

Easy to follow intellectual property guide

Check your company's assets and how you can protect them



SCAN ME

 What does your company need to protect?	 How can you protect it?	 Validity	 Geographical Scope	 Registration
<input type="checkbox"/> Name or logo <i>E.g. a new brand.</i>	 Trade mark Protects the commercial origin of goods and/or services.	 Indefinitely if renewed every 10 years.	In the territory where they are registered.	Intellectual property office.
<input type="checkbox"/> Invention <i>E.g. a new machine.</i>	 Patent protects products or processes that offer a new technical solution.	 Generally 20 years if renewed annually.	In the territory where they are registered.	Intellectual property office.
<input type="checkbox"/> Original product design <i>E.g. a new fashion collection.</i>	 Design Protects the appearance of products.	 25 years if renewed every 5 years.	In the territory where they are registered.	Intellectual property office.
<input type="checkbox"/> Confidential information <i>E.g. a client database.</i>	 Trade secret Protects confidential business information.	 Indefinitely, if it remains secret.	Territorial limits do not apply.	Non-disclosure agreements (<i>without registration</i>).
<input type="checkbox"/> Creative work <i>E.g. a new song.</i>	 Copyright Protects creative works, including software.	 Authors life + 70 years.	The territory is defined by international conventions.	No formality is required except for proof of the date of creation.
<input type="checkbox"/> Product from the specific area where it is produced <i>E.g. a cheese.</i>	 Protected geographical indications Protects products with a particular quality, reputation or other characteristic attributable to a geographical origin.	 Indefinitely (subject to different legislations).	The territory is defined by international conventions.	The competent authority of each territory or country.
<input type="checkbox"/> New plant variety <i>E.g. a new fruit tree.</i>	 Plant variety Protects new or improved variety of plants.	 25/30 years, if renewed annually.	In the territory where they are registered.	Community Plant Variety Office and competent authority in each country.