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## Trademarks, Patents, Designs and all other related IP activities in Switzerland.

By Franco Oriti

**Oriti Patents**, based in Lugano (CH), in the heart of Europe, may assist you in protecting your ideas, inventions and brands in Switzerland, which is a country with more than eight million inhabitants and at the forefront of innovation and wellbeing.

Oriti Patents delivers IP services in Switzerland starting from preliminary searches through filing of patents, trademarks and designs until their grant, maintenance and renewals of IP, validation of European patents in Switzerland and Liechtenstein, change of names and address, etc.

Recently Oriti Patents, aware of the considerable importance of IP deadlines, has developed an electronic monitoring system and is distributed free of charge on the internet (and soon also as an app). This "web-tool" named **IP Due Dates**

(www.ipduedates.com) allows a very simple and easy way to enter, manage and extract all types of IP deadlines and to be notified whenever desired. In this way, anywhere, anybody and at anytime in the world may be automatically informed by email involving, if desired, contemporary colleagues, staff and clients.

World changes and also work does. For this reason Oriti Patents is creating new easy web tools through an ERP (Enterprise Resource Planning) in order to make all IP services easier, immediate and transparent for clients 24/7 and where some IP activities may be entrusted and payments may be made with automatic e-invoices sent within 30 seconds. Tools like www.epvalidation.ch and www.tmrenewal.ch are already online and others are coming soon (like www.iprecordal.ch).



Franco Oriti has been working in the Industrial and Intellectual Property (IP) field since 1991 in the Montedison Group in Milan, Italy, where he graduated, and since 1999 in Lugano, Switzerland, to file, protect and maintain IP in Switzerland, Europe and Worldwide.

Franco is a registered trademark, design and patent representative in Bern, is a representative of European Trademarks and Designs in Alicante (ES) and an Italian trademark and design representative in

Rome (IT). For almost 29 years, he has been in the field of designs, trademarks and patents and in the handling, monitoring and paying their renewals directly before National Patent Offices or through renewal services and local agents all over the world. He is trusted by numerous IP professionals on a global scale. Born in Australia, he speaks English proficiently and is also fluent in Italian having obtained his university degree in Milan, Italy. Since 2014, he directs the IP Firm named Oriti Patents (www.oritipatents.ch) in Lugano.