Design Protection in Web3.0 in CNIPA

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GUI protection was included in a revision to the Patent Examination Guidelines (May 1, 2014)

Previous

For the pattern shown when the product is electrified, for example, a pattern on the electronic watch dial, a pattern on the cell phone screen, and a software interface, *no patent right shall be granted for the application*.
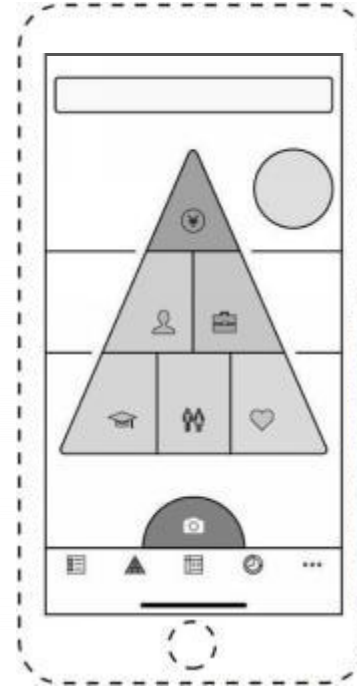
Current

For the pattern displayed in video game interfaces and display devices irrelevant to human-computer interaction (HCI), for example, an electronic screen wallpaper, a startup/shutdown screen, and an image-text layout of a webpage irrelevant to HCI, *no patent right shall be granted for the application*.

■Since June 1, 2021, when the newly revised Patent Law came into effect, an application for partial design may be filed if the design essentials only pertain to a GUI design or a design of GUI nature that is applicable to multiple products. (According to the draft of the Guidelines for Examination)

■Only GUIs with human-computer interaction (HCI) may be protected.

■The GUI must be attached to its physical medium if the design application is for the product as a whole.

Virtualization of physical buttons

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A desk phone with GUI call control

A printer with GUI OS (operating system)

A media player with GUI playback control

A laptop computer with GUI OS (operating system)

A desktop computer with GUI instant messaging software

Electronic screen wallpaper

Startup/shutdown screen

Video game interface

Bottom view

Back view

Right view

Front view

Left view

Top view

A phone with GUI communication feature

Front view

GUI of Smartphone OS

Brief explanation

The design essentials only pertain to the GUI (on an existing design of the smartphone).
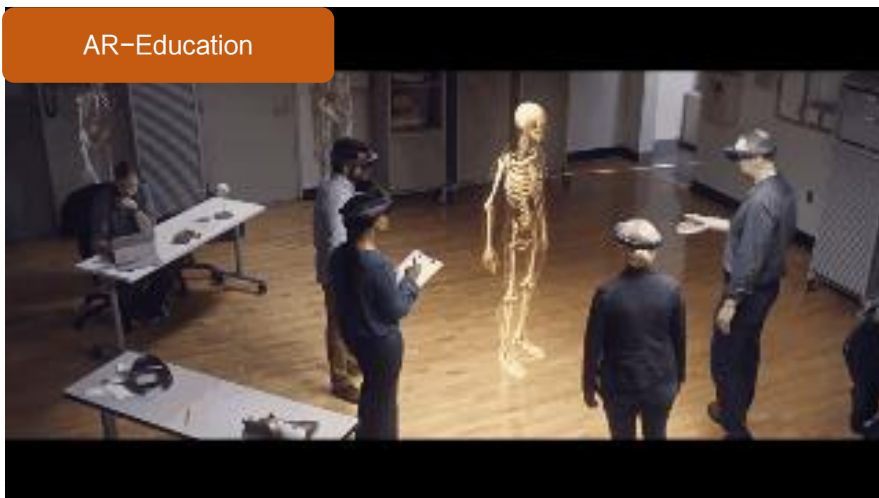
Front view

GUI of the notetaking feature

Brief explanation

The design essentials only pertain to the GUI

l VR/AR become the major display apparatus in Web3.0
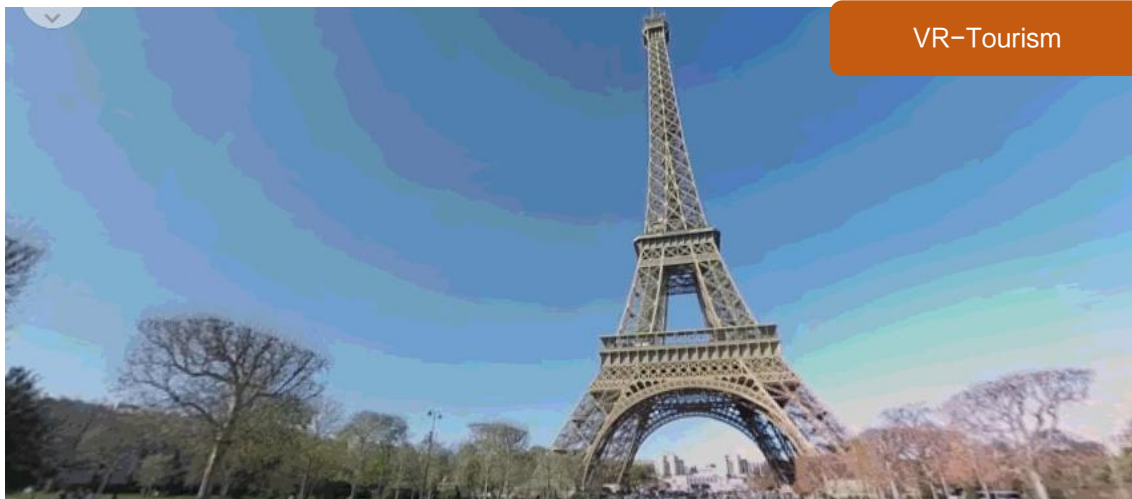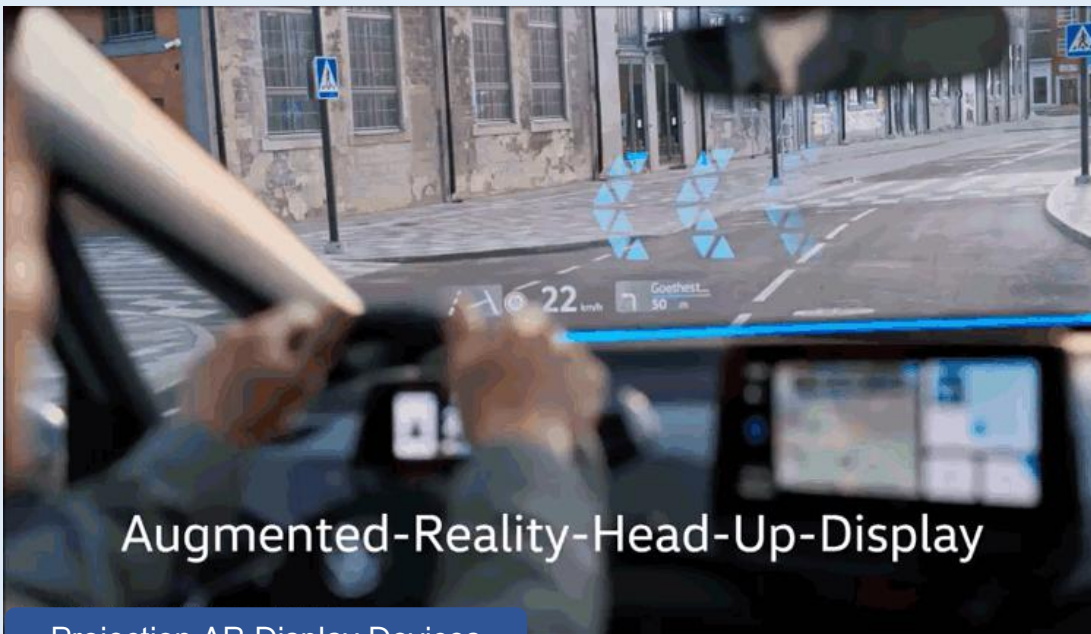

AR-Education

VR-Social

VR-Tourism

VR-Art

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l   The issue in the object of protection

Augmented-Reality-Head-Up-Display

Projection AR Display Devices

Projection AR Display Devices

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l The issue in clear expression

GUI design of VR virtual concert held by Travis Scott in Fortnite

Vroom – real estate business VR application GUI design

MORE THAN REAL

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Thank you!