

# Product Design & User Interface

Long before “user experience” was a buzzword, Polsinelli understood that user-facing features, particularly those that drive user appeal and promote user interaction and satisfaction, are critical in providing a competitive advantage. Whether part of a product, packaging, software, an app, a user interface, or other emerging technologies, these unique features drive value and as a result are the most likely aspects to be copied by others. Polsinelli understands the nuances of obtaining protection for these features across various industries. We partner with our clients to add value and expand the scope of coverage through complementary design patent, utility patent, trademark, trade dress and copyright filings.

Many firms approach design patents with a one-size-fits-all approach or as an afterthought to other protection mechanisms. Polsinelli recognizes that design patents provide robust protection when pursued in a customized approach that fits into a larger, comprehensive, and business-oriented intellectual property strategy. We have used cutting-edge strategies to obtain thousands of design patents in the U.S. and internationally, including through direct filings and via the Hague Agreement. As part of one of the largest IP practices in the nation and backed by a full-service general practice firm, our design services go beyond preparation and prosecution to include advice regarding validity, infringement and freedom-to-operate, as well as agreement and due diligence services and other industry-specific services. We provide an end-to-end approach to obtaining the protection clients need to enforce rights through the courts, e-commerce marketplace, customs and other venues. Ultimately, we appreciate the business value of our clients’ designs and have the diversity of experience and accompanying insights to advise our clients in this evolving landscape.

## Matters

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- Developed and managed a large international intellectual property portfolio with complementary design patents, utility patents, trade dress and copyrights for the leading company in a billion dollar per year consumer products industry.
- Created and grew a complementary design patent and utility patent portfolio for a small pet product startup and continue to develop and manage the portfolio globally now that the company leads the market.
- Developed and managed comprehensive international intellectual property portfolios including complementary design patent, utility patent, copyright and trade dress protection for growing startup companies in various industries, such as consumer products, health technology, vehicles, luggage and fashion.
- Worked closely with brand managers at an international cosmetic company to clear new cosmetic tool designs for entry into the market and to secure protection of those designs internationally.
- Developed and managed a spare parts design patent portfolio for an international heavy duty trucking company and supported an ITC enforcement action to stop importation of infringing spare parts.

- Implemented an international design patent program for a leading aerospace company.
- Created a large global portfolio of design patents for a leading handset manufacturer.
- Developed a design patent portfolio for an international consumer products company specializing in food and beverage containers and managed the international portfolio in coordination with their international subsidiaries.
- Counseled a variety of growing and international businesses with respect to design patent clearance, acquisition and enforcement for industrial components and products in the automotive and computer industries.
- Developed and managed a global design patent portfolio complementing a utility patent portfolio for a leading commercial fitness equipment company.
- Drafted and prosecuted design patents for leading international diamond mining, manufacturing and retail company.
- Created and managed an international design patent portfolio with complementary utility patents for a leading automotive accessory company.
- Analyzed products for several emerging medical device and technology companies to identify potential gaps in the utility patent coverage and filed design patent applications supplementing the utility patent applications with a different scope of patent protection for the products.
- Drafted and prosecuted patent applications, including utility and design, directed at graphical user interfaces and computer generated imagery and animation for a leading international telecommunications company.
- Drafted and prosecuted an international design patent portfolio, including direct foreign filings and Hague agreement filings, directed at graphical user interfaces and computer generated imagery and animation for a leading international oil and gas company.
- Drafted design patent applications to complement utility patent applications directed at animated graphical user interfaces for a leading social media company.
- Drafted and prosecuted international design patent portfolios, including direct filings and Hague agreement filings, for various consumer product companies.
- Successfully enforced a comprehensive design patent, trade dress and utility patent portfolio for a popular product by litigating complementary federal district court cases and defending against trade dress opposition cases before the USPTO until a favorable settlement and elimination of knockoff products from the marketplace were obtained.
- Drafted and prosecuted broadening reissue design applications through issuance and successfully enforced the same in litigation.
- Successfully removed numerous counterfeit and knockoff products from the market for several consumer products companies through various enforcement strategies, including take-down notices, customs enforcement and litigation when necessary.