

6 Advantages Of Using UK Registered Designs

Background



UK Registered Designs are a category of intellectual property (IP) right less widely known than some others, however they can be of equal (or more) value to certain types of products.

Registered design rights protecting features of appearance can be complementary to patent rights protecting technical or functional features.

Below are **6 reasons** why you should consider using UK Registered Designs.

1. Gives monopoly rights to a product's appearance

Designs deal with the aesthetics of a product rather than the technicalities of its construction or operation (these are protectable through patents). Registered designs provide an exclusive monopoly on rights for new designs. They are enforceable against a third party making, selling or importing the same (or sufficiently similar) design without permission, whether or not direct or deliberate copying occurs.

2. Can be quickly obtained

UK registered design applications are not subject to the same type of rigorous search and examination procedure as patent applications. So the whole process, from filing to registration, typically takes a few weeks to complete.

3. A cost-effective solution

Costs start at £700 (ex VAT) for the entire process including all official government fees. Significant savings can be made by filing multiple designs, e.g. covering several variants of a product, within a single application.



4. Acts as a deterrent

If competitors are aware that your designs are registered, they may hesitate before copying. If copies are discovered, you have clear legal recourse, e.g. by obtaining an injunction and damages.

It is now a criminal offence to wilfully copy a UK registered design. This amplifies the deterrent effect, and further strengthens the case for securing registered protection for products which qualify for such protection.

5. Similar protection can be obtained Europe-wide

Although a UK registered design is only enforceable within the UK, protection can be subsequently extended to cover the EU.

6. Protection lasts for 25 years

UK registered designs can be maintained for up to 25 years from filing, subject to the payment of modest renewal fees at 5-year intervals.

Can we help you?

Please contact **Steven McIlroy** to arrange a free initial consultation or for further information on how we can assist your business.



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