Industrial Design

Protecting the aesthetic appearance of your product is a key part of a comprehensive intellectual property (IP) strategy. Industrial designs (design patents in the United States) can provide effective protection against competitors, particularly in industries susceptible to imitation.

Our team has helped with over 4,000 industrial design applications and registrations. We work with clients across a range of industries, including:

- transport
- machinery
- small/large appliances
- furniture
- fixtures
- garments and footwear
- computers
- electronics
- other consumer products

We also assist with electronic icons, graphical user interfaces and designs where colour is now protectable as part of a design.Our partners co-authored the Canada chapter in the Wolters-Kluwer publication *Design Rights: Functionality & Scope of Protection*.

BLG | Canada's Law Firm

As the largest, truly full-service Canadian law firm, Borden Ladner Gervais LLP (BLG) delivers practical legal advice for domestic and international clients across more practices and industries than any Canadian firm. With over 800 lawyers, intellectual property agents and other professionals, BLG serves the legal needs of businesses and institutions across Canada and beyond – from M&A and capital markets, to disputes, financing, and trademark & patent registration.

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