

Trade Marks & Logos



TradeMark

Signal that identifies products or services

Signal that distinguishes the products or services of one company from another company



Logos



Signal that identifies and distinguishes one entity that offers services or sells products

Can be used in establishments, advertising, correspondence, etc



Trade Marks & Logos

Registry - Subject to exam - novelty

- Exclusive use
- Right to prevent others to use it
- Right to be transmitted to other or licensed

Use in business:

- Advertisement
- Raise consumer awareness
- Allow market differentiation
- Work as guaranty/prestige/quality symbols



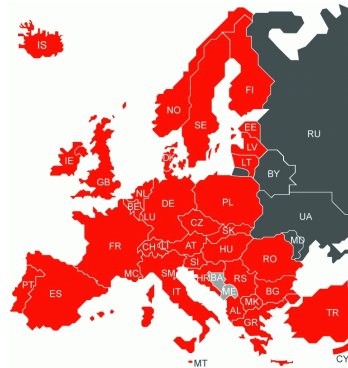
Trade Marks & Logos

NATIONAL



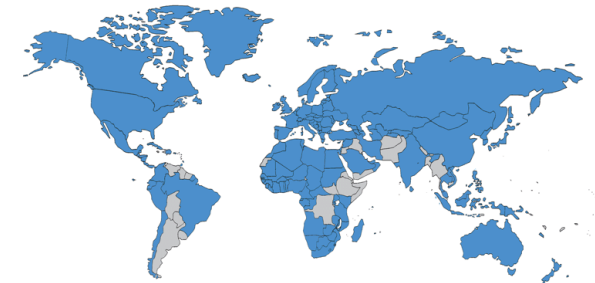
Application – 130 - 250 €
+ Per class - 30 – 65 €
Renewal fee - every 10 ys

EUROPEAN



Application – 850 – 1000 €
+ 1 class - 50 €
≥ 3 classes – 150 €
Renewal fee - every 10 ys

INTERNATIONAL



Application –
Basic fee
Contracting Country fee
Fee per class of goods

Example: 1 class, EP+ US – 2000 €



Patents Protection

NATIONAL



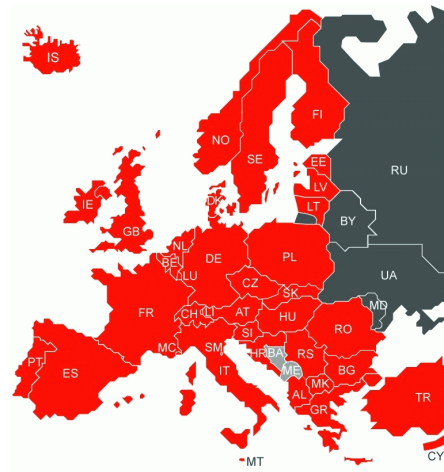
Código da Propriedade Industrial (CPI)
Scope: Regional



EUROPEAN



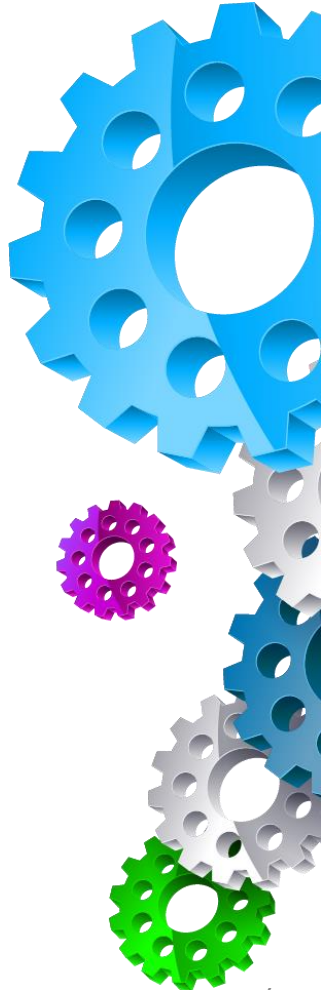
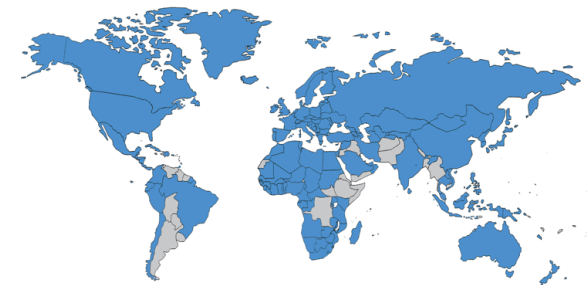
Munich Convention
1973.10.05
(European Patent Convention – EPC)
PT entry : 1992.01.01



INTERNATIONAL

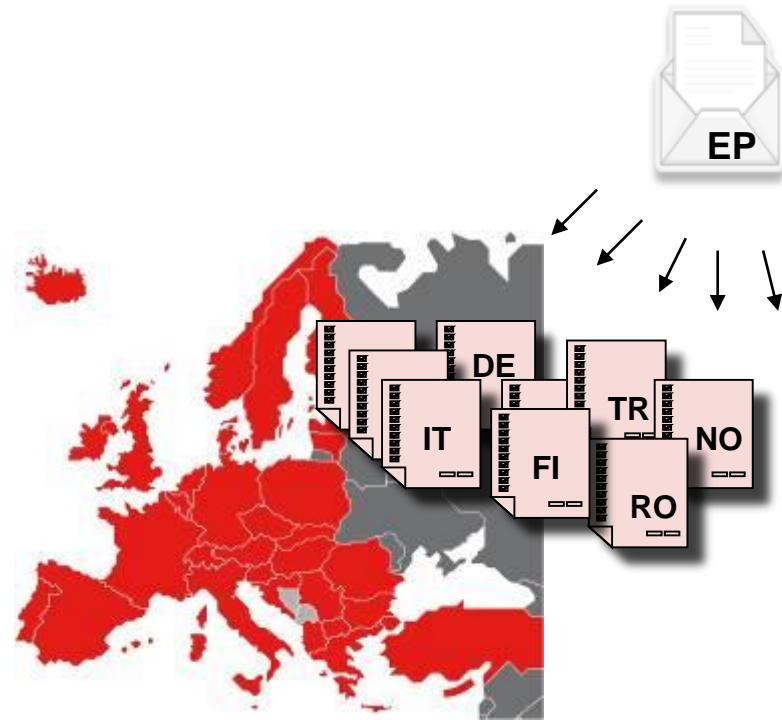


Patent Cooperation Treaty – PCT
1970.07.19
PT entry: 1992.11.24

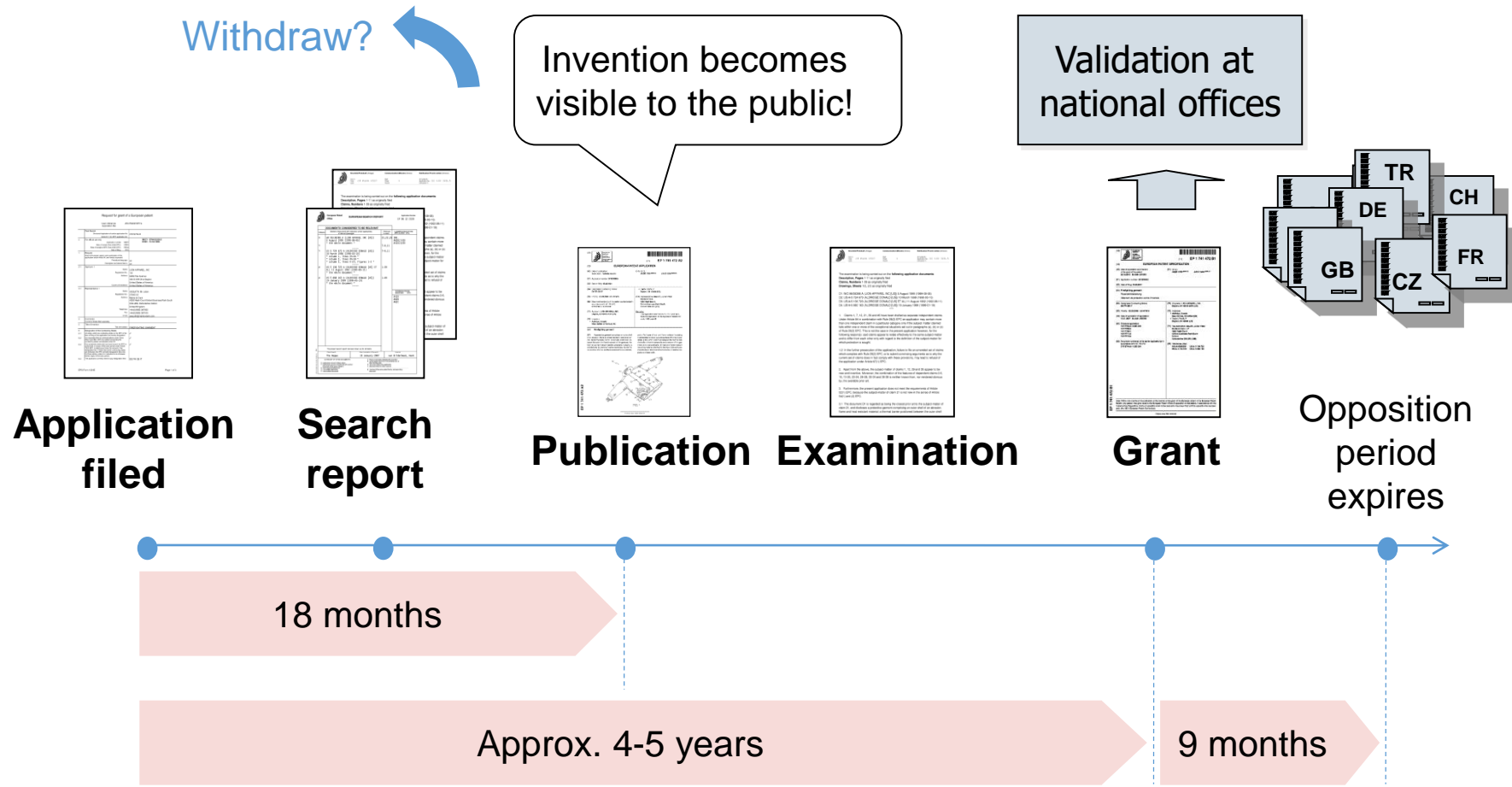


The regional route – European Patent

- One application filed at one office for up to 52 states
- One procedure
- Applicant selects the desired states
- One European patent for up to 52 states
- Results in a bundle of national patents



The grant procedure before the EPO



The international route (PCT)



Patents are expensive....

- Application fee
- Additional fee per page
- Search fee
- Additional claim fee (> 16 claims, e.g)
- Examination fee
- Granting fee
- Publication fee
- Annual fees/territory

AND.... Patent Attorney fees



Patent application costs – estimative!

- National Patent Application (PT) – 1500 €
- Other national Patent Application – 5000 €
- European Patent Application (EP) – 3500 €
- PCT Application – 5000 – 10 000€
- Reply to notifications – 1500 €/each
- Granting fee – 3000-5000 €
- Annual fees/territory – 500€



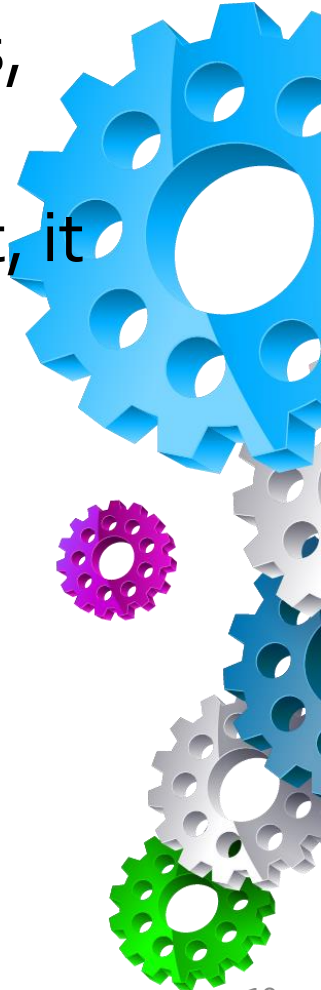
Trade secret

A trade secret is confidential information in the context of business, commerce or trade.

In order for a given piece of information to classify as a trade secret, it has to meet all of the following requirements:



- It is a secret in the sense that it is not known or readily accessible to a wide circle of persons
- It has commercial value because it is secret
- It has been subject to reasonable steps, by the person lawfully in control of the information, to keep it secret¹



Trade secret

- Valuable resource to many companies when assets may not, for example, be patentable but have great commercial value and therefore need to be protected;
- Most highly-valued types of trade secrets:
 - ✓ Business methods
 - ✓ Market analyses
 - ✓ Business relationships
 - ✓ Pricing information
 - ✓ Cost information
 - ✓ Personnel information
 - ✓ Customer or supplier lists
 - ✓ Financial information
 - ✓ R&D data
 - ✓ Process know-how and technology
 - ✓ Computer programs
 - ✓ Computer databases
 - ✓ Formulae and recipes

