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# Designs

in light of new EU  
legislation

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**HALEON**



## Agenda

### Introduction:

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Designs in light of changes in EU legislation.

- **What is the new legislation and why was this needed?**
- **What has changed?**
- **Why does it matter and what does it mean for us?**
- **Do the changes go far enough?**

### Q&A

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## Pre-Reform Design Law

- Reminder why design rights are so important.
- Issues with design rights.
- And so... The new EU Design Regulation and EU Design Directive.



# What has changed?

## New Terminology

- REUD;
- UEUD;
- EU Design Court;
- EUDR.

## Symbols



## Definitions

- Product.
- Design.

## Counterfeits

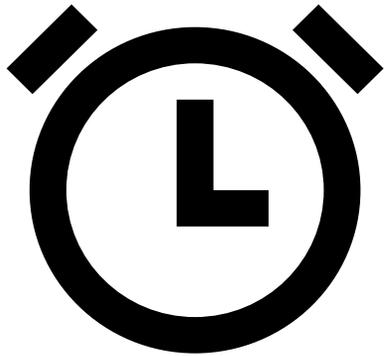


## Reproductions



# What has changed?

**Deferment**



**Spare Parts**



**Visual Elements**



**Application Process**



**Fees**



**What does all this mean?**

**Does it go far enough?**



# Q&A and general discussion



