



# What is IP and why does it matter to YOU?



Intellectual property (IP) is essential for protecting your creations, designs and ideas. Starting out is really exciting! But giving too much away might risk your IP later...

## IP rights and how long they last...

### Trade Marks

Registrable, potentially perpetual

### Design rights

Registered 25 years

Unregistered 10-15 years

Supplementary 0-3 years.

### Copyright

Life plus 70 years

### Patents

Inventions, 20 years

### Trade Secrets

(know-how), forever!

Scan to read  
more about  
Design Rights:



## Think twice...

### Social Media

Sharing images, videoing design development stages, sharing your ideas...all this has IP.

### Always balance promoting yourself with protecting yourself!

### Exhibitions

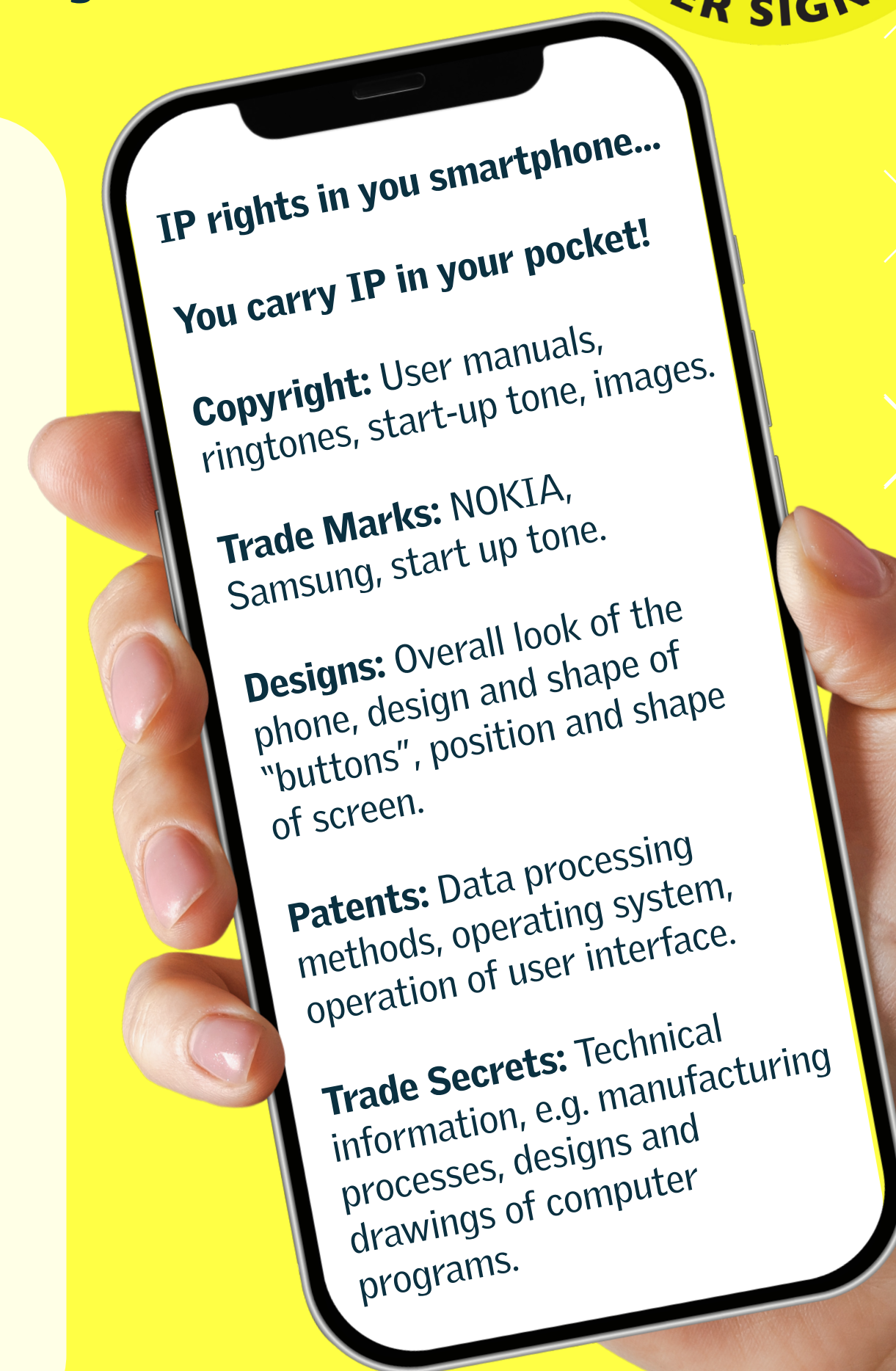
Getting ready for New Designers? Like social media, you have IP in what you show! Think twice before you allow photography.

### Online Selling

Think about watermarking your images, that way they can't be copied! Add a statement that says all IP in your product is yours. Use the 'Member of ACID' logo.

### Did you know?

You only have 12 months from the date your design is public or on sale to register your designs!



If you develop something that could be patentable, you need to have not shared it! So get advice before you shout about it...

DESIGN &  
TECHNOLOGY  
ASSOCIATION

Want to find out more about ACID student membership? Sign Up Today:

Email: [info@acid.uk.com](mailto:info@acid.uk.com) or visit [www.acid.uk.com](http://www.acid.uk.com)

