

**Keep  
pirates  
at  
bay!**

Play it safe!

# The priority certificate

Is innovation a tradition in your company? And do you wish to safely present your new product at the next exhibition? Then protect your innovation lead against product pirates with a priority certificate!

## Why a priority certificate?

If your new product was successful at the exhibition, you should have it protected after the event.

We can issue you a certificate stating that your product was presented at the exhibition on the first day.

With this priority certificate, the date of the exhibition counts (for up to 6 months) as the date you submitted the application for your product to the patent and trademark office. This gives you a time lead over imitators when you finally submit your application with the priority certificate. This exhibition priority is recognized by many worldwide patent and trademark offices. Information about the respective provisions can be obtained from a patent lawyer or a lawyer specializing in the protection of industrial property rights. Please note, however, that in Germany exhibition priority does not apply to patent applications.

## What does a priority certificate achieve?

The priority certificate pays off because:

- The acceptance of a new product can be tested and the patent rights remain protected.
- Investment in patent rights is then only necessary if the

product proves worthy of protection.

- It avoids a cost-intensive bad investment due to applying for patent rights too soon.

## What to do?

Product pirates are quick off the mark. You should therefore apply for the priority certificate right at the start of the exhibition. This means your product is protected from the very first day of the exhibition.

NürnbergMesse will be pleased to help you. Please contact one of the information and service counters at the exhibition.

If you would like information before the exhibition, please contact:

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NürnbergMesse charges a lump sum of EUR 50 for the issue of a priority certificate. This charge includes VAT at the statutory rate.

## What next?

The product proves to be a winner at the exhibition and you decide to claim your patent rights. You then apply without delay to the German Patent and

Trademark Office for the granting of patent rights for proprietary names or registered designs. Enclose the priority certificate with your application. The Patent and Trademark Office then grants the patent rights with effect from the date of issue of the priority certificate.

## Special NürnbergMesse service

If required, NürnbergMesse can immediately arrange for you to consult a qualified patent lawyer or solicitor.

## The priority certificate can be requested for the following exhibitions in 2017:

- Automotive Engineering Expo 2017
- BIOFACH 2017
- embedded world 2017
- Enforce Tac 2017
- European Coatings Show 2017
- IWA OutdoorClassics 2017
- MT-CONNECT 2017
- POWTECH 2017
- U.T.SEC 2017
- VIVANESS 2017
- Werkstätten:Messe 2017

## The priority certificate is recognized by:

- The German Patent and Trademark Office
- The law courts
- Many patent offices abroad