The Role of UMPs in a Strategic IP Portfolio

Katie Maksym - Columbia Sportswear Company
Apparel and Footwear Industry

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- 2% of the global GDP
- $3.86 billion in US alone

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- US and China import/export relationship
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- Differentiation
- New product lines
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The Role of Utility Models
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Trademarks & Copyrights

Invention Patents – apparatus & manufacturing

Design Patents and Design Registrations

But how to bridge the gap?
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But how to bridge the gap? The use of UMPs
<table>
<thead>
<tr>
<th>Study all you can about UMPs including the jurisdictions that offer this type of protection</th>
<th>Compare the type of protection permitted to the needs of your business/industry</th>
<th>Use strategically as an element of a comprehensive IP portfolio</th>
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<tbody>
<tr>
<td>Find a practitioner who is experienced in drafting this type of protection for best results</td>
<td>Consider UMPs as both an offensive and defensive tool in your overall IP strategy</td>
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