



French manufacturer of food, coffee, bar and juice equipment

An SME business IP Strategy based on International treaties





# Santos: Made in France, exported worldwide





- ... 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



# **Small, Commercial & Electrical**

- 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:

SANTOS

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** 







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



Chicago



Singapore





# **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













SANTOS



# Santos products are all around the world!

SANTOS ADDICTS











Indonesia













@SantosAddict

Santos S.A.S.











Korea



# 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** 



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





# **R&D Budget – IP Budget**

- Santos strategy :
  - 10% of our annual turnover is invested in R&D
  - I new product every I 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 ≠ juice market ≠ 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. 3. Site de l'OMPI

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



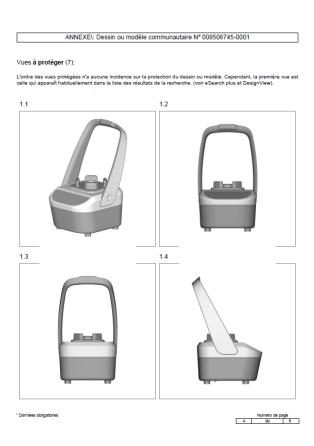
## **Example of Design protection via EUIPO**

#### **Our New blender 66**

^* * *				
* Langues				
Première langue:	rançais			Votre référence:
Seconde langue:	Anglais			DEU20L0011
Je souhaite recevoir toute correspondance dans la deuxième langue:				
* Demandeur(s)				
	Numéro du demandeur 1	Identifiant EUIPO du demandeur	[	204045
Type:	Entité juridique			
Nom de la personne morale:	SANTOS (société par actions simplifiée)			
Forme juridique: Adresse:	140 450 B C-l			
Adresse:	140-150 avenue Roger Salengro			

OFFICE DE L'UNION EUROPÉENNE POUR LA PROPRIÉTÉ INTELLECTUELLE (EUIPO)

Demande de dessins ou modèles communautaires enregistrés



# An initial cost of approx. I 000€

(including 100€ to postpone the publication)



### Design protection with WIPO - The HAGUE SYSTEM

### Our Juicer no 50 from 2002

#### Hague D058631

Juice extractors

2002-01-21

SANTOS (SOCIÉTÉ PAR ACTIONS SIMPLIFIÉE)



(81) Designated Contracting Parties

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)





**Designated Contracting Parties** 

11. MA III. SG, TN, TR

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



# 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 monopole
- 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

# Santos Industrial Designs - The Hague System

#### **Hague Union Members**

75 Members (including European Union and OAPI) covering 92 countries (on July 19, 2021)

- Advantages of The Hague System :
  - Better cost efficiency / budgets
  - Easier and centralized portfolio management



- High interest for new members in the system (Japan, South Korea, USA...)
  - ... for a «worldwide » protection of our products

Source: WIPO

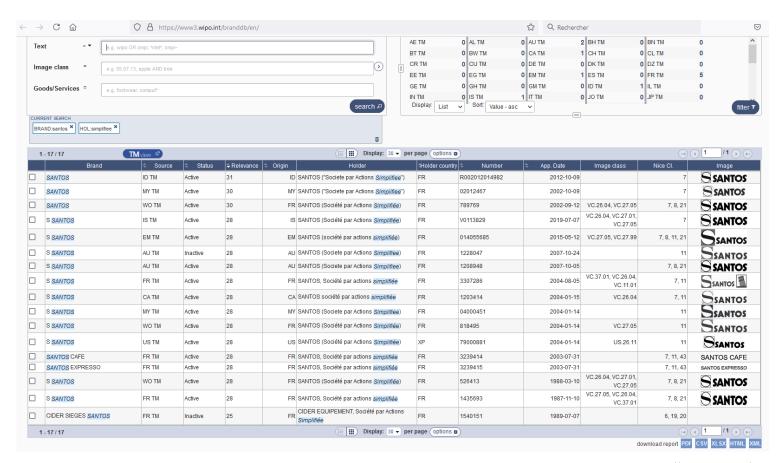


# TradeMarks - The Madrid System





# TradeMarks - The Madrid System



Source: https://www3.wipo.int/branddb/en/

...our brand, which reputation is based on robustness since 1954, is unique!

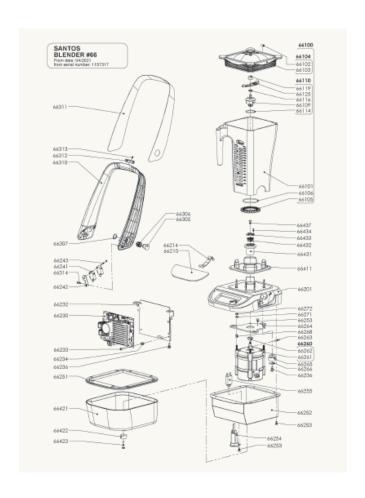
Nicolas FOUQUET –June 2021



# **IP = Communication**

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







# **IP = Dissuasion**

#### 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)

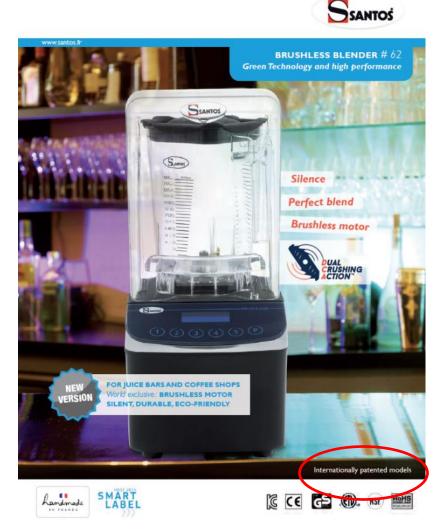
  SANTOS
  (SOCIÉTÉ PAR ACTIONS SIMPLIFIÉE)
  140-150, avenue Roger Salengro,
  F-69120 VAULX-EN-VELIN (FR)

#### (81) Designated Contracting Parties

11. 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

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



**VRAI** 

**FAUX** 

FAUX

FAUX









# 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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