

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 725 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.

blg.com

BLG Offices

Calgary

Centennial Place, East Tower
520 3rd Avenue S.W.
Calgary, AB, Canada
T2P 0R3

T 403.232.9500
F 403.266.1395

Ottawa

World Exchange Plaza
100 Queen Street
Ottawa, ON, Canada
K1P 1J9

T 613.237.5160
F 613.230.8842

Vancouver

1200 Waterfront Centre
200 Burrard Street
Vancouver, BC, Canada
V7X 1T2

T 604.687.5744
F 604.687.1415

Montréal

1000 De La Gauchetière Street West
Suite 900
Montréal, QC, Canada
H3B 5H4

T 514.954.2555
F 514.879.9015

Toronto

Bay Adelaide Centre, East Tower
22 Adelaide Street West
Toronto, ON, Canada
M5H 4E3

T 416.367.6000
F 416.367.6749

© 2021 Borden Ladner Gervais LLP. Borden Ladner Gervais LLP is an Ontario Limited Liability Partnership.