



TRADEMARK 2U

INTELLECTUAL PROPERTY

TURNING IDEAS INTO WEALTH

PATENTS ■ INDUSTRIAL DESIGNS ■ TRADE MARKS ■ COPYRIGHT ■ PLANT VARIETY PROTECTION



OUR STRENGTHS

TRADEMARK2U specializes in Intellectual Property (IP) and provides a full range of IP services in Malaysia, Indonesia, Thailand, Singapore and abroad. We have a global network of reputable associates in more than 100 countries worldwide.

Quality Service

Accredited with the BS EN ISO 9001:2000 Total Quality Management (TQM) System. We emphasize providing quality services to our clients.

Easy Access

Easy access to applications via online Customer Management System (CMS) anytime and anywhere.

Professional Team

A dynamic management team of professional consultants in both law and science. Our professionals are trained to assist you in handling all matters regarding your IP rights.

Value for Money

Competitive rate for quality services. We re-invest our surplus for upgrading and improving the quality of services to clients.

Intellectual Property

Industrial Property



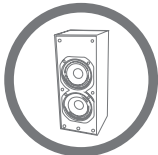
Patents

An exclusive right granted for an invention, be it a product or a process, that provides a new way of doing something or a new technical solution to a problem.



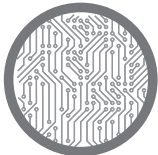
Trade Marks

A distinctive sign which identifies certain goods or services, produced or provided by a specific person or enterprise.



Industrial Designs

An ornamental or aesthetic aspect of an object, which may refer to shape or pattern, that when applied to a product, gives it a unique appearance.



Circuit Layout Designs

A layout design of an integrated circuit, which is the three-dimensional aspect of the integrated circuit.



Geographical Indications

A sign used on goods that have a specific geographical origin and reputation that is unique to that place and origin.

Copyrights



Copyright & Related Rights

A legal term describing rights given to creators of literary and artistic works. Related rights are granted to performing artists, producers of sound recordings and broadcasting organizations in radio and television programmes.

TRADE MARKS

A trade mark is a unique symbol to designate the origins of goods and services, hence making them distinguishable. That includes names, logos, or any other identification devices.

Criteria for registrable Trade Mark

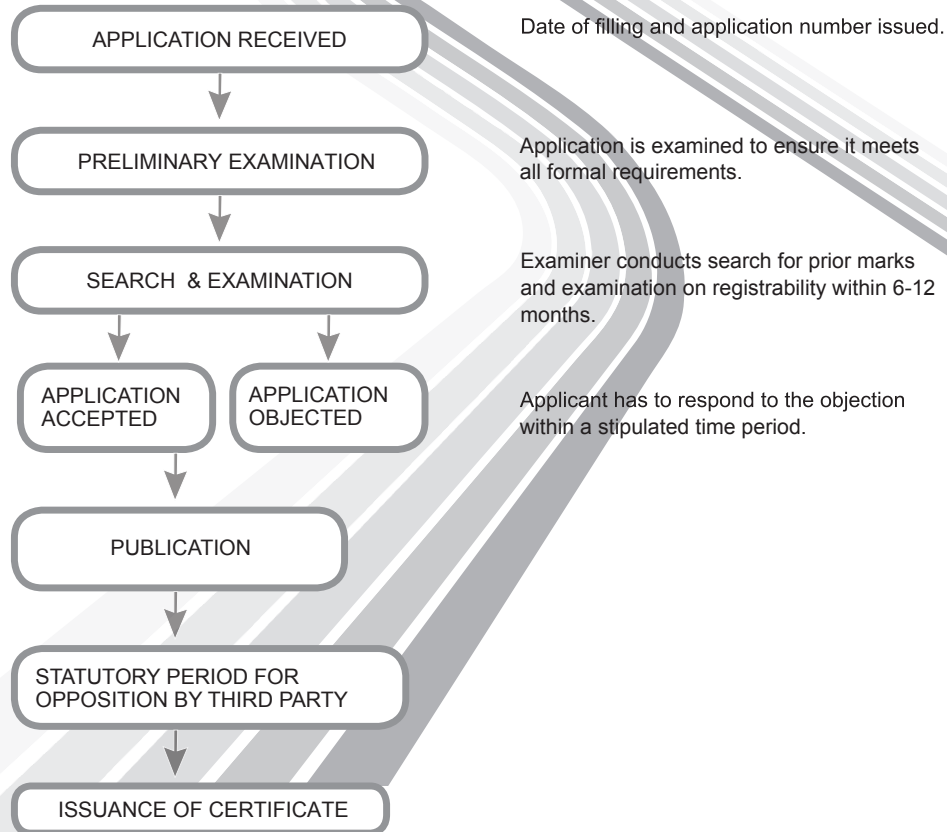
A registrable Trade Mark shall contain at least one of the following particulars:

- Name represented in a special manner;
- Signature of the applicant for registration;
- Invented word(s);
- A word having no direct reference to the character or quality of the goods or services; or
- Distinctive mark

Duration of Protection

10 years and renewable perpetually every 10 years.

Trade Mark Application



**If you wish to request for an Expedited Examination, Please refer to our Business Centre personnel.*



PATENTS

A patent is a set of exclusive rights granted by a state (national government), to an inventor or their assignee for a limited period of time in exchange for a public disclosure of an invention.

It includes new products or processes that offer a solution to a specific problem in a field of technology.

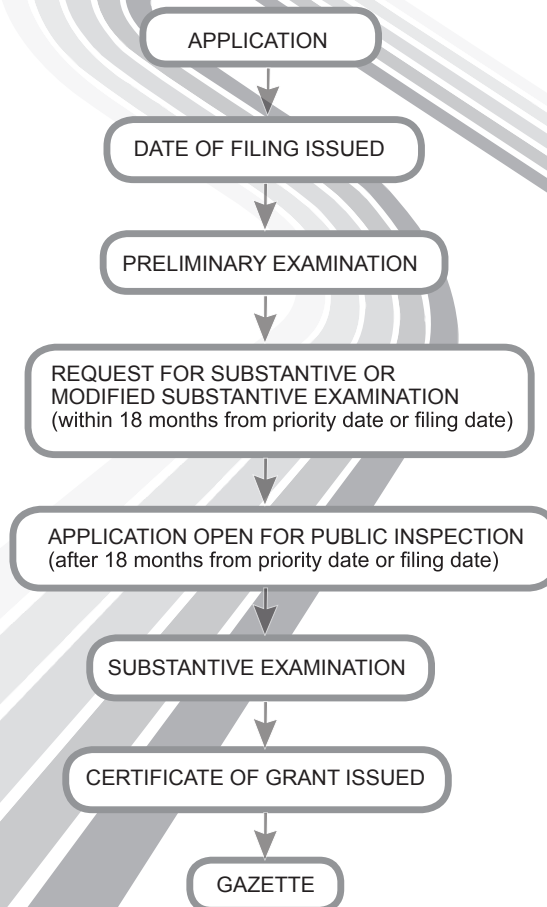
Requirements for patent protection:

- The invention must relate to a product or a process.
- The invention must be new, that is, not anticipated by prior art.
- The invention must involve an inventive step.
- It must be industrially applicable so that it can be made or used in any kind of industry.

Duration of Protection

Maximum 20 years, subject to yearly renewal.

Patent Application Process



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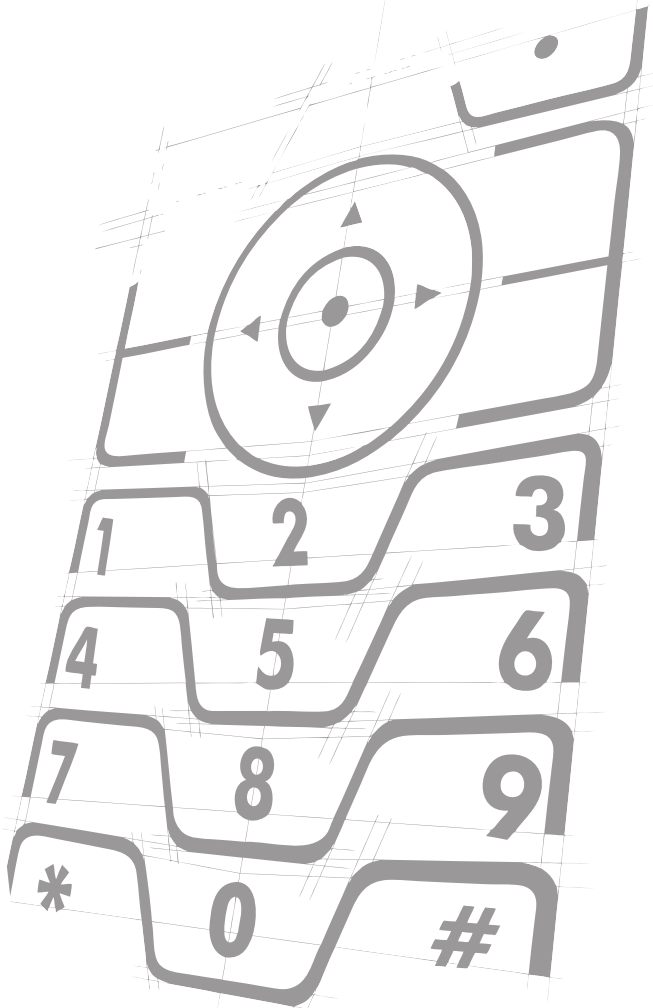
INDUSTRIAL DESIGN

Industrial design means features of shape, configuration, pattern or ornament applied to an article by any industrial process, being features which in the finished article appeal to and are judged by the eye.

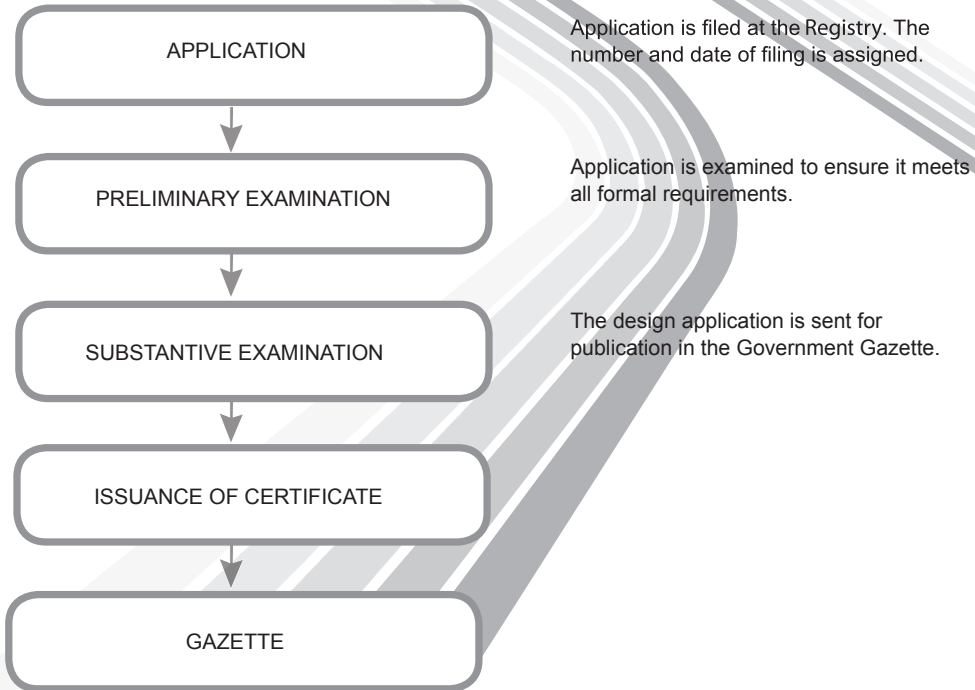
Criteria for registration:

- A design should be globally new;
- The article must be able to be made and sold separately;
- Must not include a method of construction;
- Must not be dictated solely by the function which the article has to perform;
- Must not be dependent upon the appearance of another article;

Duration of Protection : max. 25 years from the filing date.
(Renewal every 5 years)

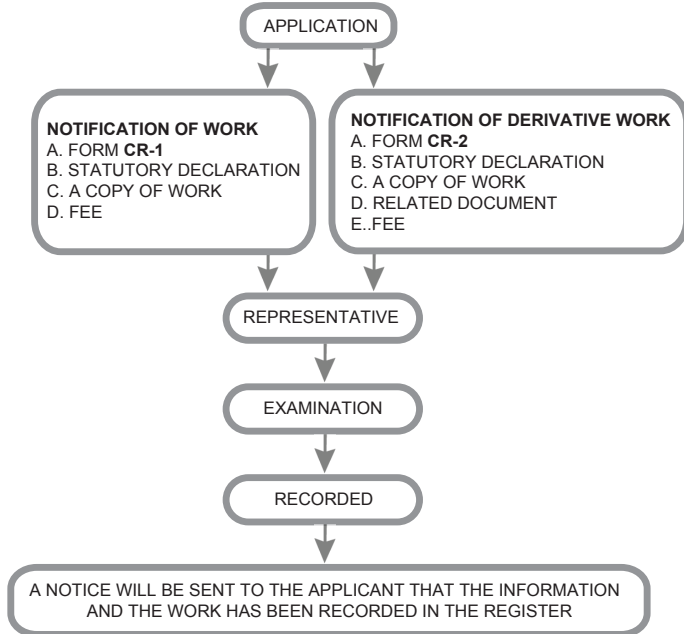


Industrial Design Application Flowchart



COPYRIGHTS

Copyright Application Process



Copyright covers literary work (books, scripts, articles & etc.), musical work, artistic work, films, sound recordings, broadcasts and live performances. (hereinafter referred as “work”)

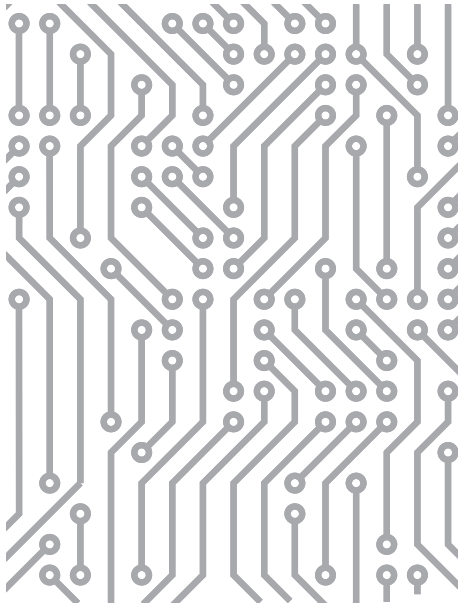
Requirements for copyright protection :

- Corporate body or a person from any of the contracting states of the Berne Convention.
- The Author must demonstrate that sufficient effort has been expended to make the work original in character; and
- The work must be written down, recorded or otherwise reduced to material form.

Duration of protection

During the life of the author and shall continue for a further 50 years after his/her death.

LAYOUT-DESIGN OF INTEGRATED CIRCUITS



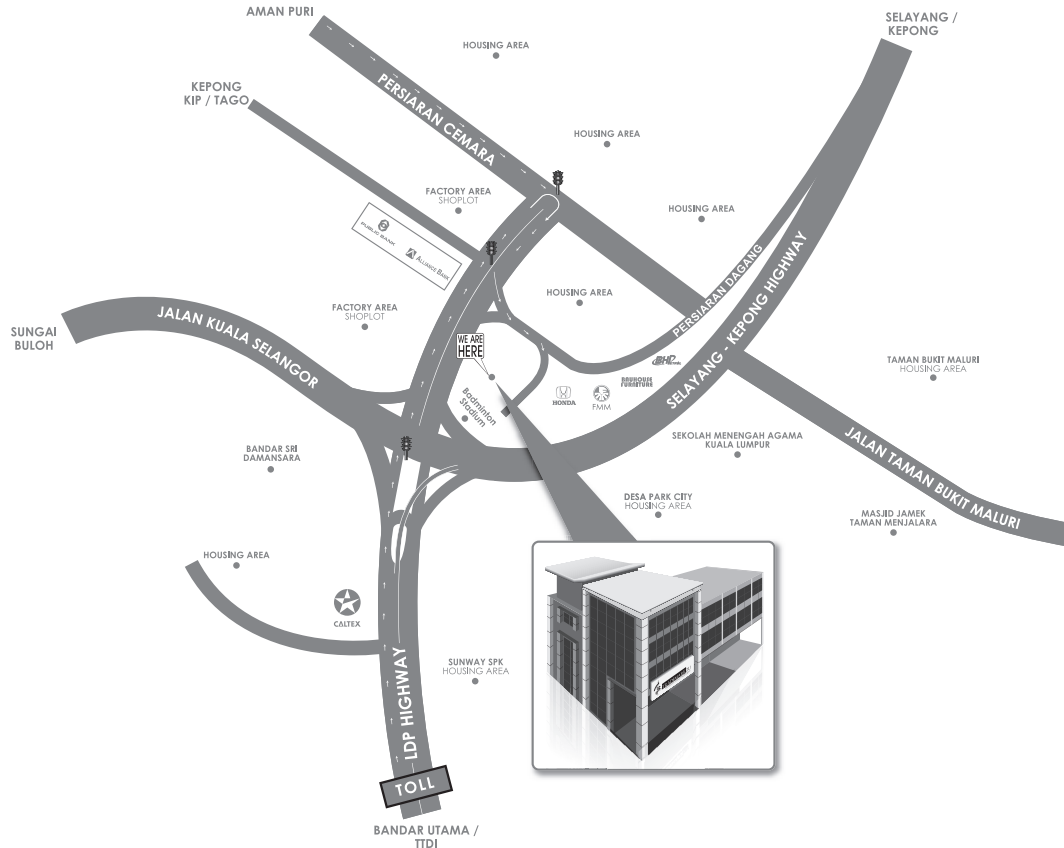
A layout-design is a three-dimensional disposition of the elements of an integrated circuit and of the interconnections of the integrated circuit or such a three-dimensional disposition prepared for an integrated circuit intended for manufacturing.

Subject to any agreement to the contrary, the right holder is

- The creator of the layout design if it is not created in pursuance of a commission or in the course of employment;
- The person who commissioned the layout-design if it is created in pursuance of a commission; or
- The employer if the layout-design is created by an employee in the course of his employment.

Duration of protection

10 years from the filing date of the application for registration or from the date the layout-design is first commercially exploited in Malaysia or elsewhere, whichever occurs first and notwithstanding the above, the duration of protection will lapse 15 years after the date the layout-design is created.



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