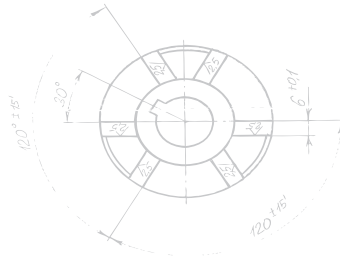




Designs

IP **TWENTYONE**
Intellectual Property Services
for the 21st Century

**HealthTech
Enterprise**



Why register your designs?

Design Registration protects the overall visual appearance of products.

It confers an exclusive right to use the design and any other design which does not produce a different overall impression.

If necessary, you can take legal action against infringers and claim financial damages.

Like all forms of intellectual property, Design Registrations can be a valuable business asset and create commercial advantage.

As well as protecting your designs, you can license use to third parties in return for royalties.

What can you protect?

If you create a design which is 'new' and has 'individual character' it can typically be protected.

The registration covers visual features such as shape, colour, texture, material and ornamentation.

As well as physical products, Design Registrations can be used to protect logos and other graphics.

Design Registrations can last for up to 25 years, subject to payment of renewal fees every five years.

What is the process?

Registrations only have effect in the countries in which they are filed. Filing in the UK first provides a 6 months priority period for filing design applications overseas.

Formal representations of the design are submitted with the necessary information and fees. IP professionals may assist with advice regarding formal drawings, these being very important as defining the monopoly thought.

First Steps?

If you want to talk through design right potential for your innovation, contact us:

Tel: +44 (0) 1223 422 422

Email: enquiries@healthtechenterprise.co.uk

Website: www.healthtechenterprise.co.uk

ip21 are one of our partner firms who are experts in IP law as patent and trade mark attorneys.

They will also be happy to help with any legal questions or general IP advice.

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