

<b>Consulting Guidelines „IPR-Strategy for Beginners“</b>	
<b>IPR Overview</b>	
Which IPR fits the idea?	
Technical solution	patent / utility model <input type="checkbox"/>
Sign for a product or a service	trade mark <input type="checkbox"/>
Appearance /shape	design <input type="checkbox"/>
<b>Patent</b>	
<b>Objectives</b>	
Exclusive right: protecting (technical) products and processes.	<input type="checkbox"/>
Licensing /cross-licensing; attracting investors.	<input type="checkbox"/>
Blocking competitors (strategic move).	<input type="checkbox"/>
Optionally: disclosure or trade secret.	<input type="checkbox"/>
<b>Requirements</b>	
<b>Novelty</b> – inventive step – industrial application.	<input type="checkbox"/>
<b>Caution!</b> No publication, presentation, trade-fair appearance, conference lecturing, posters, proceedings, PR etc. prior filing!	<input type="checkbox"/>
<b>Procedures</b>	
Application – publication – examination – granted patent.	<input type="checkbox"/>
Geographic scope: national – EPO / (EP) – WIPO (PCT).	<input type="checkbox"/>
Deadlines (opposition, internationalization).	<input type="checkbox"/>
(Maximum) term of protection period: 20 (25) years.	<input type="checkbox"/>
<b>Fees</b>	
Attorney's and official fees.	<input type="checkbox"/>
1-5 years ~: DE 6.000 € / EP 8.000 / PCT 7.000 € without nationalization.	
<b>Employee's inventions</b>	
Clarify the rights to the invention with the company, it's employees and business partners!	<input type="checkbox"/>
<b>Patent attorney</b>	
Legal advice, evaluation of invention's potential, patent strategy, essential for drafting a valid patent application.	<input type="checkbox"/>
<b>Searching and monitoring</b>	
Obligatory: novelty search, market information: patent statistics, avoid/detect infringement: FTO and monitoring.	<input type="checkbox"/>
<b>Additional</b>	
Funding, venture capital, technical standards.	<input type="checkbox"/>

Trade mark		
<b>Objectives</b>	Signs to distinguish goods and services from others. Origin – quality – advertising.	<input type="checkbox"/>
<b>Conventional kind of marks</b>	Word marks, figurative marks and combination of both, 3-D-marks.	<input type="checkbox"/>
<b>Requirements / ground for refusal</b>	<b>Absolute</b> Level of distinctiveness, being descriptive or generic, signs contrary to public policy or morality. <b>Relative</b> Prior existing identical or similar signs (misleading / confusion).	<input type="checkbox"/>  <input type="checkbox"/>
<b>Procedures</b>	Formal examination – registration (opposition period: 3 months).	<input type="checkbox"/>
<b>Caution!</b>	No novelty examination! Novelty search & monitoring obligatory! Geographic scope: national – EU/EUIPO – international / WIPO. Term of protection, initial period: 10 years + infinite.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
<b>Fees</b>	Filing: National fees; community trade mark 900 € (1.050 €), IR 653 SFR.	<input type="checkbox"/>
Design		
<b>Objectives</b>	Designs are used to enhance the attractiveness of products. Protection against copying of the outward appearance.	<input type="checkbox"/> <input type="checkbox"/>
<b>Obtaining a design right</b>	Registered designs: registering with an IP office. Unregistered design rights: disclosure to the public and use.	<input type="checkbox"/> <input type="checkbox"/>
<b>Requirements</b>	Novelty and individual character.	<input type="checkbox"/>
<b>Procedures</b>	Formal examination – registration (opposition period: 3 months).	<input type="checkbox"/>
<b>Caution!</b>	No novelty examination! Novelty search & monitoring obligatory! Geographic scope: national – EU/EUIPO – international / WIPO. Term of protection, initial period: 5 years + max. 25 years.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
<b>Fees</b>	Filing an renewal: Community Design 350 € / IR-Design: 414 SFR.	<input type="checkbox"/>

### Acknowledgement

This is to certify the accomplishment of “IPR-Strategy for Beginners” consultation.  
The marked topics mentioned above have been discussed.

\_\_\_\_\_  
Place, Date

\_\_\_\_\_  
Signature Customer

\_\_\_\_\_  
Signature Patent Library