



France

Topic:
Intellectual Property

Achievement:
Resilience through
Intellectual Property

Sector:
Video Games & Multi-
media

Inventing the Future of Mobile Gaming: The IP Story Behind Playtiles

Playtiles by INNO Studio began as a simple spark in a small French workshop and grew into a protected, international-ready gaming platform. By securing patents, designs and trademarks before unveiling their invention, the founders built a solid foundation for scale, licensing and global partnerships. Their journey shows how early Intellectual Property (IP) strategy can turn a clever idea into a credible, thriving ecosystem.



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Challenge

Building a new mobile gaming ecosystem that works with an inventive gaming card which sticks to your mobile screen meant protecting a hybrid invention, part physical device, part software layer, part brand identity, all while being a self-funded SME. Patent filings, design and trademark registrations, were essential protection tools, but financially demanding. At the same time, a realistic IP strategy must be shaped to build enough credibility to survive in a competitive videogaming market.

Solution

They secured protection early, using patent, trademark and design protection systems to lock in the core invention and signal seriousness to business partners. IP became not a barrier, but a strategic safety net that allowed them to open licensing discussions, engage distributors, and shape Playtiles as a platform rather than a gadget. National and international SME funding mechanisms helped them absorb costs, while an IP advisor specialised in gaming guided a lean, market-driven filing strategy.

Impact

A strong IP foundation turned Playtiles from an experiment into a credible international contender. Secured rights gave confidence to developers and potential distributors, enabling collaborations that would not have been possible otherwise. Their patents, design rights and trademarks now function as both protection and leverage: deterring imitators, attracting partners, and offering a clear structure for licensing. IP transformed a small idea born in a workshop into a platform with genuine commercial potential.

Milestones & Learnings

Concept born from a QR-coded greeting card
Testing of the first Playtiles prototype, and final product validation after user feedback and improvements

Patent, design and trademark protection secured pre-launch (thanks to public funding support)

Creation of PlaytilesOS and the custom webapp to create the full ecosystem

First partnership discussions abroad after the successful launch of the product

Strong, early IP protection supported by a solid IP strategy transforms an experimental idea into a platform that others can trust.

Key Takeaways

- Intellectual Property (IP) protection can be the foundation of an entire ecosystem and early filings can create long-term leverage
- Support of public funding for registering IP rights is a great help for small businesses
- IP is a must for partnerships and a prerequisite for licensing because a protected product attracts partners and developers, and helps expand your business more safely
- Finding an IP consultant who understands your sector is essential, as the right guidance helps shape a focused, realistic, and effective IP strategy tailored to your product and market

Learn more about Playtiles on the [official website](#).



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