



Looking Good

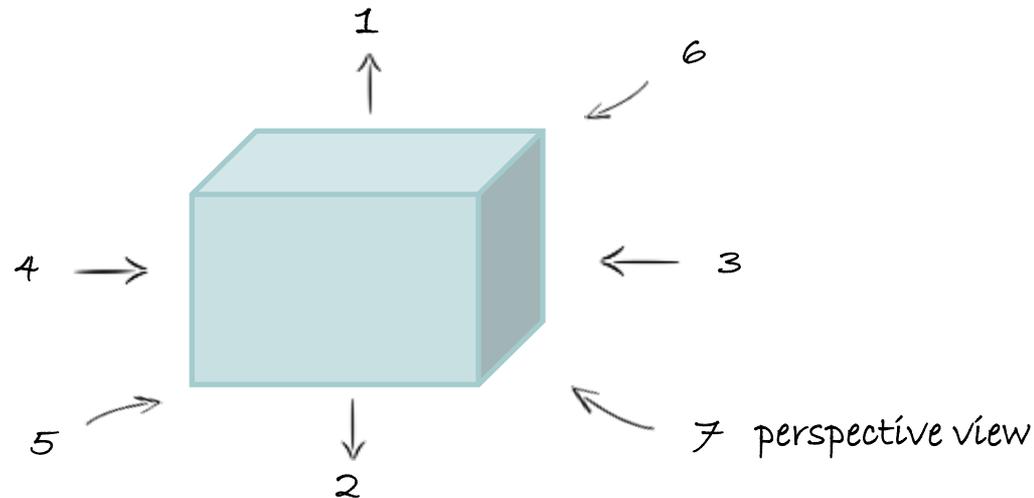
**The Appeal of Designs in Getting
Noticed by the Customer**

BY P. KANDIAH



Registration of an industrial design

- Prepare representative drawings or clear black/white photographs of the article

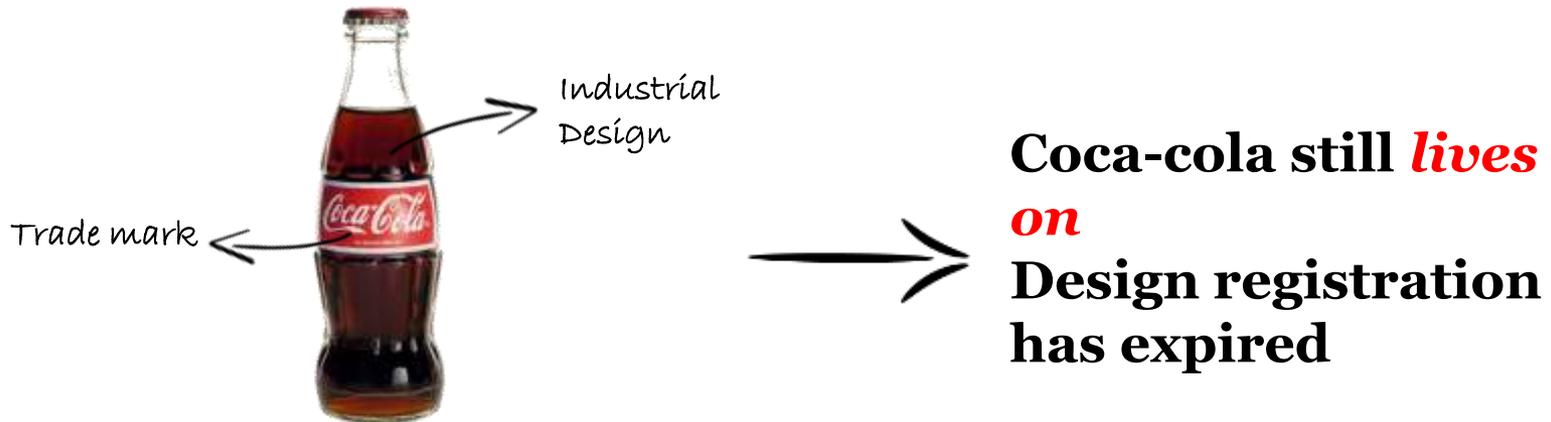


- File application in the intellectual property office each country when you seek protection



Practical tips

- Consider all IP rights for your article at all stages of your business



- File design registration before introducing design to the public



Most articles of manufacture used by a consumer can be subject of industrial design registration

- Spectacles ➤



- Shoes ➤





- Containers >



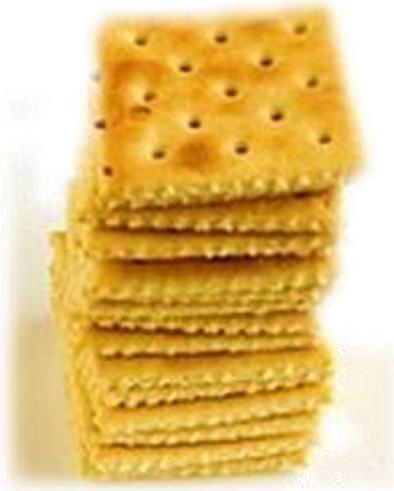
Shampoo bottle



Perfume bottle



- Food articles >



Biscuits



Ice-cream



Oreo®



Designs also referred to as

- **Industrial Designs**
- **Design Patents (USA)**



Why register the design?

- Gives the owner exclusive rights to the design
- Others cannot copy without consent of owner
- Registration valid for 15 years or more



To register the design, the design must...

- i. Appeal to the eye of a customer**
- ii. Must be new (not copied)**
- iii. Must be an article of manufacture**

The design must not:

- i. Have functional features**
- ii. Be dictated by manufacturing requirements**



Designs appeal to customer's visual emotions

➤ Chairs





Designs appeal to customer's visual emotions

➤ Watches





Designs appeal to customer's visual emotions

➤ Dinner plates





Designs appeal to customer visual emotions

➤ Water closets





Any
Questions?

Thank You



P. Kandiah

Tel: +603 2284 7872

Fax: +603 2284 1125

E-mail: ipr@kass.com.my