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THE NEW EU REGULATORY FRAMEWORK FOR THE PROTECTION OF INDUSTRIAL DESIGNS: MODERNIZATION FOR THE DIGITAL AGE

Summary: *The new regulatory framework for industrial designs in the EU, based on Regulation (EU) 2024/2822 and Directive (EU) 2024/2823, brings about a significant modernisation of the protection system that has not been amended for over 20 years. The main innovations include the extension of the product definition, the repair clause, the suppression of 3D printing, a change in terminology, as well as modern design representations. Most of the rules have been applicable since May 2025, while Member States have until the end of 2027 to fully align their national laws with the new Directive (EU) 2024/2823, in order to modernise the system and adapt it to the challenges of the digital age. The paper will analyse the reasons for the adoption of the new rules, as well as the case law that has shaped the new solutions, i.e. how the Court of Justice of the EU, through its case law, creates a legal framework that gives strength and coherence to the design reform package.*

Keywords: *industrial design, Regulation (EU) 2024/2822, Directive (EU) 2024/2823, repair clause, crackdown on 3D printing.*