

SMD SEARCHING & MONITORING

# DESIGN SEARCHING & MONITORING

# Design Searching & Monitoring

A design must be new and distinctive to be a valuable IP right. With our searching and monitoring services you will discover whether your creation is really unique. Accurate results will be delivered at reasonable prices.

## We search for identical or similar registered designs and monitor new official publications.

There are different purposes for a design search. During product development, it may serve to keep up with current trends and to focus on creating unique designs.

It is also a good idea to conduct a search before submitting an application, because most patent offices check formal requirements for registration only while disregarding the substantive criteria “novelty” and “distinctiveness”.

**A design search will help to determine whether your proposed design is worth registering or not. It minimises the risk of being faced with legal actions later, such as opposition or nullification procedures.**

If you are confronted with a legal proceeding due to potential infringement of another owner’s right, a search may reveal facts which serve to rebut the novelty or distinctiveness of the opponent’s design.

After your right has been registered, we recommend keeping an eye on new publications. Our monitoring service will warn you of third-party designs that potentially infringe your own creation and enable you to effectively enforce your interests.



## We will be happy to assist you with the following services:

### Searching/monitoring by subject

**Aims at obtaining in-depth knowledge about existing designs**

In order to detect designs which are identical or similar to your sample/picture, we examine

- Registrations
- New publications

### Searching/monitoring by owner

**Focuses on gaining an insight into the activities of certain competitors**

We identify industrial designs of a certain design owner of your choice. In this regard, we examine

- Registrations
- New publications



**PRECISE, RELIABLE, COST-EFFICIENT.**

## These are the main advantages of our design searching and monitoring services:

### Customised and personal client support

Prior to every searching or monitoring process, we precisely clarify the particular purpose of your order. If appropriate, we also undertake pre-searches. On this basis, we decide on the Locarno classes to be searched and choose the applicable search strategy.

### Professional expertise

Deciding on the proper search strategy and selecting relevant search hits requires a clear understanding of designs and of applicable legislation. The searching and monitoring will be performed by experienced and highly skilled professionals.

### Comprehensive search

We search and monitor very thoroughly in the relevant classes. While some market players tend to conduct simple keyword searches or to focus on designs of known competitors, we literally review each and every design in the chosen classes.

### Additional keyword searches in further classes

For the sake of comprehensiveness, we carry out additional keyword searches in further related classes. These are usually free of charge. Hence, the quality of the results we provide is outstanding.

### Cost-efficiency

In the event that we incur a relatively small number of hits to be reviewed, we charge a reduced price. If we search several designs for you, we offer to collect very similar patterns into one search. In this way, **you save money.**

### Excellent clarity of results

In order to enable your easy and quick perusal of our reports, the search results are grouped by similarity and by legal status. With regard to images, we invest extra time in order to provide you with the best available quality.

### Broad geographical coverage

We cover a large number of countries around the world. If advisable or required, we rely on competent local partners.

### Trust in SMD's expertise!

**We have more than sixty years of experience in the searching and monitoring of IP rights.**



**For some designs, it may be advisable to conduct an additional device search. Please contact us in this regard.**

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### *This is what our loyal clients say:*



*Undoubtedly, SMD is one of the most prestigious companies in this business. Their searches are comprehensive and the results are presented clearly and in a well-structured way. SMD responds flexibly to exceptional inquiries and always catches up on specific search requirements. SMD makes useful suggestions regarding the search strategy and provides precise results at reasonable prices.*

**Philipp Fürst, Rechtsanwalt Fürst**



*SMD's design researchers are highly skilled and their results are extraordinarily reliable. Due to a clear structure, the reports are easy to peruse and efficient to work with.*

**Dr Horst von der Bey, Schneiders & Behrendt**



*SMD carries out their design searches very thoroughly. Preliminary searches are conducted if necessary. Moreover, they undertake supplementary keyword searches in further, related classes. As a patent attorney, and after more than 12 years of cooperation with SMD, I wish to say: Excellent work!*

**Dr Jens Herrguth, Wagner · Dr Herrguth**

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