

# Product design lifecycle & Bird & Bird



New Product  
Design Phase



Protection  
Registered or  
Unregistered



Enforcement



Exploitation

## New Product Design Phase

- Advising design teams on best practice for documenting design creation process
- Advising on IP ownership in employment agreements, designer collaboration agreements, NDAs, etc



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New Product Design Phase

Protection Registered or Unregistered

- Advising on scope of unregistered design/copyright protection
- Advising on interplay between designs and trade marks, and what can be protected under each regime
- Providing Freedom to Operate and registrability opinions
- Preparing design filing strategy for territories of commercial interest across the globe
- Implementing design filing strategy, prosecuting applications through to registration (including applications under the Hague system), and defending post-grant invalidity proceedings

Enforcement

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Protection Registered or Unregistered



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◀ • Advising on licensing arrangements and sale of rights

• Advising on advertising, marketing, supply and distribution agreements ▶

Exploitation

New Product Design Phase

Protection Registered or Unregistered

Enforcement

- Infringement/validity opinions
- Cease & desist letters
- Infringement and invalidity proceedings (including co-ordinating cross-border actions)
- Managing Customs recordal/seizure programmes

Exploitation