

INTERNATIONAL COOPERATION: The IP actions of the EUIPO globally

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PROGRAMME

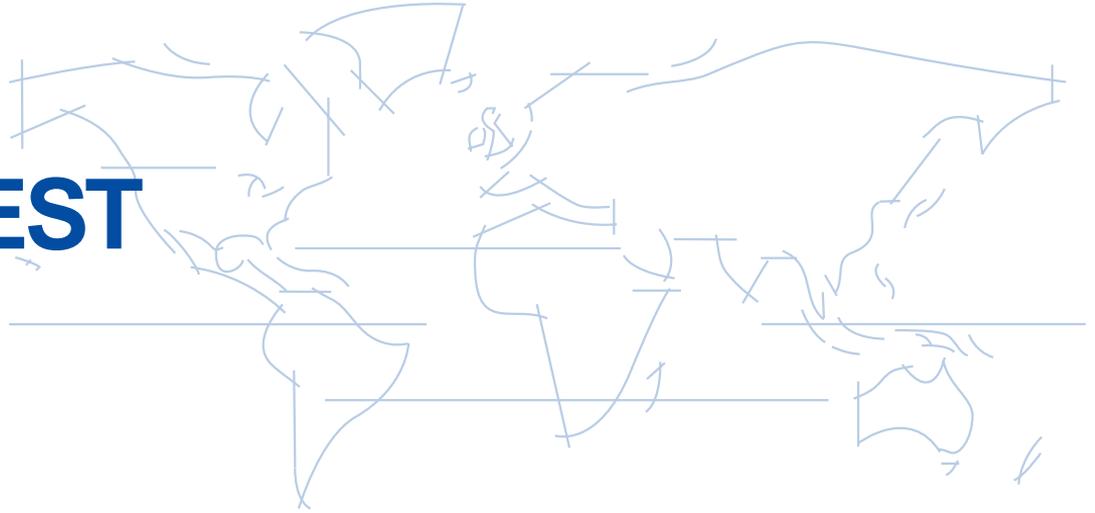
33'
Presentation

- General introduction to the international cooperation
- Tangible impact of our actions
- Cooperation with partners
- Looking to the future

12'
Questions and answers

1

ENTRY TEST



ENTRY TEST



ASIA

Where can I **NOT** receive help on how to protect
my IP rights portfolio?



- A. India
- B. China
- C. South-East Asia
- D. Help is everywhere

ENTRY TEST



LATIN AMERICA

I want to protect my **design** all over the EU and in Latin America (via one application).

Where, in Latin America, can my design be protected?



- A. Brazil
- B. Mexico
- C. Colombia
- D. None
- E. All

ENTRY TEST



Can **users** contribute to
international cooperation activities?

- A. No way**, international cooperation is only with other IP Offices from non-EU countries
- B. Yes, but** only when there is an interest from the European Commission
- C. Absolutely**, it is important to involve IP users as much as possible

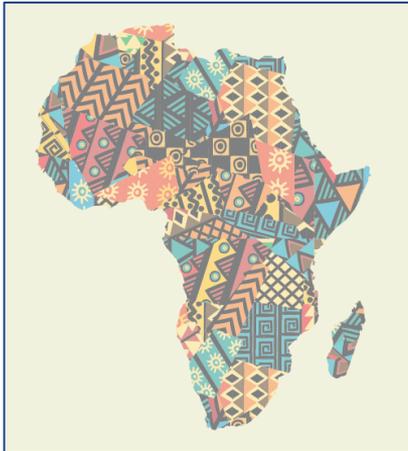
ENTRY TEST



AFRICA

A geographical indication (GI) is a sign that protect a product from a specific geographical origin and with qualities that are due to that origin.

How many African **Geographical Indications** are protected **in the EU** ?



- A. 7
- B. 17
- C. 107

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**GENERAL INTRODUCTION TO THE
INTERNATIONAL COOPERATION**



EXTERNAL ACTIONS @EUIPO

- ONE-TO-ONE COOPERATION: TOOLS & PRACTICES
- EU-FUNDED PROJECTS
- DEPLOYED EXPERTS: IP ATTACHÉS



HOW?

One-to-one cooperation: IPOs and international organisations

- ✓ Extend the **tools, standards** and **practices**
- ✓ Develop tools jointly with non-EU stakeholders



Tools, Practices, Events

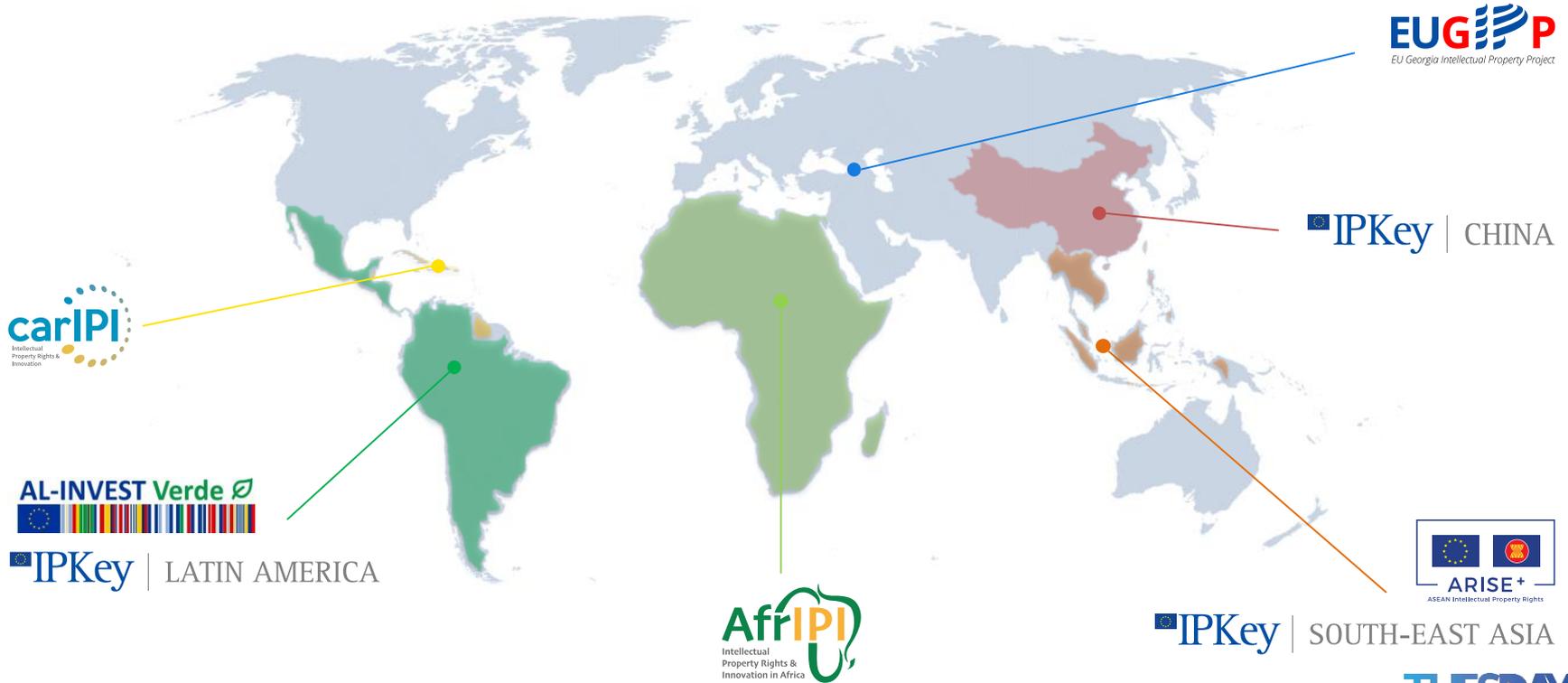
Projects implementation: cooperation with IP stakeholders

- ✓ Build a trust network
- ✓ Increase transparency and **enforcement**
- ✓ Raise awareness



**Conferences, agreements, trainings,
networks, legislative developments,
academic exchanges, webinars, etc.**

WHERE?



HOW MUCH?

IP Key China III	€ 4.6 M	09/2022 - 08/2025
IP Key Latin America II	€ 4.3 M	02/2022 - 01/2025
IP Key South-east Asia II	€ 4.3 M	04/2022 - 03/2025
ARISE+ IPR (ASEAN)	€ 5.5 M	01/2018 – 06/2023
CarlPI (Cariforum)	€ 4 M	11/2019 - 04/2024
Pan-Africa IPR Action	€ 17.1 M	01/2020 - 01/2025
EUGIPP (Georgia)	€ 1.42 M	01/2020 - 06/2023
AL-INVEST MERCOSUR	€ 2.8 M	12/2021 - 11/2024
TOTAL BUDGET	€ 44 M	2018 - 2025
EUIPO's contribution	€ 11.5 M (26% of total)	

WHAT?



Legislative framework



Strengthening of IP institutions



Enhancing enforcement policies and practices

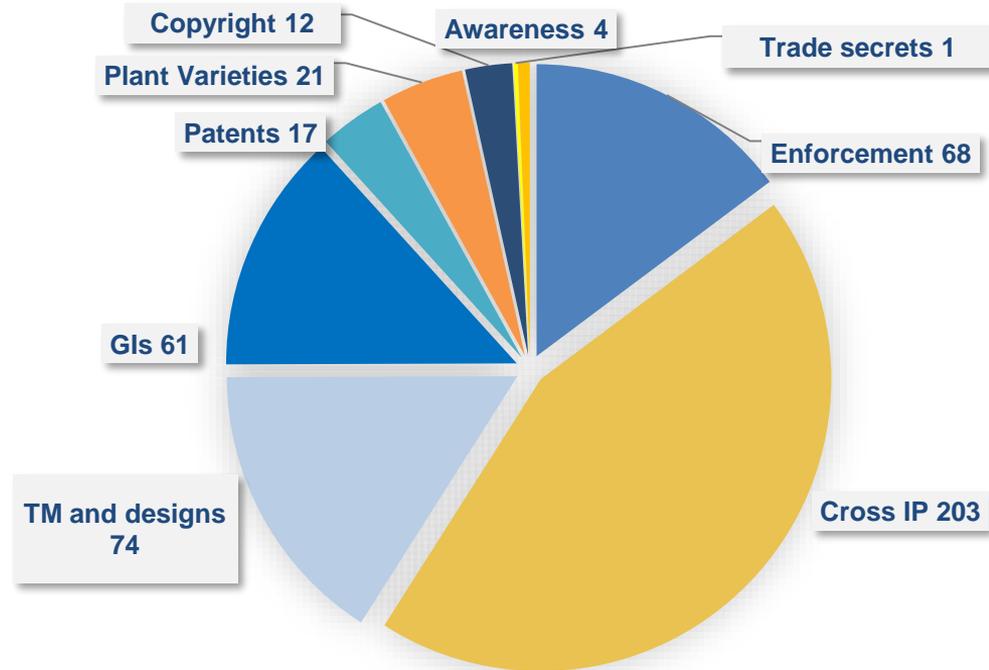


SMEs and awareness raising



Cooperation on all IP rights

ACTIVITIES SINCE 2021



Total: 461 Activities

COOPERATION WITH USERS



1 Consultations

Legislative amendments
Comparative studies



2 Vendor List for expertise

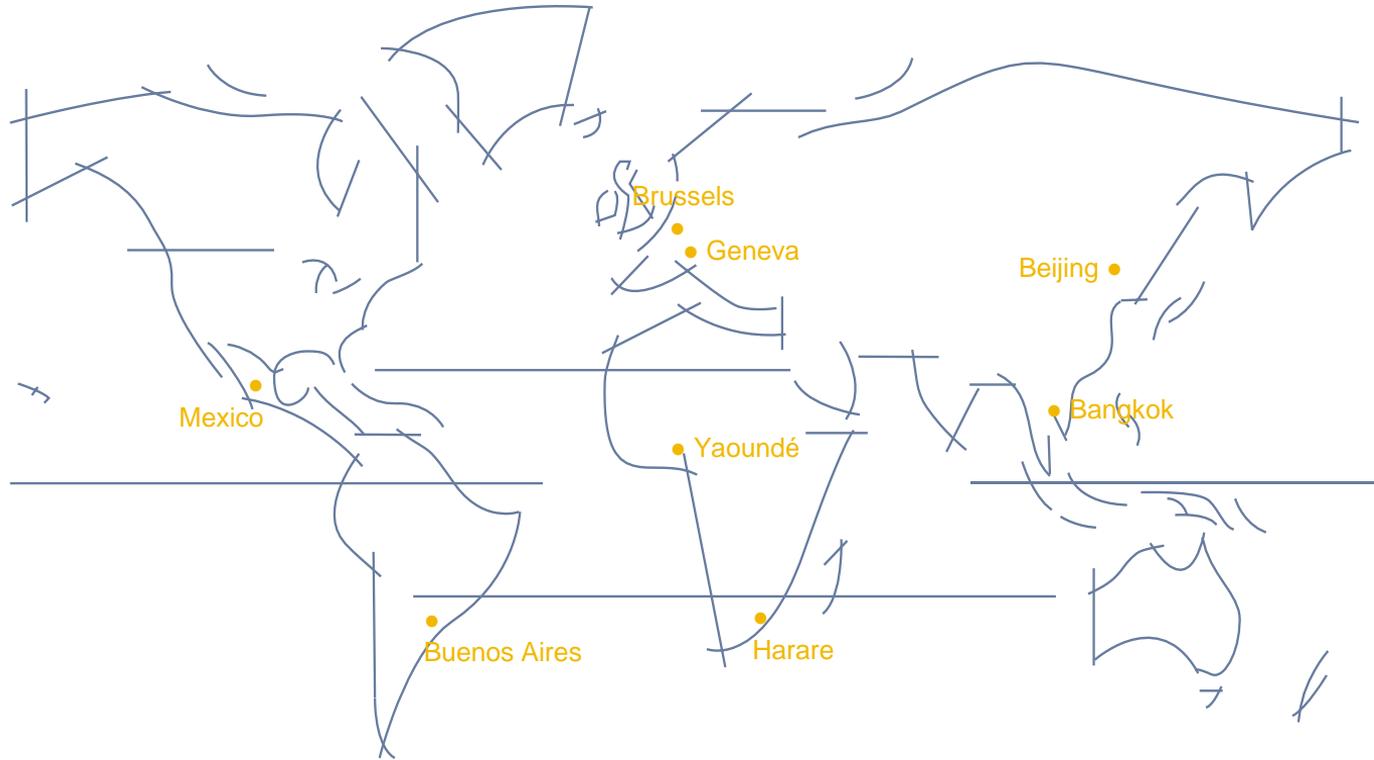
Studies (public and confidential)
Compilation of case-law



3 Participation in activities

Conferences and Seminars
Communication Campaigns
Trainings

DEPLOYED EUIPO EXPERTS

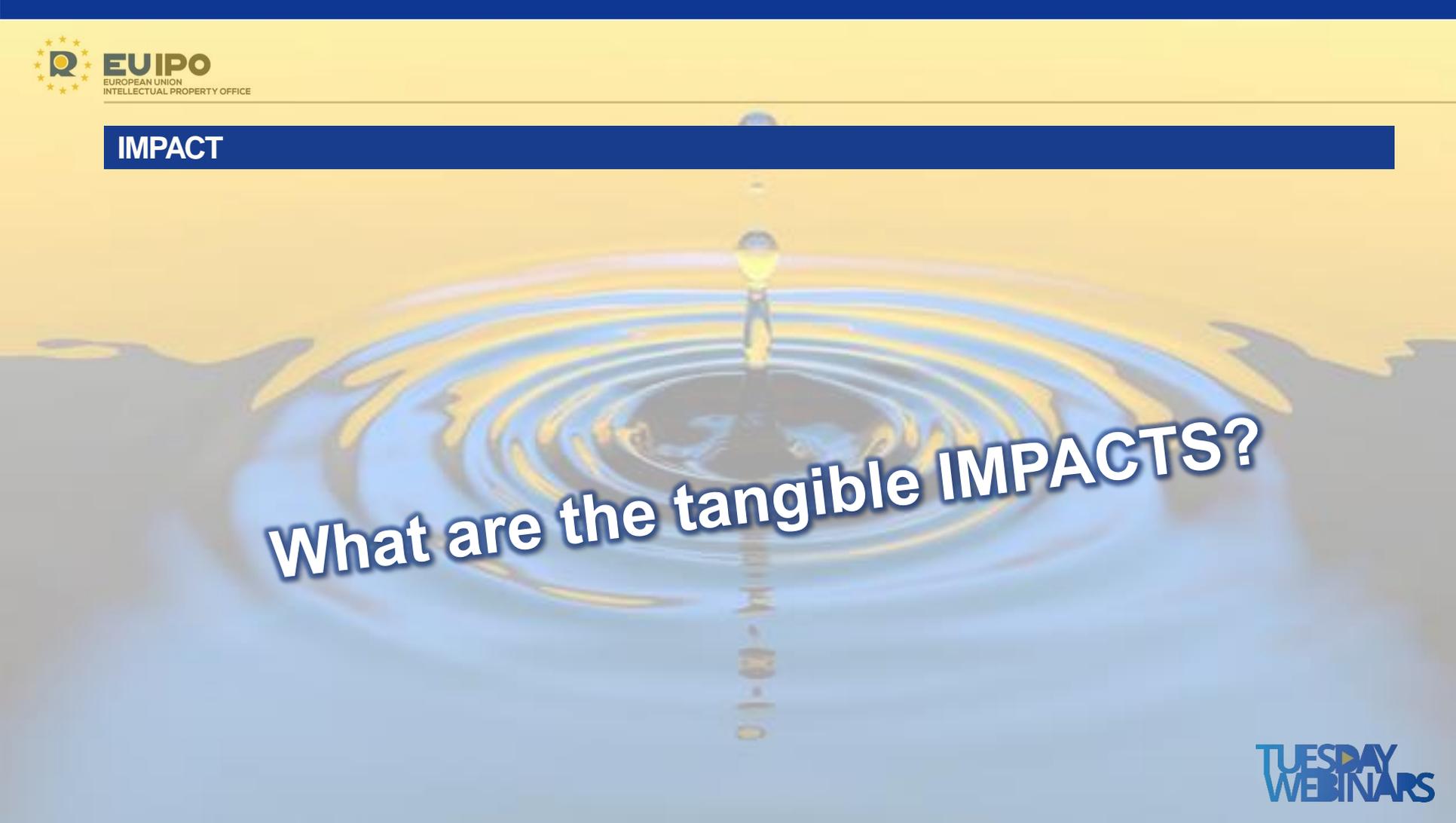


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TANGIBLE IMPACT OF OUR ACTIONS



IMPACT



What are the tangible IMPACTS?

I'm an SME. How can I access the African market and protect my IP rights?

The Africa IP SME Helpdesk

- **Helpline** - reply to IP questions
- Provide **confidential** advice
- Organise **training events**
- Publish **IP resources**

SMEs in GEORGIA

*I'm an SME and want to expand in Georgia.
How can you help protect my IP rights portfolio there?*

**Development IP pre-diagnostic services
for SMEs**

GIs in AFRICA



I'm part of an African local farming association. Can my products be protected in the EU?

'Poivre de Penja': second African GI application in the EU

*Cultivated on the volcanic slopes of Mount Cameroon since the 1950s:
seasoning qualities and lingering flavours*

REGISTRATION IMPLICATIONS

- members **exclusively entitled**
- **prevent abuse**
- **prevent unhealthy competition**
- **foster production** and marketing
- **boost market value**
- **increased commercialisation** on the EU market

GIs in CHINA

How do I know that my products (protected by EU GIs) are protected in China?

Anjou
Chianti
Douro
La Mancha
Rioja



Camembert de
Normandie



Danablu



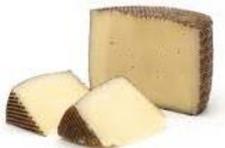
Scottish farmed
salmon



Armagnac
Grappa
Finnish fruit liquor
Irish cream
Irish whisky
Original Lithuanian Vodka
Polish vodka



Queso
Manchego



Gorgonzola



Parmeggiano
Reggiano



Prosciutto
di Parma



ENFORCEMENT in SOUTH EAST ASIA

My business is flourishing in Asia. How do you help protect my rights there?

Counterfeit Product Identification

Direct contact EU businesses/
Enforcement authorities



Customised info sessions

Understand legislative
developments

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LEGISLATIVE FRAMEWORK in LATIN AMERICA

My business is implemented in Latin America. How do you help us protect our rights?



LEGISLATIVE FRAMEWORK in LATIN AMERICA

My business is implemented in Latin America. How do you help us protect our rights?



GLOBAL HARMONISATION OF PRACTICES

*I own a trade mark in my home country and want to register it abroad.
How do I know that it will also be protected in other country?*

CP3: FIGURATIVE MARKS CONTAINING DESCRIPTIVE/NON-DISTINCTIVE WORDS



4

COOPERATION WITH PARTNERS



COOPERATION WITH PARTNERS

5 LARGEST TM IPOs

TM5 ID5

Upcoming projects

- E-learning platforms for SMEs
- Protection of Digital Design in Metaverse
- Opposition and Appeal



5

LOOKING TO THE FUTURE



FUTURE PROJECTS

Georgia



Western Balkans

Moldavia



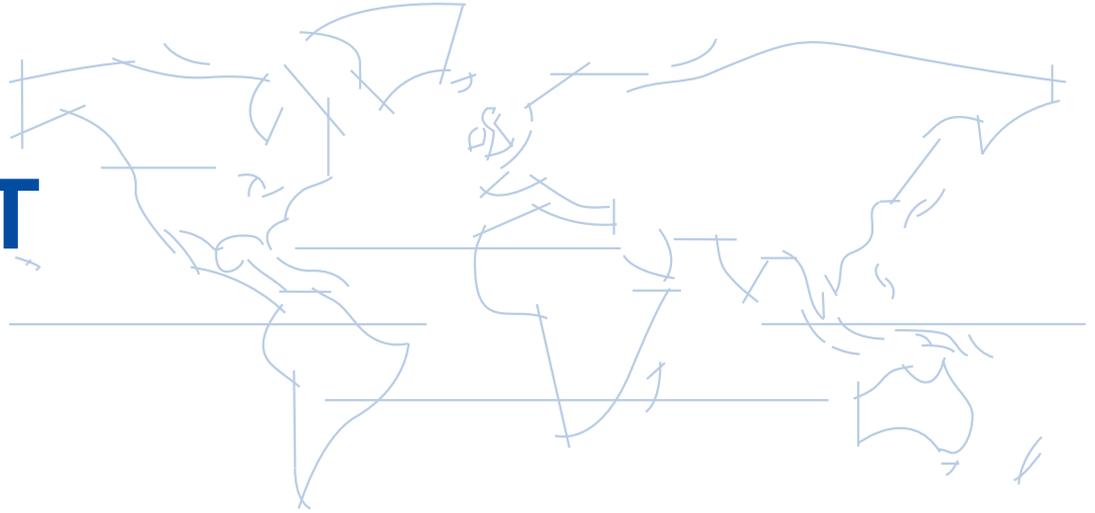
Ukraine



South Korea

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EXIT TEST



EXIT TEST



ASIA

I'm an **EU business** and my goods are **counterfeited**.
To which extent can the project help me **defend my rights**?



- A. Opportunity to get direct contact with **enforcement authorities**
- B. Opportunity to get direct contact with **owners of counterfeit products**
- C. Access to relevant sources of information to know **which steps to follow**
- D. Unfortunately, **no help** can be received on this matter.

EXIT TEST



Can **users** contribute to
international cooperation activities?

- A. **No way**, international cooperation is only with other IP Offices from non-EU countries
- B. **Yes, but** only when there is an interest from the European Commission
- C. **Absolutely**, it is important to involve IP users as much as possible

EXIT TEST



How can **users** contribute to
(the success of) our activities?

- A. **As experts** at conferences, seminars with local authorities
- B. **As experts** in studies and compilation of local data
- C. **By responding to public consultations** (e.g. on draft legislative amendments)
- D. **By sending complaints** to helpdesks about our projects activities
- E. **All** of the above

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WEBSITES AND SOCIAL MEDIA ACCOUNTS

IP and trade



IP and EU neighbourhood



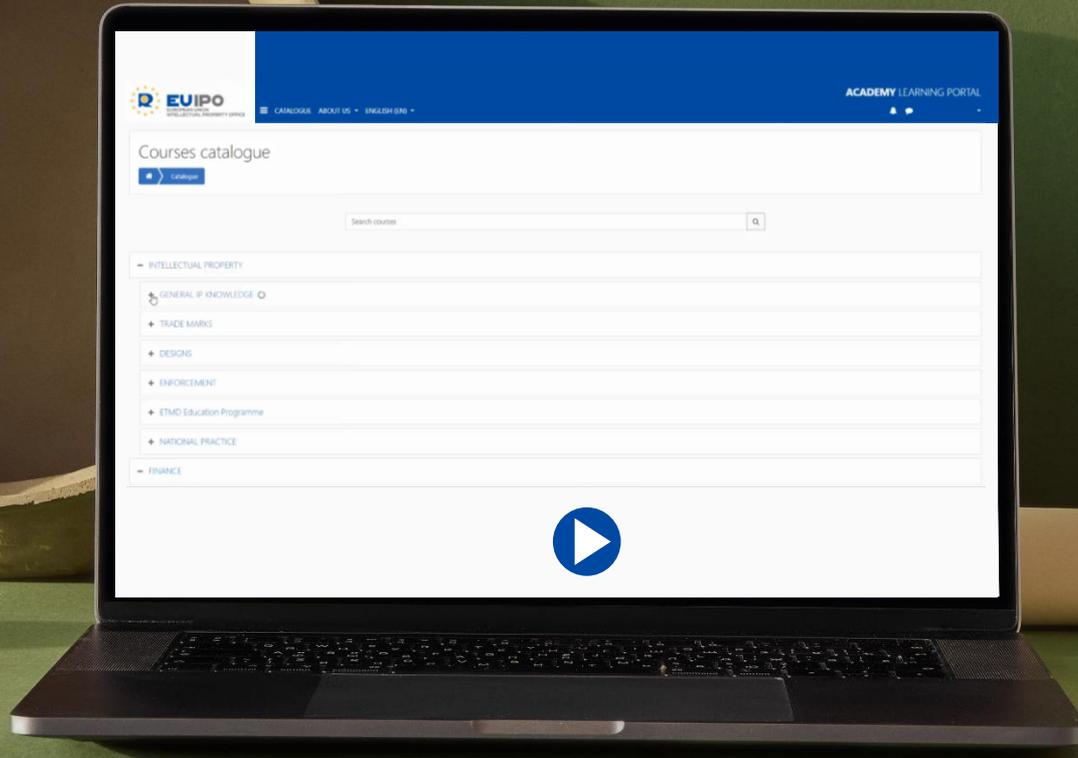
IP and development



<https://internationalipcooperation.eu/en>



Keep in touch with the EUIPO Academy





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EUIPO
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THANK YOU