







Design

Own your
shape,
pattern,
configuration,
ornament,
feature,
external
appearance
idea.

-  Protects visual appearance of your product
-  Costs \$100 plus GST
-  Takes 6 months to acquire
-  Lasts up to 15 years

Find out more at iponz.govt.nz

Low cost option.

Looks can be rewarding. Registering a design protects what something looks like (but not how it works).

What it's for

The external appearance of something, whether it's two dimensional or three dimensional. For example, the treadpattern of a tire, or the style of a chair.

What it gives you

Sets your product apart and gives you a competitive advantage by stopping others from copying your product and profiting from it. You have the exclusive rights to sell things that utilise your design.

How it works

They're simple and relatively cheap to acquire. Make sure you apply before you publish your design.



**NEW ZEALAND
INTELLECTUAL
PROPERTY OFFICE**



**MINISTRY OF BUSINESS,
INNOVATION & EMPLOYMENT**
HĪKINA WHAKATUTUKI

New Zealand Government