The protection of new forms of designs in the EU (such as animated design)

2022 EU-Taiwan Seminar on Design Protection

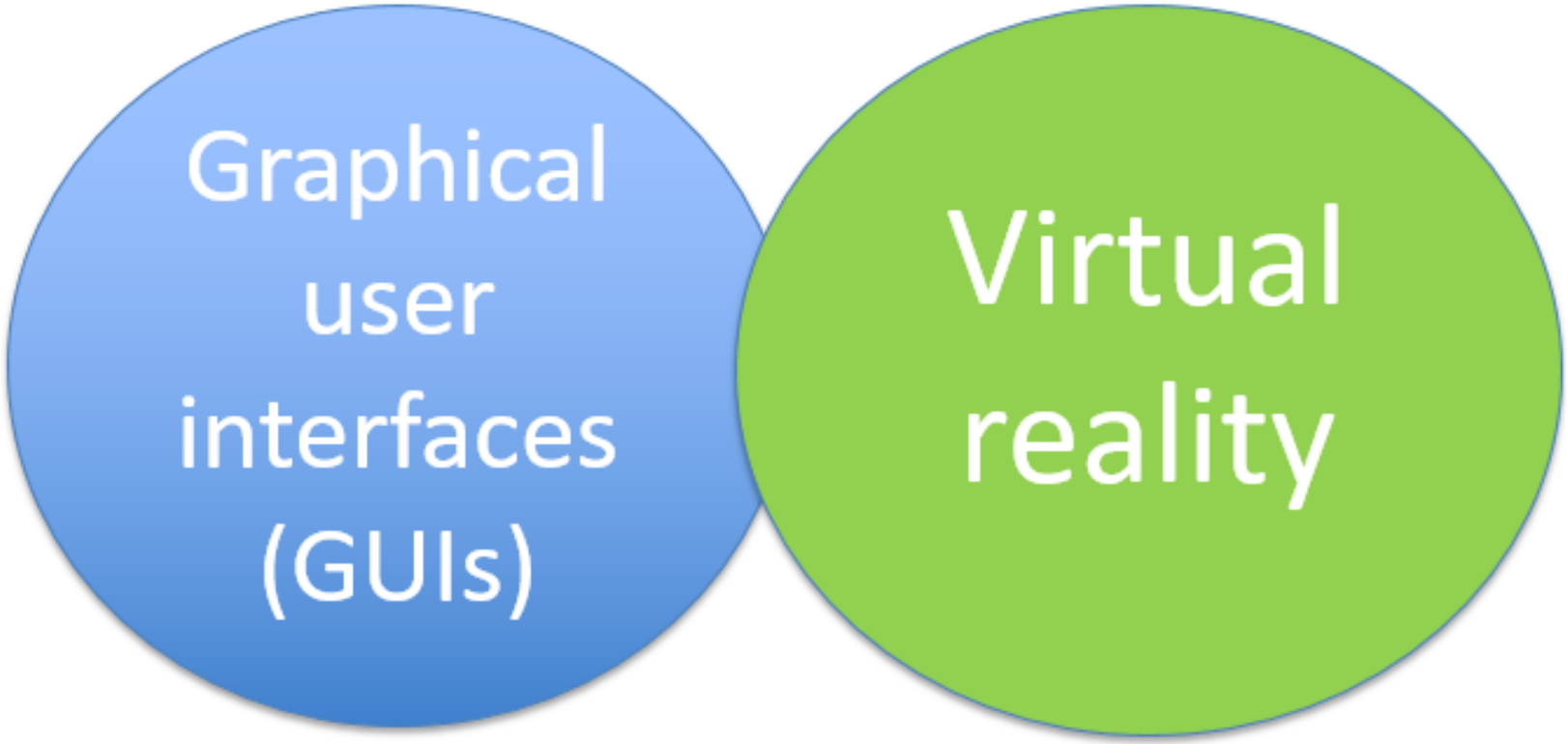
Icons

Displays

Projected images

Holographics

Virtual spaces


Graphical user interfaces (GUIs)
Virtual reality

VIRTUAL MIGRATION

- 3D product → 2D graphic or virtual
- No physical embodiment
- Often fluid features (animation, interaction)

- 3D product → 2D graphic or virtual

Design

Product

Graphic

Space

- No physical embodiment

  - Partial design

  - Product indication

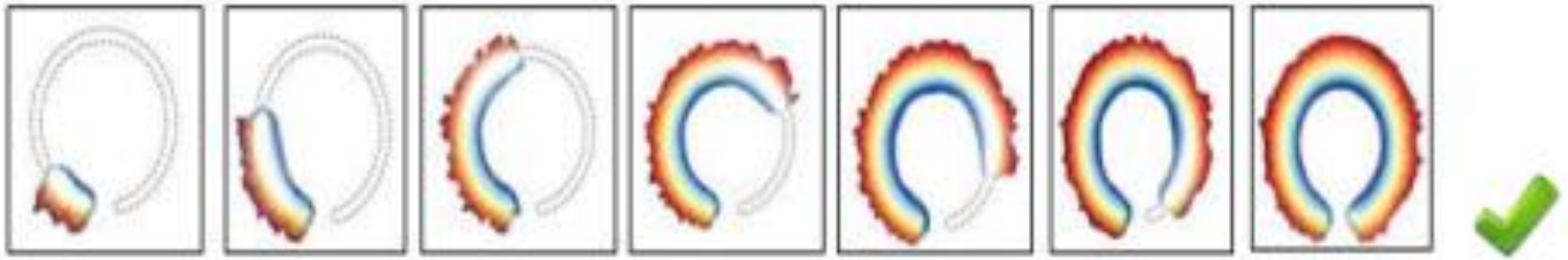
- Often fluid features (animation, interactive)

  - Subject-matter of protection?

  - Formal representation requirements

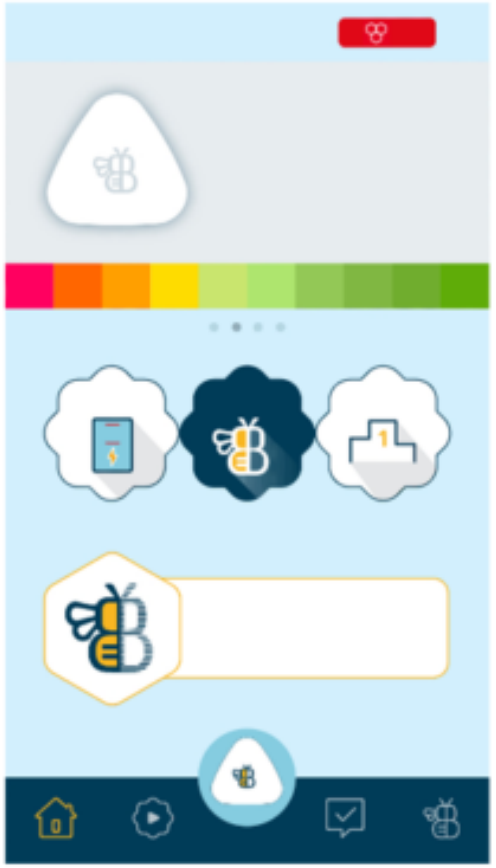
Registered EU designs: maximum of 7 static views

The sequence of snapshots needs to be visually related (must have features in common) and it is the responsibility of the applicant to number the views in such a way so as to give a clear perception of the movement/progression.



RCD No 2085894-0014 (14.04) (Animated screen displays) Owner: NIKE Innovate C.V.

European Commission



- **ID5 “Study of practices on protection of new technological designs”**

http://id-five.org/study-of-practices-on-protection-of-new-technological-designs/?red=finished-project

- **WIPO SCT/37/2 “Analysis of the Returns to the Questionnaire on Graphical User Interface (GUI), Icon and Typeface/Type Font Designs”**
  https://www.wipo.int/meetings/en/doc_details.jsp?doc_id=365358

- **WIPO SCT SCT/44/6 REV.2 "PROPOSAL for Joint Recommendation: Industrial Design Protection for Designs for Graphical User Interfaces"**
  https://www.wipo.int/edocs/mdocs/sct/en/sct_44/sct_44_6_rev_2.pdf

- **ID5 "Catalogue of Partial Design Protection"**
  http://id-five.org/comparative-study-of-partial-designs-as effective-means-of-protection-industrial-design-innovation/