



**YOUR  
VOICE FOR  
DESIGN  
AND IP**



design

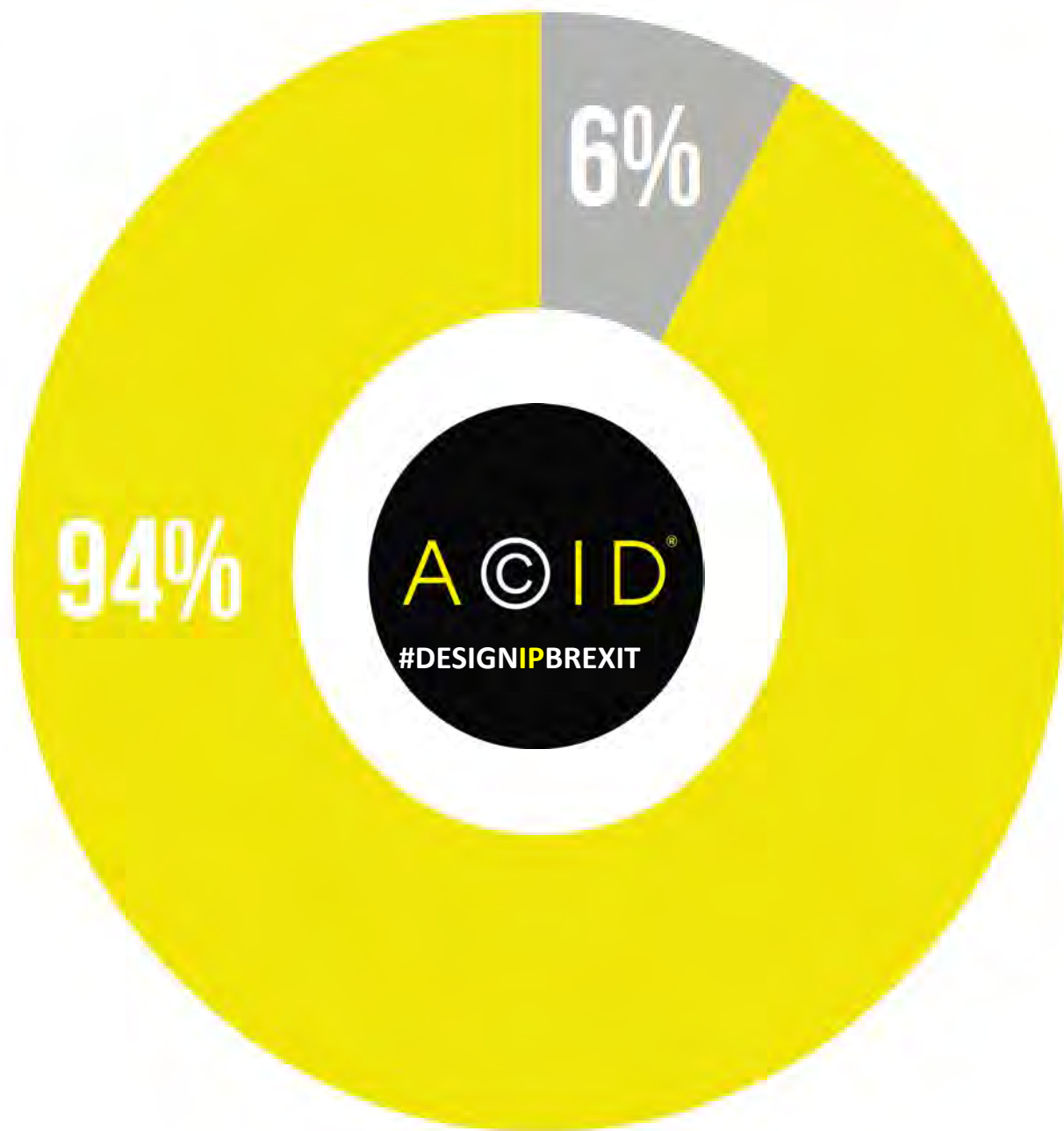


34% growth in 5 years  
£71.4 billion to UK GDP  
Export increase by 76% since 2009



SHOULD UK UNREGISTERED  
DESIGN RIGHT (UDR)  
MIRROR EU UNREGISTERED  
DESIGN RIGHT AND LAST  
FOR 15 YEARS INSTEAD OF  
3 YEARS?

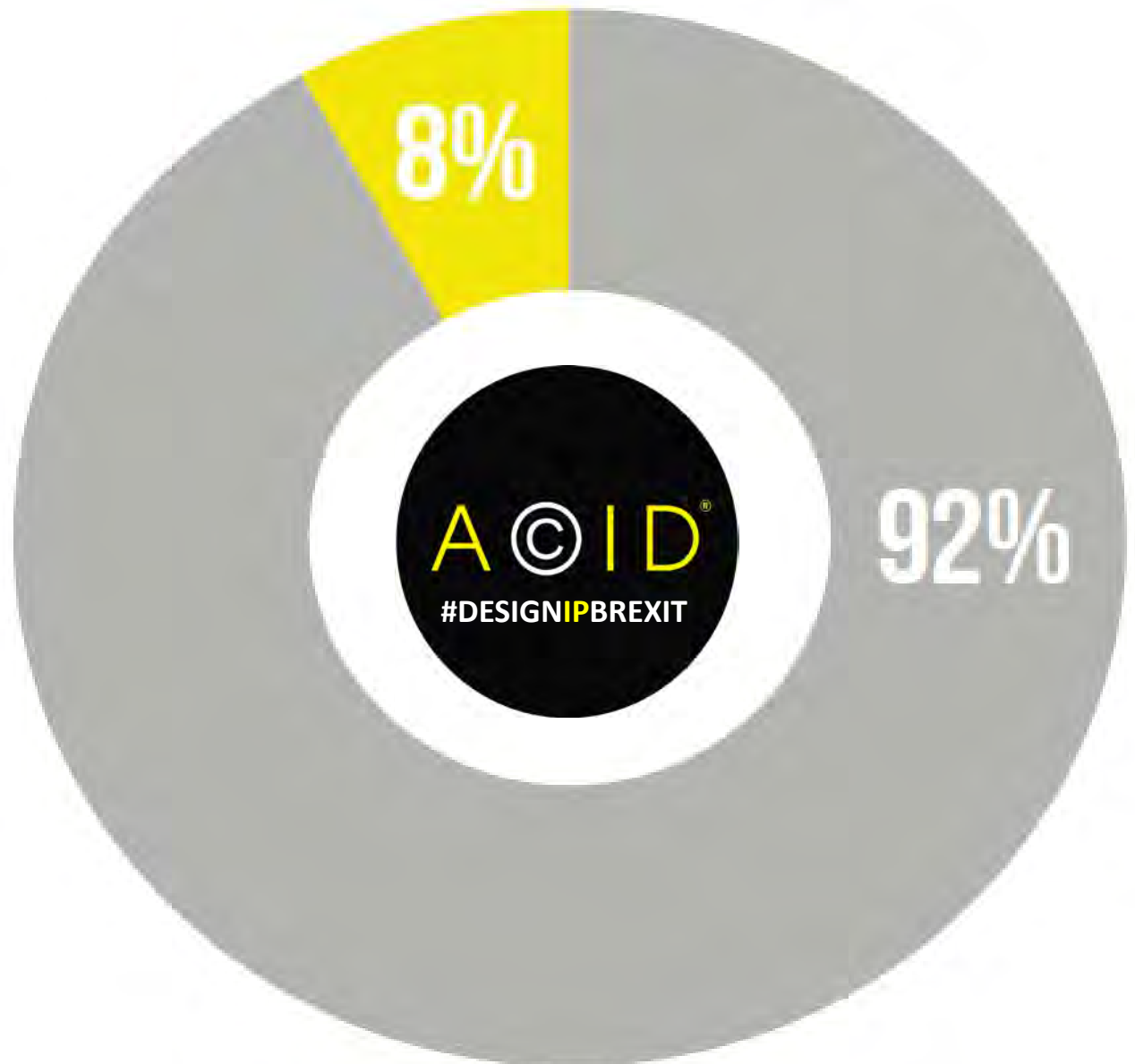
- YES
- NO



# ACID SURVEY

POST BREXIT, IT'S LIKELY UK BUSINESSES WILL NOT BE ABLE TO BE PROTECTED BY A REGISTERED COMMUNITY DESIGN AND COMMUNITY TRADE MARK. DOES THIS CONCERN YOU?

- YES
- NO



# Why are we concerned about the potential loss of EU unregistered design rights post #Brexit?

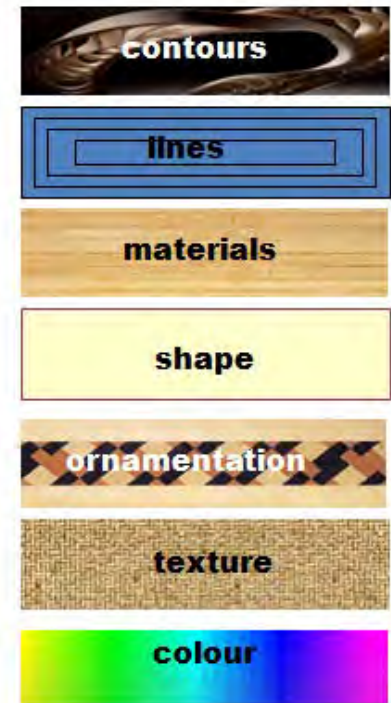


Because the majority of the UK's 3D designers rely on EU and UK *unregistered* design rights, but where's the...






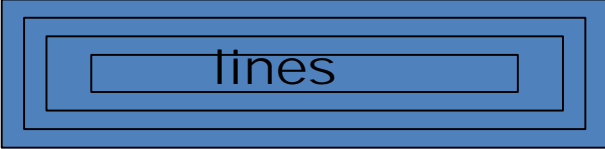

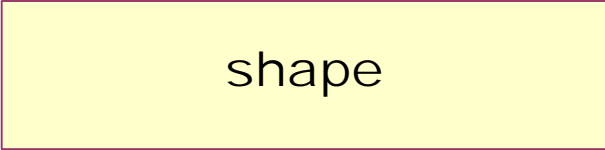



- **UK IPO 2016 6900** registrations for the entire UK
- **EUIPO 2016 77,000** for the whole of the EU which averages out to **2750** per country (*UK has higher than average EU design registrations at 5500*)
- **WIPO** (through the Hague approx **14,000** in 66 countries which averages out to **212** per country
- The **ACID Design Databank** receives approximately **25,000-30,000** per year (1000+ members)





EU **unregistered** design lasts **3** years

UK **unregistered** design lasts a max of **15** years

EU		UK
✓	 contours	✓
✓	 lines	✗
✓	 materials	✗
✓	 shape	✓
✓	 ornamentation	✗
✓	 texture	✗
✓	 colour	✗



**UK designers  
will be  
disadvantaged  
if they lose the  
ability to rely  
unregistered  
EU design right  
and protection  
in 27 member  
states**





# why are we concerned about the potential loss of EU *unregistered* design rights?

**EU Unregistered design** although much shorter in term is much stronger in the protection it offers

EU unregistered design offers protection in **27 other member states** and post Brexit this loss is a significant issue

There has been a loss of confidence post **Trunki** on the **value of a registered design**





## Rob Law, MBE., MD of Magmatic t/a Trunki

*My company Magmatic Ltd T/A Trunki designs & manufactures children's travel products. We employ **80** people at our HQ in Bristol and manufacturing facility in Plymouth. Our t/o is approximately **£8.5million**, all of which is generated by products protected by registered and unregistered design.*

*If we lose protection of our unregistered rights in **28** member states, and are unable to enforce our rights, we predict approximately **25%** of our sales could be lost. This could effectively quarter our turnover and lose approximately **20%** of our workforces.*



# Why are we concerned about the future of EU and UK *registered* design rights?

No certainty about future rights protection and there should be **no fee** as rights owners have relied on the EU system in **good faith**.  
Business needs **certainty**

Potentially having to **double up** on representational costs

Concerns that they will have to pay for **UK and EU registrations separately**





## **The ACID campaign:**

- ✓ Create a new UK law for unregistered designs to mirror the protection afforded by EU design law**
- ✓ UK to adopt Unfair Competition so UK designers can rely on the same law as EU designers to protect them when IP law fails**
- ✓ Criminal provisions to be extended to intentional unregistered design infringement**

We need YOUR support for talks & negotiations with Government



**YOUR  
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### **Current supporters:**

The Alliance for Intellectual Property, representing  
24 trade organisations in the digital branded and  
design sectors,

The Creative Industries Federation

The Crafts Council, The Design Trust

The British Furniture Confederation representing

BFM, FIRA, NBC, BCFA, LOFA,

Dezeen + ACID media supporters

ACID membership of thousands of designers,

100% per cent Design & Clerkenwell Design Week,

The ACID Council

ACID Affiliate Lawyers