

ENFORCING YOUR INDUSTRIAL DESIGN

Monitoring Infringement

Regularly monitor the market for unauthorized use of your design.

Taking Action

If infringement is detected, send cease and desist letters or pursue legal action to enforce your rights.

Maintaining Your Design

Pay any required renewal fees to keep your design protection active.



Image Source: Canva.com



Bulacan Agricultural State College Intellectual Property and Technology Business Management

MISSION

Provide excellent instruction, conduct relevant research and foster community engagement that produce competent graduates necessary to the development of the country.

VISION

A globally-engaged higher education institution of agriculture and allied disciplines.

BE IP ALERT, AWARE, AND UPDATED!

PROTECT YOUR IP WITH US. CONTACT US
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SCAN ME

INDUSTRIAL DESIGN

Image Source: Canva.com

UNDERSTANDING INDUSTRIAL DESIGN:

PROTECT YOUR CREATIVE INNOVATIONS

A GUIDE TO SAFEGUARDING YOUR AESTHETIC CREATIONS

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WHAT IS AN INDUSTRIAL DESIGN?

An **industrial design** refers to the ornamental or aesthetic aspects of an article. It may consist of three-dimensional features, such as the shape or surface of an article, or two-dimensional features, such as patterns, lines, or color.

Industrial designs are crucial in differentiating products and enhancing their market appeal.

Examples include:

- Furniture
- Consumer electronics
- Textiles and fashion items
- Packaging
- Household items



Image Source: Canva.com

WHY INDUSTRIAL DESIGNS MATTER?

Brand Differentiation

Unique designs help distinguish your products from competitors, enhancing brand identity and customer loyalty.

Market Appeal

Attractive designs can increase the commercial value of a product, making it more appealing to consumers.

Legal Protection

Registering an industrial design provides legal protection against unauthorized copying or imitation.

Economic Benefits

Industrial designs can be licensed or sold, creating additional revenue streams.

UNDERSTANDING YOUR RIGHTS

As a holder of a registered industrial design, you have the exclusive rights to use the design in commerce, prevent others from using, making, selling, or importing products that embody your design without your permission, and license the design to others or sell it outright.

HOW TO REGISTER AN INDUSTRIAL DESIGN?

Create Your Design

Develop a new, original design that enhances the aesthetic appeal of a product.

Prepare Your Application

Gather necessary information, including drawings or photographs of the design, a description of the design, and the articles it will be applied to.

Submit Your Application

File your application with the Intellectual Property Office of the Philippines.

Examination Process

The design will be examined for originality and compliance with legal requirements.

Registration

If approved, your design will be registered, granting you exclusive rights.