

Why we choose the Hague Agreement

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IP Director from ROBOROCK



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| About us

Founded in July 2014, Roborock is a world-leading company for home cleaning electrics.

Roborock is committed to innovation in researching, developing, and producing home cleaning devices, particularly robotic, cordless, and wet/dry vacuum cleaners. Every Roborock product has been designed with an eye on solving genuine problems, so Roborock customers can live better lives.

In 2021, Roborock is ranked No.1 in terms of market share in the Robot Vacuum Category in Germany and Nordics, and in the US, it is also the Top 3 brand in the online market. Now, we are determined to push further in the new year.



9.28 million units

40+ countries



By the end of June 2021



Hague Agreement took effect in China on 5th, May, 2022



Product G10S Pro from ROBOROCK



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海牙协定在我国生效首日 北京企业递交20余件外观设计国际注册申请

发布时间: 2022-05-12 信息来源: 国家知识产权局政务微信

5月5日,《工业品外观设计国际注册海牙协定》(以下简称海牙协定)在我国正式生效。当日,小米、联想、京东、达佳互联、石头科技等北京企业通过海牙途径递交了20余件外观设计国际注册申请。

ROBOROCK submitted an application through Hague Agreement on 5th, May, 2022



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1, New changes brought by the Hague Agreement to Chinese enterprises

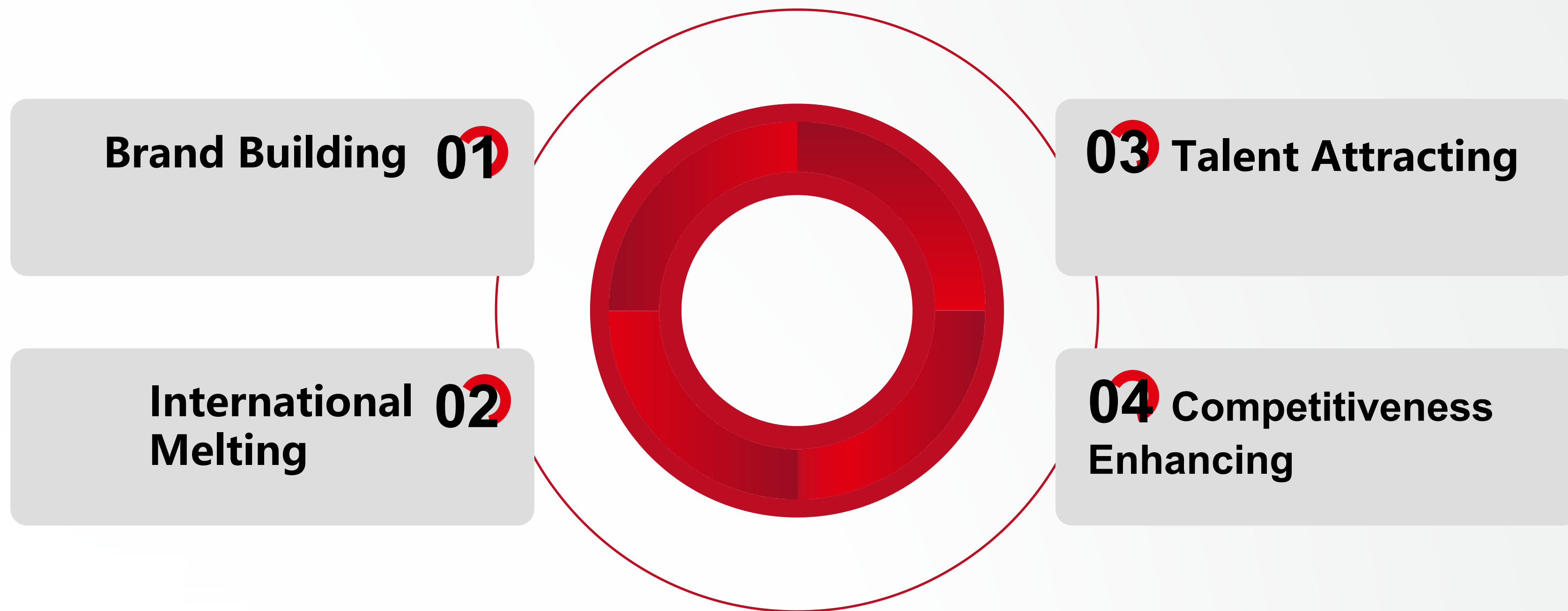
Advantages

- 1) Convenient to operate
- 2) Cost down
- 3) Procedures simplified



**2, The Hague Agreement effectively supports
brand building of Chinese enterprises**

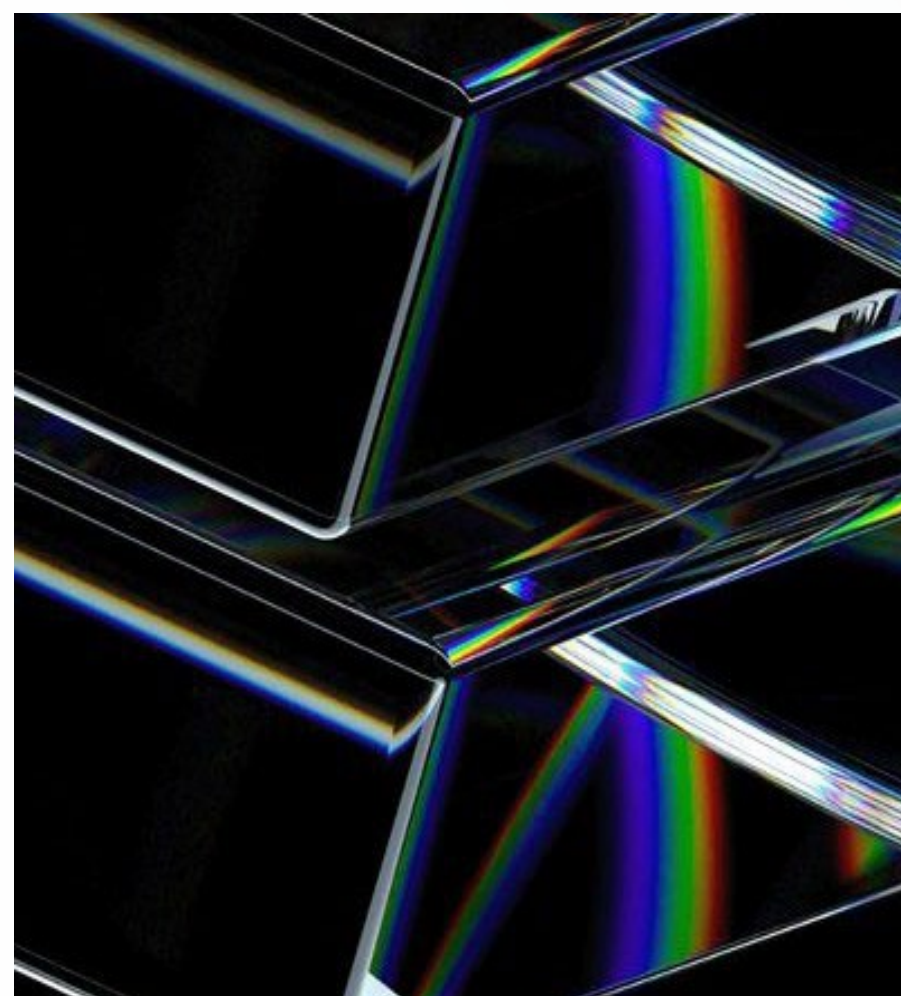
Beneficial effects





**3, The Hague Agreement helps
Chinese enterprises to be
recognized internationally**

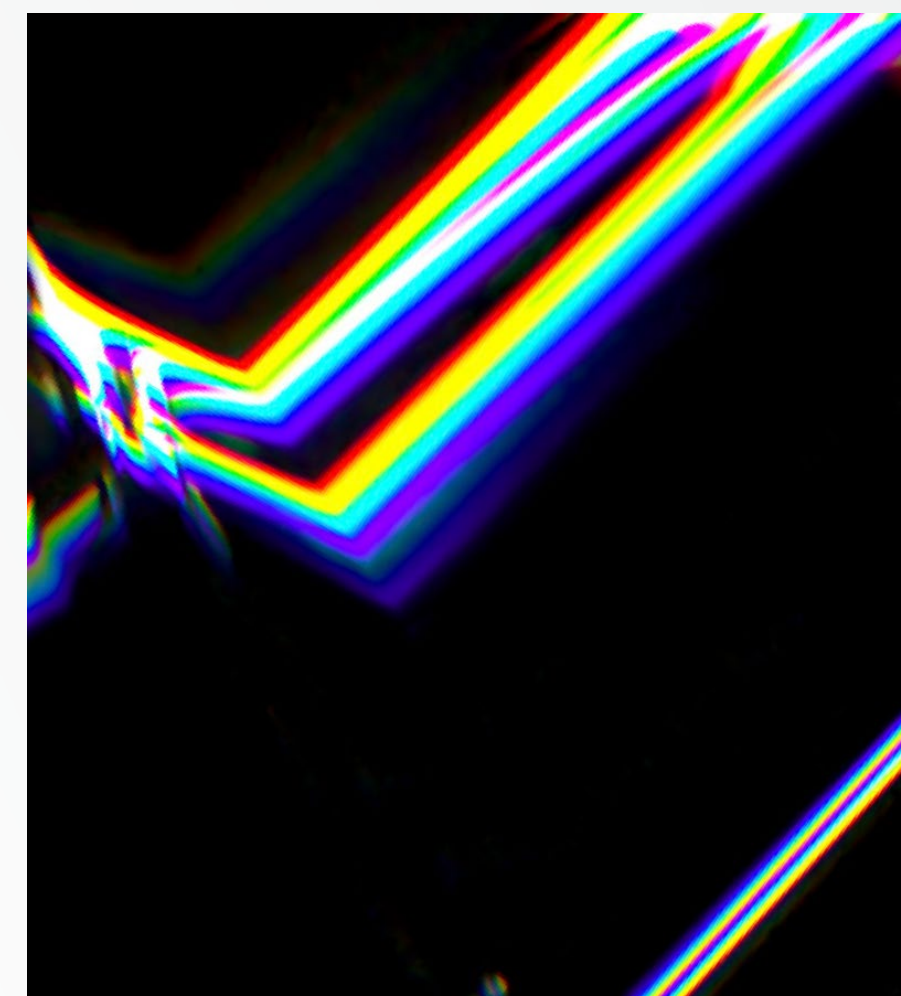
Role Changing



Creativity



Initiativeness



Use according to situation

**Thanks for
watching!**