

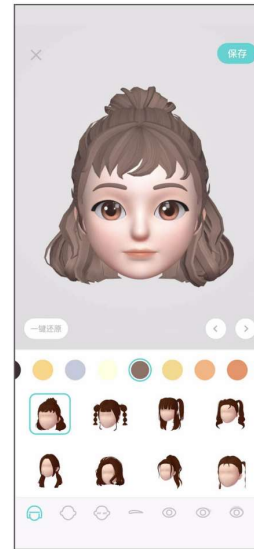
IP and Women Entrepreneurs

Geneva
27 October, 2022



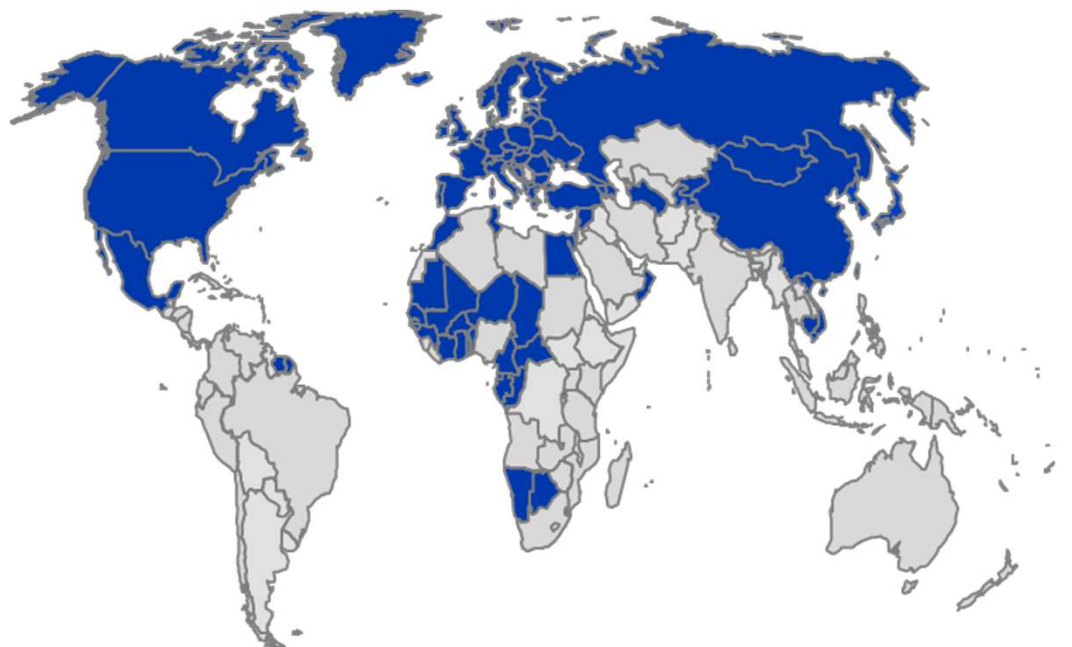
Image:sorbetto (Getty/DigitalVision Vectors)

Industrial Designs in the Hague System



The Hague System in a nutshell

- Need a connection with a member
- File directly with WIPO
- Can cover up to max 100 designs
- One application/language/currency
- Can designate 94 countries
- Designated members grant or refuse
- Centralized management of rights
- Limited duration – min. 15 years



77 members covering 94 countries

AINO MORIMOTO

- Over 15 years in Fashion
- Partner and Designer at SUMEE Ltd.
- Specialised in Innovation and Sustainable Fashion
- Inventor of the widely protected Modern Balaclava



MOTIVATION FOR INNOVATION

Cute when your a baby, but



fast forward a few years...



... and your ready for some new ideas to sprout!



THE DESIGN

- Looks like a beanie and a scarf
- As protective and easy as a traditional one piece balaclava
- Can be used as a hood when indoors
- Simple idea and execution that looks effortless

A REVOLUTION:
THE MODERN BALACLAVA

A Revolution in combining Style, Comfort,
Ease and Protection against the Elements.



Timeless Design



Wear it like a hood



Protects The Neck



Looks like a beanie

- COOL HAS NEVER BEEN THIS WARM -

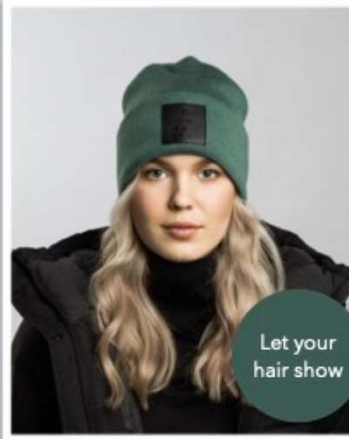
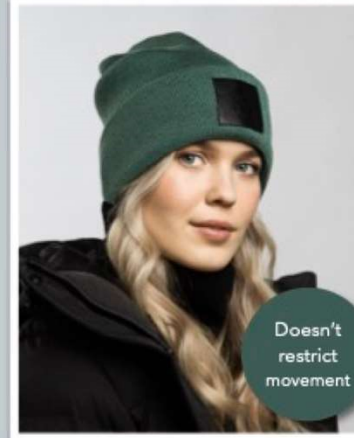
SUMEE LTD / TAULUTIE 1 A 2, 00680, HELSINKI, FINLAND / +358 (0)40 4112230 / WWW.SUMEE.FI

Home footage of the Modern Balaclava in use.



THE PROCESS

- We chose countries with cold winters
- WIPO: one application only; USA, Canada, EU, United Kingdom, Russia, Switzerland, Norway and Iceland
- Very simple process, no need for foreign lawyers, except USA because at first examiner rejected the application

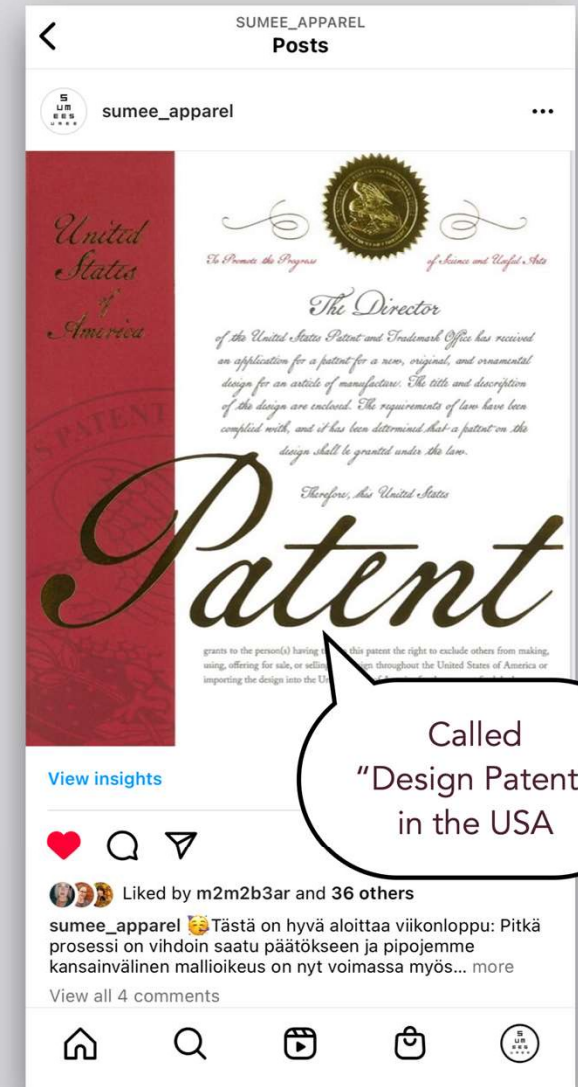
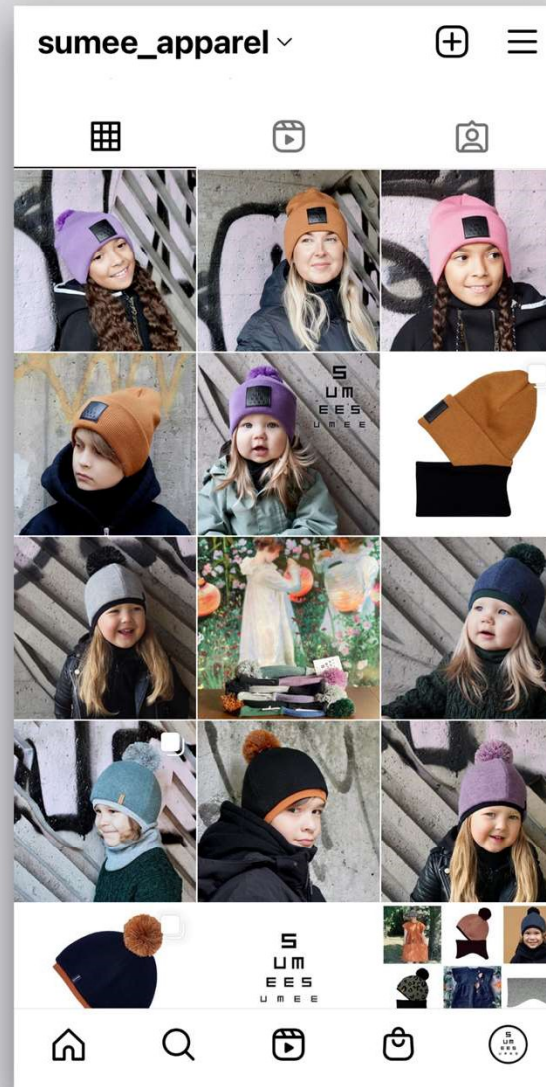


* Design Protected in USA, Canada, EU, United Kingdom, Russia, Switzerland, Norway and Iceland

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IN EVERYDAY USE

- First thing we tell everybody is we have a design registration
- We include it in all marketing
- We've had a manufacturer refuse to produce a similar design for another company
- Played a role in getting into a major department store from first official season
- No copycats to date





Thank you!

Aino Morimoto // aino@sumee.fi

...And remember to protect your dreams!

Brands by Women in the Madrid System

STELLA'S WORLD

J K ROWLING

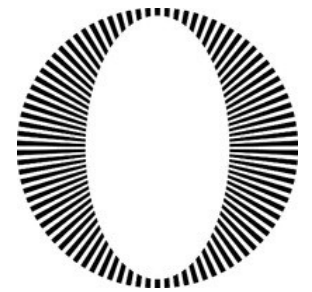


STELLA McCARTNEY



Business Class

CHIARA FERRAGNI



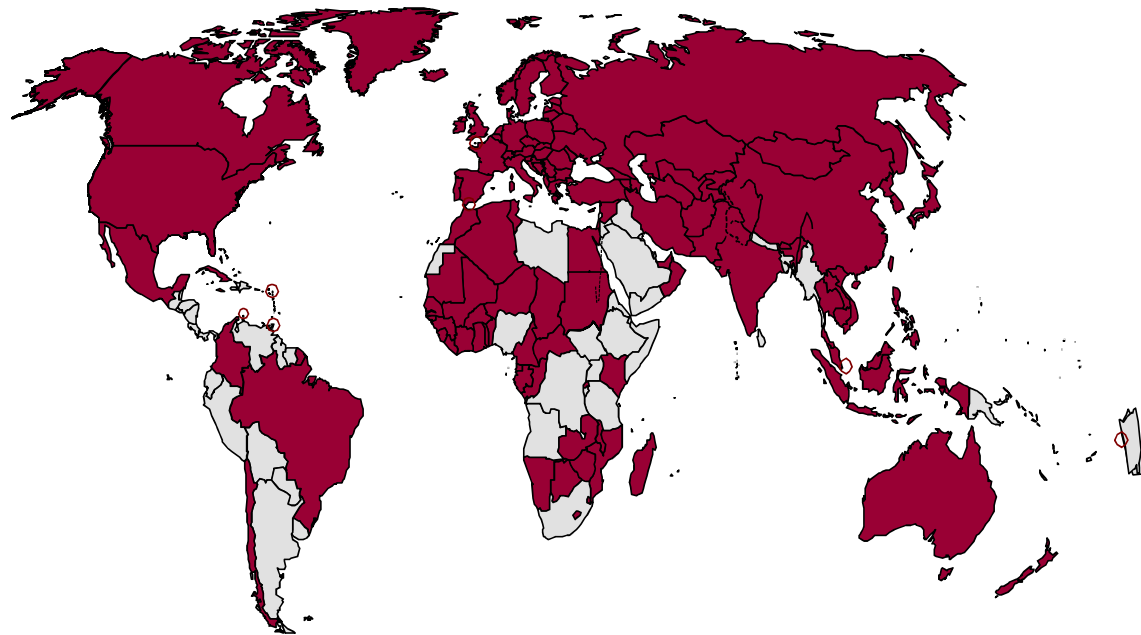
VICTORIA BECKHAM

OPRAH TALKS

OPRAH'S BOOK CLUB

The Madrid System in a nutshell

- Need a connection with a member
- Must file through your local IP Office
- Need a basic mark with your IP Office
- One application/language/currency
- Can designate up to 128 countries
- No novelty – can later add members
- Designated members grant or refuse
- Centralized management of rights
- Unlimited duration – renew every 10 years



112 members covering 128 countries



TRENDBOOKS



SAVE TIME
AND MONEY



READY-TO-USE
DESIGNS



TRAVEL AROUND
THE WORLD



MAKE THE RIGHT
DECISIONS

MINICOOL

Minicool is a international agency specialized in the Trend forecasting and graphyc desings for babies and kids.



WHAT DO WE DO?

The core of our company is creativity and constant search of trends. We design Trendbooks for babies and kids represents **added value for the Children's Fashion Industry.**

A tendency is an inclination of the human being towards certain ends. We study that invisible force by which society leans one thing or another to anticipate its needs. We anticipate what will happen to minimize the risk of innovation in companies, betting on a safe value.

TREND FORECAST

QUALITY DESIGN

COLOR FORECAST

NEW IDEAS

INNOVATION

INSPIRATION

THE TRENDBOOKS



0 meses - 4 años



5 años - 14 años

EVOLUTION

Minicool is founded in Valencia, where our headquarters currently continue. I am an **entrepreneurial industrial designer** who decided to start this project in 2012.

Like all beginnings, our start was not easy. Since trend forecasting as a business service was not a well-known field, market entry was complicated.

Throughout these **ten years** we have grown as a company, both at a commercial level, positioning ourselves at an international level; as a human.

We currently have an **international team of designers**. We provide our services in various markets.





TRENDMARK EU



TRENDMARK OTHERS COUNTRIES



Exclusive design

We design for companies that need a personalized design service that adapts to their needs and its unique brand identity.



Consulting and creativity service

For companies that need an outside perspective to analyze and improve their product strategy, design and brand development.

Trend conferences and seminars

Constantly studying the future, Minicool can train teams to have a global, different, creative and innovative vision.



minicool
Trendbooks and Design Agency



THANKS FOR YOUR ATTENTION

CONTACT US

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Examples of Geographical Indications



KAMPOT PEPPER
(IG1152 / Cambodge)



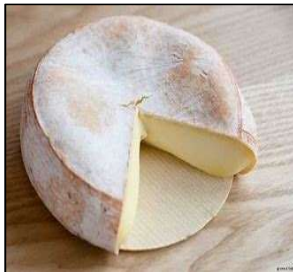
BANANO DE COSTA RICA
(AO900 / Costa Rica)



FIGUES DE DJEBBA
(AO1155 / Tunisie)



CAFE VERACRUZ
(AO840 / Mexique)



REBLOCHON
(AO458 / France)



VAZISUBANI
(AO871 / Géorgie)



VINHO VERDE
(AO564 / Portugal)



SPECK ALTO ADIGE
(AO941 / Italy)



HEREND
(AO737 / Hongrie)



CHULUCANAS
(AO869 / Pérou)



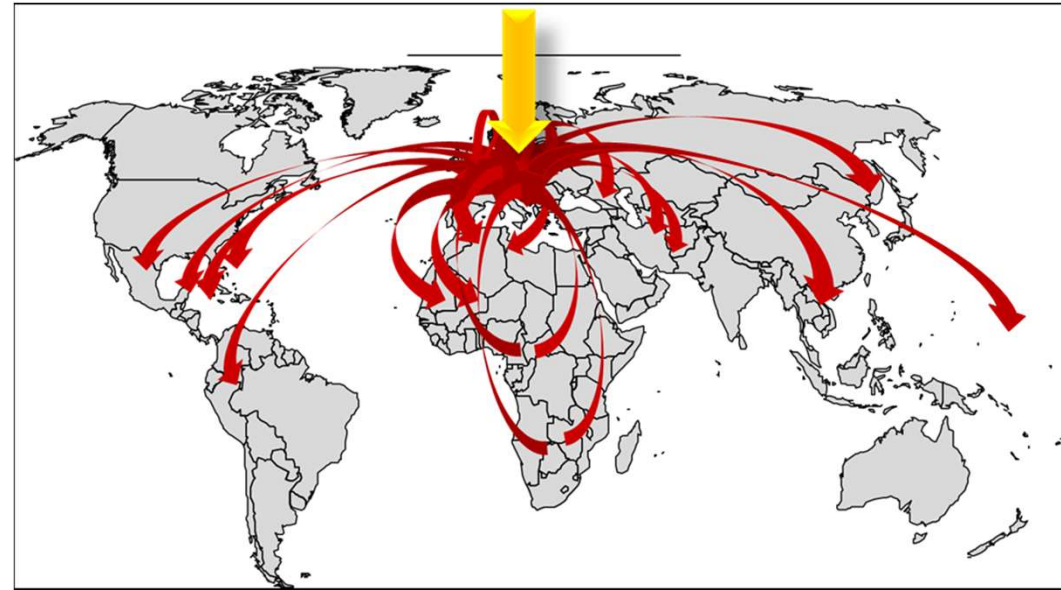
IRAN'S KORDESTAN
WIPO PUBLIC **MARBLE** (AO1105 / Iran)



SAROUGH HANDMADE CARPET
(AO956 / Iran)

The Lisbon System in a nutshell

- Geographical indications (GIs) tells the origin of the product, attribute certain qualities and reputation
- Must be linked to a member of Lisbon
- Must be protected in home country
- One application/language/currency
- Overall protection in 57 countries+
- Members to examine the GI
- Centralized management of rights
- Unlimited duration – linked to validity of GI in home country



57 members+