

Architectural activity is a conglomerate of processes that includes creating an architectural design and developing the design and working documentation, with the goal of creating an architectural facility in the form of buildings, structures, etc. Some facilities created in the process of architectural activity are subject to special legal protection.

Many accompanying intellectual property items are created in the process of elaborating the commercial real estate facility, and the rights to them can and should be registered in the manner provided by law:

- ✓ Copyright/patent rights to:
 - Design solutions
 - Works of architecture
 - Computer software
 - Design documentation

- ✓ Rights to individualization means:
 - Trademarks
 - Brand names
 - Trade name

Works of architecture are copyrighted items and are protected by law. They, in particular, include the architectural design and the construction documentation developed based on it.

Design issues are fundamental at the initial stage of implementing an investment project on constructing a commercial real estate facility.

The rights to means of individualization are a component of a successful business project as well. The trademark is an integral part of any advertising materials; it is specifically the trademark that allows to distinguish goods of a certain manufacturer from among a large quantity of similar goods. The significance of a trademark in commercial activity is tied to the constantly increasing competition. A trademark performs the basic function of identifying and positioning the manufacturer and distinguishing it from other manufacturers. Finally, a registered trademark is an intangible asset which can bring in revenue, provided it is used effectively. A recognizable trademark can be sold profitably, and the right to use it can be licensed out under an agreement. Additionally, having a registered trademark, a business can be sold at a higher price.

For building an optimum scheme of relations as regards construction issues in which a design organization participates, one should remember that besides the ownership title, the client that ordered the design documentation should also acquire certain rights related to such documentation, in particular, the exclusive rights to it. If the client is not granted the exclusive rights to the design documentation, it will not be able to do anything with such documentation as an object of copyright.

If the exclusive rights arising in the course of creating an architectural facility are not given the proper attention in due time, there is a risk that the developer and/or end user could violate someone's exclusive rights.

CLS provides all types of services related to intellectual property, ensuring a comprehensive and individual approach to any issue related to protection of intellectual property rights.

- ✓ Advice and practical assistance on all issues related to registration, use and protection of intellectual property, preparation of recommendations based on analysis of various actual legal situations;
- ✓ Creative solutions and comprehensive approach to developing a trademark;
- ✓ Registration of industrial property and trademarks;
- ✓ Development, legal analysis and support of the registration process of agreements for disposing over intellectual property rights;
- ✓ Advice, reports on and assistance with all issues related to registration, use and protection of intellectual property.