



Electronic devices use electric power to store, reproduce and exchange information and data.



Which types of intellectual and industrial property rights protect electronic devices?



PATENTS

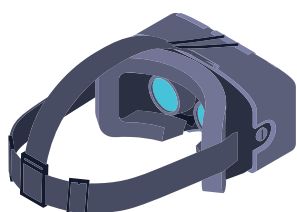


The investment that companies make in research and development allows them to create and improve products.

For example, widely-used products such as wireless headphones can be distinguished on the market through features such as longer battery life, noise isolation, optical sensors and motion detectors that allow for activation and deactivation, wireless technologies that allow for stable connectivity, etc.



Patents on electronic devices protect inventors and developers by granting them an exclusive right to the invention, allowing them to prevent third parties from taking advantage of the invention and e.g. using it in their own products.



Did you know...?

Sometimes, in order to offer products that provide more features and better designs, companies allow their competitors to use some of their technologies in exchange for others. This is known as patent cross-licensing.

To find out more, click [here](#) and [here](#).



**INDUSTRIAL DESIGNS**

Are used to protect the external appearance of products, i.e. their design, thus making the device more attractive and innovative.

**TRADE MARKS**

Trade marks identify the origin of the electronic devices available on the market. Through brand names, logos and slogans, companies can express their values:



Apple → **INNOVATION AND DESIGN**

A trade mark owner can even order the seizure / removal of counterfeited goods, not only from physical markets or fairs (see related news [here](#)), but also from online trading platforms (see related news [here](#)).

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Not only protects the computer programs with which electronic devices operate (software), but also video game characters or screen interfaces.

Nintendo®

**Did you know...?**

Hacking into your PlayStation or altering the inner workings of your phone may lead to the loss of the 2-year warranty on those devices, since manufacturers do not take responsibility for products the software or hardware of which has been modified.

**Advantages** of buying original
electronic items:

Your product has a minimum warranty of 2 years.



Original operating system, with regular security updates, allowing your data and information to remain protected.



The exclusivity granted by IPRs allows creators to recover some of the time and money invested, which motivates them to continue their research and innovation activities.

**Disadvantages** of buying
non-original electronic items:

No product warranty or safety (the device may even explode or cause injury).



Unofficial operating systems that can lead to improper handling of personal data.



Lack of incentives for companies to continue creating and innovating.

WATCH OUT!

Illegal sellers usually offer copied electronic devices that infringe the intellectual property rights of innovative companies. This encourages the emergence of mafias and allows people that have nothing to do with the creative process to obtain benefits unfairly, thus directly affecting innovative companies and small entrepreneurs. On the other hand, consumers are often deceived when they buy counterfeit products without even knowing it!



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