

# Value of Protecting Trade Marks and Industrial Protection in the Digital Age at the EU Level: A Boost to SMEs

## FACTS ABOUT EU SMEs AND IPRs



**10%**

EU SMEs own registered IP rights (IPRs)



**68%**

higher revenue per employee for SMEs with IPRs



**93%**

SMEs with registered IPRs have seen positive impact



**60%**

SMEs with registered IPRs reported improved reputation



**48%**

SMEs with registered IPRs reported registration leading to better long-term business prospects





Empowering EU SMEs,  
protecting and enforcing their  
competitive advantage through IP

- Raise awareness of the benefits of IP
- Place IP in a business context bringing it closer to EU SMEs
- Support SMEs with understandable and easily accessible information
- Help connect different players in the SME ecosystem, building on what is already available
- Provide tailored support

## EUIPO SUPPORTIVE INITIATIVES

### 1 GET ADVICE

Free personalised consultation on intellectual property

Do you know what intellectual property you should register?

Get a one-to-one consultation from an intellectual property expert that speaks your language.

Sign up now!



### 2 GET FINANCIAL SUPPORT

 **SME fund**

EU funding for your intellectual property  
Trade marks - Patents - Designs

For more information visit  
the SME Fund page

Small and medium-sized businesses with registered intellectual property rights have per employee:

**68%** more revenue

\*EPO-EUIPO 'IP rights and firm performance' (2021)

### 3 GET REGISTERED

Easy Filing  
Register your trade mark

With our fast-track registration service, you can register your trade mark in all 27 EU countries.

Register now!

**Ask Camila!**  
Our virtual assistant will guide you step by step through the entire process.

Digital leaflet



## 1. FREE PERSONALISED CONSULTATION ON IP



Free personalised  
**intellectual property**  
support

Apply now

ideas powered  
for Business  
European Union Intellectual Property Office



The EUIPO connects SMEs registered in the EU with **pro bono providers** who can advise on any IP-related matter for free



More than **260 providers** from all over Europe who can assist you in your own language

Explanatory video



## 2. SME FUND 2024 - FINANCIAL SUPPORT FOR SMES

### Request and pay for IP activities



**SME fund**  
**2024**

#### Activities

#### Reimbursement of fees

- |   |           |                                     |
|---|-----------|-------------------------------------|
| ▶ <b>IP SCAN / IP SCAN ENFORCEMENT</b><br>(expert advice from participating IP offices) | _____ 90% | <input checked="" type="checkbox"/> |
| ▶ <b>TRADE MARKS &amp; DESIGNS</b><br>(at national, regional and EU levels)             | _____ 75% | <input type="checkbox"/>            |
| ▶ <b>TRADE MARKS &amp; DESIGNS</b><br>(at international level)                          | _____ 50% | <input type="checkbox"/>            |
| ▶ <b>PATENTS</b><br>(at national and EU level)  | _____ 75% | <input type="checkbox"/>            |
| ▶ <b>PATENTS</b><br>(legal costs at EU level)   | _____ 50% | <input type="checkbox"/>            |
| ▶ <b>COMMUNITY PLANT VARIETIES</b><br>(at EU level)                                     | _____ 75% | <input type="checkbox"/>            |



See [here](#) to learn more

## 2. SME FUND 2024 - vouchers

Voucher 1



 **SME fund**

Get your  
**IP Scan and/or  
IP Scan Enforcement**

[Get started](#)

 Co-funded by the European Union 

Voucher 2



 **SME fund**

Protect your  
**trade marks  
& designs**

[Get started](#)

 Co-funded by the European Union 

Voucher 3



 **SME fund**

Protect your  
**patents**

[Get started](#)

 Co-funded by the European Union 

Voucher 4



 **SME fund**

Protect your  
**plant varieties**

[Get started](#)

 Co-funded by the European Union  

# THANK YOU