Exporting to the EU?
Protect your intellectual property
trade marks - designs

EUIPO
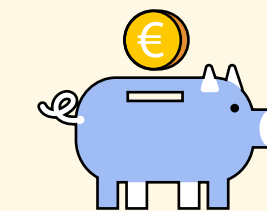EUROPEAN UNION
INTELLECTUAL PROPERTY OFFICE

The EU is world's biggest single market, home to almost 500 million consumers. If you are trading in the EU, online or otherwise, be sure to protect your trade marks and designs at EU level. Enjoy the benefits of registering your IP rights at the European Union Intellectual Property Office (EUIPO).

One application | **One language** | **One fee**

1. Protect your brand in the EU with an EU trade mark (EUTM)

- The EUTM is valid in all of the 27 member states of the EU.

- The application costs €850 (with one class. €50 per extra class).

- EUTMs take on average 4 to 5 months to register from the date of filing.

- Reduce the risk of conflicts and delays: make sure your trade mark is available before you apply (TMview).

- Simplify the application process: use TMclass to select pre-approved terms of goods and services.

- Your EUTM registration is valid for 10 years from the filing date and can be renewed indefinitely.

- Check this video before you apply.

APPLY NOW FOR YOUR EU TRADE MARK

2. Protect your design in the EU with a registered EU design (REUD)

- The registered EU design protects the appearance of your product and is valid in all of the 27 member states of the EU.

- Your EU design can be registered in a matter of days (if there are no issues) and costs €350.

- Reduce the risk of conflicts: make sure your design is available before you apply (DesignView).

- Simplify the application process: use DesignClass to choose pre-approved terms of product indications.

- Your EU design registration is valid for 5 years from the filing date and can be renewed up to a maximum of 25 years.

- Check this do-list before you apply.

APPLY NOW FOR YOUR EU DESIGN

If you plan to sell in one or a few EU Member States, you can apply for a trade mark or design directly at the relevant national IP office. Find links here. Another route to protection in the EU and elsewhere is via the World Intellectual Property Office (WIPO). Find more information here.