#### INTELLECTUAL PROPERTY IN THE FURNITURE INDUSTRY DESIGN ACADEMIC CURRICULUM



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Greeting

Inkjet Printing Company Profile Paper Bag T-SHIRT

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Folder 5



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Nowadays, innovations and intellectual property are concepts that are increasingly used in society and constitute an important element of modern economy, often decisive for the pace of its development. The protection of intellectual property is a very important element of civilization, which is based on the achievements of human

MyIPO / maipo / 🌒 kata nama

*kata nama* kata nama : MyIPO

Perbadanan Harta Intelek Malaysia (MyIPO) sebuah agensi di bawah KPDNKK bertanggungjawab dalam pembangunan dan pentadbiran sistem hak harta intelek (IPR) di Malaysia. MyIPO merupakan agensi tunggal yang menyediakan perkhidmatan pendaftaran harta intelek; paten, cap dagangan, reka bentuk perindustrian, hak cipta, petunjuk geografi dan rekabentuk susun atur litar bersepadu. mind

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#### What is Intellectual Property?

Intellectual property (IP) refers to creations of the mind, such as inventions; literary and artistic works; designs; and symbols, names and images used in commerce





WIPO WORLD INTELLECTUAL PROPERTY ORGANIZATION

# Intellectual property is divided into two categories:

I. Industrial Property includes patents for TRADEM inventions, trademarks, industrial designs and geographical indications

**II. Copyright** covers literary works (such as novels, poems and plays), films, music, artistic works (e.g. drawings, paintings, photographs and sculptures)



#### THE IMPORTANT AGREEMENTS ON INTELLECTUAL PROPERTY

- Paris Convention for the Protection of Industrial Property (1883)
- Berne Convention for the Protection of Literary and Artistic Works (1886)
- Stockholm Convent. Astablishing the World Intellectual Property Organization – WIPO (192 Abers) (1967)







Malaysia has been a member of the Paris Convention since 1989,

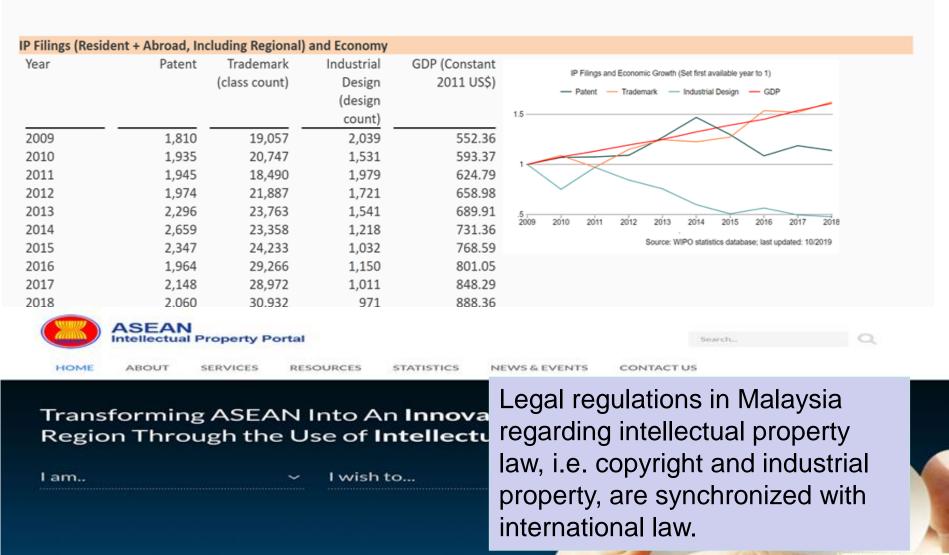
Legal regulations in Malaysia regarding intellectual property law, e.g. copyright and industrial property are coherent with the international law

#### **Statistical Country Profiles**



Malaysia

Population (Million): 31.53 (2018) Gross Domestic Product (Billion US\$)(Constant 2011 US\$ (PPP)): 888.36 (2018)







## **COPYRIGHTS**

- are part of Intellectual Property Rights;
- mean a set of regulatory issued with a view to protect the interests of creators and legal relations associated with the creation of work, its use and protection (...)

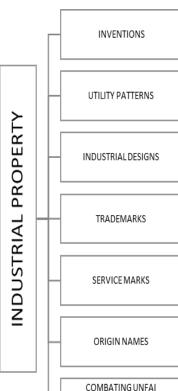




The basic law of copyright in Malaysia is under the Copyright Act 1987 which came into force on 1 December 1987. The law has undergone various significant updates since then, with amendments to the Act taking effect in 1990, 1999, 2000 and 2003.

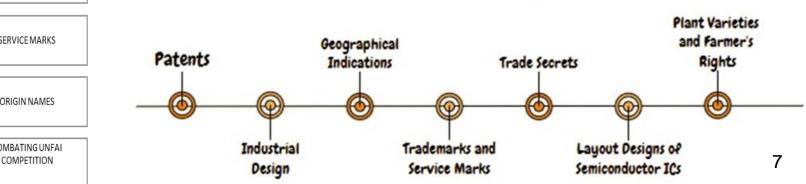


# **Industrial Property Rights**



Industrial property is a part of Intellectual Property Rights. It concerns the intellectual property used in business activity and includes: patents for inventions and utility models, trademarks, industrial designs and geographical indications.

Industrial Property



#### Industrial Property Rights exclusive right and protected period



INDUSTRIAL PROPERTY RIGHTS		
	EXCLUSIVE RIGHT	PROTECTED PERIOD (in years) in European Countries
INVENTION	Patent	20 years
UTILITY PATTERN	Protective right	6-15 years
TRADEMARK	Protective right	10 years with the possibility of extension for the next 10 years
INDUSTRIAL DESIGN	Right of registration	5x5 years [25 years]

The protection periods for inventions, utility models, industrial designs and trademarks are the same in most countries that are signatories to the Paris Convention.

### **INDUSTRIAL DESIGNS**

In the European Union, the term "design" is clearly defined and "(...) means a new and individual character of the whole or a part of the product, resulting in particular from the characteristics of the lines, contours, colours, shapes, textures and/or materials of the product itself and /or its ornamentation" [Art. 3 of the Regulation on Community Designs].

"An industrial design means features of shape, configuration, pattern or ornament applied to an article by any industrial process in which the finished article appeals to the eye and is judged by the eyes"











# **INDUSTRIAL DESIGNS**







Industrial designs are applied to a wide variety of products of industry and handicraft items: from packages and containers to furnishing and household goods, from lighting equipment to jewellery, and from electronic devices to textiles. Industrial designs may also be relevant to graphic symbols, graphical user interfaces (GUI), and logos.





The industrial design is granted with the registration rights for a period of 25 years from the date of registration in the Patent Office, divided into five-year periods.







Owner of a registered design has the exclusive right to make, import, sell or hire out any article to which the design has been applied.

#### INTERNATIONAL FURNITURE DESIGN EXHIBITIONS ARE VERY IMPORTANT IN THE FURNITURE INDUSTRY







## **EFE 2019 – 15TH EXPORT** FURNITURE EXHIBITION MALAYSIA (EFE) 2019





FAIR

#### DESIGN CONNECTS PEOPLE

THE CHOICE FOR FURNITURE PROFESSIONALS AROUND THE WORLD

06 07 08 09 **MARCH 2020 MITEC & PWTC, KL,** MALAYSIA

# PROFILE



EXPORT FURNITURE **EXHIBITION** 

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**EFE Expo Sdn Bhd** Kuala Lumpur, Malaysia 09-12 March 2020

making

IN MALAYSIAN WOOD

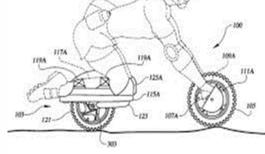


A patent is an exclusive right granted for an invention, which is a product or a process that provides a new way of doing something, or offers a new technical solution to a problem.

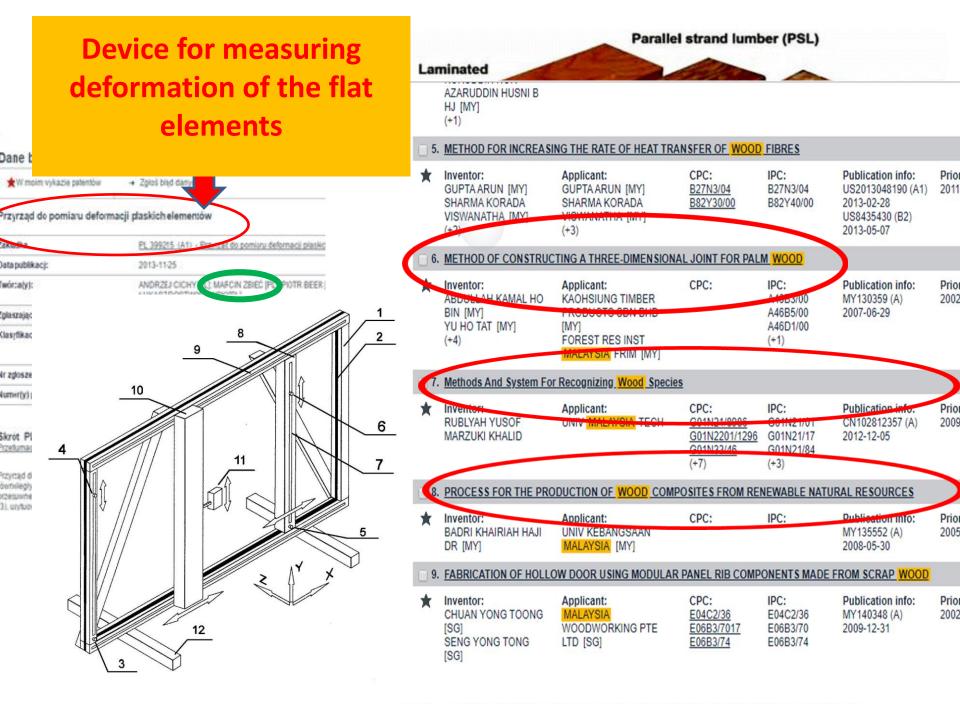
Patents are granted in four basic categories, for: **PRODUCTS**, **DEVICES**, **METHODS AND APPLICATIONS**.

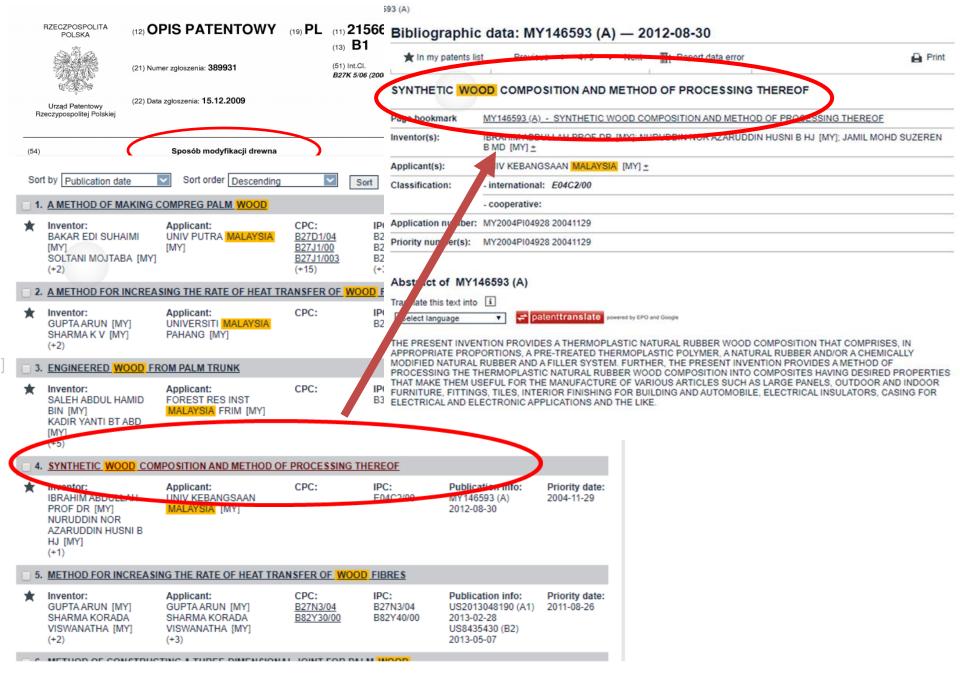
A patent provides patent owners with protection for their inventions. Protection is granted for a limited period, generally





**20** years.





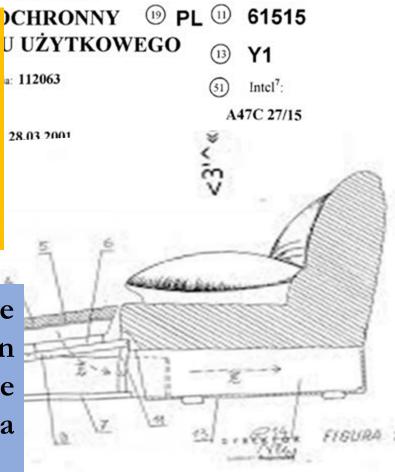


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Utility model is a new and useful solution of a technical nature, concerning the shape, construction or combination of a permanent object. It must always be a useful, practical solution.

A utility innovation is an exclusive right granted for a "minor" invention which does not require to satisfy the test of inventiveness as required of a patent.



makina

# **UTILITY MODEL**



Generally, the indications of the protective capacity of the utility model are:

- its novelty
- technical character
- ✤ usefulness,
- ✤ object of a permanent form



FIGURA 17

Collapsible bed



Method for precision cutting of veneered panels

Utility models are granted with the shorter copyright protection than patents, and are different from country to country (usually **between 6 and 15 years).** 

In the wood and furniture industries, the protection of utility models is applied very often. The practical solutions used in furnitures are of practical importance both at the production stage (*e.g. the method of precision cutting of veneer panels, chipboard with reduced density*),

> mounting of the furniture (e.g. the shelf mounting system requiring no screws, reinforced plywood), and final use by the customers (e.g. the seat backrest adjustment system, the kitchen cabinet opening touch system, or the

folding bed).

of the European Union



# **UTILITY MODEL/ UTILITY INNOVATION**

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dasteory wiccip [TN, No, H16, M12]



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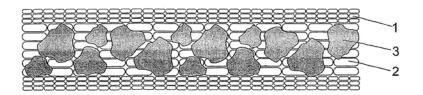
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shelf mounting system without the use of screws

#### Strengthened chipboard

nting of the furniture (*e.g. the* 





INTELLECTUAL PROPERTY AND



"IP education means the skills and competences that young people can be expected, that enable them to become familiar with intellectual property, understand its potential to generate income and economic growth and lead them to respect intellectual property rights, whether their own or those of others".



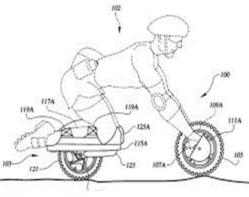
IDEA®AUTH TRADEMARK

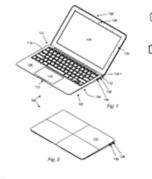


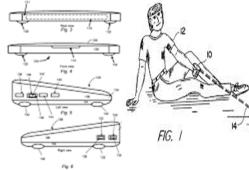




& FURNITURE INDUSTRY









# Teríma kasíh kerana memberí perhatian

