

Protecting Medical Devices by design

You have designed a new syringe or medical probe and have discussed possible patent protection with us, but designs can work in tandem with your patent rights to protect aspects of the appearance of your devices.

Unlike patents, designs can still be protected within 12 months of your first disclosure of the design and registration can be obtained within a very short time. We recommend you speak to us as soon as possible about any new designs.

By protecting different elements of your device in separate designs, you can make it very difficult for competitors to copy individual aspects of the device which helps to develop a strong IP portfolio protecting the device.

The following designs protect different aspects including **shape, surface decoration, individual elements and partial aspects of medical devices** which can strengthen the IP protection around a device and provide an early opportunity for taking action against competitors, especially while a patent application is still pending.

**Contact your Murgitroyd attorney
for more information on how designs can
help strengthen your brand protection.**

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Protecting your brand through design

Shape

The shape of your devices themselves could be protected. Perhaps you have created a new assay kit or probe or laboratory test device with a different shape or stethoscope with a different silhouette. **Protecting these features can deter competitors from selling any other products of the same shape even if their products have a different use from yours.**



Surface Decoration

If you have a screen on your medical device with a user interface, perhaps the appearance of the interface has been designed and had aspects that are important from individual icons on the screen to the full appearance of the screen. **Protecting these features may deter competitors from using the same features on any other product even if their products look very different from yours.**



Individual Elements

You can focus design protection to individual elements of your devices such as a handle on a probe or the shape of the body of a syringe, or even a part of the housing of a chromatography instrument. By protecting the handle of a probe you can deter competitors from applying the same handle to their devices **even where the shape of their devices themselves are very different to yours.**



Partial Aspects

You can even protect partial aspects of medical devices with designs. Perhaps the shape of the base of your chromatography instrument is new or perhaps only the button arrangement on a hand held meter has been redesigned. Focussing protection on these features can deter competitors from attempting to copy even a small aspect of the appearance of your devices, such as only the button arrangement while changing other features. **This makes it harder for competitors to imitate your devices, even in the smallest details.**

