

Protect the appearance that sets your product apart.

Designs protect the visual appearance of products: the look and overall impression that distinguish them in the market. Young Basile helps clients secure, manage, and enforce design rights, from U.S. design patents to registered and industrial designs worldwide.

Led by Stacie Farina, our Design Practice Group works with utility patent, trademark, and litigation teams to align protection with product plans and business priorities.

WHY DESIGNS MATTER

DISTINCTIVE APPEARANCE Protect the visual features customers recognize and competitors may copy.

LASTING PROTECTION A U.S. design patent generally lasts 15 years from grant.

ENFORCEMENT OPTIONS Design rights can support action against lookalikes and, where the law permits, recovery of profits tied to the infringing article.

OUR APPROACH

01 Early design capture Work with product, engineering, and legal teams to identify protectable designs before launch.

02 Portfolio strategy Prioritize filings across product families and coordinate designs with other IP rights.

03 Design prosecution Prepare and pursue applications that define the visual boundaries of a product.

04 Enforcement Evaluate potential copying and pursue appropriate responses to knockoffs and infringing products.

DESIGN RIGHTS IN CONTEXT

We advise companies making their first filings as well as teams managing ongoing design portfolios. Our attorneys help identify which visual features merit protection, how related designs should be organized, and where filings can support a product launch or longer-term portfolio plan.

The team's design experience includes consumer electronics, automotive systems, household products, and medical devices. We connect design rights to broader patent and brand protection as products develop and enter the market.

PRIMARY CONTACTS



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SERVICES

- Early design capture
- Portfolio strategy
- Design prosecution
- Design enforcement

DESIGN TEAM

- Craig Redinger
- Lin Xiao
- Andrew Basile, Jr.
- Kayvon Pourmirzaie