



Fresh drinks
Boissons fraîches

Food preparation
Préparation culinaire

Coffee
Café

French manufacturer of commercial electrical equipment for juice bars, snacking, coffee shops, hotels, bars, restaurants...

A Practical approach of the Hague System

Part I : “Who is SANTOS ?”

“Who I am”

→ ... will define...

“My IP strategy”

Business model
Markets

Designs, brands, patents ?
Countries ?

→ ... different choices...

Customers
Type of product

Budget ?



- 📎 ... All our products are **designed and assembled in Santos** headquarters in Lyon.
- 📎 Professional equipment : Worldwide **B to B Market** - 80% export – 130 Countries

- ✍ Santos was **created in 1954** by André Fouquet, to provide **commercial electrical equipment** to bars, restaurants, hotels, coffee shops, juice bars...
- ✍ A worldwide trademark synonymous of **reliable and sturdy** products.

The trademark :



(via WIPO since 1988 !)

60 years
of experience
Santos



Some Santos best sellers :



Citrus juicer
« Classic » N°11



« Silence » Coffee grinders
N°40A and 55



Juicers N°50 and 68



Full Juice Bar Solution



New product : NUTRISANTOS N°65



Always on top of trends

NUTRITION

- ✓ **Commercial appliance:** Aluminum body and **stainless steel food zone**. Reliable induction motor.
- ✓ **Patented slow juicing system:** Slow extraction of juice preserving **nutrients, enzymes, minerals and vitamins**. Minimizing juice separation and oxidation.
- ✓ **A new way of juicing:** Set your **speed** and your **filtration size** to get the juice you want
- ✓ **Fresh raw juice:** made on-demand, in front of the customer.
- ✓ **Cost effective:** Extracts the maximum juice (**excellent yield**).
- ✓ **Easy to use:** **XL chute** (ø79,5 mm). Removable pusher and juicing system for an easy cleaning.





Worldwide network & Experience

- ✍ Santos is represented in more than 130 countries
- ✍ We participate in the most important tradeshows all over the world



MILAN



SINGAPOUR



DUBAI



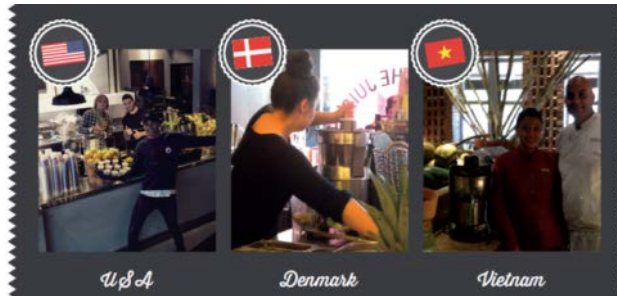
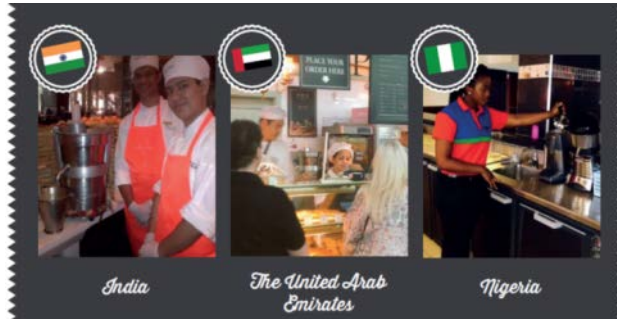
CHICAGO



MOSCOU



Santos products are all around the world!



... our users are our best Ambassadors



try it & you'll adopt it!



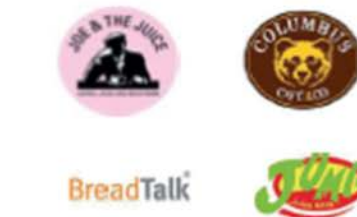
THEY PUT THEIR TRUST IN US...





Santos juice bar solution in chains

.....
A FEW EXAMPLES...



Part I Conclusion ?

SME businesses need IP

Your creation, your product deserves a protection.

... because the entire world may buy it ?

Part II : “My IP Strategy”

Who I am



My IP strategy

Business model
Markets

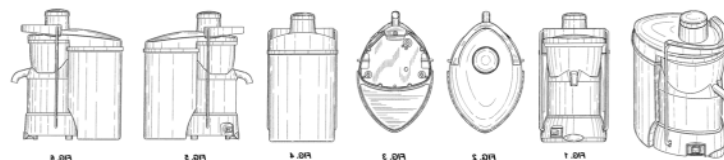
Designs, brands, patents ?
Countries ?

Customers



Budget ?

The Hague System → Why a Design protection ?

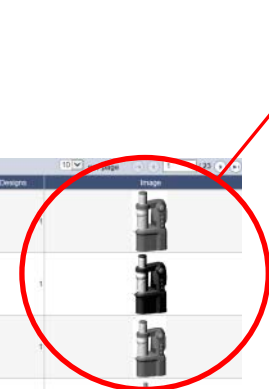


Industrial Designs - The Hague System

- 📎 Via our Patent Attorney
- 📎 Be one step further, **protect the investments**, keep the market monopole
- 📎 Industrial Designs are **very dissuasive** :
 - 📎 Very often used for letters of formal notice
 - 📎 No trial in our history (trials only occurred on technical patents)



ID	Reg. No.	Source	Header	Reg. Date	Locales ID	National ID	Int. Prot.	Designations	Designs	Image
<input type="checkbox"/>	150811	JFD	SANTOS	2016-08-12	31-00	JP 06-342	Electric fruit juice extractor	JP	1	
<input type="checkbox"/>	0079526	USD	SANTOS	2017-08-22	31-00	US D07-865	Electric fruit juice extractor	US	1	
<input type="checkbox"/>	DM090270	Hague	SANTOS	2016-04-15	31-00		1 Electric fruit juice extractor	JP KR TR US	1	
<input type="checkbox"/>	A0020140661	IDID	SANTOS	2015-06-29	31-00		ALAT PEMBUAT JUJ	ID	1	
<input type="checkbox"/>	145377	CA ID	SANTOS	2012-11-29		CA 007-06-02	MOULIN À CAFÉ	CA	1	
<input type="checkbox"/>	130096	CA ID	SANTOS	2011-02-22		CA 007-06-02 CA 423-10	MÉLANGEUR	CA	1	
<input type="checkbox"/>	126293	CA ID	SANTOS	2009-11-02		CA 007-06-02	PRESSE FRUITS ÉLECTRIQUE	CA	1	
<input type="checkbox"/>	120026	CA ID	SANTOS	2009-06-11		CA 007-01 CA 007-06-02 CA 009-02 CA 104-01	COMPACTEUR À DÉCHETS	CA	1	
<input type="checkbox"/>	99495	CA ID	SANTOS	2003-08-27		CA 007-06-02	CENTRIFUGEUSE	CA	1	



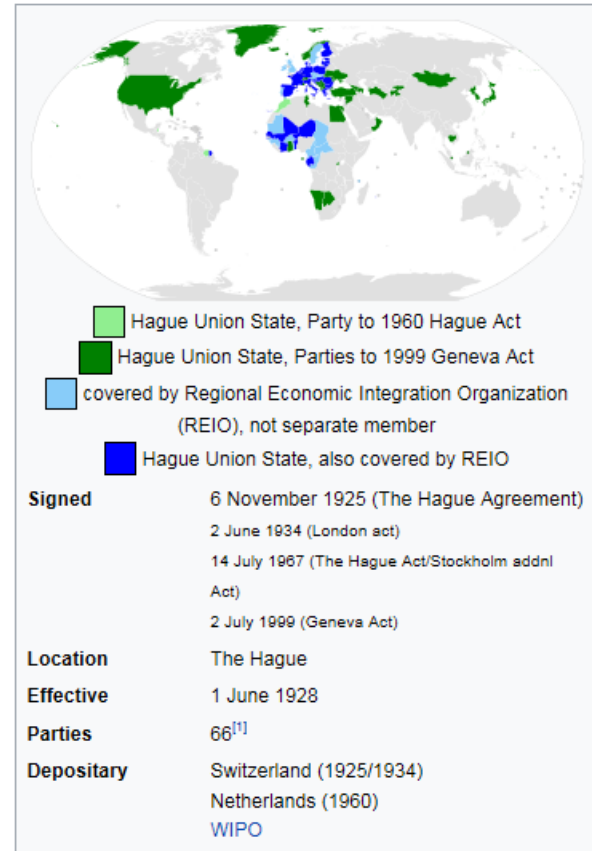
Industrial Designs - The Hague System

- 📌 Advantages of The Hague System :
 - 📌 Better **cost efficiency** / budgets
 - 📌 Easier and centralized **portfolio management**

- 📌 High interest for **new members** in the system (Japan, South Korea, USA...)

... for a «worldwide » protection of our products

Hague Agreement Concerning the International Deposit of Industrial Designs



Source : Wikipedia : https://en.wikipedia.org/wiki/Hague_Agreement_Concerning_the_International_Deposit_of_Industrial_Designs

Despite the guidance on WIPO website, it's hard to avoid extra costs sometimes

(http://www.wipo.int/export/sites/www/hague/en/how_to/pdf/guidance.pdf)

hatching, etc. in the representation.

¹² Where the United States of America is designated, it should be noted that sometimes shading or hatching or other lines may be self-explanatory and sometimes shading or hatching or other lines will need further explanation for the design to be fully disclosed and understood.

	1. Electric juicer	MA,SG,TN,TR	1		
US.D07-665	Juice extractor		US	1	

📎 Example : Official letter + answer → extra cost of 1000 to 1500 \$ for the USA ?

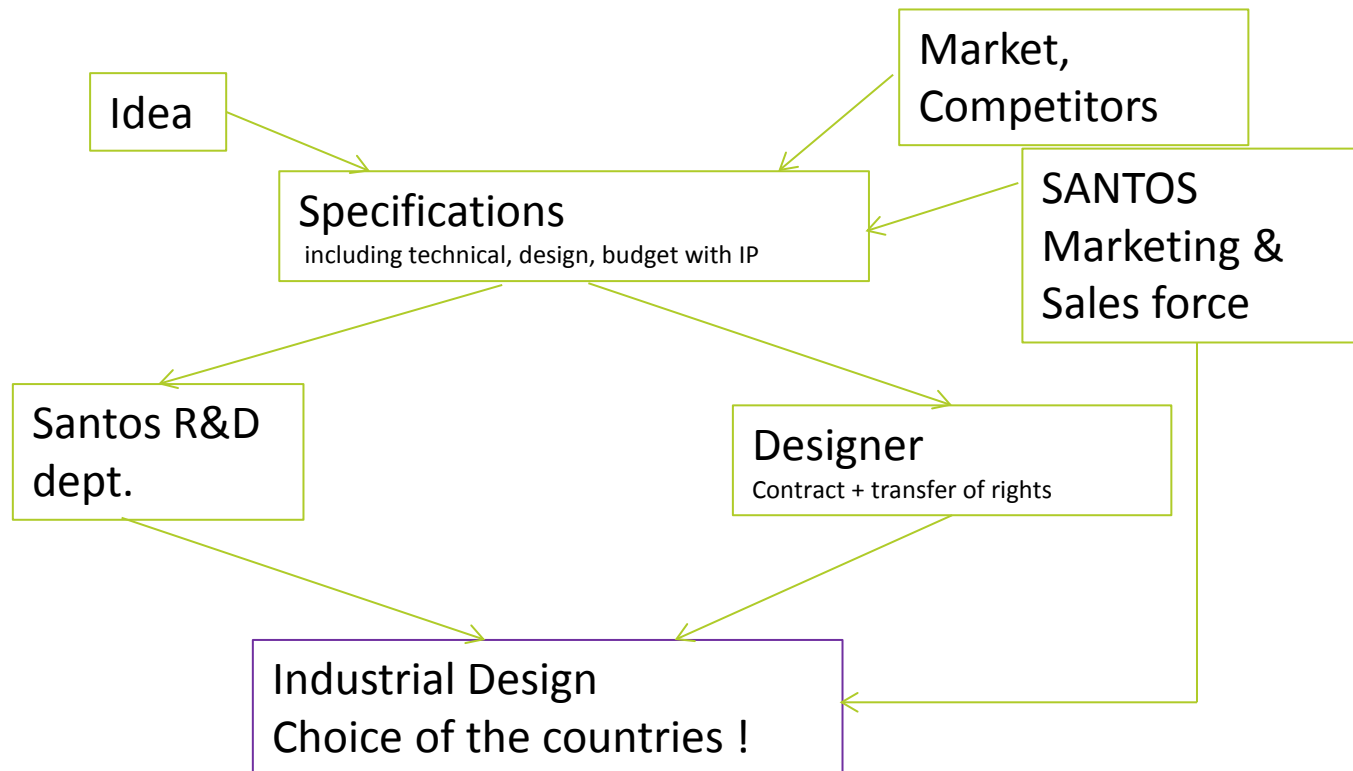
May this be a too high extra cost very small businesses or startups ?

📎 Major actors shall join The Hague System : China ?

(Russia joined in March 2018)

📌 Santos strategy :

- 📌 10% of our annual turnover is invested in R&D
- 📌 1 new product every 1 or 2 years (including restyling)
- 📌 **Each new product has an Industrial Design patent**



📌 Example on the Blender :

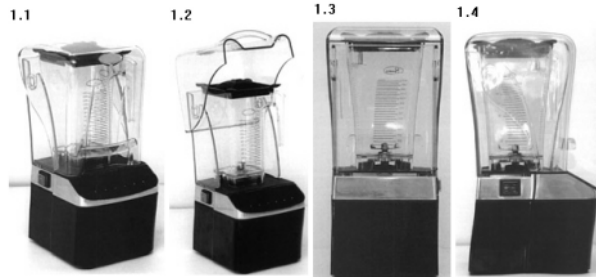
Current Status

MA,SG,TR

Registration under 1999 Act

- (11) International Registration Number
DM/073 524
- (15) Date of the international registration
14.04.2010
- (18) Expected expiration date of the registration/renewal
14.04.2020
- (22) Filing date
14.04.2010

<http://www.wipo.int/designdb/hague/en/>



Blender

US D637862 S1

RÉSUMÉ disponible en

IMAGES (8)



DESCRIPTION

FIG. 1 is front view showing the new design of a blender according to the

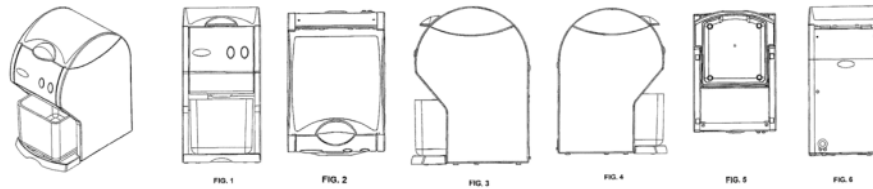
Número de publicación	USD637862 S1
Type de publication	Octroi
Número de demande	US 29/359,799
Date de publication	17 mai 2011
Date de dépôt	15 avr. 2010
Date de priorité	15 oct. 2009
Autre référence de publication	CA135086S
Inventeurs	Nicolas Fouquet
Cessionnaire d'origine	Santos
Exporter la citation	BiBTeX, EndNote, RefMan
Référéncé par (7), Classifications (3)	
Liens externes:	USPTO, Cession USPTO, Espacenet

REVENDECATIONS (1)

1. The ornamental design for a blender, as shown and described

<http://google.es/patents/USD637862>

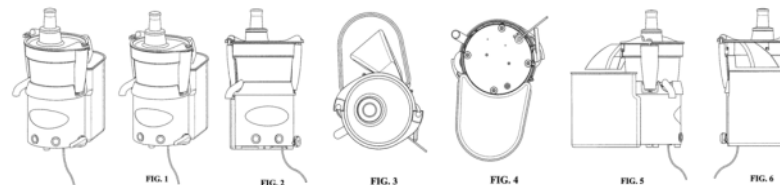


Design protection through The Hague System

I use it, what is my conclusion about it ?

It is a cost efficient tool for the protection of each of our new product,
It will help launching and developing the sales of this product worldwide.





Thank you for your attention

Nicolas FOUQUET
CEO – General Manager
SANTOS – Vaulx-en-Velin – France
www.santos.fr
nfouquet@santos.fr