

# La tutela del design di negozi fisici e virtuali

Edgardo Deambrogi

# Statistiche EU



## 8. Countries

### 8.2. Owner Nationalities

Solicitudes - Anmeldungen - Applications Depots - Demande

	Nation Code	2018
1	DE	18,163
2	US	10,875
3	IT	10,351
4	CN	8,968
5	FR	6,067
6	GB	5,794
7	PL	4,111
8	ES	3,581
9	CH	2,679
10	JP	2,610

	Nation Code	2019
	DE	16,608
	CN	13,898
	US	11,179
	IT	10,370
	FR	5,572
	GB	5,517
	PL	4,665
	ES	3,397
	NL	3,370
	CH	2,777

	Nation Code	2020
	CN	12,255
	DE	11,729
	US	8,157
	IT	6,625
	GB	3,870
	FR	3,362
	PL	3,297
	ES	2,451
	NL	2,102
	CH	2,009

	Nation Code	Σ
	DE	46,500
	CN	35,121
	US	30,211
	IT	27,346
	GB	15,181
	FR	15,001
	PL	12,073
	ES	9,429
	NL	8,001
	CH	7,465

## La registrazione di disegni e modelli

Possono costituire oggetto di registrazione come disegni e modelli l'**aspetto** dell'intero prodotto o di una sua parte quale risulta, in particolare, dalle caratteristiche delle **linee**, dei **contorni**, dei **colori**, della **forma**, della **struttura superficiale** ovvero dei **materiali** del prodotto stesso ovvero del suo ornamento, a condizione che siano **nuovi** ed abbiano **carattere individuale**.

## La registrazione di disegni e modelli

Prodotto = qualsiasi **oggetto** industriale o artigianale, compresi i componenti che devono essere assemblati per formare un prodotto complesso (componenti sostituibili, che consentono lo smontaggio e un nuovo montaggio del prodotto), gli imballaggi, **le presentazioni**, i simboli grafici e caratteri tipografici.

## La registrazione di disegni e modelli

**Prodotto complesso** = possiede i requisiti di novità e carattere individuale se il **componente** incorporato nel prodotto complesso rimane **visibile** (nella parte che possiede i requisiti di novità e di individualità) durante la normale utilizzazione da parte del consumatore finale

Funzione tecnica = **non** possono costituire oggetto di registrazione come disegni o modelli quelle caratteristiche dell'aspetto del prodotto che sono determinate unicamente dalla **funzione tecnica** del prodotto stesso

---

# La registrazione di disegni e modelli

**Pubblicazione differibile** fino ad un massimo di 30 mesi

Diritto di **utilizzare in esclusiva** un disegno o modello nella fabbricazione, offerta, commercializzazione, importazione, esportazione, impiego di un prodotto

- Si estendono a qualunque disegno o modello che non produca nell'utilizzatore informato una **impressione generale** diversa.
- Si tiene conto del **marginale di libertà** dell'autore nella realizzazione del disegno o modello

Durata = fino ad un massimo di **25 anni**

# La registrazione di disegni e modelli

- Modello italiano



- Modello comunitario



# La registrazione di disegni e modelli

- Modello internazionale

WIPO



African Intellectual Property Organization (OAPI).....	
Albania.....	
Armenia.....	
Azerbaijan.....	
Belgium <sup>5</sup> .....	
Belize.....	
Benin.....	
Bosnia and Herzegovina.....	
Botswana.....	
Brunei Darussalam.....	
Bulgaria.....	
Cambodia.....	
Canada.....	
Côte d'Ivoire.....	
Croatia.....	
Democratic People's Republic of Korea.....	
Denmark.....	
Egypt.....	
Estonia.....	
European Union.....	
Finland.....	
France <sup>7</sup> .....	
Gabon.....	
Georgia.....	
Germany.....	
Ghana.....	
Greece.....	
Hungary <sup>8</sup> .....	
Iceland.....	
Israel.....	
Italy.....	
Japan.....	
Kyrgyzstan.....	
Latvia.....	
Liechtenstein.....	
Lithuania.....	
Luxembourg <sup>6</sup> .....	
Mali.....	
Mexico.....	
Monaco.....	
Mongolia.....	
Montenegro.....	
Morocco.....	
Namibia.....	
Netherlands <sup>5</sup> .....	
Niger.....	
North Macedonia.....	
Norway.....	
Oman.....	
Poland.....	
Republic of Korea.....	
Republic of Moldova.....	
Romania.....	
Russian Federation.....	
Rwanda.....	
Samoa.....	
San Marino.....	
Sao Tome and Principe.....	
Senegal.....	
Serbia <sup>10</sup> .....	
Singapore.....	
Slovenia.....	
Spain.....	
Suriname.....	
Switzerland.....	
Syrian Arab Republic.....	
Tajikistan.....	
Tunisia.....	
Turkey.....	
Turkmenistan.....	
Ukraine.....	
United Kingdom <sup>11</sup> .....	
United States of America.....	
Viet Nam.....	

(Total: 74)

- Modello nazionale estero

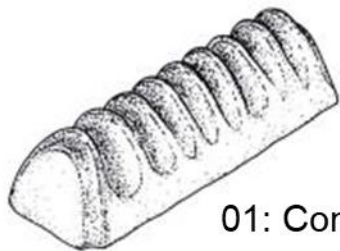




## La registrazione di disegni e modelli

CLASSE 1	PRODOTTI ALIMENTARI	CLASSE 17	STRUMENTI MUSICALI
CLASSE 2	ARTICOLI DI ABBIGLIAMENTO E MERCERIA	CLASSE 18	TIPOGRAFIA E MACCHINE DA UFFICIO
CLASSE 3	ARTICOLI DA VIAGGIO, ASTUCCI, OMBRELLONI E OGGETTI PERSONALI NON INCLUSI NELLE ALTRE CLASSI	CLASSE 19	CANCELLERIA, ARTICOLI PER UFFICIO, MATERIALE DIDATTICO O PER ARTISTI
CLASSE 4	SPAZZOLE	CLASSE 20	ATTREZZATURE DI VENDITA O PUBBLICITARIE, CARTELLI INDICATORI
CLASSE 5	ARTICOLI TESSILI NON CONFEZIONATI, FOGLI DI MATERIALE ARTIFICIALE O NATURALE	CLASSE 21	GIOCHI, GIOCATTOLI, TENDE E ARTICOLI SPORTIVI
CLASSE 6	ARREDAMENTO	CLASSE 22	ARMI, ARTICOLI PIROTECNICI, ARTICOLI PER LA CACCIA
CLASSE 7	ARTICOLI CASALINGHI NON INCLUSI NELLE ALTRE CLASSI	CLASSE 23	INSTALLAZIONI PER LA DISTRIBUZIONE DI FLUIDI, INSTALLAZIONI SANITARIE, IMPIANTI DI RISCALDAMENTO, DI VENTILAZIONE E DI CONDIZIONAMENTO D'ARIA, COMBUSTIBILI SOLIDI
CLASSE 8	UTENSILI E FERRAMENTA	CLASSE 24	MEDICINA E LABORATORI
CLASSE 9	MBALLAGGI E RECIPIENTI PER IL TRASPORTO O PER LA MANUTENZIONE DI MERCI	CLASSE 25	COSTRUZIONI ED ELEMENTI EDILI
CLASSE 10	OROLOGI E ALTRI STRUMENTI DI MISURAZIONE, STRUMENTI DI CONTROLLO E DI SEGNALE	CLASSE 26	ILLUMINAZIONE
CLASSE 11	OGGETTI ORNAMENTALI	CLASSE 27	TABACCHI E ARTICOLI PER FUMATORI
CLASSE 12	MEZZI DI TRASPORTO E DI SOLLEVAMENTO	CLASSE 28	PRODOTTI FARMACEUTICI O COSMETICI, ARTICOLI E PRODOTTI PER LA TOILETTE
CLASSE 13	STRUMENTI PER LA PRODUZIONE, LA DISTRIBUZIONE E LA TRASFORMAZIONE DELL'ENERGIA ELETTRICA	CLASSE 29	DISPOSITIVI ED EQUIPAGGIAMENTI CONTRO IL FUOCO, PER LA PREVENZIONE DI INCIDENTI E IL SOCCORSO
CLASSE 14	STRUMENTI DI REGISTRAZIONE, DI TELECOMUNICAZIONE E DI ELABORAZIONE DEI DATI	CLASSE 30	ARTICOLI PER LA CURA E LA GESTIONE DEGLI ANIMALI
CLASSE 15	MACCHINARI, NON COMPRESI NELLE ALTRE CLASSI	CLASSE 31	MACCHINE E APPARECCHI PER LA PREPARAZIONE DI ALIMENTI E BEVANDE, NON COMPRESI IN ALTRE CLASSI
CLASSE 16	ARTICOLI DI FOTOGRAFIA, CINEMATOGRAFIA O DI OTTICA	CLASSE 32	SIMBOLI GRAFICI E LOGO, MOTIVI DECORATIVI PER SUPERFICI, ORNAMENTI

Registrazione **multipla** per modelli appartenenti alla medesima classe



01: Confetteria



02: Giacche

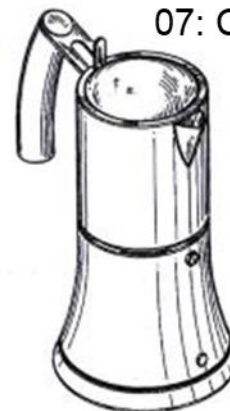
04: Spazzoloni  
[a manico lungo]



03: Valigie

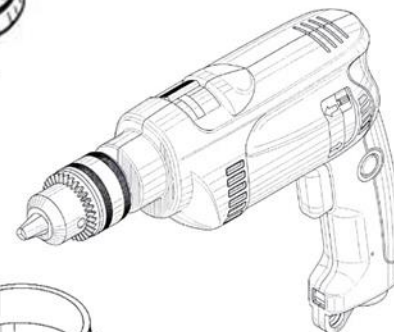


06: Letti e sedie

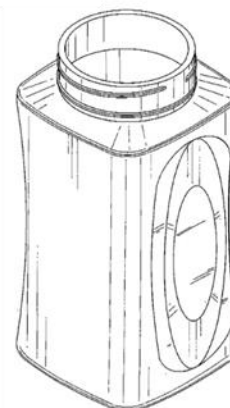


07: Caffettiera caffè espresso

08: Trapano elettrico



05: Tessuti



09: Fiale



10: Orologio da polso



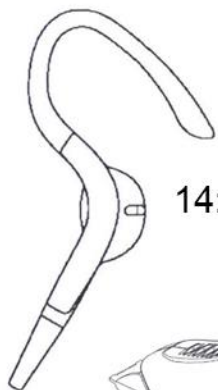
11: Anelli



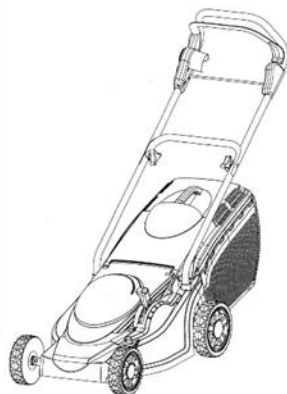
12: Veicoli su rotaia



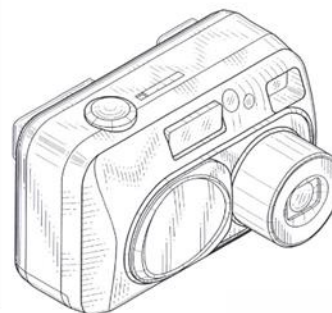
13: motori elettrici



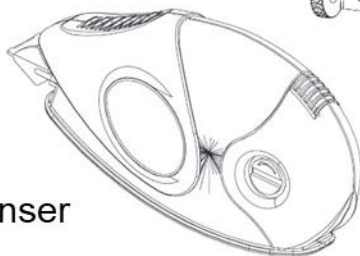
14: cuffiette



15: tagliaerba



16: fotocamere digitali

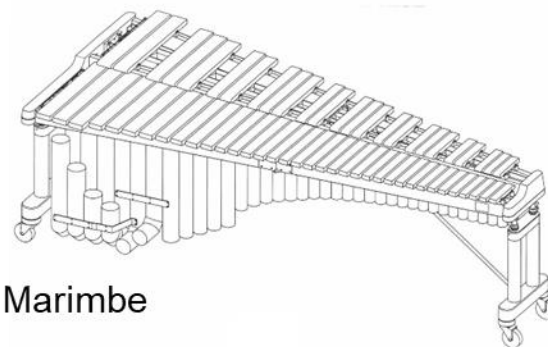


19: dispenser

18: stampanti



17: Marimbe





20: Vetrine



21: racchetta tennis



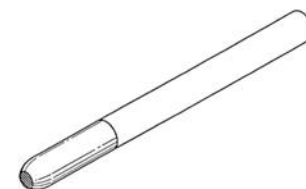
22: pistole



26: lampada da tavolo



23: rubinetti



27: sigarette

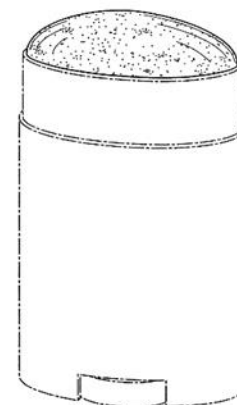


24: protesi



25: parcheggio protetto per biciclette

28: Stick deodorante







29: estintori



31: macchine per la preparazione di cibi



30: cucce per cani



32: simboli grafici

CLASSE 1	PRODOTTI ALIMENTARI	CLASSE 17	STRUMENTI MUSICALI
CLASSE 2	ARTICOLI DI ABBIGLIAMENTO E MERCERIA	CLASSE 18	TIPOGRAFIA E MACCHINE DA UFFICIO
CLASSE 3	ARTICOLI DA VIAGGIO, ASTUCCI, OMBRELLONI E OGGETTI PERSONALI NON INCLUSI NELLE ALTRE CLASSI	CLASSE 19	CANCELLERIA, ARTICOLI PER UFFICIO, MATERIALE DIDATTICO O PER ARTISTI
CLASSE 4	SPAZZOLE	CLASSE 20	ATTREZZATURE DI VENDITA O PUBBLICITARIE, CARTELLI INDICATORI
CLASSE 5	ARTICOLI TESSILI NON CONFEZIONATI, FOGLI DI MATERIALE ARTIFICIALE O NATURALE	CLASSE 21	GIOCHI, GIOCATTOLI, TENDE E ARTICOLI SPORTIVI
CLASSE 6	ARREDAMENTO	CLASSE 22	ARMI, ARTICOLI PIROTECNICI, ARTICOLI PER LA CACCIA
CLASSE 7	ARTICOLI CASALINGHI NON INCLUSI NELLE ALTRE CLASSI	CLASSE 23	INSTALLAZIONI PER LA DISTRIBUZIONE DI FLUIDI, INSTALLAZIONI SANITARIE, IMPIANTI DI RISCALDAMENTO, DI VENTILAZIONE E DI CONDIZIONAMENTO D'ARIA, COMBUSTIBILI SOLIDI
CLASSE 8	UTENSILI E FERRAMENTA	CLASSE 24	MEDICINA E LABORATORI
CLASSE 9	MBALLAGGI E RECIPIENTI PER IL TRASPORTO O PER LA MANUTENZIONE DI MERCI	CLASSE 25	COSTRUZIONI ED ELEMENTI EDILI
CLASSE 10	OROLOGI E ALTRI STRUMENTI DI MISURAZIONE, STRUMENTI DI CONTROLLO E DI SEGNALE	CLASSE 26	ILLUMINAZIONE
CLASSE 11	OGGETTI ORNAMENTALI	CLASSE 27	TABACCHI E ARTICOLI PER FUMATORI
CLASSE 12	MEZZI DI TRASPORTO E DI SOLLEVAMENTO	CLASSE 28	PRODOTTI FARMACEUTICI O COSMETICI, ARTICOLI E PRODOTTI PER LA TOILETTE
CLASSE 13	STRUMENTI PER LA PRODUZIONE, LA DISTRIBUZIONE E LA TRASFORMAZIONE DELL'ENERGIA ELETTRICA	CLASSE 29	DISPOSITIVI ED EQUIPAGGIAMENTI CONTRO IL FUOCO, PER LA PREVENZIONE DI INCIDENTI E IL SOCCORSO
CLASSE 14	STRUMENTI DI REGISTRAZIONE, DI TELECOMUNICAZIONE E DI ELABORAZIONE DEI DATI	CLASSE 30	ARTICOLI PER LA CURA E LA GESTIONE DEGLI ANIMALI
CLASSE 15	MACCHINARI, NON COMPRESI NELLE ALTRE CLASSI	CLASSE 31	MACCHINE E APPARECCHI PER LA PREPARAZIONE DI ALIMENTI E BEVANDE, NON COMPRESI IN ALTRE CLASSI
CLASSE 16	ARTICOLI DI FOTOGRAFIA, CINEMATOGRAFIA O DI OTTICA	CLASSE 32	SIMBOLI GRAFICI E LOGO, MOTIVI DECORATIVI PER SUPERFICI, ORNAMENTI

# Classificazione di Locarno - Classe 32.00

## Class 32

Graphic symbols and logos, surface patterns, ornamentation

32-00 GRAPHIC SYMBOLS AND LOGOS, SURFACE PATTERNS, ORNAMENTATION	
ID No.	Indication
104836	<b>Get-up</b> [arrangement of boat interiors]
104926	<b>Get-up</b> [arrangement of restaurant interiors]
104924	<b>Get-up</b> [arrangement of shop interiors]
104561	<b>Get-up</b> [arrangement of the interior of a room]
104613	<b>Get-up</b> [arrangement of train interiors]
104925	<b>Get-up</b> [arrangement of window displays]
104562	<b>Graphic designs</b> [two-dimensional]
104563	<b>Graphic symbols</b>
104564	<b>Graphic symbols</b> [comic figures]
104565	<b>Logos</b>
104566	<b>Ornamentation</b>
104567	<b>Surface patterns</b>

# Classificazione di Locarno - Classe 14.04

## 14-04 SCREEN DISPLAYS AND ICONS

### Note(s)

Including those for goods belonging to other classes.

ID No.	Indication
102529	<b>Graphical</b> user interfaces [computer screen layout]
104993	<b>Graphic</b> symbols for screen display
102530	<b>Icons</b> [for computers]
104994	<b>Web</b> banners

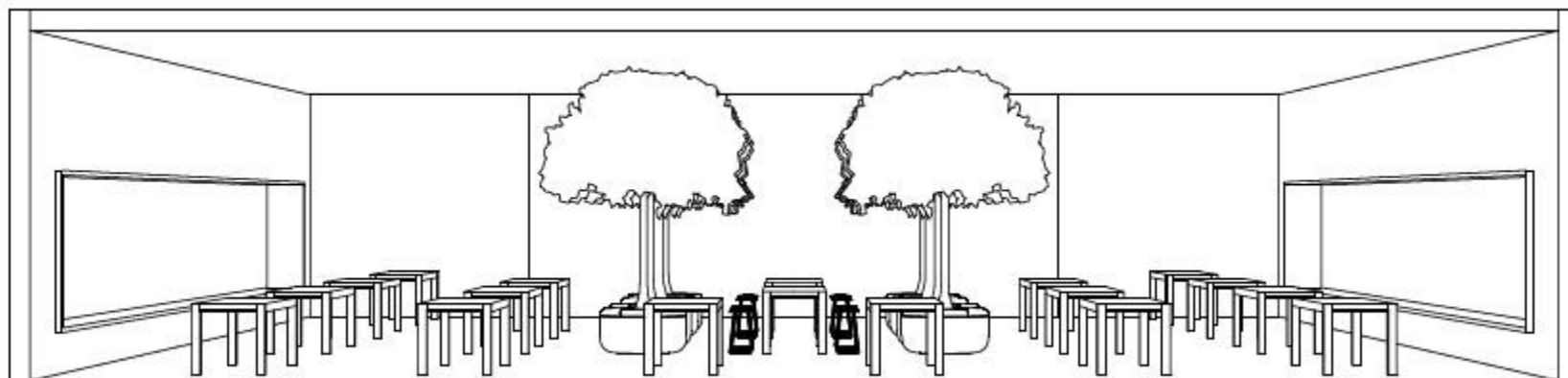


# La registrazione di disegni e modelli

## Negozi fisici

# Apple, Inc. 002997007-0001

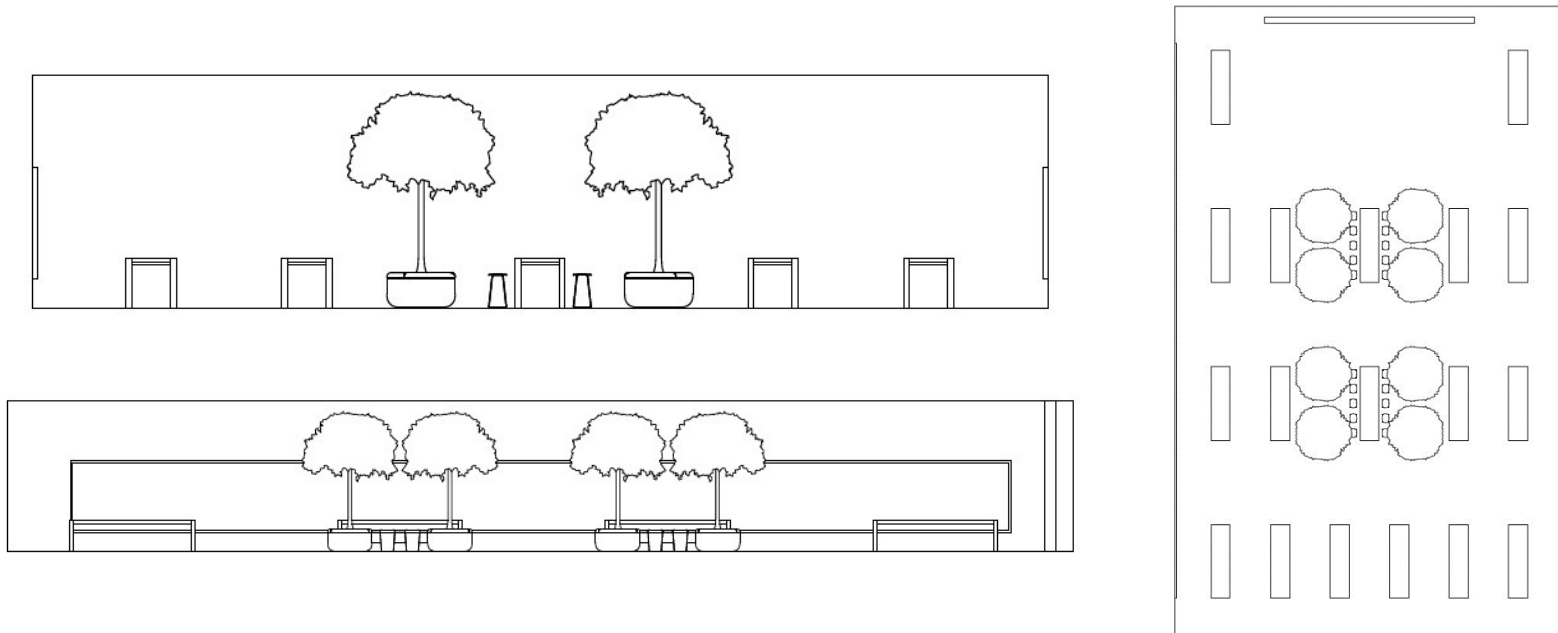
32.00, get-up [arrangement of the interior of a room] (part of-)



## Registered RCD

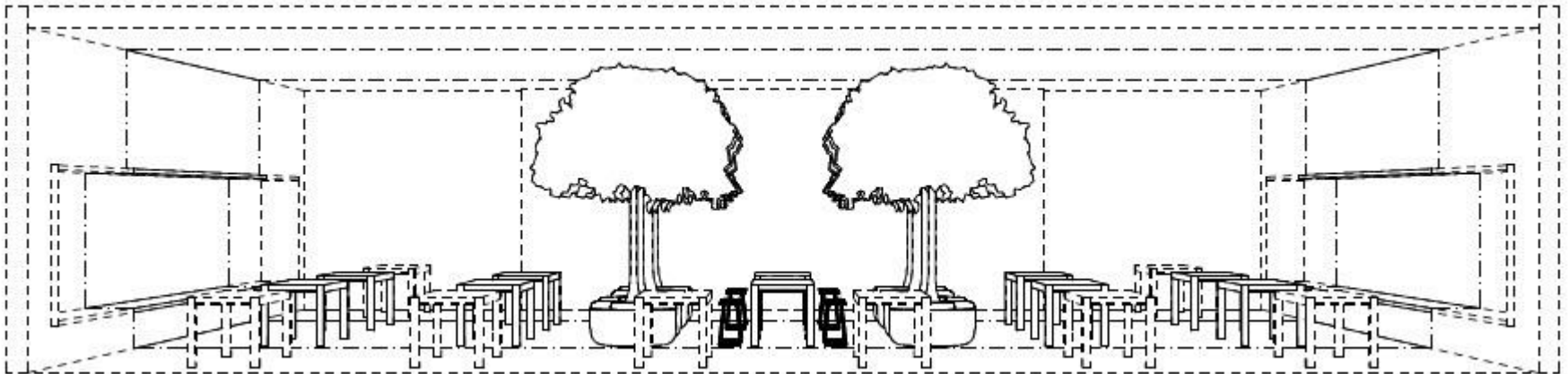


# Apple, Inc. 002997007-0001



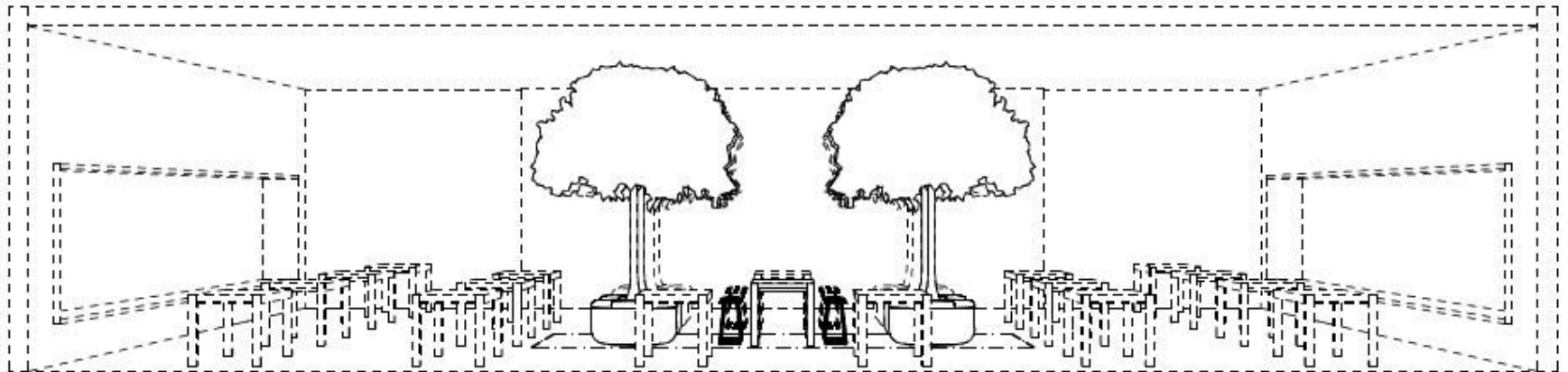
# Apple, Inc. 002997007-0002

32.00, get-up [arrangement of the interior of a room] (part of-)



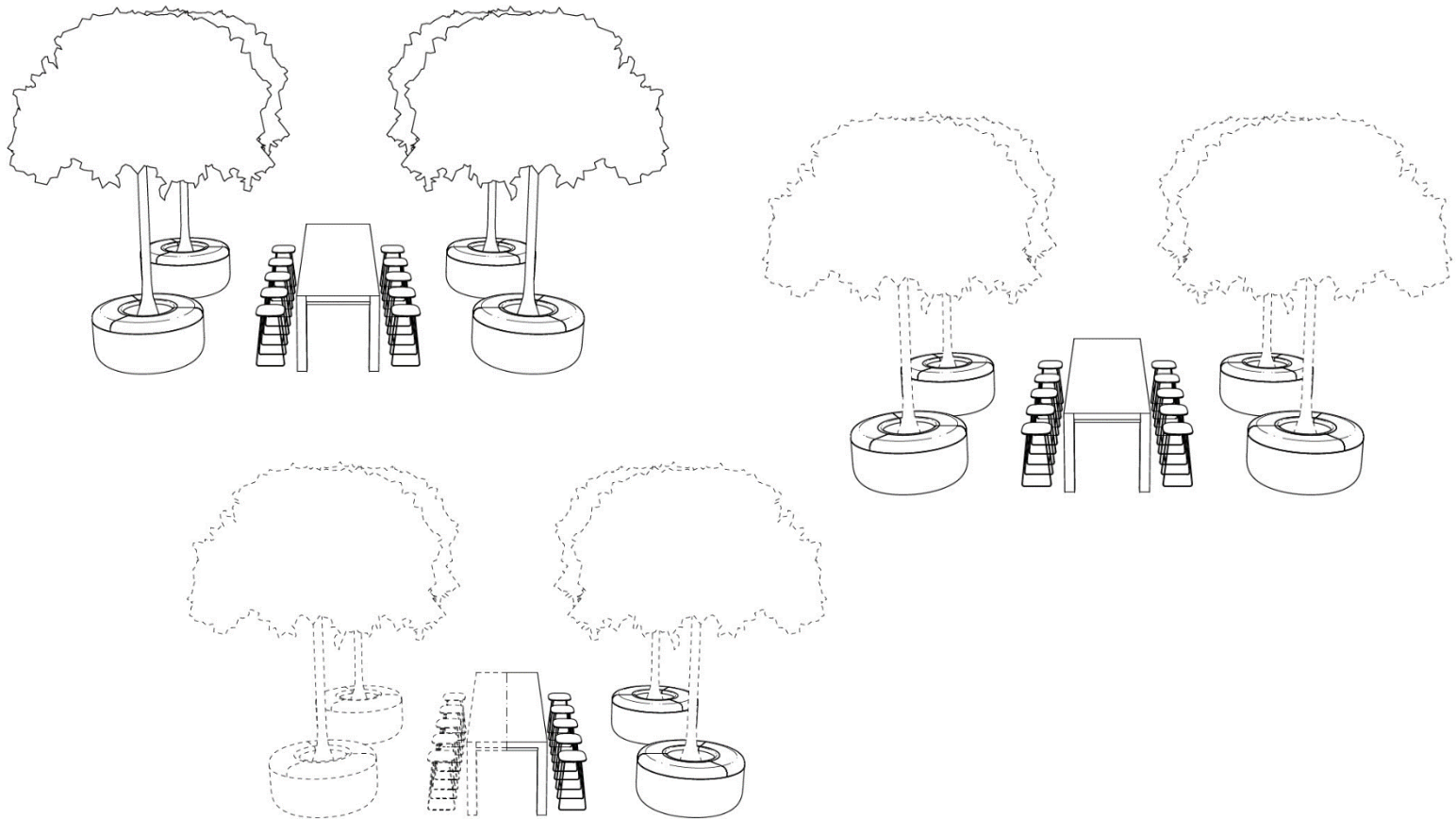
# Apple, Inc. 002997007-0004

32.00, get-up [arrangement of the interior of a room] (part of-)



# Apple, Inc. 002997007-0008,0009,0010

32.00, get-up [arrangement of the interior of a room] (part of-)



# Kiko, S.p.A. IT0000091752

06.05, design di arredi di interni per negozi monomarca kiko make up milano



Application date 09/10/2006  
Publication date 09/10/2007

Registration date 13/05/2008  
Expiry date 31/10/2031

# Kiko, S.p.A. IT00000091752

06.05, design di arredi di interni per negozi monomarca kiko make up milano



Application date 09/10/2006  
Publication date 09/10/2007

Registration date 13/05/2008  
Expiry date 31/10/2031



# Kiko, S.p.A. 001243570-0001

32.00, Furniture, shop ornamentation and decoration

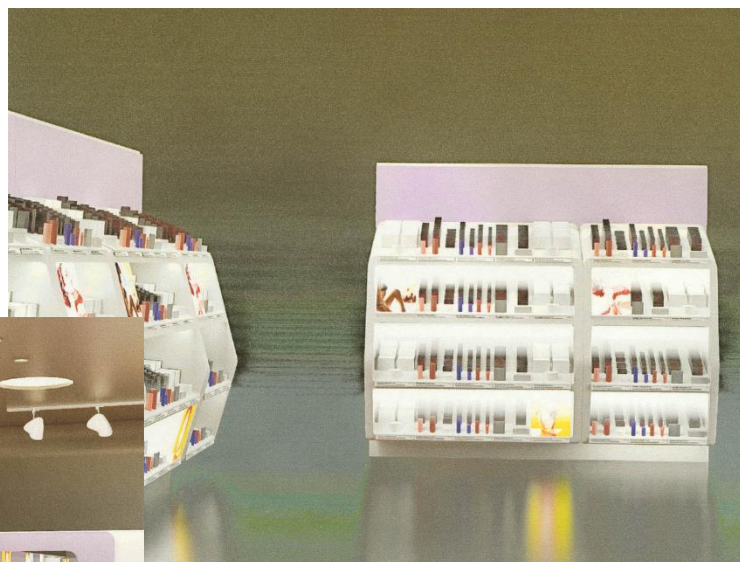
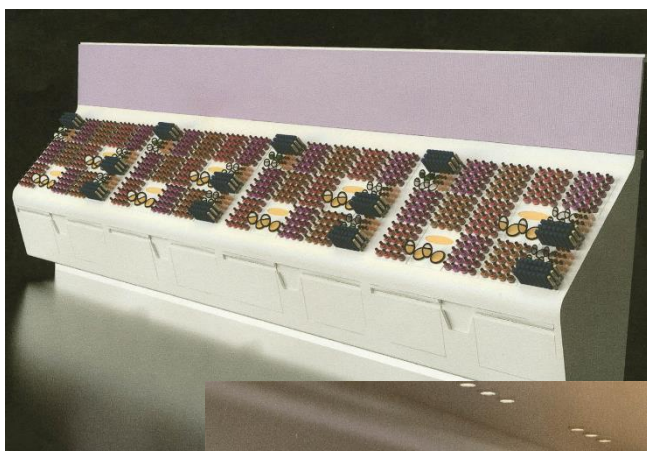


## Registered RCD



# Kiko, S.p.A. 001243570-0001

32.00, Furniture, shop ornamentation and decoration



# Yaaqov Turjeman 003494244-0001

32,00 Shop ornamentation and decoration, Building facades

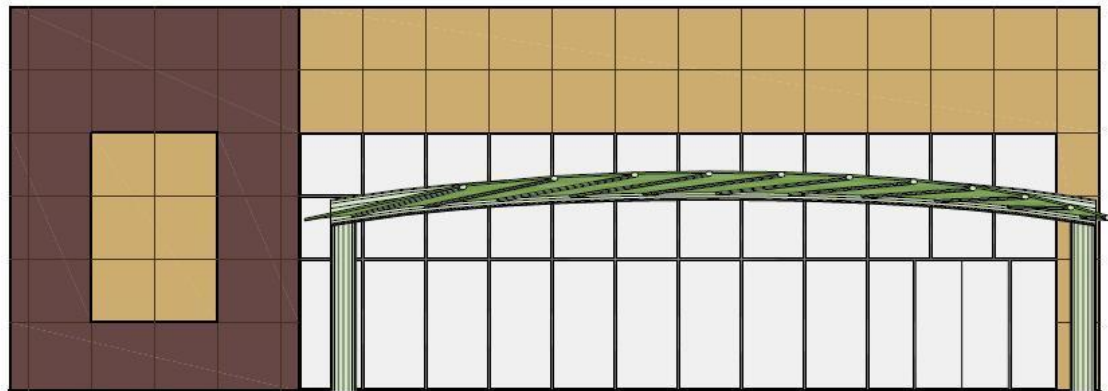


## Registered RCD

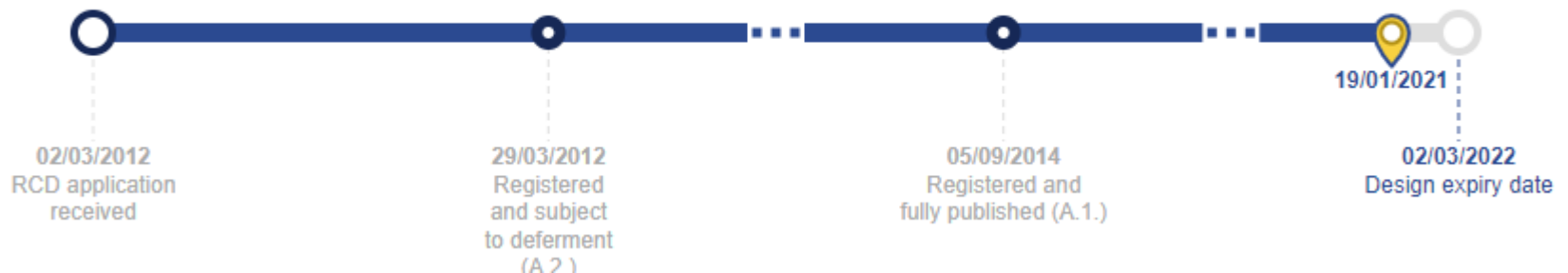


# Alfa-Beta Vassilopoulos 002002311-0001

25.03 Houses, garages and other buildings, Building facades

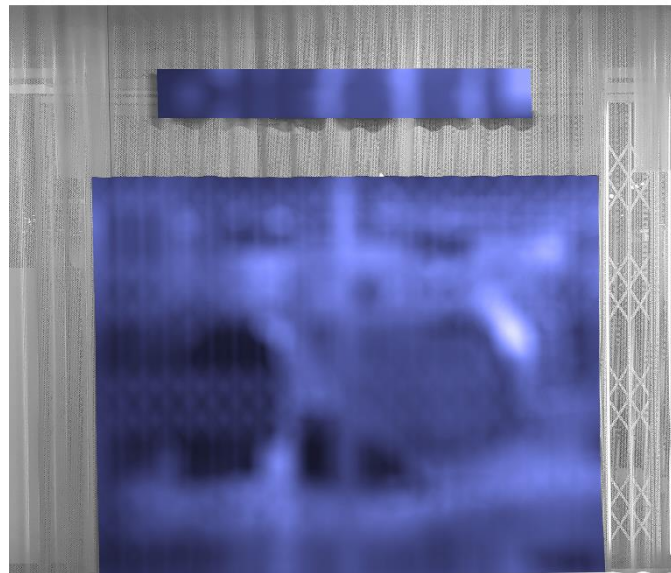


## Registered RCD



# Diesel S.p.A. 006371753-0002

25.02 Shop entrances, Shop facades



Registered RCD



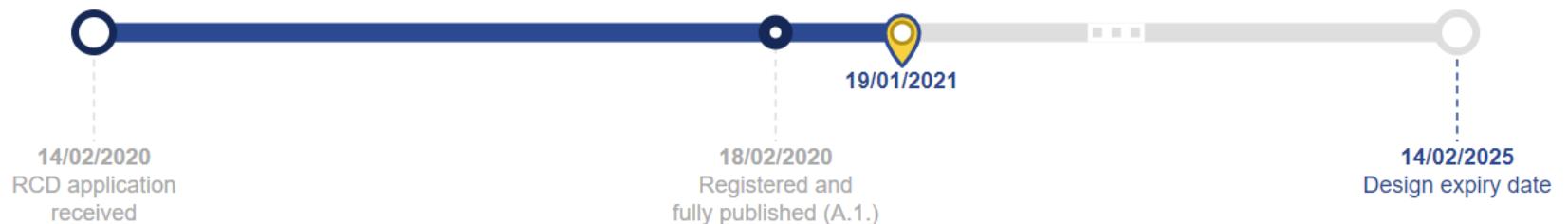


# Todocarcasas S.L. 007697131-0002

25.02, 25.03, 32.00 Get-up [arrangement of shop interiors], Shop fronts, Shop facades, Shop entrances



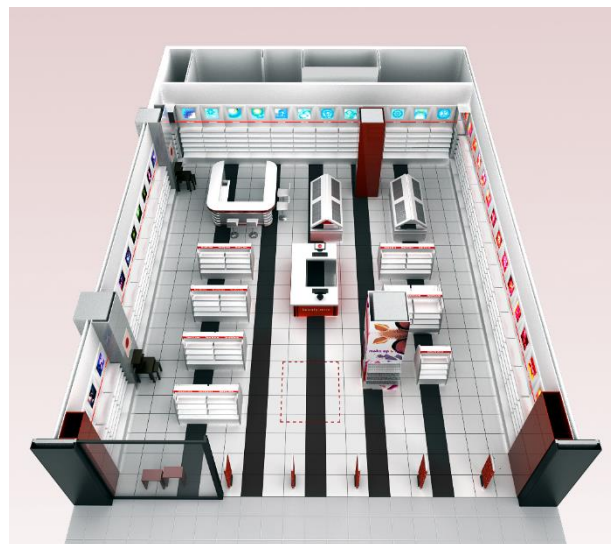
## Registered RCD



## Cosa tutelano ?



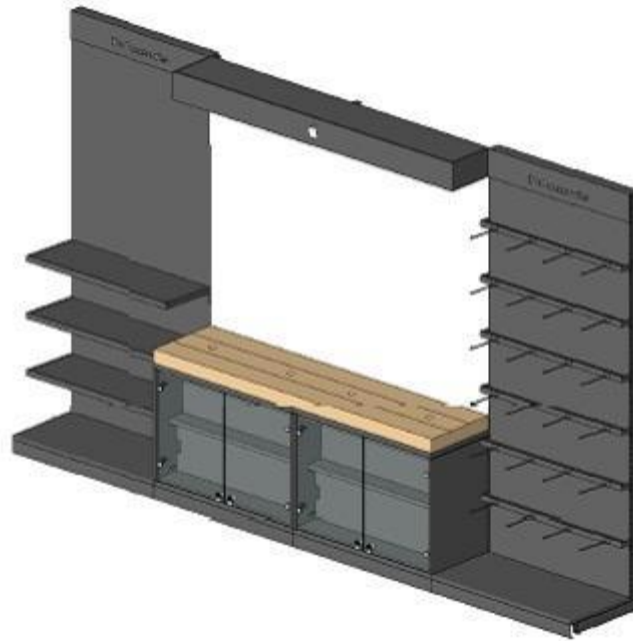
## Cosa tutelano ?





# Apple, Inc. 001956269-0008

20.02, Display equipment, Display units

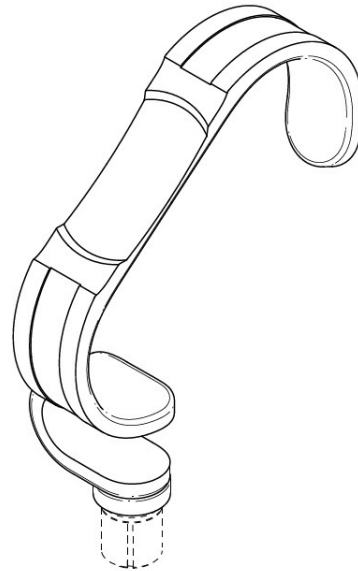


## Registered RCD



# Apple, Inc. 004095693-0002

20.02, Display stands (part of -)

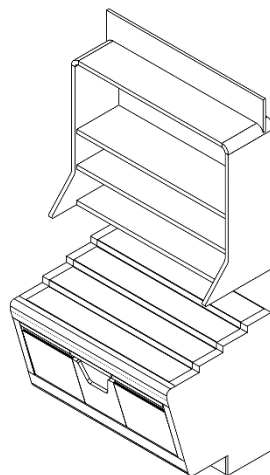


## Registered RCD



# Kiko, S.p.A. 002218131-0002

20.00, Display stands, Servery counters and displays, Display furniture



## Registered RCD



# Kiko, S.p.A. USD722789



USD722789S

(12) **United States Design Patent** (10) **Patent No.:** **US D722,789 S**  
**Ghini** (45) **Date of Patent:** **\*\* Feb. 24, 2015**

(54) **FURNITURE FOR DISPLAYING PRODUCTS**

(71) Applicant: **KIKO S.r.l.**, Bergamo (IT)

(72) Inventor: **Massimo Ghini**, Bologna (IT)

(73) Assignee: **KIKO S.p.A.**, Bergamo (IT)

(\*\*) Term: **14 Years**

(21) Appl. No.: **29485,564**

(22) Filed: **Mar. 26, 2014**

(51) **LOC (10) CL** ..... **06-04**

(52) **U.S. CL** ..... **D6-662.1**

(58) **Field of Classification Search**

USPC ..... D6/524, 559, 567, 657-661, 661.2,  
D6/661.3, 662.1, 672, 675, 675.1-675.3;  
D30/101; 52/36.6; 211/71.01, 85.2, 95,  
211/163; 312/107, 114, 116-119, 137,  
312/138.1, 204, 217, 224, 234-236,  
312/242-245, 257.1, 265.3, 265.6, 293.2,  
312.400-408

See application file for complete search history.

(56) **References Cited**

**U.S. PATENT DOCUMENTS**

D258,185 S \* 2/1981 Glas ..... D6/474  
D326,934 S \* 6/1992 Waters ..... D30/101  
D326,935 S \* 6/1992 Waters et al. .... D30/101  
D416,403 S \* 3/2001 Cieschang ..... D6/446  
D448,202 S \* 9/2001 Brookings et al. .... D6/436  
D522,772 S \* 6/2006 O'Reilly ..... D6/436  
D592,422 S \* 5/2009 Ikemori ..... D6/436  
D619,832 S \* 3/2010 Ikemori ..... D6/436  
D631,678 S \* 2/2011 Morrison ..... D6/468  
D661,922 S \* 6/2012 Min ..... D6/436  
D677,942 S \* 3/2013 Backus et al. .... D6/675.1  
D680,350 S \* 4/2013 Panke-Adkins et al. ... D6/662.1  
8,844,211 D2 \* 9/2014 Patel ..... 52/36.6

\* cited by examiner

Primary Examiner — Ricky Pham

(74) Attorney, Agent, or Firm — Fox Rothschild LLP

(57)

**CLAIM**

The ornamental design for furniture for displaying products, as shown and described.

## DESCRIPTION

FIG. 1 illustrates a perspective view of the furniture for displaying products according to a first length size;

FIG. 2 illustrates a front view of the furniture for displaying products of FIG. 1;

FIG. 3 illustrates a left side view of the furniture for displaying products of FIG. 1;

FIG. 4 illustrates a right side view of the furniture for displaying products of FIG. 1;

FIG. 5 illustrates a top view of the furniture for displaying products of FIG. 1;

FIG. 6 illustrates a perspective view of the furniture for displaying products according to a second length size;

FIG. 7 illustrates a front view of the furniture for displaying products of FIG. 6;

FIG. 8 illustrates a left side view of the furniture for displaying products of FIG. 6;

FIG. 9 illustrates a right side view of the furniture for displaying products of FIG. 6;

FIG. 10 illustrates a top view of the furniture for displaying products of FIG. 6;

FIG. 11 illustrates a perspective view of the furniture for displaying products according to a third length size;

FIG. 12 illustrates a front view of the furniture for displaying products of FIG. 11;

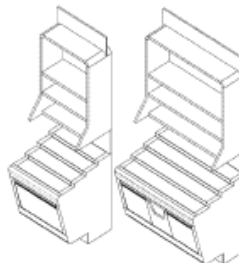
FIG. 13 illustrates a left side view of the furniture for displaying products of FIG. 11;

FIG. 14 illustrates a right side view of the furniture for displaying products of FIG. 11; and,

FIG. 15 illustrates a top view of the furniture for displaying products of FIG. 11.

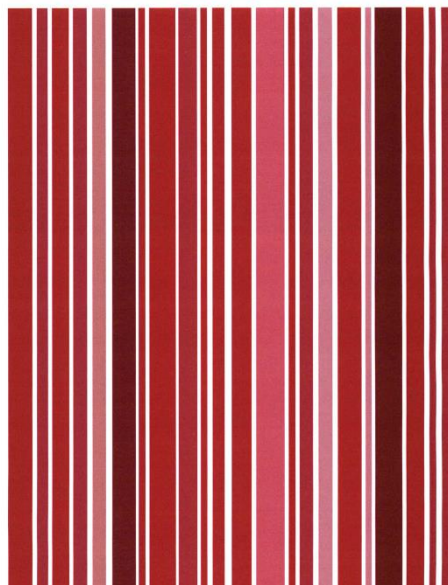
The rear and bottom of the furniture for displaying products disclosed herein form no part of the claimed design.

1 Claim, 6 Drawing Sheets



# Industria Vernici S.p.A. 001367122-0001

32.00 Sales display stands (Ornamentation for -), Catalogues (Ornamentation for -)

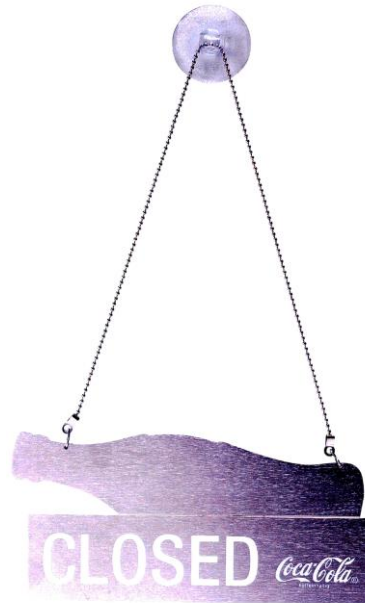


## Registered RCD



# The Coca Cola Company 000103452-0002

20.03 Door signs

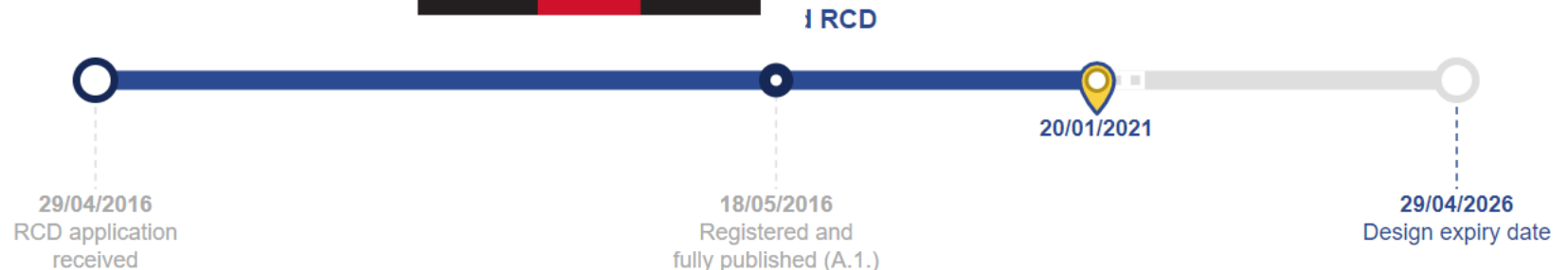


Registered RCD



# The Perfume Shop Ltd 003101294-0001, 003101302-0001, 003101310-0001, 003101328-0001

20.03 Signage displays, Signs

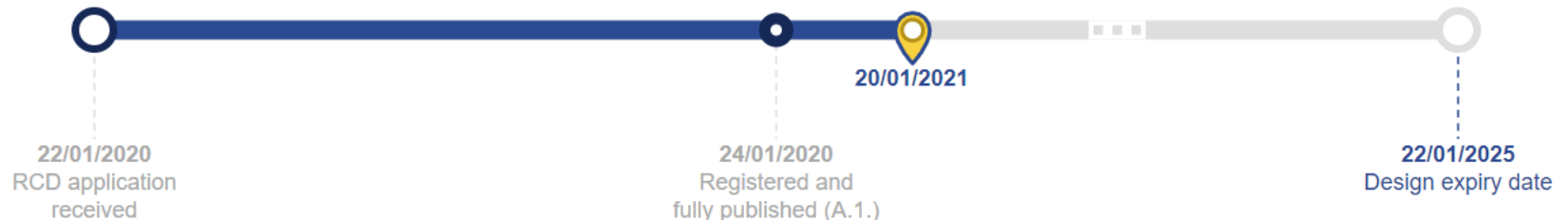


# OP-Hygiene IP GmbH 007541883-0001... 0024

20.03 32.00 Graphic symbols, Signs [e.g. mechanical, luminous]




Registered RCD

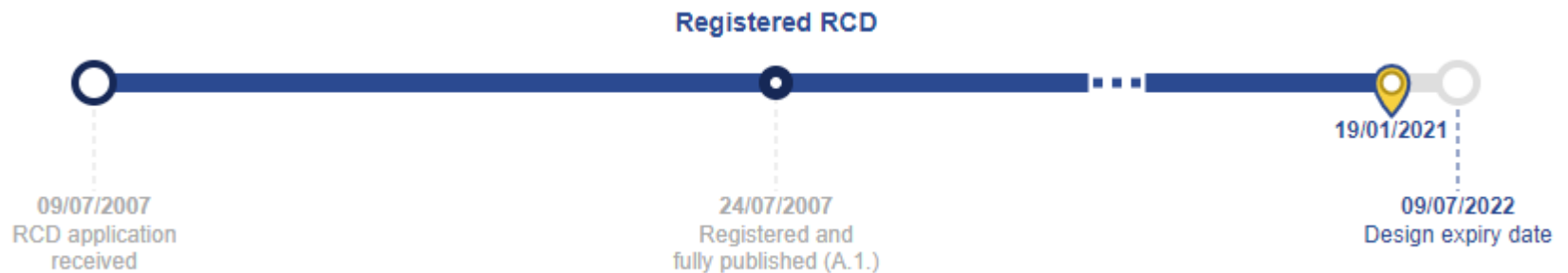




# Apple, Inc. 000754098-0001

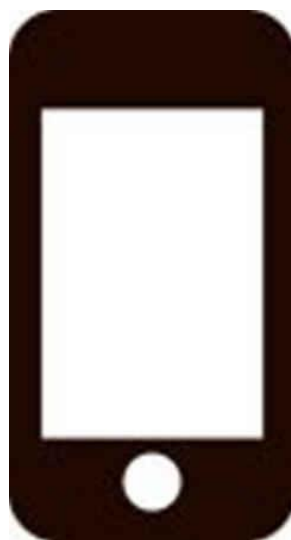
99.00 Logos, Graphic symbols

 **iPhone**



# Apple, Inc. 000759949-0002

99.00 Logos, Graphic symbols



Registered RCD

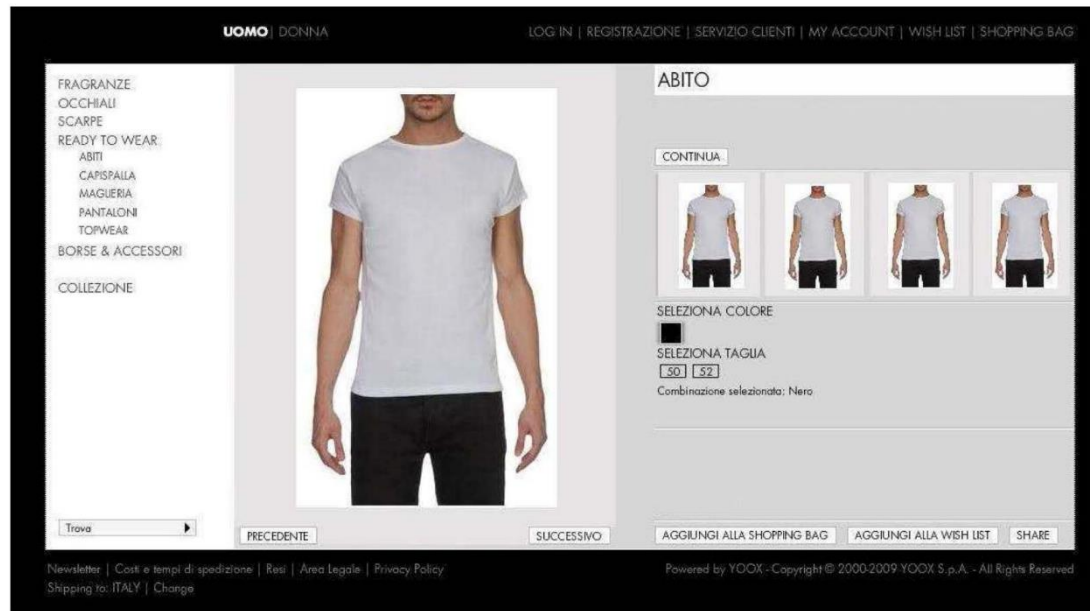


# **La registrazione di disegni e modelli**

## **Negozi virtuali**

# Yoox 001617747-0004

## 14.04 Graphical user interfaces, Extracts of web designs, Websites



Registered RCD

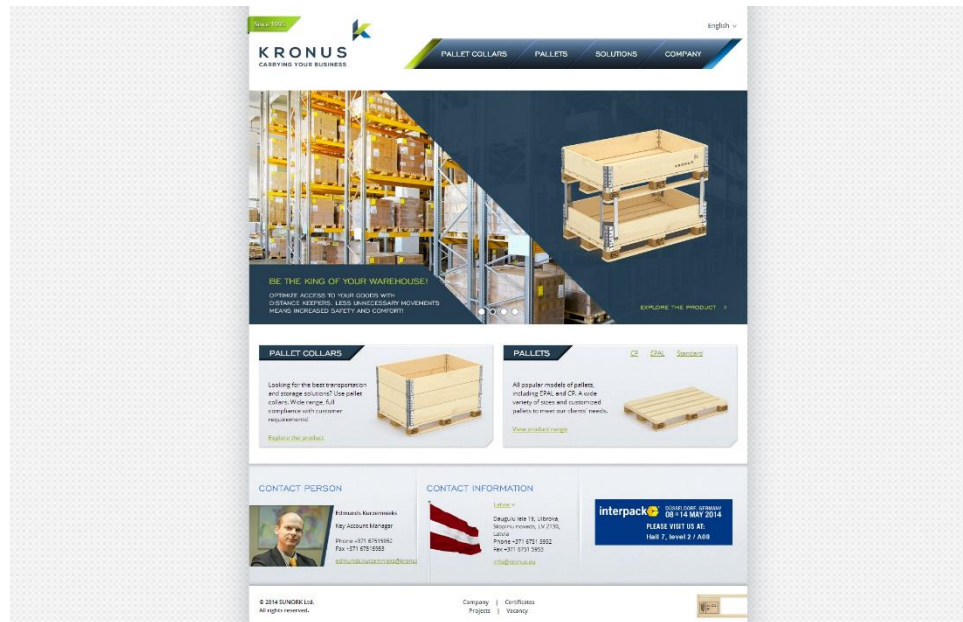
30/09/2009  
RCD application  
received

02/10/2009  
Registered and  
fully published (A.1.)

02/07/2015  
Design expired

SIA 002459412-0001

14.04 Websites

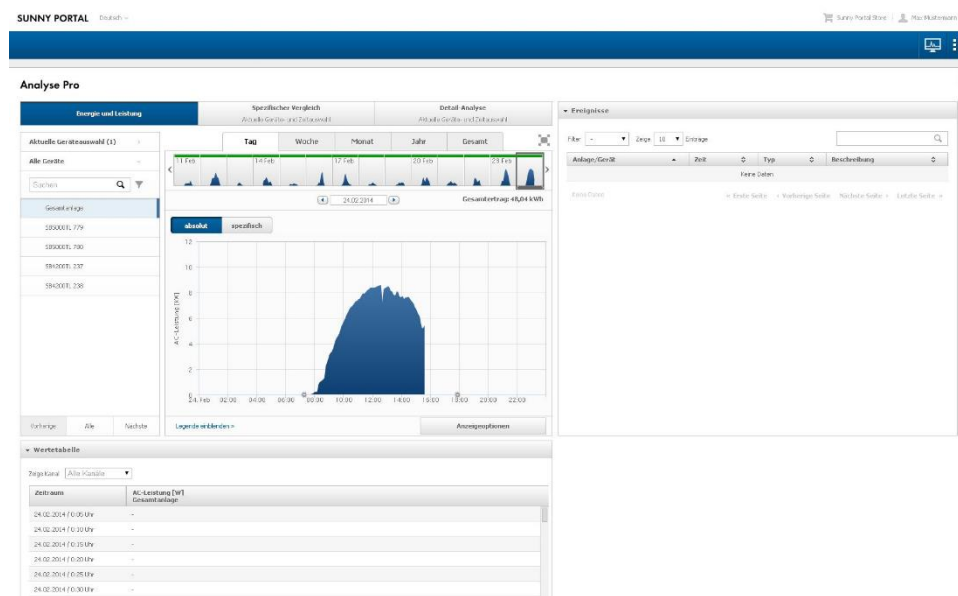


**Registered RCD**



# SMA Solar Technology AG 002429050-0001

14.04 Websites, Screen displays (part of -), Graphical user interfaces, Homepages



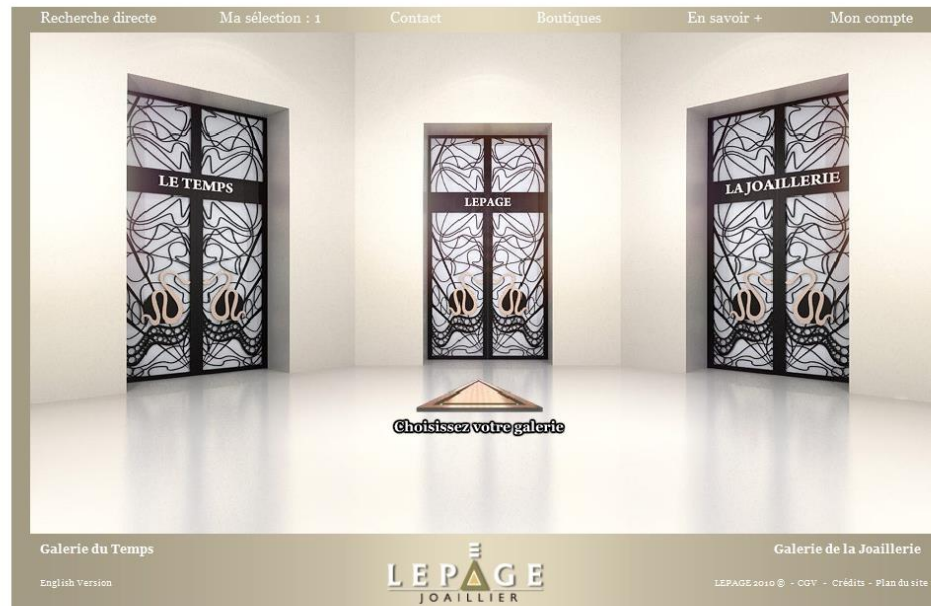
## Registered RCD





# Groupe Lepage 001775735-0001

14.04 Video images, Extracts of web designs, Interfaces, Websites, Detailed parts of graphic interfaces

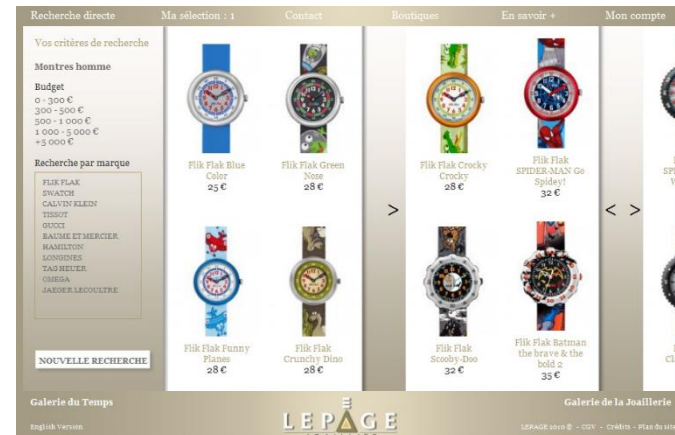
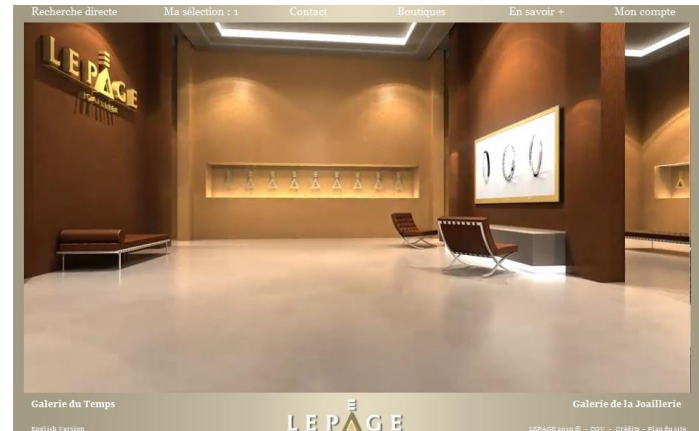
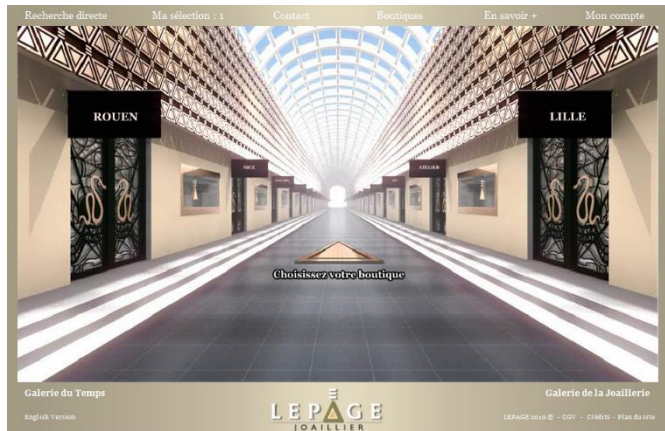


Registered RCD



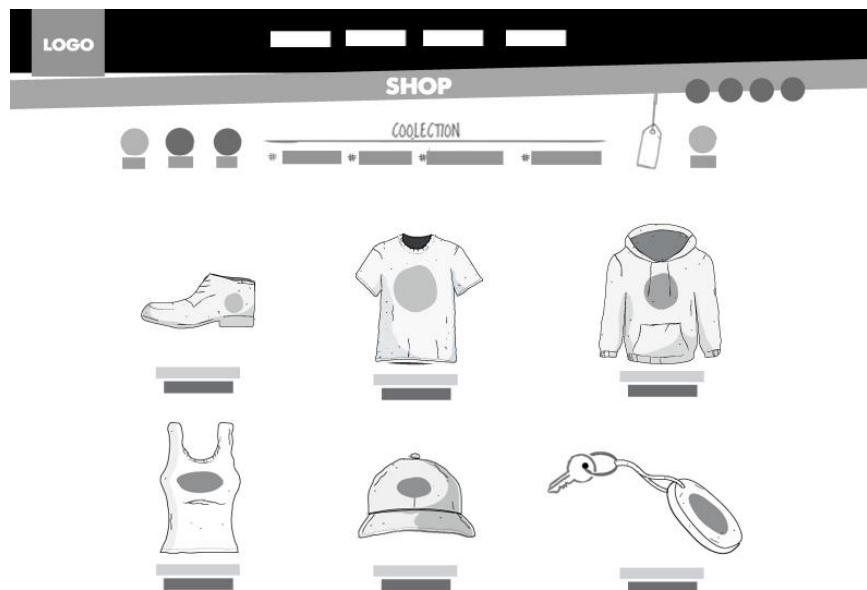
# Groupe Lepage 001775735-0002/3/4/5

14.04 Video images, Extracts of web designs, Interfaces, Websites, Detailed parts of graphic interfaces



# Federico Satta 004018448-0001

14.04 Websites, Extracts of web designs



## Registered RCD



# Fox Adv Limited 003147933-0004

## 14.04 Graphical user interfaces for a display screen or portion thereof, Websites, ...

Service privé distinct de toutes administrations

ASSISTANCE MULTI-CONNAISSANCES ACCÈS GUIDES GRATUITES ACCÈS CORRE NUMÉRIQUE TARIFS NUMÉRO GRATUIT 8000 547 250 CONFIRMATION

1 Choix de l'offre 2 Vos informations 3 Recapitulatif 4 Paiement 5 Confirmation

**Paiement 100% sécurisé**

Essai 15 jours 3A\* 1,00€

Montant à régler 1,00€

Nom figurant sur CIB

Numéro de la carte

Date d'expiration MM AAAA

3 derniers chiffres au dos de la carte

**VALIDER**

Nous vous informons qu'Internet Securweb B.V. met en œuvre un traitement de données à caractère personnel, dont elle est responsable, ayant pour finalité la création, la gestion, le suivi et le fonctionnement du service et de votre compte client, la gestion et le suivi de la relation avec les clients et les prospects de manière générale, la gestion de votre identification, la gestion commerciale et marketing, la mise en œuvre d'opérations de communication, d'activation, de segmentation, la gestion des demandes de droit d'accès, de rectification et d'opposition. Les données collectées via ce formulaire sont obligatoires. En leur absence, votre compte ne pourra pas être créé, et les autres finalités poursuivies pourront également en être affectées. Ces informations sont destinées aux services habilités d'Internet Securweb B.V. et à des éventuels sous-traitants ainsi qu'à ses partenaires contractuels et commerciaux pour les finalités susvisées. Conformément aux dispositions de la loi du 6 janvier 1978, vous disposez d'un droit d'interrogation, d'accès et de rectification des données vous concernant, ainsi que d'un droit d'opposition pour motif légitime à ce que les données à caractère personnel vous concernant fassent l'objet d'un traitement et d'un droit d'opposition à la prospection commerciale. Ces droits s'exercent par courrier accompagné d'une copie d'un titre d'identité signé à l'adresse e-mail contact@legalease.com. Pour plus d'informations, cliquez sur l'adresse Internet ou sur la politique de protection des données à caractère personnel (cliquez ici).

**Questions fréquentes**

**Suis-je engagé ?**  
L'offre d'essai au service 3A à un SAV 24/7. Vous pouvez vous désengager à n'importe quel moment. Nous attachons un soin particulier à la satisfaction de nos clients, ainsi vous pouvez vous désabonner quand vous le souhaitez même après la période d'essai.

**Que se passe-t-il après la période d'essai ?**  
À la fin de la période d'essai de 15 jours, vous pourrez profiter du service 3A en illimité avec votre abonnement d'une durée indéterminée facturé alternativement 60€ le premier mois et 9,90€ le deuxième mois. Si vous ne souhaitez pas continuer à utiliser le service 3A à l'issue de la période d'essai, il vous suffit de le résilier au cours de cette période de 15 jours.

### Registered RCD



002804344-0002

14.04 Screen displays and icons, Websites, ..., Menu displays for mobile phones



Registered RCD



# Bookit Oy 001404388-0007

14.04 Screen displays and icons, Icons, Websites, Graphical user interfaces

Authenticate **A**

Buy **A**

Click **A**

Pay **A**

Reply **A**

Try **A**

Registered RCD

02/05/2014

Registered and  
fully published (A.1.)

19/01/2021

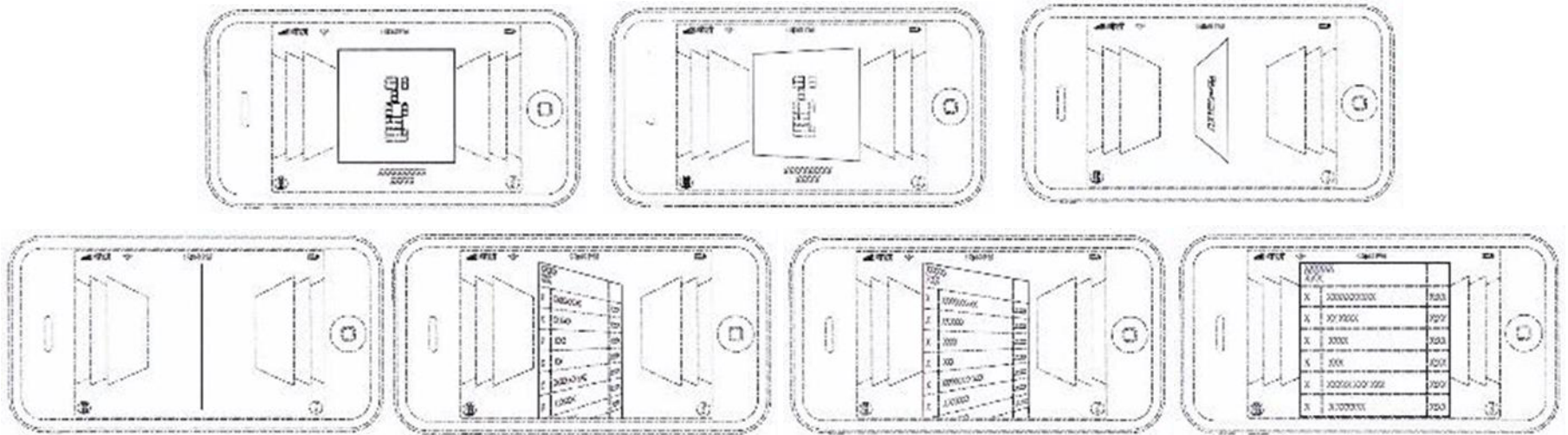
19/02/2024

Design expiry date

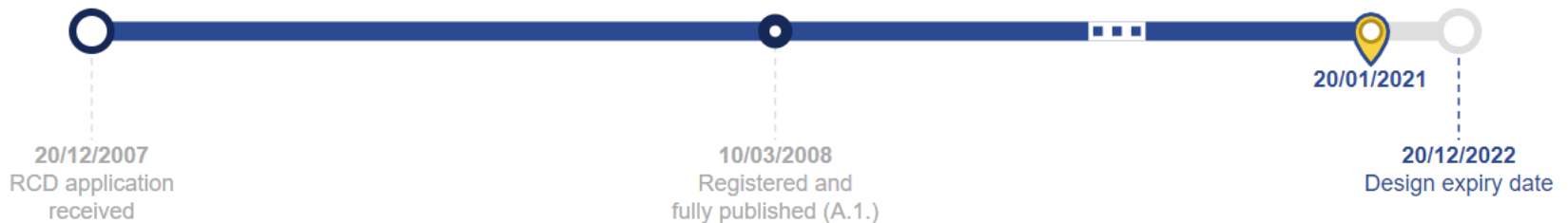


# Apple, Inc. 000847017-0006

14.04 Animated graphical user interfaces for a display screen or portion thereof



## Registered RCD





# La tutela delle invenzioni nei negozi fisici e virtuali

Edgardo Deambrogi

---

## La brevettazione delle invenzioni

Possono costituire oggetto di brevetto per invenzione le invenzioni, di **ogni settore della tecnica**, che sono **nuove** e che implicano un'**attività inventiva** e sono atte ad avere un'**applicazione industriale**.

I diritti di brevetto per invenzione industriale consistono nella **facoltà esclusiva di attuare l'invenzione** e di trarne profitto nel territorio dello Stato

Durata = fino ad un massimo di **20 anni**

(12) SOLICITUD INTERNACIONAL PUBLICADA EN VIRTUD DEL TRATADO DE COOPERACIÓN EN MATERIA DE PATENTES (PCT)

(19) Organización Mundial de la Propiedad Intelectual  
 Oficina internacional



(10) Número de publicación internacional  
**WO 2020/157366 A1**

(43) Fecha de publicación internacional  
 06 de agosto de 2020 (06.08.2020)

WIPO | PCT

(51) Clasificación internacional de patentes:  
 G06F 3/01 (2006.01) G06Q 30/02 (2012.01)

(72) Inventor; y

(71) Solicitante: PONS MÉNDEZ, Carlos [ES/ES]; C/  
 CanSagrena,16-24,casa E-4, 08960 SANT JUST DES-  
 VERN (BARCELONA) (ES).

(21) Número de la solicitud internacional:  
 PCT/ES2020/070075

(74) Mandatario: ESPIELL VOLART, Eduardo M<sup>o</sup>; C/ Pau  
 Claris n<sup>o</sup> 77, 2<sup>a</sup> P, BARCELONA, 08010 BARCELONA  
 (ES).

(22) Fecha de presentación internacional:  
 31 de enero de 2020 (31.01.2020)

(25) Idioma de presentación: español

(81) Estados designados (a menos que se indique otra cosa,  
 para toda clase de protección nacional admisible): AE, AG,  
 AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BN, BR, BW,  
 BY, BZ, CA, CH, CL, CN, CO, CR, CU, CZ, DE, DJ, DK,  
 DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM,  
 GT, HN, HR, HU, ID, IL, IN, IR, IS, JO, JP, KE, KG, KH,  
 KN, KP, KR, KW, KZ, LA, LC, LK, LR, LS, LU, LY, MA,  
 MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI,  
 NO, NZ, OM, PA, PE, PG, PH, PL, PT, QA, RO, RS, RU,

(26) Idioma de publicación: español

(30) Datos relativos a la prioridad:  
 P201930078 01 de febrero de 2019 (01.02.2019) ES

(54) Title: METHOD FOR ANALYSING PRODUCT ATTRACTION IN SHOP WINDOWS BASED ON AN ARTIFICIAL INTELLIGENCE SYSTEM AND EQUIPMENT FOR CARRYING OUT SAID METHOD

(54) Título: PROCEDIMIENTO ANALÍTICO DE ATRACCIÓN DE PRODUCTOS EN ESCAPARATES BASADO EN UN SISTEMA DE INTELIGENCIA ARTIFICIAL Y EQUIPO PARA LLEVAR A CABO DICHO PROCEDIMIENTO

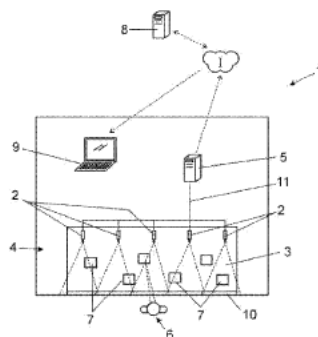


FIG. 1

(57) Abstract: The invention relates to a method for analysing the attraction of products in shop windows based on an artificial intelligence system and equipment for carrying out said method, which comprises: - placing in the shop window (3) sensors (2) with a video camera and an autonomous processing board whose software is based on algorithms for counting the number of times the gaze of passers-by (6) is attracted to the products (7) and generating data, - sending the generated information to a local central processing unit (5) which centralises the information from all the sensors (2) in the shop window (3) and manages the sessions of passers-by, -

## METHOD FOR ANALYSING PRODUCT ATTRACTION IN SHOP WINDOWS BASED ON AN ARTIFICIAL INTELLIGENCE SYSTEM ...

The invention relates to a method for analysing the attraction of products in **shop windows** based on an **artificial intelligence system** and equipment for carrying out said method, which comprises: - placing in the shop window (3) sensors (2) with a **video camera** and an autonomous processing board whose software is based on algorithms for counting the number of times the **gaze of passers-by** (6) is attracted to the products (7) and generating data, - sending the generated information to a **local central processing unit** (5) which centralises the information from all the sensors (2) in the shop window (3) and manages the sessions of passers-by, - and to a **remote server** (8) where it is stored in a database, for real-time or delayed analysis. The equipment for carrying out the method comprises one or more sensors (2) that each constitute an assembly made up of a video camera and an autonomous processing board; a local central processing unit (5), installed in the actual shop (4) and connected to said sensors (2); and a remote server (8) that receives the information generated and sent to a computer (9).



WO 2020/157366 A1

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization  
 International Bureau



(43) International Publication Date  
 31 January 2008 (31.01.2008)

PCT

(10) International Publication Number  
**WO 2008/012716 A2**

(51) International Patent Classification: **Not classified**

(21) International Application Number:  
 PCT/IB2007/052736

(22) International Filing Date: 10 July 2007 (10.07.2007)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:  
 06118081.6 28 July 2006 (28.07.2006) EP

(71) Applicant (for all designated States except US): **KONINKLIJKE PHILIPS ELECTRONICS N. V.** [NL/NL];  
 Groenewoudseweg 1, NL-5621 BA Eindhoven (NL).

(72) Inventors; and

(75) Inventors/Applicants (for US only): **LASHINA, Tatiana** [NL/NL]; c/o Prof. Holstlaan 6, NL-5656 AA Eindhoven (NL). **VAN DE WIJDEVEN, Sander Bernard Francis** [NL/NL]; c/o Prof. Holstlaan 6, NL-5656 AA Eindhoven (NL). **VAN LOENEN, Evert Jan** [NL/NL]; c/o Prof. Holstlaan 6, NL-5656 AA Eindhoven (NL). **BULLA, Vincentius Paulus** [NL/NL]; c/o Prof. Holstlaan 6, NL-5656 AA Eindhoven (NL). **HOLLEMANS, Gerrit** [NL/NL];

c/o Prof. Holstlaan 6, NL-5656 AA Eindhoven (NL). **VAN GELDER, Kero** [NL/NL]; c/o Prof. Holstlaan 6, NL-5656 AA Eindhoven (NL). **VAN DOORN, Markus Gerardus Leonardus Maria** [NL/NL]; c/o Prof. Holstlaan 6, NL-5656 AA Eindhoven (NL).

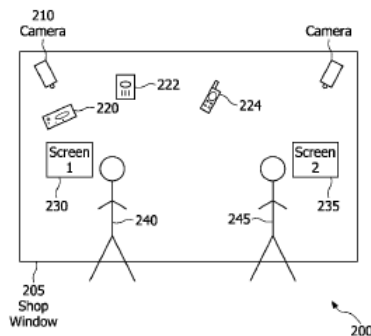
(74) Agent: **ROLFES, Johannes G.A.**; Prof. Holstlaan 6, NL-5656 AA Eindhoven, (NL).

(81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BH, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RS, RU, SC, SD, SE, SG, SK, SL, SM, SV, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

(84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IS, IT, LT, LU, LV, MC, MT, NL, PL,

[Continued on next page]

(54) Title: PRIVATE SCREENS SELF DISTRIBUTING ALONG THE SHOP WINDOW



(57) Abstract: An interactive method and system include at least one detector (210) configured to detect the position of at least one user (240) in proximity of a panel (205), such as a transparent panel of a shop window (205). A processor (120) is provided which may be configured to activate a portion of the panel to display information. This portion, referred to as a private screen (230), may be substantially near the user's position. The processor (120) may be further be configured to move the private screen (230) so that it follows movement of the user (120). When a second user (245) is detected, then a second private screen (235) is activated substantially near the second user (245). The location of the second private screen (235) relative the location of the first screen (230) is such that interference is reduced between the two users or screens.

## PRIVATE SCREENS SELF DISTRIBUTING ALONG THE SHOP WINDOW

An interactive method and system include at least one detector (210) configured to **detect the position of at least one user (240)** in proximity of a panel (205), such as a **transparent panel of a shop window (205)**. A processor (120) is provided which may be configured to activate a portion of the panel to display information. This portion, referred to as a **private screen (230)**, may be substantially near the user's position. The processor (120) may be further be configured to move the private screen (230) so that **it follows movement of the user (120)**. When a second user (245) is detected, then a second private screen (235) is activated substantially near the second user (245). The location of the second private screen (235) relative the location of the first screen (230) is such that interference is reduced between the two users or screens.

(12) NACH DEM VERTRAG ÜBER DIE INTERNATIONALE ZUSAMMENARBEIT AUF DEM GEBIET DES  
 PATENTWESENS (PCT) VERÖFFENTLICHTE INTERNATIONALE ANMELDUNG

(19) Weltorganisation für geistiges Eigentum  
 Internationales Büro



(43) Internationales Veröffentlichungsdatum  
 16. November 2006 (16.11.2006)

PCT

(16) Internationale Veröffentlichungsnummer  
**WO 2006/119869 A2**

(51) Internationale Patentklassifikation:  
*E94B 2/74* (2006.01) *A47G 1/06* (2006.01)  
*A47G 1/02* (2006.01) *G09F 13/04* (2006.01)

(21) Internationales Aktenzeichen: PCT/EP2006/003893

(22) Internationales Anmeldedatum:  
 27. April 2006 (27.04.2006)

(25) Einreichungssprache: Deutsch

(26) Veröffentlichungssprache: Deutsch

(30) Angaben zur Priorität:  
 20 2005 007 640.6 10. Mai 2005 (10.05.2005) DE

(71) Anmelder und  
 (72) Erfinder: RÖTTCHER, Oliver [DE/DE]; Bergstrasse  
 32, 78244 Gottmadingen (DE).

(74) Anwälte: BEHRMANN, Niels usw.; Hiebsch Behrmann  
 Nüsse, Heinrich-Weber-Platz 1, 78224 Singen (DE).

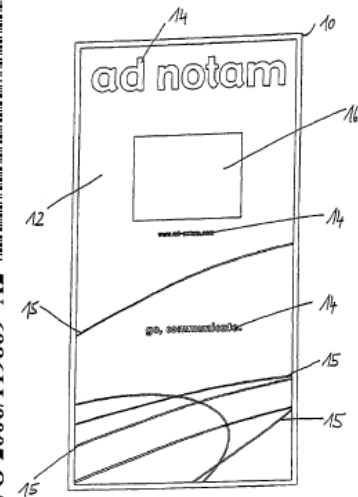
(81) Bestimmungsstaaten (soweit nicht anders angegeben, für  
 jede verfügbare nationale Schutzrechtsart): AE, AG, AL,  
 AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH,  
 CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES,  
 FI, GB, GD, GE, GH, GM, GR, HU, ID, IL, IN, IS, JP, KE,  
 KG, KM, KN, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV,  
 LY, MA, MD, MG, MK, MN, MW, MX, MY, NA, NG, NI,  
 NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG,  
 SK, SL, SM, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US,  
 UZ, VC, VN, YU, ZA, ZM, ZW.

(84) Bestimmungsstaaten (soweit nicht anders angegeben, für  
 jede verfügbare regionale Schutzrechtsart): ARIPO (BW,  
 GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG,  
 ZM, ZW), eurasisches (AM, AZ, BY, KG, KZ, MD, RU,  
 TJ, TM), europäisches (AT, BE, BG, CH, CY, CZ, DE, DK,  
 EE, ES, FI, FR, GB, GR, HU, IE, IS, IT, LT, LU, LV, MC,

[Fortsetzung auf der nächsten Seite]

(54) Title: WALL ELEMENT

(54) Bezeichnung: WANDELEMENT



(57) Abstract: The invention relates to a modular-type, large-surface wall element for interior design, comprising a wall plate (12) that has a decorative surface pattern (14) and forms at least one display area (16) for a screen (12). The wall plate comprises, on the user side, an outer glass surface that is provided with the decorative surface pattern (14) being generated by means of painting, rear-side depositing, etching, sand-blasting and/or vaporization of all or part of the surface of the wall plate, particularly on the rear face of the wall plate opposite to the outer surface. The display area is embodied in the form of at least one incision (16) in the surface pattern, to which is allocated, on the rear side thereof, a modular-type, detachably mounted flat screen that is encapsulated in a housing, for electronic image representation through the outer glass surface.

(57) Zusammenfassung: Die Erfindung betrifft ein modularisiertes großflächiges Wandelement zur Raumgestaltung mit einer ein dekoratives Flächenmuster (14) aufweisenden und mindestens einen Anzeigebereich (16) für einen Bildschirm ausbildenden Wandplatte (12), wobei die Wandplatte nutzerseitig eine gläserne Außenfläche aufweist, die durch voll- oder teilflächiges Lackieren, Hinterlegen, Ätzen, Sandstrahlen und/oder Bedampfen der Wandplatte, insbesondere auf der der Außenfläche entgegengesetzten rückseitigen Fläche der Wandplatte, mit dem dekorativen Flächenmuster (14) versehen ist und der Anzeigebereich als mindestens ein Ausschnitt (16) in dem Flächenmuster realisiert ist, dem rückseitig ein modularisiert in einem Gehäuse gekapselter, abnehmbar angebrachter Flachbildschirm zur elektronischen Bild Darstellung durch die gläserne Außenfläche hindurch zugeordnet ist.

## WALL ELEMENT

The invention relates to a modular-type, large-surface **wall element for interior design**, comprising a wall plate (12) that has a decorative surface pattern (14) and forms at least one **display area** (16) for a screen (12). The wall plate comprises, on the user side, an outer **glass surface** that is provided with the **decorative surface pattern** (14) being generated by means of painting, rear-side depositing, etching, sand-blasting and/or vaporization of all or part of the surface of the wall plate, particularly on the rear face of the wall plate opposite to the outer surface. The display area is embodied in the form of at least one **incision** (16) in the surface pattern, to which is allocated, on the rear side thereof, a modular-type, detachably mounted **flat screen** that is encapsulated in a housing, for **electronic image representation through the outer glass surface**.

Nota bene:



**Grazie!**