

# **This tutorial explains, how you can easily protect a design against copying in Europe for free.**

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## **A. Basics of design protection**

### **What is a design?**

A design is the outward appearance of a product. This can be a webdesign, a piece of furniture, a house, a logo and many other things.

### **How are designs protected?**

In Europe designs are protected by national and international rights. Design rights can be registered, e.g. at the Office of Harmonization, or unregistered.

### **What's special about the unregistered design right?**

This design right protects your design against copying for 3 years and it is free. All it takes is to publish your design in a way, "that the interested circles operating within the Community could reasonably be aware of the design."

### **Is there a catch?**

Retrospectively you need to be able to proof exactly, when you published which details in what form. A self-made screenshot will merely pass these requirements, just like publications on websites, that do not provide a modification lock.

## B. Checklist for your Design

Check for three features, before you protect your design.

1. **Novelty:**  
If a design is not novel, it can not be protected, so don't wait too long. A design is regarded novel as long as it has not been published. When you show your design to a limited circle of persons on a confidential basis, it will usually remain unpublished. But if you did present your design on a public exhibition, mailed it to many companies or printed it in a journal, it is published. And therefore not novel, in the legal meaning.
2. **Individual character:**  
Does your design leave the informed user with the same overall impression as an existing design? Does he think right away: "I know that design already"? In that case you can not protect your design. Otherwise it provides distinctiveness and is of "individual character".
3. **Ability to be published:**  
If you are bound to confidentiality or the publishing of the design is prohibited for other reasons, you can not protect your design on DesignProtection.com. Instead you should think about a notarial deposit to prove a copyright priority. Fast and affordable notarial deposits are available at [www.PriorMart.com/en](http://www.PriorMart.com/en)

## C. Fill out protection form

After you registered yourself, you can start protecting your first design right away.

1. **Address, language, title**
  - Check the saved address.
  - Choose, in which language you want your design to be published – every provided language is possible.
  - Type in a distinctive name for your design, up to 128 letters.
2. **Purpose, description, views**
  - What is the design made for?
  - Explain your design and upload expressive images.
3. **Categorize, options, timeline**
  - Which category fits your design? Tags are possible.
  - Are comments and ratings for your design allowed and do you want to receive requests from persons with interest in your design?
  - Finally you decide when to publish your design. Select either “immediately” or a planned date.
4. **Check, save, disclose**
  - Click “preview” to check spelling and grammar.
  - Save the design if you want to edit it later.
  - Disclose the design when everything is set up and you want to protect the design now or on the planned date.

## D. Practice, cases and links

DesignProtection.com opens up completely new options..

In the past the registration of a design right was exhausting and expensive.  
The result - most designs remained unprotected.

With the new service, designs can be protected within minutes and completely free.

**The customer profits because protected designs are more valuable.  
The designer profits because he is safe by law.**

If you create and protect 10 designs a day or just one per month,  
DesignProtection.com is the right place for you.

Eventually, you can apply for a registered design right for every protected design within the first 12 months. The registered design right is not free but it lasts up to 25 years.

So you can protect every design you make for free and expand your protection when the design becomes successful.

→ Legal information about the European design right  
<http://oami.europa.eu/ows/rw/pages/legalNotices.en.do>

→ Free design protection  
<http://en.designprotection.com>

→ Notarial deposits Online (Copyright)  
<http://www.PriorMart.com/en>

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