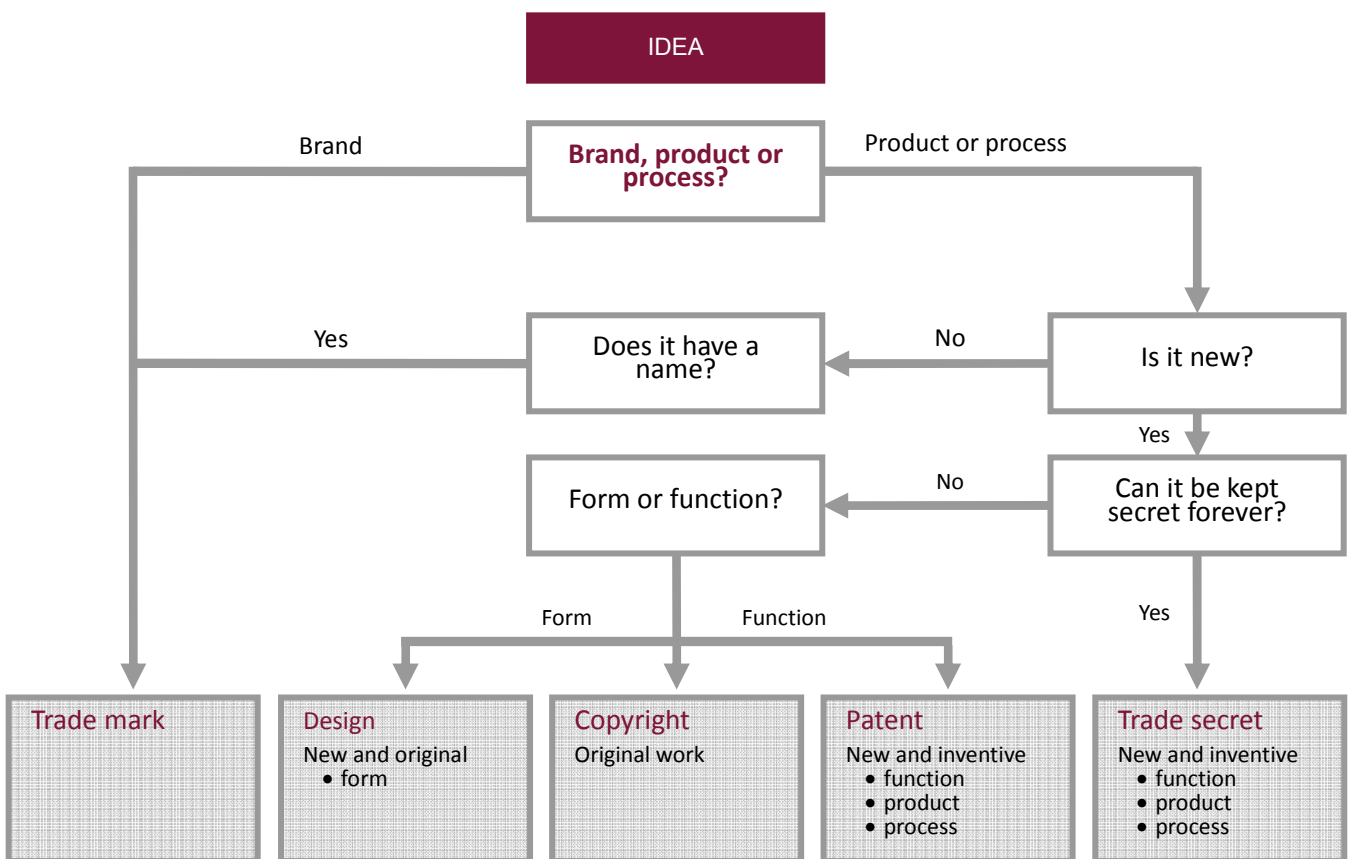


Which IP right is best for me?

The chart below shows you which IP right will give the best protection for your idea and outlines important questions that will impact the level of protection you can get.



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Trade mark

- Name of trade mark?
- What goods or services are the brand connected to?
- What other names or similar names have you considered?
- Any logo, stylization, colour etc?

Design

- Who is the designer?
- Is this an independent design, or were you employed or commissioned?
- Do you have drawings?
- What are the features of shape, configuration, pattern or ornament?
- Is this based on confidential information from a third party?

Copyright

- Who is the author?
- Is this an independent design, or were you employed or commissioned?
- Do you have drawings/sketches?
- What inspired the final design?

Patent

- Who is the inventor?
- Name/address/citizenship
- Was the inventor employed or commissioned?
- Will the applicant be an inventor or company?
- Do you have a description/drawings/sketches?
- What similar products or materials are you aware of?