

Sweden

Topic:
Intellectual Property

Achievement:
Resilience through Intellectual Property

Sector:
Music Audiovisual - Film, TV & Radio

Transparent by Design: Turning Creativity into an IP Asset

In a market dominated by disposable electronics, Swedish design brand Transparent set out to prove that design technology can be timeless. Founded by three passionate entrepreneurs; Martin Willers, Per Brickstad, and Magnus Wiberg, the company turns circular and original designs into lasting value, and shows how a clear IP strategy can transform minimalist aesthetics into a globally acclaimed award-winning brand.

Challenge

Balancing global ambitions with limited resources: Transparent needed to protect its brand and original design while maintaining a lean, circular business model in a market saturated with imitation and rapid obsolescence.

Solution

By integrating IP into its strategy from the start, Transparent protected its brand and design assets through trademark and design rights in target markets. A multi-layered IP approach and clear collaboration contracts became central to its growth.

Impact

Transparent's strong IP approach enabled international recognition, including the EUIPO DesignEuropa Award, increased market credibility, and cross-industrial partnerships. Their products now represent both sustainability and originality, backed by legal and commercial strength.

Milestones & Learnings

Founded by Martin Willers, Per Brickstad, and Magnus Wiberg on a vision of circular, timeless design.
Early viral success turned into a sustainable brand supported by robust IP protection.
Strategic use of IP protection systems secured cost-effective, global protection.
Cross-industry collaborations structured with clear IP governance.
Recognition by EUIPO DesignEuropa Award validated their design and IP philosophy.
For design-led start-ups, intellectual property is not just protection. It is a framework for growth, turning creativity into a lasting, credible legacy.

Key Takeaways

- Intellectual property (IP) protection can turn original designs into a defensible business asset and a key growth enabler.
- Design and trademark rights are ways of gaining recognition and commercial success while protecting your assets from infringers against copying.
- A sound and strategic IP approach supports global-minded SMEs without overstretching resources.
- Clarity in IP agreements builds trust in partnerships, allowing creativity to thrive across industries.

Learn more about Transparent on the official website.