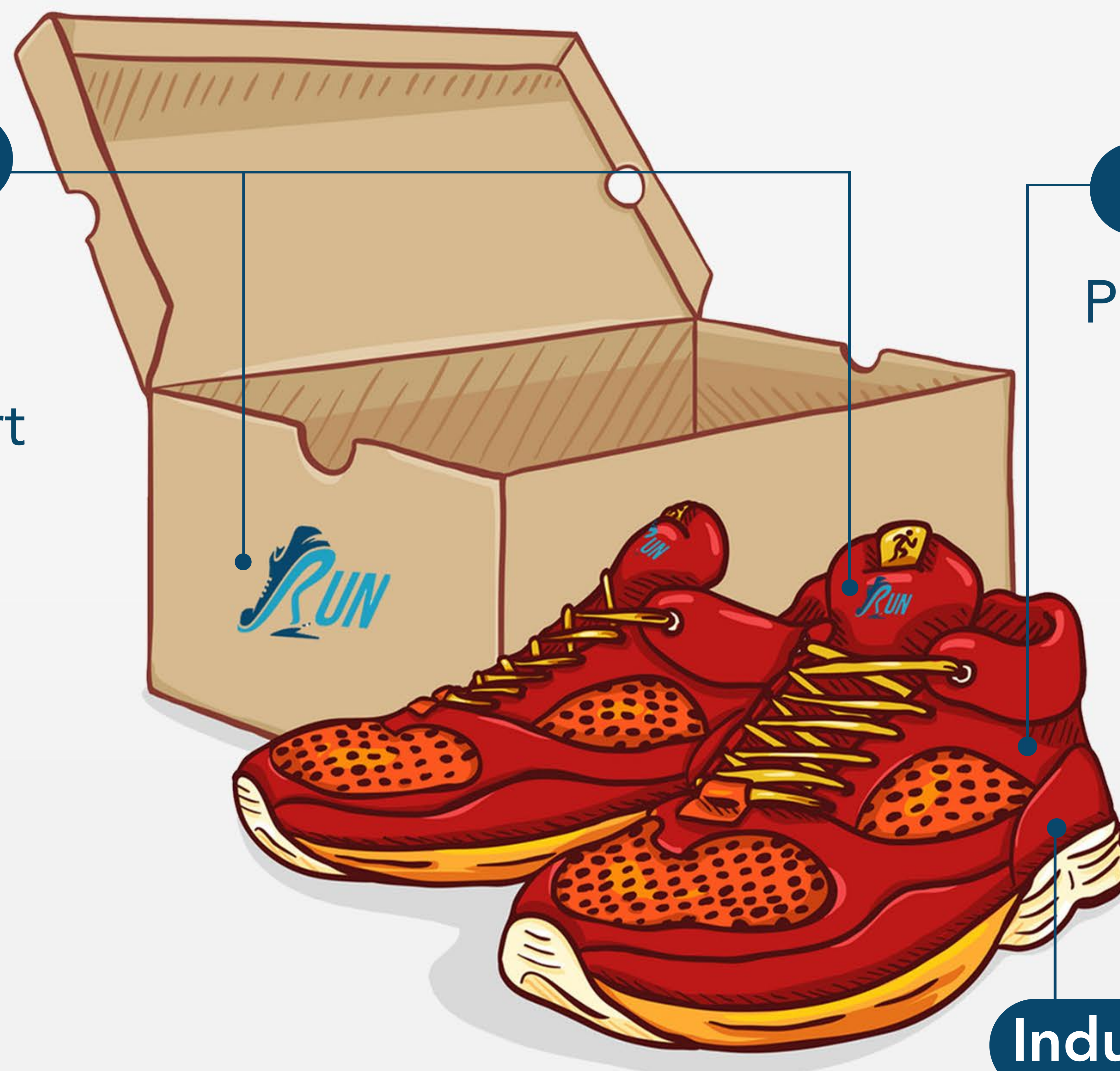


How much Intellectual property is there in a pair of running shoes?

Trademarks

Protect the logo, slogans and features that set the brand apart



Patents

Protects the advanced technologies within new shoes

Industrial Designs

Preserve the visual elements that make each brand's shoes recognizable