

Patents | Intellectual Property | Technology | Artificial Intelligence (AI) | Litigation & Dispute Resolution

Designs

At Gornitzky, our Design team specializes in protecting the unique visual qualities that set your products apart in the marketplace. In an era where design and appearance can be as critical as functionality, securing a design patent registration is not just an advantage—it is a necessity. Our dedicated team offers comprehensive services to safeguard the aesthetic elements of your innovations, ensuring they remain uniquely yours.

Why Design Patent Protection Is Important?

- **Competitive Edge:** In today's fast-paced market, a unique design can be a significant differentiator for your products. Design patents protect your innovative visual product, giving you a competitive edge by preventing others from using your distinct designs.
- **Enhances Product Value:** Design patents not only protect your creations but also add to the perceived value and desirability of your products, often allowing for premium pricing and improved market positioning.
- **Attracts Investment:** Protected designs are more attractive to investors, as they demonstrate a tangible commitment to innovation and market leadership.
- **Legal Security:** Having a design patent deters potential infringers and provides a solid legal foundation to address any unauthorized use, ensuring that your investments in design and branding are safeguarded.

What Is Our Expertise?

Comprehensive Protection for Your Designs

- **Design Patent Procurement:** From initial sketches to final product, we guide you through the entire process of securing a design registration. Our experts advise on the best strategies for protection and handle all documentation and filings with precision.
- **Design Portfolio Management:** We understand that your designs are a significant part of your business' assets. Our team provides strategic portfolio management, helping you to maintain and leverage your design registrations effectively for optimal business growth and market presence.
- **Infringement Analysis & Enforcement:** We offer infringement analysis services and enforce your rights against unauthorized use on the Internet, online marketplaces and on brick-and-mortar marketplace, ensuring your intellectual property remains exclusively yours.
- **International Design Protection:** With the global market in mind, we navigate the complexities of international designs laws. Whether you are expanding your business abroad or looking to protect your designs in multiple jurisdictions, our team has the expertise to secure your assets

worldwide with a monitored budget.

How Do We Do It?

At Gornitzky, we are fostering innovation and protecting the unique shape of your products. Our expertise in design law, combined with a deep understanding of our clients' business needs, positions us as the best partner for all your design requirements.

Let us help you protect the visual identity of your products with strategic design patent services tailored to your unique needs. Contact our team today to ensure your designs have the protection they deserve and the competitive edge they need to thrive.

Key Contacts



Dr. Maya Shmailov

Patent Attorney, Lead of Patent Practice



Aline Wekselman

Partner