Kiknadze 1

Ketevan Kiknadze – 302149
Professor Agnieszka Sztoldman
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1. **Introduction**

In this essay I shall consider the question of intellectual property and how the iconic brand protect their property, in my case especially I would like to represent the information about sport brand ‘Adidas’ also about Levi Strauss & Co, an American clothing company known worldwide because of denim jeans and one of the famous fast food company McDonalds. I will show you how these brand use the intellectual property in day by day activity and show the most visible cases with their parts. Unless, I will start from the general understanding of this global term as intellectual property, so Intellectual Property (IP) refers to the protection of creations of the mind, which have both a moral and a commercial value.

 *How do we understand intellectual property term?* IP law ordinarily concedes the creator of a scholarly creation select rights for abusing and profiting by their creation. In any case, these rights, additionally called imposing business model right of abuse, are constrained in degree, length and topographical degree. In global sense of this term I would like to so that IP protection is proposed to invigorate the imagination of the human personality to serve all by guaranteeing that the points of interest got from misusing a creation advantage the maker. This will empower imaginative action and permit financial specialists in innovative work a reasonable profit for their venture. IP gives on people, ventures or different substances the privilege to bar others from the utilization of their manifestations. Thusly, licensed innovation rights (IPRs) may have an immediate and generous effect on industry and exchange as the proprietor of an IPR may - through the authorization of such a right - avoid the assembling, use or clearance of an item which consolidates the IPR. According to the article made by ESA (European space agency), IP protection encourages the publication, distribution and disclosure of the creation to the public, rather than keeping it secret while at the same time encouraging commercial enterprises to select creative works for exploitation.

 *When and where do we use IP approach?* However, the main understanding of IP we put into your account but there are also ‘have to’ know knowledge which concern the topic like where do we use that or where we can see and operate such tool like IP. You may be surprised at how many aspects of your business can be protected. Your name and logo, designs, inventions, works of creative or intellectual effort or trademarks that distinguish your business can all be types of IP, let me say that IP is the original concepts and idea of imagined and created by representatives, or specialists and consultants under contract to do as such, that become corporate resources. This includes things like: innovations, work forms, articles, blog entries, contextual investigations, and other substance, books, photographs, music, logos, goods, and business names, slogans, slogans, movies, games. To sum up, it is coming about all business activities or better to say all activities in a roll, all new ideas and new invention which was made by a human let’s say. As a said before intellectual property is a very, extremely broad definition, which we can use in our day by day

Kiknadze 2

activity or daily routine. Patents are territorial rights. The rights are just appropriate in the countries where licenses have been conceded. Numerous business visionaries need to think about which nations are imperative to them and where they will exchange. Obviously, for innovation this is increasingly tricky on the grounds that it can frequently be pertinent to the worldwide market. In certain ventures, for example, computer games, organizations want to discharge recreations unprotected to increase quick footing or energy in the commercial center. Be that as it may, for an industry, for example, pharmaceutical, acquiring some type of insurance before advancement can be basic to discharging the assets for improvement and commercialization. Numerous applications can guarantee that a thought is secured all inclusive.

 *Is the intellectual property important or needed nowadays?* Next viewpoint will be more about the importance of Intellectual Property, simple speaking why we need such kind of protection and does we really need it and why is it important to protect intellectual property rights? Generally speaking, your IP rights are important on the grounds that they can set your business apart from competitors, be sold or authorized, giving an essential income stream, offer clients something new and extraordinary, structure a fundamental piece of your showcasing or marking, be utilized as security for advances. According to the lawyer Darren Heitner who said that while the largest organizations have made and keep up implementation on a huge licensed innovation portfolio, numerous little or medium-sized ventures (SMEs) hold up excessively long into their advancement to quit fooling around about protected innovation assurance. You need to be proactive with licensed innovation in the beginning periods of your business, yet assurance alone can cost a ton of cash in managing legal counselors spent significant time in the space. To exacerbate the situation, the expense and trouble in implementing licensed innovation rights can put a huge weight on SMEs that would prefer to concentrate on development related chances and scaling their business at the most minimal cost conceivable. As a legal advisor who handles a great deal of protected innovation matters, from trademark filings to encroachment prosecution. So, agree to the statistics which made by Heitner in a rapidly growing intellectual property market - the U.S. Patent and Trademark Office got 440,768 new trademark applications in 2017, which was practically 14% over 2016's number - it is critical for SMEs to use protected innovation possession and authorizing at a beginning time. Like genuine property, the measure of "clear land" accessible for licensed innovation drains continuously as more individuals and organizations are recording trademark applications to ensure their brands and patent applications to verify the utility or structures of their items. Owning licensed innovation causes you shield from others utilizing something indistinguishable or like your creation, image or item, and can likewise make new wellsprings of income should you want to permit your products or administrations out to outsiders. Without protection, you could finish up spending significantly more cash in protecting against another person or notwithstanding rebranding, and pass up business openings. Intellectual property is crucial for foreign investors. Without protection of ideas, organizations and people would not receive the full rewards of their creations and would concentrate less on innovative work. So also, craftsmen would not be completely adjusted for their manifestations and social imperativeness would endure subsequently. For some organizations, licensed innovation secures something beyond a thought or an idea – it ensures certified business resources that might be deeply essential administrations of the business and in general long haul practicality. Moreover, if you are a small business, it’s very important to

Kiknadze 3

protect any unique products or services that you own as competitors can use your success to take away market share, resulting in slow growth or loss of revenue. Losing market share early on in a business’s development can be devastating and time consuming if trying to chase up the guilty party without any legal protection. It’s important to remember that no one else will check to see if your intellectual property has been infringed; it’s your responsibility to ensure that no one else is using your assets. In addition, innovation would now be able to help organizations comprehend which licenses are most significant to an organization, bolster development of income from IP permitting and even help the future bearing of innovative work movement to help drive a greater amount of the best advancement. IP are significant to organizations as they are impalpable resources that can be monetarily misused in light of the fact that like physical property, they can be sold or authorized. Each business has such resources whether they know about it or not. At the point when a business is building up its essence in the commercial center, ensuring and dealing with its protected innovation is basic as it can mean the contrast between progress or disappointment. That is the reason it is significant for organizations to comprehend the distinctive types of licensed innovation since some include a formal application and examination process before a privilege can be enrolled while others become an integral factor without the requirement for an enlistment procedure. The following is a glossary clarifying the different rights which organizations may discover useful.

 *Features and types of IP?* Intellectual Property Protection isn't as straightforward as proclaiming responsibility for specific item or resource. In most countries, there are four main types, classes of IPP that can be legally protected such as, patents, trademarks, copyrights, and trade secrets. Also I would like to present the application conditions and costs, concerning every type. Before narrowing your emphasis on which type of assurance to utilize, realize that these types of insurance are not totally unrelated. Contingent upon what you're doing, you may probably utilize a "belt and suspenders" approach and apply various types of security, or one methodology may be the most reasonable. Each has their own attributes, requirements and costs. So, I am going to discuss each of than types right below. First type will be **patent**. Used to protect innovative ideas or procedures which means things that are new, valuable and nonobvious - licenses are what firstly come into your mind when considering IP protection. Licenses are additionally used to secure recently designed plant species or strains, also. What about patent application? Let me show the process, if the invention is regarded sufficiently commendable for the quest for patent protection, a few associations set up their very own temporary or non-provisional patent applications. Others will cultivate this phase out. There might be more changes as an application is readied, and after that accommodation to the fitting patent office and the arraignment organize starts (the back and forward with the administration patent office). Normally it is outside insight that deals with this procedure and related docketing exercises. Docketing is the all-encompassing name for exercises that incorporate administration of desk work and complying with documenting time constraints indicated by the administration patent office. Since the application procedure is regularly convoluted, patent workplaces profoundly prescribe working with experienced patent lawyers to deal with this procedure. Cost will absolutely depend on country or country every applying the document. and can keep running into a huge number of dollars relying upon the innovation's multifaceted nature, in addition to lawyer expenses. Support charges over the lifetime of the patent can keep running into thousands more for every patent, per nation where patent rights have been allowed. You need to pay attention on this expenses. Second part of IPP is **trademark**. That type is contrast by patent because it is protecting sounds, smells, words, symbols and color schemes. Trademarks are

Kiknadze 4

regularly viewed as resources that depict or generally distinguish the wellspring of hidden products or services that an organization gives, for example the Home Deport orange color scheme also can take the Intel example and their logo etc. Application for trademark don't really require government approval to be in force. They can apply through bounteous use in interstate business. All things considered, enlistment of a trademark bears far predominant insurance and is picked up by documenting an application with the correct government office. That kind of application requires the business or client to give an unmistakable portrayal and portrayal of the imprint and its uses related to related items or administrations. Similarly, as with licenses, it's a smart thought to collaborate with outside guidance that has practical experience in trademark applications and additionally seek benefits so they can help guarantee there is an unmistakable way for your desired mark. Costs, I think it will be good to say that costs quite less expensive at all. If we talking globally so, according to the US Patent and Trademark Office, trademark registration currently costs between $225 and $325 for each class code you use per mark. Attorney and search fees are extra. There are also periodic (and relatively inexpensive) government maintenance fees for trademarks. The third part is **copyright** and in this case it is not coming about protection the ideas but more about the manner, character in which ideas are presented. (‘original works of authorship’). Just give few examples like, music, art, written works, architectural or even nowadays programming code made for software and also can be video game entertainment. With specific exemptions, copyrights permit the owner of the protected materials to control propagation, execution, new forming or adjustments, open execution and dissemination of the works. Application in this case a little bit another, let me explain. Copyrights so to say like attach when the original works become fixed in a substantial medium, however ought to be enlisted with the administration copyright office for ideal protection as harms, directives and appropriation. Copyright enrollment applications are a lot more straightforward than licenses or trademarks, and ordinarily can be gotten by the creator alone. The US Copyright Office supports utilization of their online application framework, and requires an example of the work to be secured and some foundation data about the creator. Costs, as general everything depend on conditions and situation but to overall currently fees differ between $25-$100 in the US. The most successive copyright enlistment looked for will be for one work by one creator, and expenses about $35.Depending on the kind of work being secured, at present charges change between $25-$100 in the US. The most continuous copyright enrollment looked for will be for one work by one creator, and expenses about $35.

 *How to protect your ideas with the help IPP? Or how famous brands protect their IPP?* An online business' upper hand originates from and is worked around its thoughts, and if these thoughts are not appropriately ensured, they can be stolen—bringing about immense money related misfortunes for the business. Extraordinarily, it is evaluated that the expense of licensed innovation robbery to the US economy could be as high as private ventures are presently being focused for IP burglary more much of the time than substantial organizations because of the potential for exceptional yield with genuinely little exertion. With independent ventures, the potential for huge money related misfortune is an undeniable plausibility. ‘ It has never been more vital to safeguard your business and your brand’. It's critical to take precaution measures to guarantee that your online business does not succumb to burglary of any sort. So what can we do to protect our brand? I found four ways how to do that. At the first point I would like to highlight to ‘**Trademark your brand’.** Intellectual property includes artistic and melodic works, structures, pictures, writing and programming, all of which help to build up your notoriety in a given industry and construct client trust in your image. Copyright law covers a great deal of the

Kiknadze 4

composed material that can be found on your site or versatile application, yet the segments that make up your image won't be secured through copyright assurances alone. The best way to protect you IP s to enroll a trademark for your image name, logo, designs, mottos, and any words related with your image. We can see such logos, designs etc. in our everyday life, so also I can say that it is most popular and useful approach to protect. Acquiring an enrolled trademark for your image's IP will enable you to utilize the enlisted trademark image "®" related to these advantages. Not exclusively will this deflect would-be cheats from taking your stuff, however it will likewise give you undeniable verification that you are the first proprietor of the trademarked material. You will have ground to remain on if the issue is conveyed to court. So, as to enroll your brand materials, you should initially present an application with the US Patent and Trademark Office (USPTO). Enlistment isn't programmed, nor is it ensured. A quarter of a year after you at first document your application, it will be assessed by an analyzing lawyer, who will watch that your protected innovation is in consistence with USPTO standards and guidelines. Beside, this is not all you can do according to the trademark approach, for example, there are two more additional tips: *Avoid likelihood of confusion-* According to the to the USPTO, this term such ‘likelihood of confusion’ exists in the situation that they establish that the candidate's imprints are comparable in appearance, sound, which means or elocution to another and the products or administrations given by the two organizations are comparative enough for customers to erroneously accept they're from a similar organization. In order to dodge probability of perplexity and get your IP guaranteed, you should guarantee that the IP of others in your industry isn't like yours. You can do this by playing out a trademark look in the USPTO trademark database. *Reduce similarity with established entity-*Trademark enrollment applications are regularly declined dependent on their likenesses with effectively settled elements—both open and private. Your application might be declined on these grounds whether the built up substance has its very own trademark or not. Built up elements can incorporate surnames, geographic areas, a person's name or similarity, and the names of books as well as motion pictures. As long as you keep away from likenesses with these sorts of elements, you will without a doubt see your trademark application get acknowledged, and you can keep shielding your image from IP burglary. Secondly, I decided to put the idea ‘**Link your brand to a source’**. General intellectual property is considerably more effectively imitated, duplicated and stolen—and along these lines bound to be focused for burglary. This is shown by the way that the most forged brands on the planet are Nike, Apple and Rolex, which all have moderately basic marking structures and logos. You can make your brand emerge and decline the opportunity of succumbing to protected innovation burglary by marking material that has more prominent multifaceted nature. One approach to accomplish this is by connecting it to a source. Your brand can be connected to any sort of attributional source—from names and dates to areas and styles. For instance, if your organization were one that (God prohibit) sold fidget spinners, you may have embraced a name like "Super Spinners." Unfortunately, while your organization may in actuality be super, it additionally has nonexclusive and effectively repeated marking. Adding a source to the brand will change that totally. Something like "Senseless Steve's Super Spinners" not just makes it less conventional and along these lines, all the more engaging, yet in addition increasingly hard to duplicate. This idea applies not exclusively to naming plans, yet in addition to your logos, mottos, and different words related with your organization. This idea applies not exclusively to naming plans, yet in addition to your logos, mottos, and different words related with your organization. In addition, one more way how to protect to how protect any brands their property is ‘**Include an intellectual property clause in your terms & conditions**’. From the legal point of view, it is necessary to protect yourself firstly, and also your IP in writing form.

Kiknadze 6

The best way to make it with the help of a *comprehensive terms and conditions (T&C*) agreement posted in a conspicuous location on your website or mobile app. A terms and conditions understanding is a legitimate articulation where your layout the principles and rules that clients must concur with and hold fast to so as to work with you. It is a central arrangement for your business and one that will give you the legitimate sponsorship to manage manhandles and uncontrollable clients. It is inside your T&C understanding that you ought to incorporate a protected innovation condition. This is the place you express that all protected innovation—including yet not constrained to copyrighted material and trademarks—is claimed by you or potentially the organization, and that you have exclusive rights to that material. The last tip is ‘Stay vigilant’. Lawful ramifications aside, the burglary of your licensed innovation can have tremendously negative impacts on your brand—and especially your piece of the pie. Whenever gone unnoticed and unchecked, your stolen IP and marking could cut into your client base and income. It could take a very long time to recoup totally from those misfortunes, if at any point. Fortunately, there is programming out there that can help in the fight against IP robbery. This product scours the web for potential matches with your image and reports back with any encroachments. It liberates you up to concentrate on different business matters. There are likewise protected innovation operators you can contract to help with the procedure. They are regularly authorized lawyers who are prepared in licensed innovation law. While these specialists will be costlier than PC programming (or doing it without anyone else's help), the administrations they offer may finish up being significant to your image and the life span of your business. Your image and the licensed innovation related with it are incredibly profitable and worth securing. Suit and legitimate procedures are last hotels, and they shouldn't be depended on to protect your brand.

**II. Brands**

As I mentioned before, I would like to take as an example three brands as in my personal opinion have a really interesting stories or better say cases, and due to this example show how they protect themselves in everyday activity and also during the trials. Therefore, I will start from famous fast food chain like McDonalds.

 **McDonald's** is one of the most recognizable brands in the world. While it made its name with staples like the Big Mac and Quarter Pounder, the chain tailors its menu to local tastes, which means that a McDonald's in India will look very different from one in the United States. Hence, as I said before, a trademark protects something that is utilized to recognize where an item or an administration originates from. A corporate personality, for example, an organization logo, may fit the bill for trademark assurance For instance “McDonald’s” is a trademark of McDonald’s Corporation. McDonald's portrays a sort of cheap food, yet "McDonald's," all by itself, isn't inexpensive food. McDonald's is a trademark. Protecting your trademark enables you to utilize it to advertise your items and administrations in a one of a kind way and guarantees that nobody else can utilize that trademark. Throughout the years, McDonald's has been cautious in looking for insurance of its trademarks, including the prefix 'Mc" or "Macintosh." In the EU case McDonald's had contended that Supermac's is excessively near their trademarked burger and it would confound the purchasers. Supermac's expectation was to extend outside of Ireland. McDonald's contention was that the presence of mainland "Supermac's" will cause perplexity among clients, affecting its trademark. Moreover, a Singapore court denied McDonald's solicitation to utilize prefix Mc or Mac for a little organization, Future Enterprises Private Ltd., that connected to enlist 'Macintosh Chocolate,' 'Macintosh Tea,' and 'Macintosh Noodle' as

Kiknadze 7

trademarks for their hot cocoa blend, moment tea, and moment noodles items. The court collectively chosen that no misleading or perplexity will emerge by utilizing the prefixes. The business type was considered in the choice since Future Enterprises Private Ltd., provided bundled items to grocery stores and isn't in café business. For instance “McDonald’s” is a trademark of McDonald’s Corporation. The ‘golden arches’ logo, the huge yellow M, is likewise a trademark of McDonald's Corporation. These trademarks help potential clients recognize McDonald's stores and items from different stores and items. A client of a trademark procures a few rights to such trademark by only utilizing it in business, yet so as to exploit more grounded assurances under government law against use by another gathering or difficulties to possession, a trademark proprietor must enlist its trademark with the United States Patent and Trademark Office ("USPTO"). Remarkably, while most European wards utilize a class-based enrollment framework, in the United States, a trademark proprietor may just get a trademark enlistment regarding the particular products and ventures the trademark proprietor gives or has a genuine expectation to give.

 Moving to the second corporation like **Adidas**, I want to add that Adidas is known as one of the most aggressive corporation that protect their property rights. Rayan Tai is the Senior Trademark Counsel for the Asia Adidas Group. As per Mr. Tai, Adidas' IP work is under the brought together administration of its European central command. The organization's inner legal counselors, supervisors, and lawful staff are in charge of all parts of the worldwide IP related issues, from the uses of licenses and trademarks to execution. Despite the nation, Adidas' IP division functions as a group. Mr. Tai further clarified: "Numerous endeavors work autonomously in various markets. The Chinese organization is in charge of the Chinese market, and the organizations in Europe or America center around their very own individual market. There is no correspondence among them. In any case, the circumstance with Adidas is unique. Our IP staffs in various markets frequently speak with each other. As needs be, an unmistakable and steady feeling can be come to with respect to the general focus." For Adidas, local IP methodologies are not helpful for the brand security since clashes are inescapable amid the encounter of brand and provincial interests. Much of the time, the brand intrigue will be relinquished for the transient monetary benefit. Moreover, falsifying is a worldwide issue, and taking action against fakes requires a worldwide arrangement. In view of this idea, Adidas built up their IP techniques with the European headquarter as the inside. It is Mr. Tai's conviction that filling in as a group can help keep up the trading of data between colleagues. While the staffs are very much aware of nearby IPR assurance issues, they likewise have gotten comfortable with IPR issues in different territories. For instance, what fakes are sold in which nation, the nature of the fakes, the game plan of transportation, the issues that happen more in retail or online deals. Along these lines, the IP staff in various zones can cooperate to manage the IPR challenges that Adidas experiences in the worldwide market, and locate the fitting arrangements.

 Last but not the least, we will see how global enterprise like **Levi’s** protect their design and ideas. Levis is credited with making the principal pair of denim pants – a piece that we currently consider a staple in any closet was before another and imaginative idea. Furthermore, what is the most ideal approach to ensure another and creative thought? Right, it is patent. During the 1800s Levi's took out patent to protect their denim pants. The principal patent protection the attaching of jean pockets by bolts to avoid tearing and the later belt of the denim pants. The words "Protected May 20 1873" was shown on every single early pair of pants to guarantee the patent was known and utilized. This managed Levi's the elite ideal to create and sell their pants and kept contenders from utilizing their advancements and structures. Trademarks

Kiknadze 8

and Copyright in Levi’s corporation The pants were initially made to be some work pants, yet after some time changed into a symbol of American style and culture. Beginning in 1966, with a move far from the practical and towards the trendy, the legitimate insurances moved from licenses to trademarks. Levi's begun sewing shaded tabs named Levi's into the crease of the back pocket on the majority of their pants. The tab was copyrighted and a fix clarified the tab was an enrolled trademark made to distinguish articles of clothing made just by Levi Strauss and Co. This tab, and the trademarked sewing on the back pocket, shielded Levi's pants from forgers and helped the organization fabricate their image's national acknowledgment.

**III. Cases**

The best way to analyze and understand the features or simply functions of IPP, is to see the different examples, in our situation, cases.

 Well, let is start from the case of **McDonald's** Corp, they have lost its rights to the trademark "Big Mac" in an European Union case deciding for Ireland-based cheap food chain Supermac's, as indicated by a choice by European regulations. The European Union's Intellectual Property Office decided that McDonald's does not have the selective ideal to "Big Mac" and the "Mc" prefix in Europe, after McDonald's attempted to stop the Irish chain venturing into Europe. Supermac's has 116 stores, all in Ireland. It was established in 1978, one year after McDonald's opened its first Irish branch. McDonald's initially disagreed with the brand in 2017 after Supermac's endeavored to get authorization to open stores in Great Britain and Europe, as indicated by authoritative records checked on by Business Insider. The decision is taking effect right now. McDonald's can likewise challenge it, the EUIPO said. On the EUIPO's trademark database the status of "Big Mac" trademark had been refreshed to state "undoing pending." Supermac's overseeing chief Pat McDonald’s told the Irish Examiner: "We knew when we took on this fight it was a David versus Goliath situation, however on the grounds that McDonald's has profound pockets and we are moderately little in setting doesn't mean we weren't going to battle. The European Union Intellectual Property Office decided that McDonald's did not have the select ideal to "Big Mac" trademark in Europe, after McDonald's endeavored to utilize it to prevent the Irish chain from venturing into Europe. Still we do not know if McDonald’s going to use appeal right. Nowadays the result is that global American fast-food company loses their famous burger name BigMac.

 **Adidas** cases is much more complicated, but in the same time much easier. Why? Adidas corporation for the whole time existing in the market always sues with all companies which can be a little bit closer to the Adidas’s business model and design of their products. As I said before Adidas cor. has a very aggressive character. In a result we can find a lot various cases concerning to it. For instance, one of the most interesting and paradoxical case is Adidas VS Tesla. Would you confuse the Tesla Model 3's three-bar logo with Adidas' mark stripes? If no, Adidas cor. absolutely disagree with you. The clothing giant has filled a test to keep Tesla from enlisting the Model 3's logo as a trademark. It's sufficiently comparable to Adidas' stripes that it's " likely to cause confusion " and propose the two brands are associated, as per the documenting. While it appears to be a confused case at first become flushed (many people can differentiate between athletic wear and autos), Adidas says it's seeking after the case since Tesla was hoping to put the logo on dress and different items. The hole between the two brands was going to obscure, at the end of the day. Be that as it may, the contest may not add up to much given Tesla's ongoing activities. In addition, fashion brand McGregor was established in 1971. It registered the word 'McGregor' as a Benelux trademark and an EU trademark for clothing and associated products.

Kiknadze 9

Adidas claims the REEBOK trademark. It works a Dutch online shop with the area name 'reebok.nl' and different online shops focusing on other EU purviews. McGregor IP, proprietor of the MCGREGOR trademarks, called Adidas to promptly stop this instant the utilization of any trademarks comparing to its MCGREGOR marks, including the utilization of the Conor McGregor sign, in the European Union. As indicated by McGregor, Adidas' utilization of the sign comprised encroachment of McGregor IP's select rights to the MCGREGOR trademark. Adidas contended that McGregor IP's restrictive rights did not preclude Adidas from utilizing an outsider's name over the span of its exchange where such outsider is a characteristic individual (Article 14 of the EU Trademark Regulation). McGregor asserted that Adidas' utilization of the Conor McGregor sign negated fair practices in mechanical or business matters Court's opinion is that the Adidas utilization of the Conor McGregor sign on garments things repudiated legit rehearses in modern or business matters to the extent that the utilization fell inside the extent of Article 14 of the EU Trademark Regulation.

 To conclude this essay, I would add one more example concerning to the **Levi’s** case. So, will see it deep. Levi’s jeans are not only recognizable by the red flag, but also (and mainly) because of its curved V-shaped stitching on the back pockets. When the Duch store chain Hema had a very similar design, Levi Strauss & Co went to Brussels’ Commercial Court in November 2015.Levi Strauss puts a great deal of exertion in verifying the notoriety of its pants' brands. The organization has enrolled numerous imprints and signs as trademarks. The name LEVI'S is secured, yet additionally type numbers (501 and so forth.), names, logos, the trademark red pocket-mark and it's ordinary sewing. That bodes well, on the grounds that for instance the V-formed sewing on the back pocket (Levi's arcuate) is a particular sign. Customers perceive the pants as genuine Levi's. At the point when Dutch retail bind HEMA begins to sell pants with a comparative sewing sign in 2015, a claim before long pursues. Levi claims encroachment and requests pay of € 50 for every pants sold. The Brussels Court somewhat concurs. The sewing on the HEMA pants looks so like those from Levi's that the customer can without much of a stretch slip-up the pants for a couple of Levi's. Outcome: encroachment. A sum of 221,603 units were sold. Be that as it may, court regards the requested pay excessively high and fixes it to a sum € 20 for every unit sold. HEMA is along these lines condemned to pay harms in the measure of almost €4.5 million to Levi Strauss.

 To sum up all information, IPP is one of the main element of business activity which include development ideas to the new side or simple inventing new items for customer. You, as a business man, have to know to protect our business from ‘thefts’.