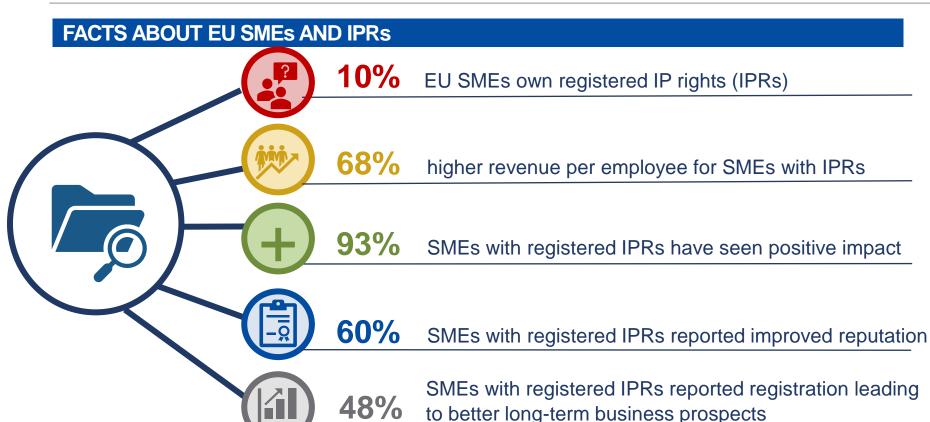


Value of Protecting Trade Marks and Industrial Protection in the Digital Age at the EU Level: A Boost to SMEs













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

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.



GET FINANCIAL SUPPORT SME fund

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

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

68% more revenue

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

Digital leaflet



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.



1. FREE PERSONALISED CONSULTATION ON IP









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



2. SME FUND 2024 - FINANCIAL SUPPORT FOR SMES

Request and pay for IP activities



Activities Reimbursement of fees ▶ IP SCAN / IP SCAN ENFORCEMENT 90% (expert advice from participating IP offices) TRADE MARKS & DESIGNS (at national, regional and EU levels) **▶ TRADE MARKS & DESIGNS** (at international level) _____ **▶ PATENTS** 75% (at national and EU level) **▶ PATENTS** 50% (legal costs at EU level) COMMUNITY PLANT VARIETIES 75% (at EU level)



See <u>here</u> to learn more







THANK YOU



