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President of the
Austrian Patent Office

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No, we don't mean to stick our tongue out at you with our annual report. Absolutely not! What we're trying to say is that – unlike our cover artist suggests with **"I licked it, so it's mine"**

– it's possible to maintain control over your innovations without licking anything at all, using patents, trademarks and designs. 2020 was no picnic. It was a difficult and depressing year – and also a lonely one for many. It's nice to know that our inventors did not give up. So, compared with the absolute record year that was 2019, we are in a **very good** position when it comes to 2020 too; with 11,534 patent applications from around the world, we were just 197 applications behind our record from the previous year. There was even **an increase in patents at a national level.**

We will be telling you about some difficult but also positive and forward-looking things in our annual report, including the scientist who, together with her team, replaces toxic fumes with steam; the inventors

NO PICNIC BUT

REMARKABLE ALL THE SAME

of the "thermometer for Parkinson's"; a fake mountain backdrop and dream interpretation with analyst to the stars Erika Freeman; gifted children and brilliant logo designers.

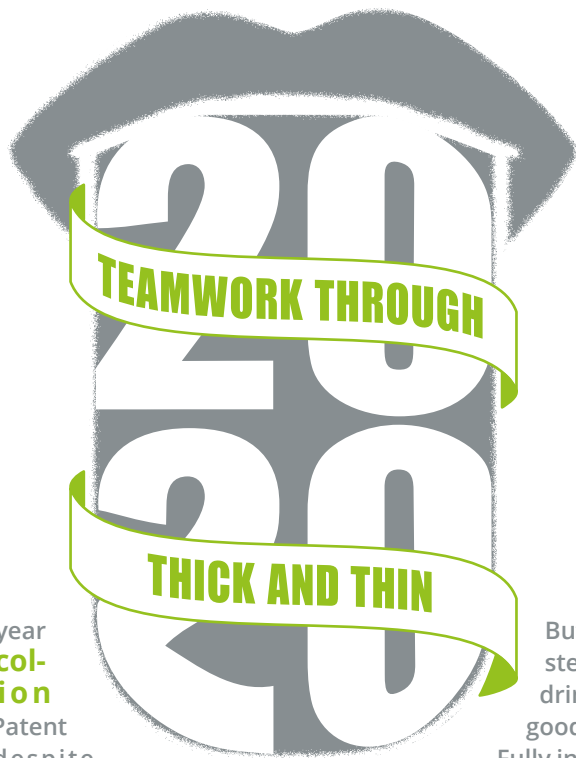
In good times and bad times alike, inventions, creations and beautiful, practical designs

have the power to improve all our lives. **We are at your service to protect this valuable work with patents, trademarks and designs!**

Thanks to all the partners and customers who put their trust in us! And now, please give your finger a lick and have fun as you flick through the pages!



Patent Office President Mariana Karepova



2020 was a year of **close collaboration** with the Patent Office - despite social distancing and working from home. Together we streamed the Austrian Patent Awards ceremony live, which included an award in the **"Humanity"** category for the very first time. After all, what can possibly be more important than humanity in this pandemic year? One particularly pleasing aspect was that this time, there were a lot of climate protection patents: inventors and their inventions have been showing their commitment to a **climate-friendly future** and in a variety of different technical fields.

We were also a **virtual part** of the **patent cocktail** in Alpbach.

But this time, instead of mixed drinks, it was a good mix of ideas.

Fully in keeping with the interdisciplinary approach of a European forum, I got together with the psychotherapist to the stars Erika Freeman, and Christoph Guger, the inventor of the brain-computer interface, to philosophise about what dreams have to do with inventing.

Keeping one step ahead has always been something that a Patent Office does. Not only was the Austrian Patent Office the first federal agency to have a **chatbot**, it was also an authority that provided a **100% digital** range of services to its customers, even before the pandemic. In 2020, customers did not have to leave their office,

their home office, their workshop or their laboratory to work with the Patent Office. In the prevailing "stay at home" situation, this was very helpful to our inventors, our researchers, and to all creative people in general.

One lovely moment last year that gives me great hope for the future was a visit from the **youngest inventor in Austria**. The conversation with nine-year-old Leopold from Tyrol showed me that future generations are directing their inventiveness towards **protecting our environment and the health of mankind**. Just one of many pieces of good news from the Patent Office in 2020.



**Federal Minister
Leonore Gewessler**

© Cajetan Perwein

ABOUT THE COVER OF OUR ANNUAL REPORT 2020

Rector of the University
of Art and Design Linz

BRIGITTE HÜTTER



© Gerhard Gruber

We search for this constantly, and for a variety of reasons: to combat global disasters, to seek a fulfilled life, or simply to prepare the perfect cup of morning coffee. One thing we know for sure is that there is not just one prescription for a patent. Instead, there are countless patents. Austria's inventors never stop. In Upper Austria, the creative home of our university, their ideas fall on particularly fertile soil.

Even the official name of our university bears witness to its highly practical approach and business orientation: the **"University of Art and Industrial Design Linz"** maintains a long and successful tradition of collaboration with many strong partners reaching way beyond national boundaries. It provides both ideas and impetus, as well as being a

FERTILE SOIL FOR
INEXHAUSTIBLE CREATIVITY

creative and reliable developer and implementer. So it is highly gratifying and all the more logical that the Patent Office and the University of Arts have now found one another.

This comprehensive and fascinating annual report bears witness to the **inexhaustible creativity** of the people represented by the two institutions, the inventors, the artists, the designers and the scientists. Content and presentation are artistic, imaginative and impressive – lasting in the best sense of the word. I hope you find this an entertaining and inspirational read and on behalf of the students, teaching staff and members of our university, may I thank you for your cooperation.

© Michael Seidl

LISA HOFSTETTER

The Artist



This year's cover is meant to be **playful and archaic**, according to Lisa Hofstetter. The artist's passion for material and design beat off the competition at the University of Art and Design in Linz.

Lisa Hofstetter has a Master's degree in Architecture. She found everyday office work too boring – she wanted to give greater rein to her creative side, so that was one reason why she is now studying sculpture in Linz.

How did she come up with the idea of a tongue wrapped round the annual report?

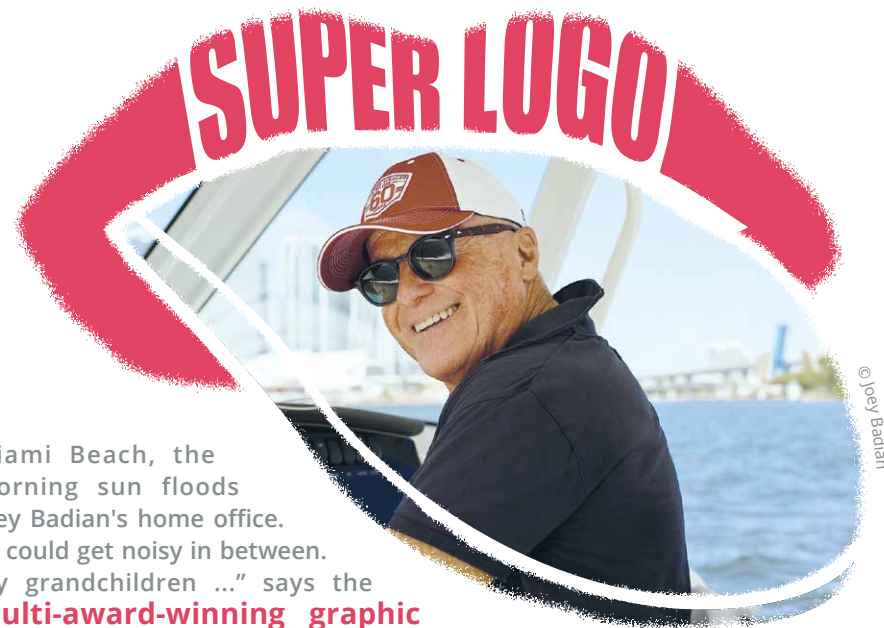
She spent a lot of time thinking about the methods people devise

to mark their ownership of something: "It struck me that even children need to do this, to stop what is "theirs" being used by other people. Playful, like in the archaic gesture **"I licked it, so it's mine"**. And a patent is just such a device," she says.



Show us your idea.

We will tell you
whether there is a patent in it.
www.patentamt.at



© Joey Badian

Miami Beach, the morning sun floods Joey Badian's home office. "It could get noisy in between. My grandchildren ..." says the **multi-award-winning graphic designer** and smiles.

In the 1980s and 90s, he brought a **new typography** to Vienna and decisively influenced the look of many industries. Badian has always seen himself as a seller of his clients' products. That's why he always wanted to understand the product and the company in detail before he started drawing. He also advises all young creatives to do this.

"In Vienna there is a disco called Grelle Forelle. Super logo," says Badian and talks about himself: "I am a person who has never envied anyone for anything, except when someone can play the piano well. And then there are logos that make you wish you had made them yourself. This is one of them. That would be a mark I would be proud of."

To find out whether Badian also thinks the church's logo is great, who the master of design would never work for, and whether he has ever been ripped off, read our interview at: www.patentamt.at/en/interview-badian

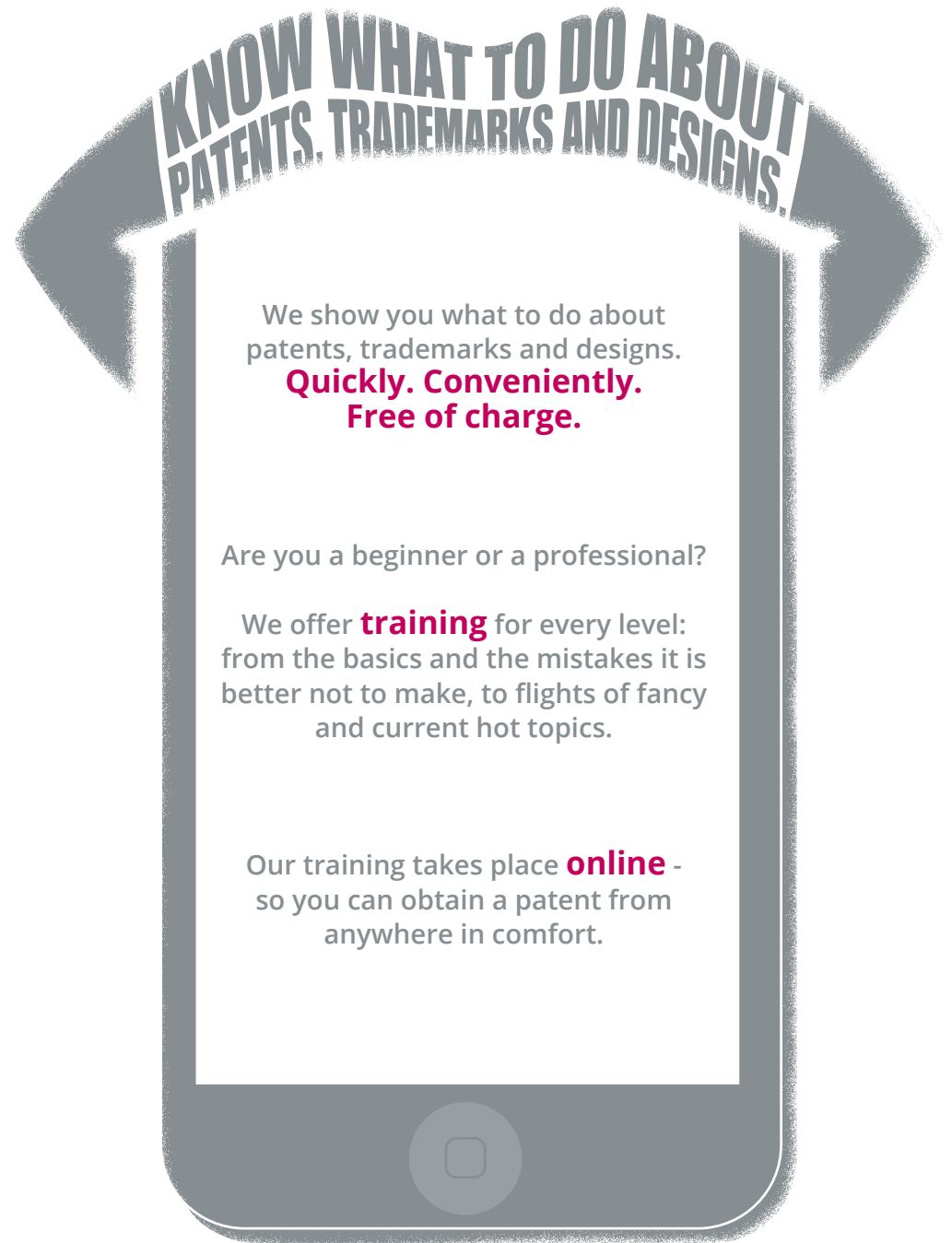


Two logos
by Joey Badian.

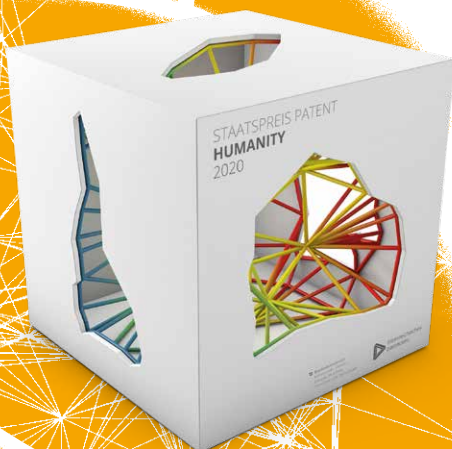
GRELLE FORELLE
<><

Joey Badian wishes this logo
had been designed by him.

IP ACADEMY
INVESTOR
SAYS:
PRIOR ART?
YOU SAY:
ANDY WARHOL



BEST AND MOST HUMANE...



© Lukas Bast

We examine some inventions and trademarks twice in the Austrian Patent Office: once, to establish whether they deserve protection. And the second time to establish whether they are so good, they could be nominated for the Austrian Patent Awards.

Making plastic with water, providing Parkinson's patients with a small pen to measure tremors, or giving self-monitoring rucksacks an impressive name – these were the top achievements at the 2020 Austrian Patent Awards.

Never before have so many been involved in the race for the Austrian Patent Awards: **283 inventors and creative minds threw their hats into the ring** for best trademark and best patent. Together with UNICEF, we also presented an award in the **"Humanity"** category for the first time – for an invention with special humanitarian significance for a better world.

Did you miss the award ceremony?
Catch up with the broadcast here:
www.staatspreis-patent.at

CHATTING IN FRONT OF A DELIGHTFULLY FAKE MOUNTAIN BACKDROP

Christoph Guger

invented a device that brings to life the subjects of our dreams. Although many of us see this as dystopian, the inventor of a brain-computer interface regards it as a useful tool that in medicine, for example, plays a role in the rehabilitation of stroke patients.

Analyst to the stars **Erika Freeman** sees dreams first and foremost as hidden truths that need to be identified. In the course of her long career, the couch at her practice in Manhattan has been graced by stars such as Woody Allen or Marilyn Monroe, wanting their dreams to be decoded to reveal their hidden meanings.

We interviewed both these luminaries for you, on a live stream from the Patent Office. We have recreated the picturesque Alpine panorama to make it feel a bit like being in Alpbach. Watch Erika Freeman and Christoph Guger enjoy an entertaining and stimulating discussion with Federal Minister **Leonore Gewessler** and Patent Office President **Mariana Karepova**, and see **Michael Binder**, Head of Strategy at the Austrian Research Promotion Agency (FFG), try out as a model and showcase a wonderful T-shirt.

TV tip: Chatting in front of a delightfully fake mountain backdrop is available to view here:
www.patentamt.at/alpbach2020



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Spoiler alert: dreams can be reproduced as a matter of fact, but only people can interpret them.

ZEBRAS, UNICORNS AND OTHER WILD YOUNGSTERS

Your "baby" is based on your innovative idea. This is your most valuable asset. So you protect it:

1. **Start early.** It is best to start thinking about protecting your idea against imitators immediately.
2. **Protect your trade secrets and confidential documents.** Sample contracts, licence agreements and non-disclosure agreements (NDA) for you to use can be found here: www.ipag.at
3. **Document the authorship** of texts, images and source codes with a timestamp, here, for example: WIPO Proof wipoproof.wipo.int/ Austrian Federal Economic Chamber (WKÖ) Blockchain data certification service mein.wko.at/
4. **Document open source** and any other third-party content you use – in Git Code Management or in your Digital Asset Management, for example.
5. **Register your domains and social media accounts**
6. **Register your trademarks and your designs** www.patentamt.at/en/start-up
7. **File patents** for your technical inventions www.patentamt.at/en/start-up – if speed is of the essence, we are happy to make it provisional: www.patentamt.at/en/prio-application
8. **Talk to us** if you have any questions, or are unsure about anything. We are at your service: E-mail: info@patentamt.at

Tel.:
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53424

I'M SAVING THE WORLD

How can you expect others to believe in your ideas if you don't do so yourself?! "I am convinced that innovations resulting from basic research have to be implemented by the inventor themselves. No-one else will do it," says **Professor Miriam M. Unterlass**, explaining why she established her own start-up. She and her team from TU Wien, the university of technology in Vienna, won the 2020 Austrian Patent Award for their clean method of producing plastics (just using hot water instead of toxic solvents).

"We killed two birds with one stone, as it were: **the process is not only environmentally friendly, it also improves the physical properties,**" she explains. Nevertheless – she is certain – large chemical companies will want to see actual evidence that this innovation also has a commercial benefit. This proved to be the decisive factor in making Professor Miriam M. Unterlass establish her own start-up: "I think it's just fantastic – this method can help the world, and I believe that is a good thing."

To discover the twist of fate that led her to chemistry, where she is still working, and her thoughts on "Women in technology", read the blog at: www.patentamt.at/en/interview-unterlass



© Loacker

WHAT MUST I PAY ATTENTION 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

Even if you pitch it yourself or make it public, the chances of obtaining a patent may be lost.

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

PATENTS AND TRADEMARKS BOOST THE IMMUNE SYSTEM OF START-UPS

Every start-up has a name and a logo, and many also have a technical innovation to get them started.

But only a minority think of protecting their assets by registering a trademark and/or obtaining a patent, even though this is exactly what start-ups need to make them more resistant to imitators. We commissioned a study to look into the importance of property rights for start-ups, which reveals that only 6.3% of start-ups have registered trademarks. The situation is even worse with inventions: **just 1.7% of start-ups have thought about patent protection.** That is simply not good enough.

Our study also shows that the survival rate for start-ups in Austria is closely linked to their patents and trademarks: **start-ups that have registered their patents and/or trademarks have a far better chance of still being around in five years' time.** The chances of survival are especially good for start-ups that boost their immune system with patents and trademarks right from the start. Their five-year survival rate is 78% – whereas this figure is merely 65% for start-up companies with no property rights at all.

We know most young entrepreneurs simply do not have the time to worry about their intellectual property, let alone the money. We can help with both. **It takes us less than ten days to register trademarks; provide provisional patent applications** - immediately and at a very reasonable price; have your technology checked and your national and international application funded by the Patent Voucher; and to examine your company's intellectual property strategy free of charge with the discover.ip programme. We work for you, together with our partners the Austrian Research Promotion Agency (FFG) and the Business Development Agency (aws). Our objective is to help all newcomers to transform their ideas into values and boost them to run the marathon of self-employment.

Note: Don't want to miss the publication of the study "Bedeutung geistigen Eigentums und gewerblicher Schutzrechte für Start-ups" [The importance of intellectual property and industrial property rights for start-ups] (Helmut Berrer | Michael Boch | Georg Graser | Christian Helmens-tein | Alexandra Linder | Kalpana Scholtes-Dash | Michaela Zalesak; RiskRe Agentur für wirtschaftliche Risikoforschung)?

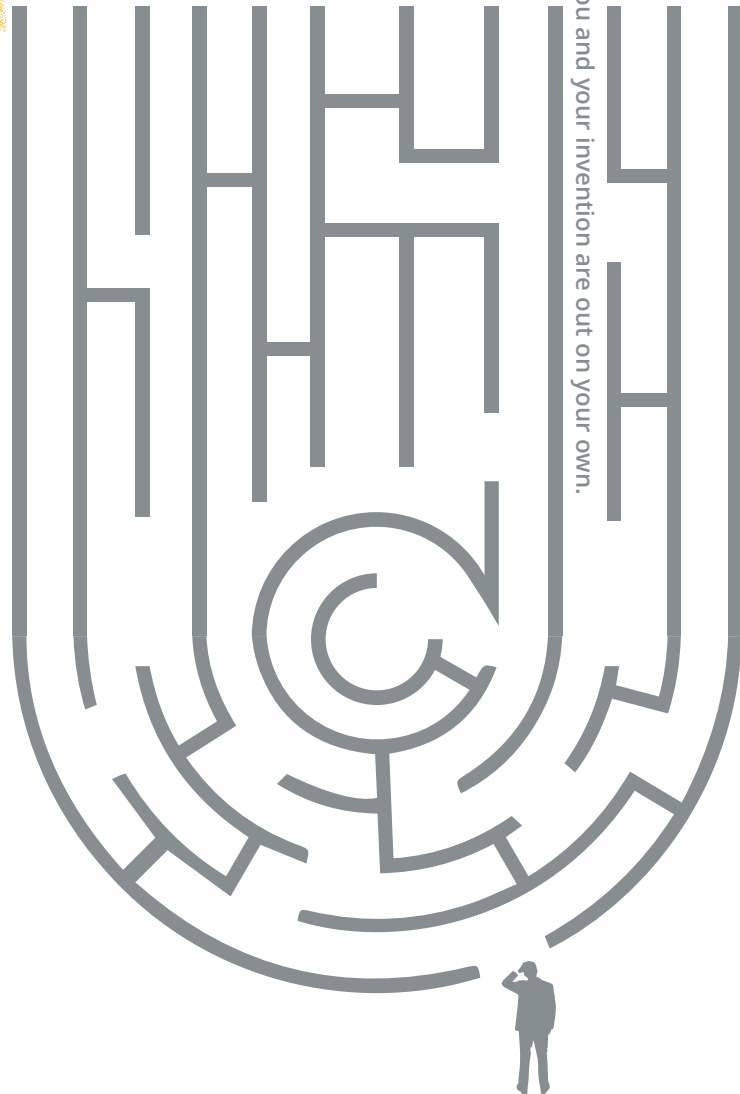
Then subscribe to our newsletter:
www.patentamt.at/newsletter-anabmeldung

RESEARCH

Where?
... and if so, how many?

A patent and trademark search shows you **how original your idea is**, how close your competitors are, whether they are using similar marks and logos, and whether

you and your invention are out on your own.



Good news and very good news

You can't take care of everything. But if you are a founder, then you have to. Which is why we now have good news and very good news for all start-ups. Firstly: We and the Austrian Research Promotion Agency (FFG) help you save money. And secondly – and this is the very good news: We help you to succeed.

"When the two of us went into business in the garage five years ago, we had no investors – just the vision", explain the founders of Single Use Support. Today the product is more important than ever: the Tyrol-based start-up's **filling and freezing/thawing systems** for liquid pharmaceuticals are an international hit. Single Use Support won a major contract last year, and also welcomes **customers from Europe, the USA and China**. "The protection of our idea began with the patent voucher. This was the most affordable and most promising way to obtain a patent, thanks to the advice and feedback given by the Patent Office", explains Thomas Wurm, who founded the start-up together with Johannes Kirchmair.

The patent voucher **covers 80% of the costs** associated with a patent application. Plus, it **increases the likelihood of start-ups obtaining a patent** by a respectable amount: from 50% to around 73%.

Full details of the patent voucher can be found here:
www.patentamt.at/en/patentvoucher



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 best online
- Title of the invention
- Description of your invention What exactly do you want to protect in your invention?
- Owner of the invention (name, address) Which combination of features characterises the invention?
- Patent claims
- Summary of the invention The crux of your invention explained in just a few sentences.
- Date and signature

NOT ABSOLUTELY NECESSARY BUT STILL HELPFUL:

- Drawings

Need to present your invention very soon?
Secure priority!

For more information on provisional patent registrations:
www.patentamt.at/en/prio-application

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

FILING A PATENT APPLICATION IS CHILD'S PLAY

Astonishment is part of the job description, but we were left speechless when Leopold Winter's parents called us. **The boy was only nine years old**, and had used every trick of the trade to **file a patent** for his magneto ignition for combustion engines, with technical drawings and a description of the patent - without asking anything of his parents.



© Mirjam Reither

"Youngest inventor at the Austrian Patent Office" stands proudly on the document presented to the young inventor from Zillertal by Minister for Climate Action Leonore Gewessler and Patent Office President Mariana Karepova.

This was not without its consequences for the youngest inventor in Austria. We invited him to the Patent Office in Vienna, so that we could get to know him. The agenda for the talented young inventor's trip to Vienna included a visit to Federal Minister Gewessler, who was just as astonished as our colleagues when she listened to his explanations.

The Minister for Climate Action was really impressed: Leopold also thinks his invention will help to reduce emissions, because he is passionate about climate change.

And Leopold's visit has given us further proof to present to those who still say that filing a patent application is extremely complicated

Small in stature – big on ideas

- ➔ Louis Braille was 16 years old when he invented his writing system for the blind.
- ➔ At only 11 years of age, American Frank Epperson invented the Popsicle. He had accidentally left his soda pop on the porch one cold night - with the stirring stick still in it. The idea of the century was born - overnight and almost by itself.

CAN I PATENT MY COMPUTER PROGRAMM?

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

TIPS FOR COOPERATIVE PROJECTS:

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

TRADEMARK GOOD, ALWAYS GOOD
Always good and important:
the trademark protection for the logo
also applies to software. Also consider
design protection for new user
interfaces with unique
characteristics.

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

The fact is, you can take out a patent on software.

Although not always and in every situation. But if it runs
on a computer and has an additional and technical impact that
is tangible in the real world - such as controlling a machine -
then things are looking good. As with every invention, the soft-
ware has to be novel and inventive as well, of course. So if it's
technical, novel and inventive – you can also patent it.

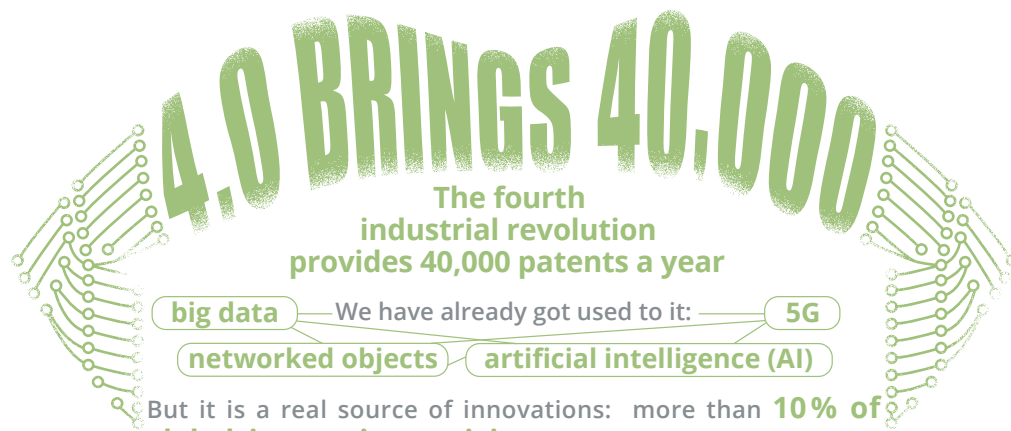
A valuable first check

Software is predestined for international markets more than
most other inventions. You are bound to want to market your
programs and apps developed in Austria in other countries
as well. We are the best place to make your first stop on this
journey – for advice, to search, or to file an immediate patent
application. We tell you how likely it is that you will obtain a
patent. We look at your innovation, search worldwide for si-
milar solutions and evaluate whether your solution brings
something new, and could be patented. This is valuable infor-
mation, and an important indication of the best way for you to
proceed. So before you invest a lot of time and money in inter-
national patent applications, check in with us first.

If you want to find out more about software and
how to protect it, keep reading here:
www.patentamt.at/en/software-and-patents

Or join our free "Protecting software with patents" webinar
www.ip-academy.at

Do not hesitate to call us or write to us
if you have any questions.



But it is a real source of innovations: more than **10% of global innovation activity** comes from Industry 4.0. In 2018 alone, almost 40,000 new international patent families were filed for these technologies, which represents a fivefold increase since 2010, compared to other technical fields.

The fourth industrial revolution has been making its presence felt in Patent Offices for a long time. It means a lot more work for our patent examiners – which is a good thing, because it is imperative that they stay focused on the radical changes taking place in so many areas of technology. It is gratifying that **Austria is one of the leading European countries**, and that in this respect, the number of patent applications filed here is above the European average.

The most innovative country by some distance in this respect is the USA: around a third of all international patent families originate there. Although Europe is losing ground overall, Germany is the top country. But if you look at the dynamics of growth (2010 – 2018), **Austria, at 15.8%**, is ranked third in Europe, behind Sweden (22.6%) and Switzerland (19.6%). The increase worldwide is 19.7%.

A recent study by the American telecommunications giant Cisco assumes that by 2023, more than 29 billion devices worldwide will be connected by IP networks (Internet Protocol), with the majority of them generating real-time data. Combine this with the other technologies of the fourth industrial revolution, and it will be possible to automate the entire business process. So twenty-first century patent examiners always have to be specialists as well, when it comes to Industry 4.0. Industry 4.0 patents include so many fields of technology, that it is best to assess them in teams: chemists, physicists, or mechanical engineers - the Austrian Patent Office is fully-committed to teamwork.



IS MY TRADEMARK ELIGIBLE FOR PROTECTION?

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 have any national emblems in the trademark? (e.g. federal eagle of Austria, national flags, EU logo)

☐ Yes ☐ No

Do I indicate an 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.

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.

Other things to check:

What trademarks are my competitors using?
Are they similar to my trademark?

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

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

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

WHAT DO I NEED TO DO 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

Word mark | figurative mark
containing word elements | figurative mark
shape mark/3D 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!

Apply online!
It's easier and cheaper.

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



Hello there SME!

Keep being unique.

**Register your trademark
now for half price.**



Here at the Austrian Patent Office, we are proud that pay for men and women is almost identical; you can barely detect any gender pay gap.

The facts: In May 2020, **49% of our employees were women**. They were responsible for 47% of the hours worked. So part-time working is not a female preserve here.

Looking at the gross salaries, however, it seems at first glance that there actually is a difference between the sexes. But the main reason for this is that more men than women work in our technical departments. As we all know, this is a problem throughout society – and there is still a lot to be done, starting from childhood. But if you take into account whether someone has school-leavers qualifications only or has a university degree, and only make the comparison between them, then the gender pay gap gets smaller. The difference is between **3% and 8%**, depending on the pay grade. By way of comparison: across the public sector in general, this figure is between 10% and 18%.

But it was not always like this – not even here at the Patent Office. It is only in the last twenty years that a noticeably positive trend has become apparent. Colleagues who have been working with us for a long time are only too well aware of the differences. But there is **hardly any gender pay gap** for all those who started working for the Patent Office in the twenty-first century. Our plan is to continue taking on large numbers of well-qualified women – especially for our technical departments. And we will concentrate more on encouraging and motivating women to apply for leadership and management positions.

The pay gap trend in the Patent Office in detail:

Date of commencing work:	Gender Pay Gap:
1983–1992	55%
1993–2002	27%
2003–2012	2%



1) Gender pay gap describes the difference between the average gross hourly wage of men and women

THIS IS WHAT WE WERE
APPROACHED WITH.

10,587

2,737 filed inventions (2,724 previous year)

6,260 filed trademarks
(6,261 previous year)

622 trademark consultations
(629 previous year)

373 filed designs
(583 previous year)

595 invention services
(545 previous year)

Thank you for your commitment!

IP Academy

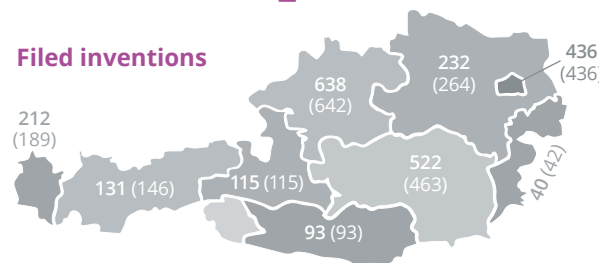
In 2020, our IP Academy again demonstrated what to do about patents, trademarks and designs. Altogether 1,481 people got involved in this!

We have a combined total of **4,287 years of experience** in patents, trademarks and designs, and we are keen to share it. 245 experts - fifty/fifty men and women of course - between the ages of 16 and 64 are at your side. By the way, we speak not only German, but also Chinese, Russian, Italian, Hungarian, Norwegian, Spanish, Dutch, Polish, Persian, Serbian, Croatia, Bosnian, Slovakian and many more languages too.

INVENTIONS



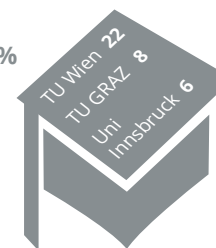
Filed inventions



Strong industries:

- ⚙️ Mechanical engineering (incl. transport) 35%
- 🔌 Electrical engineering 15%
- 📏 Measurement and control technology, optics 14%
- 🧪 Chemistry (incl. pharmaceuticals) 12%

Academia gets
with the patents:



This year, **2,737** (2,724) inventions were filed with the Austrian Patent Office

We granted **1,464** (1,577) patents

There are currently **12,487** (12,747) patents at the Austrian Patent Office

All around the world. **11,534** (11,731) inventions were applied for by Austrians all over the world.

(in brackets - statistics from the previous year)

TRADEMARKS

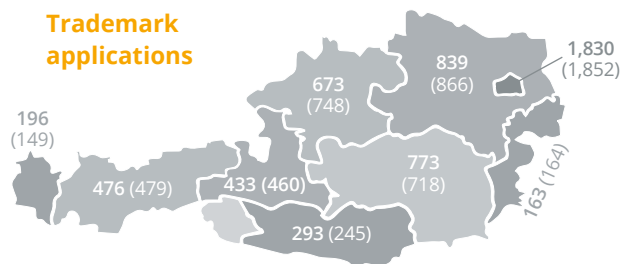
6,260 (6,261) trademarks were filed with the Austrian Patent Office

5,240 (5,172) trademarks were registered

98,771 (98,957) trademarks are valid at the Austrian Patent Office

We completed consultations for **622** (629) trademarks and checked them for uniqueness

Trademark applications



Top 3 goods and services categories:

1. Advertising; management (12%)
e.g. agencies and distributors
2. Entertainment (10%)
e.g. radio stations and event agencies
3. Research services; development of computer hardware and software (6%)
e.g. pharmaceutical companies and telecommunications providers

DESIGNS

373

Filed designs (583)

468

Registered designs (516)

7,959

Valid designs (8,470)

(in brackets - statistics from the previous year)

The state with a record number of trademarks and an Austrian Patent Awards winner.

436 invention applications

from Vienna.

The majority of trademark applications in Austria come from the state capital – in 2020, this number totalled

1,830 trademarks

Top patent applicant from Vienna:

► **Siemens Mobility GmbH** (mobility solutions)

Top trademark applicants from Vienna:

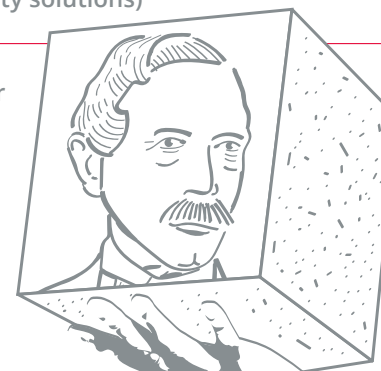
► **Österreichische Lotterien GmbH** (gambling) and
► **A1 Telekom Austria Aktiengesellschaft** (telecommunications)

Vienna-based company featuring at the Austrian Patent Awards in the Trademark category:

► **Christina Skrabal** and **Christian Gerhart** save furniture from the scrapheap and transform it into new and unique designs in their workshop under the name "Miststück".

How much sugar do you want?

Jakob Rad revolutionised the answer to this question because he invented and patented the sugar cube press in 1843.



Hot water instead of toxic substances: **Miriam Unterlass** and her team from **TU Wien** can make **crystalline polyamide** using hot water instead of toxic solvents. In 2020, they won the Austrian Patent Award in the Patent of the Year category for this invention. Read more about this in the article.



212 invention applications

from Vorarlberg.

196 trademark applications

from Vorarlberg.

▶ Trademark hot spot:
Bregenz

▶ Invention hot spot:
Bregenz

Top patent applicant
in Vorarlberg:

▶ **Julius Blum GmbH**
(furniture fittings)

Top trademark applicant
in Vorarlberg:

▶ **TRIDONIC GMBH & CO KG**
(lighting solutions)

Thanks to the 2020 Austrian Patent Awards-nominated invention **FlashPhos 1** by **Alfred Edlinger** from Vorarlberg, it is possible to recover phosphorous from industrial waste.

Friedrich Schindler,
founder of the company
Elektra Bregenz, de-
veloped the fully electric
kitchen and invented
a number of electrical
household appliances.

131 invention applications

from Tyrol.

476 trademark applications

from Tyrol.

▶ Trademark hot spot:
Innsbruck and Kitzbühel

▶ Invention hot spot
Innsbruck (state)

Top patent applicant
from Tyrol:

▶ **Swarovski-Optik KG**
(long-range optics)

Top trademark applicant
from Tyrol:

▶ **Kitzventure GmbH**
(holding company)

The filling and freezing/thawing
systems for liquid pharmaceu-
ticals from Tyrol-based start-up
Single Use Support, found-
ed by **Thomas Wurm** and
Johannes Kirchmair, are an
international hit.

Josef Madersperger, who was
born in Kufstein, never did lose
the thread. After years
of tinkering, he filed a
patent for the sewing
machine in 1814.

522 invention applications

from Styria.

773 trademark applications

from Styria.

► Trademark hot spot:
Graz (city)

► Invention hot spot:
Graz (city)

Top trademark applicant
in Styria:

► **Franz Bauer GmbH**
(spirits)

Top patent applicant
in Styria and also all
of Austria: **AVL List
GmbH.**

**Professor Helmut
List** develops power-
train systems with
his company AVL List
GmbH and also ranks
very highly in the 2020
patent rankings.

Viktor Kaplan put a lot of
(hydro) energy into his inventions. He
filed a patent for the Kaplan turbine in 1913.

115 invention applications

from Salzburg.

433 trademark applications

from Salzburg.

► Trademark hot spot:
Salzburg (city)

► Invention hot spot:
Salzburg region

Top patent applicant
in Salzburg:

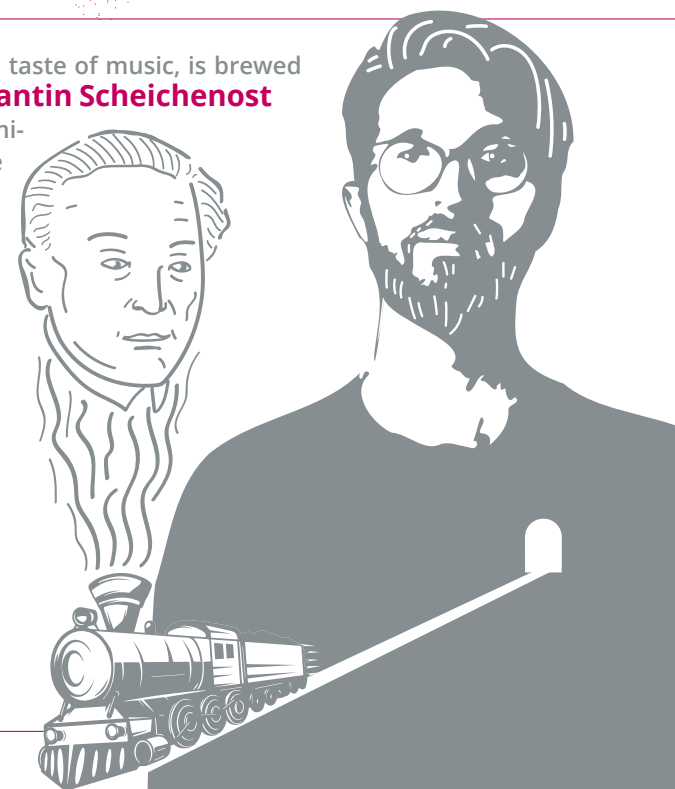
► **ADRESYS**
(adaptive control systems)

Top trademark applicant i
n Salzburg:

► **Biogena Naturprodukte
GmbH & Co KG**
(micronutrient compounds)

Brauton, the beer with a taste of music, is brewed
in Salzburg by **Leo-Constantin Scheichenost**
and his team and was nomi-
nated for Trademark of the
Year at the 2020 Austrian
Patent Awards.

Hallein-born **Moriz
Gelinek** was a railway
pioneer. He developed
the GEBUS system, where
locomotives are powered
by petrol-electric or diesel-
electric engine drives.



The state with a record number of inventions and the home of Austrian Patent Awards winners

638 invention applications

from Upper Austria.

673 trademark applications

from Upper Austria.

UPPER AUSTRIA

▶ Trademark hot spot: **Linz (city)**

▶ Invention hot spot: **Linz**

Top patent applicant from Upper Austria:

▶ **MIBA** (powertrain technologies)

Top trademark applicant from Upper Austria:

▶ **Hofer KG** (supermarket chain)



Thanks to **Michael Jarolim's** invention, it is possible to produce particularly fine nano-cellulose that replaces plastics in cosmetics and medicine – and it earned a nomination in the Humanity category at the 2020 Austrian Patent Awards.

Wolfgang Langeder designs bags that feature intelligent anti-theft protection under the label "**Skarabeos**". In 2020, the designer from Upper Austria took home the 2020 Austrian Patent Award in the Trademark category.

The PEZ sweets in the brightly coloured dispensers are world-famous. Did you know that **Eduard Haas** from Upper Austria came up with the idea for them?

232 invention applications

from Lower Austria.

839 trademark applications

from Lower Austria.

▶ Trademark hot spot: **Mödling**

▶ Invention hot spot: **Baden**

LOWER AUSTRIA

Top patent applicant from Lower Austria

▶ **ZKW Group GmbH** (lighting systems for cars)

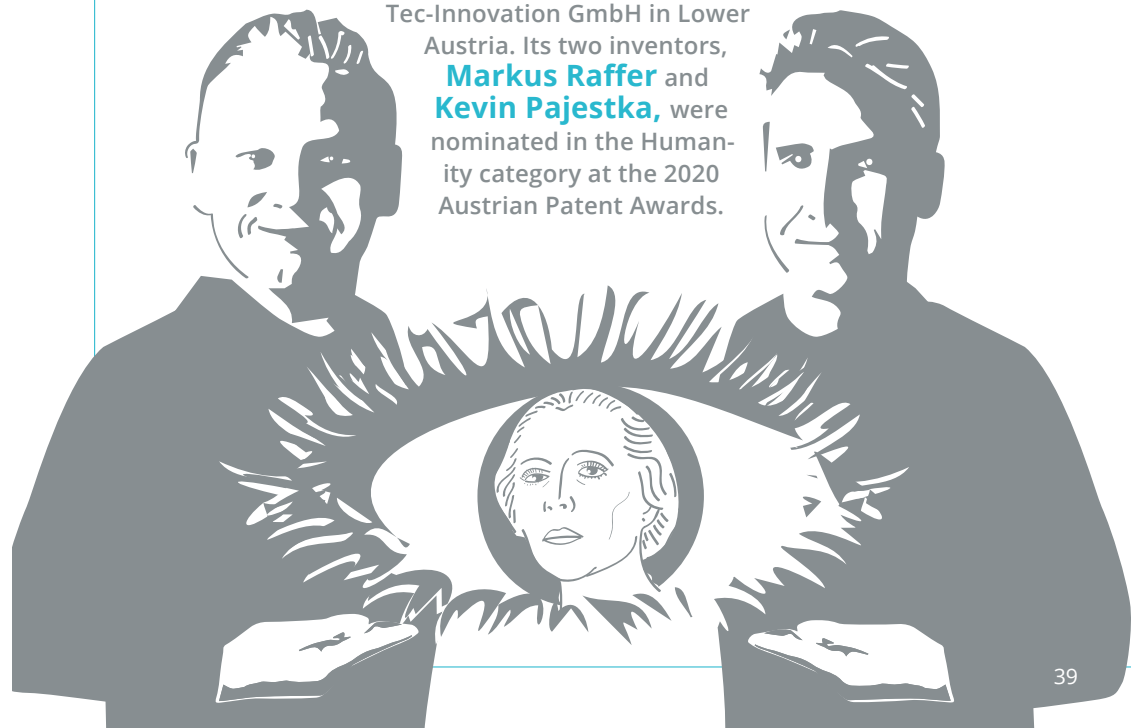
Top trademark applicant from Lower Austria:

▶ **Erber Aktiengesellschaft** (feed and food safety)

The intelligent one-handed **TiPY keyboard** by Matthaeus Drory was invented in Lower Austria and nominated for the 2020 Austrian Patent Awards.

Helene Winterstein-Kambersky was a high-powered career woman in the 30s. In addition to her singing career, she founded a cosmetics company and invented the world's first waterproof mascara.

InnoMake, the intelligent shoe that detects obstacles, comes from Tec-Innovation GmbH in Lower Austria. Its two inventors, **Markus Raffer** and **Kevin Pajestka**, were nominated in the Humanity category at the 2020 Austrian Patent Awards.



93 invention applications

from Carinthia.

293 trademark applications

from Carinthia.

► Trademark hot spot:
Klagenfurt am Wörthersee

► Invention hot spot:
Wolfsberg

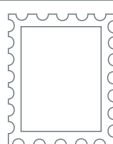
Top patent applicant
from Carinthia:
► **Dr. Rainer Gagli**
(testing of semiconductor
components)

Top trademark applicant
from Carinthia:
► **Zarfl Handels GmbH**
(organic fertiliser)

CARINTHIA

The winner of the 2020 Austrian Patent Award in the Humanity category: the **Tremipen** from the Carinthia-based start-up Tremitas GmbH built by **Tibor Zajki-Zechmeister** is an easy-to-use measurement device that measures tremors in the hand and provides quick results in just a few seconds.

Carinthian **Emanuel Herrmann** became famous in Austria-Hungary in 1869 as the inventor of the postcard – however there were some similar ideas in the world at that time.



40 invention applications

from Burgenland.

163 trademark applications

from Burgenland.

► Trademark hot spot:
Neusiedl am See

► Invention hot spot:
Eisenstadt (city and region)

Top trademark applicants
in Burgenland:

► **Weinkellerei Stefanshof GmbH**
(wine grower) and
A-Nobis Sektkellerei
Norbert Szigeti (champagne cellar)

BURGENLAND

The top patent applicant in Burgenland is **MELECS EWS GmbH**. CEO **Bernhard Pulferer** and his team develop and invent electronic components for cars and household appliances, for example.

