Protecting your IP

How you can turn your IP into profit
Have a look at our tips on effectively managing valuable intellectual capital

Your intellectual property

Developing your IP strategy – all IP rights at a glance

- All IP rights at a glance
- Developing an IP strategy
What can you protect?

**Trade marks**
Everything about protecting trade marks

**Patents**
Everything about protecting patents

**Design**
Everything about protecting designs
What is copyright?

What are indications of source?

Topographies

The legal basis of IP protection

- Trade mark law
- Patent law
- Design law
- Copyright law
- Indications of source
Invent, produce, market

In our Guide for Innovative and Creative Minds, you can find practical tips on patents, trade marks, designs and copyright to help you with the innovation process.

Basic information on IP rights administration

The Swiss register for trade marks, patents and designs

Swissreg - the official organ of publication for Switzerland

How can I protect myself against plagiarism and copying?

Everything about counterfeiting and piracy - and what you can do to defend your rights.
Swissness
The new "Swissness" legislation strengthens the designation "Switzerland" and the Swiss cross. It helps to prevent and curb their misuse so that the value of the "Swiss" label is maintained in the long term.

Modernising copyright law
The revision of the Copyright Act is aimed at better exploiting the opportunities presented by the digital age while at the same time combating internat piracy more effectively.