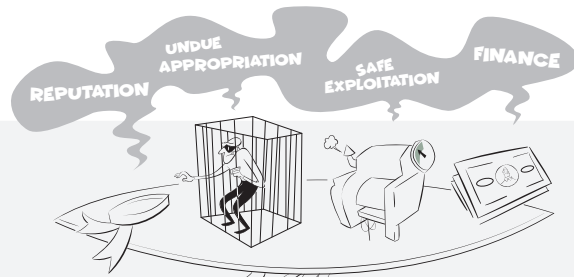
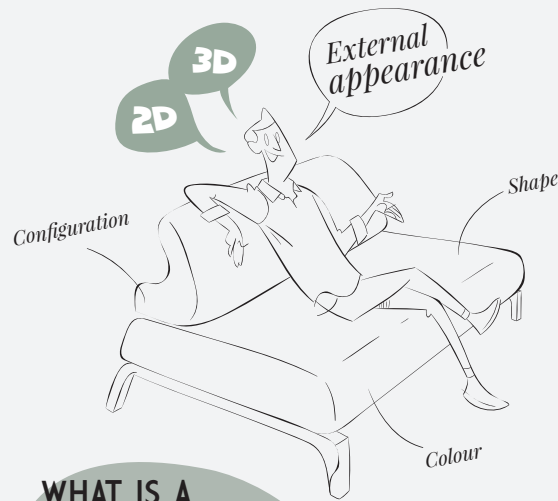


# DESIGNS



## WHY SHOULD I REGISTER MY DESIGN?

If customers love your products' outfit, design protection is for you!

Registration will increase your reputation on the marketplace and allow you to prevent undue appropriation of your efforts by third parties, while you safely exploit them.

## WHAT IS A DESIGN?

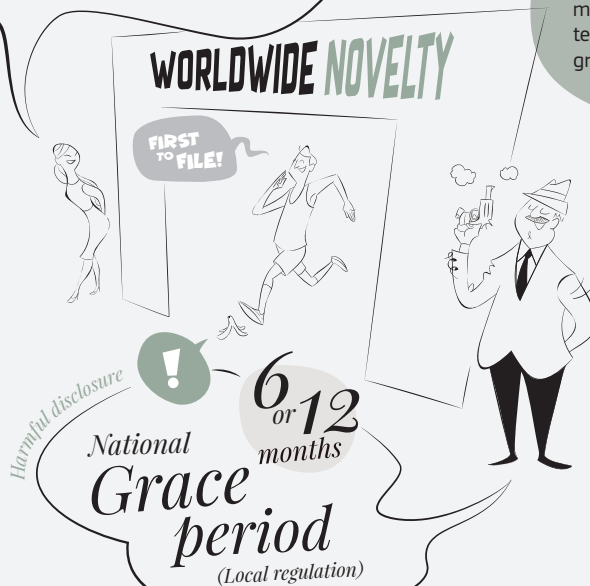
Designs protect the external appearance of a product, including the colour, shape, or configuration.

Furthermore, almost all Latin American countries provide a 6 month Grace Period after the first disclosure of your design. But take care! Such disclosure might affect your applications in other territories where no grace period is granted, for example in EU countries.

## WHEN SHOULD I REGISTER MY DESIGN?

Novelty is a common requirement in all Latin American countries; it is therefore advisable to register the design prior to commercialising it. Otherwise, your own disclosure may harm your design's novelty. However, thanks to the Paris Convention, design applicants enjoy a 6-month priority period to file their design in all Latin American countries, while keeping its first application date as the priority date. Any design filed after the Priority Period may be rejected for lack of novelty.

All Latin American countries  
**6 months**  
**Paris Convention**



Please note that International Registration through the Hague System is not possible in Latin America. You will therefore need to apply for a design on a country-by-country basis.

## WHERE SHOULD I REGISTER MY DESIGN?

Protect it in at least all those countries where you aim to operate at short and medium term.

Bear in mind that design protection in Latin America varies from 5 to 25 years, depending on the country.

SHORT + MEDIUM TERM



HAGUE SYSTEM NOT AVAILABLE

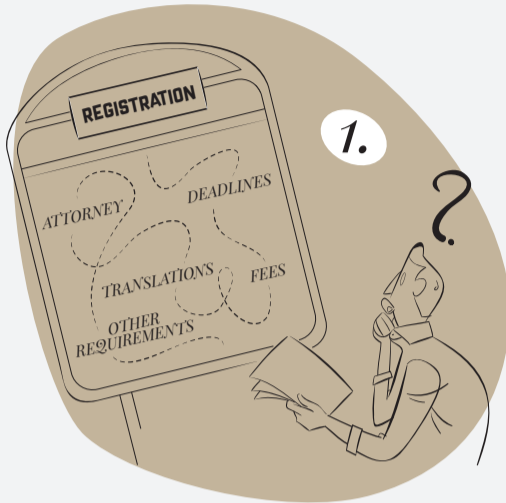


## HOW SHOULD I REGISTER MY DESIGN?

1

### Apply for registration

Be sure to take into account whether it is mandatory to appoint a lawyer or not; fees; deadlines; translations; and any other specific requirements, which must be analysed on a country-by-country basis.



## EXAMINATION

2.

**SUBSTANTIVE MANDATORY**

**FORMAL**

**SUBSTANTIVE VOLUNTARY**



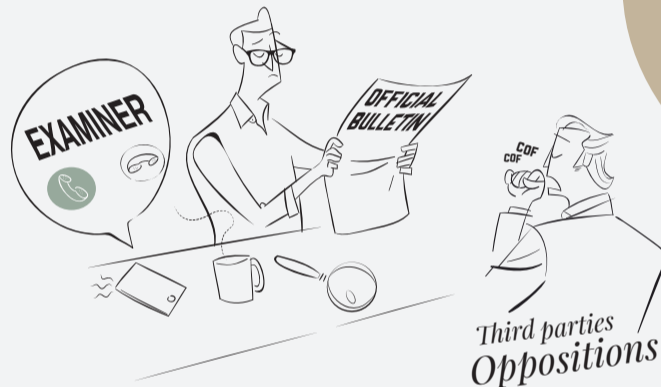
Moreover, it is strongly advisable to regularly monitor Official Bulletins to avoid missing deadlines.

Whenever possible, fluent communication with the examiner may also allow you to overcome certain objections from third parties who are generally entitled to oppose the registration.

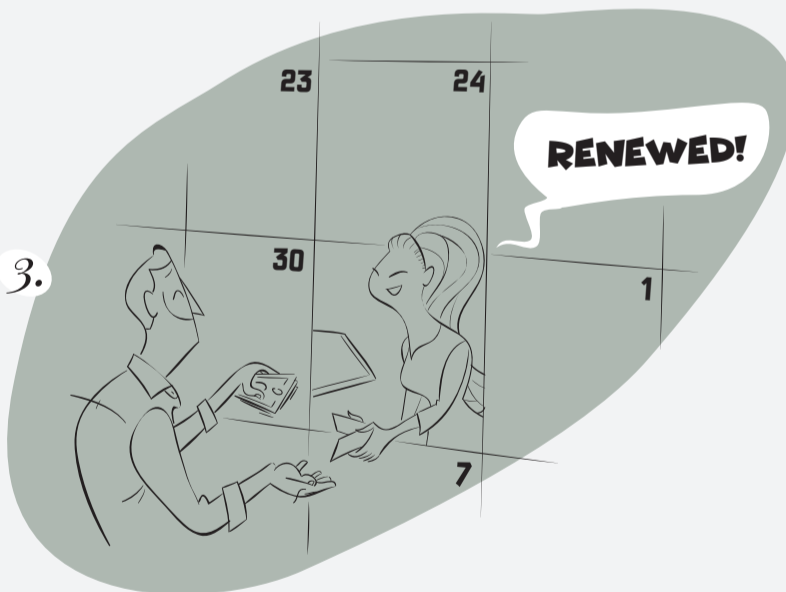
2

### Follow-up the granting procedure

Depending on the country, the National Intellectual Property Office performs a mandatory substantive examination (as in Mexico), a mere formal one (like in Uruguay) or a voluntary substantive examination if the applicant requests it (like in Brazil).



3.



3

*Do not forget to pay the renewal fees!*

Once your design has been granted, do not forget to renew it -usually every five years-.

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