



# **The Role of UMPs in a Strategic IP Portfolio**

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# The Role of Utility Models



**adidas**

**boost**  
BOOST™ provides more energy return than any other foam cushioning material in the running industry.

**EVA FOAM**  
Isn't the best performing EVA cushioning returns less energy than BOOST™ cushioning.

**#boost**



# The Role of Utility Models



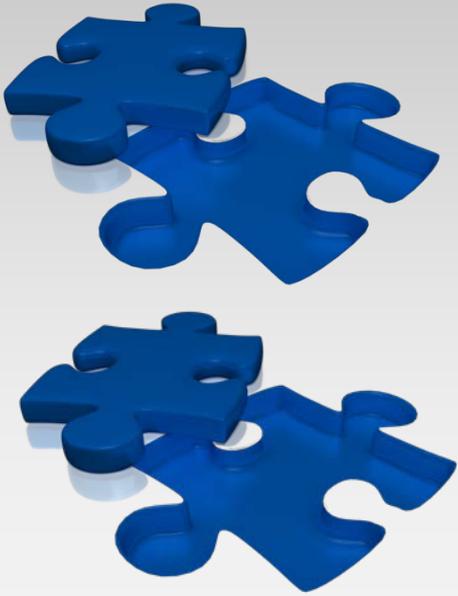


Trademarks & Copyrights

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



Study all you can about UMPs including the jurisdictions that offer this type of protection

Find a practitioner who is experienced in drafting this type of protection for best results

Compare the type of protection permitted to the needs of your business/industry

Use strategically as an element of a comprehensive IP portfolio

Consider UMPs as both an offensive and defensive tool in your overall IP strategy

# The Role of Utility Models

