

### How are creations protected?

New toys, products,  
inventions, boxes, books,  
paintings, songs,  
software, video games,  
cartoons...



are protected  
by  
**intellectual  
property**

**!** Registration is essential in order to protect creations.  
It makes clear who the **WORK** or **PRODUCT** belongs to.

### How does it work?

In Spain, we need to differentiate between **industrial property** and **intellectual property**. Let's go to the toy store to see some examples.

#### PRODUCTS

#### ► industrial property rights



PROTECTION	CAN IT BE REGISTERED?	WHAT DOES IT PROTECT?	HOW LONG DOES THE PROTECTION LAST?	ADVANTAGES	EXAMPLE
Brand	YES	The identification of the products and the company	It can be renewed every 10 years indefinitely	The brand is the most valuable thing for a company. It protects the company and its products from competitors being able to use identical or similar brands, which may confuse consumers.	
Design	YES	The external appearance of the products	Between 5 and 25 years, depending on the country	Exclusivity to use the design and prevent others from using it.	
Patent	YES	New inventions	20 years	Unique competitive advantage for 20 years. It prevents others from manufacturing, using or selling the invention or patented technology.	
Trade secret	NO	Technical expertise only known by the company	There is no register. The challenge is keeping the secret!	The expertise provides a competitive advantage to the company and its products.	

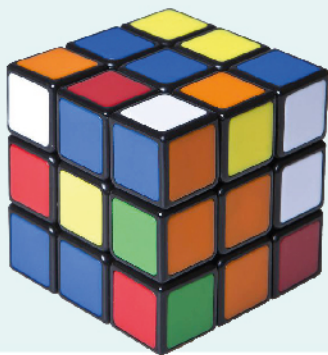
## Literary and artistic WORKS

## intellectual property



PROTECTION	CAN IT BE REGISTERED?	WHAT DOES IT PROTECT?	HOW LONG DOES THE PROTECTION LAST?	ADVANTAGES	EXEMPLE
Copyright	⚠️ The work is automatically protected when it is created. Nevertheless, it is advisable to register the work in order to be able to prove authorship more easily.	It protects artistic creations (books, paintings, sculptures, texts of game rules, etc.)	70 years after the death of the author	Exploitation of the work. It enables control of, among other aspects, the reproduction, translation, distribution and sale.  Economic benefits for the author and their family.  Recognition of the author.	

## The case of the Rubik's Cube



The Rubik's Cube was invented in the 70s by Ernő Rubik, a Hungarian professor of architecture, in order to teach his students about three-dimensional spaces. The Rubik's Cube became one of the biggest selling toys of all time, with over 300 million units sold.

### How did they protect the toy?

The Rubik's Cube was **patented** in the 70s, but after the patent period ended, it was protected as a three-dimensional brand in 1999 in the category of "three-dimensional puzzles", and the brand represented the cubic shape of the toy.

After a few years, this brand was contested by another manufacturer who alleged that the brand was actually a technical solution, and that it could only be protected by a patent, not by a brand.

## What can you do as a consumer?

The purchase decisions made by consumers influence what companies produce.

If consumers choose original products, they are supporting companies that invest in creating jobs as well as developing safe products for children and the environment.



Supported by:



The SafeorFAKE Toolkit is a project carried out by AIJU with the support of the European Union Intellectual Property Office (EUIPO). This infographic only reflects the views of its author. The European Union Intellectual Property Office is not responsible for any use that may be made of the information contained in the infographic.

