

Protecting Digital designs

: with particular emphasis on G.U.I designs

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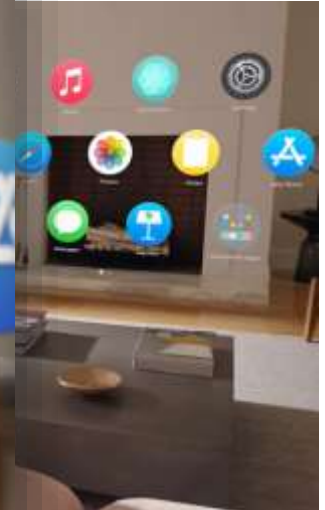
- **Things are getting digital and virtual.**
- **Expansion of concept of designs**
- **The impact of new law on industries**

Things are getting digital and virtual.

Things are getting digital and virtual.



SOUR



pple.com

Things are getting digital and virtual.



1. FLAT



2. CURVED



3. LESS CONTENT



4. SURROUNDED

SOURCE: www.wired.com



SOURCE: Hyundai.news

Expansion of concept of designs

Art.2(Definition) of **Design Protection Act(2021ver.)**

.....

2-2. The term "image" means a figure, symbol, etc. expressed by digital technology or electronic means

[limited to those that are used for the operation of devices or that exhibit a function, and including parts of an image];

.....

7. The term "working of a design" means any of the following acts:

.....(b) Producing or using an image; providing such image via telecommunications lines; offering to provide the image via telecommunications lines (including displaying the image to provide it via telecommunications lines; hereinafter the same shall apply); assigning, leasing, exporting, or importing a medium in which the image is stored; or offering to assign or lease such medium (including displaying the medium to assign or lease it; hereinafter the same shall apply), where a design is to be used in the image.

Expansion of concept of designs

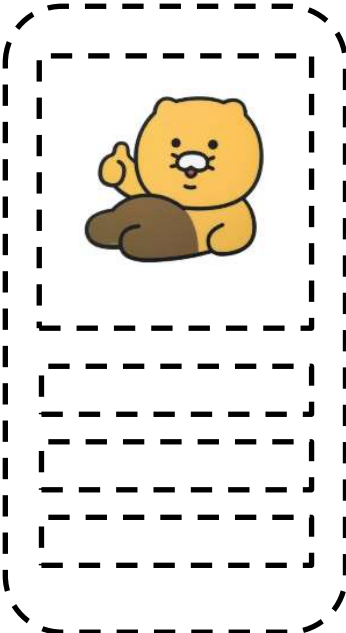


KRD 30-0395889, **mobile phone**



KRD 30-0845359, **display panel**

Expansion of concept of designs



“mobile phone”



“Display panel”



“digital **image** with utility”

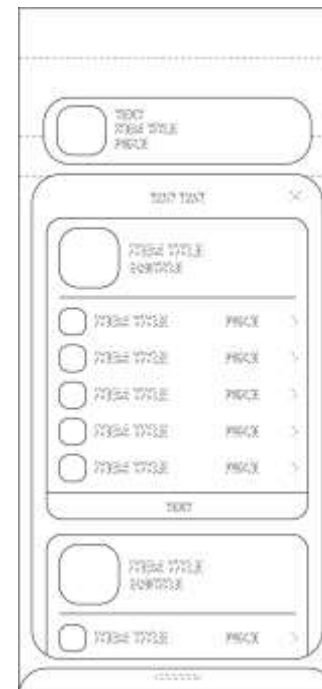


The impact of new law on industries

The impact of new law on industries



KRD 30-1164350
image for Information display



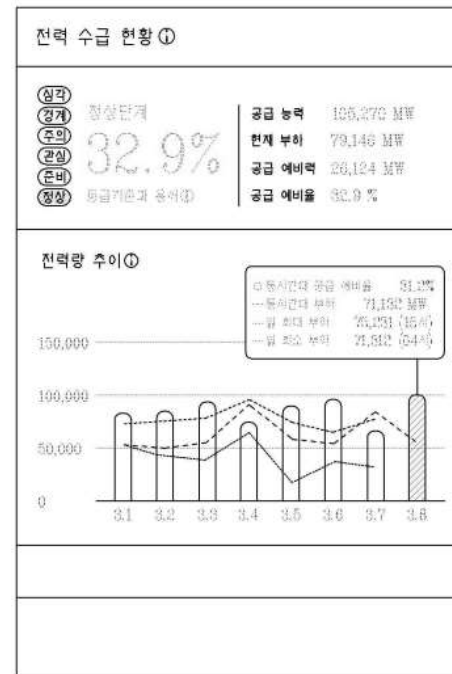
KRD 30-12181350000
image for information communication

The impact of new law on industries



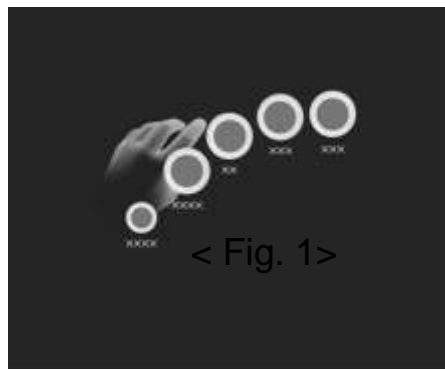
KRD 30-12101980000

image for information communication

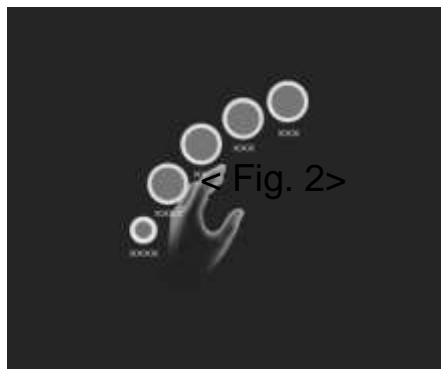


KRD 30-12156120000

image for information communication



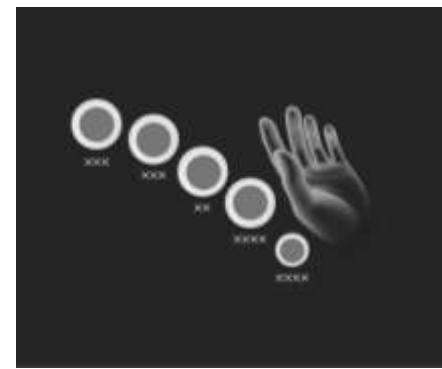
< Fig. 1 >



< Fig. 2 >



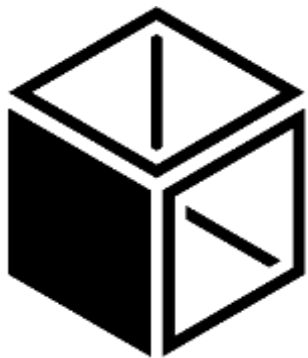
< Fig. 3 >



< Fig. 4 >

KRD 30-12204600000
Graphic User Interface

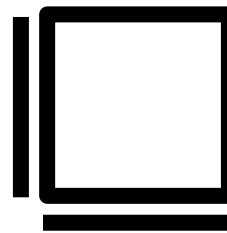
The impact of new law on industries



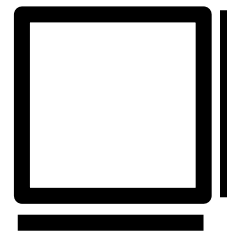
< Fig. 1 >



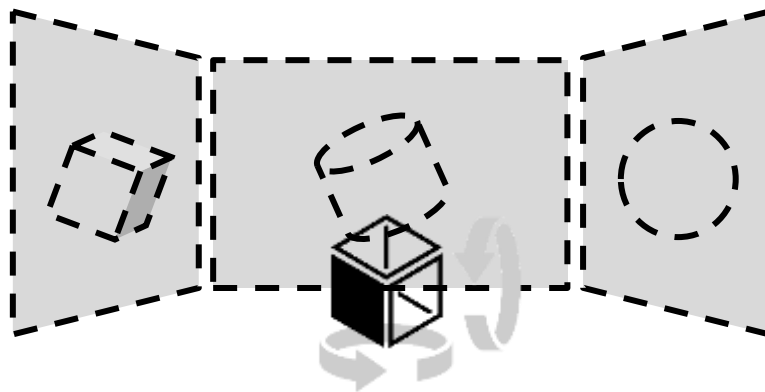
< Fig. 2 >



< Fig. 3 >



< Fig. 4 >



< Fig. 5 >

The impact of new law on industries



< Fig. 1 >



< Fig. 2 >



< Fig. 3 >



< Fig. 4 >





Korean Intellectual
Property Office

Protecting Digital Designs

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