

## 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.



### 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.



### Protection in both the UK and EU

As a European firm, with offices in both the UK and EU, we can handle both UK registered designs and EU registered designs after Brexit. We are now offering our clients fixed-price package design filings in both the UK and EU.



### Using the UK and EU Registered Design systems to maximise protection

We have significant experience in using the flexibility of the UK and EU registered design systems to obtain broad design protection. We have particular expertise in obtaining broad design protection for features that pervade product lines, obtaining protection for user interfaces, and using the 12 month 'grace period' available in the UK and EU to protect previously disclosed designs.



### Using the UK and EU Registered Design systems to reduce costs

We can include multiple product lines in a single filing at a reduced marginal cost for additional designs. This saves a considerable amount on fees, in particular where many designs are to be protected.



### 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. In particular, we can provide guidance and/or in-house training so that drawings can be provided in the required format without disrupting the product design process.

We can also 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.

*“Mathys & Squire are innovative about what they do. They are not just ticking boxes; they are always trying to come up with better ways of doing things, and are always open to suggestions from our side.”*

Kenwood



**Dani Kramer**  
Partner (CPA, EPA)

Dani has an Honours degree and a Master's degree in Electrical Engineering from the University of the Witwatersrand in Johannesburg.

He works for a number of large corporations, growing and managing their international design portfolios. Dani 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 maximise protection.

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

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**Max Thoma**  
Associate (CPA, EPA)

Max has a Master's Degree in Mechanical Engineering from the University of Cambridge.

He is a specialist in Registered Design law. Working with a variety of organisations (from startups to large corporations), Max prepares, files and prosecutes Registered Designs in the UK, Europe and in many other jurisdictions. He has particular experience in Registered Designs directed to graphical user interfaces (GUIs).

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**Richard Greenshields**  
Paralegal Manager

Richard heads up our dedicated designs paralegal team and has been filing EU Registered Designs since they first became available in April 2003. Richard has also been filing international Hague Designs since the European Union became party to the Hague Agreement.

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