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GUIs: A Hotbed for Design Patents

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In today's fast-paced, global economy, innovative businesses — established and startups — rely heavily on interne storefronts for their virtual survival when selling goods and services. First and repeated impressions via graphical user interfaces (GUIs) are critical when creating the right user experience to attract and keep consumer interest and consumption. As such, GUIs have become invaluable intellectual property (IP) assets, often representing a company's brand identity and goodwill. In this article, we will explore how design patents can uniquely protect GUI assets, making them an important component of any robust IP strategy.

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