



2018

*Your
innovation
is our
lifeblood!*

PLEASE TURN TO THE ANNUAL REPORT 2018 

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INTRODUCTION



Federal Minister Ing. Norbert Hofer:

As the innovation minister I am on the road much of the time. Whether in Linz, Villach, Tokyo or Peking: Austrian companies are successful everywhere. They position themselves on the winner's side with their patents and have taken Austria to 6th place within the EU and 11th place worldwide in the patent ranking! My congratulations to the top applicants!

I also welcome all newcomers who have registered a trademark or patented an invention for the first time. This year I was by chance present during a Patent Voucher advisory – it was for a wheelbarrow. Invented in the third century in China, an Austrian start-up made it foldable in 2018. Fabulous! Read about it in the Annual Report.

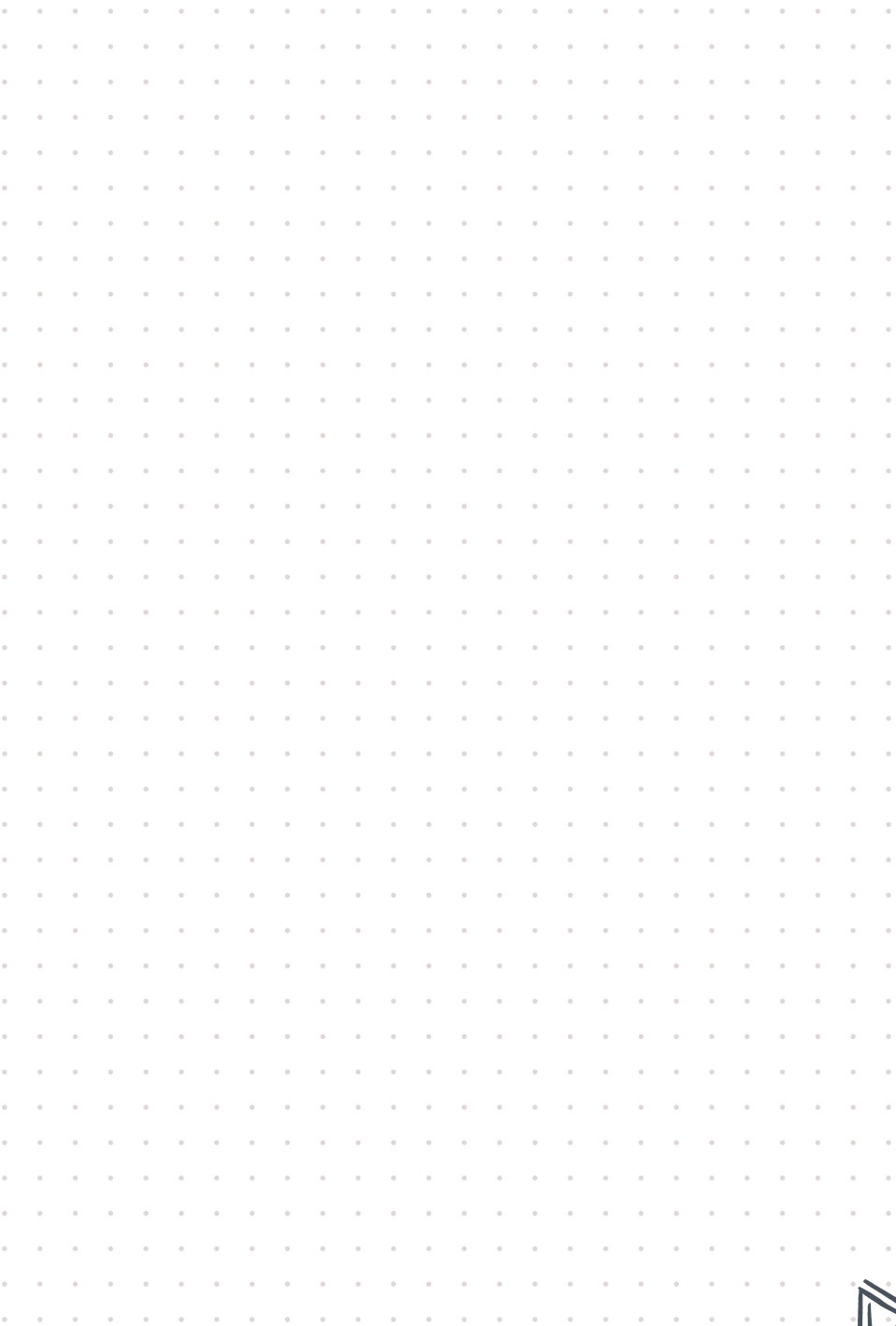
Patent Office President Mag. Mariana Karepova:

The Cover of our Annual Report symbolises for me the emotional side of inventions, trademarks and designs: in each one we find quite a bit of dedication and toil.

At the Patent Office, we encounter the desire to change the world with new ideas on a daily basis – and that for the past 120 years. This year we were able to demonstrate our entire technical knowledge 10,371 times for our clients. You have brought us so much innovation. Thank you! We worked on it with great pleasure.



Second from the left:
Vice-President Andrea Scheichl
provided the idea for this notepad.



ROOM FOR PASSION

We want our annual report 2018 to become your annual report. That's why we stay in the background a little, but we are always there for you – on the back of each sheet. The front is for your notes.

We think of passion when we look at the cover, designed by **Marie Pircher**.

The winner of our cover competition, a student at the **University of Applied Arts**, is concerned with reduction and explores the interplay of surface and form. Your images arise from the possibilities of minimalist lines, shapes, colour, light and shadow. We think that she succeeded in creating a work with depth for the cover of this annual report.



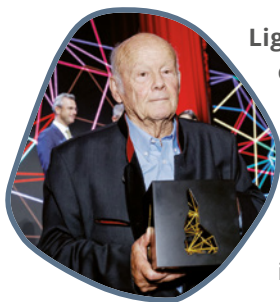
Marie Pircher created the cover

Many thanks to Professor Jan Svenungsson of the University of Applied Arts and his students of the Graphics and Graphic Reproduction class for their cooperation and their impressive submissions to the competition.

be
CREATIVE



Quickly reading a message on your smartphone while out and about? – a completely normal thing. And no longer an exclusive privilege of sighted people thanks to the Braille-Ring, an invention of Prof. Wolfgang Zagler and his team. With this pocket sized innovation, visually impaired people can do it too. A big round of applause at the State Awards gala event for the inventor team from the Technical University of Vienna!



Light pioneer Christian Bartenbach has another perspective on vision. Every one of us knows his specular louvre luminaires, which provide for glare-free lighting in schools, airports and operating rooms. For Bartenbach “more light” has been a life-long invitation to invent. That night, the 88-year-old Tyrolean inventor received an award in the category Lifetime Achievement for his extraordinary achievements in light technology.

A ray of hope for the homeless. A Tiny House was the best brand of the year. “LibertyDotHome”, gives homeless persons 6.4m² of space.

Beautiful moments on the State Awards stage. The award winners of the gala event provide unambiguous proof that humaneness and success are not mutually exclusive. Just the opposite: inventions often arise out of the wish for a better life for everyone.



BROTHERS LUMIÈRE: CINEMATOGRAPHY

1895

same old same old

“Women aren’t interested in technology” – a statement that doesn’t just annoy feminists. Our chemistry department proves the opposite: the quota of women is 50 percent – and we’re proud of it.

Eva Fessler has been a technician in the Austrian Patent Office since 1980 as well as a member of the Executive Board. **Julia Huber** has been with us as a trainee patent examiner since 2017. Both of them chatted a bit about their experiences.



Ms Fessler studied food and fermentation technology in Vienna in the 1970s. At that time this was certainly unusual for a woman. And some clients at her first job in the Patent Office had difficulty getting used to her title “Frau Diplom-

Ingenieur”. It sometimes happened that the young woman was asked: where is the technician in charge of patent applications. For Ms Huber, a technician for wood technology, things went considerably better 40 years later – at least

with the clients. But during her university studies in Bavaria she also had unpleasant experiences. The comment of a professor is still ringing in her ears: “We’ll see how long the young lady can stick to her studies”.

Conclusion: When women are interested in technology they still have to explain themselves. “Not so at the Patent Office – here knowledge and humaneness are what count, regardless of gender. How beneficial – for both sides,” said Ms Fessler to sum it up.

AS ACTS OF GRACE CAME OUT OF FASHION

Reinhard Pisec, historian and CEO of R.Pisec Zellstoff GmbH, explores the time before the founding of the Austrian Patent Office in his book **"The development of the protection of inventions in Austria in the 19th century"**. We found that interesting so we invited him over and asked him some questions:

How were inventions treated in the 19th century?

The Privileges Act of 1820 in Austria transferred the rights of man proclaimed during the French revolution to the situation of inventors: Access to and commercial use of inventions had to be free. The recognition of an invention could no longer depend on an act of grace by the Austrian royal court. Everyone could become an inventor independently of whether the invention was at all new. There were only minor penalties for illegal imitators because there was no desire to restrict the upcoming industries – technology transfer was explicitly desired.

Did inventions have to be new at that time in order to receive a privilege?

Although innovation was a requirement for an invention, a review of newness was expressly forbidden in the bureaucratic registration process. The inventive spirit was not to be subject to any constraints. The result was sham patents of long-known inventions. Half of all issued rights in inventions were for imitations. But because inventions could be kept secret, the inventor could not be flatly accused of intentional plagiarism.

NO ONE FEELS

Michael Reitinger is sitting in the kitchen of a “shared office” in the sixth district of Vienna. The sound of the power drill drones out of his office. “I just moved in”, he says. “Everything is still under construction.” But Reitinger is far from being at the beginning of his idea. The young businessman is over the tinkering phase. “Now I’m in the sales mode,” he observes. And his prospects are good: His **foldable wheelbarrow**, named **Frend**, won the Red Dot Design Award and he makes his pitch in the 6th season of 2-Minutes-2-Million – the start-up show on PULS 4.

THE FIRE IN YOUR

“No one feels the fire in your idea like you do,” says Reitinger and talks about how often someone wanted to convince him about something having to do with his foldable writing trunk. A designer believed: “That’ll cost you a six figure sum until it’s real for serial production.” A gross misjudgement. His tip: Develop a feeling for the people you can listen to.

IDEA LIKE YOU DO

“They were honest with me at the Patent Office,” says Reitinger. When he came to the Dresdnerstraße with his initial drawings he knew right away: “There’s still a lot of work to do.” During the following months his advisors at the Patent Office showed him how to do his own research and answered numerous questions. “The motivation and the encouragement were just as important as the research results,” he emphasises. **With the assistance of a patent voucher, Reitinger was finally able to apply for a patent for his Frend.** Whether it will be granted still remained open at the time of our editorial deadline.



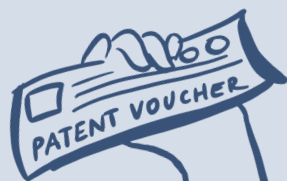
Founder Michael Reitinger in his foldable wheelbarrow, Frend.

Start
it up!

CHUKO LIANG INVENTS THE TWO-WHEELED WHEELBARROW
(TIP: READ THE ARTICLE "NO ONE BURNS FOR YOUR IDEA LIKE YOU DO")

3RD CENTURY

DON'T
MISS OUT
ON THE
PATENT
VOUCHER!






Almdudler boss Thomas Klein describes the core of the native soft drink par excellence as follows: The drink being a true original, it is our **heart-felt desire** to care for Austrian tradition and to preserve tried and true products without losing sight of the new." It was not always easy to find the right balance. We wanted to give the brand a more modern image in the 1980s. However, the new slogan "**Der Drink mit Drive aus Österreich**" (The Drink with Drive from Austria) got bogged down in the test phase. Consumers were confused. Too many suspected a new ingredient behind the word "Drive". In order to avoid misunderstandings, the final decision was

for something more down-to-earth.

"Wenn die kan Almdudler ham, geh' i wieder ham" (that could be roughly translated to 'No Almdudler No Party') has been protected as a word mark since 29 June 1988.

For the first time, the drink mixture consisting of 32 alpine herbs was bottled in 1957. The oldest registered trademark of Almdudler also originates from this year. It stands for the romance of the Alps and for Austria, but also for reconstruction and the **Miracle on the Rhine**.

An important component of the logo: A couple in traditional clothing.



Why
Almdudler
passed on
a new
"drive"

Whether a child's birthday or the Life Ball – the couple in the dirndl dress and leather pants has been accompanying many of us since our childhood.

DO NOT PATENT YOUR TRADEMARK 🙄

There is a question repeatedly heard at the Client Centre of the Patent Office: **“I want to have a trademark patented, what do I have to do?”**

Our employees are happy to describe the difference between trademarks and patents. They inform our clients that only inventions can be patented. But that is no reason to be sad because nothing has happened yet.

The reason is that although trademarks cannot be patented, they can be registered. There are **no-gos** that are considerably more dangerous.

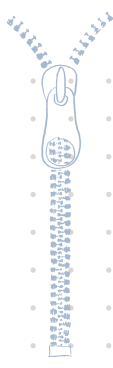
For example, disclosing technical details of an invention during a pitch.

STOP! FIRST apply to the Patent Office, **THEN** talk about it, **tell friends, publish on a website!**

Often your entire business strategy is based on one idea or on one name.

Don't risk anything, call us at the Client Centre and **get advice**. If it is a technical invention, we can then research whether it is new. If things have to move quickly, you can file a provisional application with the **PRIO-application**. And very special questions can be answered with a Focus Research. Let's take a look at your idea together. We'll find a way.

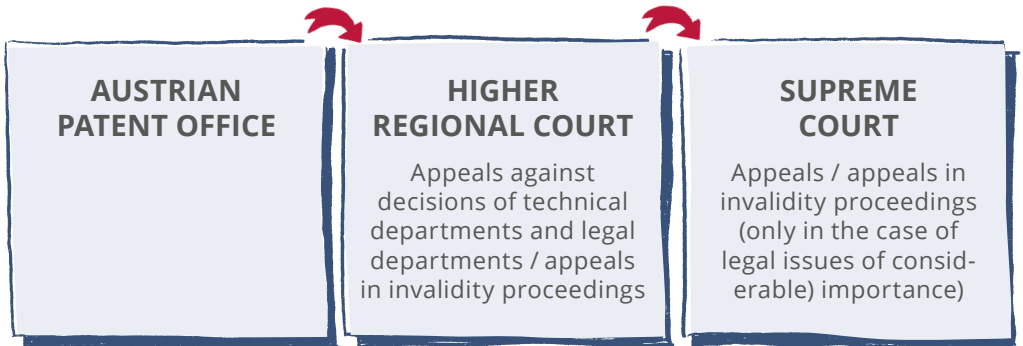
Only one thing can't be done: patenting trademarks.



WHEN PUSH COMES TO SHOVE

If you are not satisfied with one of our decisions, you can have it reviewed. After all, we do not have the final say. The next level of appeal is the **Higher Regional Court** (Oberlandesgericht) and the final level of appeal is the **Supreme Court** (Oberste Gerichtshof).

Revised five years ago. Everything now runs with greater transparency:



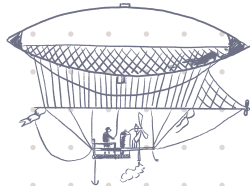
"The numbers for these five years speak for themselves: 267 decisions in trademark matters within 85 days on average; 92 decisions in patent matters within 120 days; 45 decisions in intervention procedures before the Commercial Court in Vienna within 91 days. This workload could be tackled in this completion time only through the absolutely indispensable activities of the specialists in the Patent Office and in the patent lawyers who are members of the Chamber."

Dr. Reinhard Hinger, *Chamber President of the Higher Regional Court Vienna
Chairman of the 33rd Chamber in charge of intellectual property law*

"As a result of the reorganisation, for the first time, the Supreme Court has exclusive jurisdiction as the last level of appeal regarding disputes involving the granting, termination and violation of patent rights. Without doubt this facilitates the uniformity of jurisprudence. In addition, we see a welcome growth in professional competence of "expert judges."

Dr. Manfred Vogel, *Chamber President of the Supreme Court
Chairman of the 4th Chamber in charge of intellectual property law*

Grid area for writing.



1783

CHARLES AND NICOLAS-LOUIS ROBERT: FIRST MANNED FLIGHT IN A GAS BALLOON



the moving brand

Open a news app, a social network or an online shop. What do you see?

There are moving pictures: short videos or animations. The Internet has become the videonet. By **2020, 80% of Internet traffic will be moving images.** We already watch 45 minutes of videos on our smartphones every day. And we don't do it in one go, but constantly broken up and interrupted. This makes us consumers of hundreds of micro-moments in video format every day.

If everything moves, then hopefully your brand will also move. This brings you more attention and gives you the opportunity to tell a story – to create your own micro moment.

Multimedia or moving brands sometimes show the offer, reveal the artistic process behind the brand or play with metaphors. And best of all, it is done in such a way that nobody can imitate it – as a registered multimedia or motion trademark.



KNOW-HOW FROM THE STREET

Valuable know-how, like that found in the tiny house of our State Award winner, sometimes appears in places where you wouldn't expect it even in your wildest dreams.

"A serious mistake and a reality ignored by society", said **former homeless person and now start-up advisor Hedi Spanner** at the State Awards gala event. Shortly before Hedi Spanner spoke this sentence in front of numerous journalists, she stood on stage together with **with Markus Hörmanseder** and Philipp Hüttl, and beamingly accepted the State Award in the category "**Brand of the Year**". "She clearly deserves it," adds start-up founder Markus Hörmanseder "because without Hedi, who lived on the street for two years, our project would have missed the point". The award winning brand name "**LibertyDotHome**" stands for a **mobile home for the homeless**, developed by committed technical college students. The input of the "insider" for the design of the 6.4m² tiny house was so valuable that Hedi was included in the team of the Viennese start-up without further ado.

"It's totally amazing", says Hedi, "that my almost life threatening experience has brought me onto the red carpet."



Hedi Spanner after receiving the State Award Trophy together with the founders of LibertyDotHome Philipp Hüttl and Markus Hörmanseder (from left to right)

DREAM
big!



CHECKLISTS



I HAVE AN IDEA. WHAT NOW?



You can't stop thinking about your idea? You invest money, time, blood and sweat into your idea. But you're just at the beginning and 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

- ☐ 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

Sample
agreements can
be found under
www.ipag.at

Get up to € 10,000 in support
with the Patent Voucher
[www.patentamt.at/en/
patentvoucher/](http://www.patentamt.at/en/patentvoucher/)

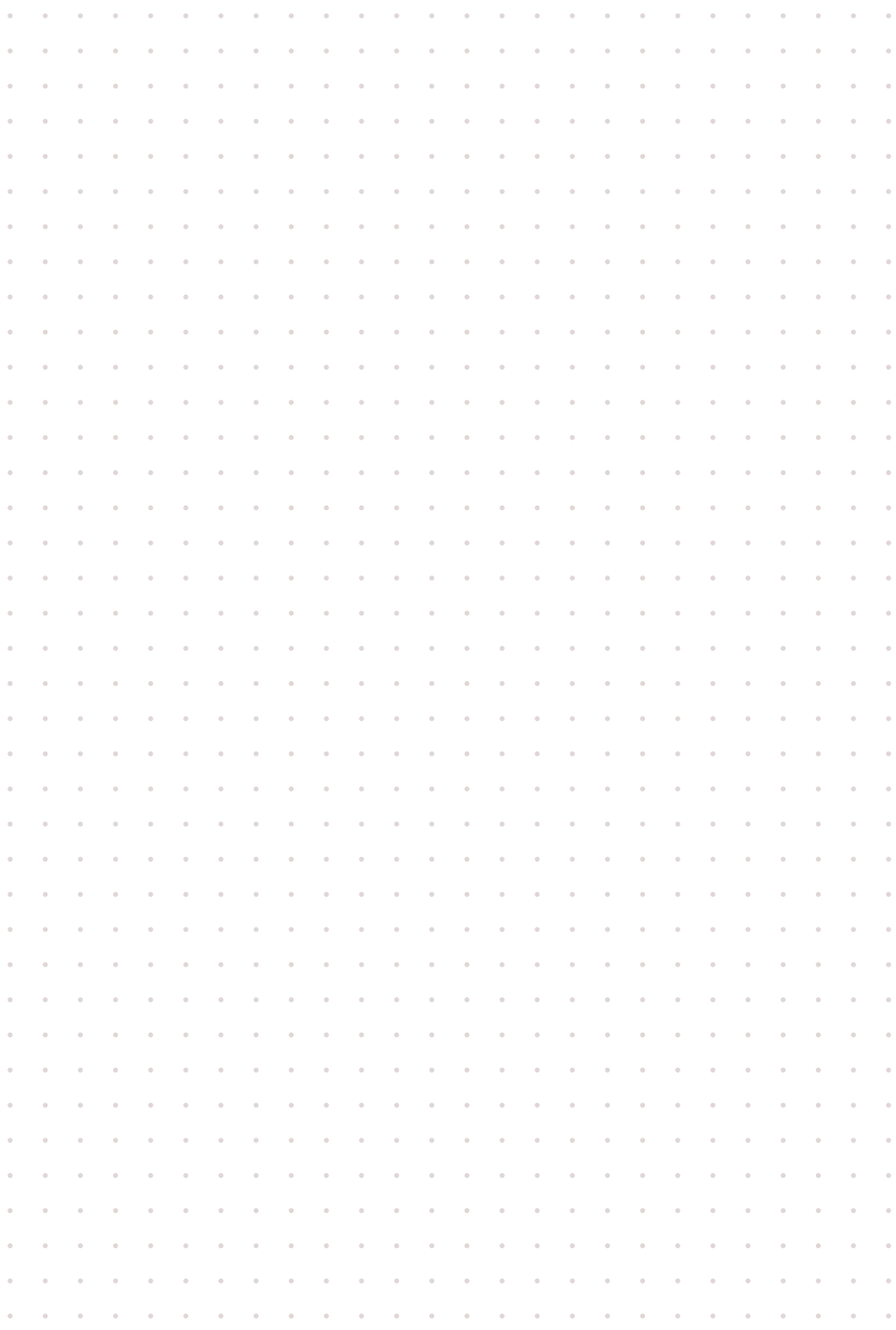
First protect, then go public – this applies always! Your innovation is ...

- ☐ 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'D LIKE TO ADVISE YOU!

Together with you, we'd like to take a look at your intellectual property.
01 53424 – info@patentamt.at – www.patentamt.at/en/discoverIP






WHAT TO WATCH OUT FOR BEFORE THE NEXT PITCH?

Who cares about details when pursuing a great idea?
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 with us via a provisional patent application  online for € 50 - prior to the pitch.

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.

Christa Warmuth, Elisabeth Molnar,
Valmire Memeti, Daniela Preyer
(from left to right) from the Customer
Center Team of the Patent Office

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



1981

SONY AND PHILIPS PRESENT THE AUDIO CD

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.

It couldn't be easier:
Online or on paper

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.

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



QUESTIONS?

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

You have to present your invention
very soon? **SECURE PRIORITY!**

With the provisional patent registration:
www.patentamt.at/en/prio-application/

CAN I HAVE MY COMPUTER PROGRAMME PATENTED?

The main question is: Does the computer programme have a **technical effect**? 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

Then there is a chance of being patented. **KEEP IN MIND!**

Additional requirements are: Your innovation must be new and inventive;

Your next steps could be:

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

TRADEMARK GOOD, ALWAYS GOOD

Always good and important:

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

NO

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

Document the work.

Software is subject to copyright law.

- ☐ Upload in the creative business depot
www.kreativwirtschaftsdepot.at

TIPS FOR COOPERATIVE PROJECTS:

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



CAN MY TRADEMARK BE PROTECTED?

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

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 questions answered with "yes"?

Then possibly 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, may 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: see ip.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?

**APPLY
ONLINE!**

It's easier
and cheaper.



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 simply out of 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
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 like to help!

TIP

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



QUESTIONS? We're here for you.

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ALBERT PATENT BOT IS BORN

2017

I'M ALBERT.
ASK ME.



COMPARISONS





IS YOUR TRADEMARK UNIQUE?

We do the research for you.

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 want to avoid conflict with older trademarks. You can do your own research*, or you can have us do it.



	24H TRADEMARK SIMILARITY RESEARCH	PRE CHECK TRADEMARK
	Super-fast. List of all trademarks in Austria that are similar.	Detailed. List of all trademarks in Austria that are similar 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		✓
Online	✓	✓

* Ask Albert Patent Bot. He can check your trademark.
Or search through our Online-Register www.seeip.patentamt.at

YOU WANT TO APPLY FOR A TRADEMARK?

Here are your options.

	TRADEMARK IN AUSTRIA		INTER-NATIONAL 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 € 804	Starting at € 850
Optional similarity research	✓			✓
Online	✓	✓	✓	✓
The advantages are		Super-fast: Ø 6 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?

We do the research for you.

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 RESEARCH WITH OR WITHOUT AN EXPERT 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	✓	✓	✓	✓



online
Bonus
€ 20,-

* done at <https://at.espacenet.com/>



www.patentamt.at

YOU WANT TO APPLY FOR A PATENT?

Here are your options.



	PATENT IN AUSTRIA			EUROPEAN PATENT APPLICATION	INTERNATIONAL APPLICATION (PCT)
	Standard application	Provisional patent application	Fast Track application		
What does it cost?	Starting at € 322	€ 50	Starting at € 322	Starting at € 1.420	Starting at € 2.800
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	✓	✓ SmartCard and software of the European Patent Office is required	✓	✓
Keep in mind!		Patent claims, summary may be provided later Upgrade to a standard patent application within twelve months possible	Patentsearch within four months	Protection possible in over 42 countries	Additional 18 months time to choose destination countries Protection possible in over 151 countries possible

online
Bonus
€ 20,-

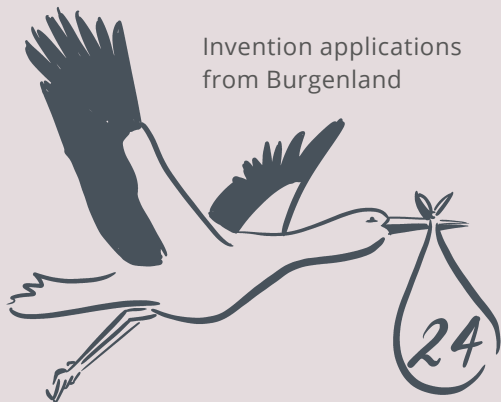
* The registration date is the official birthday of your invention. If you provide this date when applying in other countries, the time of the application will be treated just as in your initial application.



BURGENLAND

Hot spot for trademarks
Neusiedl am See

Invention applications
from Burgenland



Melecs EWS GmbH invents and develops electronic components and control elements. No one else in Burgenland received as many patents in 2018 as this company.

Trademark applications
from Burgenland

154

Hot spot
for inventions
Oberpullendorf

Burgenland's vintners
with an awareness
of trademarks and
their value:

Vineyard Tschida and
Vineyard Schaller

Most trademark applications are
in the area of **alcoholic beverages**
with the exception of beer

479

invention applications
from Styria

Patent-champion in Styria and
in Austria: **AVL List GmbH**.

Companies from Styria are keen
on filing trademarks. For example
G.L. Pharma GmbH and
Genericon Pharma GmbH

STYRIA

Tasty and protected local
specialities from Styria.

Steirische Käferbohne PGI
(Styrian runner beans)

Steirischer Kren PGI
(Styrian horseradish)

Steirisches Kürbiskernöl PGI
(Styrian pumpkin seed oil)

Pöllauer Hirschbirne PDO
(Pöllau pear variety)

Hot spot for inventions

Graz city



Hot spot for trademarks

Graz city

Trademark registrations
from Styria

676

Invention applications
from Vorarlberg

241 VORARLBERG

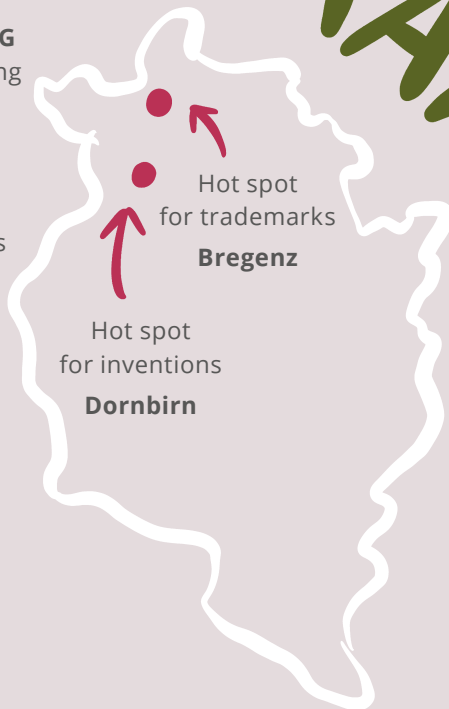
With its innovative lighting
systems, **Zumtobel Group AG**
shines in the invention ranking
in Austria and Vorarlberg.

Sporty and well-placed –
Head Technology GmbH
filed for the most trademarks
in Vorarlberg in 2018

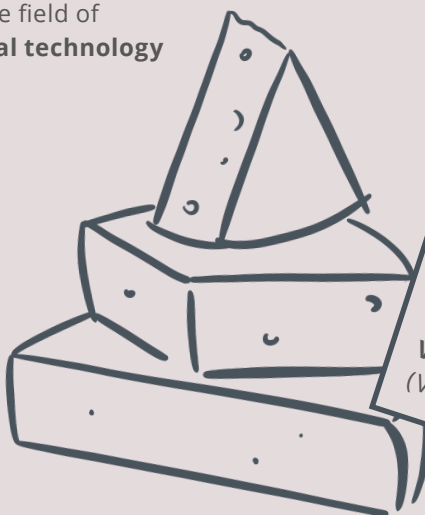
**VORARLBERG
LEADS IN THE
NUMBER OF
INVENTIONS
PER CAPITA**



Most patent applications
are in the field of
electrical technology



143 trademark applications
from Vorarlberg



Tasty specialties
from Vorarlberg:
Vorarlberger Alpkäse PDO
(Vorarlberg alpine cheese)
Vorarlberger Bergkäse PDO
(Vorarlberg mountain cheese)

Invention applications
from Salzburg

103

Tidy! With innovative hygiene solutions from soap dispensers to dosing systems for washing machines, **Hans Georg Hagleitner** is one of Salzburg's leading patent applicants.

Hot-spot for trademarks

Salzburg City

Hot-spot
for inventions
Salzburg City

As of its 65th year company anniversary, it has filed the most trademarks in Salzburg.

**Spar Österreichische
Warenhandels AG.**

Congratulations!

483

trademark applications
from Salzburg

The brand **Red Bull** from Salzburg is
the most valuable trademark in Austria



SALZBURG

Invention applications
from Carinthia

91

Fritz Kuchler, an inventor from Carinthia, has revolutionised work for butchers and delicatessen departments. He protects his slicing machines from imitators with the use of patents.

Small and medium-sized companies also do not want to be copied, for example petrol station owner **Christian Kappeler**.



CARINTHIA

Hot spot for trademarks
Klagenfurt city

Hot spot for inventions
Klagenfurt city



Patented delicacies
from Carinthia
Gailtaler Almkäse PDO
(Gailtaler mountain
cheese)
Gailtaler Speck PGI
(smoked ham)



207

trademark applications
from Carinthia

Invention applications
from Tyrol

141

The **Plansee Group**:

Leaders in the production of
materials and tools – and leading
in the 2018 Tyrol ranking

From dental care to prescription
pharmaceuticals:

GEBRO Holding GmbH in Kitzbühel
secured the most trademarks in
Tyrol in 2018.

For a tasty snack, here are some
patented delicacies from Tyrol

Tiroler Alpkäse PDO
(Tyrolean alpine cheese)

Tiroler Bergkäse PDO
(Tyrolean mountain cheese)

Tiroler Graukäse PDO
(Tyrolean gray cheese)

Tiroler Speck PGI
(Tyrolean smoked pork belly)



TYROL



335

trademark applications
from Tyrol



The Tyrolean lighting pioneer
Christian Bartenbach was awarded the
State Prize for his lifetime achievements.



Invention applications
from Upper Austria

583

Leading the way with innovative
railway construction machinery:

Plasser & Theurer GmbH.

The global leader heads the rankings
in Upper Austria.



Photo: Husar

Trademark protection in the
supermarket aisles: **Hofer KG**
leads the 2018 trademark rankings
in Upper Austria.

Two inventors from Upper Austria,
Markus Hörmanseder and
Philipp Hüttl, won the 2018 State
Patent Award with their brand
LIBERTYDOTHOME.



Every
4th patent
in Austria
comes from
Upper Austria

Hot spot for trademarks

Linz City

Hot spot for inventions

Gmunden

UPPER AUSTRIA

700

trademark applications from Upper Austria

Invention applications
from Lower Austria

316



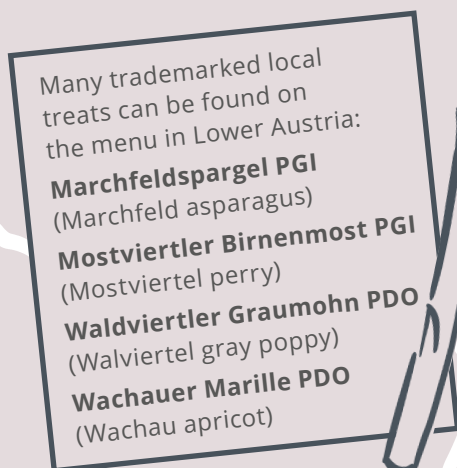
The **ZKW Group GmbH** develops light systems for motor vehicles and is one of the most innovative companies in Lower Austria.

They are also found in the top 10 of the national ranking.

The trademark of the **Eisenfabrik** is the oldest protected trademark in Austria

Application: 1859

2018: 159th anniversary



Hot-spot
for trademarks

Mödling

Hot-spot
for inventions

Scheibbs

Messe Tulln GmbH presents its versatile trade shows with registered trademarks. No one else in Lower Austria applied for so many logo trademarks in 2018.

803 trade mark applications
from Lower Austria

LOWER AUSTRIA

Invention applications
from Vienna

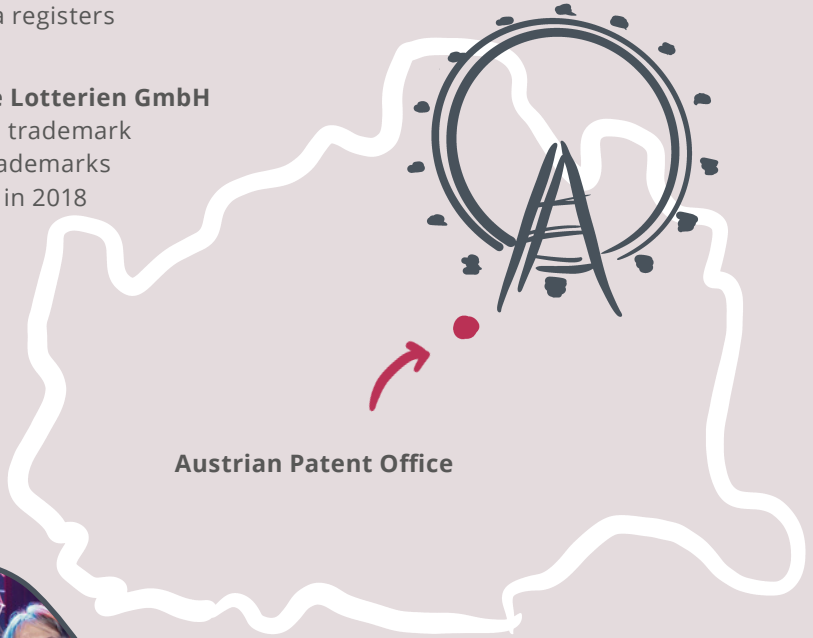
441

The largest number of
trademark applications in
Austria comes from Vienna



Electrification, automation
and digitalisation: innovation is the
watchword at **Siemens AG Austria**.
No one in Vienna registers
more patents.

Österreichische Lotterien GmbH
plays it safe with trademark
protection: 19 trademarks
were applied for in 2018



Austrian Patent Office



In 2018, the team at the **Technical University Vienna** – **Michael Tremml, Wolfgang Zagler, Dominik Busse** won the State Patent Award with their Braille ring.

VIENNA

1.872

trade mark applications from Vienna

2009
Paper only.



2018
Our goal
is paperless!
We're 75% there.

WHAT WE HAVE ACHIEVED TOGETHER IN 2018

So much innovation
has run through
our hands:

679
trademark
services

2.744
inventions

534
invention
services

10.371

5.931
trademarks

483
designs



You'll find **231**

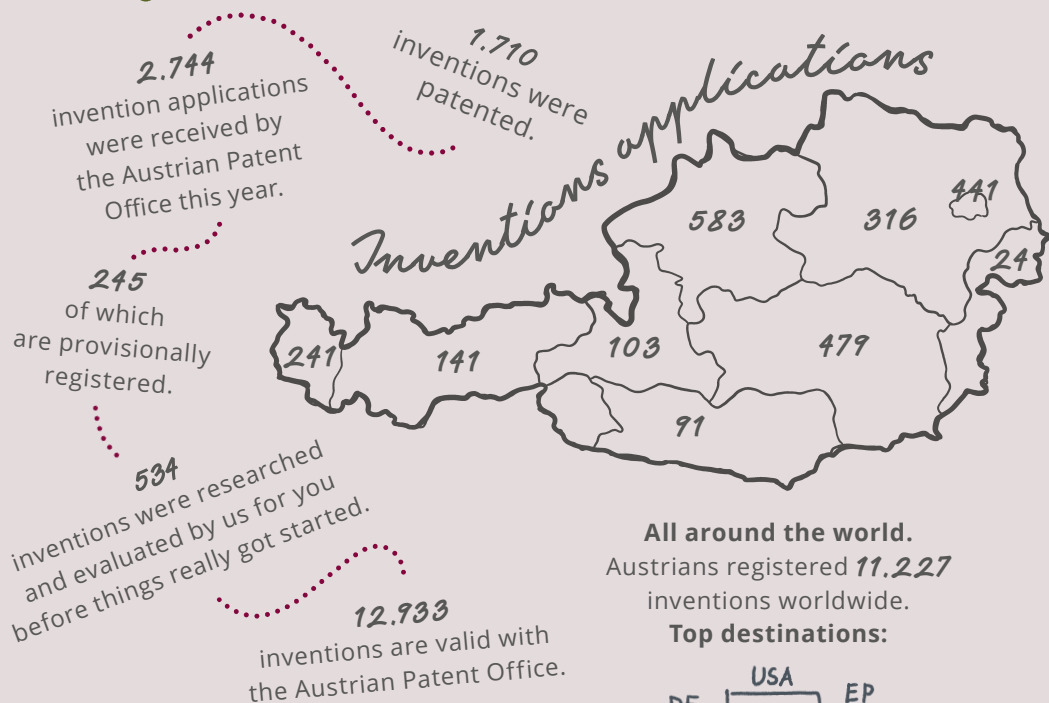
experienced **people working**
in the Austrian Patent Office.

They are a mix of **112 women**
and **119 men** between
the ages of **17** and **64**.



Albert answered
23,200
questions in 2018.

INVENTIONS

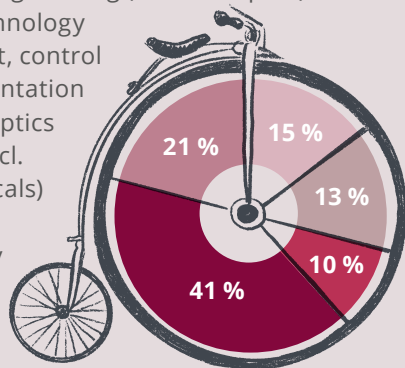


TOP 10 inventors

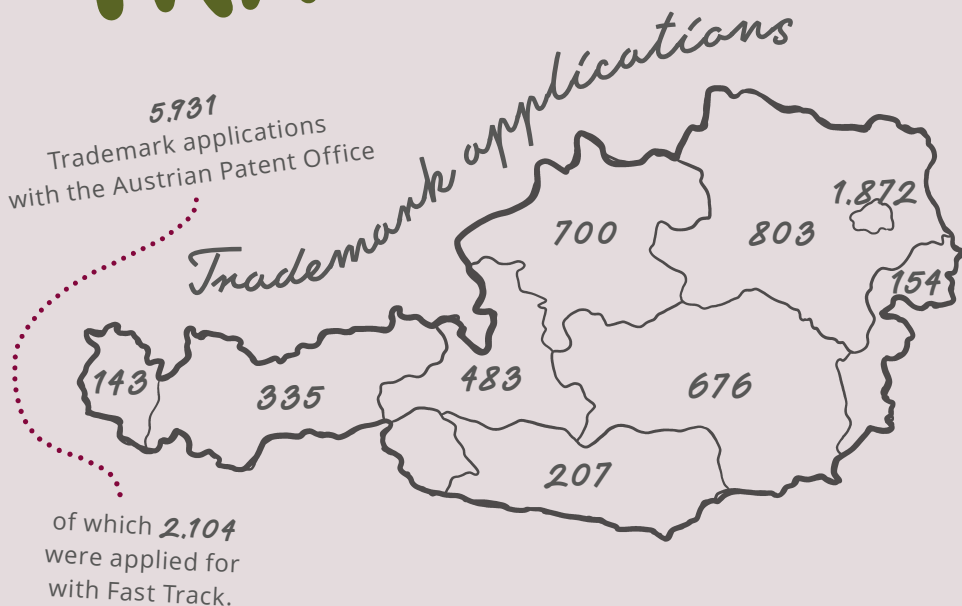
AVL List GmbH	182
Julius Blum GmbH	67
Tridonic GmbH & Co KG	53
ENGEL AUSTRIA GmbH	42
Zumtobel Lighting GmbH	40
ZKW Group GmbH	38
Technische Universität Wien	33
AIT Austrian Institute of Technology GmbH	28
TRUMPF Maschinen Austria GmbH & Co. KG	24
Plasser & Theurer Export von Bahnbaumaschinen GmbH	23

Austrians filed most of the applications in the following sectors:

- Mechanical engineering (incl. transport)
- ▶ Electrical technology
- ▲ Measurement, control and instrumentation technology, optics
- ▼ Chemicals (incl. pharmaceuticals)
- ◆ Other fields of technology



TRADEMARKS



5.645
rademark registrations

We examined
679 trademarks
for you with regard
to their uniqueness.

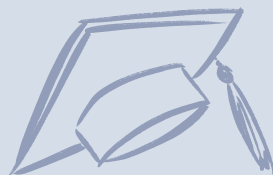
100.946
valid trademarks
with the Austrian
Patent Office

Top Applicants (Applications)

Biogena Naturprodukte GmbH & Co KG	35
SPAR Österreichische Warenhandels AG	29
JBC Vienna GmbH	28
Nikolaus Ludwig	19
Österreichische Lotterien GmbH	19
ZKW Group GmbH	16
Red Bull GmbH	16

DESIGNS

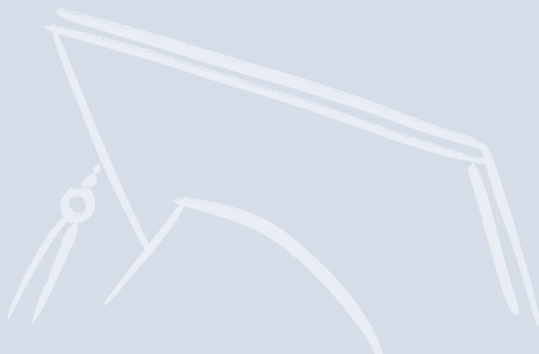
Design applications	483
Design registrations	589
Valid designs	8.844



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5 DAYS/WEEK

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A-1200 Vienna
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Legal information, Mon-Fri 9-12
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ANNUAL REPORT OF THE AUSTRIAN PATENT OFFICE 2018

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