



JUICE



BAR



FOOD



COFFEE

French manufacturer of food, coffee, bar and juice equipment

An SME business using The Hague System

Santos : Made in France, exported worldwide



130 countries





- 🔗 ... All our products are **designed and assembled in Santos** headquarters in Lyon.
- 🔗 Professional equipment : Worldwide **B to B Market** - 80% export – 130 Countries
- 🔗 SME business – 50 people – 20M€ annual turnover – family owned

- Santos was **created in 1954** by André Fouquet, to provide **commercial electrical equipment** to bars, restaurants, hotels, coffee shops, juice bars...
- A worldwide trademark synonymous of **reliable and sturdy** products.

The trademark :



via WIPO since 1988 ! (Madrid treaty)



Some of the Santos best sellers :



Citrus juicer
« Classic » N°11



« Silence » Coffee grinders
N°40A and 55



Juicers N°50 and 68



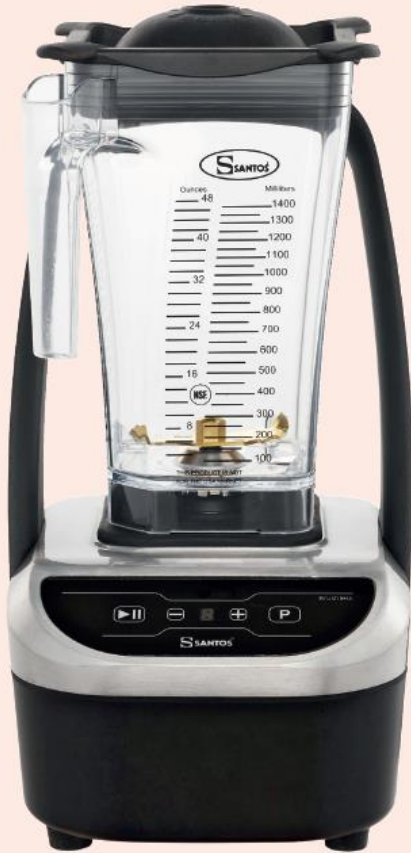
Blender N°62



Full Juice Bar Solution



FOOD AND BEVERAGE SOLUTIONS PROVIDER



New !

COMPACT BRUSHLESS BLENDER #66

Available
from june 2021
Pre-order now!



www.blender66.fr



Worldwide network and experience

- Santos is represented in more than 130 countries
- We participate in the most important tradeshows all over the world



Milan



Moscow



Dubai

Singapore



Chicago



B to B Promotion :

- Tradeshows : Milano, Shanghai, Dubaï, Chicago, Moscow, Singapour, Hong-Kong, and many others, directly by Santos or with his importers



DUBAI

- Professional press



Hotel in Vietnam



Distributor in Vietnam



**Thailand Coffee fest
2022**



**Show FHI Indonesia
2022**



Show FHA Singapore 2018



Santos Juice bar solution in chains



To work with bigger than you, better be protected by IP right

Our History of IP



1960's – The technicians want to protect their inventions !

Patents



1980's – The worldwide salesman want to protect the brand !

Trade Marks



2000's – The nice designed products have to be unique !

Designs

2020's – Exist in the globalization in front of big groups

Global IP

Why do we use IP ?

- **A Strategy, an investment, which can be easy to use and cost effective even for SME businesses. A long time oriented asset.**
- **Protection of our inventions worldwide**

We protect :

**New
inventions
=Technical
Patents**






**Designs
=Design
Patents**



Our Brand



 Santos strategy :

-  10% of our annual turnover is invested in R&D
-  1 new product every 1 or 2 years (including restyling)
-  **Each new product has an Industrial Design patent**



... because we want it to be unique !

Competitors having the same technology / performances, will at least have a different look !

A tool for “fair competition”

IP Strategy :

“try to cover the world at a reasonable cost”

- Our main markets, strategical regions / continents (Europe, Asia, USA...)
- Depending on the product (coffee market \neq juice market \neq kitchen market)
- Important trade shows countries
- Strong competition areas
- Future oriented markets



We use the international treaties

IP timing :

- **Protect the product before showing it**
- **Develop quickly the sales, and worldwide**
- **Decide about the international extensions before 6 months**

French patent office link to WIPO website for international Design :

Le dessin ou modèle international

Par une demande unique auprès de l'Organisation mondiale de la propriété intellectuelle (OMPI), vous pouvez demander une protection dans un ou plusieurs pays membres de l'Arrangement de La Haye. Le dépôt se fait directement auprès de l'OMPI car l'INPI ne peut recevoir les dépôts internationaux. La demande internationale peut être déposée en français, en anglais ou en espagnol et donne lieu au paiement d'une taxe unique. L'enregistrement est publié en français, en anglais et en espagnol.

› Site de l'OMPI

<https://www.inpi.fr/fr/valoriser-vos-actifs/faire-vivre-votre-dessin-ou-modele/se-proteger-l-etranger>

Our Juicer no 50 from 2002

Hague

D058631

Juice extractors

2002-01-21

SANTOS (SOCIÉTÉ PAR ACTIONS SIMPLIFIÉE)



(81) Designated Contracting Parties

i II. BX, CH, DE, GR, IT, MA



<https://www.wipo.int/designdb/en/index.jsp#>

Our Juicer no 68 from 2014

Hague

D083063

1. Electric juicer

2014-03-07

SANTOS (SOCIÉTÉ PAR ACTIONS SIMPLIFIÉE)



(81) Designated Contracting Parties

i II. MA III. SG, TN, TR



<https://www.wipo.int/designdb/en/index.jsp#>

REFERENCE LAVOIX	TITULAIRE	VUE PRINCIPALE	TITRE DU MODELE	PAYS
D 10L0131 1/2	SANTOS		BLENDER (MIXEUR)	MALAISIE
DET 14L0039	SANTOS		CENTRIFUGEUSE ELECTRIQUE N°68	INDONESIE
DET 14L0041	SANTOS		CENTRIFUGEUSE ELECTRIQUE N°68	THAILANDE
DET 14L0042	SANTOS		CENTRIFUGEUSE ELECTRIQUE N°68	VIETNAM
DET 21L0108	SANTOS		BLENDER 66	INTERNATIONAL COREE DU SUD ; ETATS-UNIS D'AMERIQUE ; FÉDÉRATION DE RUSSIE ; MAROC ; ROYAUME-UNI ; TURQUIE ; VIETNAM

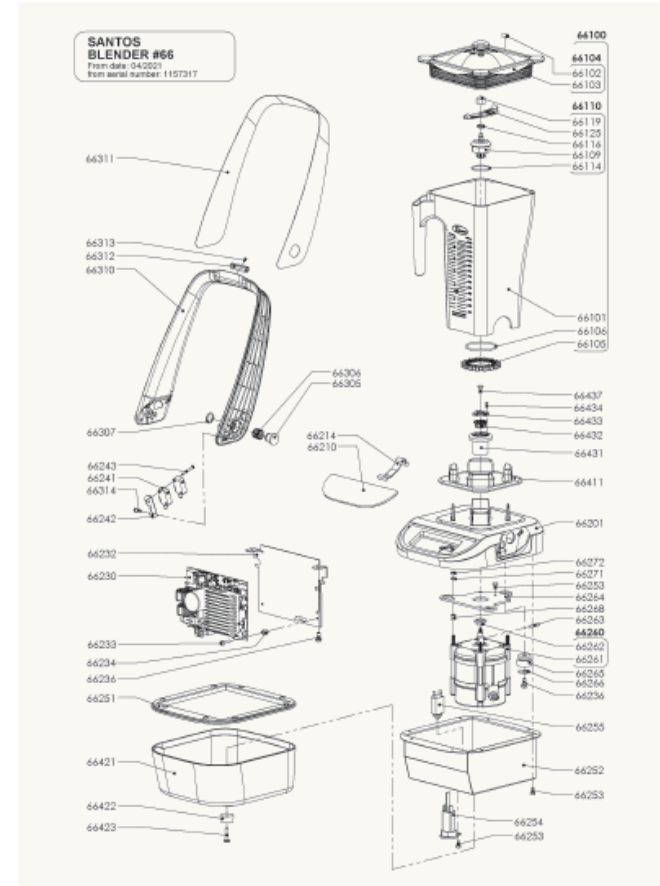
Industrial Designs - The Hague System

- ✍ We file in via our **Patent Attorney**, for global IP Strategy (Patents, Designs, Brands)
- ✍ Be one step further, **protect the investments**, keep the market monopoly
- ✍ Protecting the business of our **distributors** worldwide (a sales tool), they ask us to fight against unfair competition. Our market is their market.
- ✍ Industrial Designs are **very dissuasive** :
 - ✍ Very often used for **letters of formal notice** (With our international **Lawyers**)
 - ✍ (Hopefully) No trial in our history (trials only occurred on technical patents)
- ✍ “Copyrights” is not strong enough worldwide? It is the last solution for very old products (more than 20 years), and only against purely servile counterfeits



Example on the new Blender no66 : Exploded view showing all spare parts is already available freely

Brand



Internationally patented models



Model

Technical patent

Example on the Blender no62 :

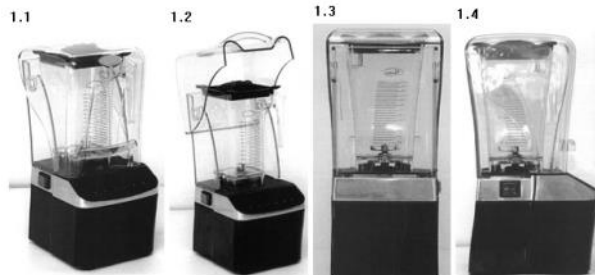
Current Status

Registration under 1999 Act

(11)	International Registration Number
	DM/073 524
(15)	Date of the international registration
	14.04.2010
(18)	Expected expiration date of the registration/renewal
	14.04.2020
(22)	Filing date
	14.04.2010
(73)	Name and address of the holder(s)
	SANTOS (SOCIÉTÉ PAR ACTIONS SIMPLIFIÉE) 140-150, avenue Roger Salengro, F-69120 VAULX-EN-VELIN (FR)

(81) Designated Contracting Parties

II. MA III. SG, TR



<http://www.wipo.int/designdb/hague/en/>



**When you are copied, it may be the
price of success...
... or it is too late...**



Peut-on avoir raison de la contrefaçon ?

3 – Les victoires de SANTOS dans la lutte contre la contrefaçon



VRAI

FAUX

FAUX

FAUX



One slide from the presentation to the French Authorities made by Nicolas FOUQUET, SANTOS, in 2010, about the fight against counterfeits

Better prevent by filing...

**SMEs, Startups from small countries, let your innovations conquer the world !
= a positive globalization**

Thank you for your attention

Nicolas FOUQUET
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