

## Design Patents

**Design patents protect the ornamental features that differentiate a product from other products, giving it value in the eyes of those in the target market.**

Hamilton Brook Smith Reynolds has experience in protecting designs in a number of areas, including the following:

- Software, such as graphical user interfaces
- Apparel, such as athletic wear, jewelry, and eyewear
- Pharmaceuticals, such as pill and capsule shapes
- Consumer products, such as sporting equipment, electronic viewing products, and furniture
- Automotive components, such as a front grille, a tractor hitch, and wheel rims
- Product housing, such as products in the mobile technology field and medical instrument field
- Product packaging, such as containers for items like perfumes, food and beverages, and toiletry items

We have expertise in advising companies on strategies for deciding between utility patent coverage and design patent coverage. We know how to mix and match or combine design patent rights, utility patent rights, copyrights, and trade dress to create the greatest value to your company.

Our design patent services include:

- Prosecuting U.S. and international design patents
- Developing strategies for avoiding design patent infringement or performing validity assessments
- Assisting in design-around strategies and clearance for new designs
- Providing advice on innovative integration of design rights with trade dress and other IP protection