



INPI

**INTELECTUAL
PROPERTY GUIDE
FOR EXPORTERS**

**UNITED
KINGDOM**

National Institute of Industrial Property – Brazil (INPI)

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Introduction

This guide is part of a collection designed to help Brazilian exporters protect their Intellectual Property (IP) assets in the countries they wish to export to.

Each country has its own particularities regarding the IP system and this volume is dedicated to the United Kingdom.

The IP topics covered in this guide are: Trade marks, patents, designs, geographical indications, new plant varieties and copyright.

The guide is divided into three parts. In the first, we indicate reliable sources where you can deepen your knowledge about Intellectual Property. In the second, we introduce you to the UK's IP system, advising you on how to protect your IP assets in the UK and addressing issues to consider before you start exporting there. At the end, we provide information on what to do if you suffer any type of violation of your rights.

We aim to provide you with important and easy-to-understand information, so you can confidently navigate IP challenges and make the most of export opportunities to the UK.

Before you start exporting

Before starting your export process, what steps need to be taken in the IP area?

1. Know what IP is;
2. Have a deep understanding of the IP of your business and protect it in your home country;
3. Develop a strategic export plan that includes IP-related issues;
4. Research if there is anything similar to your IP assets that is already protected in the countries you want to export to;
5. Protect your IP in these countries and _ only after that;
6. Take your product or service overseas.

This guide will tell you:

1. The main mistakes of exporters in the area of IP;

2. Where to learn more about IP and about IP and export;
3. Where and how to protect your IP in Brazil;
4. Where to conduct research if there are already IP assets similar to yours in other countries;
5. What is the UK's international IP law;
6. Where and how to protect your IP in the UK;
7. Some cost estimates of this process;
8. What to do to protect yourself in case you are copied.

We hope this will be a facilitator in your export process!

Five biggest mistakes of the exporter in the area of Intellectual Property

Some common IP mistakes made by those who start exporting that we want to help you avoid:

- 1. Do you know that your trade mark, your patent and your design are only valid in the country where they are registered?**

One of the most common mistakes made by exporters is not knowing that Intellectual Property rights, such as trade marks, patents and designs, are **TERRITORIAL**. This means that, although we live in a globalized world, IP rights are not. They are valid only in the country or territory in which they were protected.

The only exception to this rule is that which is protected by copyright. This is because the 181 signatory countries of the Berne Convention agreed that the protection of rights of artistic and literary works, among others, should not be subject to the fulfillment of any formality, nor depend on the existence of protection of the work in their country of origin. The author has moral and patrimonial rights in relation to his work since it was produced regardless of registration.

However, all other intellectual property rights need to be protected **IN EACH COUNTRY** where you wish to export, so that you have rights to this asset.

Thus, BEFORE you start your export activities, it is crucial that you decide WHERE you want to protect your IP assets. This is a fundamental decision that must be made with caution and planning, as the costs involved can be high.

2. Do you want to have your trade mark, your patent and your design protected?

Did you know that the disclosure of an invention or a design, without having a previously filed application for protection, can make your right over these assets unfeasible?

We are sure that you do not want to have your IP copied, inadvertently made public, or protected by a third party. Imagine, for example, not being able to use your own trade mark in another country because someone else has already registered it before you.

Therefore, it is essential that you seek to secure your IP rights BEFORE entering and presenting your products in a new market. Remember: **what guarantees the right to IP in a territory is its REGISTRATION, and not just its use.**

When planning your international expansion, pay special attention to protecting your IP assets. This way, you'll avoid unpleasant surprises and maintain control over your resources.

3. Do you want to protect yourself from taking an IP infringement lawsuit in another country?

Did you know that it is essential **to RESEARCH** if there are already trade marks, patents or designs similar to yours, which are already protected, in the country to which you want to export? This is an important step to avoid the risk of infringing on the right of a third party in a new market.

Most countries make databases available for research in their IP offices. You can make an online query in these systems to check if there is any prior notice that may make your request unfeasible. This prior search can help you save a lot of time and money. In addition, there are international databases that allow research to be carried out. Several of them are indicated in this guide.

4. Does IP rights obtained in one country guarantee the same right in another?

Many exporters think that if they have obtained an IP right in one country, they will automatically get the same right in another. Unfortunately, this is not the reality.

Although there are some common parameters established by international agreements, the area of IP varies greatly between countries in terms of legislation and rules for granting these rights.

Therefore, there is no guarantee that what was granted in one country will also be granted in another. Each nation has its own rules and requirements when it comes to protecting Intellectual Property, which makes each country's decision **INDEPENDENT**.

This means that when planning your export strategy, you need to carefully analyse the IP situation in each destination country. It is not possible to assume that a right obtained in one place will be automatically recognized in another.

5. Did you include IP issues when you did your export project?

The preparation of good **STRATEGIC PLANNING** is key to success in exporting. Many exporters make the mistake of neglecting IP-related issues when planning their export activities. However, it is essential to consider these issues as an essential part of this process.

IP assets can be some of the most valuable that your company has. Therefore, it is essential that your planning is careful and that it includes a detailed analysis of these assets.

Depending on the number of countries in which you decide to protect these assets, the costs can be significant. Therefore, it is necessary to evaluate in advance what and where you want to protect¹.

Regarding the deadlines you have for the protection of your IP assets, according to the Paris Agreement, an international treaty of the World Intellectual Property Organization (WIPO), valid in 176 countries, when you file an application for a patent, utility model (MU), trade mark or design (DI) with an IP office, you have a period of 12 months (for patent and utility model), and 6 months (for design and trade mark), to apply for protection in any other country, without losing the "right of priority", that is, in this period you will have priority in relation to any other applicant who files something similar to the one you filed, anywhere in the world. After this period, what you have

¹ Important questions of a planning process: What, when, where, who, how, how much, and why.

protected in a territory will be free and available to anyone, in all countries where your asset has not been protected.

We highlight that this happens when you choose to make national deposits, in each country individually. There is also the option of making international deposits, in a group of countries, at once, through WIPO, which makes the process much easier. We'll detail this option later.

For these reasons, it is essential that you make a good strategic plan regarding the IP area in the initial phase of the project, even before starting export actions, when you decide to protect your IP assets. This way, you'll avoid missing opportunities, reduce risk, and lower unnecessary costs.

By prioritizing IP planning in your export project, you will be taking a crucial step towards the success of your business in the international market.

Courses on Intellectual Property

Intellectual Property is traditionally divided into three branches:

- **Copyrights** that protect literary, artistic, technological and software works;
- **Industrial property**, such as trade marks, patents, utility models, designs and geographical indications; and
- **Sui generis protection**, such as the protection of new plant varieties.



If you wish to deepen your knowledge of IP before deciding to use it when exporting to the United Kingdom, you can consult the schedule of free courses on the subject available on the website of the National Institute of Industrial Property (INPI).







You can also participate in the free IP course, in Portuguese, offered twice a year by WIPO, called: DL 730 "Executive Course on Intellectual Property and Exports".



Intellectual Property Information and Tools for Companies

WIPO also offers a number of tools, guides and freely available information that can help you explore the possibilities of IP for your business.

Table 1: WIPO IP information and tools for businesses

Tools	Link
IP Information for Businesses	
IP self-diagnostics for businesses	
IP Guides for Businesses *	
Strategic IP Walkthrough for SMEs	

* Some of the guides provided by WIPO, in Spanish, English and French, are:

1. **Secrets of Intellectual Property: A Guide for Small and Medium-sized Exporters;**
2. **Inventing the Future: An Introduction to Patents for Small and Medium-sized Enterprises;**
3. **Making a Mark: An Introduction to Trade marks for Small and Medium-Sized Enterprises;**
4. **Looking Good: An Introduction to Designs for Small and Medium-sized Enterprises;**
5. **Exchanging Value - Negotiating Technology Licensing Agreements: A Training Manual;**
6. **A Guide to Intellectual Property for Startups; among others.**

How to protect your Intellectual Property in Brazil

Before you start exporting, consider protecting your IP in Brazil. Here we indicate the step-by-step process for trade marks, patents, designs, protection of plant varieties and copyrighted works.

Table 2: Step by step for filing Intellectual Property in Brazil









Type of IP	Institution	Link
Trade marks	National Institute of Industrial Property (INPI)	
Patents	National Institute of Industrial Property (INPI)	
Designs	National Institute of Industrial Property (INPI)	
Plant Variety Protection	Ministry of Agriculture and Livestock (MAPA)	

Table 3: Institutions for voluntary registration of copyrighted works in Brazil

Type of Copyrighted Work	Institution	Link
Musical Works	School of Music of the Federal University of Rio de Janeiro (UFRJ)	
Architectural Works	Council of Architecture and Urbanism of Brazil (UCC)	
Audio-visual Works	National Film Agency (ANCINE)	
Computer Programs	National Institute of Industrial Property (INPI)	

National Intellectual Property Rights Institutions in the United Kingdom

In the United Kingdom, the **United Kingdom Intellectual Property Office** (UK IPO), an agency linked to the **Department for Science, Innovation and Technology** (DSIT), is the main responsible for the country's Intellectual Property system, which includes the registration and administration of trade marks, patents, designs and copyrights.



The **Animal and Plant Health Agency** (APHA), an agency linked to the **Department for Environment Food & Rural Affairs** (DEFRA), is responsible for operating the plant variety protection system in the United Kingdom.



The body responsible for the registration of Geographical Indications in the UK is **UK Geographical Indication Schemes** (UK IG Schemes).



In the United Kingdom, there are no Layout-Designs of Integrated Circuits and Utility Model grant.

Where to conduct your UK IP research

How do I search if an IP is already protected in the UK?

As we said, before applying for an IP right in another country, you need to check if your trade mark, invention, design or plant variety already exists and if it is already protected.

If you find something similar in the market you want to explore, it may be difficult to get the protection you want.

Your search should include the Internet, social media, international IP search databases, and search databases from the country where you are filing.

Make sure your search is as broad as possible, to avoid future unnecessary costs.

With the advancement of Artificial Intelligence technology, in a short time it will be much easier and faster to know if there are already protected assets similar to the ones you want to protect.

If you have difficulties in your search processes in the UK IPO IP databases related to UK Patent, Trade mark and Design, you can contact IPO Customer support to check how to gain access to them.

Trade mark search

Before applying for a trade mark, you can start by searching the UK IPO database for trade marks for goods and services similar to yours.



You can also search the global database of trade marks. WIPO's **Global Trade mark Database** contains data from more than 80 countries and includes trade marks, designations of origin and official emblems.



Search **Madrid Monitor**, in turn, allows access to international applications and registrations made through the Madrid System, with millions of trade marks from more than 130 member countries. In this database, your search can include words, numbers, dates, classes, and countries.



Another database available in the trade mark area is **Search TMview**. TMview contains trade marks from throughout the European Union and parts of Africa, Asia, America, and Oceania. This database allows search by words, numbers, dates, classes and countries.



If you find the process complex, you can hire an IP professional to help you.

Patent search

Before you file a patent and apply for the protection of an invention, you need to make sure that it is new and inventive. Because the invention needs to be new, it can't have been published anywhere in the world, not just in the country where you want to protect it.

You can start your search on **Google Patent Advanced Search**, which allows you to search by name, date, inventor, applicant, patent office, and language, among other options.



You can also search WIPO's **Patentscope**, which contains data on more than 100 million patents. Here you can search by title, abstract, name, and filing date.



The patent search process is more complex than the trade mark and design search process. Therefore, if you wish, you can hire a professional specialized in IP to help you.

Design search

Your Design needs to be new and distinctive so that you can protect it. Because of this, you will need to search any designs published worldwide and check if they have similarities to yours.

Your search needs to include, in addition to design databases, trade mark and patent databases, the Internet, and social media. Any similar results, even if they are not registered, may prevent your right to the design.

In the databases you can search by image, product name, rating, number and owner.

The **Global Design Database** is a worldwide collection of data organized by WIPO, from deposits made through the Hague System. You can search by description, name, depositor, date, and country.



DesignView, in turn, allows you to search for designs from the United Kingdom, the entire European Union, and parts of Africa, Asia, America, and Oceania. You can search by name, number, designer, Locarno classification, filing date, and country.



New Plant Variety search

If you want to sell your plant variety internationally, you will need to do an international search to verify that the variety of your plant is really new.

First, you can check the internet if you can find any disclosures of varieties similar to yours.

Then, you can search in databases of new plant varieties in the country where you want to protect and market your new variety. In most databases, you will find information regarding the common name of the plant, genus, species, title holder, and term of protection.

In the European Union, there is a plant variety database in the **Community Plant Variety Office** (CPVO), with information on plant registers from more than 70 countries.



You can also search the International Union for the Protection of New Plant Varieties (**UPOV**) **PLUTO plant variety database**, which provides name results for plant varieties protected by members of UPOV and other international organizations. To access PLUTO, you will need to create a user account.



Relevant data on Intellectual Property in the United Kingdom

Trade marks

A trade mark in the UK consists of any signs, words, sounds, logos, colours or any combination of these devices, used to identify goods or services as coming from a particular company.

In the UK, a trade mark is acquired through **trade mark** registration, which is valid for **10 years** and **can be renewed indefinitely every 10 years**, depending on the payment of the corresponding fees.

The registration of a trade mark may be cancelled if the trade mark has not been used after five years of registration.

There are two pathways to trade mark registration in the UK:

1. **National Route:** The registration of a **National Trade mark**, with the UK IPO.
2. **International Route:** The registration of an **International Trade mark**, through WIPO's International Madrid System. In this system, you choose, among the more than 130 participating countries, those in which you want to have your trade mark protected, with a single application, in a single language (English, French or Spanish) and with the payment of a single set of fees.

The objective of the Madrid System is to facilitate the registration of trade marks in the world. The application for registration can be made directly at WIPO or at one of the IP offices of the countries that are part of the system. The INPI, in Brazil, is part of it. Thus, if your company wants to renew or expand its worldwide portfolio of trade marks, it can easily do so through this centralized model.

After the filing of the trade mark application, the first international phase is centralized. In a second step, in the national phase, your application will be sent to be examined by the IP offices of the countries you have chosen. These offices use local laws and practices for the examination, which makes **each country's decision independent**.

The path you will choose depends on the needs of your business.

Later in this guide, there are links to evaluate costs that can facilitate your decision process. Links to make deposits are also provided both by national and international routes.

Patents

Patents are granted for inventions that are new, involve inventive step, and are industrially applicable.

The protection of an **Invention Patent** in the UK is 5 **years**. If you want it to remain in force after that, you must renew it every year, up to a maximum of **20 years**.

In the UK there are three different ways to apply for a patent:

1. **National Route:** you file your patent directly with the UK IPO.
2. **Regional Route:** through *the European Patent Office* (EPO). The EPO is authorized by 39 different member countries of the European Patent Convention to conduct its patent examinations. This group includes the United Kingdom.

As of July 2024, the EPO member countries are: Albania, Austria, Belgium, Bulgaria, Croatia, Cyprus, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Liechtenstein, Lithuania, Luxembourg, Monaco, Montenegro, North Macedonia, Malta, Netherlands, Norway, Poland, Portugal, Romania, San Marino, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey and the **United Kingdom**.

With a single application for examination at the EPO, you can have your patent protected in all these countries. The analysis is carried out by the EPO and, if the patent is granted, you choose in which countries you want protection. This application will become a package of national patents, from the countries chosen by you. There are fees to be paid for each national patent granted, in addition to the fees charged by the EPO for the examination.

3. **International Route:** As the UK is a signatory to the Patent Cooperation Treaty (PCT), you can choose it from among the countries in the WIPO PCT International Patent System. Through this system, with a single patent application, in one language and a group of fees, you can apply for protection in more than 150 countries at the same time.

An international application via PCT has two phases: international and national. After the international phase, usually 30 months, from the date of international filing or priority, if any, you must apply for the granting of your patent directly with the countries in which you are interested. At the end of the process you will have the patent for your invention, if granted, in each country you chose. The decision of each country is independent of that of the others.

Thus, in the UK, you can either apply for patents directly with the UK IPO, or through the EPO or the WIPO PCT. Unlike the PCT, in case the filing is made with the EPO, the examination is carried out by the EPO, and not by the national offices of the elected countries, and the decision is the same for all countries. After the examination is carried out by the EPO, when the patent is granted, you choose the countries where you want it validated and you will have to pay fees for it in each of the chosen countries. You will have a patent in each country, but the examination will have been done solely by the EPO.

The UK IPO has a "*Green Channel*". In the event that the invention has an environmental benefit, you can apply for expedited processing of a patent application.

Another relevant issue, with regard to patents, is that both the UK IPO and the EPO are members of the Global Patent Prosecution Highway (GPPH). This means that you can request expedited examination of your patent application.

Design

Designs protect the appearance, physical form, configuration, decoration, colour, or pattern of a product.

In the UK, the protection of a Design is **5 years** from the date of registration and **can be renewed** up to four times, for a total of **25 years**.

There are two pathways to register your Design in the UK.

1. **National Route:** The National design registration, where you need to apply for protection directly with the UK IPO.

2. **International Route:** The registration of an international design registration through the Hague System, which allows you to choose the countries where you want to have your Design protected, with a single application, among the more than 90 countries participating in the WIPO System.

Geographical Indications

Geographical Indication (GI) is an IP right that protects the name of a product that has a specific geographical origin and owes its qualities and/or reputation to this origin.

The duration of protection of a GI is indefinite, provided that the requirements established for the maintenance of the GI are met.

In the UK, protection as a GI is reserved for names of food, beverages and agricultural products. The institution that administers the processes relating to GIs is the **UK GI Schemes**.

Plant Variety Protection

In the United Kingdom, the protection of a new plant variety is valid for a maximum **of 25 years, or 30 years** for vines, trees and potatoes, provided that the annual fees are paid, from the time the right is granted.

Plant Breeder Protection in the United Kingdom can occur through the national **Plant Breeder's Right (PBR)** registry, carried out by the **Animal and Plant Health Agency**.

Copyright

The time of copyright protection in the United Kingdom is from the creation of the work until **70 years after the author's death**. Rights related to copyright have the same protection time.

Since the UK is a signatory to the Berne Convention, this means that it is not necessary to register your work in the country for your work to be protected by copyright.

In the United Kingdom, databases are protected by copyright and database rights, sui generis rights existing in the United Kingdom. While copyright protects the arrangement of material in the database, database right protects its content.

The agency responsible for copyright management in the UK is the UK IPO. If you wish, you can register your work, as registration can help demonstrate proof of ownership in the event of licensing or legal disputes.

Intellectual Property laws and regulations in the UK

The UK has adopted a number of regulations and directives to protect and enforce IP rights in the region.

Table 4: Some of the UK's IP laws

Law	No.
Patents (inventions) Designs Copyright and Related Rights (Related Rights)	Copyright, Designs and Patents Act of 1988 (Chapter 48, updated October 12, 2023).
Plant variety protection	Plant Varieties Act 1997 (Chapter 66, updated April 24, 2023).
Designs	Registered Projects Act of 1949 (Chapter 88, updated April 26, 2023).
Trade marks	Trade mark Act of 1994 (Chapter 26, updated October 13, 2023).
Patents (inventions)	Patents Act of 1977 (Chapter 37, updated August 21, 2022).

A comprehensive list of UK IP legislation can be found on the WIPO website.



International Intellectual Property Agreements in the UK

The UK is a signatory to several international IP agreements with the World Intellectual Property Organization (WIPO) and the World Trade Organization (WTO).

Table 5: International IP Agreements in the UK

Agreement	Description
Paris Convention	It allows an applicant from another signatory state to apply for a patent or trade mark and expect the same rights as a UK holder.
Berne Convention	It ensures that parties to the convention, including the United Kingdom, give equal recognition to copyright holders from other convention member states.
UPOV Convention	It establishes a harmonised system for the rights of producers of new plant varieties.
Patent Cooperation Treaty (PCT)	It allows inventors to search and obtain patent protection in more than 150 countries. *
Madrid Protocol	It allows trade mark owners to register their trade marks in more than 120 countries. *
WIPO Treaty on Performance and Phonograms (WPPT)	It deals with copyright in the digital environment.
Hague Agreement	It is an agreement for designs in which it is possible to register designs in more than 90 countries. *
TRIPS Agreement	It establishes a minimum level of protection and enforcement of IP rights that all members of the World Trade Organization, including the United Kingdom, must comply with.

*Data referring to July 2024







A comprehensive list of international IP agreements adopted by the UK can be found on the WIPO website.



How to protect your Intellectual Property in the UK

A list of IP objects recognised in the UK, with a link to websites where information on how to protect each of them, can be found in the tables below.












Table 6: Where to protect your IP in the UK

IP Object	Description	Link
Invention Patents (UK IPO)	Patents protect inventions, which are products or processes that provide a new way to do something or offer a new technical solution.	
Trade mark (UK IPO)	In the United Kingdom a trade mark can consist of any words, sounds, logos, colors, or any combinations of these devices used to identify a company's products or services.	
Design (UK IPO)	Designs protect the appearance, shape, or configuration of a product.	
Geographical Indications (UK IG Schemes)	GI protects the name of a product that has a specific geographical origin and owes its qualities and/or reputation to its specific origin.	
Plant Variety Protection (APHA)	Protection of new plant varieties.	
Copyright (UK IPO)	Protection of literary, audio-visual, musical works, digital material, television programs, artistic productions.	

How to apply for the protection of your Intellectual Property in the UK via International Cooperation Treaties and Agreements

In the table below, we provide information on how and where to deposit your IP in the UK via international treaties and cooperation agreements.

Table 7: Requests for IP applications in the United Kingdom

IP Object	Description	Link
Patents	Information from the INPI on how to protect your patent abroad	
	Information from the INPI on international patent filing	
	Information from the INPI on Patent Cooperation Treaty (PCT) fees, codes and procedures	
	Applying for a patent application via PCT directly with WIPO	
	Application for filing a patent application with the EPO	
	Global Patent Prosecution Highway (GPPH) Application at UK IPO	
	GPPH Application at EPO	
Trade marks	Information from the INPI on the Madrid Protocol and step-by-step instructions for applying for international trade mark registration	
	Application for International Trade mark Registration Directly on the WIPO Website – Madrid System	
Designs	Application for International Design Registration Directly on the WIPO Website – Hague System	
WIPO	All WIPO International Deposits	

Intellectual Property costs in the UK



Before deciding on which system to use to make an IP application in the UK, you need to evaluate the costs involved and each of the options.

Trade marks

In the case of trade marks, it is possible to choose between the national filing by the UK IPO and the filing via the Madrid System.

To make your decision easier, we have provided, in the table below, links to the comparative calculation of costs, remembering that, in the Madrid System, you will need to choose the countries in which you want to protect your trade mark, among the more than 130 that are part of the System.




Table 8: Information for calculating trade mark filing costs

Institution	Link
UK IPO Costs	
Madrid System Costs	

Patents

Understanding the costs involved in a patent, in turn, is much more complicated. In the table below, you will find information on the amounts of fees requested for a UK IPO patent, as well as the EPO and PCT price list, so that you have an idea of the costs involved in an international patent application.



Table 9: Information for calculating patent filing costs

Institution	Link
UKIPO Costs	
EPO Costs	
PCT System Costs	

Design

As for the costs involved in the registration of a design, the following table is below that allows the comparison of the costs of filing design in the UK IPO and in the WIPO Hague System.

Table 10: Information for calculating design filing costs

Institution	Link
UK IPO Costs	
Costs of the Hague System	

How to enforce your Intellectual Property Rights in the UK

If you believe that an entity is using or benefiting from your IP rights without your consent, you may want to seek expert IP legal advice at an early stage.

Gather evidence that proves the violation of your rights, such as copies of works, trade mark or patent registrations, and communications that evidence the violation.

The UK IPO provides a range of guidance on how to protect and enforce your intellectual property, including information on infringement, counterfeiting, and piracy.



When you already own intellectual property rights, you can protect your rights by filing a **Call for Action**, which asks Border Forces to detain merchandise suspected of infringing trade mark, copyright, design, or patent rights.



When the Border Force finds suspicious goods, it contacts the rights holders to verify that they are originals.

This same request can also be made to the European Union.



If you suspect that your rights have been violated, you have two alternatives: reach an agreement via mediation or go to court.

The **Intellectual Property Enterprise Court (IPEC)** offers accessible and less complex procedures for resolving IP disputes for individuals and small and medium-sized businesses.



The **Chancery Division of the High Court** handles larger cases involving IP.



Another option for international IP protection is the use of the Mediation and Arbitration services for Intellectual Property and Technology Disputes offered to companies by WIPO.



WIPO also offers mediation alternatives for resolving disputes over internet domains.



WIPO also has an international guide to patent case management for UK judges, which may be useful in the event of litigation.



Closing remarks

Because IP law is territorial, you will need to protect it before presenting, selling, or manufacturing your product in this market. You can also protect it in other markets, even if you do not currently wish to exploit them, in order to prevent others from copying, manufacturing or importing your product and not paying your duties.

When applying for formal IP protection abroad, you need to know the laws, regulations, and IP protection procedures of each destination country, as they vary.

In some countries, it is possible to file applications directly, but many require the hiring of a local IP professional who will act on your behalf. Having the support of an IP agent in the UK can help you understand issues related to the local culture and facilitate access to the market in the region.

IP protection can be expensive, so it's important to have good upfront planning on how, where, and why to invest.

Finally, the information provided in this document is a support resource for exporting and protecting your IP in other countries and should not be used as a substitute for expert legal advice.