

## BEDA Open Doors Dialogue

# How to Help Designers Protect Their IP Effectively

## Take-Away

**Date:** 11 September 2024

**Speakers:** Dita Danosa (Latvian Design Centre), Iiris Adenius (Ornamo Art and Design Finland)

### Recording:

[https://drive.google.com/file/d/1LmreTpofLbdMxgS-iDnQZMH9TkcudlPS/view?usp=share\\_link](https://drive.google.com/file/d/1LmreTpofLbdMxgS-iDnQZMH9TkcudlPS/view?usp=share_link)

### Summary:

#### Discussing Intellectual Property Rights in Design

Dita led a discussion on the importance of intellectual property rights in the design industry, particularly in the context of upcoming legislative changes. She presented statistics on design applications in the EU, noting a slow but steady increase in submissions. She also highlighted the leading categories for design applications, with furniture and lighting products being the most common. Dita then shared findings from a survey conducted with representatives from various member organizations, asking about the importance of IP rights in their national design industries. The discussion ended with an open forum for further discussion and questions.

#### Intellectual Property Rights in Design Industry

Dita discussed the importance of intellectual property (IP) rights in the design industry. She highlighted that IP rights are crucial for protecting creativity, innovation, and economic value generated by designers. Dita also noted that IP rights are critical for fostering an open and innovative environment. She emphasized that IP protection is essential for designers to safeguard their work, make informed decisions, and ensure long-term success. Dita also mentioned that IP rights help protect designers from

AI systems using their work without permission. She concluded by stating that education and awareness about IP rights are essential for designers to protect their creations and find effective ways to monetize their work.

### **Designers and Intellectual Property Rights Challenges**

Dita discussed the challenges designers face with intellectual property rights (IPRs), including a lack of awareness, financial barriers, power imbalances, and emerging technologies like AI. She highlighted the need for education, regulatory reforms, and enhanced collaboration between designers and corporations to ensure IP protection. Dita also mentioned the complexity and difficulty of navigating IP processes, the power imbalance between designers and corporations, misconceptions about IP terminology and laws, and the challenges posed by AI. Iiris then presented the 'Design as a Competitive Edge' project, funded by the EU, which aims to empower designers and small and medium-sized enterprises to utilize the full potential of their creative work with the help of intellectual property rights. The project includes a short lecture on IPRs and a webinar on design protection.

### **Upcoming Webinars and Design Legislation Discussion**

Iiris led a discussion about upcoming webinars, focusing on licensing agreements, battling design counterfeits, and the new design legislation. The webinars are scheduled for the beginning of October, the 8th, the 22nd, and the beginning of November.

### **Intellectual Property Rights and Innovation**

Iiris discussed the importance of intellectual property rights (IPR) in fostering innovation and creativity, particularly in the context of design and sustainability. She highlighted the historical link between IPR and the ease of copying creative work, and how this has evolved with technological advancements. Iiris also emphasized the role of IPR in protecting creators' rights and enabling them to make a living from their work. She touched on the connection between IPR and sustainability, noting that a company's willingness to invest in IPR protection can be an indicator of its commitment to product longevity. Iiris outlined the topics to be covered in a mini lecture on IPR, including the ABCs of IPR, the relationship between IPR and design, different types of IPR, and how to utilize IPR in building a successful business.

She also mentioned the need to bridge the gap between legal terminology and design language in discussing IPR.

### **Shifting Focus to Design, IP Rights, and Business Goals**

Iiris highlighted the need to shift the focus from legal aspects to design aspects that create a competitive edge, while aligning business goals with key priorities. The team discussed upcoming webinars and workshops on intangible design and IP rights, including events on September 18th and 24th in Riga, coinciding with the Design Europe Awards. François emphasized the importance of designers understanding copyright and negotiating fair terms with clients. Dita and Rosa stressed educating designers on the economic benefits of IP protection, including combining different forms like copyright and trademarks. The participants agreed on the need to foster a business mindset in young designers and startups, while educating both designers and clients on IP rights and the value of design.

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