

Overview of our designs services

We have a large and well established designs practice assisting numerous entities - from startups to established household names - secure strategic protection for their designs internationally.



Fixed-price registered design filings

We can adapt our fees to suit your needs. For example, if appropriate, we can offer fixed-price registered design filings (subject to drawings being supplied in the required format). We can also offer concessions and discounts depending on volumes.



Using the registered design system to maximise protection for key design aspects

We work closely with our clients to cover key design aspects of their products and product lines, covering where appropriate overall shape, texture and/or surface finish. We have particular expertise in obtaining broad design protection for features that pervade product lines. We also have significant experience in obtaining design protection for user interfaces.



Dedicated designs paralegal team

Our dedicated and experienced designs paralegal team enables us to handle design filing and prosecution efficiently and cost effectively in multiple jurisdictions.



International expertise

We have built up a number of significant international design portfolios covering a wide range of jurisdictions, and have therefore acquired an intimate knowledge of the unique variations in local practice. Owing to our expertise in international design protection, we are often instructed by large multinational companies specifically to handle large overseas design filing programmes.

With our familiarity of international design practice, we can act as point contact for an entire design portfolio. We also have significant experience in directly handling international Hague design filings.



Integrating design protection into the product development cycle

We can integrate design protection into the product development cycle to reduce costs and management time associated with seeking design protection. This would involve us providing guidance and/or in-house training so that drawings can be provided in the required format, but without disrupting the product design process. In particular, we can assist in setting up a workflow in which drawings are in a ready-to-file or near ready-to-file state are provided by our clients, allowing us to file new design applications quickly and cheaply. We have experience in putting such systems in place with several of our larger clients, and can tailor workflows to suit clients' needs.



Whether it's the protection of the shape, colour or material of a product, our team will work with you to protect your designs.



Dani Kramer
Partner

Dani worked for the largest firm of IP attorneys in South Africa for several years before relocating to the UK in 2001, and joining Mathys & Squire.

Dani works for a number of large corporations, growing and managing their international design portfolios. He has significant experience in overseas prosecution, and in securing strategic protection for product lines. He has worked very closely with a number of clients to integrate the process of securing design protection into their product development cycle, to reduce costs and maximize protection.

He acts for clients in the following areas: connected home devices; household appliances; tools; graphical user interfaces, including app interfaces; LED lighting; and furniture.

Professional qualifications

BSc (Eng) Electrical and Electronic Engineering,
University of the Witwatersrand

MSc (Eng) Electrical and Electronic Engineering,
University of the Witwatersrand

European Patent Attorney
Chartered Patent Attorney
European Design Attorney

Employment history

Mathys & Squire LLP: August 2001 – present
Adams & Adams: January 1999 – July 2001



Richard Greenshields
Designs Paralegal Manager

Richard heads up our dedicated designs paralegal team and has been filing Community Registered Designs since they first became available in April 2003, and is an Authorised EUIPO representative. Richard has also been filing international Hague Designs since they became available in Europe.

Professional qualifications

CIPA Patent Administrators Certificate
CITMA Trade Mark Administrators Certificate
EUIPO Professional Representative
Associate member of CIPA
Associate member of CITMA
Examiner on CIPA PAC course

Employment history

Mathys & Squire LLP: April 1999 – present
Stevens Hewlett & Perkins: September 1990 –
April 1999