

DESIGN EVOLUTION – THE DEATH OF ICONIC DESIGNS?

QUID DESIGN FILING STRATEGY

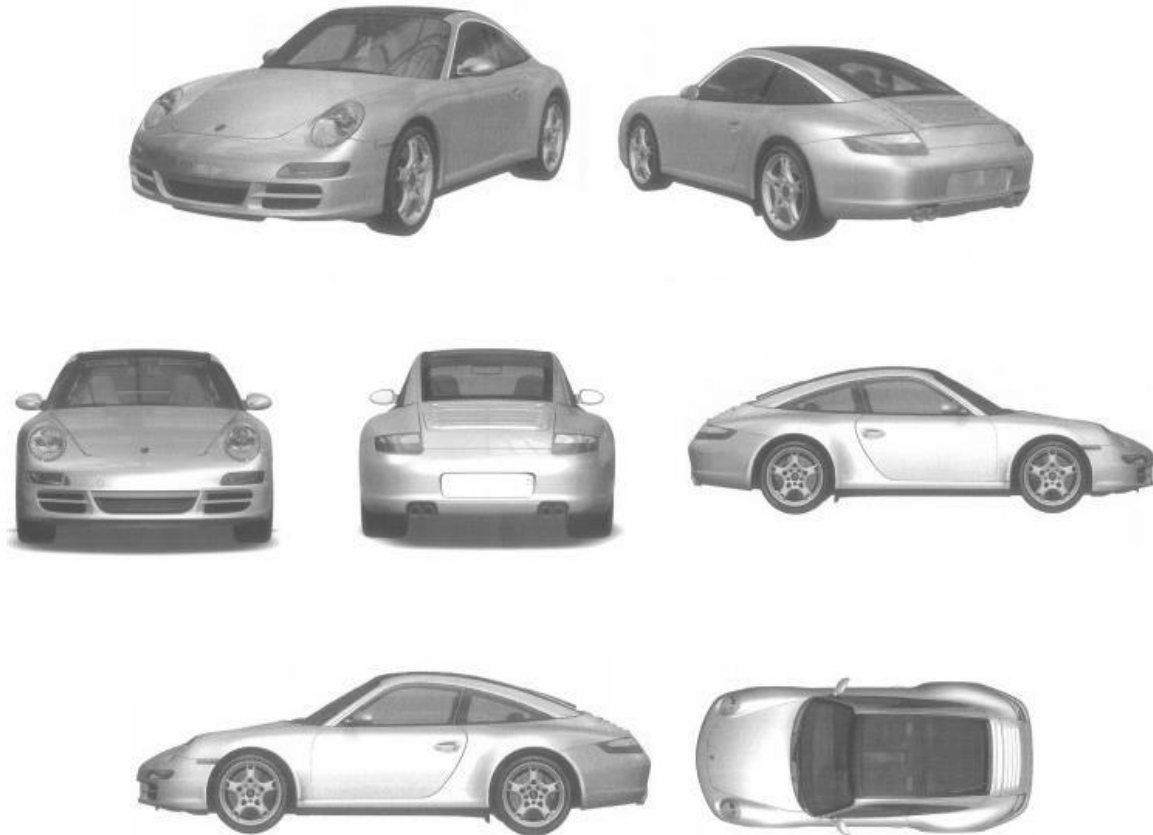


Filing designs for new evolutions of your product seems a risky strategy



2004 - RCD 000198387-0001

Filing designs for new evolutions of your product seems a risky strategy



2006 - RCD 000633748-0001

Filing designs for new evolutions of your product seems a risky strategy



2007 - RCD 000735428-0001

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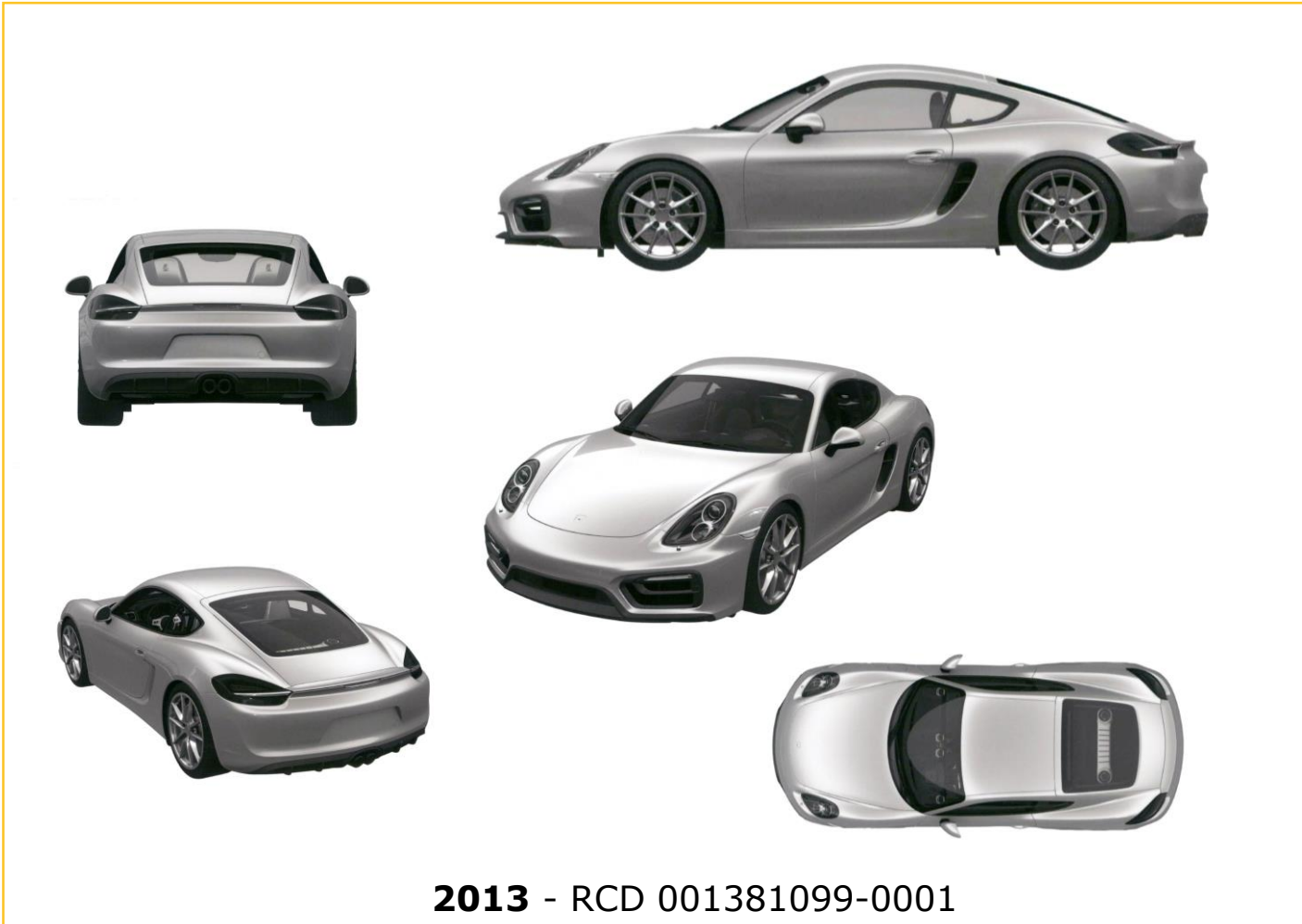
2010 - RCD 001230593-0001

Filing designs for new evolutions of your product seems a risky strategy



2011 - RCD 001269369-0001

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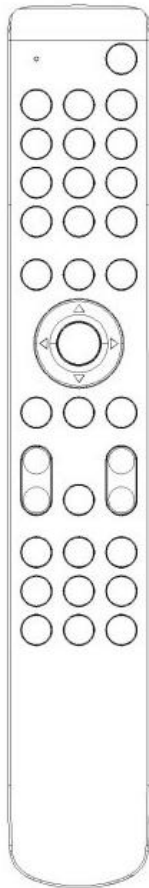


2018 - RCD 001465157-0001

Filing designs for new evolutions of your product seems a risky strategy



It could even limit the scope of your original design protection



RCD 1
08/09/2010

RCD 2
08/09/2010

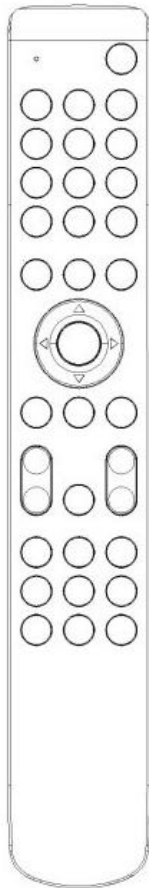
RCD 3
23/01/2012

RCD 4
03/12/2013

RCD 5
03/12/2013

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TELENET**

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RCD 1
08/09/2010

RCD 2
08/09/2010

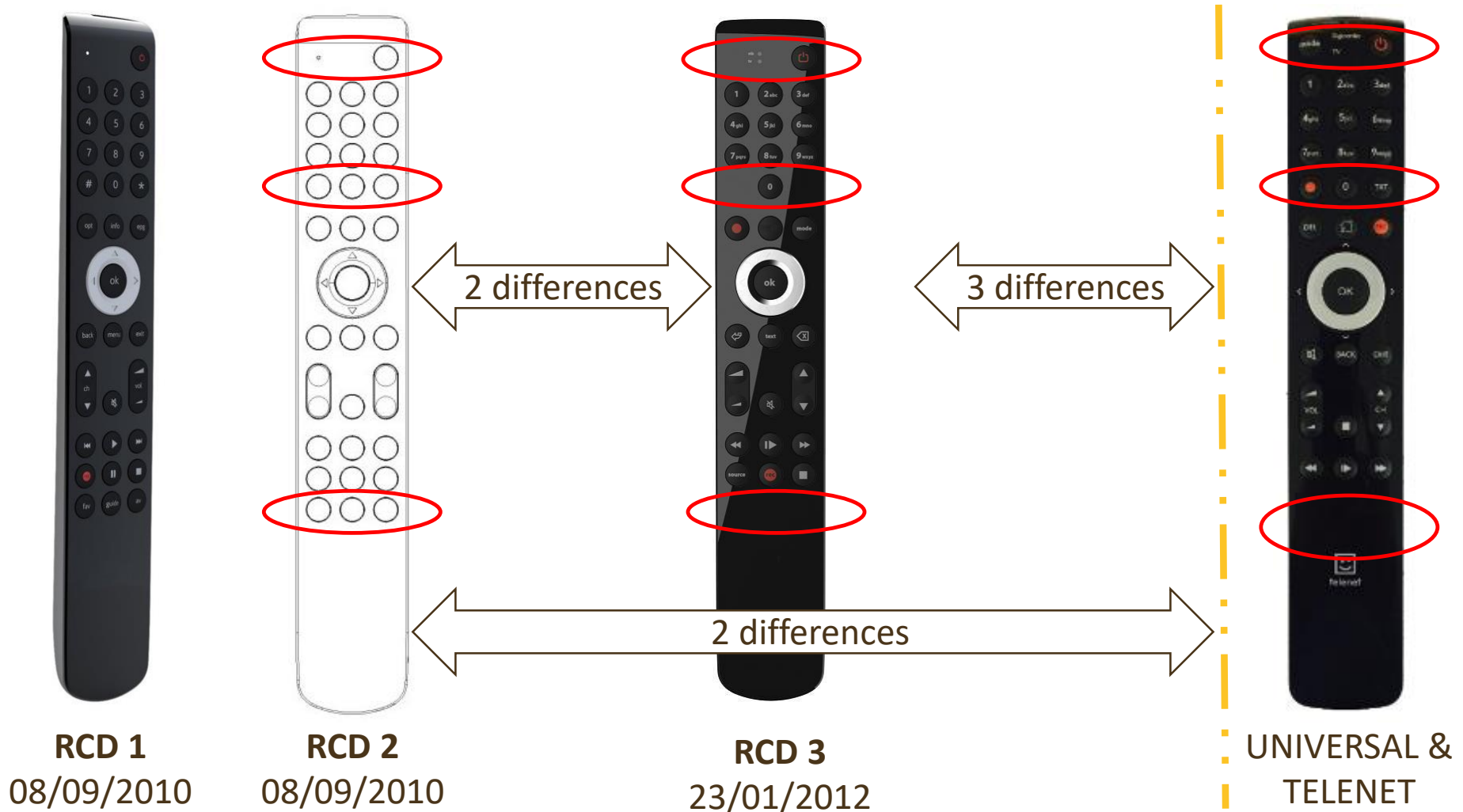
RCD 3
23/01/2012

RCD 4
03/12/2013

RCD 5
03/12/2013

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TELENET**

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2007 - RCD 000735428-0001



2011 - RCD 001269369-0001



2013 - RCD 001381099-0001

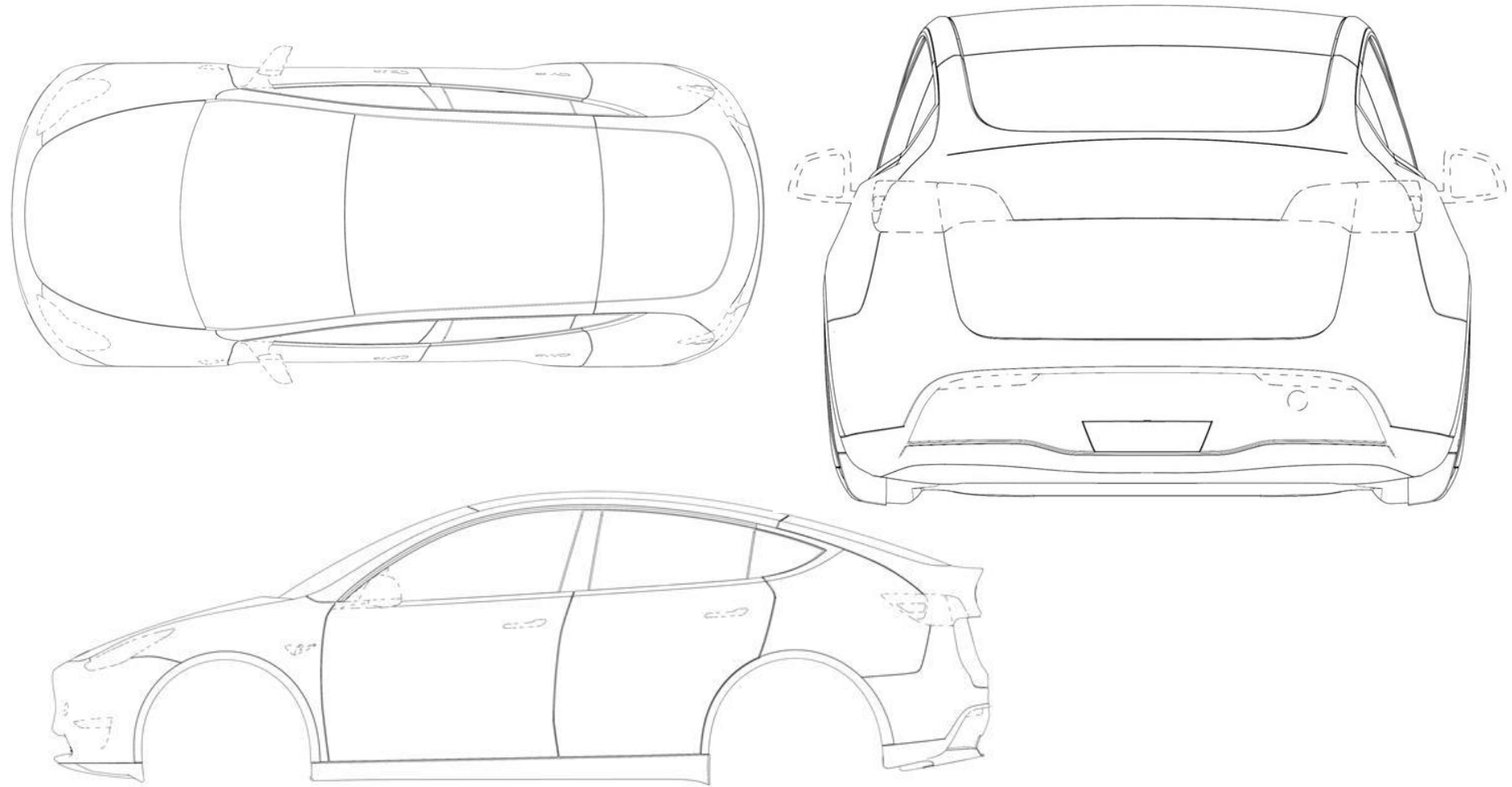


2018 - RCD 001465157-0001

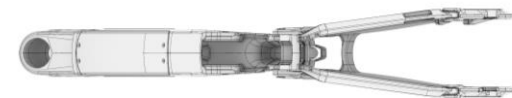
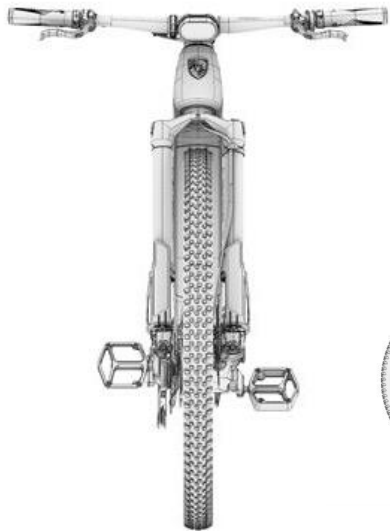
A better strategy to initially focus on the Rules of your Product Design Language ...



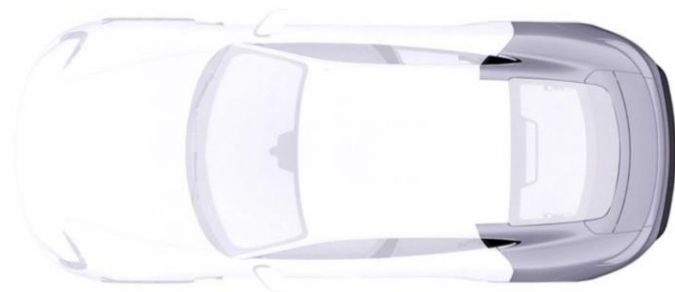
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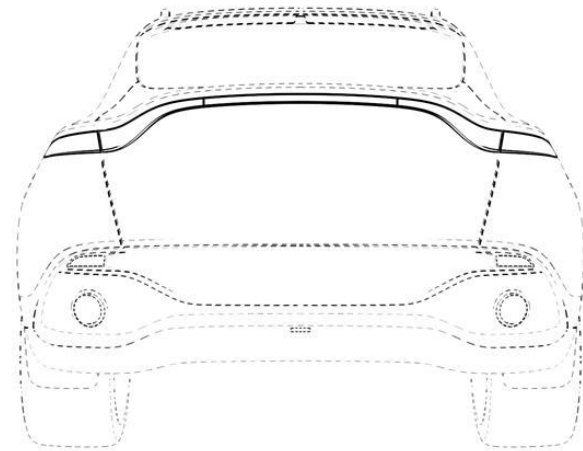
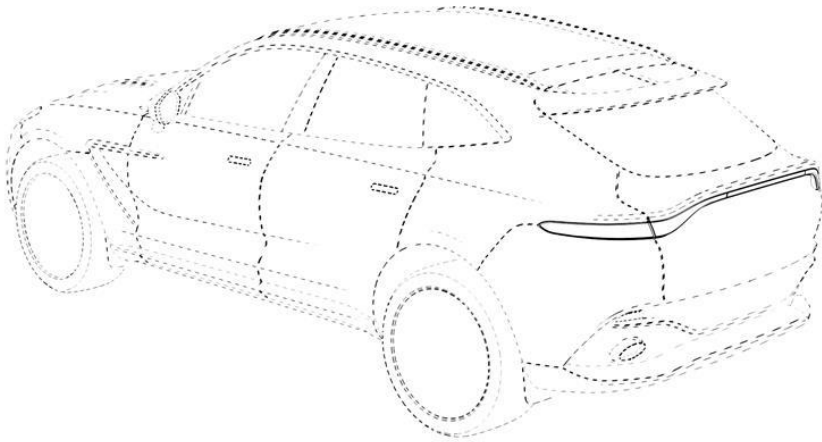
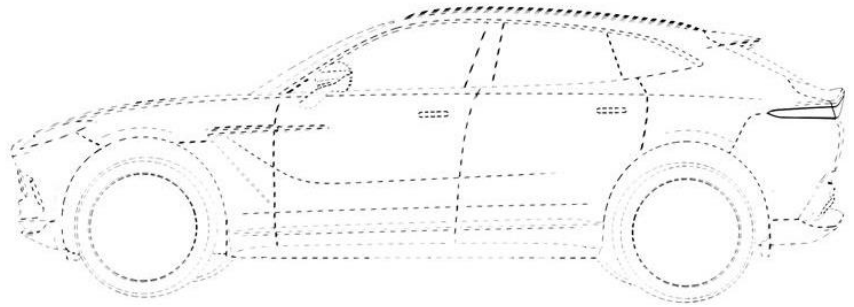
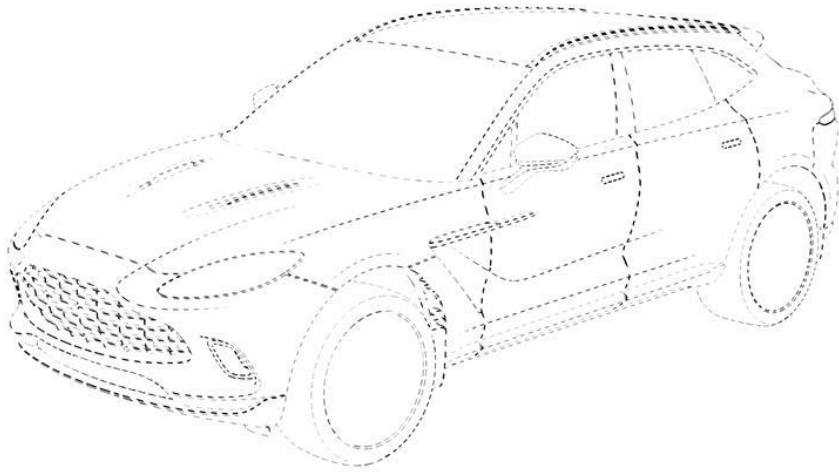
... and protect new evolutions apart from the product as a whole



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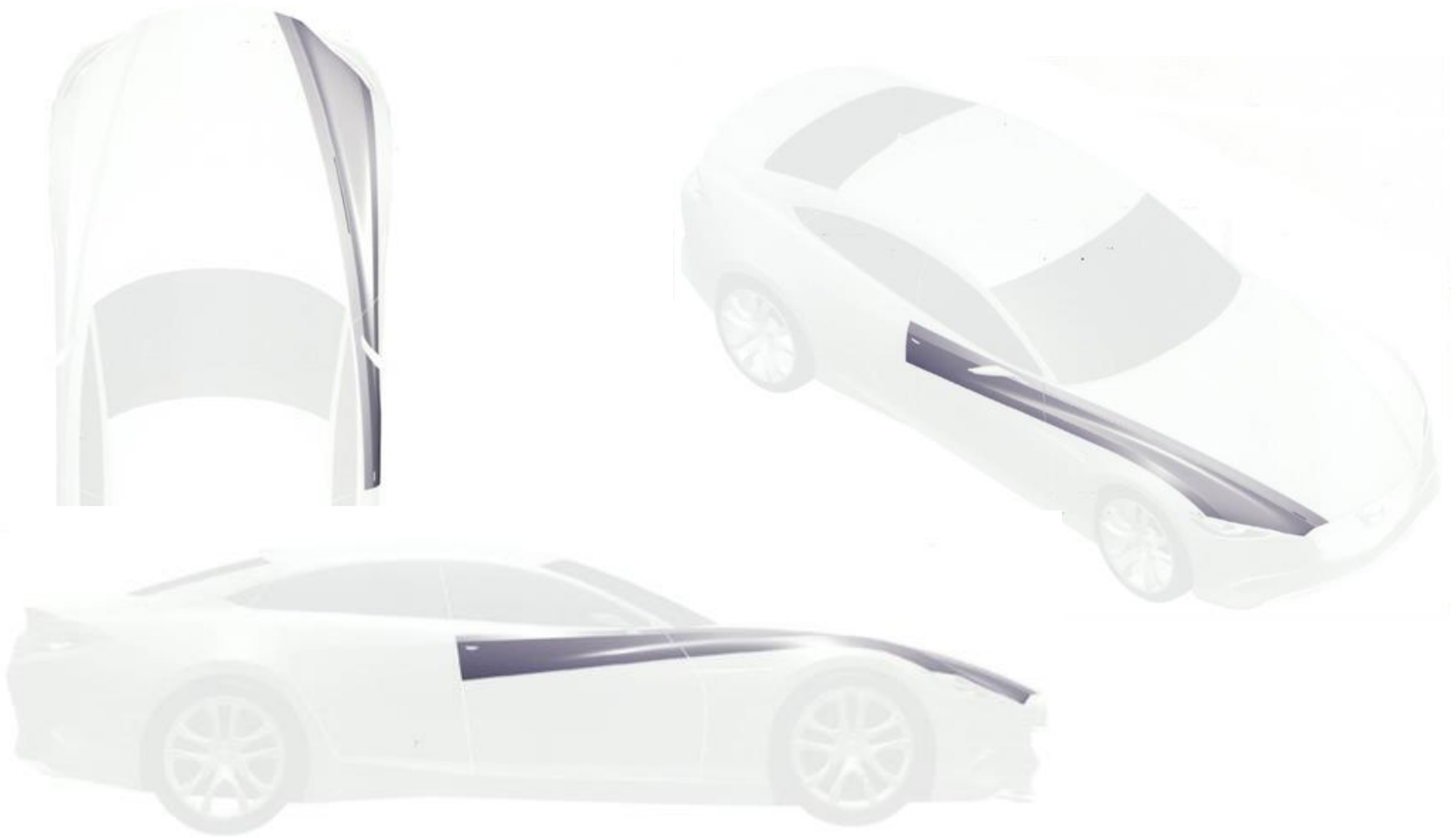
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A recognised Design Language will open the door for eternal trademark protection



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JOHN DEERE

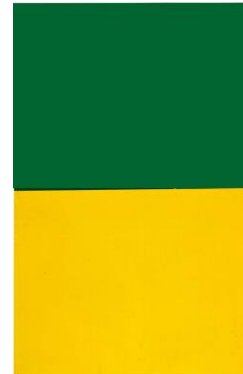


A recognised Design Language will open the door for eternal trademark protection

EUTM 000063289

Filed 01/04/1996

Acquired distinctiveness: Yes



A recognised Design Language will open the door for eternal trademark protection

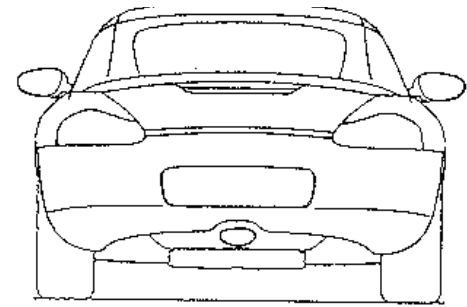
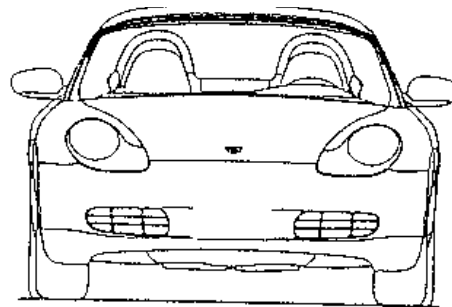
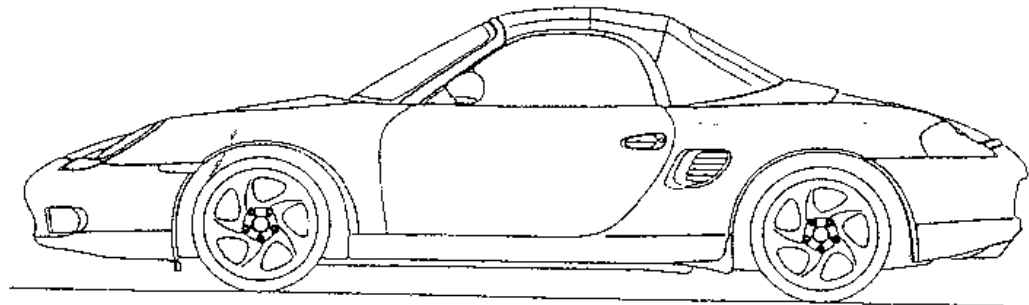
EUTM 002765972

Filed 05/07/2002

Registration 12/09/2003

Class 12 & other

Type: 3D shape



A recognised Design Language will open the door for eternal trademark protection

EUTM 006542931

Filed 24/12/2007

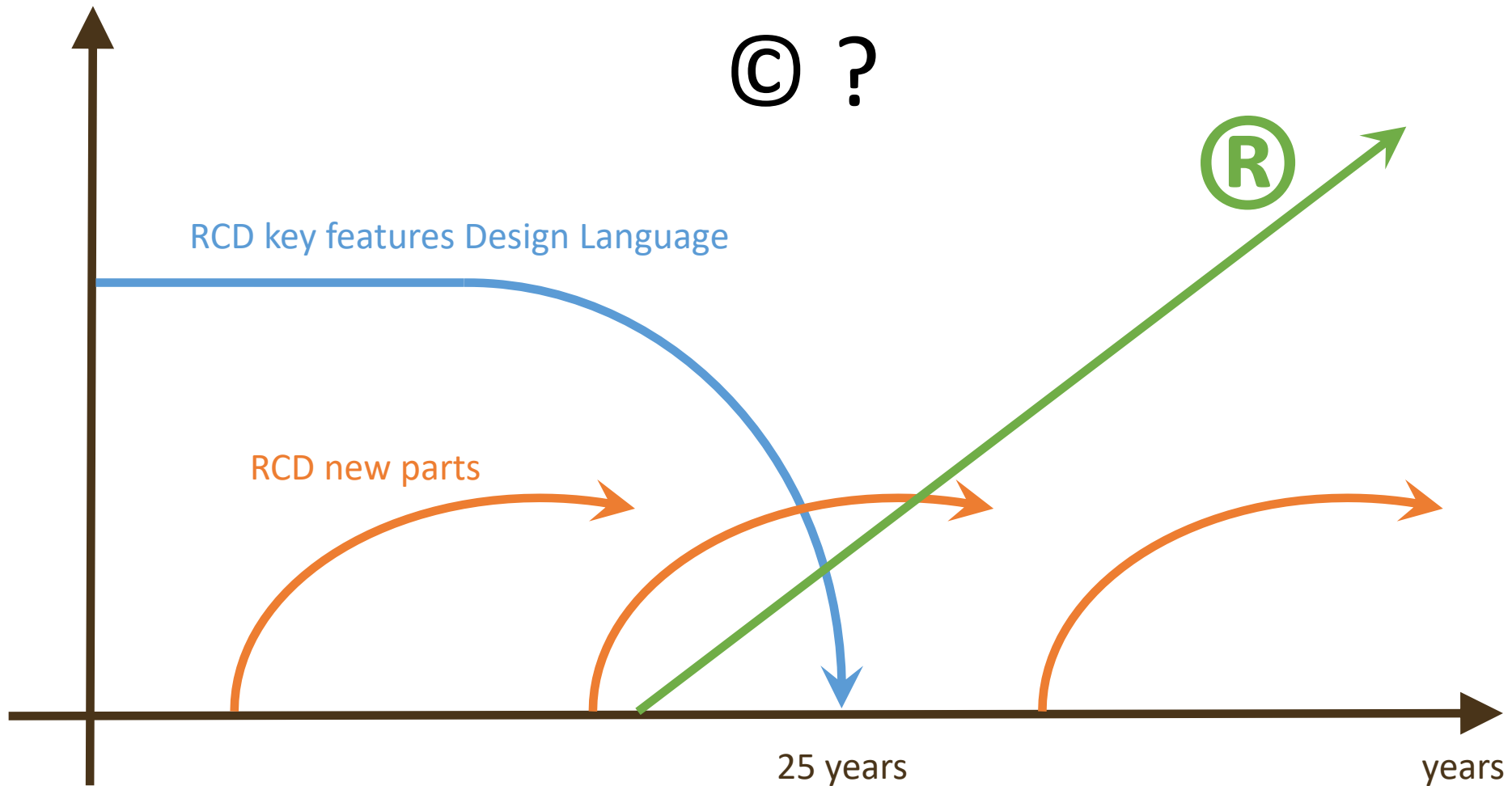
Registration 06/08/2008

Class 12 & other

Type: 3D shape



Design Language transposed in Design and Trademark protection





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