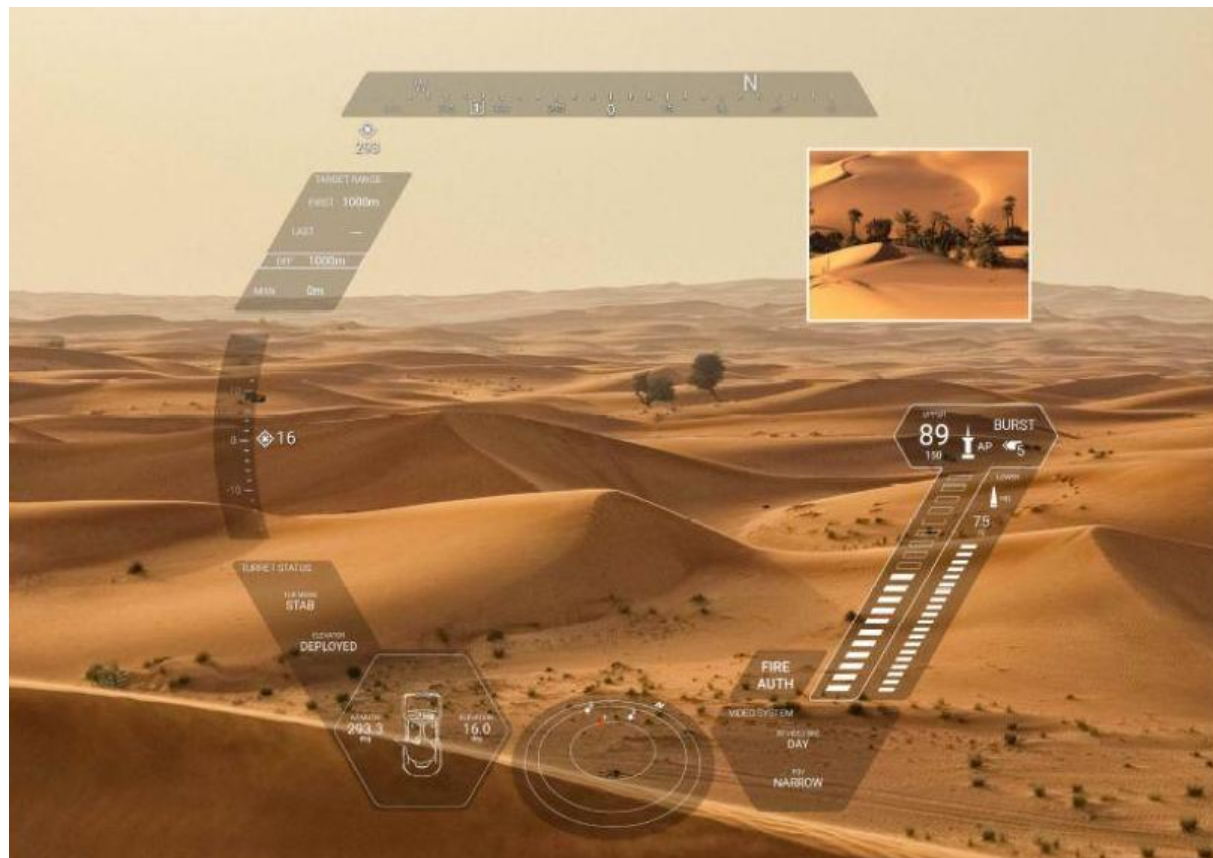


Computer icons

RCD No 3001494-0002

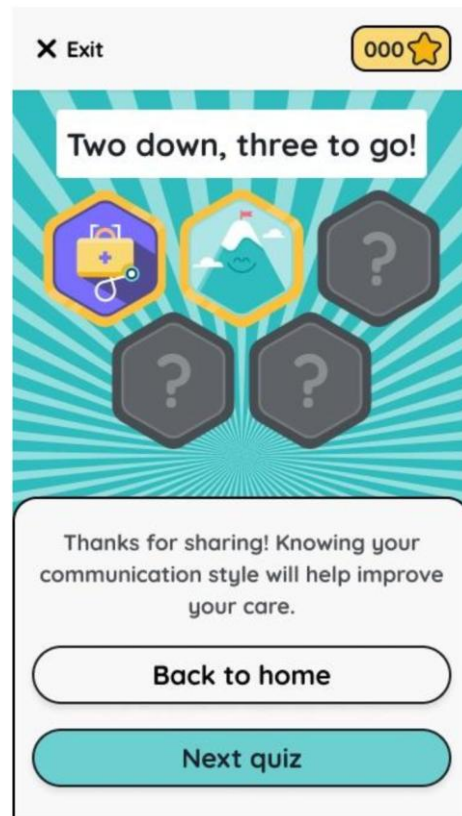
Animated graphical interfaces

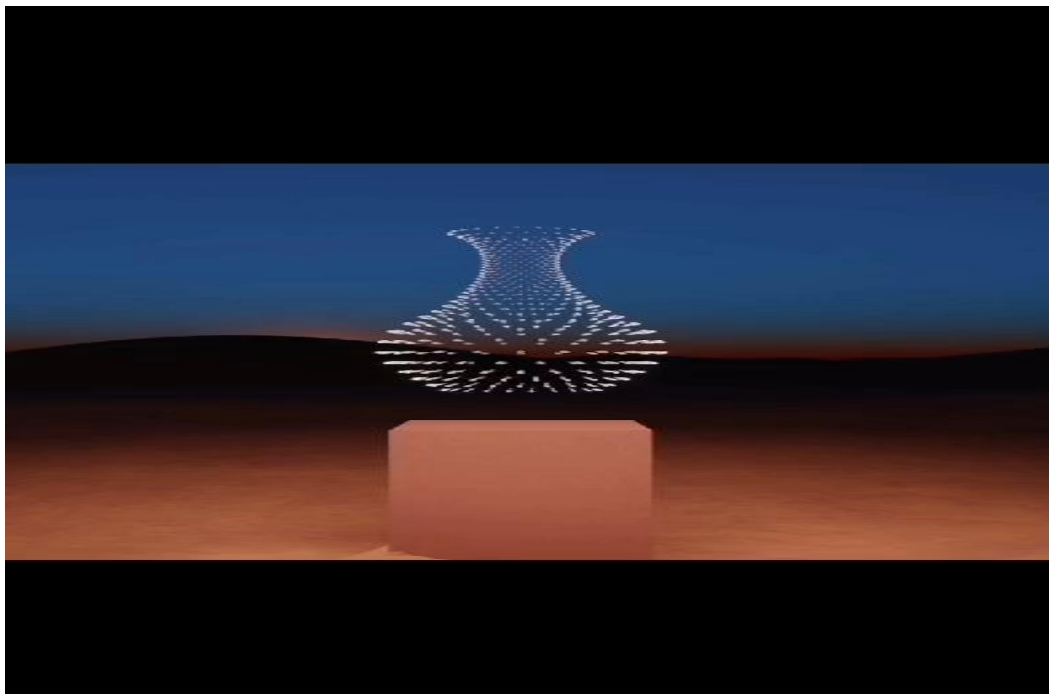
RCD No 015068739-0003



Graphical user interfaces

RCD No 015096320-0003





Living Vase by Hunn Wai
and Francesca
Lanzavecchia as
presented for Vogue
Singapore



Virtual Designs



Virtual Spaces

RCD No 015006467-0001



No physical and neither virtual

Protecting designs

+ INVESTMENT

PROMOTE INNOVATION & CREATIVITY

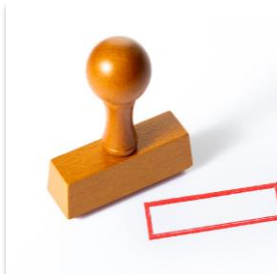


WHY PROTECT IT?



Importance of Design Protection

Protecting industrial designs is crucial for encouraging **creativity** and **innovation** in the industry.



Registration Process

Registering designs with authorities grants designers **exclusive rights** and **legal backing**.



Preventing Unauthorized Use

Protection laws prevent others from unauthorized use or reproduction of registered designs.

HOW TO PROTECT IT?



VARIOUS OPTIONS

BUSINESS STRATEGY

- NATIONAL
- REGIONAL
- **EUROPEAN UNION**
- INTERNATIONAL

Registered Design

REGISTRATION

max 25 YEARS

Unregistered Design

DISCLOSURE

max 3 YEARS

Registered Design:



USE

MAKE

**OFFER / PUT ON THE
MARKET**

IMPORT/EXPORT/STOCK

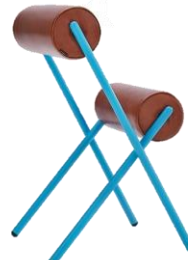
PREVENT OTHERS

**EXCLUSIVE
RIGHTS to:**

Unregistered Design:



EXACT COPIES



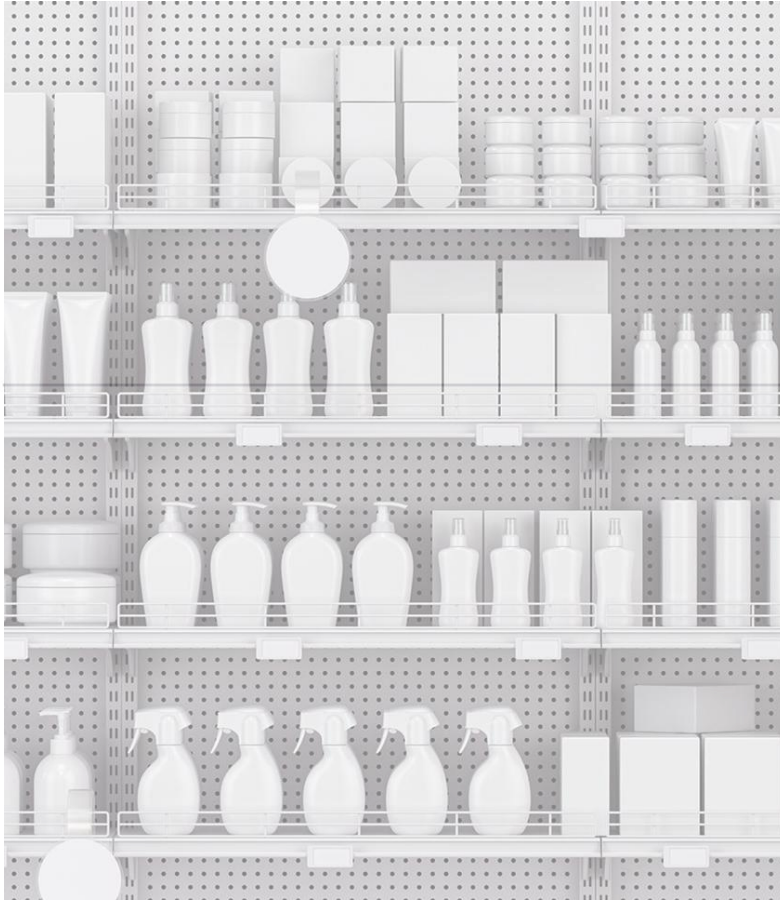
Questions & Answers


Industrial Designs



TRADE MARKS: Online, Offline, Everywhere

Monika Tomczynska
22 April 2025





a sign which serves to
**distinguish the goods
and services** of
one undertaking from
those of others,
preventing confusion
among consumers
regarding product origin

Trade Mark

Trade Mark

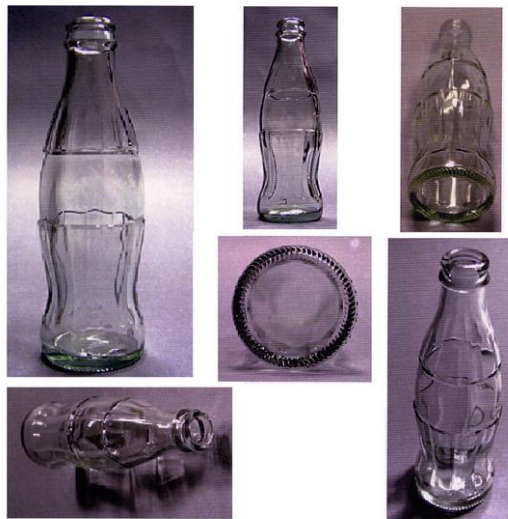
any **signs** in particular words, or designs,
letters, numerals, colours, the shape of goods
or of the packaging of goods, or sounds

which serves as **badge of origin**

Coca-Cola

EUTM No 002107118

Coca-Cola EUTM No 002091569



EUTM No 002754067

A Word mark

A word mark consists exclusively of words, letters, numbers or other standard typographic characters, or any combination of these.

ADIDAS

EUTM No 2 288 355

PHILIPS

EUTM No 205 971

LEVI'S

EUTM No 33 159

Figurative marks

Figurative marks are trade marks that use non-standard characters, stylisation or layout; graphic features; or colour. They can consist exclusively of figurative elements or of a combination of verbal and figurative elements.



EUTM No 11 029 477



EUTM No 106 948



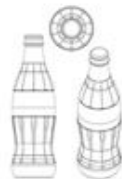
EUTM No 5 271 598

Shape marks

A shape mark is a trade mark that consists of a three-dimensional shape. It can relate to containers, packaging, the product itself or its appearance.



EUTM No 146 704



EUTM No 10 532 653



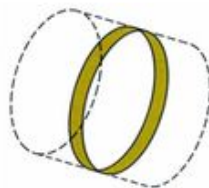
EUTM No 31 203

Position marks

A position mark consists of the specific way in which the mark is placed or affixed to the product.



EUTM No 1 027 747



EUTM No 1 180 231



EUTM No 8 586 489

Pattern marks

A pattern mark consists exclusively of a set of elements that are repeated regularly.



EUTM No 17 993 008



EUTM No 15 602



EUTM No 5 365 754

Colour marks

A colour mark is exclusively composed of either a single colour or a combination of colours (without contours).



EUTM No 31 336



EUTM No 2 467 876



EUTM 3 286 614

Sound marks

A sound mark consists exclusively of a sound or a combination of sounds.



EUTM 18168977



EUTM No 1 480 805

Motion marks

A motion mark consists of a movement or a change in the position of the elements of a mark.



EUTM No 5 338 629



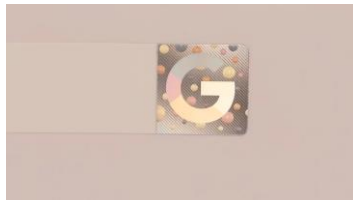
EUTM No 17 492 513

Multimedia marks

A multimedia mark consists of a combination of images and sound.

Hologram marks

A hologram mark consists of elements with holographic characteristics.



EUTM No 17 993 401



METaverse

VIRTUAL GOODS

VIRTUAL SERVICES

Virtual goods

Virtual goods refers to non-physical items intended for use in the course of trade in online and/or virtual environments

- they may merely **depict** real-world goods
- they may **emulate functions** of real-world goods
- they may represent items with **no equivalent in the real world.**



Virtual services


Virtual services may refer to:

- real-world services that are provided via online and/or virtual environments
- services developed for the virtual environment that emulate a real-world service
- services developed for the virtual environment without counterparts in the real world.



Protecting trade marks

WHY PROTECT IT?



ESTABLISHING BRAND LOYALTY

CONSUMER TRUST

PROTECTION AGAINST COMPETITION

DISTINCTIVE BRAND IDENTITY

HOW TO PROTECT IT?



VARIOUS OPTIONS

BUSINESS STRATEGY

- NATIONAL
- REGIONAL
- **EUROPEAN UNION**
- INTERNATIONAL

Registered Trade Mark

REGISTRATION

Can be unlimited

Questions & Answers

Trade Marks



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★ 4.6

2019
EUTM IN A
NUTSHELL
EN

Enrol

E-LEARNING

European Union Trade Mark (EUTM) in a Nutshell 2019 (Basic level) (with certificate) **Basic** **Popular**

🕒 240 min. 🌐 EN



★ 4.8


2019
RCD IN A
NUTSHELL
EN

Enrol

E-LEARNING

Registered Community Design (RCD) in a Nutshell 2019 (Basic level) (with certificate) **Basic** **Popular**

🕒 210 min. 🌐 EN



★ 4.6

Enrol

WEBINAR

Video gaming and IP: how to play the game **Intermediate** **Popular**

🕒 105 min. 🌐 EN



TUESDAY WEBINARS



Virtual Open Day

Wednesday 7 May
10.30 to 11.55 (CEST)

Virtual School Visits

Virtual Open Day

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Pan-European Seal



SME Learning Area



Virtual School Visits

Calendar

← March April 2025 May →

Mo n	Tue s	We d	Thu r	Fri d	Sat	Sun
	1 *	2	3	4	5	6
7	8 *	9 *	10 *	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30 *				

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THANK YOU