



Expansion of the Hague System A Future User's Views

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Design Patent Manager
NIKE, Inc.

- **Principle Business**
Design, development and worldwide marketing and selling of athletic footwear, apparel, equipment, accessories and services
- **Annual Revenue of \$25B in Fiscal Year 2013**
- **Six Major Operating Segments**
North America, Western Europe, Central & Eastern Europe, Greater China, Japan and Emerging Markets
- **Approximately 48,000 employees worldwide**

Scope and Scale

- **Four Brands**
NIKE, Jordan, Converse, Hurley
- **8 Key Product Categories for NIKE and Jordan Brands**

Running, Basketball, Global Football (Soccer), Men's Training, Women's Training, NIKE Sportswear, Action Sports, Golf

Also offer products for Kids, Baseball, Cricket, Golf, Lacrosse, Outdoor activities, American Football, Tennis, Volleyball, Walking, and Wrestling

Scope and Scale

**So what does this
growth mean in terms
of design protection?**





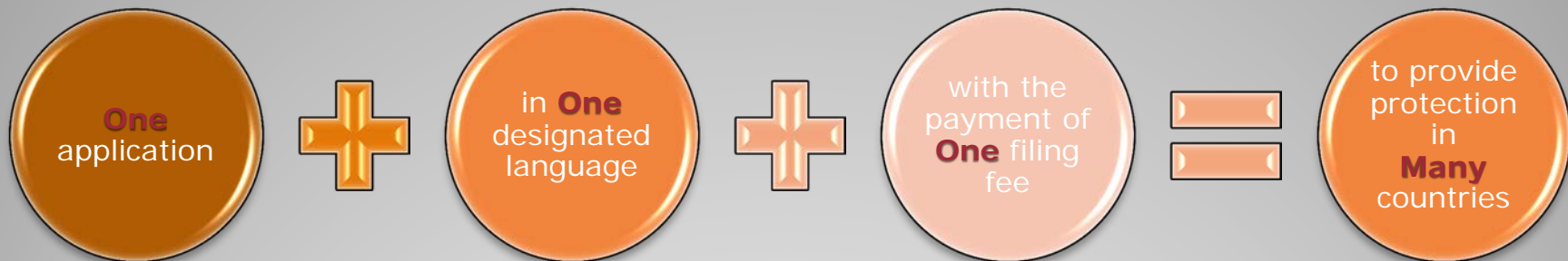
One application

in **One** designated language

with the payment of
One filing fee

to provide protection in
Many countries

Advantages of Hague Agreement



The fee calculator is an important tool for a successful application submission

Still need to consult local counsel to educate on national laws

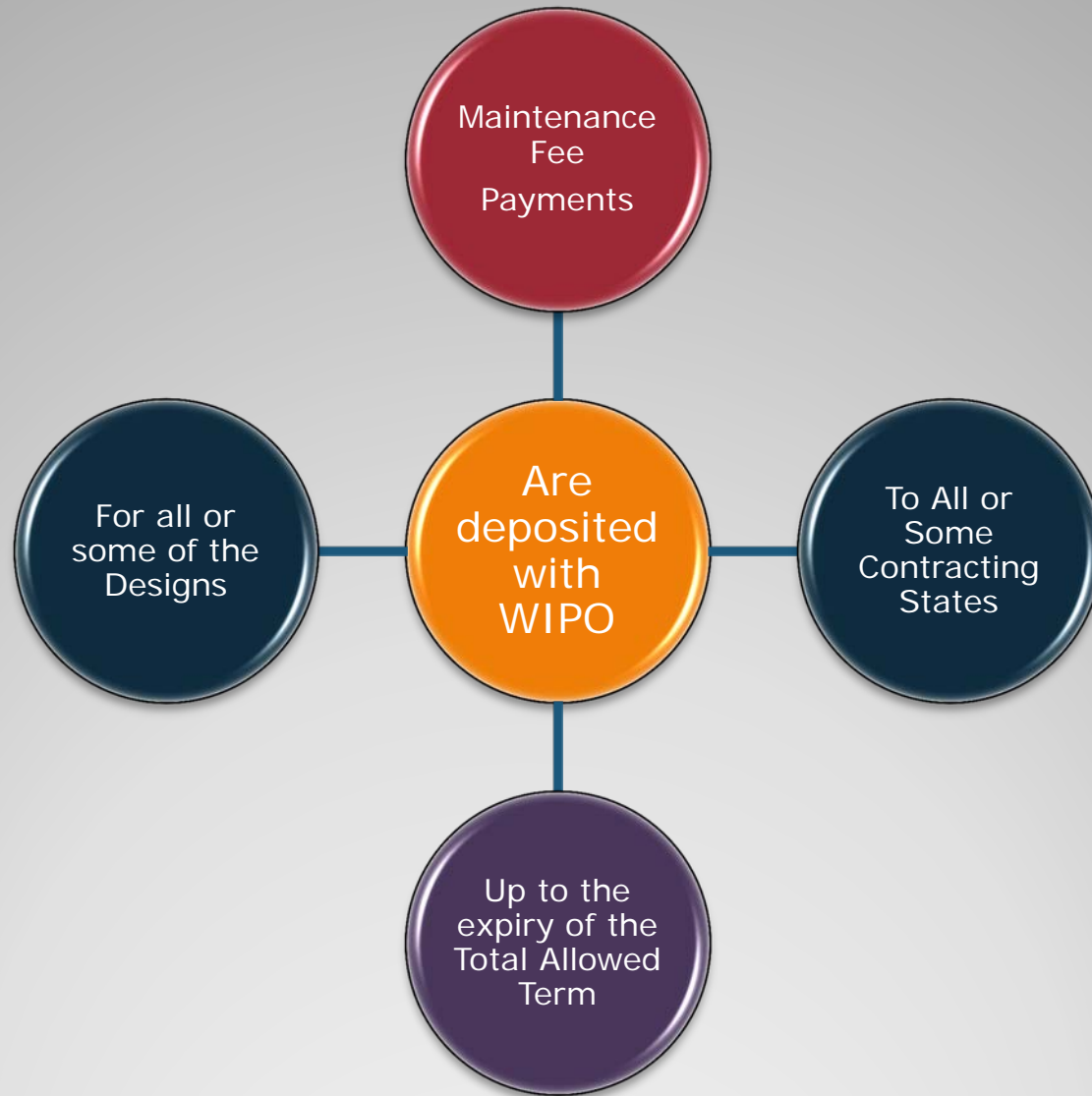


Advantages of Hague Agreement

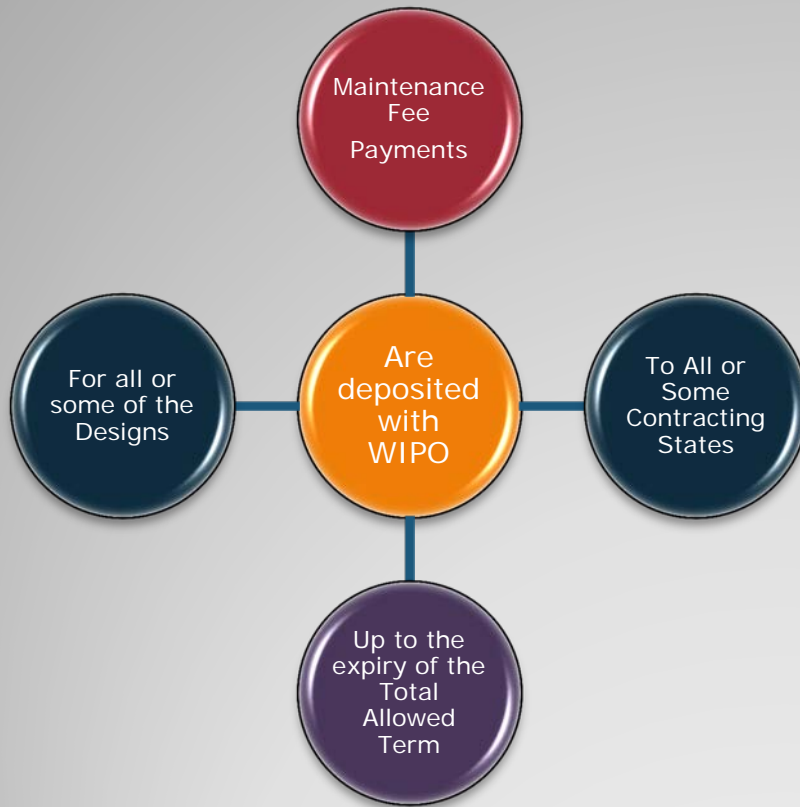
Requires careful record keeping

Can require time and attention when preparing for maintenance fee renewal





Advantages of Hague Agreement



Cost Savings

Could Allow
for
Self-Payment
Program

Your
International
Application

Advantages of Hague Agreement

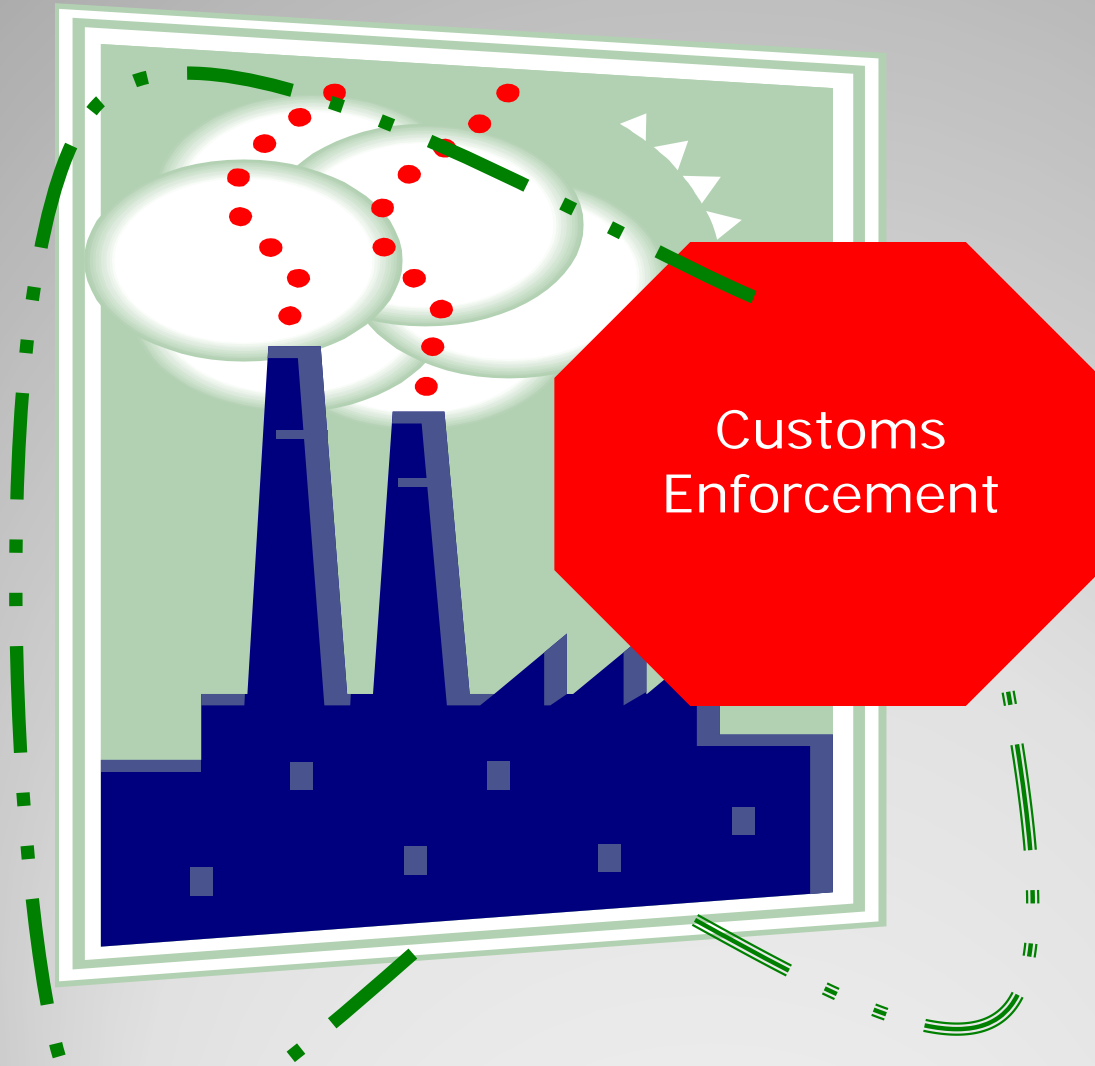
Your International Application

Deferred Publication

Allows for time to determine viability of design

Length of duration of deferral dependent upon Act

Cannot enforce a deferred publication



Advantages of Hague Agreement



Requires reliable contact with Customs that can act quickly

Commitment to education of Customs officers

Not all countries allow for the design patent/ registration enforcement

- Add more Contracting Parties
 - United States, Japan, Korea, Brazil, Russia, India, China
- Harmonization of practice and regulation regarding Act to which Contracting Party has ascended
 - Push for ascension of all to Geneva Act?
- Harmonization of national design laws
 - Implementation of Design Law Treaty?

Future Wish List for Hague



**LIFE IS
A SPORT.
MAKE
IT COUNT.**



Thank You!

