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USE OF PATENTS, TRADEMARKS, DESIGNS and MODELS in SPORTS APPAREL and EQUIPMENT

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Use of Patents, Trademarks,
Designs and Models in Sports
Apparel and Equipment
~ a brand perspective





- Football Products
- PUMA Trademarks
- Technology
- Designs













PUMA 3D Power Shooting Technology:

The new PUMA 3D PST is located in the boot's kicking area. It increases shooting power while maintaining the ball's touch and feel. Due to its extremely high rebound properties, the PUMA 3D PST does not absorb the typical amount of energy upon ball impact and releases more power with every shot.

Upper Material:

The super soft, premium K-leather enhances comfort and provides a perfect fit.

POWERCAT 1.12 TECHNOLOGIES / TECHNOLOGIEN / TECNOLOGIAS

1 PUMA 3D POWER SHOOTING TECHNOLOGY DUO

The new PUMA 3D PST DUO is located in the boot's kicking area to increase kicking power and offer improved ball grip. The PUMA 3D PST DUO technology device is made of an innovative thermoplastic material used in two different degrees of hardness. The high density middle bars have the advantage of being highly responsive whereas the surrounding low density material has extremely high rebound properties. Thus the PUMA 3D PST DUO does not absorb energy upon ball impact and rather increases kicking power with every shot.

2 UPPER MATERIAL

Super soft, premium K-leather in the kicking area enhances fit and comfort while a lightweight microfiber material in the lateral quarter keeps the weight down and supports the mid foot.

3 LACING SYSTEM

Starts symmetrically for improved fit and runs slightly off-center to increase the kicking area, improve pressure distribution on the vamp, and reduce forces from ball impact.

4 EXTERNAL TPU HEEL COUNTER

Asymmetrical external TPU-injected heel counter provides optimal support, stability, and protection.

5 BLADED STUD CONFIGURATION

Provides maximum traction and maneuverability as well as smooth ground penetration and pressure distribution.

REMOVABLE SOCKLINER

Lightweight anatomically-shaped sockliner provides excellent cushioning properties and comfort.

7 PUMA POWERLAST

Anatomically-shaped for extra volume in the forefoot and instep as well as a comfortable, glove-like fit. It follows the foot's natural contours and allows the upper to mold perfectly to the player's foot.

1 PUMA 3D POWER SHOOTING TECHNOLOGY DUO

Die neue PUMA 3D PST DUO ist im Schussbereich des Schuhs platziert um die Schusskraft zu erhöhen und den Grip mit dem Ball zu verbessern. Das PUMA 3D PST DUO Technologie Element besteht aus einem innovativen thermoplastischen Material, da in zwei verschiedenen Härtegraden verwendet wird. Die mittleren Lamellen, die aufgrund ihrer höheren Dichte eine große Reaktionsfähigkeit aufweisen, sind in Material mit gringerer Dichte eingelassen, welches sich durch seine extreme guten Rebound-Eigenschaften auszeichnet. Dadurch absorbiert die PUMA 3D PST DUO wenig Energie beim Aufprall des Balles und verstärkt vielmehr die Kraft bei jedem Schuss.

2 OBERMATERIAL

Das superweiche Premium K-Leder erhöht den Tragekomfort und die Passform während das leichte Mikrofasermaterial den Mittelfuß stabilisiert und das Gewicht des Schuhs niedrig hält.

3 SCHNÜRUNG

Beginnt mittig für eine verbesserte Passform, verläuft dann leicht seitlich um die Schussfläche zu vergrößern, die Druckverteilung auf dem Spann zu verbessern und die Kräfte beim Aufprall des Balles zu reduzieren.

4 EXTERNE TPU FERSENKAPPE

Die externe asymmetrisch geformte TPU Fersenkappe bietet optimale Unterstützung, Stabilität und Schutz.

5 SPITZZULAUFENDE NOCKENKONFIGURATION

Bietet maximale Traktion und Manövrierfähigkeit sowie sanftes Eindringen in den Untergrund und Druckverteilung der Nocken.

6 HERAUSNEHMBARE EINLEGESOHL

Die leichte anatomisch geformte Einlegesohle bietet exzellente Dämpfungseigenschaften und Komfort.

7 PUMA POWERLEISTEN

Anatomisch geformt mit extra Volumen im Bereich des Vorderfußes und des Spanns für eine komfortable, handschuhähnliche Passform. Er ist den natürlichen Konturen des Fußes nachempfunden und ermöglicht, dass sich der Schaft perfekt an den Fuß des Spielers anschmiegt.

1 PUMA 3D POWER SHOOTING TECHNOLOGY DUO

Le nouveau PUMA 3D Power Shooting Technology DUO est situé dans la surface de tir de la chaussure pour augmenter la puissance de frappe et améliorer le contrôle du ballon. L'insert PUMA 3D Power Shooting Technology DUO se compose d'un matériau thermoplastique innovateur utilisé en deux niveaux de dureté. Les barrettes haute densité au centre de l'insert ont l'avantage de répondre très rapidement aux impacts et le matériau basse densité autour de ces barrettes offre d'extrêmement hautes propriétés de rebond. Ceci permet au PUMA 3D Power Shooting Technology DUO d'absorber très peu d'énergie et surtout d'augmenter la puissance de frappe à chaque tir.

2 TIGE

Le cuir extrêmement souple et de la plus haute qualité de l'empeigne augmente le confort et le chaussant alors que le matériau en microfibres très léger des quartiers latéraux permet de réduire le poids et de stabiliser le pied.

3 SYSTÈME DE LAÇAGE

Débuté au centre de la chaussure pour améliorer l'ajustement du chaussant et se désaxe légèrement afin d'augmenter la surface de frappe, d'améliorer la distribution des pressions sur le coup de pied et de réduire les forces lors de l'impact avec le ballon.

4 RENFORT EXTERNE DU TALON EN TPU

Le renfort externe asymétrique en TPU injecté apporte un maintien, une stabilité et une protection optimaux.

5 CRAMPONS EN LAMELLES

Offrent des performances maximales en termes d'adhérence et de changements de directions ainsi que pénétration du sol aisée et une meilleure distribution des pressions.

6 SEMELLE INTÉRIEURE AMOVIBLE

Légère et de forme anatomique, la semelle intérieure possède d'excellentes propriétés d'amortissement et de confort.

7 PUMA POWERLAST

La forme anatomique offre plus de place à l'avant ainsi qu'au niveau du coup de pied pour plus de confort et un chaussant parfait. Le chaussant PUMA PowerLast suit les contours naturels du pied et permet à la tige de se fondre parfaitement au pied du joueur.

1 PUMA 3D POWER SHOOTING TECHNOLOGY DUO

Situado en el área de golpeo se encuentra el Nuevo PUMA 3D PST DUO que tiene como objetivo incrementar la fuerza del disparo y mejorar el toque de balón. El mecanismo de la tecnología PUMA 3D PST DUO está hecho de un material termoplástico usado en diferentes niveles de densidad. Las barras medias de alta densidad permiten una alta sensibilidad para mejorar el control mientras que la densidad baja de los alrededores tiene altas propiedades de rebote. De este modo el PUMA 3D PST DUO no absorbe la energía en el momento del impacto sino que aumenta el poder en cada disparo.

2 MATERIAL EN EL CORTE SUPERIOR

La piel súper suave "K-Leather" en las zonas de golpeo aumenta la comodidad mientras que los materiales ligeros de micro fibra en los laterales permiten más ligereza y mejor apoyo y estabilidad.

3 CORDONERA LATERAL

La cordonera empieza asimétricamente en la parte inferior para mejorar comodidad y corre ligeramente hacia el centro para aumentar el área de golpeo, también mejora la distribución sobre el empeine y finalmente reduce fuerzas a la hora de impactar el balón.

4 TALONERA EXTERNA EN TPU

La talonera externa inyectada de TPU provee óptimo soporte, estabilidad y protección.

5 CONFIGURACIÓN DE TACOS

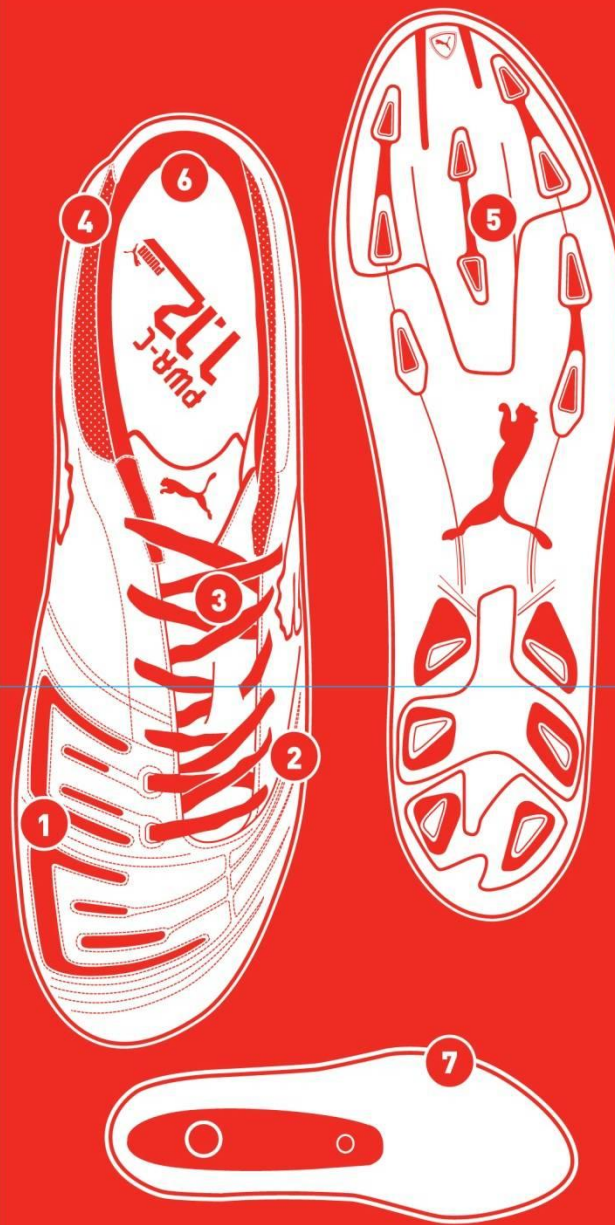
Provee tanto máxima tracción y maniobrabilidad, así como suave penetración en el campo distribuyendo la presión sobre los tacos.

6 PLANTILLA EXTRAÍBLE

Plantilla ligera y anatómica de excelentes propiedades de amortiguación y comodidad.

7 PUMA POWERLAST

Horma anatómica con volumen extra en la puntera y el empeine para una comodidad tipo guante. Siguiendo el contorno natural del pie, permite que la parte superior se amolde perfectamente al pie.





v1.08

THE SPEED BOOT

You might expect a boot this unique to be a thing of the future. But it was simply created with one goal in mind: to get you to the ball even faster. Out of engineered performance solutions and cutting-edge development emerged a boot that also stands out with a striking design. It's futuristic technology brought to the present day.



UNI Construction

With this revolutionary and environmentally-friendly construction, the upper and outsole are no longer lasted and glued together, but stitched. The UNI Construction secures a glove-like fit and a 100% replication of the unique PUMA AptoLast.



Two-piece Outsole Plate

The outsole is split into two separate pieces which helps to keep weight down while enhancing the fit in the medial foot arch area.



ConTec Upper Material

The v1.08's ConTec upper is constructed out of thin, lightweight PU-coated textile material which is reinforced with a thin layer of microfibre for improved protection and durability. This material enhances the boot's lightness, speed, and overall touch on the ball.



Carbon Fiber Internal Chassis

The internal chassis is the backbone of the v1.08. The TPU frame provides stability while the carbon fiber plate secures lightness and flexibility. With carbon fiber as the major component of the internal chassis, we are using a lightweight yet flexible advanced material. Embedded in a double density injected TPU, the carbon fiber composite of the internal chassis ensures excellent pressure distribution, reduces weight and supports the natural flex points of the forefoot.



**UNTIL
THEN**



v1.08: THE SPEED BOOT

PUMA



v1.08 BALL FROM PUMA

You might expect a ball this unique to be a thing of the future. But it was simply created with one goal in mind: to get you to the goal score the goal even faster. Out of engineered performance solutions and cutting-edge development, emerged a ball that also stands out with a striking design. It's futuristic technology brought to the present day.

Revolutionary d3o intelligent cushioning layer

A cushioning layer of d3o foam makes the v1.08 the world's first intelligent football that can absorb shock and return energy. At low-impact speeds, such as dribbling, the cushioning layer retains its soft feel for better ball control. When impacted with a greater force, such as a powerful shot on the goal, the d3o molecules lock together instantaneously, increasing the ball's acceleration off of the foot.

Dimple II CW-System

The Dimple II CW-System, an industry milestone, is designed and developed to give the v1.08 Ball the positive flight characteristics of a golf ball – consistency, control and a straighter truer trajectory. As in the case with a golf ball, the dimples ensure less drag and an improved ascent compared to a regular "flat" surface. The resulting benefits are improved traveling speed and distance with a controlled, yet higher, trajectory. Additional laminated latex layers on the backing further boost these benefits. The new Dimple II material further boosts these benefits through additional laminated latex layers on the backing.

Concept 45

The revolutionary new panel shape construction provides the roundest, most technically-advanced ball ever. Based on verified geometrical principals, PUMA has developed a system with only 24 individually-shaped panels. All have rounded edges and are already pre-shaped when being connected, which minimizes both tension and folds on the material when the ball is being inflated. Additionally, with this new panel construction, the variation of the different radii is significantly lower than it is with a regular 32-panel ball.



UNTIL THEN



v1.08 BALL

PUMA
pumatfootball.com



FIFA APPROVED

Balls that carry this emblem are guaranteed to be premium quality and must pass 7 tests.

“ Ne cherche pas, sans moi... pas de victoire.
C'est moi la star. ”





- Running Products
- Technology
- Designs Patents

AND THEY LIVED COMFORTABLY
AND *Happily* EVER AFTER

COMPLETE VENTIS II

Your Everyday Training Partner Forever

PART OF A
COMPLETE
WORKOUT



with **LIGHTWEIGHT**
cushioning

• Happy
Thoughts. AND

TOTAL COMFORT

PUMA
puma.com



10CELL

TECHNOLOGY



CELL VOLT

Power Source: **Heel to Mid-Foot.**

10Cell construction absorbs impact and returns energy from mid-foot to heel. Inner boot provides snug fit and stability.



CELL VOLT™

Power Source: **Heel-to-Toe.**

10Cell construction absorbs impact and returns energy from heel-to-toe, providing a full-length platform for comfort.



CELL VOLT™

Power Source: **Heel.**

10Cell construction absorbs impact and returns energy throughout heel. Inner boot provides snug fit and stability.

FAST.

FULLY CHARGED.

Our cushioning system creates tension between its two sections. This allows the bottom layer to absorb impact and the top layer to rebound and create an energy return. Fuse that comfort and energy with a stability-enforcing design and underside texture for traction, and you're ready to go. *Unplugged.*





- Golf Products
- Technology – Footwear, Apparel
- Trademarks - Equipment

PUMA Smart Quill [®] Technology



TRIMLINE



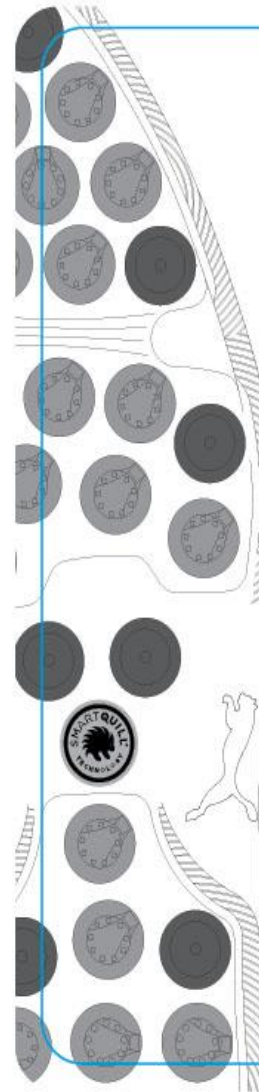
It all started when we set out to design the first four-grade shoe with non-replaceable cleats. We wanted to create one that performs like the styles from back in the day. The kind with nails that were all about traction. At the same time, we wanted to bring a more modern look and feel to golf – with comfort, style, and lightweight materials.

And what did we come up with? Smart Quill® technology.

Here, ultimate traction meets modern style. Multi-directional Quills are uniquely positioned for traction throughout your swing, while also creating a spike system that is comfortable and lighter in weight.



FRONT



TRACTION

Each non-replaceable Smart Quill is intentionally molded and positioned for proper grip throughout your swing.

SUPPORT

A TPU power cage on the upper offers extra lateral foot reinforcement for a more solid swing.

COMFORT

The even distribution of Quills throughout the sole of the shoe allows for more comfort while playing and walking.

LIGHTWEIGHT

A simple, yet stylish upper, a glass fiber sole plate, and a lack of traditional cleats make this one of the lightest four-grade shoes on the market.

The Swing Crown GTX's synthetic microfiber upper has a two-year GORE-TEX® waterproof warranty. Also, the Smart Quill outsole is covered under a two-year limited guarantee. Please visit golf.puma.com for more information.

PUMA Golf is the lightest, most versatile brand on the market, offering unique pieces that meet performance and style needs, both on and off the course.



BACK

PUMA Smart Quill ® Technology



Cell inserts

TPU Shank

onal

Directional



€ 200 – Cell Fusion

PUMA Smart Quill ® - Variations of Technology



Key Models



CELL FUSION

Key Models



CELL FUSION 2

Key Models



CLUB 917

Drive Technology - Apparel

- Engineered mesh & anti-microbial mesh inserts, UV protection, high level moisture transfer performance
- Introduction of PURE technology, the newest and most innovative anti-microbial technology available
- All SKUS are playable – we are not just inspired by the game of golf!
- Moisture management in every polo; all cottons are performance cottons!
- Introduction of Duo-Swing garment engineering
- Launch TransDRY™ performance enhanced cotton





(video)

The epitome of SPORTLifestyle!

- Patented Cotton Inc performance technology for cotton yarns
- Cotton treated to be hydrophobic, reducing absorbency & overall drying time (and it won't wash off!)
- Women's fabrications offer:
 - moisture wicking, fast drying, reduced cling
- Men's fabrications offer:
 - one way moisture transfer & fast drying





cobra®



→ Corporate IP - Packaging

MISSION STATEMENT

Sustainability Plan

OUR MISSION IS TO BE THE MOST
DESIRABLE *AND SUSTAINABLE*
SPORTLIFESTYLE COMPANY IN THE
WORLD.

CLEVER LITTLE BAG LAUNCH

Press Event

APRIL 2010



(video)

THANK YOU

