



Branding is protected by trade mark law, including:

- Logos
- Product names
- Company names

**>12%** • Price premium that loyal consumers will pay for preferred brands

• IP rights are territorial so file in your key markets

• Trade marks  
- File in Singapore as soon as possible

**TM** • Use <sup>TM</sup> beside your trade marks or ® if registered

Content is protected by copyright law, including:

- Videos
- Images
- Text

**70%** • Designers have experienced IP infringement leading to loss of revenue and brand reputation

• File in Singapore through IP<sup>2</sup>SG first  
  
• Subsequently, file overseas within 6 months to prevent others from holding you ransom

• Copyright  
- Not necessary to file  
  
• Registered Design  
- Before you start selling the product

**C** • Mark your copyright works with your name and date

Design features are protected by registered design law, including:

- 3D features and shapes
- 2D features and patterns
- Colours

**US\$1 trillion** • What digital products and services are projected to contribute to Southeast Asia's annual nominal GDP by 2025  
(Sources: 4imprint (2018), UKIPO (2018), Menon (2016))

**RD** • Registered Design  
- State on your packaging

