



www.gov.uk/ipo

The Intellectual Property Office is the official government body for intellectual property rights within the UK.

Copyright, patents, designs and trade marks are all types of intellectual property (IP) protection.

Having the right type of protection can help you take action against people stealing or copying the names of your products/brands, your inventions, the design/look of your products, and things you write, make or produce.

It also helps you gain value from your ideas - turning inspiration into sustainable business success.

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Intellectual
Property
Office

What is Intellectual Property (IP)?

Patents • trade marks • copyright • registered designs

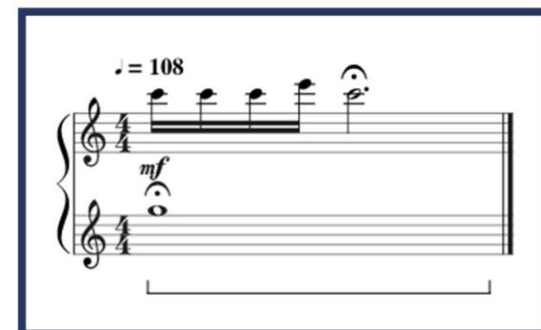
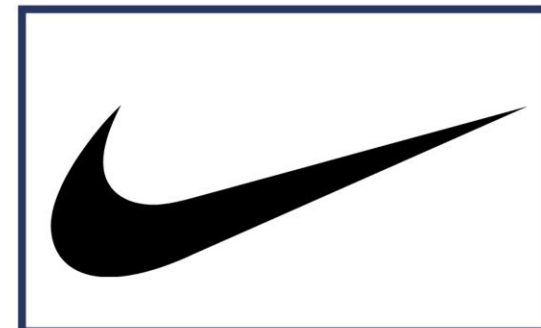
Emma Richards – Business Outreach Manager

Trade marks

What can be registered?

- Name
- Logo
- Domain name
- Slogan
- Colour theme
- Shape theme
- Action
- Music

The mark must be **distinctive** for the goods and services you provide.



Trade marks

Why search before you register?

- Avoid expensive mistakes
- Become aware of competing marks
- Early resolution of potential problems

[View shortlist \(0\)](#)

Search for a trade mark

by word, phrase and/or image

Search by

Word ▾

► [Help with 'and' and 'or' search by options](#)

Trade mark word

Search type

Similar ▾

► [Search types explained](#)

Search word(s)

☒ All words

☐ Any words

► [Help with 'all' and 'any'](#)

Trade mark costs

UK (Intellectual Property Office)

- £170 application fee (1 class included)

EUIPO (European Intellectual Property Office)

- €850 application fee (up to 3 classes)

WIPO (World Intellectual Property Office)

- Madrid protocol (fee calculator available online)

Need professional advice?

- CITMA (Chartered Institute of Trade mark Attorneys)

Citma.org.uk

Apply to register a trade mark

At least one of the trade mark owners, or their representative, must have a postal address within the [European Economic Area \(EEA\)](#).

Who is completing this application?

- ☐ The trade mark owner or authorised person within their business
- ☐ An attorney, solicitor, in house trade mark department or third party representative

Continue

Copyright

Copyright

Copyright protects literature and artistic works:

- Books
- Films
- Music
- Songs/Sound recordings
- Photographs
- Paintings
- Manuals
- Databases
- Dramatic works

Who first owns copyright?

Usually the **first creator** or **author**

- An employer might own the work if it was produced in the **ordinary course of employment**
- A contractor will retain ownership unless their **contract states otherwise**
- Moral rights are still retained even if the creator sells their copy rights

How long does copyright last?

Published editions
(typographical layouts) - 25 years

TV & radio broadcasts - 50 years

Sound recordings - 70 years

Literary works, films, music, dramatic, artistic - Death



plus 70 years

Copyright

- Record your work
- Keep proof
- Use contracts
- Licencing opportunities
- There are no **official** registers
 - There are unofficial registers you can register with and upload your work for third party proof
 - Registration does not prove ownership, only that the work existed at the point it was uploaded

Registered designs

Registered Designs

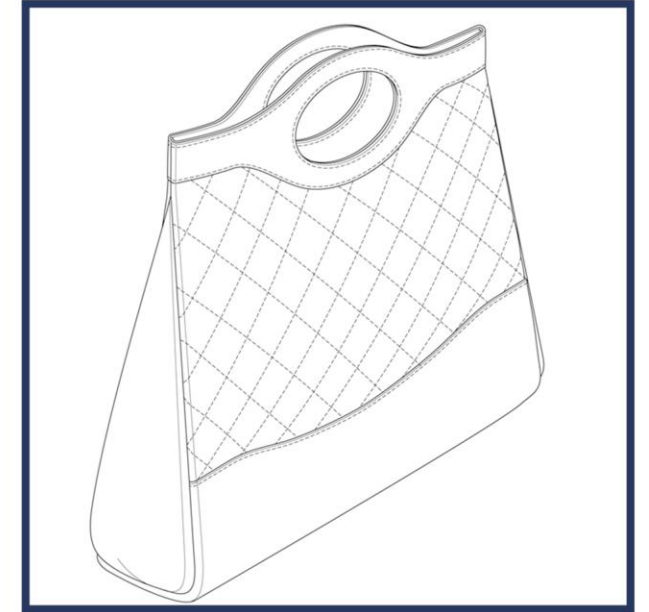
A Registered Design protects the overall visual appearance of a product:

- Physical shape
- Configuration
 - How different parts are arranged together
- Decoration
 - Such as a pattern on a fabric



Registered designs don't protect

- How a product functions
- What material it is made from
- How it's manufactured
- A form dictated by it's function or where there is no design freedom
 - Must fit or must match like a key or universal/standard attachments



Registered design costs

- £60 for 1 design (paper application)
- £50 for 1 design (online application)
- £60 for first and £40 for each additional design in the same application
- **£70 for up to 10 designs in the same application**
 - Additional £20 up to and including every further set of 10 designs in the same application

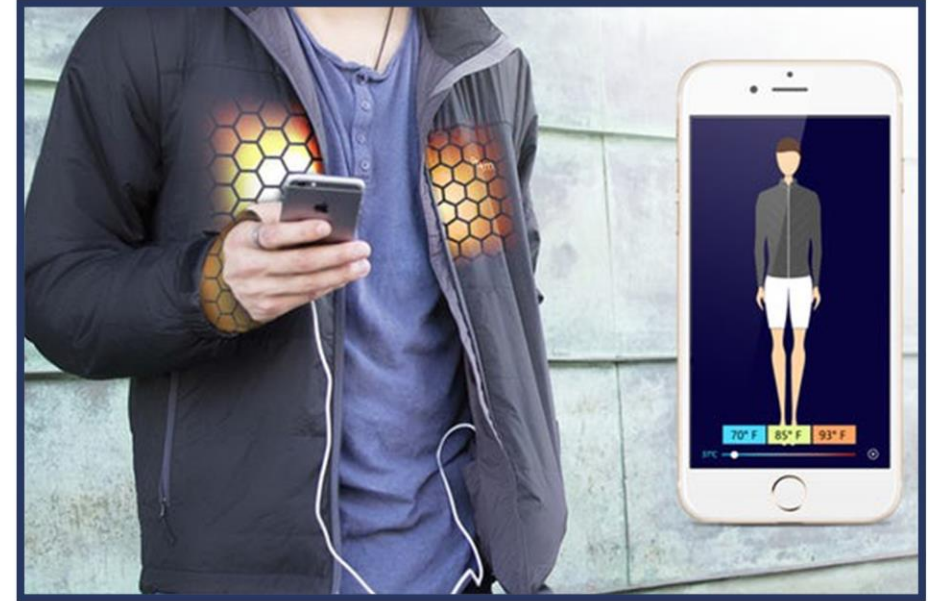
Designs do not have to be related to each other, just filed at the same time

Patents

Patents

Patents protect

- New inventions
- How products work
- Technical function
 - What they do
 - How they do it



Criteria for patentability

- Must be new and novel
 - Prior disclosure will invalidate your application
- Must be an invention
 - Could have an inventive step
- Must have a technical effect



Patent fees in the UK

Applications contain separate parts:

- Application fee
 - £90 paper
 - £60 online
- Search fee
 - £180 paper
 - £150 online
- Examination fee
 - £130 paper
 - £100 online
- Renewals
 - start in year 5 and end in year 20

Apply for a patent

Use this service to apply for a UK patent through the Intellectual Property Office (IPO).

Patents are expensive and difficult to get. Read the guide to [patenting your invention](#) if you've not applied before.

Start now >

on the Intellectual Property
Office service

Confidentiality

Tips

- Respect other people's IP
- Decide if you want to protect and register your IP assets
- Check if your brand is already registered as a trade mark
- Check you have the correct licences for playing music or radio
- Check you have the right software licences
- Ask before using other peoples photographs
 - Images from the internet may still be covered by copyright
- Check counterfeit products don't exist in your supply chain
- Keep your inventions secret
- Make sure you know who owns the IP
- Seek professional advice if applying for patents

Questions