



What's NEU?! Changes to EU Design Law

EU design law has a new look. No longer termed a Community Design Right, from 1st May 2025, EU design rights became European Union Designs with some fresh, new acronyms; REUD and UEUD, to boot. Not only that, but there's a new symbol too - © denotes a registered design within the EU.

There are some other changes too, so let's break it down into the key things you need to know:

REUD

This is the new acronym for a registered EU design right, where you formally [register your design with the EUIPO](#)

What else has changed?

The definition of a product has been broadened, which is good news for anyone producing virtual products. You can now register both virtual and physical product designs.

The definition of a design has also broadened, meaning animation and movement can be registered as well as exterior and interior designs such as shop fronts or, perhaps, exhibition stands.

For those of you familiar with the Locarno system, you'll remember having to register your designs in the same classification. Now, you can register all manner of designs under various Locarno classifications, saving time and money. However, the flipside is you're now limited to 50 designs in one registration whereas before there was no limit.

There has also been an [increase in fees](#) though anyone who registered a design before 1st May 2025 will be charged under the old system.

What hasn't changed?

You still have 25 years protection, providing you renew every 5 years.

UEUD

This is the new acronym for an unregistered EU design.

Other than that, nothing has really changed – you still have 3 years' protection.

Note: There may be other nuanced changes to European Union Designs that would affect your individual circumstances so, if you have any questions, get legal advice. Don't forget, ACID members are entitled to an hour's free advice from our IP specialist legal affiliates!

So, will we be getting on the ban© wagon in the UK?



Hard to say.

Currently, design registration in the UK is cheaper, you can register far more designs (up to 150) and they last for same length of time, i.e. 25 years, providing you renew them every 5 years. However, the scope of protection does not include the new EU definitions stated above.

Incidentally, the © concept was actually suggested by ACID many years ago, so it's frustrating that, post-Brexit, we in the UK cannot benefit from a dedicated emblem of design.

We'd love to hear your thoughts:

Do you hold registered design rights in the EU?

What would you like to see change?

Would you endorse this wider definition of product and design?

Would you use the © symbol?

Let us know your thoughts by emailing info@acid.uk.com

Have you signed the ACID IP Charter?

Join a growing number of people who are about IP ethics, respect, and compliance.
<https://www.acid.uk.com/become-a-charter-signatory/>

