



La importancia del diseño y del packaging para el marketing del vino

Protectia Patentes y Marcas

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Search query


ipvalue:wine

List of results

<input type="checkbox"/>		<p>Design office: EM</p> <p>Indication of the product: Етикети за вино, Vinné etikety, Vinetiketter, Weinetiketten, Ετικέτες φιαλών οίνου, Wine labels, Etiquetas de vinos, Veinisildid, Viinietiketit, Étiquettes de vin, Vinske etikete, Boroscímkék, Etichette per vini, Vynu etiketės, Vīna etiķetes, Tikketti ta' l-inbid, Wijnetiketten, Etykiety na butelki z winem, Rótulos de vinhos, Wine labels, Vínne etikety, Vinske nalepke, Vinetiketter</p> <p>Design number: 002594978-0001</p> <p>Status: Registered and fully published</p> <p>Owner name: MIP METRO GROUP INTELLECTUAL PROPERTY GMBH & CO. KG</p> <p>Class: 19.08</p> <p>Filing date: 11-12-2014</p>
<input type="checkbox"/>		<p>Design office: EM</p> <p>Indication of the product: Етикети за вино, Vinné etikety, Vinetiketter, Weinetiketten, Ετικέτες φιαλών οίνου, Wine labels, Etiquetas de vinos, Veinisildid, Viinietiketit, Étiquettes de vin, Vinske etikete, Boroscímkék, Etichette per vini, Vynu etiketės, Vīna etiķetes, Tikketti ta' l-inbid, Wijnetiketten, Etykiety na butelki z winem, Rótulos de vinhos, Wine labels, Vínne etikety, Vinske nalepke, Vinetiketter</p> <p>Design number: 002594978-0002</p> <p>Status: Registered and fully published</p> <p>Owner name: MIP METRO GROUP INTELLECTUAL PROPERTY GMBH & CO. KG</p> <p>Class: 19.08</p> <p>Filing date: 11-12-2014</p>
<input type="checkbox"/>		<p>Design office: FR</p> <p>Indication of the product: Bouteille de vin</p> <p>Design number: 20145362-0001</p> <p>Status: Registered and fully published</p> <p>Owner name: TEYRAN AGRI SERVICES, SARL</p> <p>Class: 09.01</p> <p>Filing date: 27-11-2014</p>

Design office: EM

Indication of the product: Указатели за вина, Příručky o víně, Vinguides, Weinführer, Οδηγοί οίνου, Wine guides, Guías de vinos, Veini käsiraamatud, Viinioppaat, Guides des vins, Vinske karte, Borkalauzok, Guide di vini, Vyno vadovas, Vīnu cienītāju rokasgrāmatas, Gwidi għall-imbejjed, Wijngidsen, Przewodniki po winach, Guias de vinhos, Ghiduri de vinuri, Příručky o víně, Vinski priročniki, Vinguides



Design number: 002559468-0001

Status: Registered and fully published

Owner name: EBROSIA GMBH & CO. KG

Class: 19.08

Filing date: 17-10-2014

Design office: FR

Indication of the product: Packaging de soins du visage



Design number: 20143163-0001

Status: Registered and fully published


Owner name: HAYASEI, SARL

Class: 09.03

Filing date: 18-07-2014

Design office: ES

Indication of the product: CAJAS CONVERTIBLES PARA BOTELLAS DE VINO Y SIMILARES



Design number: D0519642-0006

Status: Registered and fully published


Owner name: undefined

Class: 09.03

Filing date: 04-07-2014

Design office: EM

Indication of the product: Бутилки за напитки, Винени бутилки, Láhve na víno, Lahve na nápoje, Vinflasker, Drikkeflasker, Getränkeflaschen, Weinflaschen, Φιάλες οίνου, Φιάλες ποτού, Wine bottles, Drinks Bottles, Botellas de vino, Botellas para bebidas, Veinipudelid, Joogipudelid, Juomapullot, Viinipullot, Bouteilles à boire, Bouteilles de vin, Boce vina, Boce za piča, Italosüvegek, Borosüvegek, Borracce per bevande, Bottiglie di vino, Vyno buteliai, Gėrimų buteliai, Vīna pudeles, Dzērienu pudeles, Fliexken tax-xorb, Fliexken ta' l-inbid, Heupflessen, Wijnflessen, Butelki do wina, Butelki na napoje, Garrafas para bebidas, Garrafas para vinho, Sticle pentru vin, Sticle pentru băuturi, Fľaše na nápoje, Vínové fľaše, Steklenice za vino, steklenice za pijačo, Dryckesflaskor, Vinflaskor



Design number: 002484998-0002


Status: Registered and fully published


Owner name: MASOPUST, ZBYTEK

Class: 09.01

Filing date: 18-06-2014

	<p>Design office: FR</p> <p>Indication of the product: Verre à vin</p> <p>Design number: 20142667-0004</p> <p>Status: Registered and fully published</p> <p>Owner name: TREBEAU Jean-Michel</p> <p>Class: 07.01</p> <p>Filing date: 13-06-2014</p>
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	<p>Design office: EM</p> <p>Indication of the product: Комбинирани щипки за чинии/поставки за винени чаши, Чаши за бебета, Сервизи и прибори за маса, Чинии [съдове], Купички за хранене на бебета, Dětské hrníčky, Talíře [nádobí], Sací lahve pro kojence, Kombinovaný stojan na talíře/sklenice, Stolní náčiní, Kombinerede tallerken- og glasholdere, Tallerkener, Krus til småbørn, Bordservice, Spiseskåle til småbørn, Kombinerter Teller-/Glashalter, Schalen für Kleinkindernahrung, Teller, Becher für Kleinkinder, Tafelgeschirr und -besteck, επιτραπέζια σκεύη, Δίσκοι [πιάτα], Παιδικές κούπες, Συνδυασμός πίνακα με γυάλινο κάλυμμα, Παιδικά μπολ, Combined plate clip / wine glass holder, Infant mugs, Plates [dishes], Feeding bowls for infants, Tableware, Cuencos para bebés, Servicio de mesa, Tazones para bebés, Juego combinado de bandeja y copa, Platos, Taldrikute ja veiniklaaside hoidik, Lauanõud, Laste toitmisnõud, Lastekruusid, Taldrikud (nõud), Pikkuvauvojen ruokakulhot, Pikkulasten mikit, Lautaset [astiat], Yhdistetty lautas-/lasipidike, pöytäkalustot, Gobelets pour jeunes enfants, Porte-verres/assiettes combinés, Assiettes, Bols à nourriture pour jeunes enfants, Vaisselle de table, Bočice za dojenčad, Posuđe, Kobinacija hvataljke za tanjur/držača čaše za vino, Tanjuri [posuđe], Šalice za dojenčad, Csecsemő etetőtálak, Tányérok [asztali edények], Csecsemő bögrék, Kombinált üveg- és tányértartók, evőeszközök, Servizi da tavola, Scodelle per bebé, Porta bicchiere e piatto combinato, Piatti, Tazze per bebé, Valgomieji reikmenys, vaikiški dubenėliai maitinimui Kūdikių dubenėliai, vaikiški puodukai Vaikų puodeliai, Kombinuoti padėklo / vyno taurių laikikliai, Lėkštės [indai], Šķīvjī [trauki], Bērnu dzeramtrauki, Kombinēts dēlis/glāžu turētāji, Ēdamtrauki un galda piederumi, Bērnu ēdamtrauki, Bwieqi tat-trabi, Pjatti u kontenituri għat-tazzi magħquda f'daqqa, Maggijiet tat-trabi, Platti [dixxijiet], Xoghlijiet li bihom tħejji il-mejda, Tafelgerei, Eetborden voor kleine kinderen, Drinkbekers voor kleine kinderen, Borden [schotels], Gecombineerde bord/glashouders, Talerze [naczynia], Tablice/wieszaki do szklanek razem, Zastawa stolowa, Kubki dla dzieci, Głębokie miseczki dla dzieci, Canecas para bebés, Louça de mesa e talheres, Placas/suportes de vidro combinados, Taças para a alimentação de bebés, Pratos, Căni pentru sugari, Biberone pentru alimentarea copiilor, Tacâmuri, Platouri [vase], Cleme combinate pentru farfurii/suporturi pentru pahare de vin, Detský riad, Taniere [misky], Kombinované stojan na taniere/poháre, Detské hrnčeky, Kuchynský riad, príbory, Kombinirano držalo za krožnik/kozarec, Namizni pribor, Krožniki [posoda], Skodelice za dojenčke, Steklениčke za hranjenje dojenčkov, Bordsserviser, Barnmuggar, Tallrikar, Kombinerade hållare för tallrikar och glas, Skålar för matning av småbarn</p> <p>Design number: 002489617-0001</p> <p>Status: Registered and fully published</p> <p>Owner name: CARREFOUR, SA</p> <p>Class: 07.01, 07.06</p> <p>Filing date: 24-06-2014</p>
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□	Design office: EM
	<p>Indication of the product: Охладители за вино, Chladicí boxy na víno, Vinkølere, Kühler (Wein-), Δοχεία ψύξης για οίνο, Coolers for wine, Enfriadores para vino, Veinijahutid, Viininjähdyttimet, Rafraîchissoirs pour le vin, Posude za hlajenje vina, Borhútók, Refrigeratori per vino, Indai vynui šaldyti Vyno atšaldymo indai, Vīna dzesētāji, Kontenitur għat- tkessiġh għall-inbid, Wijnkoelers, Chłodziarki do wina, Refrescadores para vinho, Răcitoare pentru vin, Chladiče vína, Posode za hlajenje vina, Vinkylare</p>
	Design number: 002478875-0003
	Status: Registered and fully published
	Owner name: LDDN IMPEX
	Class: 07.01
	Filing date: 09-06-2014

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- X:** an identical design from state of the art regarded as prejudicial to the novelty of the design which is subject of the search;
- I:** a similar design from state of the art regarded as prejudicial to individual character/originality of the design which is subject of the search;
- A:** a design representing the relevant state of the art not regarded as prejudicial to the design which is subject of the search;
- P:** a design published on dates falling between the date of filing of the design which is subject of the search and the date of priority claimed, or the earliest priority if there is more than one. Such a design may be relevant if the claimed priority is not valid.
- L:** a design cited for other reasons (than the codes above). For instance a publication, although undated, is highly relevant to the design which is subject of the search, and can therefore be considered to be of interest to be contained in the results of the search.
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Conclusiones

A través de una búsqueda bajo el término genérico "wine" hemos podido obtener, como muestra ejemplificativa, varios tipos de registro de diseños industriales aplicados a:

- Etiquetas y diseños de logos
- Diseño de las botellas de vino
- Accesorios para el vino
- Cajas de embalaje y packaging

Tanto en el caso de protección del propio diseño de la botella, como de la etiqueta y del packaging, el registro de diseño industrial es la base para enfrentarse al mercado con un respaldo legal (puesto que el diseño industrial protege formas tridimensionales, bidimensionales y una combinación de ambos).

En conclusión, en el rico panorama del sector vitivinícola, una adecuada protección de los diseños puede representar un elemento clave en la estrategia comercial y de marketing de cualquier bodega.