



**How Not to Fall
on the Catwalk**



Your runway is
your market

Audience?
Competitors
copycats
collaborators



The fashion
equivalents of
twisted ankles:

Design copied.
Brand diluted.
Sketches leaked.
Name taken.



Are you walking with
correct shoes,
or
unsuited ones
or
barefoot
in the storm?

- copycats
 - ignorance
- bad licensing deals
 - infringement
- counterfeiters
- design leaks
- poor protection



Intellectual Property (IP)

so dry

for lawyers

**I don't have
time**

**I don't have
money**

boring

not sexy

not relevant

**I am not an
inventor**

**I don't know
where to start**

I don't know where to start ...

I don't know where to start ...

I don't know where to start ...

I don't know where to start ...

I don't know where to start ...

I don't know...

Now, you know...



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my intellectual property



A tool to keep you **upright** and move you **forward**.
A tool from where you **start**.

- Filterable **tool database** to access IP information
- Quick **IP tips** for your sector
- Inspiring **case studies** from the creatives who walk on the stage without tripping



A story behind the success: Fili Pari

Two young and brave women, Alice Zantedeschi and Francesca Pievani, the founders of the Italian fashion-tech start-up Fili Pari, entered the Fashion sector with an inventive idea. They are now sharing their insights on the importance of IP protection with us.

“We believe that patents and trademarks are great assets, especially for start ups, because these assets put you forward when negotiating with investors and make your company grow safer.”



A story behind the success: Neckpacker

The Finnish entrepreneur, Niklas Kuusela, made a great success with “Neckpacker”. Here is his story about how his skiing holidays ended up with a patented product.

“Our patent not only gives us a competitive advantage towards our competitors. It also provides us with a lot of options when collaborating with bigger players within the industry.”



Don't just walk the runway.
Own it!

IP is not about rules.
It's about confidence.
The kind that lets you walk your own runway
without fear of falling.

Share your IP stories with us!



<https://creativesunite.eu>



<https://creativesunite.eu/myip>

Be a **part** of this showcase.
Show your  on the runway.

How not to fall on the catwalk



Onur EMUL

Intellectual Property Institute Luxembourg (IPIL)

Creative FLIP project

onur.emul@ipil.lu

