

## Priority certificate

Is innovation a tradition in your company? Do you wish to safely present your new product at the next exhibition? Then protect your innovation lead against product pirates with a priority certificate!

### Why a priority certificate?

If your new product was successful at the exhibition, you should have it protected after the event. We can issue you a certificate stating that your product was presented at the exhibition on the first day. With this priority certificate, the date of the exhibition counts (for up to 6 months) as the date you submitted the application for trade marks, utility models or designs to the patent and trademark office. This gives you a time lead over imitators when you finally submit your application with the priority certificate. This exhibition priority is recognized by many worldwide patent and trademark offices. Information about the respective provisions can be obtained from a patent lawyer or a lawyer specializing in the protection of industrial property rights.

### What does a priority certificate achieve?

The priority certificate pays off because:

- The acceptance of a new product can be tested and the priority of your patent rights remain protected.
- Investment in patent rights is then only necessary if the product proves worthy of protection. If someone else sees your novelty, they can't quickly beat you to it by filing an application with the Patent and Trademark Office.
- It avoids a cost-intensive bad investment due to applying for patent rights too soon. An investment in the property rights is only necessary when the product finds favor with the customer. You are therefore spared a cost-intensive bad investment due to premature registration of the property rights.

### What to do?

Product pirates are quick off the mark. You should therefore apply for the priority certificate right at the start of the exhibition. This means your product is protected from the very first day of the exhibition. NürnbergMesse GmbH will be pleased to help you. Please contact one of the information and service counters at the exhibition. If you would like information before the exhibition, please contact:

NürnbergMesse GmbH

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NürnbergMesse GmbH charges a lump sum of EUR 50 for the issue of a priority certificate.

## What next?

The product proves to be a winner at the exhibition and you decide to claim your patent rights. You then apply without delay to the German Patent and Trademark Office for the granting of patent rights for proprietary names or registered designs. Enclose the priority certificate with your application. The Patent and Trademark Office then grants the patent rights with effect from the date of issue of the priority certificate.

## Special NürnbergMesse service

If required, NürnbergMesse can immediately arrange for you to consult a qualified patent lawyer or solicitor.

## The priority certificate is recognized by:

- The German Patent and Trademark Office
- The law courts
- Many patent offices abroad