

# What is intellectual property?

## How to identify it.

What does your company need to protect?

How can you protect it?

Registration



Name or logo  
E.g. a new brand.

### 1. Trade mark

Protects the commercial origin of goods and/or services.



Intellectual property office.



Original product design  
E.g. a new fashion collection.

### 2. Design

Protects the appearance of products.



Intellectual property office.



Creative work  
E.g. a new song.

### 3. Copyright

Protects creative works, including software.



Proof of the date of creation. Most countries have a voluntary registration system.



Invention  
E.g. a new machine.

### 4. Patent and utility model

Protects products or processes that offer a new technical solution.



Intellectual property office.



Confidential information  
E.g. a client database.

### 5. Trade secret

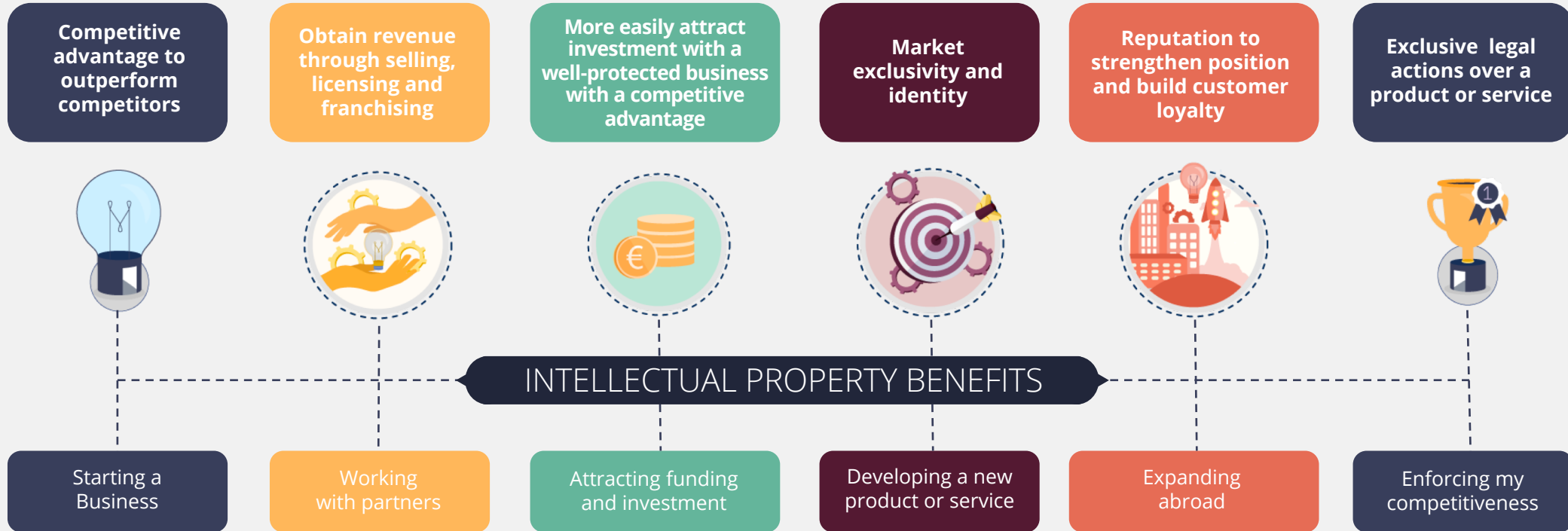
Protects confidential business information.



Non-disclosure agreements (without registration).



# WHY and HOW to register your intellectual property



[Free intellectual property support](https://euiipo.europa.eu/ohimportal/en/online-services/ip-support)

<https://euiipo.europa.eu/ohimportal/en/online-services/ip-support>

[SME Fund: public funding of intellectual property](https://euiipo.europa.eu/ohimportal/en/online-services/sme-fund)









<https://euiipo.europa.eu/ohimportal/en/online-services/sme-fund>

[Check the availability of your trade mark](https://www.tmdn.org/tmview/#/tmview)

<https://www.tmdn.org/tmview/#/tmview>

[Check the originality of your design against those already registered](https://www.tmdn.org/tmdsview-web/welcome#/dsview)

<https://www.tmdn.org/tmdsview-web/welcome#/dsview>

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