

International markets supported more than \$1.6 billion in exports for the U.S. pleasure boat sector in 2016. While export markets offer U.S. companies tremendous opportunities, these same markets pose potential challenges to the protection and enforcement of valuable intellectual property (IP). Intellectual property is a key foundation of the U.S. Pleasure Boats export base, yet establishing IP protection in the United States does not trigger automatic global protection.



RESOURCES

- Learn more about the following topics by visiting www.STOPfakes.gov
 - Patent Cooperation Treaty
 - Madrid Protocol
 - Trade Secrets
 - Hague – The International Design System
- The U.S. Commercial Service can help you find a local attorney knowledgeable about IP issues in your export market.
Visit: <http://www.trade.gov/cs/>
- Exporters can find additional resources online.
Visit: <https://2016.export.gov/industry/marine/index.asp>
- Learn about leading export markets.
Visit: <https://www.trade.gov/topmarkets/recreational-transport.asp>

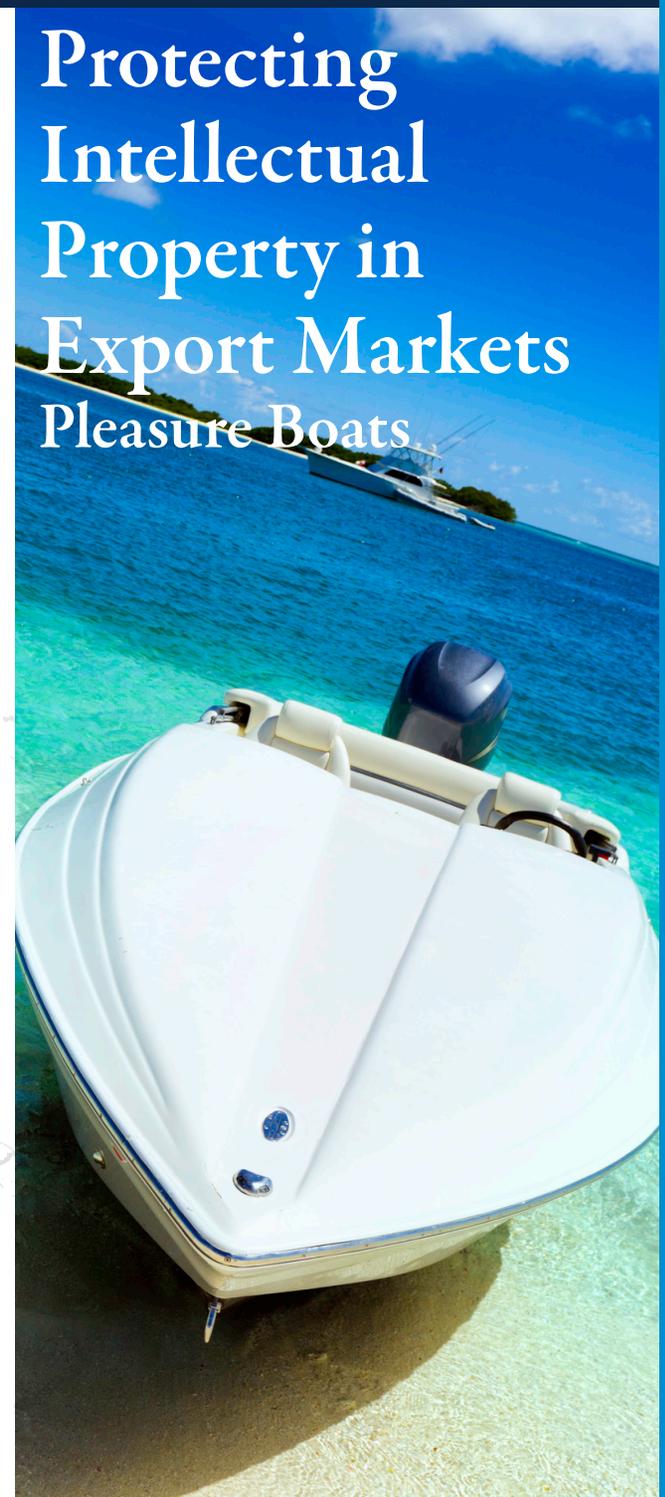
If you found this information useful
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Comments can be sent to ITA's Office of
Intellectual Property Rights at
IndustryIP@trade.gov



INTERNATIONAL
TRADE
ADMINISTRATION

Protecting Intellectual Property in Export Markets Pleasure Boats



THE INTERNATIONAL TRADE ADMINISTRATION helps U.S. Pleasure Boat exporters identify their IP assets and proactively take steps to protect them. U.S. pleasure boat exporters enjoy a competitive advantage through innovative products,

state-of-the-art manufacturing techniques, and brand recognition. The very core of these advantages is built around intangible assets known as intellectual property; in this case namely, patents, trade secrets, trademarks, and designs.



PATENTS - Continuous innovation is at the heart of global competitiveness for U.S. pleasure boat manufacturers, from game-changing new devices and break-through manufacturing techniques, to ever constant improvement of existing products. As nations expand their middle class with growing disposable income, the demand for innovative pleasure boats will expand. For many small companies, patent protection prevents competitors from simply copying their innovations, and aids in attracting investor capital needed to grow, build market share, and create jobs. For U.S. small businesses trying to compete in global markets, securing patent protection overseas can be a critical precondition to successfully internationalizing and developing into the productivity powerhouses of tomorrow. The Patent Cooperation Treaty (PCT) allows U.S. businesses to file for a patent in 151 countries with one international patent application.

TRADE SECRETS - Proprietary information with commercial value can help U.S. companies win sales in highly competitive global markets. Trade secrets are valuable intangible assets for U.S. pleasure boat manufacturers. These secrets might underpin technologies in the manufacturing process or

support customer retention, advertising, or sales channel development strategies. Protection for trade secrets varies by country, but most have some form of protection (e.g., breach of contract, unfair competition, violation of fiduciary duty, criminal code). Where there is protection, three things are generally required of the owner. The information must be secret, have commercial value, and reasonable steps must be taken to protect it.

TRADEMARKS - U.S. pleasure boat companies are recognized global leaders in quality, reliability, and innovation. The power of the Made-in-America brand provides a significant edge, allowing them to seize buyers' attention in highly competitive international markets. Protection for this asset through trademark registration should be a priority for all companies – particularly exporters. Trademarks must be registered in every country where that company wishes to have protection. The Madrid Protocol provides a mechanism for trademark owners to file one application with The United States Patent and Trademark Office (USPTO) and designate other countries where they wish to register their mark. A major benefit of using the Madrid system is that once registered in the designated countries, the trademark owner can maintain all those registrations via a central filing mechanism at the World Intellectual Property Organization (WIPO).



PRODUCT DESIGNS - Pleasure boat designs support the diversity of high quality, innovative, and practical products that are the hallmark of U.S. pleasure boat builders. Protecting a product's design requires registration in the country where protection is sought. The Hague System for the International Registration of Industrial Designs provides a practical

TAKE AWAYS

- A U.S. patent or trademark does not provide protection outside of the United States.
- Companies wishing to protect their patents in foreign markets should consider applying for patents using the Patent Cooperation Treaty.
- Companies wishing to protect their trade secret should take reasonable steps to protect it.
- Companies wishing to protect their trademarks in foreign markets should consider registering their trademarks utilizing the Madrid Protocol.
- Companies wishing to protect their designs in foreign markets should consider registering their designs using the Hague System for the International Registration of Industrial Designs.

business solution for registering up to 100 designs in over 65 territories through filing one single international application.

COPYRIGHT - Additional IP is likely to be found in the tools used to support some of the more sophisticated pleasure boats. Manuals describing the pleasure boat, videos illustrating proper use, and any software contained within the electronic instruments on board pleasure boats are all examples of protectable intellectual property known as copyright. Although there is no international copyright, most countries have agreed to protect creative works through various international agreements. Notably, protection for these creative works is automatic and includes prohibiting the reproduction and distribution of the work.

