

CASE STUDY – BLOCK 2

After the investment agreement with Tim Shaffer, CHARGING, S.L. is moving to a new stage on its way to success. Partners have realized that their products, of great practical and technological potential, can be copied by the competitors, especially those under the umbrella of a trademark known as *CharTopia*. To that end, they want to protect their creations; and contact with you in order to outline an all-embracing strategy (trade secrets, patents, trademarks, designs, copyrights) aimed to protect all relevant business assets of the selected product/business model.

- 1.- Firstly, identify which business assets should be protected and why
- 2.- Secondly, explain how such business assets can be protected (trade secrets, patent, trademark, designs, copyright) and to which extent in accordance to applicable legislation
- 3.- Thirdly, assess all relevant factors of the envisaged protection (duration, extent, territorial scope, required registration, and so on).



Figure 1



Figure 2



Figure 3