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Please see the various designs of these two cars. Note that these are filed in short span thus are assumed that they have incorporated the latest trends. Two are from the best automobile companies are obviously different.

Design is very important aspect in the IPR bucket that offers a huge product differentiator and is able to attract and engage consumers. Thus, any company that ignores the design will either an average one or might even fade away.

Please note that the design is a non-functional and purely ornamental part. It does not increases the efficiency of the product, but merely appeals to our eyes.

1. <https://patents.google.com/patent/USD672284S1>
2. <https://patents.google.com/patent/USD651134S1>

You can open these URLs, there will be views from different angles:

- Side view
- Top view
- Left view
- Right view
- Right Perspective view (at slight angle covering part of front and side)
- Left Perspective view
- Bottom view (although not applicable in present exercise)
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EXERCISE

Observe each design very carefully slowly-

- First, observe holistically as a whole product
- Find out what attracts you or what you like the most
- Study the individual parts like bonnet, doors, grills, head lamps, spoiler, etc.
- See the difference of same part in one and another vehicle

1. What is the character of each design? just like we have

D672284S1 :- This car is known as Lamborghini. The Y and hexagon styles make it amazing. It also has very fascinating rear and front lights. It also has determined proportions. Amazing pure surfaces. It got clear contours.

D651134S1:- It is simple and it got two silencers, which fascinates people. It has good back. It has good right view and top view. Its rear and front lights are also good.

2. Which one is your favourite and why?

-> I like the Lamborghini, because of its fascinating design and amazing interiors and exterior designs. It has very fascinating bonnet and back designs. It got an amazing design of high width silencer, which looks amazing. Driving this would be like driving your dream car.

3. What did you like the most in your favourite one and why?

-> its fascinating design and amazing interiors and exterior designs. It has very fascinating bonnet and back designs. It got an amazing design of high width silencer, which looks amazing. Driving this would be like driving your dream car. The design of its gate, rear and front mirrors are looking amazing. Also the thinness of the car, i mean its not like big cars its small and easy to park.

4. What did you hate the most in your favourite one and why?

-> I did not like wheels, i would be amazed if it has used the spherical tyres, which would help it park anywhere easily.

5. Do you suggest any modification (you can draw using pencil and paper)

-> I would like to change its wheels, I would make them spherical, so that it could be rotate and park easily, in small spaces too, it won't have to take back and forth for parking, it would easily rotate on its own wheel. Let me attach the pic. I just downloaded it from the link:https://www.google.com/search?q=spherical+wheel+car&sxsrf=ALeKk00LSocbvAsWICGIc2TgOIXy2D0hg:1617902627131&source=lnms&tbm=isch&sa=X&ved=2ahUKEwi75_v6lO_vAhXYQ30KHdtwDw8Q_AUoAnoECAEQBA&biw=1366&bih=625#imgrc=7FYdPP3DjdKAeM



6. What did you liked the most in the car that was not your favourite and why?

-> I like the design of silencer , it was dual and it fascinates people. It has also good looking back, which is amazing. This looks mostly like the dream car.

7. What made you dislike and why?

-> simply design, Lamborghini was looking amazing by its design, it was designed very fantastically, every part of the design looks amazing. Design of porsche was also good but , while comparing these two cars lamborghini wins because that looks more fantasy car then porsche, which looks more simple car.

