

DESIGNS

“BE THE DESIGNER OF YOUR DREAMS”



A ‘Design’ means the shape, pattern, and arrangement of lines or colour combination that is applied to any product.

- ✎ It is a protection given to eye-catching features that are not functional or useful.
- ➡ A design is registered by the Design Controller in the Indian IP office.
- 👍 After registration, a design is valid for 15 years.
- 👍 Once the validity period is over, the design is free for anybody to use.

To be eligible for registration, a design should...

- ✎ Be new or original
- ➡ Not have been previously published or used in any country
- ✎ Relate only to the outer appearance of a product

I have designed a really cool watch. There is no other design like it in the market. I am going to share it on the internet and get rave reviews from everyone.



**This is a bad move!
Let’s discuss why.**

To qualify for registration, your design should not be previously published before the date of its application for registration.



**RIDDLE
ME THIS!**

Can you fill in the blanks?

1. A registered design is valid for _____ years.
2. Anything that can be registered as a _____ or _____ cannot be registered as a design.
3. A _____ cannot be protected as a design.
4. _____, _____, and _____ can be protected as registered designs.

Answer Key: calendar, toys/ watches/ clothing, trademark/ copyright, fifteen



Department of Industrial Policy and Promotion
Government of India
Ministry of Commerce and Industry

THINK.CREATE.INSPIRE.LET’S TAKE INDIA HIGHER.
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