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## [Secto Design: Making use of design rights when competing with infringers](#)

Design protection is sometimes undervalued, being considered after patent and trade mark rights for businesses when it comes to IP protection. However, design is a crucial element in identifying a company's innovative brilliance to its clients, and protection of design rights is generally a very straightforward process.

In this Case Study, a Finnish SME shows us the importance of taking concrete steps for design protection to increase the company's value, and how it deters potential free riders from infringing on their products.

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