COCODICE LOGIC TOY

Co&Co Designcommunication
Apton & Sinclair – seed capital
MAG Zrt. – 81 m HUF

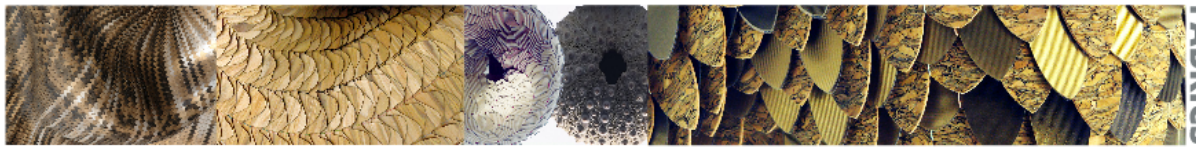
Red Dot Award 2011
Hungarian Design Award
International Patent

DESIGN HÉT
2013.09.27–10.06.
BUDAPEST DESIGN WEEK

Start ups
Designers
Possibilities

www.designweek.hu

LAOKOON MOVING FABRICS



2012 BNV-Equity Zrt.
Jeremie 1
seed capital

Blickfang Golden Medal 2013
Red Dot Design Seminar
London Design Fair

Prezi

Creatively handled IPR for successful investments – design success stories

Dr. Viktor Botos Managing Director,
Hipavilon Hungarian Intellectual Property Agency

Judit Osvárt Project Manager,
Budapest Design Week

12/06/2013
Hilton Budapest, Buda Castle - Budapest, Hungary

Prezi

wouldn't you like to know how good it's globally?

are there any other similar products on the market?

how can patent, trademark or design protection help your company?

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State initiative → **IP based knowledge centre**

HIPO

HIPAVILON

HUNGARIAN INTELLECTUAL PROPERTY AGENCY NONPROFIT LTD.

Prezi

enquiries

running projects

1 0 0 0

year

novelty search reports

Prezi

creatively handled IP → **IP** **as a strategic commercial tool**

tailor made solutions

IP audit
novelty search
technology monitoring
IP asset valuation
assisting within the market

help lessen the risks of investing

staff over many years experience
unique databases
solution is innovative
technologically possible
protectable

filtering and mediation

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Creative industries:

recession

responded positively

(GDP)

(employment)

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design

reduces the
investing time

new consumer demand

HUNGARIAN
DESIGN
COUNCIL

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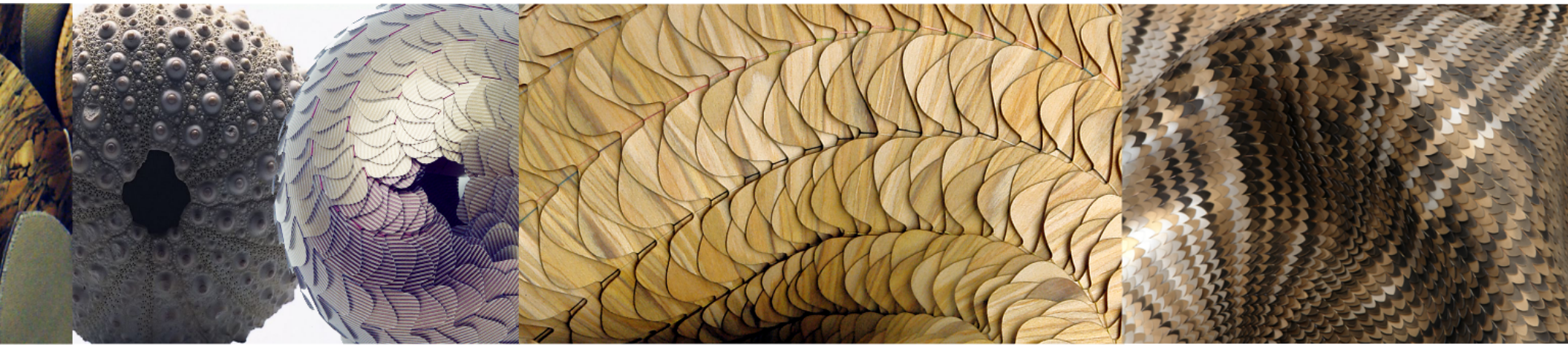

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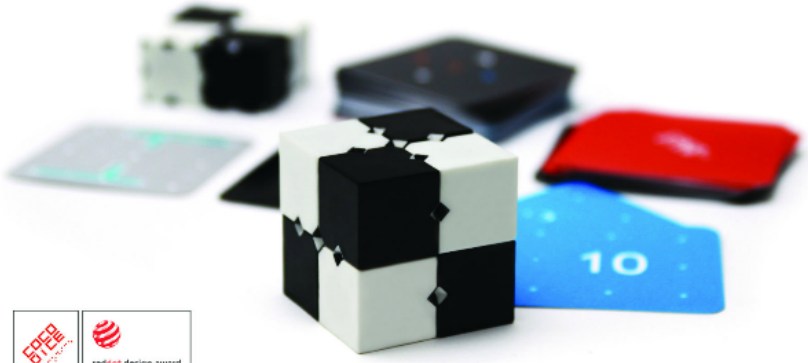

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