



Why should an industrial design be protected?

Timely **registration** of an industrial design ensures the owner the exclusive right to use it and enables to prohibit competitors from using an identical or confusingly similar design of the product. Timely application for protection ensures the owner of the industrial design a possibility to demand compensation for damage caused by the violation.

A registered industrial design is entrepreneur's **property**, which can be sold or allowed to manufacture under a license by other entrepreneurs for certain payment. Therefore protection of a novel industrial design having distinctive character should be part of business strategy of every entrepreneur.

Why is it useful to protect your creation? The example of Iglusauna.

Why is it useful to protect your creation? The example of Ulaelu.

Was this information useful? * Yes

No

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Last modified 21.09.2017

Source URL: <https://www.epa.ee/en/industrial-designs/why-should-industrial-design-be-protected>