



PATENTS

Trademarks

DREAMS

2019

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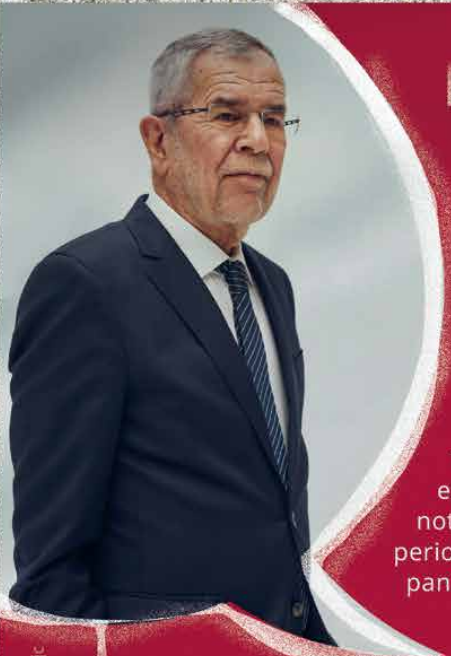
Patent voucher

Online services

IP Academy

We are at your service

Imprint



PERSONAL WORDS

Federal President of the Republic of Austria

ALEXANDER VAN DER BELLEN

The Austrian Patent Office has been in existence for 120 years. There probably has not been any other situation in the post-war period that is comparable to the coronavirus pandemic we are currently facing.

If I can take away anything from this difficult time, then it is two points in particular: the spirit of solidarity and the sheer inventive brilliance in our country. The cohesion of everyone living in Austria is overwhelming. We look at one another and show specific consideration for those who are particularly vulnerable. Everyone is contributing – in their own way – to Austria coming out of the crisis stronger.

Thousands of scientists and inventors are also putting all their creativity and inventiveness to use. I am thinking of valves for ventilators created using 3D printers, just to give one small example. I hope that this Austrian inventive genius will continue beyond the crisis for all of us, including the Patent Office.

Today the Patent Office presents itself as the innovative heart of our modern public sector. Not dusty and outdated. Instead, a good friend of creative, innovative people. Please keep it up.

Congratulations on “120 years of the Austrian Patent Office” and best wishes for the future!

PERSONAL WORDS

Federal Minister

LEONORE GEWESSLER



You are the minister of innovation - what is your dream?

I dream of a climate-neutral Austria. And we are determined that by 2040, this will no longer be a dream; it will be the reality. The programme for the coming years is an ambitious one.

Scientists tell us we have ten years to pave the way. We live in an age when the appetite for innovation is much in demand, including in Austria. It is about working together to shape the transition to renewable energy, to increase environmentally friendly mobility and to preserve the natural world for our children. We already have solutions for a lot of things, and we have to start from scratch with others – technical and social innovation is required.

What has yet to be invented, do you think?

Science and research make a very comprehensive contribution to our social development and this diversity must be encouraged. Whether it is effective drugs to combat the coronavirus or new and sustainable battery technology, all these inventions have a significant impact on our daily lives.

What did you think when you discovered that your responsibilities also included the patent system?

It aroused my curiosity. It often takes a lot of work to bring a good idea to fruition, but it's well worth it. And I am glad that my department can now help with this.



PERSONAL WORDS

Patent Office President
Mariana Karepova:

For our annual report, we had set ourselves the topic of "dreams" long before the coronavirus emerged, becoming a pandemic and a nightmare for so many people in so many countries. Now, at the end of April, as I write this, our lives are dominated by quarantine and isolation. And I ask myself: does our theme and cover still fit in with people's attitude towards life? The country has been slowed down – in some places even brought to a complete stop. But the torpor will not last long. Life with the pandemic is changing, and people themselves are changing it. Balconies are becoming concert stages. From the physical distance, a digital and social closeness is developing. And every day at 6.00 p.m., people applaud and take

COURAGE

is a crucial ingredient if you want to create something. 2019 was a good year for the courageous. They took almost 11,000 innovations – patents, trademarks, dreams – to the Patent Office. In our annual report, we can only tell you a few of these 11,000 stories. Stories of people who have been willing to try something new and have done so successfully. Of course, you will also find figures in our annual report: those from your state, as well as Austrian inventions throughout the world. And you will find out who became a "patent emperor"* in 2019.

We hope you will remain as courageous in 2020 as ever before, despite the current circumstances. We look forward to being your partner for many years to come.

Enjoy the read!

THE ARTIST AND THE COVER



Emanuel Jesse studied graphic design at the University of Applied Arts Vienna. He discovered his passion for art through classical graffiti. Examples of his work can be seen on murals along railway lines, in a theatre, or in the visual design of a five-storey building. He is no minimalist when it comes to the size of his works. He describes his style as “contemporary street” and when he is not drawing or working in graphic design, he spends his time travelling.

He designed the cover for this year’s annual report together with **Barbora Keheřova**, Art Director of the Emanuel Jesse Studio.

HASHTAG OF THE YEAR



#AI is the top hashtag of the year on Twitter, according to the “Innovation Report by Talent Garden Vienna”. Which is hardly surprising, as Artificial Intelligence is the topic on everyone’s lips right now. Quite literally in our case, such as at the 2019 Alpbach Forum: **AI mixed the cocktail that we served to our guests** at the opening of the Technology Symposium.

The catchy music visitors were enjoying in the Alpine ambience at the forum was also down to AI, which had been told guests’ preferences in advance. (Everyone enjoyed the music, but when it came to the drink, all the guests were agreed: people still do a better job)

AI is increasingly behind ever more inventions - and Austria is no exception. The rise in patent numbers in this respect provides the conclusive proof. Austrian **patent applications** related to Artificial Intelligence more than **tripled** in the period from 2011 to 2017; a development similar to that in the USA, the country with the most AI patent applications:

Guests at our AI party wondered whether humans would soon become superfluous to requirements? **“This fear is unfounded,”** says AI expert Sepp Hochreiter in Alpbach. When asked what AI will never be able to do, he replied: “It’s not likely that Artificial Intelligence will ever be able to master profoundly human emotions such as feeling and showing empathy.”

LOOK INTO MY EYES,

CAR

We all still think of it as utopian, something that is almost unthinkable: Artificial Intelligence (AI) in charge of our wheels.

Driverless cars are already part of everyday life for our patent examiners, however.

Although the USA has taken the lead in technologies related to autonomous driving, Austria can still be proud of its contribution. According to a European Patent Office study, Austria is ranked seventh compared to the other countries in the EU.

We see many great inventions, but two patents in particular stand out. One is the charging station from the Styrian **start-up Volterio**, which you only have to drive up to for electricity to start being supplied to the vehicle, making both driving and charging autonomous.

The other is an invention from **ZKW**. Following on from car headlights that automatically swap between full and dipped beam, as dictated by oncoming traffic, the Lower Austrian-based company is currently developing light systems that **conjure up the entire pedestrian crossing on the road**, complete with stop lines. This is how AI indicates that it is letting someone cross the road. After all, you can't look the car in the eyes.



Brain- ON-CHIP

We will live longer. Longer and longer. Charlotte Ohonin from **NORGANOID** reckons that we are highly likely to be affected by Alzheimer's or Parkinson's disease in our old age. With their device, the drugs for neurological diseases like this can be tested on a specific patient's brain without touching his or her body. To achieve this, a **miniature version of the organ** is produced on a chip - and not in the body. The technology is called "**organ-on-chip**" and is currently growing into something of a mega trend. Ohonin uses human stem cells to produce the complex brain tissue. "The great thing about it is that you can already get stem cells from all kinds of body cells nowadays," she says. Instead of animal experiments and studies involving test participants, we are making medicines tailored to actual patients.

Imitators are also a topic for **NORGANOID**. "They're everywhere. Especially in my field, microfluidic technology," says the founder. Microfluidic deals with the behaviour of liquids and gases in the smallest of spaces. Although she likes to talk about her project, she knows exactly how much to reveal. She herself used the **patent voucher** to take advantage of the services of the Patent Office: "**We've benefited a great deal from it,**" she says. And it won't remain the only patent either.

The vision is for the use of **NORGANOID's** device to become widespread, stresses Charlotte. She works together with a formidable team that is full of ideas, and great things are expected of them in future. "Our first project will not be the only one," says Charlotte. As the founder of a start-up, she is convinced that the Austrian Patent Office is the first port of call should you have any questions about intellectual property.

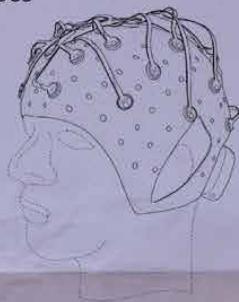


© Christian Jungwirth

Charlotte Ohonin

I know what you are dreaming about

Do you prefer the mountains or the beach? Fine entrecôte or a meal from the camping stove? **Dr Christoph Guger from g.tec** can make your unspoken preferences and **dreams come to life**. This is made possible by his patented brain-computer interface, which monitors, analyses and evaluates brain activity very closely. "In some tests, participants don't even want to know the end result," he says. Understandable. "Because if the photo of your own mother ranks way ahead of the one of your partner, it's not exactly conducive to good conversation at the breakfast table," jokes Guger.



It may sound like a gimmick, but it does have a serious background. By using the **computer-brain interface**, stroke patients can move their fingers again, control prostheses and most importantly, communicate. "It is exceptionally good at identifying the sentences you are thinking," says Guger. But as he explains, it only works with an implant. It does not work with the electrode hood.



And dreaming? **g.tec can identify 18 different forms in a dream**, even if you don't remember them yourself.

The brain-computer interface can safely say: you had that forest dream again. Guger does not believe that it will ever be possible to download dreams from the cloud to dream them, but the prospect of a dreamless night is not too far-fetched, in his opinion. "The suppression of depressive thoughts always seems to work well," says Guger.

To discover that the technology can not only "read" but also "write", as well as what all this has to do with the gaming industry, go to **www.patentamt.at/en/i-know-what-you-are-dreaming-about**

“BLACK FRIDAY” FOR EVERYONE?

We all know about “Black Friday”. The term comes from the United States and heralds the start of the annual Christmas shopping season in the USA. On the Friday after Thanksgiving, **countless Americans are lured to the malls by special offers and promotions**. This sales promotion campaign has now arrived in Europe too and has become something of an event for retailers.

In 2013, a Hong Kong-based company took advantage of this and registered Black Friday as a **national word mark** in Germany. This was followed shortly afterwards by a deluge of warnings designed to prevent retailers using the term “Black Friday” in their advertising if they did not have a licensing agreement. In 2017, the same company also **registered an international Black Friday trademark**, extending the protection claim to include Austria as well. Uncertainty grew among retailers. According to media reports, the Austrian Retail Association found this unacceptable and in 2018, filed its own trademark application for the word and design mark with the Austrian Patent Office. A full-blown contest – trademark versus trademark – began. **The battle raged through the media and in the courts**, where it came to an end surprisingly quickly – the courts declared the trademark unworthy of protection. An initial success and important sign for all retailers wanting to use “Black Friday” in their advertising.

Read the full story on our website:
www.patentamt.at/en/black-friday

BREXIT BREXIT and the miracle of the trademarks

After BREXIT, what actually happens to a European Union trademark, that is, a trademark with protection throughout the EU? The trademark goes too, without actually leaving the EU. Is that possible? Yes. **Because a single European Union trademark then turns into two trademarks.** A UK trademark is added to the original trademark with protection in the EU. Holders will continue to be protected by the European Union trademark in the EU, although this no longer includes the UK. They will also be given a UK trademark, however. As a trademark holder, you don't have to do anything to benefit from this miracle of the trademarks, **it will all happen automatically.** The protection for which the European Intellectual Property Office (EUIPO) was once paid is maintained absolutely. However, if European Union trademarks have been applied for but have not yet been checked or registered, and in the event of enforcement issues, from 2020 onwards, it will not just be EUIPO you will have to abide by; you will have to call on the services of the UK Intellectual Property Office as well.

Patents: everything stays the same.

And what happens to patents? The simple answer is that **everything stays the same.** Thanks to the European Patent Convention, BREXIT has no effect on patents – whether they have just been applied for or already been granted. Your UK patent remains your UK patent.

For explanations of the special case of “unitary patents” and additional important information on the protection of intellectual property in the UK after BREXIT, please visit our website: www.patentamt.at/en/brexit

SAVE STAATSPREIS
THE DATE PATENT
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THE DATE PATENT

9. NOVEMBER 2020

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THE DATE PATENT

CHICK
LIT
STOCK



I HAVE AN IDEA, WHAT NOW?

You can't stop thinking about your idea.

You have invested time, money, blood, sweat and tears and have produced a true innovation. You want to talk about it, **but you don't want to be copied.** A dilemma. Below are a few tips on how to protect your idea:

Please don't talk about it without protection and do not publicise it

Sample agreements can be found under www.ipag.at

- Don't tell** just anyone about your innovation until you've filed it.
- Conclude a confidentiality agreement prior to discussions with partners, suppliers, investors and others
- In the event of cooperative efforts: keep reliable records on who developed which part and lay down all rights to the invention in a contract.
- Do not present your innovation to the media and do not make it known to the public before it is protected
- If things have to move quickly:

PRIO, the provisional patent application
www.patentamt.at/en/prio-application

FAST TRACK trademarks
www.patentamt.at/en/fasttracktrademark

Get up to € 10,000 in support with the Patent Voucher
www.patentamt.at/en/patentvoucher

First protect, then go public –this always applies! Your innovation is ...

- Technical → a patent should be considered.
- Creative → then trademark protection is right for you.
- A multi-dimensional form or a model
→ then design and trademark protection should be considered.
- Something completely different → copyrights protect literature, software, works of music, visual arts and films from imitation.



WE ARE HAPPY TO ADVISE YOU!

Together with you, we can to take a look at your intellectual property.
01 53424 | info@patentamt.a | www.patentamt.at/en/discoverIP

WHAT TO WATCH OUT BEFORE THE NEXT PITCH?

It's easy to overlook the details when pursuing a great idea. **However, you should pay close attention to the following things before you make your pitch.**

WHEN PITCHING TECHNICAL INVENTIONS:

- Remove technical details from the pitch documents or
- protect your idea before the pitch with a provisional application → online for only € 50

WHEN PITCHING TRADEMARKS:

- File trademarks prior to the pitch: the fastest way is with **Fast Track** – it takes a max. 10 work days.

WHEN PITCHING DESIGNS:

- File the design prior to the pitch. A later application within 12 months of initial publication is possible, however there is the risk of a competitor registering sooner



QUESTIONS? We're here for you.
01 53424 | info@patentamt.at
www.patentamt.at

**EVEN IF YOU PITCH IT YOURSELF
OR MAKE IT PUBLIC: THE CHANCES OF
OBTAINING A PATENT MAY BE LOST.**

WHAT DO I NEED FOR A PATENT APPLICATION?

You have an invention.
This invention must represent something new in both a technical and in a global sense - thus it may not yet be publically known.

WE NEED FROM YOU:

- Application for a patent
- Title of the invention
- Description of your invention
- Owner of the invention (name, address)
- Patent claims
- Summary of the invention
- Date and signature

NOT ABSOLUTELY NECESSARY BUT STILL HELPFUL:

- Drawings

best online

What exactly do you want to protect in your invention?
Which combination of features characterises the invention?

Your invention in a few sentences that get right to the core.

Need to present your invention very soon?
SECURE PRIORITY!

Take a look at provisional patent registration:
www.patentamt.at/en/prio-application



QUESTIONS? We're here for you.

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CAN I HAVE MY COMPUTER PROGRAM PROTECTED?

The main question is: does the computer program have a technical impact?

Here are a few examples:

- Does my software control machines or robots?
- Are memory efficiency or resource requirements improved by my software?
- Does it encrypt or compress image, audio or video data?
- Does my software read sensors and does it analyse this data?

YES

There is a chance of being patented. **KEEP IN MIND!** Your innovation must also be new and inventive.

Your next steps could be:

- Let us advise you
- Get the Patent Voucher
- Register a patent

NO

Unfortunately, a patent is not possible. **WHAT CAN YOU DO?**

Document the work.
Software is subject to copyright law.

- Upload to the Blockchain data certification service on mein.wko.at.

**TRADEMARK GOOD,
ALWAYS GOOD**

Always good and important:

The trademark protection for the logo also works for software. Possibly also design protection for new user interfaces with unique characteristics.

TIPS FOR COOPERATIVE PROJECTS:

1. Use confidentiality agreements.
2. Keep accurate records on who holds the copyright to which part of the software.



QUESTIONS? We're here for you.

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CAN MY TRADEMARK BE PROTECTED?

A trademark can be **easily and quickly** registered.
Before doing so, ask yourself the following questions:

Self-Check:

Does the trademark describe my products and services? (e.g. "shoe" for shoes)

Yes No

Do I use national emblems in the trademark? (e.g. federal eagle of Austria, national flags, EU logo)

Yes No

Do I use information about the origin although the product has a different origin? (e.g. Tyrolean smoked ham for a product from Vienna)

Yes No

Was a question answered with "yes"?
Then it is possible that your trademark may not be registered and thus also not protected.

Other things to check:

What trademarks do my competitors use?
Are they similar to my trademark?

Among other things, a trademark must not be purely descriptive and must not consist largely of national emblems or contain misleading details on the place of origin.

Albert Patent Bot can check trademarks for you:
www.patentamt.at/en/albert

You can do the research yourself:
seeip.patentamt.at
www.tmdn.org

Or the pros at the Patent Office do the research for you:
www.patentamt.at/en/precheck



QUESTIONS? We're here for you.
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WHAT DO I NEED TO APPLY FOR A TRADEMARK?

To start with **a trademark, a logo, a signation...** the rest is fast and easy.

We need from you:

- Trademark representation
- Owner of the trademark (name and address)
- Type of trademark 
- Sectors in which you use the trademark
Search for compatible products and services easily using our register.
www.patentamt.at/nizzaklassen

We offer you:

 The fastest way to a trademark:
FAST TRACK TRADEMARK –
max. 10 work days

Apply online!


It's easier and cheaper.

Word mark,
figurative mark
containing word elements,
figurative mark,
shape mark/3D-mark
or corporal mark,
colour mark,
audio logo,
hologram mark,
position mark,
model trademark,
movement mark,
multimedia mark,
other marks
e.g. light signals

Not sure?
We are here to help!

TIP

Your options
in comparison:
See "Many roads lead
to your trademark"

 **QUESTIONS?** We're here for you.

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ATA
GLANCE

IS YOUR TRADE-MARK UNIQUE?

Before you register your trademark it is good to know whether it is **unique and distinguishable**. That is important because you want to distinguish yourself from the market and avoid conflict with older trademarks. You can do your own research*, or you can have us do it.



	24H TRADEMARK	PRE CHECK TRADEMARK
	Super-fast. List of all trademarks in Austria similar to your trademark.	Detailed. List of all trademarks in Austria similar to your trademark incl. explanations as to where there are similarities. Assessment of the protectability.
For whom?	Suitable for experts	Everyone
What does it cost?	Starting at € 105	Starting at € 210
How long does it take?	24 hours	5 work days
Overview of older identical or similar trademarks in the sector	✓	✓
Commercial Register research	✓	✓
Assessment of protectability		✓

* Ask Albert Patent Bot at www.patentamt.at/en/albert or search through our online register at seep.patentamt.at



WANT TO APPLY FOR A TRADEMARK?

HERE ARE YOUR OPTIONS

	TRADEMARK IN AUSTRIA		INTERNATIONAL TRADEMARKS	EU TRADEMARKS
	STANDARD APPLICATION	FAST TRACK		
Forms of trademarks	All forms of trademarks incl. multimedia trademarks	Word, image and figurative mark containing word elements	All forms of trademarks excl. multimedia-trademarks	All forms of trademarks
What does it cost?	Starting at € 280	Starting at € 280	Starting at € 678	Starting at € 850
Optional similarity research	✓			✓
The advantages are		Super-fast: max. 10 work days until your own trademark	Protection is possible in over 100 countries	Protection in the entire EU
Keep in mind!	Goods and services freely formulated	Goods and services selected from a directory Pay immediately upon registration	National trademark necessary	No national trademark necessary

Online Bonus
€ 20,-



IS YOUR INVENTION NEW?

Before you apply for a patent it is important to know if it is new. You can do your own research*, or you can have us do it.



	STANDARD RE-RESEARCH WITH OR WITHOUT A RESEARCH ASSESSMENT	FOCUS RESEARCH	PATENT SCAN	PRE CHECK INVENTION NOTICE
For whom?	Mostly for experts	Everyone	Students writing their thesis	Technology transfer offices of universities & technical colleges
What does it cost?	Starting at € 238	Starting at € 1,080	Free	€ 450
What is the maximum time it will take?	4 months	6 weeks	2 months	2 months
Research on the state of technology	✓	✓	✓	✓
Research on the field of technology		✓		
Evaluation of patentability	✓ Only with an expert assessment			✓
Evaluation of claims regarding originality and inventiveness	✓ Only with an expert assessment			
Personal consulting		✓		

Online Bonus
€ 20,-

* done at at.espacenet.com



www.patentamt.at

WANT TO APPLY FOR A PATENT?

HERE ARE YOUR OPTIONS

	PATENT IN AUSTRIA			EUROPEAN PATENT APPLICATION	INTERNATIONAL APPLICATION STANDARD (PCT)
	STANDARD APPLICATION	PROVISIONAL PATENT APPLICATION	FAST TRACK APPLICATION		
What does it cost?	Starting at € 322	€ 50	Starting at € 322	Starting at € 1,475	Starting at € 2,769
What is included?	Registration-date*, search and examination as to whether new and inventive	Registration-date*	Registration-date*, search and examination as to whether new and inventive	Registration-date*, search and examination as to whether new and inventive	Registration-date*, search and examination as to whether new and inventive
Online	SmartCard and software of the European Patent Office is required	only online	only online and with SmartCard		
Keep in mind!		Patent claims, summary may be provided later Upgrade to a standard patent application within twelve months possible	Patent search within four months	Protection possible in over 40 countries	Additional 18 months time to choose destination countries Protection possible in over 150 countries possible

Online Bonus € 20,-

* The registration date is the official birthday of your invention. If you provide this date when applying in other countries, the time of the application will be treated just as in your initial application.



www.patentamt.at

STA

TS

TOS

42 invention
applications from
Burgenland.

**Trademark
hot spot:**
Neusiedl am See

164
trademark applications
from Burgenland.

**Invention
hot spot:**
Oberwart

The process invented by **Fachhochschule Burgenland GmbH** provides an efficient way to generate electrical energy from waste heat. And they hold the patent for it.

Privilege 29/725
Wolf Reichsritter Ponz von Engelshofen's
kettle from 18799



93

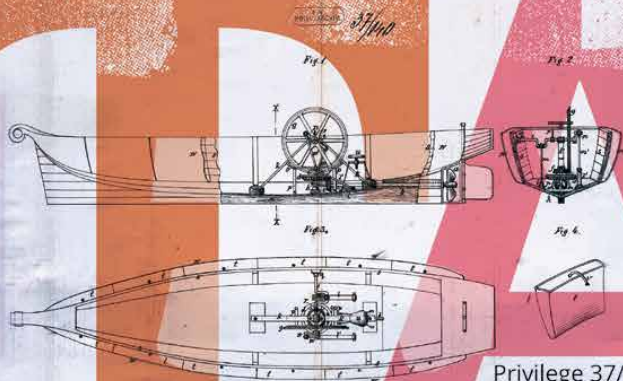
invention applications
from Carinthia.

245

trademark
applications from
Carinthia.

**Trademark hot spot
and invention hot spot:
Klagenfurt (city)**

Carinthia-based **Schwing GmbH** is an international competence centre for steel and machine components. The company uses patents to protect its developments from mimics. Another top patent applicant in Carinthia is **Springer Maschinenfabrik GmbH**. The company develops innovative solutions for the wood-processing industry.



Privilege 37/140
Johann Eppel's
velocipede boat
from 1886

T

264

invention applications from Lower Austria.

866

trademark applications from Lower Austria.

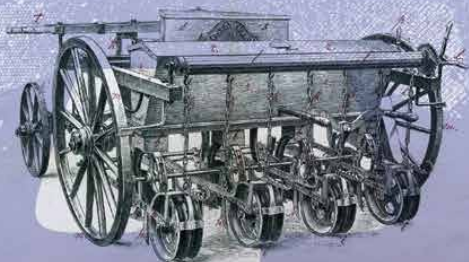
Trademark hot spot: Mödling

Invention hot spot: Amstetten

The **ZKW Group GmbH**

specialises in innovative lighting systems for vehicles and tops the list for patent applications in Lower Austria.

The company also leads the rankings for trademark applications in Lower Austria.



Privilege 21/111 **Eduard Kutzer's** beet and maize drill from 1871

115

invention applications
from Salzburg.

460

trademark
applications
from Salzburg.

Invention hot spot:
in and around
Salzburg

**Trademark
hot spot:**
Salzburg (city)

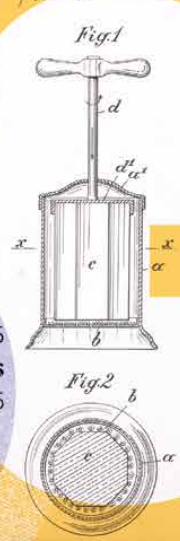
ADRESYS - Adaptive Regelsysteme

develops intelligent protection systems
for testing in high and medium-voltage
electrical installations. It is one of the
top patent applicants in Salzburg.

The repertoire of the Salzburg-based
company **Biogena Naturprodukte
GmbH & Co KG** not only includes food
supplements, but also numerous
proprietary rights.

Privilege 46/3185
Josef Achleitner's
salt mill from 1896

K. K. Patent-Archiv
Priv. Arch. 46/3185
Pat. Nr. 46/3185
Pat. Nr. 46/3185
Pat. Nr. 46/3185



S

463

invention applications
from Styria.

Invention hot spot:
Graz (city)

T

718

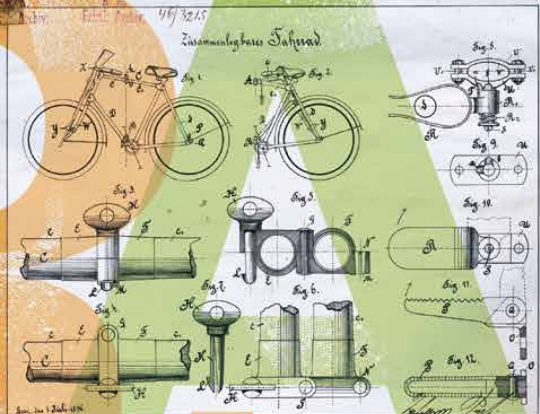
trademark
applications
from Styria.

**Trademark
hot spot:**
Graz (city)

AVL List GmbH has been granted 118 patents, and is once again king of the patents in Styria, as well as throughout Austria.

P

Protection is something
G.L. Pharma GmbH takes
very seriously – not only
against bacterial infections but
also with regard to protecting
trademarks against mimics.



Privilege 46/3215 **Johann Puch's**
collapsible bicycle from 1896

146

invention
applications
from Tyrol.

**Invention
hot spot:**
Innsbruck
(state)

479

trademark
applications
from Tyrol.

**Trademark
hot spot:**
Innsbruck
(state)

Tyrolit – Schleifmittelwerke Swarovski K.G. is a leading manufacturer of bonded grinding, cutting, drilling and dressing tools as well as machines for the construction industry – and is top of the Tyrol rankings in 2019.

INNIO Jenbacher GmbH & Co. OG is also at the forefront. The company manufactures innovative industrial gas engines and power generation systems.



Privilege 44/3239
Alois Haidacher's
velocipede sleigh
from 1894

**Jungösterreich
Zeitschriftenverlag
GmbH & Co KG** publishes
numerous educational
media titles that are
frequently found in
schools, and also appears
in the trademark
rankings for Tyrol.

189

invention
applications from
Vorarlberg.

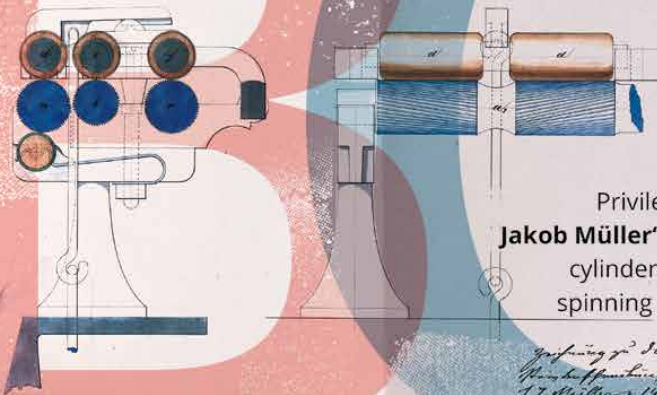
149

trademark
applications from
Vorarlberg.

**Trademark
hot spot &
Invention
hot spot:**
Bregenz

In Vorarlberg, **Julius Blum GmbH** has filed the most patent applications. The company specialises in the production and distribution of furniture fittings.

Head Technology GmbH is also not standing still when it comes to sport-related patents and leads the rankings for trademarks in Vorarlberg in 2019.



Privilege 18/652
Jakob Müller's pressure
cylinder for cotton
spinning from 1868

*Erfindung zu dem
Werkzeugmaschinenbau
J. J. Müller's 14. Juni 1868*

436

invention applications
from Vienna.

1,852

trademark
applications
from
Vienna.

**Trademark
hot spot &
Invention
hot spot:**
Vienna (city)

Vienna is not only the state capital, it is also a **hot spot for trademarks** in Austria. No federal state has as many trademark applications as Vienna. In 2019, most European patent applications filed by Austrians came from Vienna.

From mobility management to transportation technology: innovation is taken very seriously at **Siemens Mobility GmbH** – once again the Vienna-based company filed numerous patent applications in 2019. **Plasser & Theurer** is not only the global market leader for track maintenance and track laying machines, but is also top of the rankings in Vienna.

Österreichische Lotterien

GmbH, the Austrian Lotteries Organisation, does not jeopardise its trademarks.

In 2019 they once again filed an application for protection with the Patent Office.



Privilege 43/4265
Wolf Eder's
tram car from 1893

SO MANY INNOVATIONS
HAVE PASSED THROUGH
OUR HANDS IN 2019:



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PATENT OFFICE

We are

235

experts

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trademarks, designs,
artificial intelligence,
mechanical engineering,
biotec and any other technical
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digital.

114

women &

121

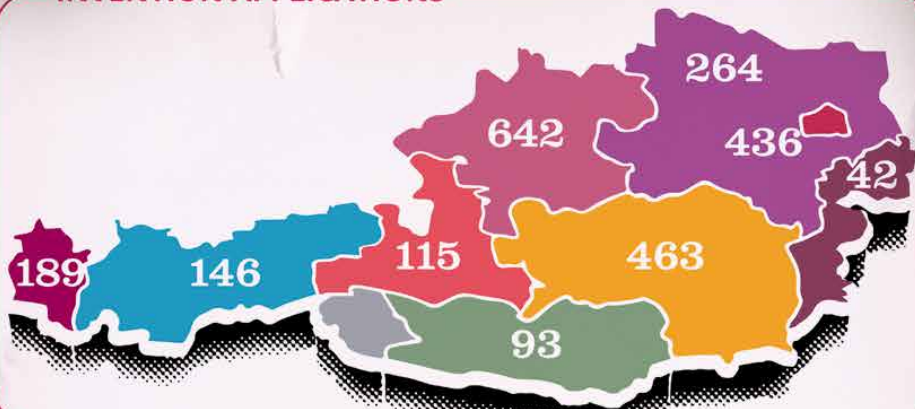
men

80%

of all registrations
and submissions
have been sent to us
via our online forms.

Thank you!

INVENTION APPLICATIONS







INVENTIONS

TOP 10 INVENTORS

AVL LIST GMBH	169
JULIUS BLUM GMBH	79
ENGEL AUSTRIA GMBH	37
TU WIEN	28
TRUMPF MASCHINEN AUSTRIA GMBH & CO. KG.	26
PLASSER & THEURER EXPORT VON BAHNBAUMASCHINEN GMBH	25
MIBA GLEITLAGER AUSTRIA GMBH	21
TRIDONIC GMBH & CO KG	21
SIEMENS MOBILITY GMBH	20
MARKUS STRACKE	20
FILL GESELLSCHAFT M.B.H.	18
ZUMTOBEL LIGHTING GMBH	18

INDUSTRIES

-  Mechanical engineering **41%**
-  Electrical engineering **14%**
-  Measurement & control technology, optics **12%**
-  Chemical **11%**
- Other fields of technology **22%**

2,724 invention applications were filed this year with the Austrian Patent Office.

287 of them are provisionally registered.

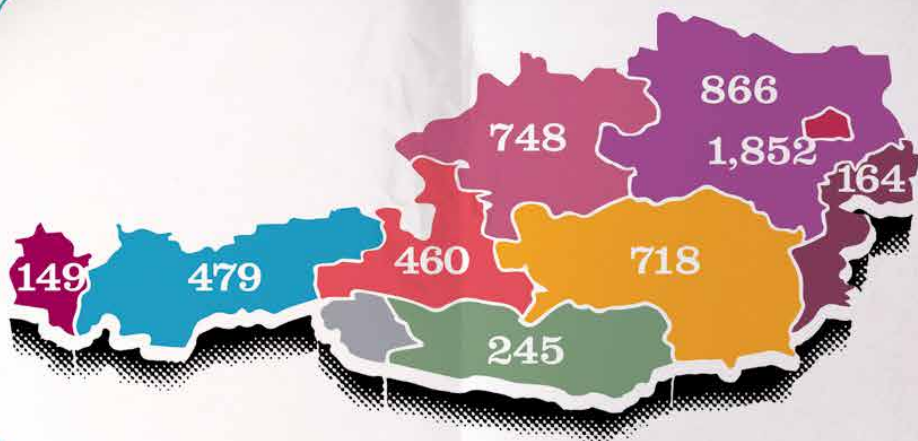
1,577 inventions have been patented.

545 Invention-Services

12,747 inventions are valid at the Austrian Patent Office.

11,731 inventions were applied for by Austrians all over the world.

TRADEMARK APPLICATION



TRADEMARKS

TOP 3 GOODS AND SERVICES CATEGORIES



Advertising; management 11%
e.g. agencies and distributors



Entertainment 11%
e.g. radio stations and event agencies



Research services; development of computer hardware and software 6%
e.g. pharmaceutical companies and telecommunications providers

DESIGNS

Design applications	583
Registered designs	516
Valid designs	8,470

6,261 trademark applications at the Austrian Patent Office.

5,172 trademark registrations

98,957 valid trademarks at the Austrian Patent Office.

629 Trademark-Services

ATTENTION START-UPS: DON'T MISS OUT ON THE PATENT VOUCHER!

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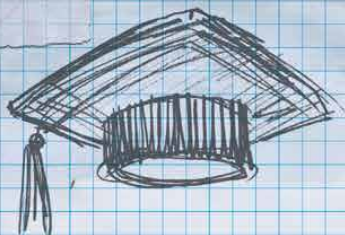
now to find out more!

A black smartphone is lying on a rough, grey, textured surface. Two metal mesh straps are wrapped around the phone, one at the top and one at the bottom, securing it. The screen displays a white message box with black text. Below the message box is a keyboard with a blue plus sign on the left and a blue arrow on the right. The keyboard has several keys with letters, including 'i', 'the', 'that', 'q', 'w', 'e', 'r', 't', 'z', 'u', 'i', 'o', 'p', 'ü', 'a', 's', 'd', 'f', 'g', 'h', 'j', 'k', 'l', 'ö', 'ä', 'y', 'x', 'c', 'v', and a '123' key. The home button is visible at the bottom of the phone.

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COVER-ARTWORK Emanuel Jesse

**CONCEPT, SEARCH, TEXT
AND STATISTICS** Erwin Auer, Linda Brunnhuber,
Christian Laufer, Christoph Mandl,
Christina Nettek



9001 and nor 08/15