



Fundamentals of Industrial Design



Categories of IP Rights

Intellectual Properties

Patent

Trade Mark

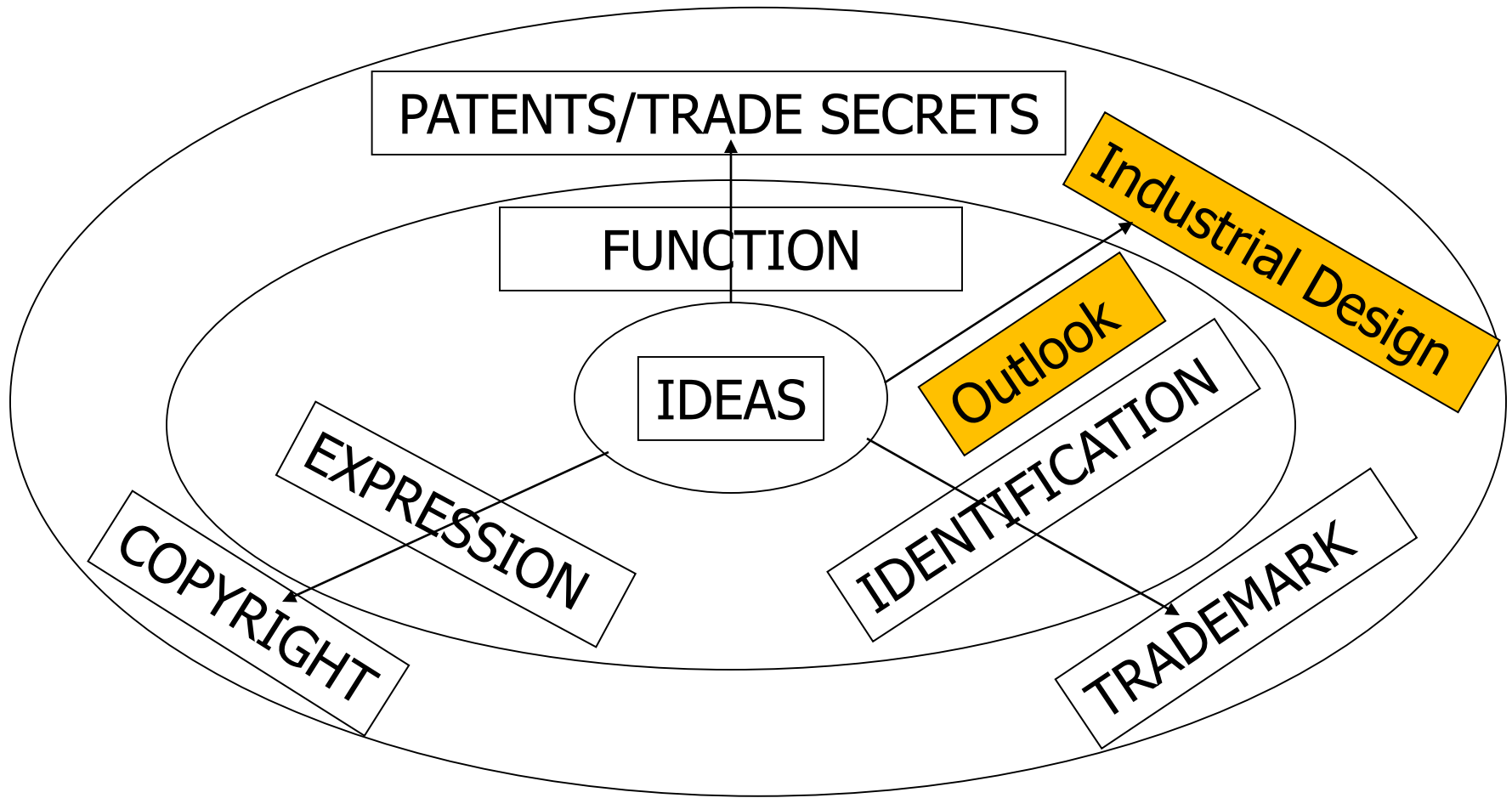
Industrial
Design

Copyrights

- **Intangible assets**
- **Monopolistic right (to make, sell or otherwise deals with)**
- **Limited by Jurisdiction**
- **Limited by Time**



Protect Your Unique Selling Propositions



FORMS OF IP

Industrial Design

Protects designs

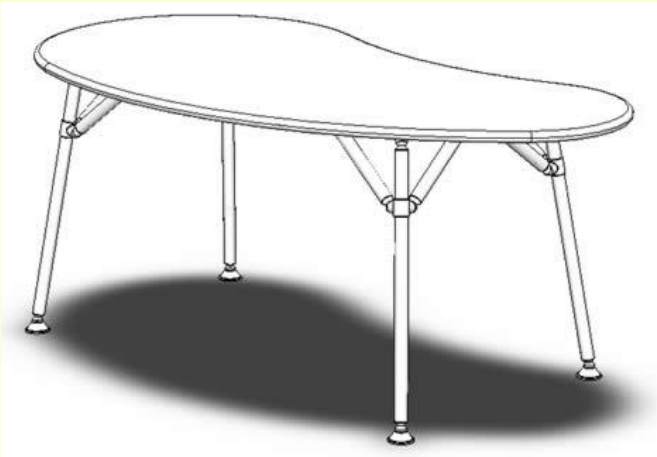
Aesthetic purpose

Does not protect purely utilitarian design



INDUSTRIAL DESIGN

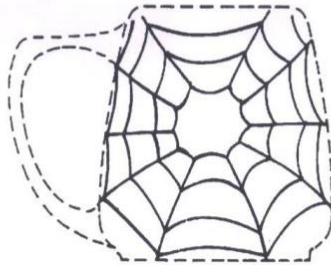
(3D - Three dimension)



2D GRAPHIC Designs

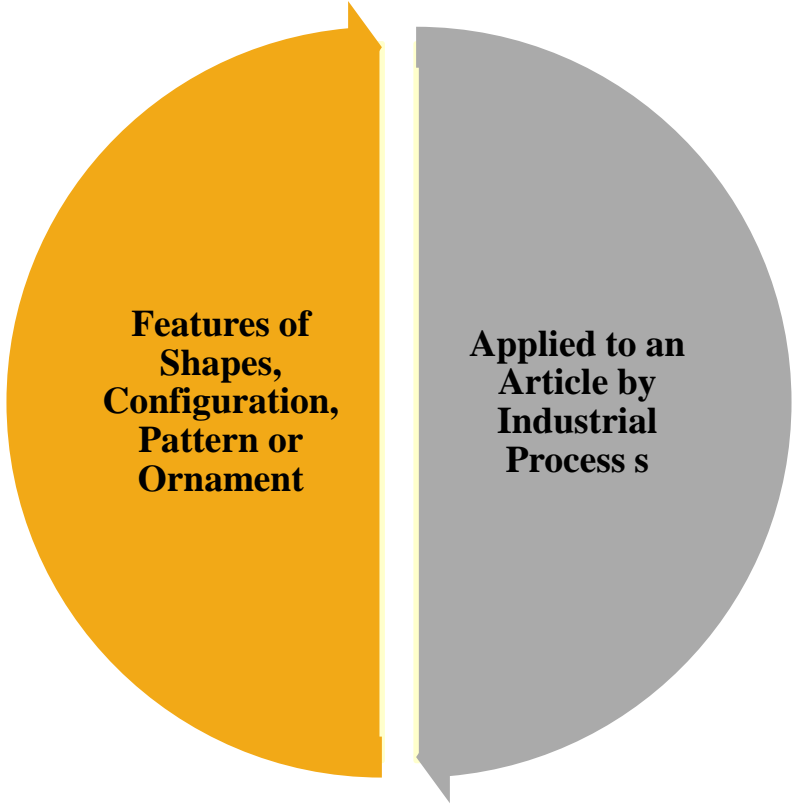
United States Patent [19]
Karp

[11] Patent Number: Des. 395,981
[45] Date of Patent: Jul. 14, 1998



PINTAS IP GROUP Today's Asset, Tomorrow's Value

WHAT IS INDUSTRIAL DESIGN?



Industrial Design

Registration Criteria

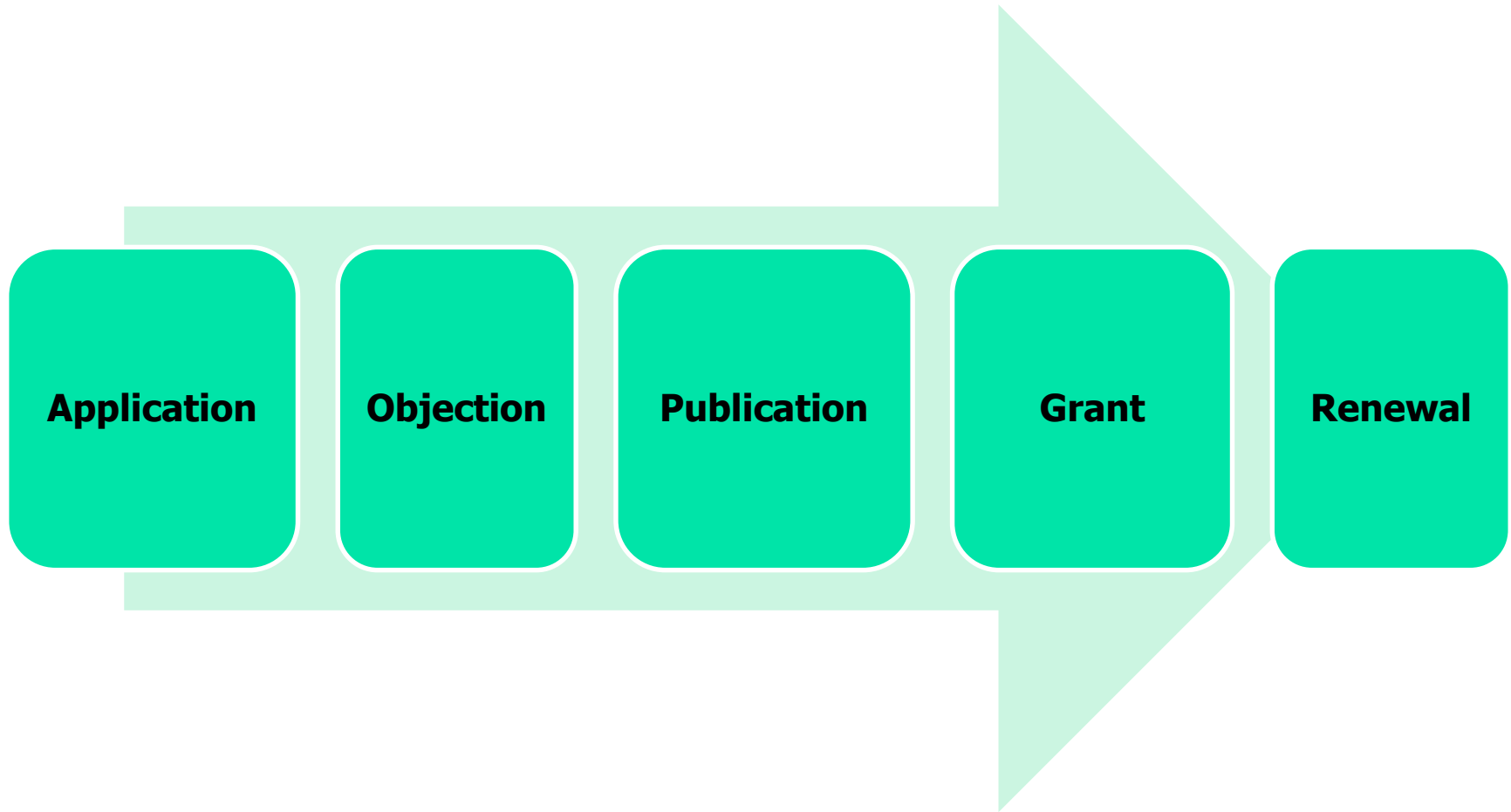
- New (Universal)
- Non-functional look
- Independent Existence
(made/sold separately)
- Appealing to the eyes

Design a lifestyle or activity shoe for a known or unknown segment of PUMA's general target market.

I proposed, researched, and designed for the Import Street Racing Culture.



Industrial Design Procedures





Our Contact

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