



DANISH PATENT AND
TRADEMARK OFFICE

Design study





Introduction

This report aims to show the extent to which design protection is used in Denmark compared to other European countries. Design protection is relevant for many enterprises as it protects their products from being copied. It can also help reassure investors that the product they invest in is protected and unique on the market. Design protection can therefore serve as an important strategic tool for many enterprises and their long-term business plans.

Furthermore, studies have shown the importance of design protection in an economic context. Design-intensive industries contributed with 13 pct. of all jobs in the EU in the period 2017-2019¹. In addition, enterprises with design protection have better economic results than enterprises without IP-protection. One study has shown that enterprises with design protection have 32,3% higher revenue pr. employee compared to enterprises without any IP-rights².

The following report uses design-application data from the European Union Intellectual Property Office (EUIPO) to highlight Danish enterprises' designactivity compared to other European countries in the period 2016-2022³.

The results show that Danish enterprises submit more design applications and designs pr. capita than the other countries in the report. Danish enterprises are especially active in the categories 'Furnishing' and 'Articles of adornment' in which 1/3 of all the Danish design applications fall under. This makes it clear that Danish enterprises are especially active in seeking design protection seen from a European perspective.

What is a registered design?

- A registered design protects the appearance of a product which could be clothes or furniture – but it could also protect part of a product e.g., a pattern or a distinctive feature on a chair.
- To register a design, it must be new and have individual character. Individual character means that the overall impression the design produces on the informed user differs from the overall impression produced on such a user by any design that has been made available to the public before the filing date.
- Design protection can last up to 25 years with possible renewals every 5. years. Design protection of spare parts can last up to 15 years.

¹ EUIPO og EPO (2022) IPR-intensive industries and economic performance in the European Union

² EUIPO og EPO (2021) Intellectual property rights and firm performance in the European union

³ Data is available up to September 2022

Denmark's leading position

Figure 1 shows the total number of design applications filed to EUIPO in the period 2016-2022 from different countries. The total amount of design applications filed by applicants in Germany is close to 4.000 design applications pr. year. This makes it the most design-active country.

In comparison, there is close to 500 Danish design applications pr. year.

In general, the total amount of design applications sent from the different countries have been relatively stable in the period from 2016-2022.

Figure 2 shows the number of design applications pr. million people in the period 2016-2022. Denmark have been the most design-active country as there have been close to 85 Danish design applications pr. year.

It is worth noticing, that a design application can contain up to several designs and a comparison between countries should therefore account for this. Consequently, figure 3 shows that Denmark also have been the most design-active country when considering the number of designs that have been filed pr. million people.

Figure 3 | Total number of designs (pr. mio. people)

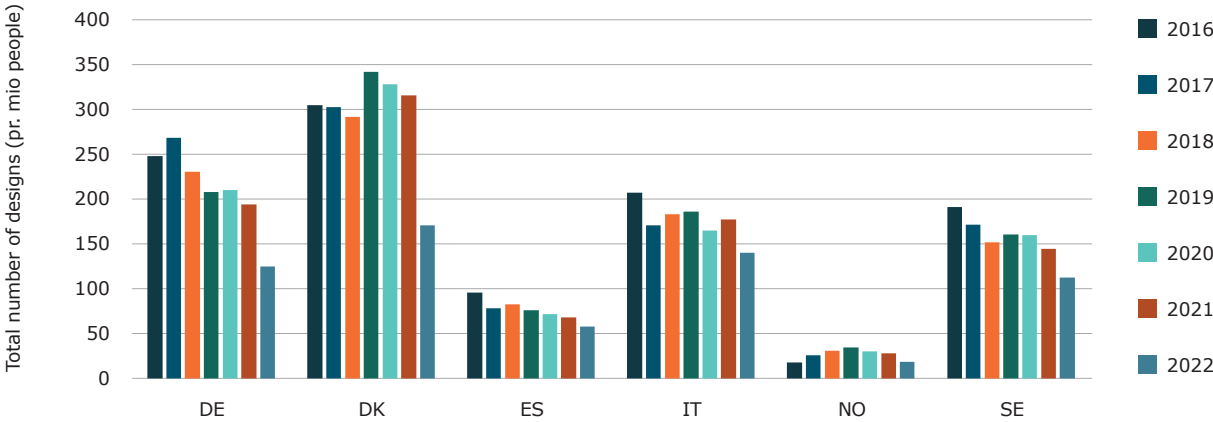


Figure 1 | Total number of design application filed to EUIPO from 2016-2022

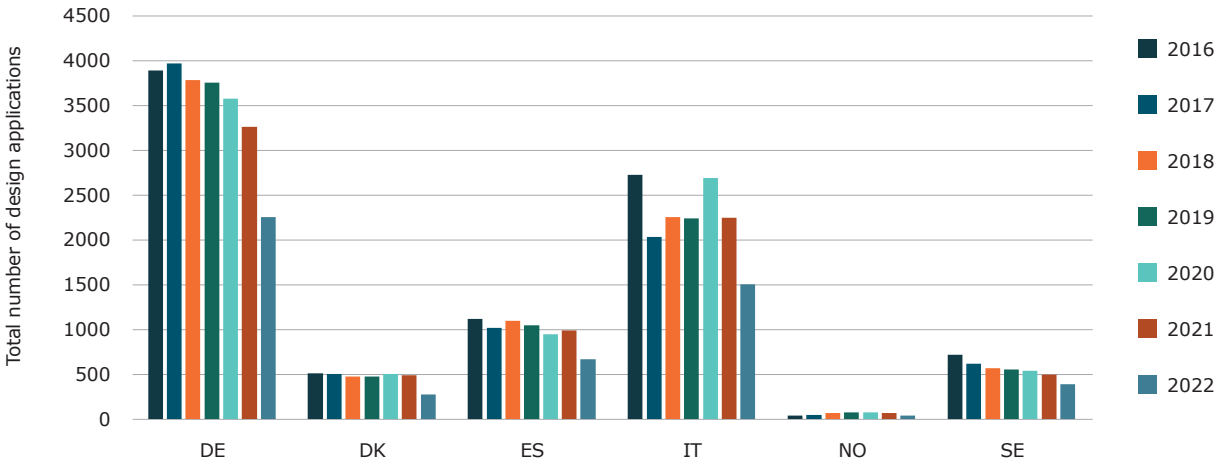
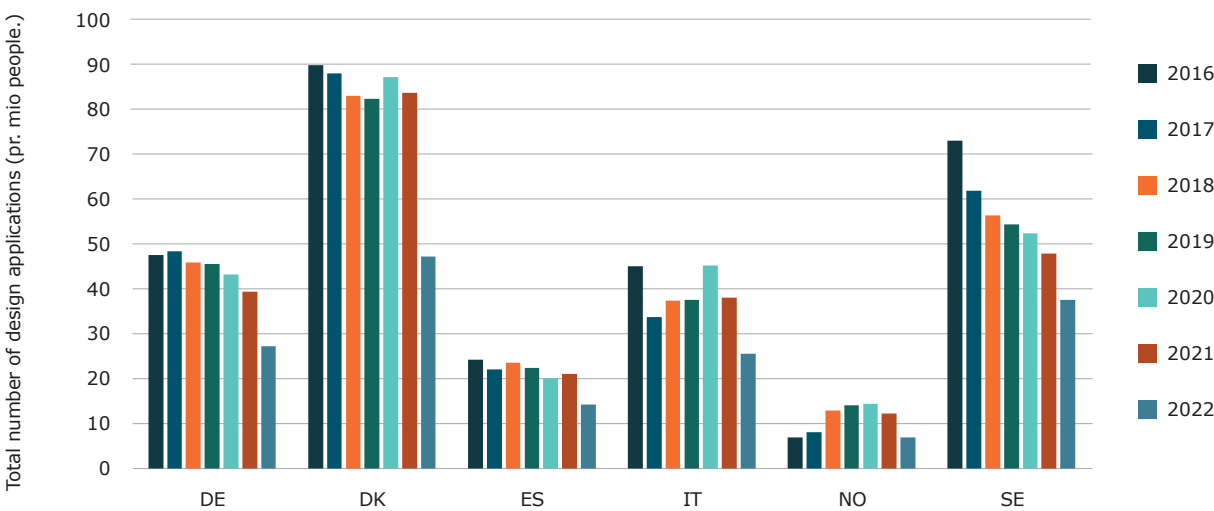


Figure 2 | Total number of design applications (pr. mio. people)



A closer look at the Danish position

When design applications are submitted to EUIPO they are classified after the Locarno-classification which is an international classification system administered by World Intellectual Property Organization (WIPO)⁴.

Figure 4 shows the top-10 most used classes in Danish design applications in the period 2016-2022. Figure 4 shows that more than 1/3 of Danish design applications is categorized in the

classes 'Furnishing' and 'Articles of adornment'. The most used class in Germany and Italy is 'Furnishing' while it is "Articles of clothing and haberdashery" in Spain. In Norway the most used class is 'Packaging and containers for the transport or handling of goods' while in Sweden the most used class is "Recording, telecommunication or data processing equipment" (see annex 1).

Figure 4 | The top-10 most used classes in Danish design in the period 2016-2022

Rank	Class	Title	Number	%
1	6	Furnishing	2531	21%
2	11	Articles of Adornment	1764	15%
3	26	Lighting apparatus	878	7%
4	9	Packaging and containers for the transport or handling of goods	844	7%
5	14	Recording, telecommunication or data processing equipment	645	5%
6	32	Graphic symbols and logos, surface patterns, ornamentation, arrangement of interiors and exteriors	628	5%
7	21	Games, toys, tents and sports goods	551	5%
8	8	Tools and hardware	489	4%
9	2	Articles of clothing and haberdashery	460	4%
10	15	Machines, not elsewhere specified	415	3%
		Other classes	2699	23%

⁴ <https://www.wipo.int/classifications/locarno/en/>

Overview of the most design-active Danish enterprises

Figure 5 shows the Danish enterprises who have filed most design applications in the period 2013-2022⁵. Interestingly, most of the companies at the top of the list such as

Pandora A/S, Skancom International A/S and Actona Group A/S deal with products that can be classified as 'Furnishing' or 'Articles of adornment'.

Figure 5 | List of top-25 most active enterprises

Enterprises	Number of design
Pandora A/S	1801
Ecco Sko A/S	1629
Skancom International A/S	933
Actona Group A/S	880
Arla Foods AMBA	803
Grundfos Holding A/S	612
Mascot International A/S	559
Pilgrim A/S	504
VKR Holding A/S	429
Hay Aps	424
Eva Solo A/S	357
Nordlux A/S	316
Furnipark A/S	314
Danfoss A/S	252
GN Audio A/S	249
Orgreen Optics A/S	232
Gran Living	230
Innovation Living A/S	206
Minkpapir A/S	204
Lego A/S	196
Coloplast A/S	182
Linak A/S	174
Bang & Olufsen A/S	173
Rockwool A/S	171
Rosendahl Design Group A/S	164

⁵ <https://euipo.europa.eu/ohimportal/en/web/guest/the-office>



Conclusion

The purpose of the report is to show to which extend design applications are used in Denmark. The results show that Danish enterprises are especially active in seeking design protection compared to other European countries. This trend has been stable over the entire period of

2016-2022. In addition, it seems that Danish companies mostly holds strong position in the categories 'Furnishing' or 'Articles of adornment' as about 1/3 of the design applications falls within one of these categories.

Annex 1 | **Overview of the number of design applications by Locarno-classification and country**

Classes	Germany	Denmark	Spain	Italy	Norway	Sweden	Total
1	2104	35	255	1295	27	27	3743
2	18959	1331	7845	21859	28	676	50698
3	5878	167	1071	4954	34	608	12712
4	1492	67	137	349	26	145	2216
5	1654	121	543	2546		92	4956
6	30223	3910	5273	22229	281	1554	63470
7	14579	850	1722	7664	121	891	25827
8	14529	1012	1279	3903	75	1774	22572
9	13387	1497	4123	7355	327	1292	27981
10	5434	352	665	1508	30	631	8620
11	6895	2703	1294	7494	20	328	18734
12	12028	324	1663	4772	126	1881	20794
13	6894	380	856	1792	28	490	10440
14	11974	996	1892	3382	81	1985	20310
15	7962	850	386	2252	8	1388	12846
16	1561	254	211	1027	10	531	3594
17	236	11	134	161	2	29	573
18	348	29	139	143		88	747
19	5597	215	778	1334	15	175	8114
20	2861	169	615	1317	26	212	5200
21	8123	952	1880	2721	45	504	14225
22	387	63	189	219	6	84	948
23	16471	775	2286	7625	44	1390	28591
24	7329	539	436	1178	115	1214	10811
25	9586	736	2635	6082	136	962	20137
26	16325	1321	4357	8512	22	685	31222
27	728	14	84	148	1	205	1180
28	2805	88	567	709	10	155	4334
29	582	25	110	302	3	121	1143
30	2007	129	141	408	11	183	2879
31	1148	71	188	965	5	41	2418
32	9892	941	4474	7548	37	1147	24039



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