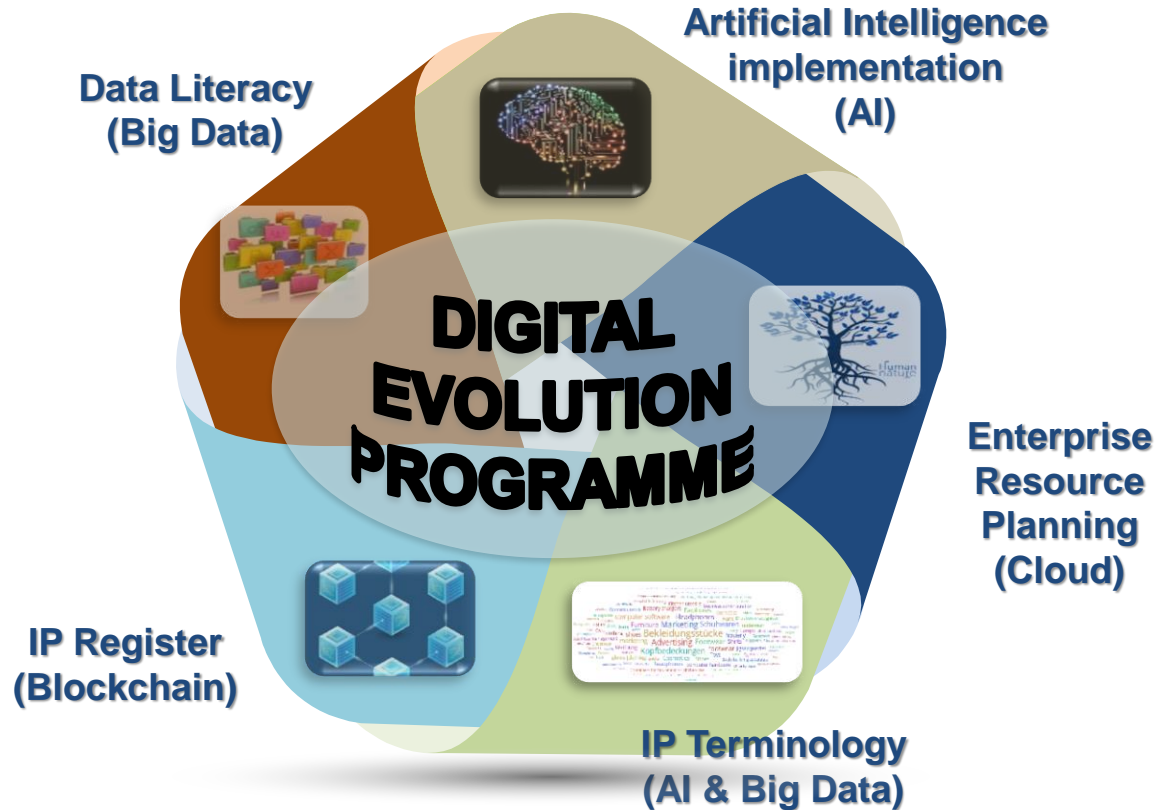


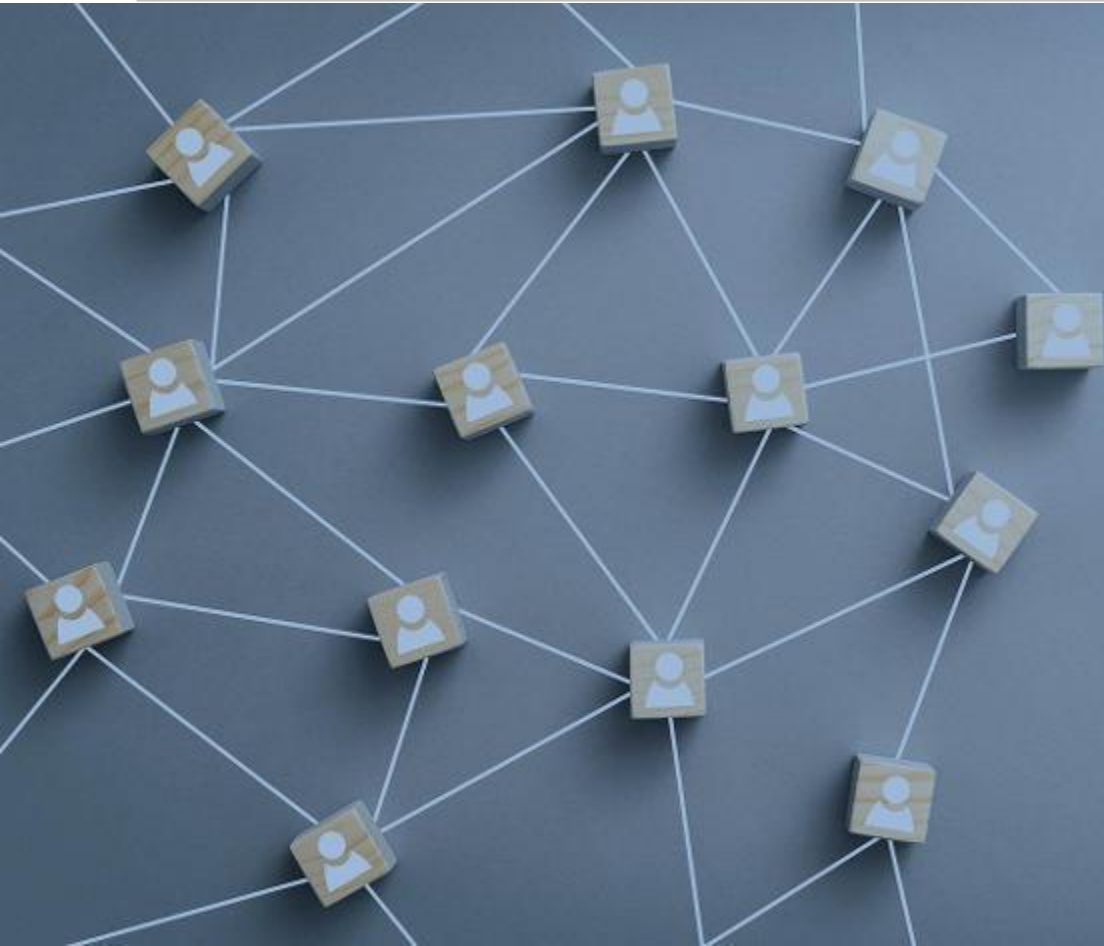
EUIPO & New technologies Connecting IP Offices and Users

*Developing Trade Mark and
Industrial Design Tools for Users:
Leveraging on New Technologies*

Carlos Luna García
New Technologies Service
Digital Transformation Department- EUIPO

DIGITAL EVOLUTION PROGRAMME





IP Register in Blockchain

CURRENT STATUS

TMview
DESIGNview

IP register on blockchain

EU and International Offices
July 2020 to June 2025

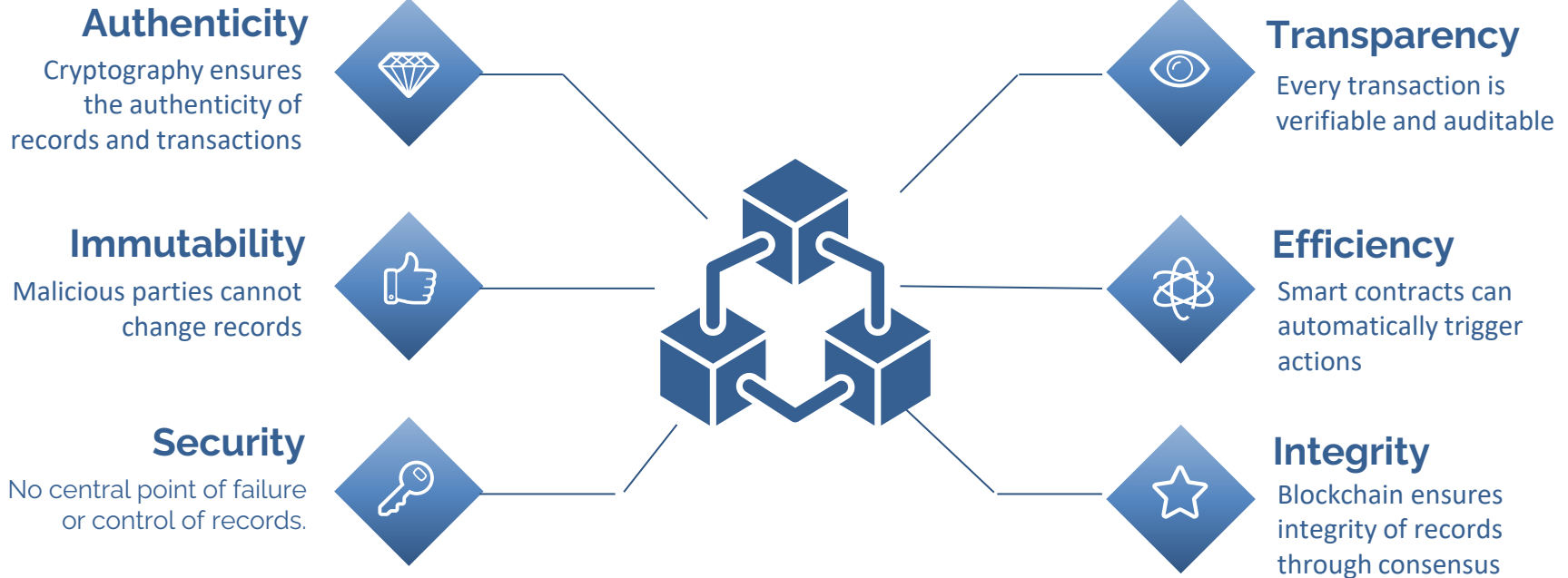


- Batch data transfer to TM & Design View
- Error prone
- Unrealised potential

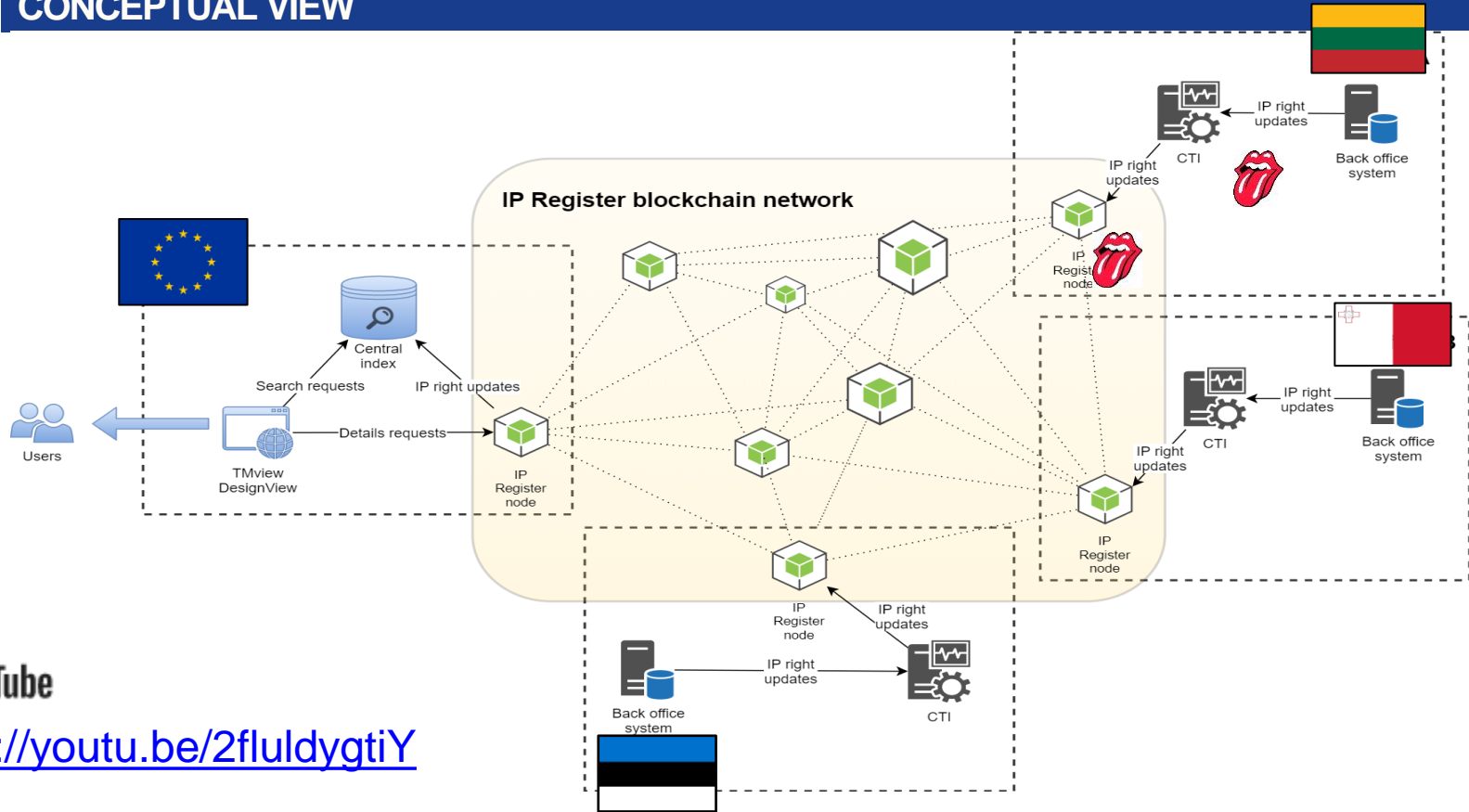
Integration of:

- 26 EU IPOs incl. EUIPO
- Potential extension abroad

- Near real-time data transfer
- Network benefits
- Modern service platform



CONCEPTUAL VIEW





Network scaling up

- Blockchain network of nodes EUIPO, Malta, Estonia, Lithuania, Poland, Italy, Latvia, Portugal, Hungary and Greece
- Proven onboarding process



More onboarding of offices

- In progress Romania and Bulgaria
- Planning underway with Cyprus, Czech Republic and Finland
- Further talks for 2024 participation



History & Extract service available

- Go-live December 2022, service onboarding complete for EUIPO, Estonia and Italy
- Extension of history to other participants in progress



Further services under development

- Certificates due this year
- Priority claims and IP Wallet for rights holder identification and portfolio

Service Implementation Current Position

2021 - 2022



Data validated
on entry



Real-time updates



IP history view



2023



Seniority claim
verification (EU)



Self-service
certificates



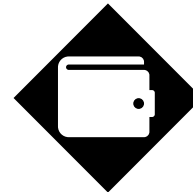
Potential New Services



Priority claim
verification



IP wallet
Identity



IP wallet
portfolio





**Optimised
Priority Claims
for
IP Filings**

*Direct and immediate
presentation
of verifiable
priority claims*

**✓ Faster ✓ Reduced effort ✓
Quality data for examiner decisions**



**IP Right
ownership
verification**

*Direct
presentation
of verifiable
IP to 3rd parties*

**✓ Faster ✓ Rights holder
empowerment**



**Download and
authentication
of
certificates**

*Service to download
and cryptographically
authenticate
EU IP certificates*

**✓ User convenience ✓ Harmonised
authenticity proof**

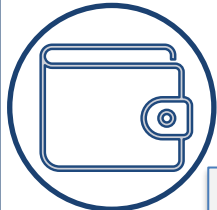


**One Rights Holder
identifier for
user area
access**

*IP wallet
access to
EU
IP Offices*

**✓ User convenience ✓ Harmonised
rights holder identification**



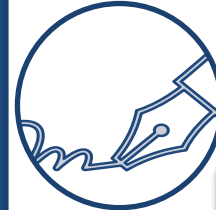


**Unified
IP Rights
portfolio**

*User wallet where
verifiable EU IP rights
can be stored
and presented*



**✓ Rights holder empowerment ✓
Proof of ownership**



**Direct
Power
of Attorney
assignment**

*Direct and revocable
assignment of the
Power of Attorney by
the IP Rights Holder*

**✓ Faster ✓ Reduced effort ✓ Rights
holder empowerment**



**Direct
Licensing
of IP**

*Direct and revocable
licensing of
IP rights by
the IP Rights Holder*

**✓ Faster ✓ Reduced effort ✓ Rights
holder empowerment**



**Secure proof of
invoices for
fraud
avoidance**

*Service to
cryptographically
authenticate
IPO issued invoices*

**✓ Fraud avoidance ✓ Harmonised
authenticity proof**



AI Implementation

Carlos Luna
Digital Transformation Department

EUIPO's Vision on AI

Higher-quality service: Offer more customer-centric services, maintaining efficiency as one of the main pillars of the evolution

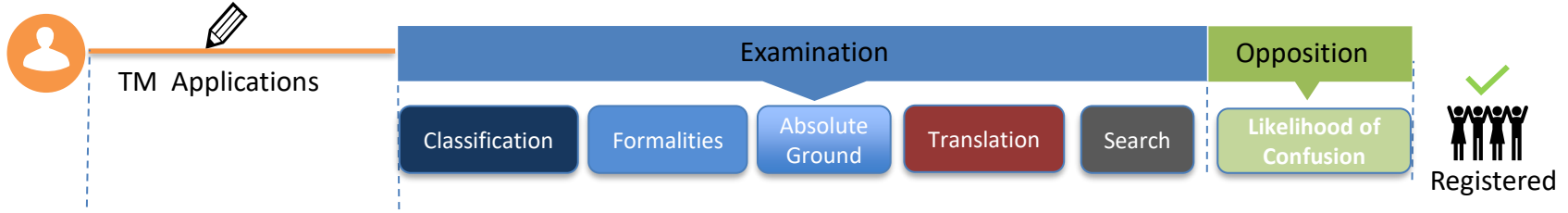
Human-centric approach:
Redesign our activities leveraging technology to truly concentrate workforce efforts on those tasks that generate added-value for the users and Staff

Artificial Intelligence allows us to improve the experience for our **customers**, IP community and citizens delivering a higher-quality service enabled by a human-centric approach.

This evolution will help us become an innovative IP Office and will prepare us for the new challenges and opportunities of the digital era by giving our **Staff** the opportunity to expand their talent and potential.

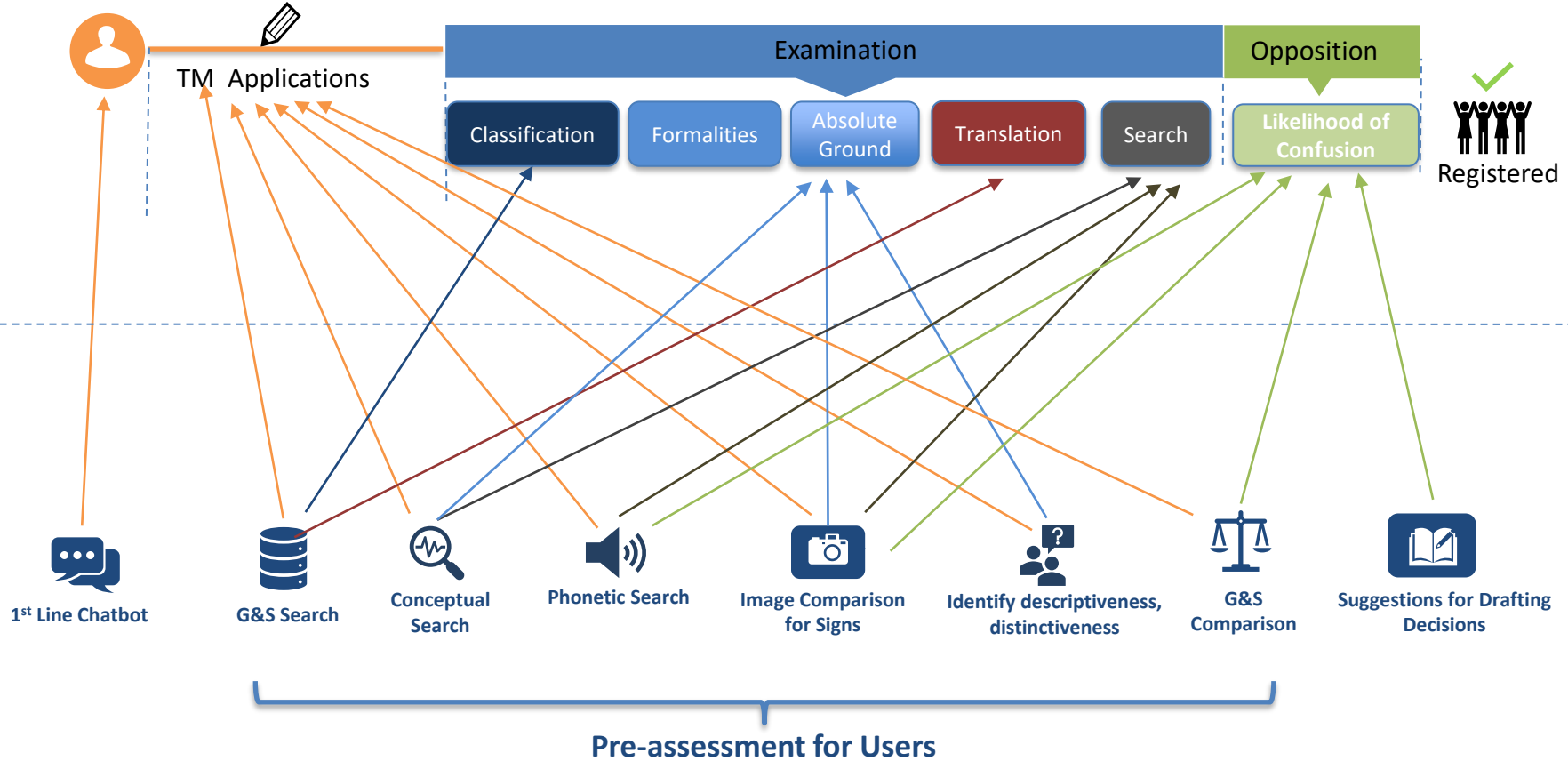
Innovation:
Evolve the Office's services and enhance its reputation supporting a continuous innovation mindset in our Staff

Opportunity to expand talent and potential:
Provide opportunities for the whole EUIPO workforce to grow personally and professionally, based on performance, continuous learning and merit.



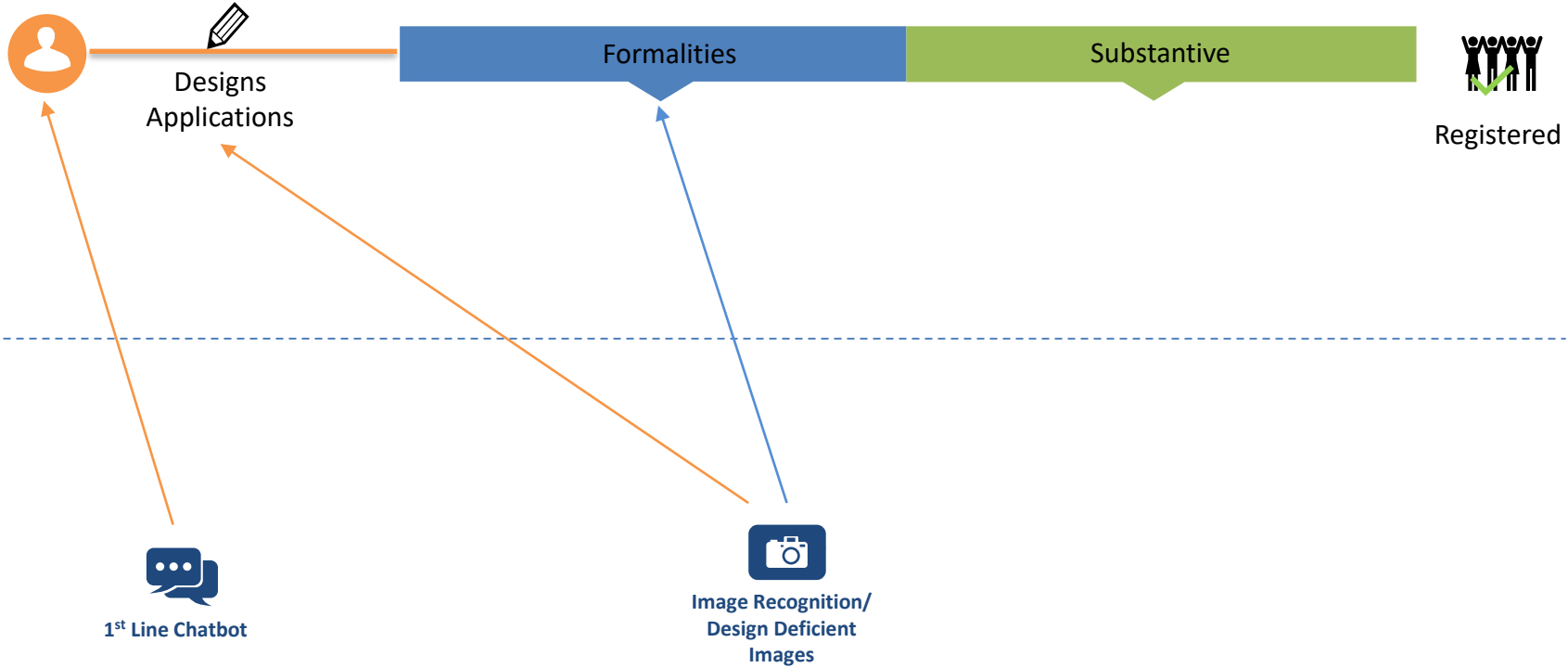
TM Registration

AI Tools/Services



Design Registration

AI Tools/Services





ACHIEVEMENTS

eSearch Case Law

Basic search

Trade mark decisions (166) Design decisions (3) National court judgments Preliminary rulings

Search for case-law with **Decision/judgment date** is From "26/04/2020" To "26/05/2020" and **Language** is "- All -" and **decision type** is "Appeal"

Advanced search

Sort results by Decision/judgment date Descending Show 15

166 search result(s) in 12 page(s) in 0.259 seconds

No preview **Pure-profi collection** No preview Appeal

Decision date	22/05/2020	Case number	R0115/2020-4
Outcome		Norms	Article 7(1)(b) EUTMR, Article 7(1)(c) EUTMR
Appealed	No		
IP right	EUTM		
Trade mark number	018089747		
Keywords	Laudatory mark, Descriptive		

PDF document Language **DE - German** Machine translation **English (en)** Download PDF

Related documents **Examination 018089747**

This is a machine-generated translation powered by eTranslation. It is provided for information purposes only and the available languages have been selected on the basis of quality criteria. Further language combinations will be available in the future when they meet the quality criteria.

Please note that this is a machine-generated translation provided for information purposes only. It cannot be guaranteed that it is accurate or fit for specific purposes. [22-05-2020]

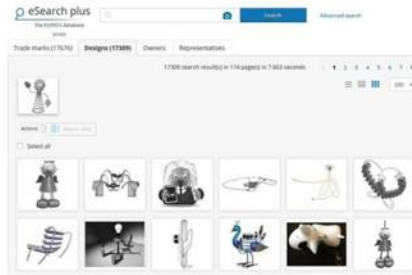


Image Search eSearch Plus

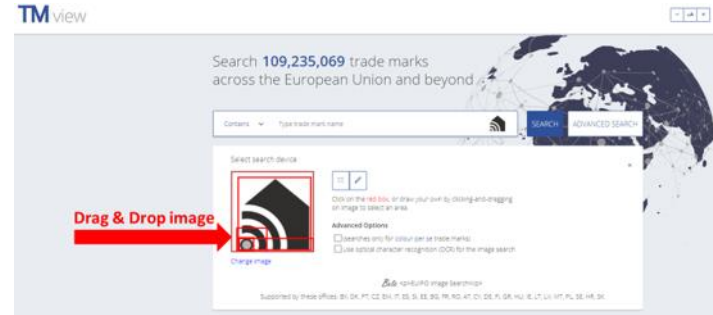


Image Search in TMview (EU IPOs & TM5)



Image Search AG Examination (Internal)

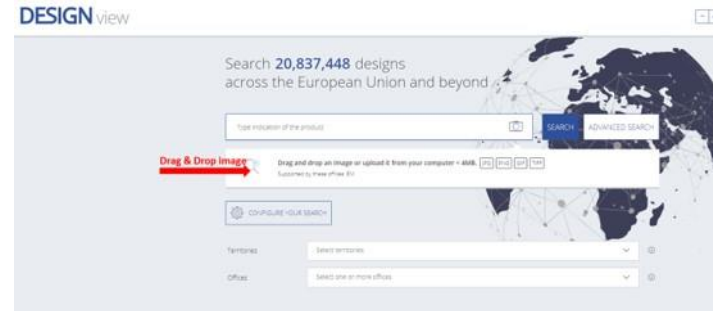


Image Search in DesignView (EUIPO)

Poor quality



No extra elements: words, arrows, numbers



Neutral background



Good quality



No extra elements: words, arrows, numbers



Neutral background



Deficient designs views



Image Recognition – 6Ter

1 Trade mark 2 Goods and services 3 Pay

1 Enter your trade mark

How is your trade mark represented?

My trade mark is plain text

or

My trade mark is stylised text and/or a logo

Enter your trade mark.

NEXT →

2 Select your goods and services

Your trade mark must contain a list of the goods and/or services to be covered by the mark.

3 Review and sign

Review your application carefully and indicate the second language.

Do you need help?



Hello,

Do you intend to protect a word mark or a trade mark represented by an image?

I am EUIPO's Virtual Assistant (Beta). I can help you with your EUTM filing doubts by providing standard computer-generated responses to your questions

1 Enter your trade mark

A. Does your trade mark consist of words, letters, numerals or a combination of them? Then you intend to protect a word

Ask EUIPO Virtual assistant 

You can also chat with a **support agent** from 8:30 to 18:30 (CET) Monday to Friday.

 [CHAT WITH AN AGENT](#)



G&S Semantic Search - EasyFiling

1 Trade mark 2 Goods and services 3 Pay

1 Enter your trade mark EDIT
How is your trade mark represented?

ICT Test

2 Select your goods and services
Your trade mark must contain a list of the goods and/or services to be covered by the mark.

Enter your goods and services with keywords.

tiramisu

30	Tiramisu	Add
30	Cheesecakes	Add
30	Cheesecake	Add
30	Dessert souffles	Add
30	Chocolate desserts	Add
30	Ice cream desserts	Add
29	Mascarpone	Add

Your selection

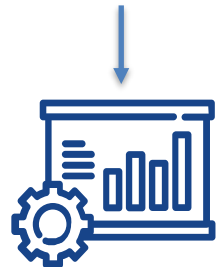
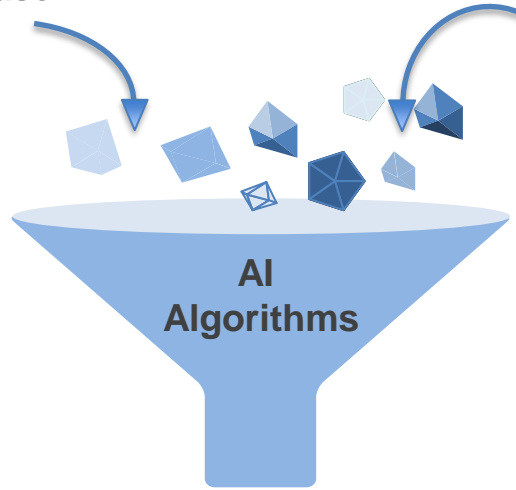
Basic fee (one class)	850,00 €
Total classes	0
Total fee (Final cost)	850,00 €

Fees information

Adding a second class of goods or services is subject to an additional fee of EUR 50. Each additional class beyond this is EUR 150. [More information](#)

Similarity Database

Extracted Pairs



Semantic Search
Prediction based on historical Data



Examiners

Earlier rights

1043107 / EDN / IR / IR

Search 

- Classes minimised will not be considered in the Run Comparison

Mark as dissimilar ●

1043107 / EDN / IR / IR

Add classes ▲ ▼Class 5 ✎ This list has been edited manually -

- Disinfectants
- bactericides
- herbicides
- fungicides
- insecticides
- pesticides
- algaecides
- and fumigants for destroying plants
- bacteria
- insects
- vermin and other pests

Mark as dissimilar ●

Contested G&S in the moment of the filing of the Opposition against 018260806

Search You have confirmed **4 out of 261** terms ▲ ▼Class 3 ✎ +Class 4 ✎ +Class 5 ✎ -

- Rubbing alcohol
- Alcohol for pharmaceutical purposes
- Antiseptics
- Antiseptics with prophylactic effect
- Antiseptic cotton
- Sanitizers for household use
- Disinfectants for hygiene purposes
- Disinfectants for veterinary use
- Germicides
- Antibacterial wipes
- Sanitizing wipes
- Tissues impregnated with antibacterial preparations
- Cleaning cloths impregnated with disinfectant for hygiene purposes
- Antibacterial hand lotions
- Antiseptic cleansers
- Washes (disinfectant -) [other than soap]
- Antiseptic ointments

5 Semantic

- ✓ Trademark Descriptiveness for AG – *To be used in TMPreCheck*
- ✓ Similar AG Decisions - *To be used in TMPreCheck*
- ✓ Similarity of signs for RG - *To be used in RGST & TMPreCheck*

What is coming?

- Image Search as API
- Generative AI
 - Summary of Documents
 - AI assisted Decision Drafting
 - Technology watch taskforce
 - Internal awareness





EUIPO API platform

EUIPO API Background

eSearch plus

The EUIPO's database access

Search trade marks, designs, owners, representatives, Bulletins and Office decisions in one single application. [Learn how](#)

Advanced search

Search

Drag 1 image to search for trade marks and up to 7 for designs
JPG, PNG, GIF and TIF are allowed

TMview

Search **109,820,697** trade marks
across the European Union and beyond

Contains: [] Type trade mark name [] SEARCH ADVANCED SEARCH

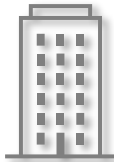
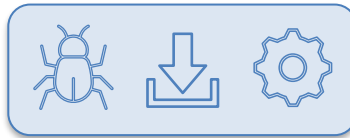
Drag and drop an image or upload it from your computer • 2MB
Supported file types: GIF, PNG, JPEG, TIFF, BMP, EPS, PDF, DOC, XLS, PPT, RTF, TXT, CSV, XML, ZIP, RAR, TAR, GZ, BZ2, 7Z, XZ, EXE, MP3, MP4, MOV, AVI, WMV, FLV, SWF, PDF, DOC, XLS, PPT, RTF, TXT, CSV, XML, ZIP, RAR, TAR, GZ, BZ2, 7Z, XZ, EXE, MP3, MP4, MOV, AVI, WMV, FLV, SWF

CONFIGURE YOUR SEARCH

Territories: Select territories []

Offices: Select one or more offices []

Goods and Services: Select goods and services []





APIs as building blocks

EUIPO EUTM Filing Apply for your European Union trade mark

Form settings

Languages T M Trade mark Goods and services Applicant and representative Signature Payment process

Personal reference

Languages
Fill in this section before proceeding with the rest of the form

First language * English Second language * - Select -

Trade mark
Provide details of your trade mark

Goods and services
Indicate the goods and services the trade mark should cover

Applicants and representative
Provide details of applicant(s)

I want to claim priority, seniority, ...

Access to the payment process will be available ...

EasyFiling
Apply for your European Union trade mark

1 Trade mark 2 Goods and services 3 Pay

1 Enter your trade mark
How is your trade mark represented?

My trade mark is plain text or My trade mark is stylised text and/or a logo

2 Select your goods and services
Your trade mark must contain a list of the goods and/or services to be covered by the mark.

3 Review and sign
Review your application carefully and indicate the second language

Hello,
Do you intend to protect a word mark or a trade mark represented by an image?
Hello, I am EUIPO's Virtual Assistant (Beta). I can help you with your EUTM filing doubts by providing standard computer-generated responses to your questions

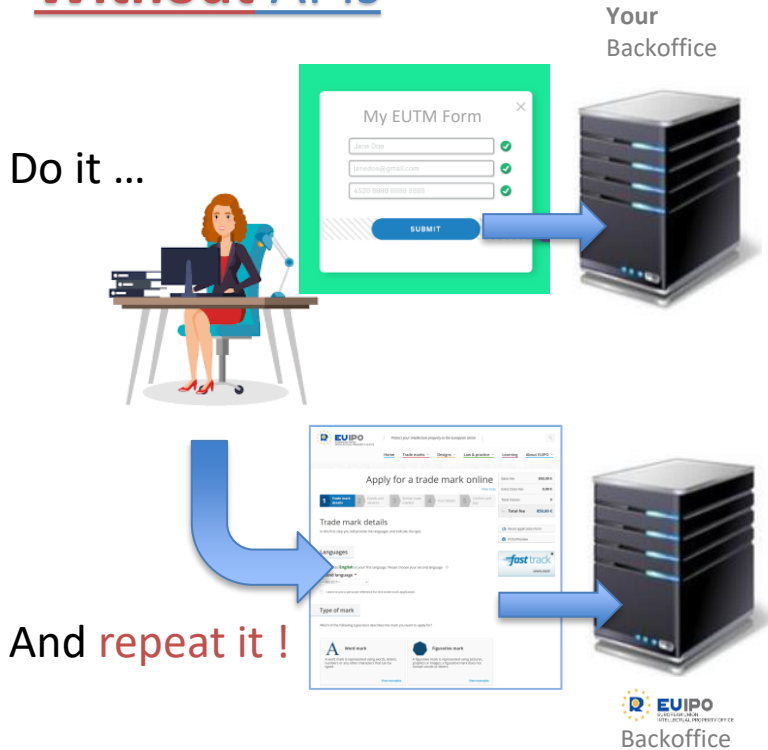


EUIPO'S APIs

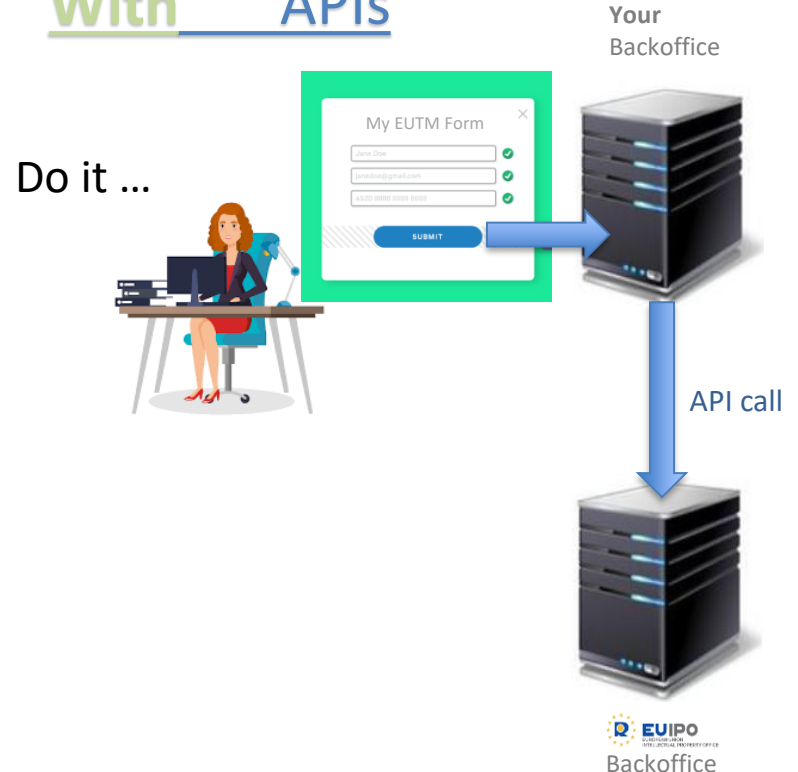


HOW? Clear opportunity to offer a new B2B channel: APIs

Without APIs



With APIs



HOW? APIs as building blocks

Built using Open standards

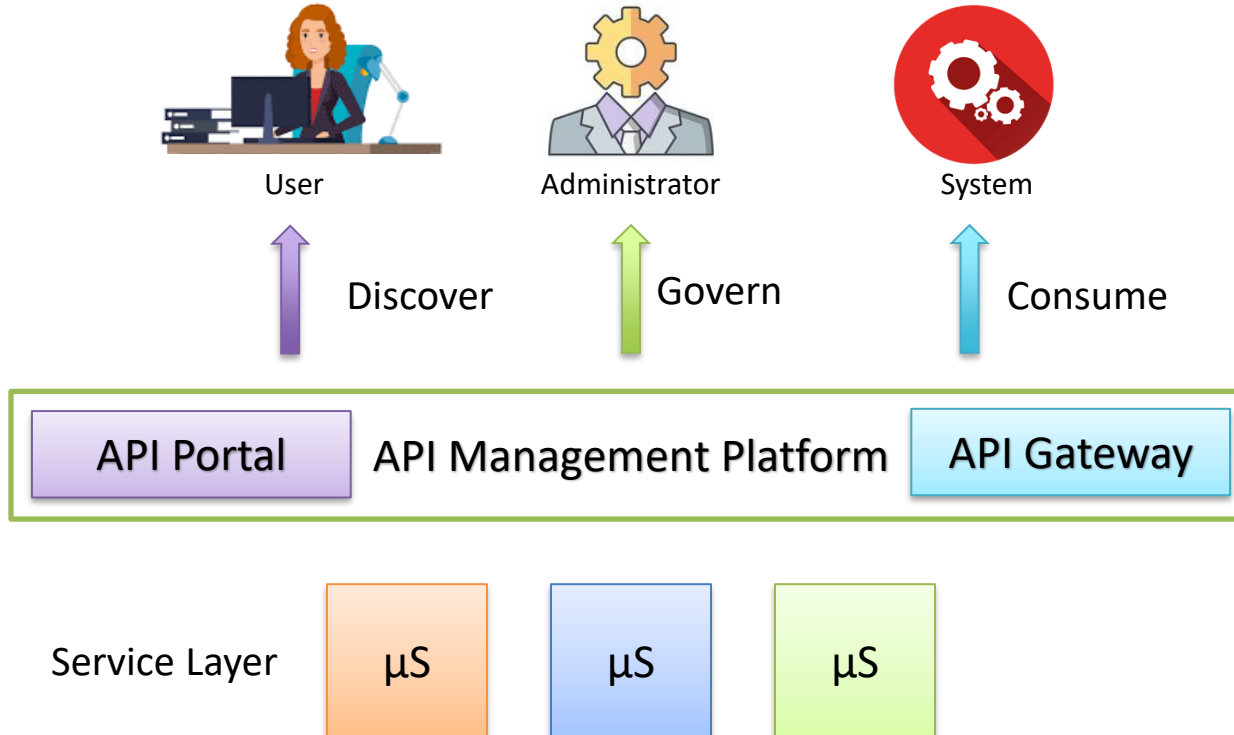


Customer-centric design

Designing together



WHERE? Publishing APIs, the right way



WHERE? The Platform



API Products

EUIPO is working on transforming the way we service our customers. That means replacing our transactional platforms with simple and modern solutions.

One of these solutions is our IP Right Management B2B API which makes performing IP right service requests simpler, faster and meets our customer's needs.

See the sub menus for the comprehensive list of service requests available for trade marks and designs.

EUTM Filing

1.0.0

Apply for a European Union trade mark.



Document Repository

1.0.0

Upload documents to a temporal storage and use them later as attachments in EUIPO procedures.



Me

1.0.0

Manage your portfolio of trade marks and designs.



Persons

1.0.0

Goods And Services

1.0.0

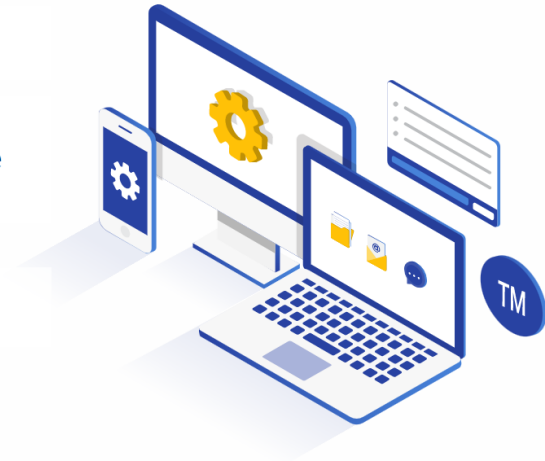
The Sandbox environment



Connect your firm with the EUIPO

The EUIPO Application Programming Interfaces (APIs) have been developed to let our customers integrate their systems to manage their intellectual property rights.

[EXPLORE OUR APIS >](#)



API products published in 2022



EUTM Filing

- ✓ Create, validate and submit EU Trade Mark application
- ✓ Import existing persons
- ✓ Import claims
- ✓ Payment: current account or bank transfer



Document Repository

- ✓ Temporal storage to upload and retrieve documents



Goods and Services

- ✓ Explore taxonomy
- ✓ Search terms
- ✓ Validate G&S classification
- ✓ Translate G&S classification
- ✓ Check class headings
- ✓ Check terms suggestion list



Persons

- ✓ Search and retrieve applicants and representatives



Me

- ✓ Manage portfolio (trademarks and designs)

Next APIs



Design Filing

- ✓ Create, validate and submit EU Design application
- ✓ Import existing persons
- ✓ Import claims
- ✓ Payment: current account or bank transfer



Trademark Search

- ✓ Search EU trademarks
- ✓ Retrieve trademark details
- ✓ ...



Q1

Q2

Q3

Q4

Designs Filing API: Go-Live

2023





www.euipo.europa.eu



@EU_IPO



EUIPO

Thank you