

# TOTAL RIGHT OF OWNERSHIP



Prospect IP is a leading provider of intellectual property services, offering a comprehensive range of solutions for businesses and individuals. Our expertise spans across various domains, including patent law, trademark protection, and copyright management. We are committed to providing exceptional service and ensuring our clients' intellectual property is fully protected and leveraged for maximum value.





# IF THE DESIGN IS COMMERCIALY IMPORTANT FOR YOUR BUSINESS WE RECOMMEND THAT YOU OBTAIN A REGISTERED DESIGN

## Unregistered Design Right:

Unregistered design rights (UDRs) are automatically granted to the creator of a design that is original and applied to a product. However, they are limited in scope and duration. UDRs only protect the design itself, not the underlying idea or concept. The duration of a UDR is limited to 10 years from the date of first marketing of the design, or 15 years from the date of creation, whichever is shorter. UDRs do not require registration and are free to obtain. However, they are often difficult to enforce in court, especially for complex designs. UDRs are also not available for designs that are purely functional or technical in nature. Therefore, while UDRs provide some protection, they are often insufficient for businesses that rely on their designs for a competitive advantage.

Registered design rights (RDRs) provide a much stronger and more enforceable form of protection. RDRs are granted to the creator of a design that is original and applied to a product. RDRs are available for designs that are purely aesthetic or ornamental in nature. RDRs require registration with the Intellectual Property Office (IPO) and are subject to an examination process. The duration of a RDR is 5 years from the date of registration, which can be extended to a maximum of 25 years. RDRs are enforceable in court and provide a clear right of ownership. RDRs are also available for designs that are purely functional or technical in nature. Therefore, RDRs are the preferred form of protection for businesses that rely on their designs for a competitive advantage.

## REGISTERED DESIGN APPLICATION PROCESS

- ▼
- ▼
- ▼