WHAT IS A DESIGN?

A design is the **look and feel of an object**.

- Designs are applied to a wide range of products, such as packaging, furniture, clothing, electronic devices, medical equipment, handicraft items, and jewelry.
- A design may be three-dimensional, such as the shape of a product, or two-dimensional, as in a specific surface pattern.
WHY ARE DESIGNS IMPORTANT?

- Designs are for everyone, everywhere. By making products attractive to consumers, designs drive consumer choices.
- A product’s success is often due to its design. Designs are important for all “creatives”, whether individuals, small and medium-sized enterprises (SMEs), or larger companies, in whatever economic sector.
- Designs are business assets that may increase a product’s market value and provide a competitive advantage.

WHY SHOULD DESIGNERS SEEK TO PROTECT THEIR DESIGNS?

- No designer likes to see their work used by others without permission or compensation. Protection provides exclusive rights and legal remedies to prevent others from copying and commercially exploiting design without consent.
- No designer works for free. Protection ensures a return on investment and on the human and financial resources used to create designs. Moreover, the exclusive rights can be sold or licensed to another company and be a source of income.

HOW CAN DESIGNERS PROTECT THEIR DESIGNS?

- Generally, designers need to follow the filing procedures set by the intellectual property (IP) office of the country in which they seek protection.
- Design rights are territorial: the rights arising from protection obtained in one country (or region) are limited to that country (or region).

WHAT ARE THE DESIGN LAW TREATY (DLT) AND ITS OBJECTIVE?

- Procedures vary significantly from one country to another, making it difficult for designers to protect their designs.
- The design law treaty (DLT) will address that challenge by simplifying protection procedures and eliminating red tape.

HOW WILL THE TREATY SIMPLIFY DESIGN PROTECTION PROCEDURES?

- It will simplify the information that designers must submit with an application.
- It will allow applicants to choose how they represent the design in an application (drawings, photographs or, if admitted, video files).
- It will allow applicants to include several designs in a single application.
• It will provide for a grace period of six or 12 months following a first disclosure of the design, during which such disclosure will not be deemed detrimental to the novelty of the design.

• It will provide for relief measures to prevent applicants from losing their rights if they miss a deadline.

• It will simplify the procedure for requesting the renewal of a design registration.

WHY DOES THE TREATY MATTER?

• It will support designers around the world by making protection procedures more predictable, less complex and more affordable.

• It will make it easier for designers to protect their designs across the globe and thereby to make a living from their creative work.

WHERE AND WHEN WILL THE TREATY BE NEGOTIATED?

• A Diplomatic Conference will be held in Riyadh (Saudi Arabia) from November 11 to 22, 2024, to negotiate the treaty.