

# EIP



## Iain Russell writes for The Independent on Registered Designs

Iain Russell, the head of EIP Designs, has had an article published by The Independent encouraging entrepreneurs to consider using registered designs to protect their products.

Iain explains how registered designs can be used as a way of protecting a company's IP, not only in 'traditional' design fields such as furniture and fashion, but increasingly in 'non-traditional' fields such as the digital space.

As an advocate of registered designs, Iain suggests that entrepreneurs are missing out on this potentially valuable form of IP protection, as their versatility and benefits are less widely known than patents and trademarks.

[The Independent – Registered Designs: are you missing out?](#)