

IP and SMEs: EUIPO initiatives

Sébastien HANCK Team Leader-Customer Department EUIPO



- SME fund
- Free consultation services for SMEs
- •Ideas Powered Business Hub
- EasyFiling



ideas powered for business SME fund

Financial support for intellectual property for SMEs







Service 1:



75% off

IP pre-diagnostic services (IP scans)

Service 2:



50% off

basic application fees of trade marks and designs, national, regional and EU

Maximum reimbursement per SME: 1500 Euro



- The SME Fund aims at helping EU SMEs to manage their IP assets
- Action of the European Commission implemented by the EUIPO
- In close collaboration with national and regional IP Offices
- All SMEs based in the European Union can apply
- Grants are awarded on a 'first come, first served' basis



COVID-19 initiatives

Free personalised consultations on intellectual property for SMEs

More information at: www.euipo.europa.eu









Make a consultation and find support

It aims to support SMEs with Intellectual Property questions, such as:

- Do you have doubts on how to protect your idea?
- Do you need help when applying for a trade mark or any other IP right?
- Have you received an opposition to the registration of your trade mark and need some advice?
- Have you ever thought about the possibility to make money licensing your trade mark?



Two areas of support

1. Free intellectual property consultations provided by intellectual property lawyers and IP law firms all over the EU.

2. Awareness on the mediation services available to solve conflicts with other IP right owners (EU trade marks and designs proceeding with EUIPO).



FREE IP ADVICE, BUT... HOW DOES IT WORK?

4 STEPS

FOR A PRO BONO SERVICE

You have requested a pro bono service online.

You have received our email with a list of providers and their contact details.
You now have to SELECT JUST ONE provider.

3 9

You have 10 days of from receiving our email to INFORM US of your chosen provider by replying to our email. Now YOU CAN CONTACT the chosen provider to start the service.

Please INFORM us by email when the service has finished and REPLY to our satisfaction survey to conclude the pro bono service.





IDEAS POWERED FOR BUSINESS SME FUND

IP VOUCHERS FOR SMALL AND MEDIUM-SIZED COMPANIES
APPLICATIONS OPEN 11 JANUARY 2021

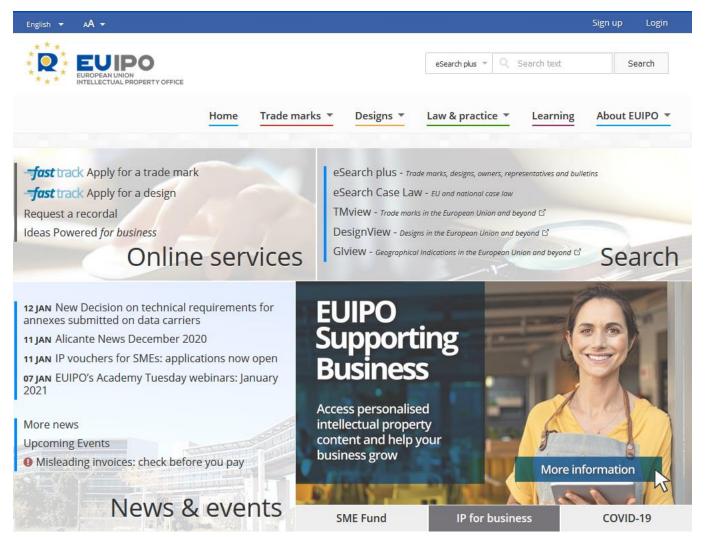
TRADE MARK AND DESIGNS
WALK-THROUGH

FREE PERSONALISED
CONSULTATION

PROVIDE IP SUPPORT

APPLY FOR YOUR EU TRADE
MARK OR DESIGN







COVID-19 initiatives

Ideas Powered for Business hub

More information at: www.euipo.europa.eu









IDEAS POWERED FOR BUSINESS HUB



TRADE MARK AND DESIGNS
WALK-THROUGH





COVID-19 initiatives

Easyfiling

More information at: www.euipo.europa.eu











Four checks before you start

Note that trade mark applications can be refused, in which case no refund is given. Most applications are refused either because someone else got there first with an identical or similar mark, or because the mark was not distinctive. To increase the probability that your application proceeds smoothly, we recommend you watch this video:



Start application 🤊

- What can/cannot be a European Union trade mark
- What are you going to sell/produce/distribute?
- Does someone else already use the same or a similar trade mark?
- Opes your trade mark mean anything in the European Union?



We are at your service!

Check https://euipo.europa.eu/ohimportal/bg

Thank you!



www.euipo.europa.eu







THANK YOU