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To Whom It May Concern:

NEW DESIGN LAW IN ISRAEL

We are pleased to advise you that on August 7th, 2018 a new Design Law came into force in Israel.

Highlights of the new Design Law:

- **Design** is defined as an industrial article or hand-made product, including packages, graphical symbols, printing fonts, components that are designed to form together a combined product or system, excluding computer software.
- Criteria of a design suitable for protection: **absolute (worldwide) novelty and individual character**.
- **Priority** of a design application may be claimed from applications filed through The Hague System. (Israel is on the way to join The Hague Agreement in future).
- The New Design Law provides protection both for **registered designs**, and **unregistered designs**.
- **The term of protection of a registered design is 25 years**, for registered designs filed on or after August 7, 2018. The term will be counted from the filing date in Israel.
- A design that satisfies the above criteria of novelty and individual character may be protected as an **unregistered design. The term of protection of an unregistered design is 3 years**. To benefit from the protection by an unregistered design, the first publication of such a design should be in Israel. The unregistered design right may prevent unauthorized copying of the design for commercial use.

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- The new Design Law establishes a **grace period** for owner of a design: disclosure of a design by its owner or by a third party who obtained info about the design from the owner, within 12 months prior to the filing date of the application in Israel, will not be considered prior publication.
- Pending design **applications are published** soon after they are filed. Publication may be delayed by filing a request, for a maximum of 6 months.
- **Multiple design applications** may be filed, however each design will be assigned with a different number, and official filing fees would be required for each design as if they were filed as single applications. The designs will be examined together, under one cover.
- The new Design Law provides for **statutory damages** for infringement which may be determined by a court (the maximal amount is of about USD 27,000).
- The owner of a registered design may request Customs to **detain suspected infringing** goods.
- The new Design Law establishes a **criminal offense** for intentional unauthorized copying of a registered design.

Please do not hesitate to contact us should you require further assistance and/or clarification.

Yours very truly,
DR. YITZHAK HESS & PARTNERS