



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 experience of the Hague System

Santos : Made in France, exported worldwide



130 countries



**65 years of experience
all around the world**
*Une expérience enrichie
depuis 65 ans à travers le monde*

Spain
Gaspacho

United States
Food coffee frappe

France
Espresso

Morocco
Orange juice

Hong Kong
Carrot juice

Brazil
caipirinha

Australia
Coffee

Santos world tour
Le tour du monde Santos

A Santos product for every need,
everywhere in the world.
Un produit Santos pour chaque besoin,
partout dans le monde.



- 📎 ... All our products are **designed and assembled in Santos** headquarters in Lyon.
- 📎 Professional equipment : Worldwide **B to B Market** - 80% export – 130 Countries
- 📎 **SME business** – 50 people – 20M€ annual turnover – family owned

- ✍ 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 trend : Green Juices NUTRISANTOS N°65



- ✓ **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.

Always on top of trends





Worldwide network & Experience

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



MILAN



SHANGHAI



DUBAI



CHICAGO



MOSCOW



SINGAPOUR



B to B Promotion :

- Tradeshows : Milano, Shanghai, Dubai, Chicago, Moscow, Singapore, Hong-Kong, and many others, directly by Santos or with his importers



DUBAI

- Professional press




THE BRUSHLESS TECHNOLOGY

- Long Lifetime
- Extremely Quiet
- Two way rotation
- Excellent energy efficiency
- No maintenance

BRUSHLESS BLENDER #62
The first brushless blender in the world

www.santos.fr - santos@safrica.fr





INFATIGABLE
depuis 1954

SIRHA - STAND 6A94
www.santos.fr





SANTOS

The best ON Juicer
THE MARKET

JUICE EXTRACTOR #68

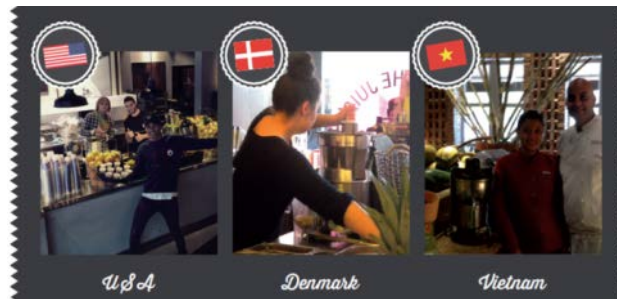
YOUR JUICE PARTNER SINCE 1954

Come & see us
NAFEM, ORLANDO
stand #4710

www.santos.fr



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...



BreadTalk



Club Med



To work with bigger than you, better be protected by IP right

Why do we use IP ?

- **A Strategy, an investment, which can be easy to use and cost effective even for SME businesses. A long time oriented asset.**
- **Protection of our inventions worldwide**

We protect :

**New
inventions
=Technical
Patents**

**Designs
=Design
Patents**

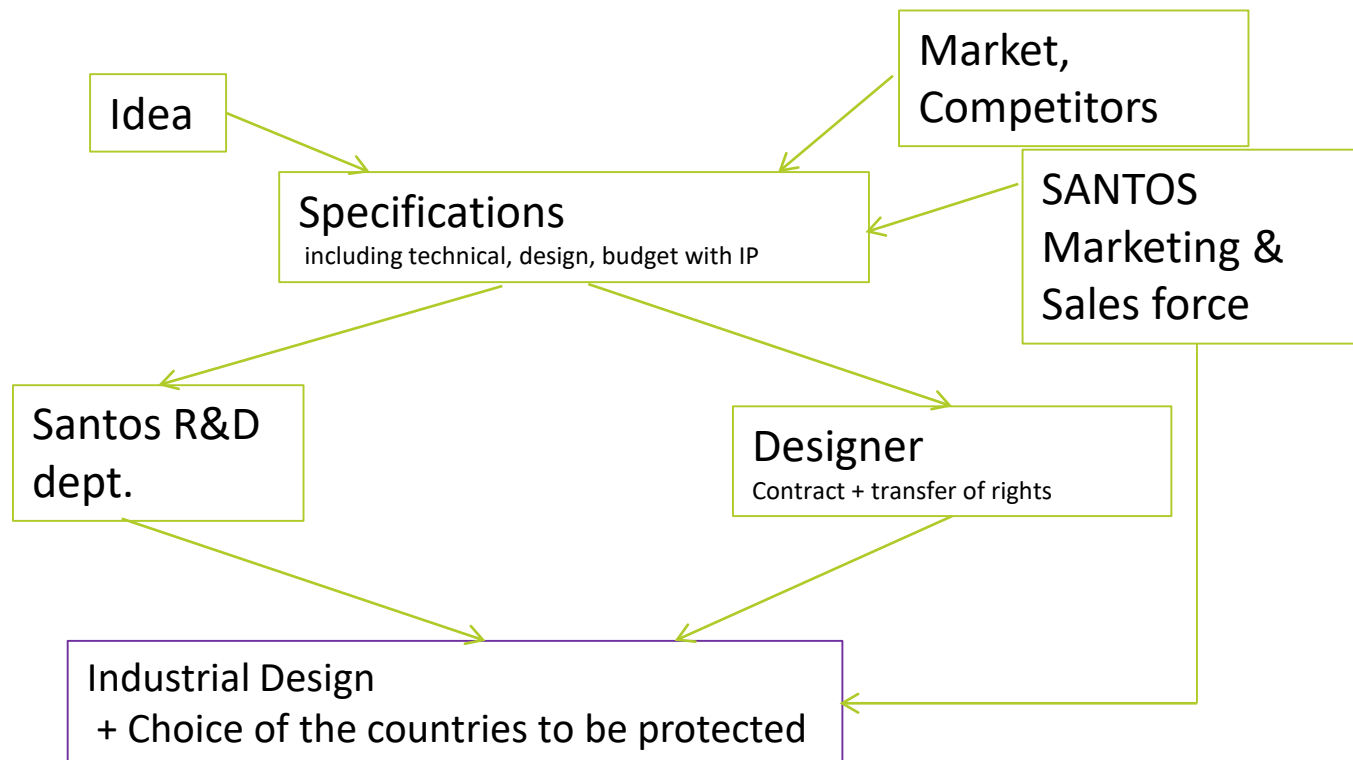


Our Brand



📌 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**



We use Industrial Design patents on every new product



... because we want it to be unique !

Competitors having the same technology / performances, will at least have a different look !

A tool for “fair competition”

We are very careful about the non-disclosure :



Presentation of
Nutrisantos juicer
no65 at HOST Milano
2015 trade show
(23/10/2015)

(11) International registration number

DM/090 270

(30) Data relating to priority claim under the Paris Convention

No. 1: 16.10.2015; 002826024-0001; EM

We are very careful **not to show the product until we get the confirmation of the Design Patent** (Be careful about trade shows, adverts, press releases...)
(Even if sometimes and in some countries we could use a grace period... we don't take any risk...)

... we once filed only 24hours before the opening of the trade show,
but it is **OK !**

IP Strategy :

“try to cover the world at a reasonable cost”

- Our main markets, strategical regions / continents (Europe, Asia, USA...)
- Depending on the product (coffee market \neq juice market \neq kitchen market)
- Important trade shows countries
- Strong competition areas
- Future oriented markets



IP timing :

- **Protect the product before showing it**
- **Develop quickly the sales, and worldwide**
- **Decide about the international extensions before 6 months**

French patent office link to WIPO website for international Design :

Le dessin ou modèle international

Par une demande unique auprès de l'Organisation mondiale de la propriété intellectuelle (OMPI), vous pouvez demander une protection dans un ou plusieurs pays membres de l'Arrangement de La Haye. Le dépôt se fait directement auprès de l'OMPI car l'INPI ne peut recevoir les dépôts internationaux. La demande internationale peut être déposée en français, en anglais ou en espagnol et donne lieu au paiement d'une taxe unique. L'enregistrement est publié en français, en anglais et en espagnol.

› Site de l'OMPI

<https://www.inpi.fr/fr/valoriser-vos-actifs/faire-vivre-votre-dessin-ou-modele/se-proteger-l-etranger>

What if we **do not (cannot ?) use The Hague system for Industrial Designs :**

- **We have to **file in** country by country (national filings)**
- **We have to **pay** country by country**

This can quickly be a limit in budget (especially for SME businesses)

**For us it has been the case in the past, for some Countries, who later joined The Hague System :
For Example Japan**

Example :

- **Malaysia and Indonesia are 2 of our markets we want to protect**
- **They are not a member of The Hague (Not yet ? Maybe after 2020 ?)**
- **The initial cost for these 2 countries is very high comparatively :**

Amounts in € (EUR)	Blender 62	Juicer 68
Malaysia (alone, National)	820	1424
Indonesia (alone, National)		1242
The Hague Including 3 countries : Maroco, Singapor and Turkey	1045	
The Hague Including 4 Countries : Maroco, Tunisia, Singapor and Turkey		1107,23
(Data from filing in 2012 and 2014 for these 2 products)		

So we hope they could join the Hague system soon !

By using The Hague system for Industrial Designs :

- We have a wide range of “easy to protect countries”, in some clicks, with a reasonable investment**
- The system extends year after year to new countries**

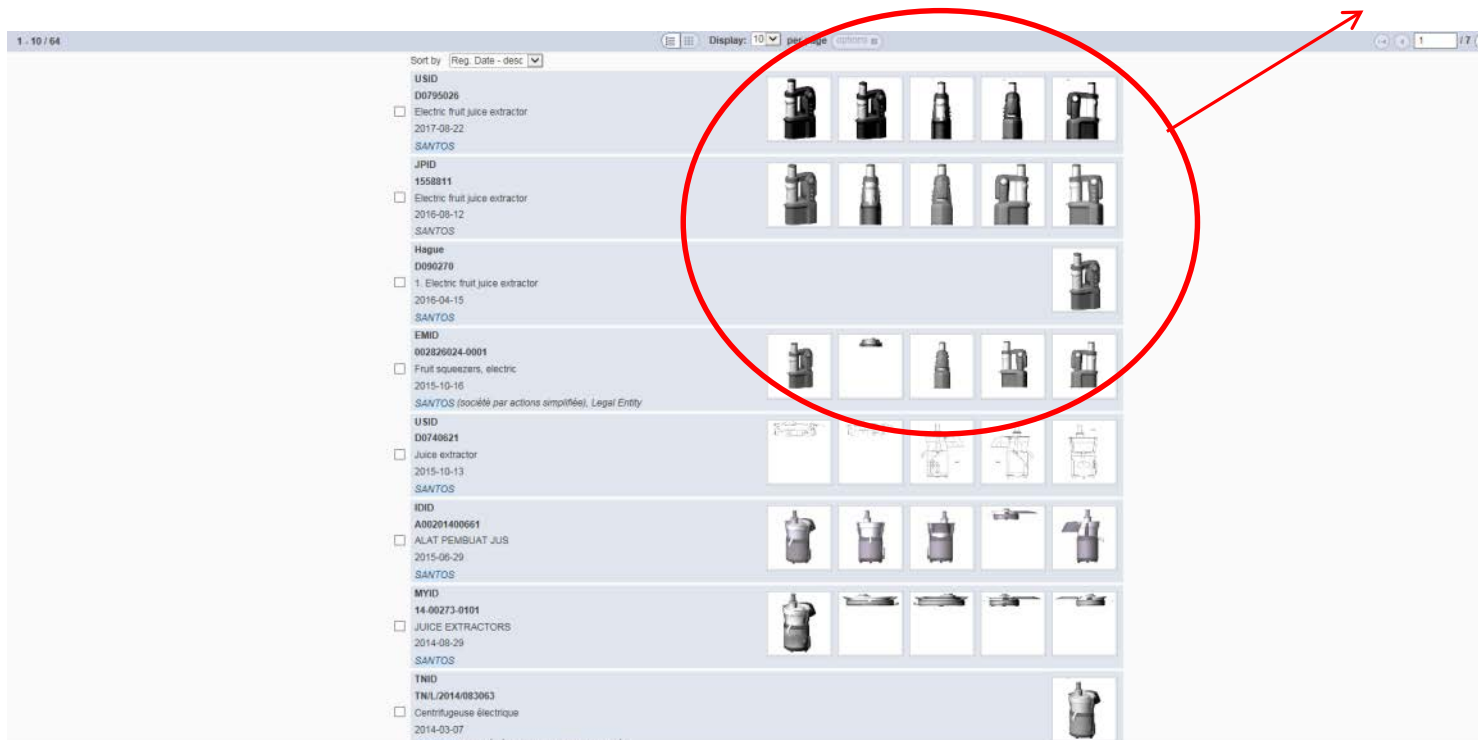
That makes our export business future oriented

Good worldwide IP opens new markets

Industrial Designs - The Hague System

WIPO Global Database : a complete database
(Including The Hague registrations, and many others...)

A good tool for benchmarking (for your competitors too...)



Our Juicer no 50 from 2002

Hague
D058631
Juice extractors
2002-01-21
SANTOS (SOCIÉTÉ PAR ACTIONS SIMPLIFIÉE)



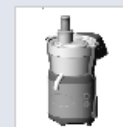
(81) Designated Contracting Parties

II. BX, CH, DE, GR, IT, MA

<https://www.wipo.int/designdb/en/index.jsp#>

Our Juicer no 68 from 2014

Hague
D083063
1. Electric juicer
2014-03-07
SANTOS (SOCIÉTÉ PAR ACTIONS SIMPLIFIÉE)



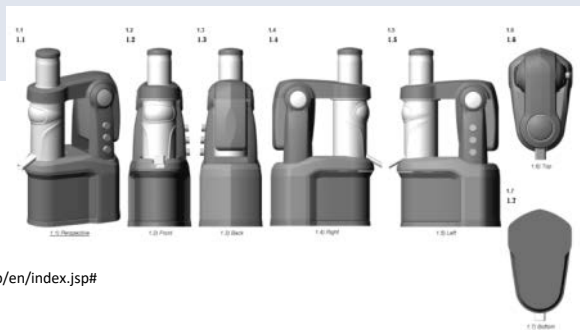
(81) Designated Contracting Parties

II. MA III. SG, TN, TR

<https://www.wipo.int/designdb/en/index.jsp#>

Our Juicer no 65 from 2016

Hague
D090270
1. Electric fruit juice extractor
2016-04-15
SANTOS



(81) Designated Contracting Parties

III. JP, KR, TR, US

<https://www.wipo.int/designdb/en/index.jsp#>

... and back to 1989 :

Hague
D013896
PRESSE AGRUMES
1989-06-26
SANTOS (SOCIÉTÉ PAR ACTIONS SIMPLIFIÉE)



(81) Designated Contracting Parties

I. BX, CH, DE, HU, IT, MC, SR

Industrial Designs - The Hague System

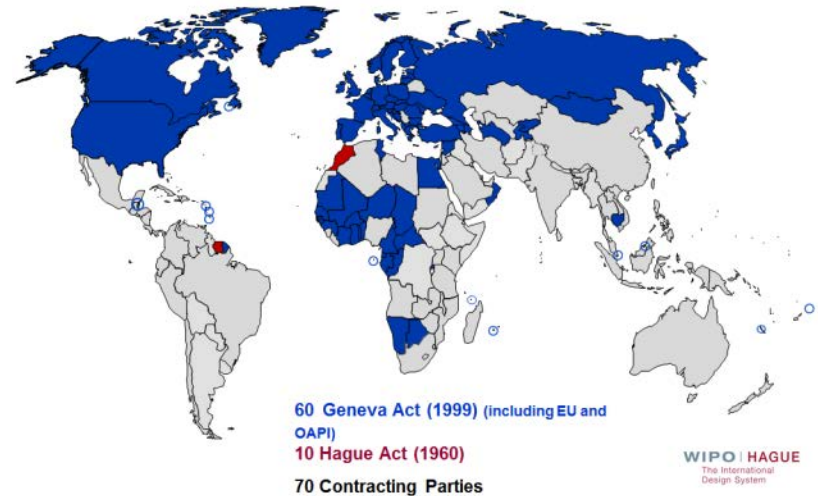
- ✍ We file in via our **Patent Attorney**, for global IP Strategy (Patents, Designs, Brands), but somehow we could file in by ourselves
- ✍ Be one step further, **protect the investments**, keep the market monopole
- ✍ Protecting the business of our **distributors** worldwide (a sales tool), they ask us to fight against unfair competition. Our market is their market.
- ✍ Industrial Designs are **very dissuasive** :
 - ✍ Very often used for **letters of formal notice** (With our international **Lawyers**)
 - ✍ (Hopefully) No trial in our history (trials only occurred on technical patents)

- ✍ “Copyrights” is not strong enough worldwide? It is the last solution for very old products (more than 20 years), and only against purely servile counterfeits



Industrial Designs - The Hague System

Hague Union



- 📎 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

Source : WIPO

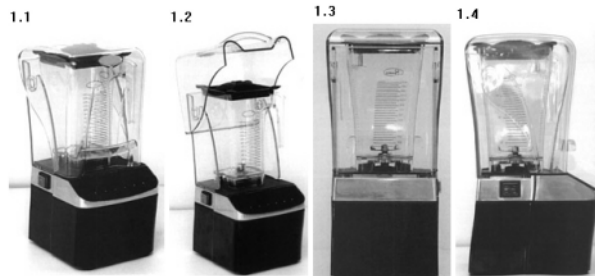
📎 Example on the Blender :

Current Status

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
(73) Name and address of the holder(s)	SANTOS (SOCIÉTÉ PAR ACTIONS SIMPLIFIÉE) 140-150, avenue Roger Salengro, F-69120 VAULX-EN-VELIN (FR)

(81) Designated Contracting Parties

📍 II. MA III. SG, TR



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



When you are copied, it may be the price of success... ... or it is too late...



Peut-on avoir raison de la contrefaçon ?

3 – Les victoires de SANTOS dans la lutte contre la contrefaçon



VRAI

FAUX

FAUX

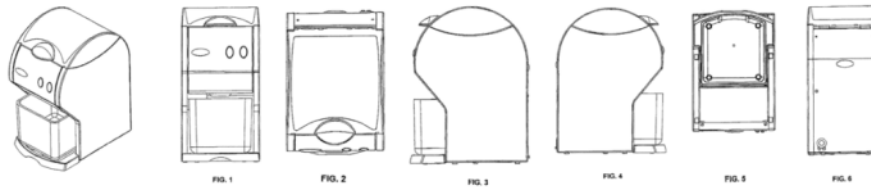
FAUX



One slide from the presentation to the French Authorities made by Nicolas FOUQUET, SANTOS, in 2010, about the fight against counterfeits

Better prevent by filing...

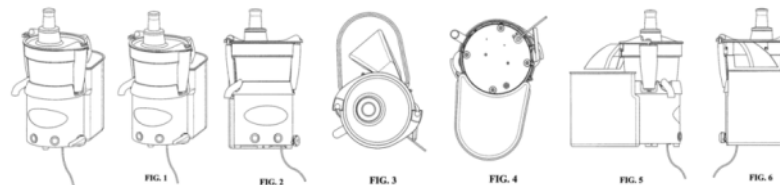
**SMEs, Startups from small countries, let your innovations conquer the world !
= a positive globalization**



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
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