

■ Overview of the Hague System

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Overview of the Hague System

- Why protect industrial designs?
- What is the Hague System?
- Why is the Hague System an optimal choice?
- What are the main features and advantages of the Hague System?
- How does the Hague System work?

Why protect industrial designs? (1)



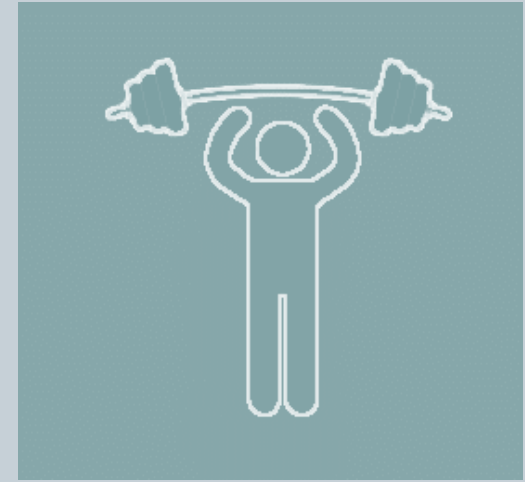
■ Return on investments

Protection contributes to obtaining a return on investments made in creating and marketing attractive and innovative products.



■ Exclusive rights

Protection provides exclusive rights for at least 10 years, so as to prevent or stop others from commercially exploiting or copying the industrial design.



■ Strengthen brands

Industrial designs can be an important element of a company's brand. Protecting industrial designs contributes to protecting a company's brand.

Why protect industrial designs? (2)



■ Opportunity to license/sell

Protection provides rights that may be sold or licensed to another enterprise (source of income for the owner of the rights).



■ Positive image


Protection helps convey a positive image of a company, since industrial designs are business assets which may increase the market value of a company and its products.



■ Reward and creativity

Protecting industrial designs rewards and encourages creativity.

What is the Hague System?



The Hague System provides a unique international mechanism for securing and managing design rights simultaneously in multiple jurisdictions, including:

Nine out of ten of the world's top economic markets

(2020 World Bank rankings)

The whole of Europe

And many more

Members of the Hague Union



77 contracting parties

94 countries

The Hague Agreement

Hague Act (1960)

Geneva Act (1999)

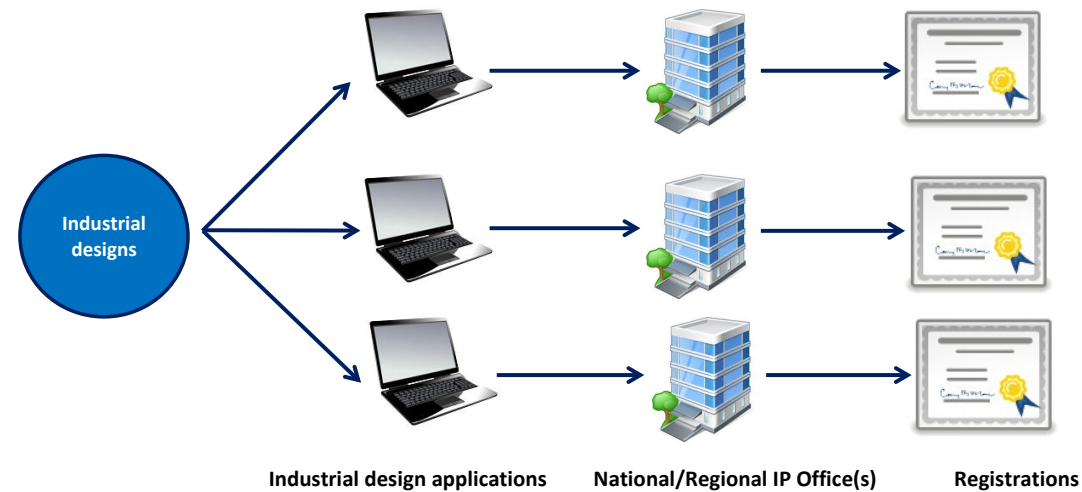
Common Regulation Administrative instructions

+ National laws and regulations regulate:

- the conditions of protection,
- the refusal procedure, and
- the rights deriving from such protection

Why is the Hague System an optimal choice?

Domestic/Paris Route



The Hague System

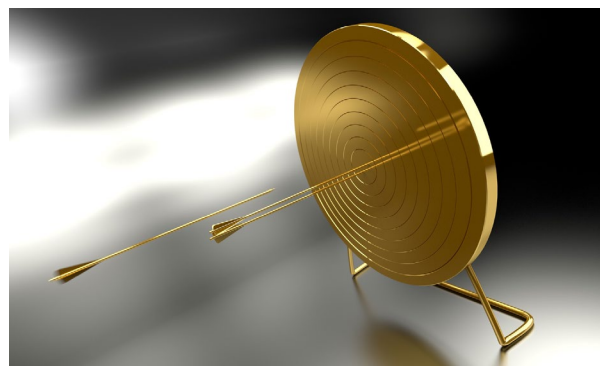


What are the main features and advantages of the Hague System?



■ Ease of Use

Anywhere at any time
Intuitive – integrating the mandatory formal requirements
Electronic notifications
Online renewal



■ Efficiency

One international application (*up to 100 designs belonging to the same Locarno Class*)
One language
One set of fees
One currency
Centralized management

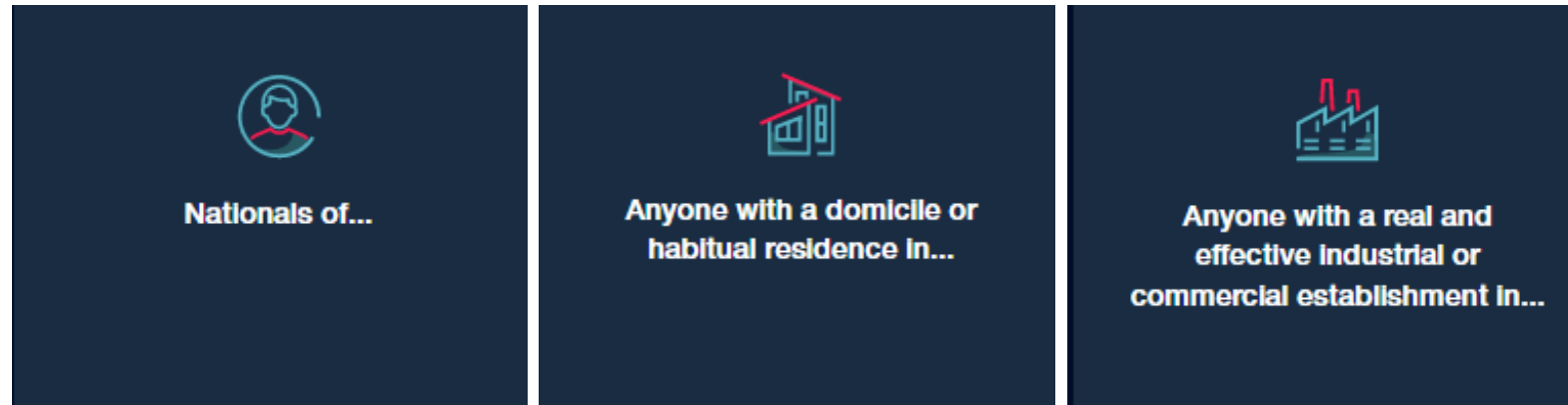


■ Economical

Key benefit of the Hague System

How does the Hague System work?

- Who can use the Hague System?



- Any **Hague System member** (referred to as “contracting party”), including any country of the European Union (EU) or the African Intellectual Property Organization (OAPI)

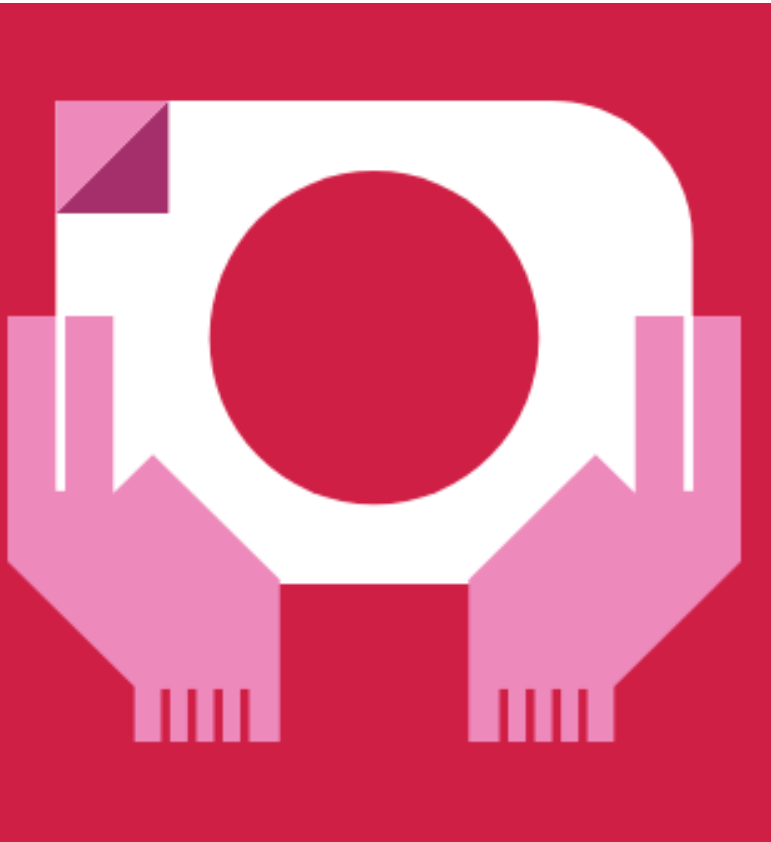
How does the Hague System work?



- **File** directly with WIPO through eHague
- **Formality examination** to ensure that the application meets all formal requirements
- **Publication** of the designs in the International Designs Bulletin

How does the Hague System work?

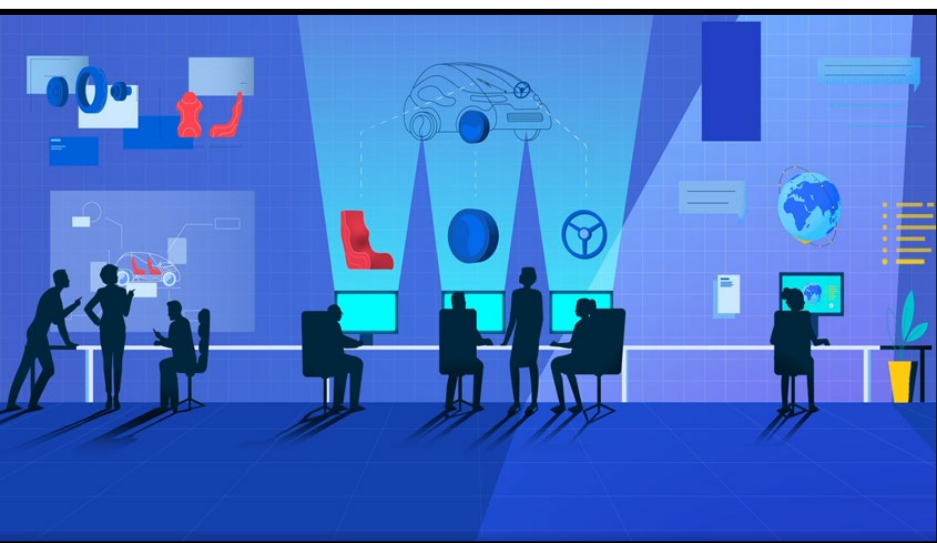
- Keep your international registrations **up-to-date**
- **Record a change** related to
 - the ownership
 - the name/address of the holder
 - a limitation
 - a renunciation
 - the appointment/cancellation of a representative
 - the name/address of the representative
- Use the **official DM forms** or **eHague**



How does the Hague System work?



- **Renew** your international registrations:
 - Partial renewal (part of the designs for all designated Contracting Parties, part of the designs for part of the designated Contracting Parties, or all designs for part of the designated Contracting Parties)
 - Total renewal (all designs for all designated Contracting Parties)



- The Hague System provides a **straightforward solution to international design protection** that **eliminates the need to file separate and multiple applications** in individual countries or regions.
- IP rights are territorial – **the domestic laws of each contracting party govern the protection** resulting from international registrations

