



IP and SMEs: EUIPO initiatives

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EUIPO



SME fund

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



SME fund

Financial support for intellectual property for SMEs



Co-funded by the COSME programme
of the European Union



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



SME fund

- **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 >



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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?

SIMPLE PROCESS

4 STEPS

FOR A PRO
BONO SERVICE

1



You have requested
a pro bono service online.

2



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

3



You have **10 days** ⌚
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.

4



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





SME fund



European Union Intellectual Property Office

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

APPLY FOR YOUR EU TRADE
MARK OR DESIGN

PROVIDE IP SUPPORT



SME fund

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EUROPEAN UNION
INTELLECTUAL PROPERTY OFFICE

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fasttrack Apply for a trade mark
fasttrack Apply for a design
Request a recordal
Ideas Powered *for business*

Online services

eSearch plus - Trade marks, designs, owners, representatives and bulletins
eSearch Case Law - EU and national case law
TMView - Trade marks in the European Union and beyond
DesignView - Designs in the European Union and beyond
GlvieW - Geographical Indications in the European Union and beyond

Search

12 JAN New Decision on technical requirements for annexes submitted on data carriers
11 JAN Alicante News December 2020
11 JAN IP vouchers for SMEs: applications now open
07 JAN EUIPO's Academy Tuesday webinars: January 2021

More news
Upcoming Events
! Misleading invoices: check before you pay

News & events

EUIPO Supporting Business

Access personalised intellectual property content and help your business grow

[More information](#)

SME Fund IP for business COVID-19





COVID-19 initiatives

Ideas Powered for Business hub

More information at: www.euipo.europa.eu >



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IDEAS POWERED FOR BUSINESS HUB



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Supporting
Business**

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[More information](#)

IP for business SP 2025 COVID-19

TRADE MARK AND DESIGNS
WALK-THROUGH



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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?
-  Does your trade mark mean anything in the European Union?



SME fund

We are at your service!

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

Thank you!



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THANK YOU