CLIENT RESOURCE / INDUSTRIAL DESIGNS

Protecting Your Product's Appearance

A practical checklist for your first design-protection discussion. Organise information about how your product looks, who created the design and when it has been shown to others.

01 / Identify the product and design

Describe the product and the visual features you want to protect, such as its shape, pattern or ornamentation. Note any alternative versions so your adviser can assess the intended scope of protection.

02 / Gather clear visual records

Prepare consistent photographs, drawings or digital views of the design. Keep original files and dated versions, and identify which features belong to the design under discussion.

03 / Discuss disclosure before launch

Public disclosure may affect the availability of design protection. Seek advice before publishing images, exhibiting, selling or sharing the design. If disclosure has already occurred, record the date and circumstances for review.

04 / Clarify creation and ownership

List the designers and the proposed owner. Gather employment, commissioning, collaboration or assignment agreements where relevant, especially if an outside designer or manufacturer was involved.

05 / Identify markets and existing filings

List the countries in which you plan to manufacture or sell the product. Provide details of any earlier design applications, registrations or searches, together with relevant dates and official correspondence.

06 / Agree the next steps

Ask your adviser about eligibility, searches, filing representations, costs and the appropriate filing route. Confirm who will keep records, respond to official communications and monitor any renewal deadlines.

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Scope: General introductory information, not an official filing manual or advice on a specific matter. Requirements, fees and deadlines must be checked for the relevant case before action.

Background reference: WIPO - Frequently Asked Questions: Industrial Designs. Accessed 3 November 2026.