

About IP Key

The European Commission is aiming to continuously improve the protection and enforcement of IP rights in third countries by implementing three new IP Key actions in China, Latin America and South East Asia under the EU Partnership Instrument.

The IP Key initiatives are designed to create a platform for cooperation and to act as a bridge between the EU and its partners for the creation of a reinforced, transparent and fair international IP landscape. The IP Key projects started their implementation on September 2017 with a total combined budget of over EUR 20 million for a period of 48 months. The average contribution by EUIPO, the implementing EU Agency, to the three actions is approximately 15%.

About IP Key Latin America

The IP Key Latin America is an international cooperation project in the field of intellectual property (IP) directed by the European Commission and implemented in Latin America by the European Intellectual Property Office (EUIPO).

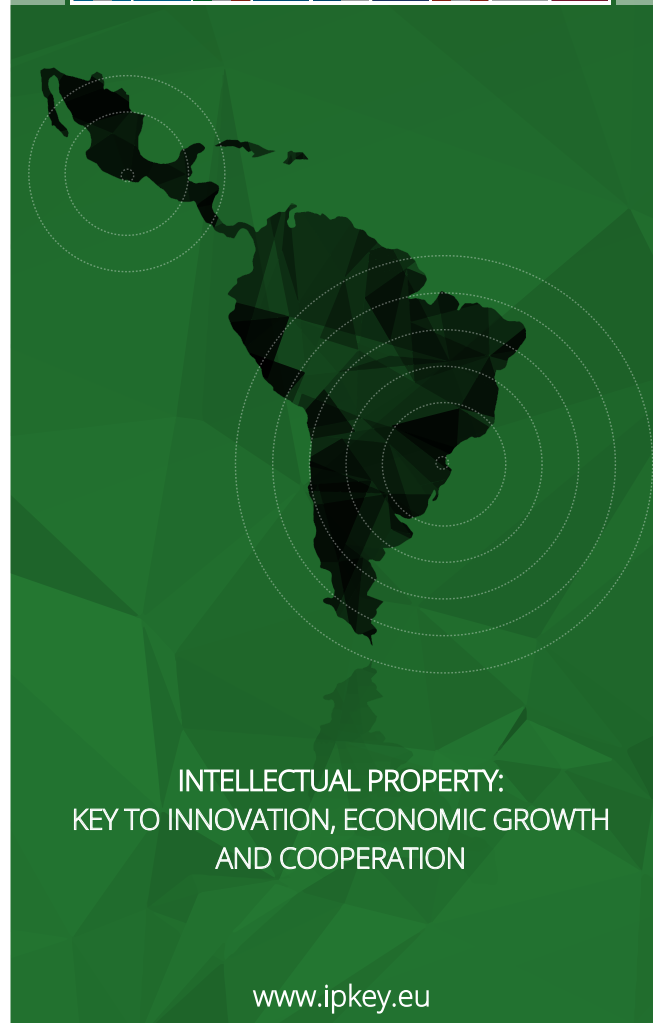
The IP Key LA Project aims at strengthening cooperation between the European Union and Latin America in the field of IP protection and enforcement, addressing jointly identified challenges, to promote commercial relations between the two.

For more information on IP Key activities,
please contact:

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Objectives:

The general objective of the project is to improve the protection of IP and its rights in order to help level the conditions of treatment with the companies that operate in the region,

- **Encourage** IPR protection and enforcement standards alignment
- **Collect** information and strategic analysis to prepare regional integration in Central America
- **Support** the IP Dialogue and FTA negotiations
- **Best practices** sharing and implementation
- **Contribute** to greater transparency and fair implementation of the IPR protection & enforcement system
- **Improve** the IPR environment through IP administration and enforcement general practices
- **Increase** political and public awareness of the importance of IPR protection and enforcement

IP Key Benefits for Businesses:

- **Access to information**
- **Improved IPR protection**
- **Technical expertise and experience**
- **Knowledge sharing**
- **Innovative tools and databases**
- **More transparent and efficient IP rights registration and enforcement system**



Let's work together

What kinds of activities are available?

- **Gathering knowledge:** studies, statistics, policy analysis, legal evaluations
- **Learning & sharing:** conferences, seminars, round-tables workshops, peer-to-peer exchanges, trainings, study visits
- **Sharing Innovation:** technical support and advice (IT tools)
- **Informing:** publications, press releases, newsletters, factsheets, etc.

More information



www.ipkey.eu

Supporting **EU businesses** around the world

