

Protecting Industrial Designs Current Issues and Future Trends

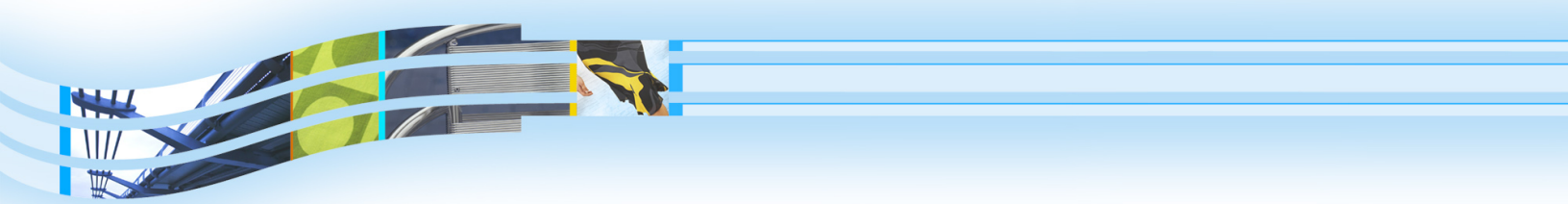
Marcus Höpperger

World Intellectual Property Organization



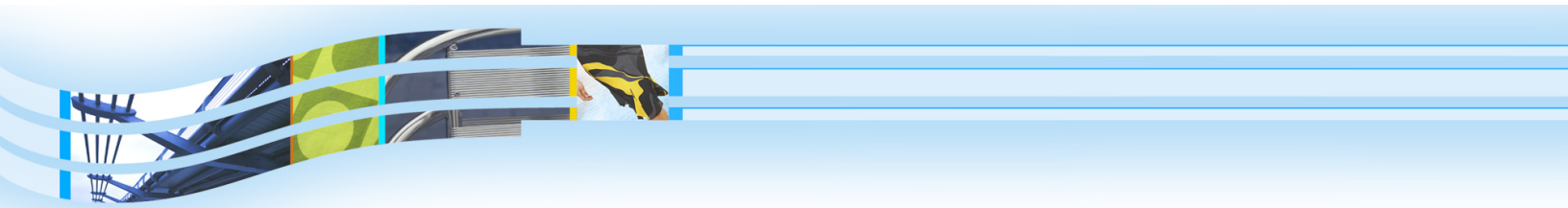
Industrial Design

- **At Intellectual Property Crossroads**
- **Paris Convention (1883)**
 - Industrial Property
- **Berne Convention (1886)**
 - Copyright
- **Hague Agreement**
 - Industrial Designs
- **TRIPS Agreement**



“Design is a creative activity whose aim is to establish the multi-faceted qualities of objects, processes, services and their systems in whole life cycles. Therefore, design is the central factor of innovative humanization of technologies and the crucial factor of cultural and economic exchange”

Source: International Council of Societies of Industrial Designs



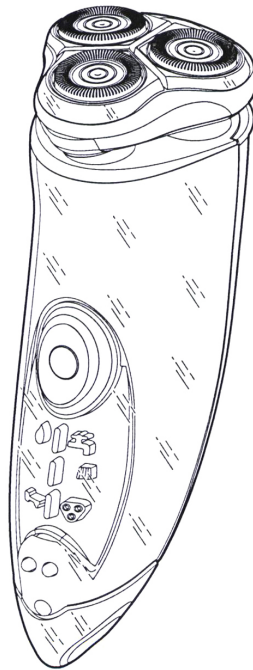
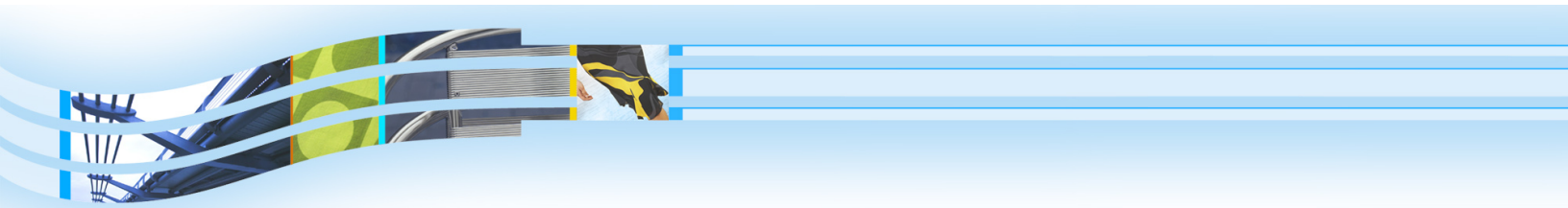
“Design means the appearance of the whole or a part of a product resulting from the features of, in particular, the lines, contours, colors, shape, texture and/or materials of the product itself and/or its ornamentation”.

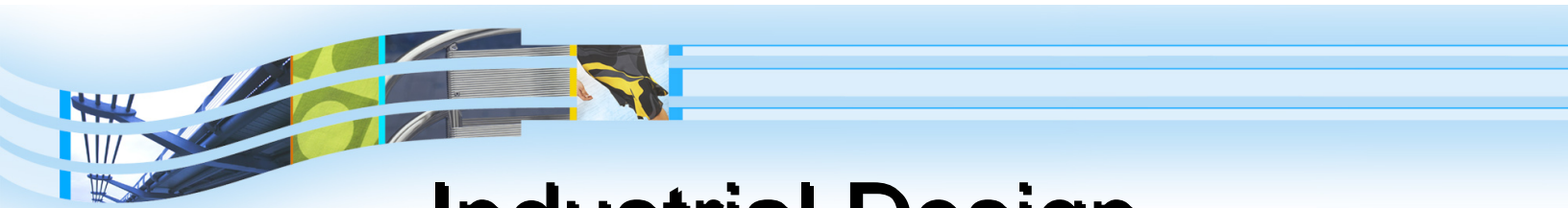
Source: *Directive 98/71/EC*



Industrial Design

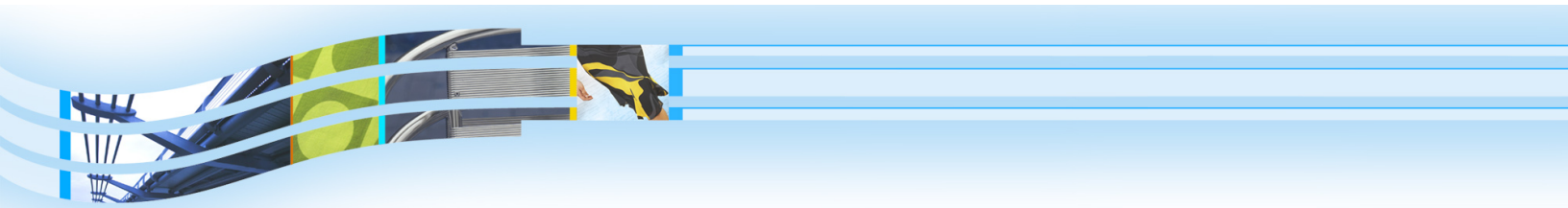
Functional?





Industrial Design

Aesthetic?





Industrial Design

New?