INDIALAW

Design Services

Design Registration, Enforcement, and GUI Protection Law Firm in India

PRACTICE PROFILE • OCTOBER 2026

Overview

Our Design Services practice focuses on securing legal protection for the visual and aesthetic aspects of products. We help clients develop strategic design protection portfolios that complement other IP rights, enhancing overall product differentiation and market position. Our expertise spans industrial designs, graphical user interfaces, and ornamental features across diverse industries.

Our Services

Design Registration

- Strategic filing of industrial designs in India
- International design protection coordination
- Hague System applications
- Design portfolio management

Design Searching

- Design clearance searches
- Freedom-to-operate analyses
- Prior art investigations
- Design landscape studies

Prosecution

- Response to examination reports
- Design office proceedings
- Design appeals
- Design classification strategies

Digital & GUI Protection

- Protection for graphical user interfaces
- Icon and digital interface designs
- Mobile application visual elements
- Website design protection

Design Enforcement

- Design infringement actions
- Cancellation defence
- Customs recordal for designs
- Design validity defence

Strategic Counseling

- Interface between designs and other IP rights
- 3D printing and additive manufacturing issues
- Design licensing strategies
- Design commercialization advice

Key Professionals



Shiju P V
Managing Partner



Vinod P.V.
Senior Partner

Frequently Asked Questions

Q1 **What does a design services practice cover in Indian IP law?**

It covers the protection of visual and ornamental aspects of products, including industrial designs, graphical user interfaces, icons, and digital elements. The practice spans registration, enforcement, portfolio strategy, and licensing to safeguard product aesthetics and market differentiation.

Q2 **When should a business consider filing for design protection in India?**

Ideally before any public disclosure, since a design must be new and original at the filing date. Once a product's appearance is disclosed without protection, it may lose registrability. Early filing is also critical before trade launches, licensing discussions, or investor presentations.

Q3 **Which law and authority govern design registration in India?**

The Designs Act, 2000 and the Designs Rules, 2001 govern registration. The Controller General of Patents, Designs and Trade Marks, operating under the Department for Promotion of Industry and Internal Trade (DPIIT), administers the design registry based in Kolkata.

Q4 **How long does Indian design registration typically take and what drives cost?**

A straightforward application with no objections can be registered in six to nine months. Key cost drivers include the number of design classes, whether multiple designs are filed separately, responses to examination reports, and any international filings through the Hague System.

Q5 **What documents are needed to file a design registration application?**

You will need clear representations of the design from multiple views, the applicant's name and address, a statement of novelty, the relevant Locarno classification, and a priority document if claiming convention priority. For GUI designs, screenshots or visual renderings are typically required.

Q6 **What common mistake do companies make when protecting product designs?**

Many businesses publicly display a product, at exhibitions or online, before filing for design protection. Under the Designs Act, 2000, prior publication can invalidate a registration. Another frequent error is conflating design and patent protection, leaving aesthetic features unprotected.

Related Practice Areas

Intellectual Property Rights (IPR) | Intellectual Property Disputes | IP Transactions & Commercialization | Geographical Indications & Traditional Knowledge | Trade Secrets & Confidential Information | Copyright | Trademark | IP Enforcement & Litigation