



Barker
Brettell

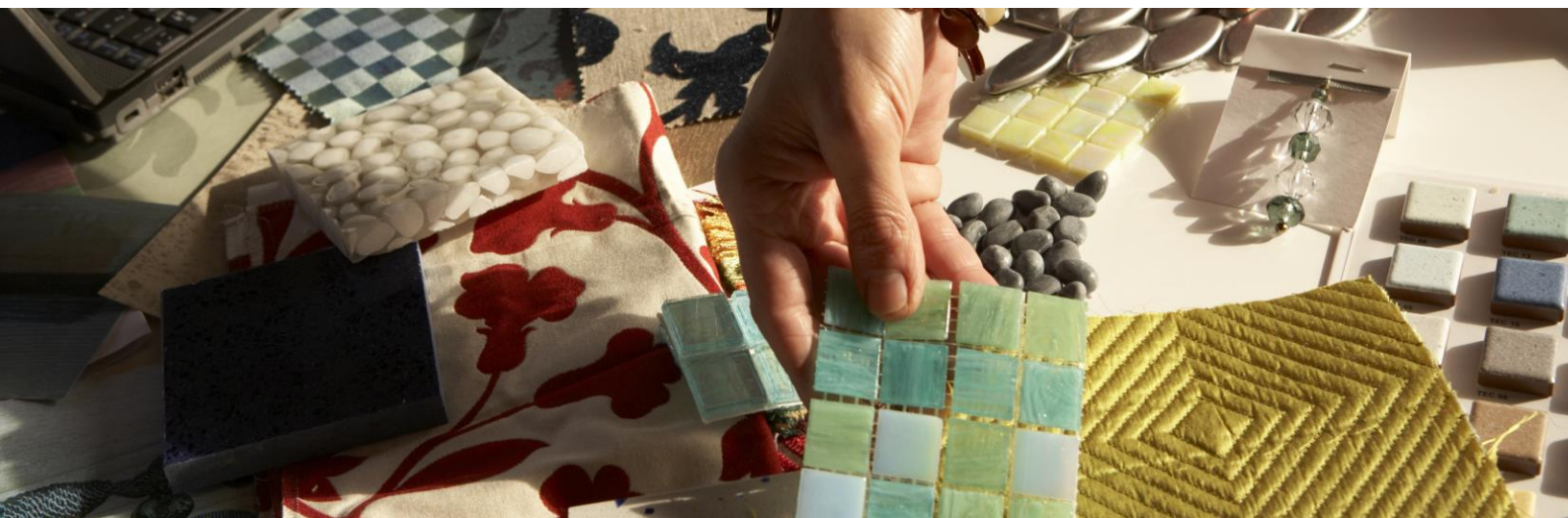
Intellectual
Property

DESIGNS

Designs are an important piece in the intellectual property (IP) jigsaw. Providing protection for the way a product looks, at times they complement patents, trade marks and copyright, and at others provide protection in a league of their own.

With major jurisdictions such as the United States and Japan now signed up to the Hague agreement that governs international registrations, design protection is becoming, on the one hand, more globally accessible and, on the other, increasingly complicated. Reform is also underway closer to home, with the UK Intellectual Property Office reviewing how designs can be best protected, and updating the statute and practices to bring design protection fully into the digital age.

A recent survey by industry research company Patent Seekers revealed Barker Brettell to be the UK's top filer of Community Registered Design applications. Our large team of attorneys has extensive knowledge of design protection not only the UK and Europe, but also internationally. We strive to work with you to identify and protect registrable and unregistered design rights, and other IP, in the best way possible.



KNOWLEDGE & EXPERTISE

Our experienced design attorneys understand the intricacies of both registered and unregistered design rights, and the interplay with other types of IP such as patents, trade marks and copyright.

We identify which rights exist and how they can be enforced. With our in-depth understanding of legislation both at home and abroad, we can advise on the protection that is available, and provide tailored, focused and strategic advice on securing the best and most cost-effective registrations.

WE HAVE HELPED CLIENTS BY:

- Preparing and filing numerous Community Registered Design applications for Britvic for bottles, labels, and other forms of packaging, in one of the most popular filing sectors.
- Filing and prosecuting many applications worldwide for Victoria & Albert Baths Limited, in accordance with streamlined and strategic filing programs, and advised on various enforcement issues.
- Representing them in unregistered design right disputes at the Intellectual Property Court, in the areas of toys and sports equipment, domestic appliances and engine components.
- The long-term enforcement of registered designs for automotive components for one of the country's leading car manufacturers.



WE CAN HELP YOU WITH:

- Complex issues, by providing clear, straightforward and cost-effective solutions which meet your objectives.
- Ensuring worldwide protection and developing and implementing successful enforcement strategies.
- Commercial aspects, such as assignments and licences.

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