

# 4 REASONS 4 DESIGN RIGHTS

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Rigorous empirical  
research on  
intellectual property

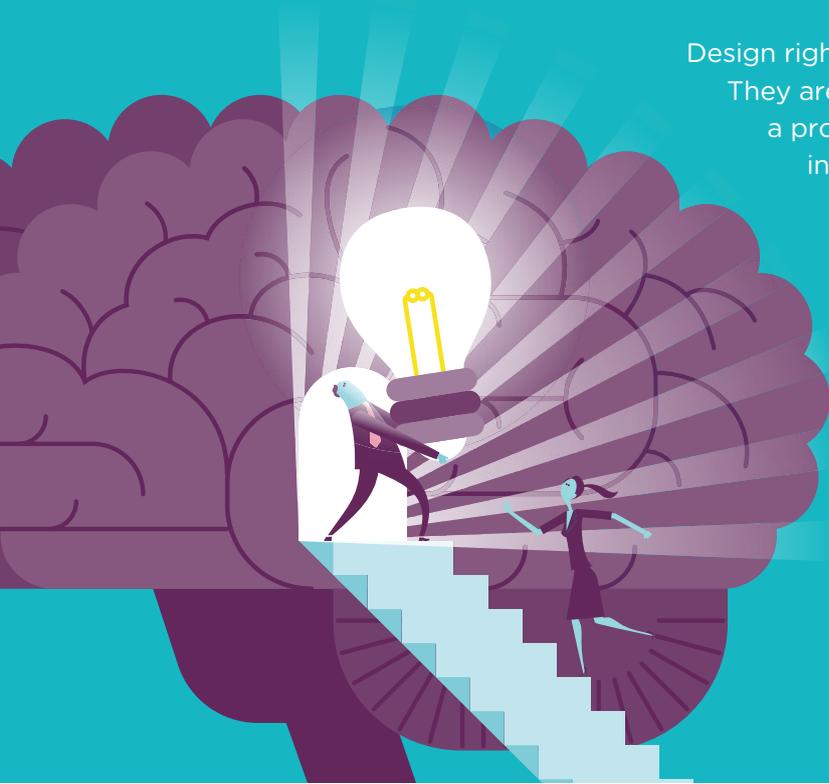
# 4 REASONS 4 DESIGN RIGHTS



1 - EXCLUSIVITY   2 - COMMERCIALISATION   3 - REPUTATION   4 - VALUE

Design rights are one of several intellectual property rights. They are exclusive rights that protect the appearance of a product, or a part of it, provided it is new and has individual character that sets it apart from any pre-existing designs that could be known about (however old). Businesses register designs to strengthen their competitive advantage, prevent work from being copied and build assets for value creation.

This means that the absence of design protection can be detrimental on those dimensions.



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# 1 - EXCLUSIVITY

Design rights are simple and inexpensive, offering access to easy procedures to defend one's rights (including custom actions)

Rights help create obstacles for imitators and copycats to capitalise on the work and effort you put into creating your design

Capture the full value of your investment and effort in developing an attractive product

Distinguish your work from competitors by safeguarding valuable product differentiation through design

In some countries and if registering at EU level you can register your design and still keep it secret



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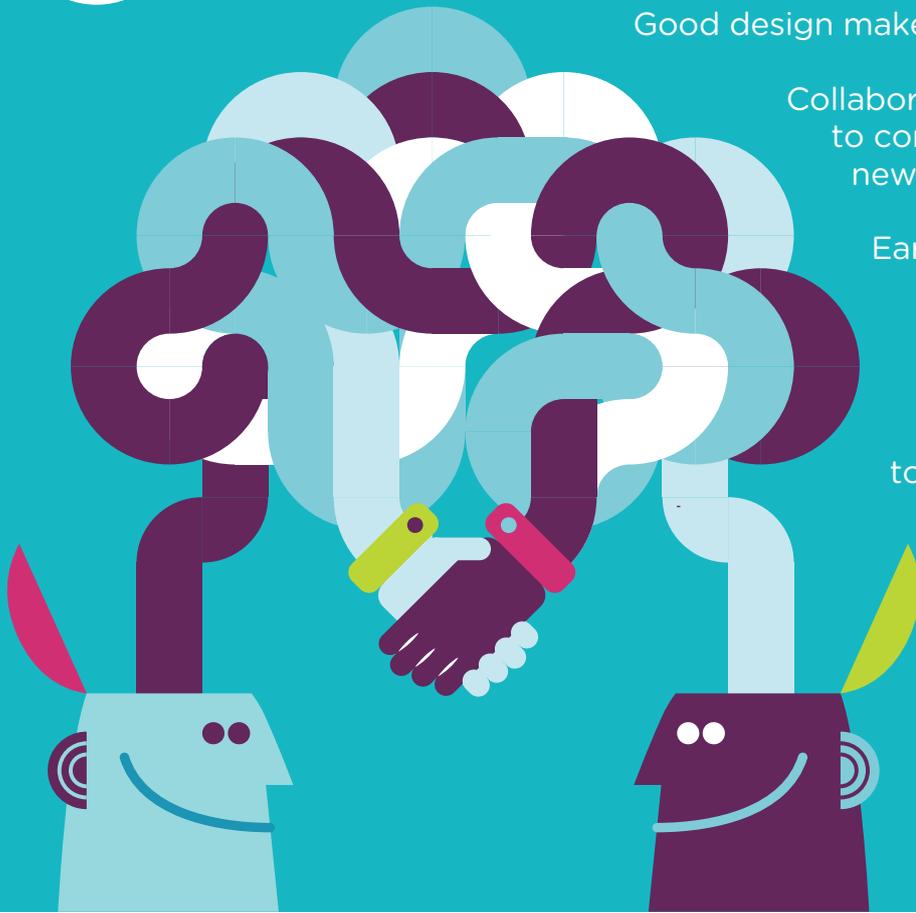
## 2 - COMMERCIALISATION

Good design makes your company stand out

Collaborate with business partners to commercialise designs in new markets

Earn valuable revenue from licensing your design rights

Combine partners' complementary assets to bring a new product to the market



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## 3 - REPUTATION



Enhance your reputation for creativity and originality by showing on the public record, how many new designs you are protecting

Mark your products to show that you hold design registrations as your commitment to design integrity



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## 4 - VALUE

Increase possibilities for return-on-investment

Lower investment risk by leveraging the exclusivity of protected designs

Enhance company value to investors

Attract venture capital

Secure credit for business development

Gain access to public funds and support schemes for innovative SMEs



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# About 4iP Council

4iP Council is a European research council dedicated to developing high quality academic insight and empirical evidence on topics related to intellectual property and innovation. Our research is multi-industry, cross sector and technology focused. We work with academia, policy makers and regulators to facilitate a deeper understanding of the invention process and of technology investment decision-making.

Thank you to the following organisations for the valuable insights, engagement and support given to this project.



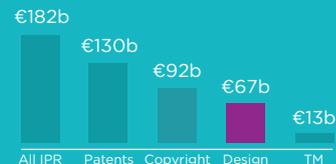
The EU is a world leader in industrial design. According to a study by the EPO-EUIPO industries that make intense use of design rights account for 30.7 million direct jobs and contribute 16.2% of the EU's total GDP.

### IPR-intensive industries in EU external trade in goods and services

Share of EU imports  
Share of EU exports



Trade surplus



Source: IPRs intensive industries and economic performance in the EU. Joint EPO-EUIPO study, 2019

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