



# INDUSTRIAL DESIGNS

An **industrial design** is about how something looks. Distinctive and attractive features can give your products a competitive edge in the marketplace. Manufacturers put a lot of money and know-how into their industrial designs, which is why a novel design is considered to be valuable intellectual property (IP).

An industrial design registration protects the unique appearance of a product: its shape, configuration, pattern or ornament (or any combination of these features).

Examples of industrial designs include the contour of a car hood, the graphical user interface on your phone or the shape of a stylish piece of furniture.



Registration protects your industrial design across Canada.



It lasts for up to 15 years, provided you pay the maintenance fee.

## Basic fees

Please see [Canada.ca/IP-fees](http://Canada.ca/IP-fees) for information about the Canadian Intellectual Property Office's fees.

**Note:** The basic fees for industrial designs are adjusted each year on the first of January.

## DID YOU KNOW?

An industrial design registration protects a product's appearance, not what it is made of, how it is made or how it works. Once the design has been **disclosed** in Canada or elsewhere, you have 1 year to file an application for registration in Canada.

A good first step to determine if your design is **novel** is to search existing registered industrial designs in the Canadian Industrial Designs Database.

Taking your products abroad? The **Hague Agreement** allows you to file for industrial design protection in multiple countries through 1 application and pay fees in 1 currency through a single transaction with the World Intellectual Property Organization (WIPO).

Visit WIPO's website at [wipo.int](http://wipo.int) for more information.

## SHOULD I REGISTER MY DESIGN?

Evaluating your creations and identifying your industrial designs are important parts of your business.

A novel product design can give you an edge over your competition.



### SECURING YOUR DESIGN

Five reasons to register your design:

- 1 It provides proof of ownership.
- 2 It gives you the exclusive right to use the design in Canada for up to 15 years.
- 3 It protects your products against manufacture, sale, rent or importation by others in Canada.
- 4 It gives you a legally enforceable right to use your product's design in order to gain a marketing advantage.
- 5 It protects the value of your design.

You may wish to consider using a registered IP agent to help you with your application.



### SELLING AND LICENSING

Increase your revenue and market share by selling or licensing your design to industry partners interested in benefitting from it.



### ENFORCING YOUR RIGHTS

Monitor the marketplace for any unauthorized use of your industrial design. Enforcement is the responsibility of the industrial design owner.

