EUIPO
EUROPEAN UNION
INTELLECTUAL PROPERTY OFFICE

The Cooperation Fund

EPSA awards
20 – 22 November 2017

Analysis

EUIPO ranked world's most innovative IP office in exclusive research

01 MAR 17

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The latest issue of *World Trademark Review* magazine is now available online to subscribers. In this issue, we undertook an ambitious research project to identify the IP offices around the world that are committed to exploring value-add non-core offerings for its users. The EU Intellectual Property Office (EUIPO) topped the final ranking, reflecting its innovative suite of trademark tools and services.

Agenda

- The work done so far
- Results achieved
- Mobilising the public and private sector
- Usage of tools
- What next?

EUIPO
EUROPEAN UNION INTELLECTUAL PROPERTY OFFICE

Timeline

2009 Creation of the CF and Management Board

2010 The CF is launched as a programme and the ETMDN formed

2011 Technical missions to IPOs to assess the IT landscape

2012 Locally deployed project managers are hired

2013 Development of the Software Package tools

2015 TM view in all 27 EU IPOs AND 14 non-EU
DS view implemented in 21 EU IPOs and 12 non-EU

2016 June 2016 CF ends

2008 Legislative discussions in Brussels

2009 Consultation with IPOs on projects and approaches

2010 TMview is launched

Pilot projects with IPOs and WIPO xml

2011 Working groups start

2012 Central tools Go-Live: CESTO, Similarity, Quality Standards, Design View, E-Learning for SMEs, User satisfaction Survey.

126 Implementations

2014 47 on-site workshops organised in IPOs

2015 370 Implementations

Agenda

- The work done so far
- Results achieved
- Mobilising the public and private sector
- Usage of tools
- Results so far

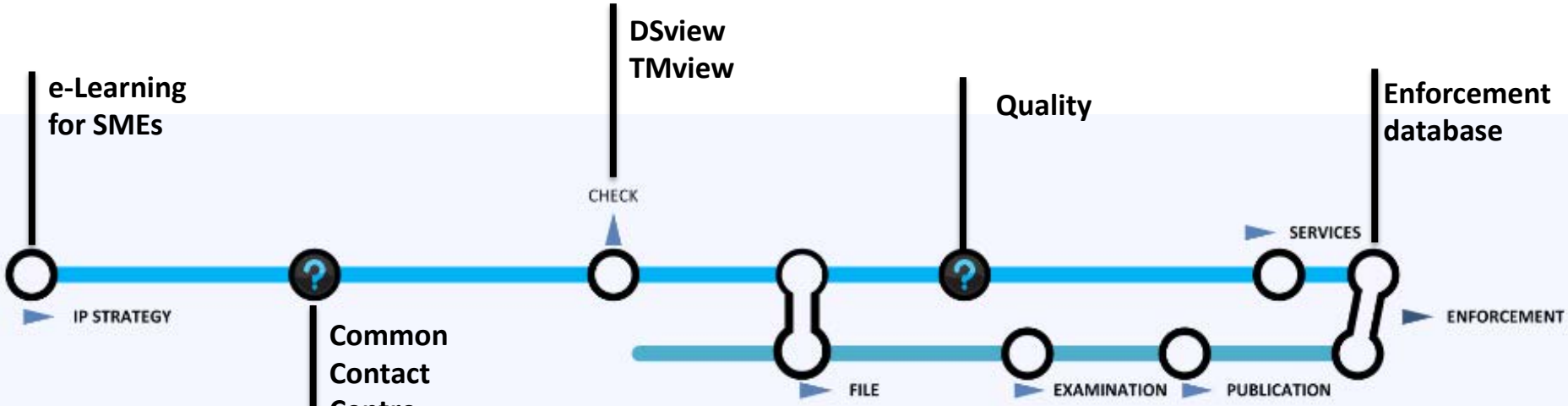
CF Tools

20 projects completed

- 1.1.1 Search Image
- 1.1.2 TMview
- 1.1.3 TMClass
- 1.2.5 Quality Standards
- 1.2.7 User Satisfaction Survey
- 1.2.8 Designview
- 1.2.9 Similarity
- 1.2.10 CESTO
- 1.2.11 Common Gateway
- 2.14 SP E-Filing TM
- 2.15 SP E-Filing DS
- 2.16 SP e-Services
- 2.17 SP Back Office TMs
- 3.20 E-Learning
- 3.21 Contact Centre Database
- 4.22 Enforcement Database
- 4.23 Counterfeiting Tool
- 1.2.6 Forecasting Methodology
- 2.17 SP Back Office DS
- 1.1.4 Seniority
- 2.13 XML Standards & Arch.

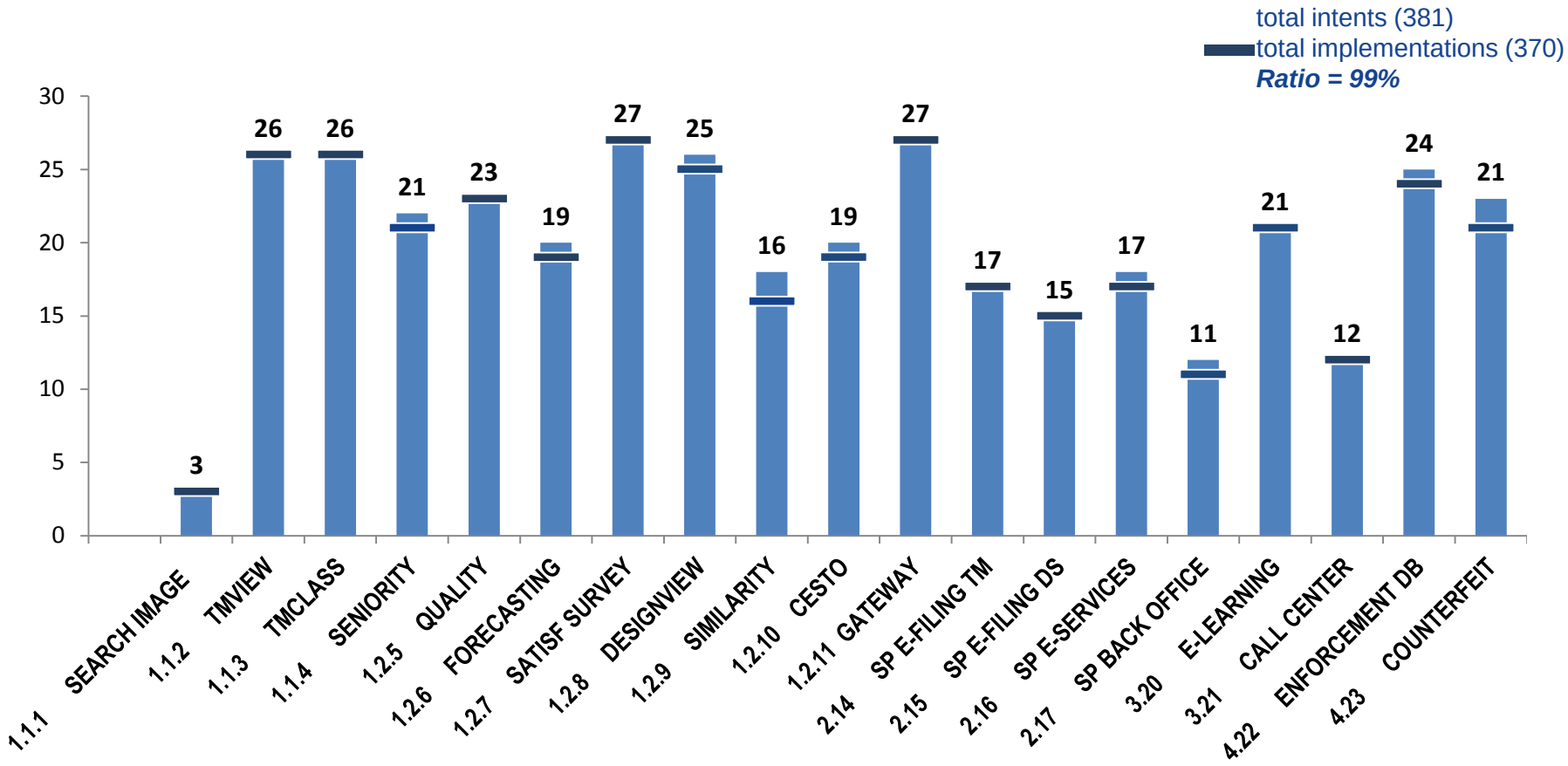
19 tools have been developed under the framework of the CF

CF Tools



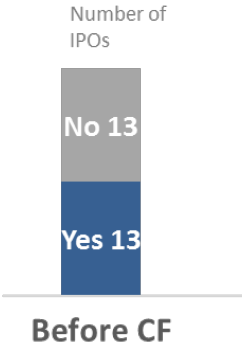
Software Package

CF tools implementations

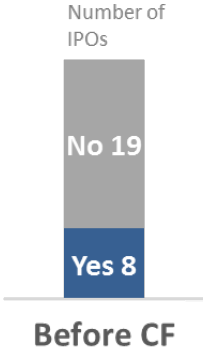


Landscape of IT Tools

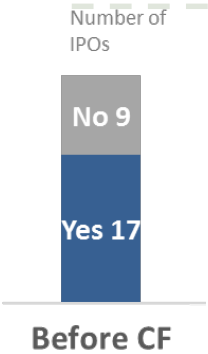
TM e-Filing



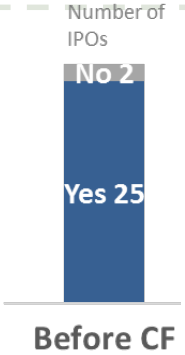
e-Services



DS e-Filing

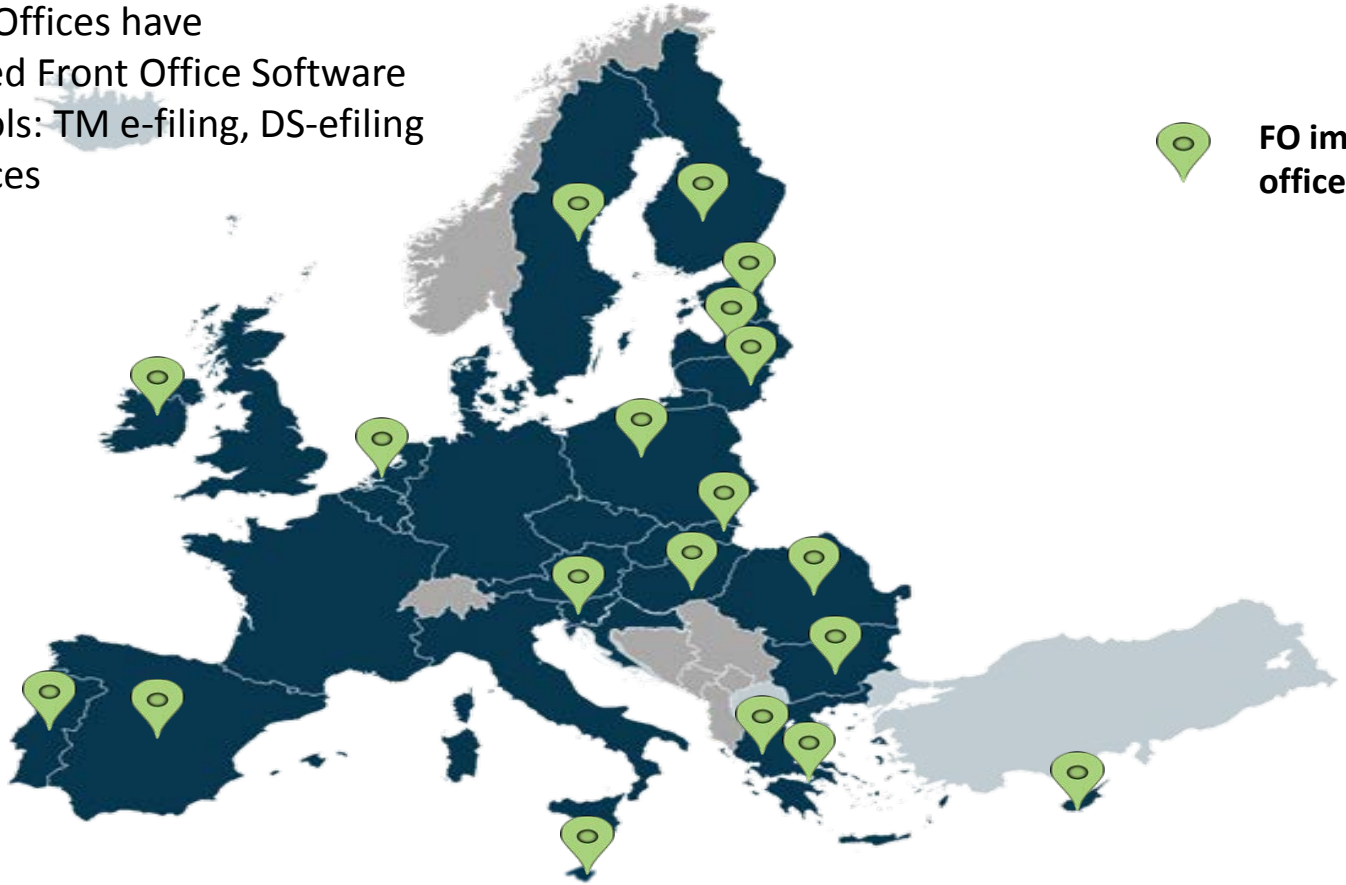


Back Office



CF landscape: Front Office

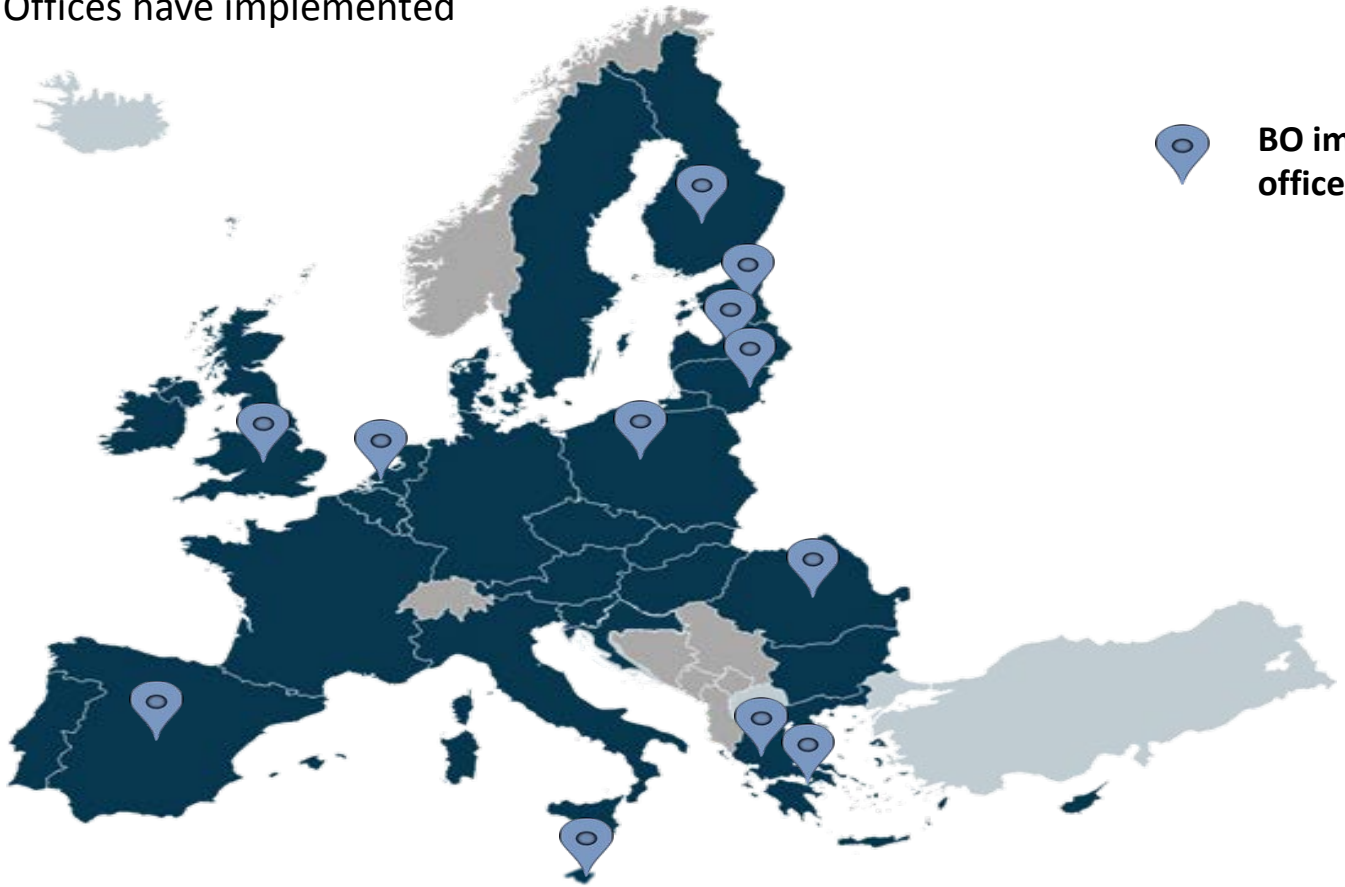
In total, 19 Offices have implemented Front Office Software Package Tools: TM e-filing, DS-efiling and e-services



FO implemented offices

CF landscape: Back Office

In total, 12 Offices have implemented Back Office



BO implemented offices

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Contact with the network

Stakeholder	Channel/frequency	
IPOs	Management: AB/BC (Twice a year)	CF Information calls (every 6 weeks)
	Cooperation Agreements/Addenda (only member states)	
	IPOs Experts: Working Groups (Twice a year)	POCs (3 times a year)
Users	SP user Group (Twice a year)	Working Groups (Twice a year)
Management Board	Management Board Meetings (3 times a year)	
General Public	TMDM Gateway (www.tmdm.org)	
	TMDM newsletter (quarterly)	
International Organizations (WIPO, EPO)	Working Groups (Twice a year)	

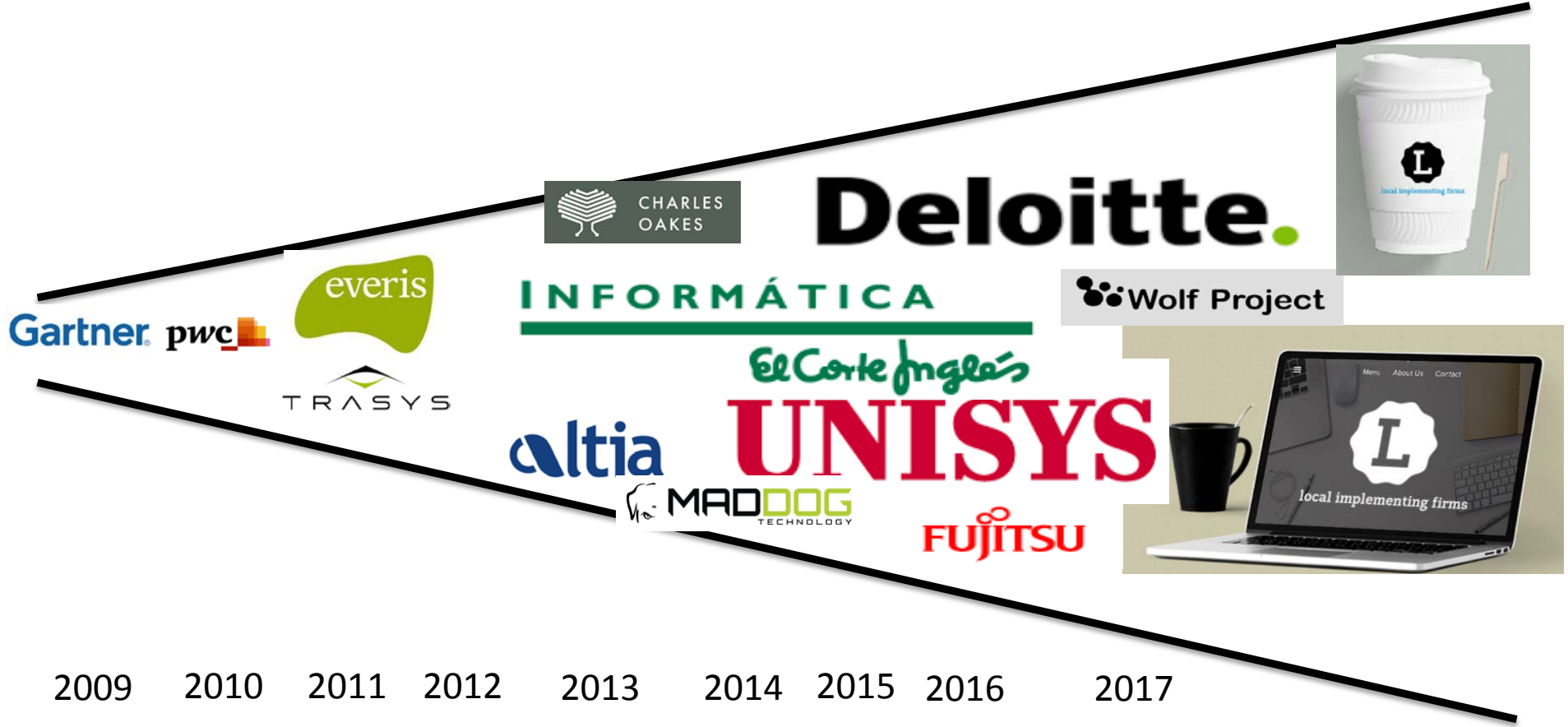
Project Level
Programme Level

The Working Groups: an essential part of EUIPO's collaboration engine

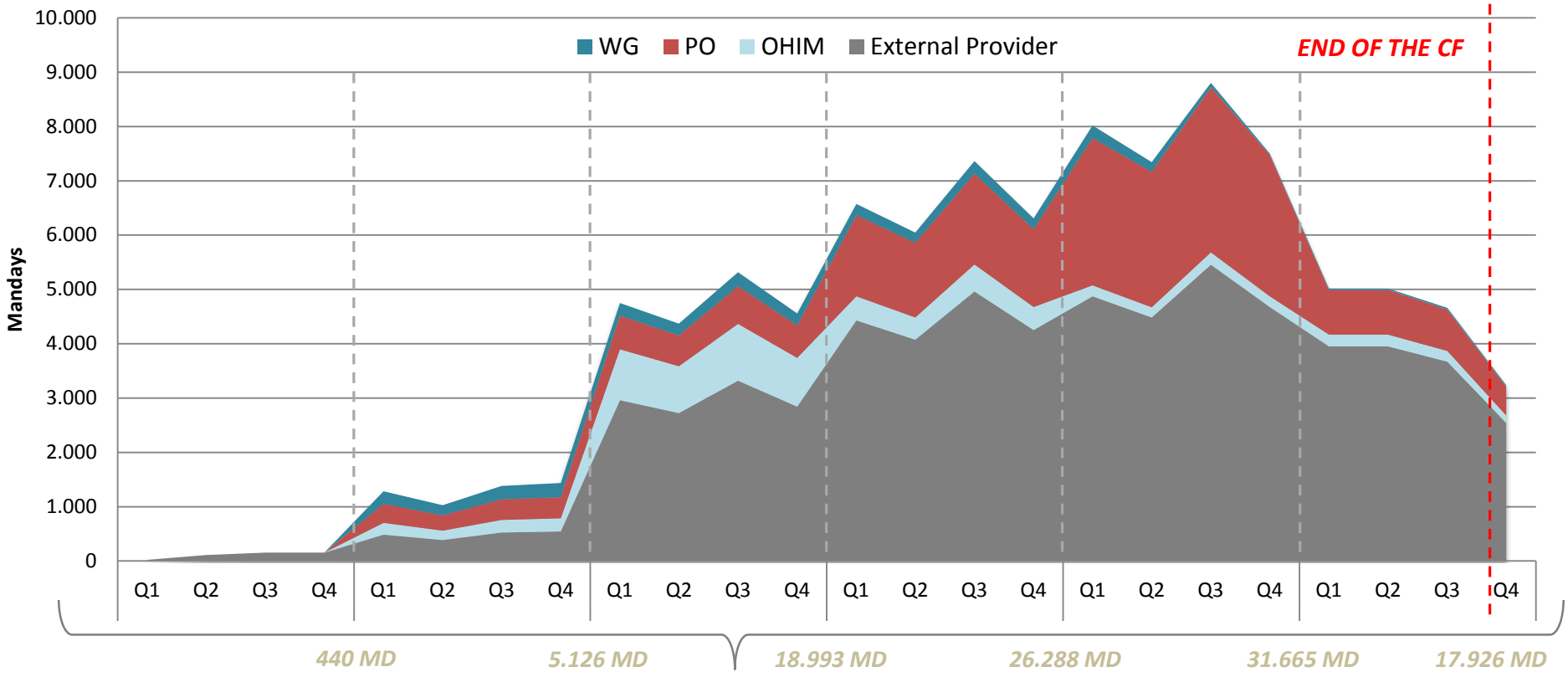
PARTICIPANTS PER IPO			
BX	2	LV	2
BG	2	OBI	5
MT	5	ES	9
DK	3	AT	3
DE	1	RO	1
CY	1	PL	4
HR	1	FI	4
EE	1	SE	6
GGE	7	SI	3
HU	2	SK	2
IE	3	IT	4
FR	4	UK	2
PT	6	LT	4
CZ	2		

END USERS WG PARTICPANTS	NUMBER
AIM	2
APRAM	2
BMM	1
Business Europe	1
ECTA	3
FICPI	1
GRUR	1
INTA	6
MARQUES	4
UNION IP	1

Key partners

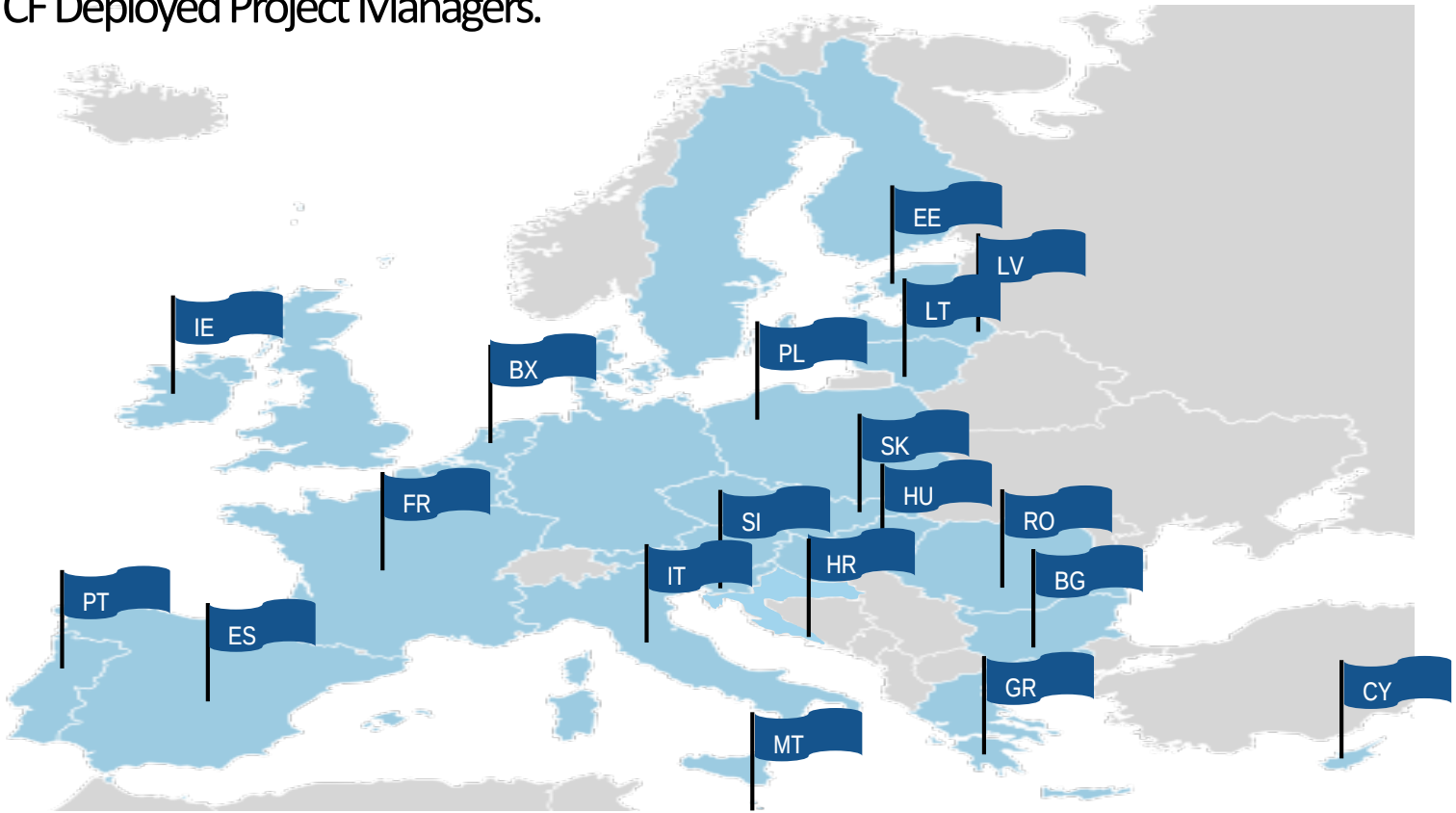


Resources during the CF



Deployed Project Managers

In total 19 CF Deployed Project Managers.



Benefits

ROI calculation (Global ROI)

ROI 2011-2015

Cooperation Fund

ROI 1.3 €

67,014,548	50,000,000
Benefits	*Investment*

1 + 2 + 3 + 4 + 5 + 6 + 7 + 10.2

Distribution of total investment in CF projects attributable to each National Office based on effort dedicated in man days

Statistics

ROI calculation (End User ROI)

1 + 2 + 7 + 10.2

Distribution of total investment in CF projects attributable to **end users****, based on effort dedicated in man days

ROI 2.0 €

ROI calculation (National Office ROI)

2 + 3 + 4 + 5 + 6

Distribution of total investment in CF projects attributable to **internal users**, based on effort dedicated in man days

ROI 0.94 €

Components of ROI numerator

1	Economic Value of TM/DS search
2	Times savings FO -internal + external users-
3	Use of Harmonised DB with efiling (internal + external users)
4	Backoffice: 4.1 Investment savings 4.2 Time savings
5	Forecasting
6	USS - survey
7	e-learning
8	Improved image of the NO thanks to the CF projects
9	Call centre
10	EDB: 10.1 Economic value of goods, 10.2 Time saving AFAs

Benefits

2020

ROI calculation (Global ROI)

ROI 2011-2015

Cooperation Fund

ROI 3.02€

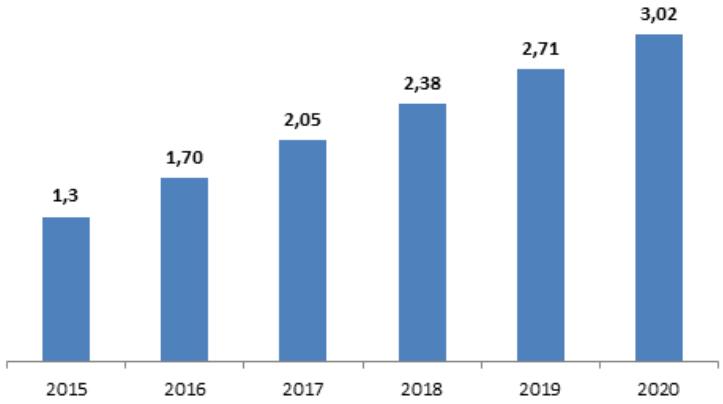
163,489,345	54,066,675*
Benefits	*Investment*

1 + 2 + 3 + 4 + 5 + 6 + 7 + 10.2

Distribution of total investment in CF projects attributable to each National Office based on effort dedicated in man days

Statistics

Aggregated ROI. Estimated evolution



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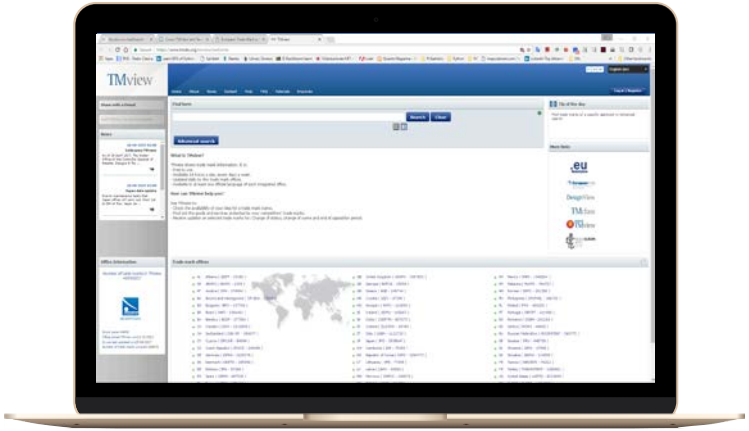
TM View

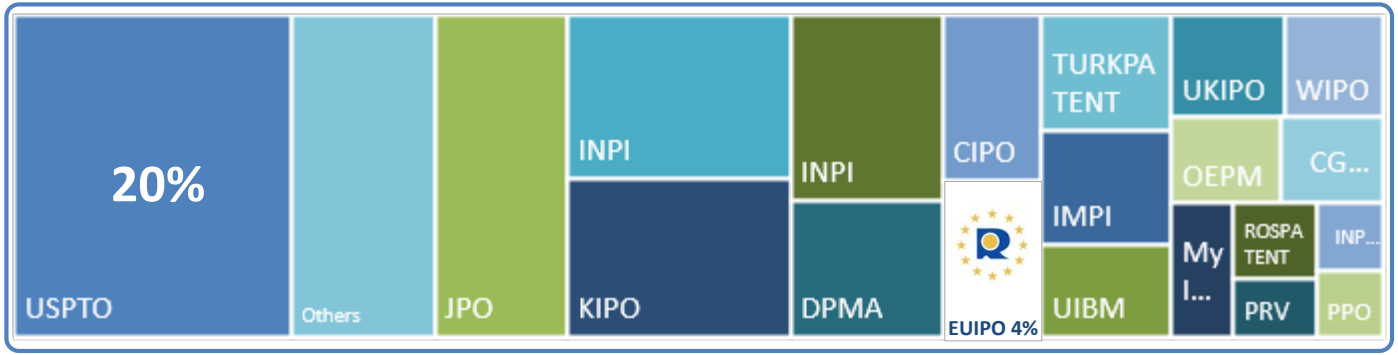
54 Intellectual Property Offices worldwide

Number of trade marks

42,685,256



Distribution of TMs by organisation

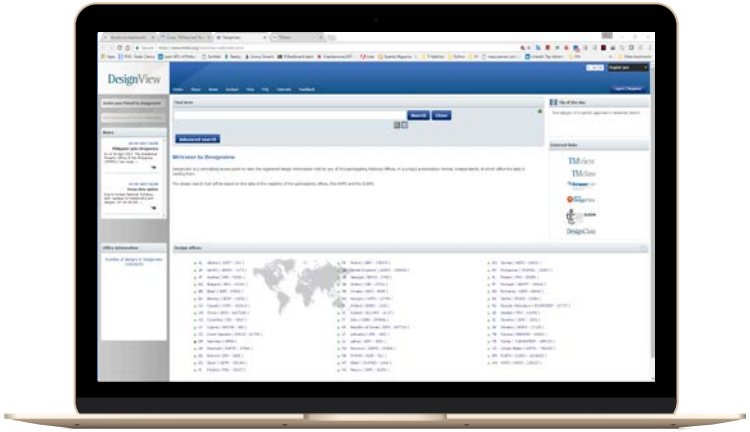


DS View

48 Intellectual Property Offices worldwide

Number of designs

12,351,331



Distribution of Designs by organisation

Back Office

>1.300.000	TM dossiers managed
>200.000	DS dossiers managed

>40.000	TM Applications per year
>8.000	DS Applications per year

>600 National Office users

Europeantmdn
European Trade Mark and
Design Network

EUIPO
EUROPEAN UNION
INTELLECTUAL PROPERTY OFFICE

The Network

WE HAVE **DEVELOPED PEOPLE**
DIRECTLY OR INDIRECTLY

OFFICES & PEOPLE **CAN DO THINGS**
WHICH THEY COULDN'T BEFORE

SYSTEMS WORK

RELATIONSHIPS HAVE DEVELOPED

SERVICES ARE AVAILABLE WHICH WERE NOT EVEN ON THE RADAR BEFORE

THE WHOLE **REFORM** PACKAGE IS
BASED ON OUR **SUCCESS**

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European Cooperation Projects

LoA4: Intensify Network Engagement

ECP1
Consolidating and completing the CF landscape

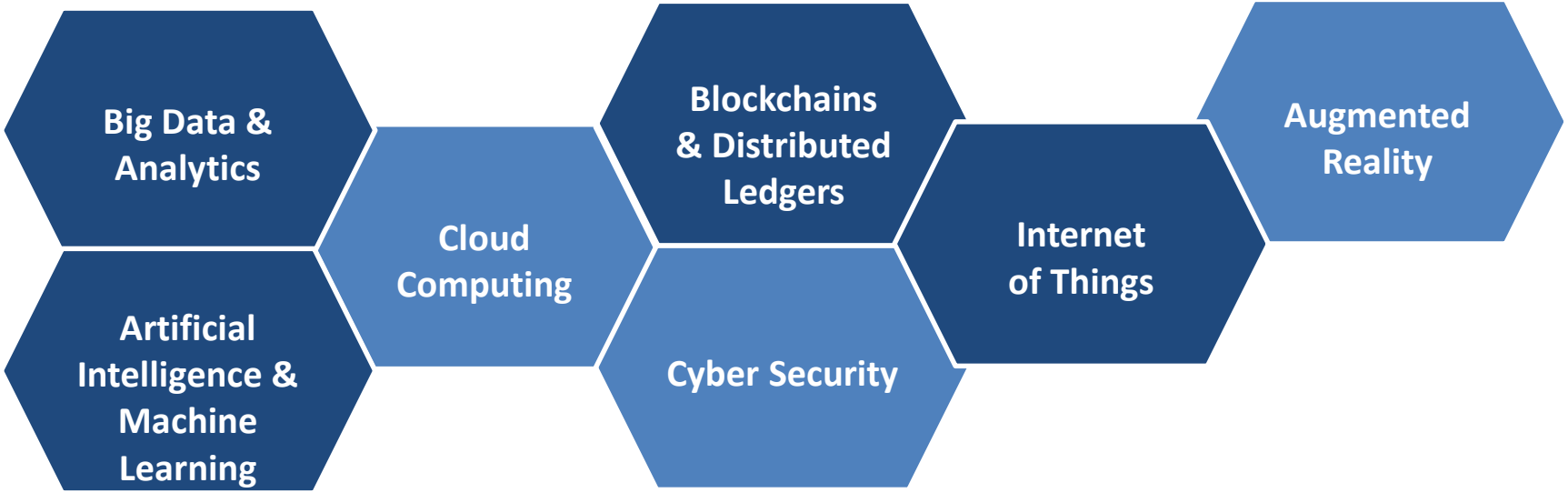
ECP2
Major Improvements to existing CF tools

ECP3
New tools

ECP4
Shared Services and Practices

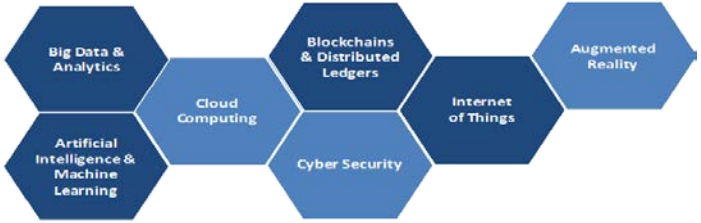
ECP5
Supporting the Network

Technology trends



Use Cases for IP Offices

New technologies can enhance and innovate both Front and Back Office tools, supporting IP rights core processes, as well as support processes.



- Image search & comparison
- Automated assessment & decision
- Document search & mining
- Virtual assistants & chatbots
- Text interpretation & translation

Automatic assessments based on Case Law

Big Data + Machine Learning

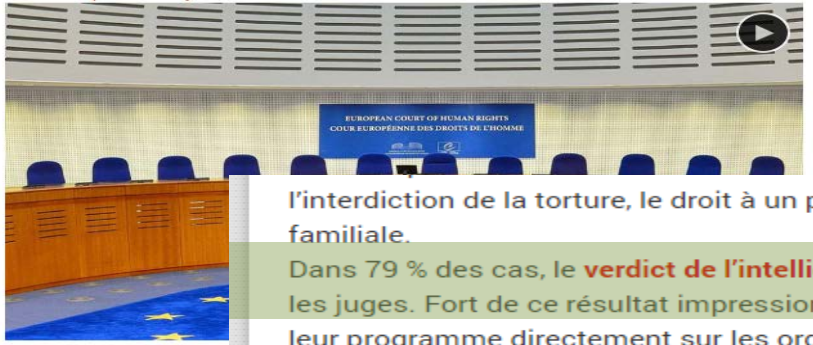
ACCUEIL AFRIQUE MONDE FRANCE ÉCONOMIE CULTURE SPORTS AFRIQUE FOOT SCIENCES

NOUVELLES TECHNOLOGIES

Vers une justice algorithmique

Par Dominique Desaunay

Diffusion : dimanche 30 octobre 2016



La Cour européenne des droits

Partager 15 Tweeter

l'interdiction de la torture, le droit à un procès équitable, le droit au respect de la vie privée et familiale.

Dans 79 % des cas, le **verdict de l'intelligence artificielle** a coïncidé avec celui prononcé par les juges. Fort de ce résultat impressionnant, les chercheurs comptent maintenant tester leur programme directement sur les ordonnances déposées à la Cour, afin de déterminer, si une plainte est recevable. L'objectif affiché des scientifiques est d'aider la Cour européenne des droits de l'homme à traiter une montagne de dossiers. Au 30 septembre 2016, plus de

La justice des hommes bientôt rendue par une machine ? Pas pour l'instant, affirment des chercheurs au Royaume-Uni qui ont mis au point un dispositif d'intelligence artificielle capable de déterminer si une plainte déposée devant la Cour européenne des droits de l'homme est recevable.

IP assistant: Australia

Natural Language Processing + Machine Learning

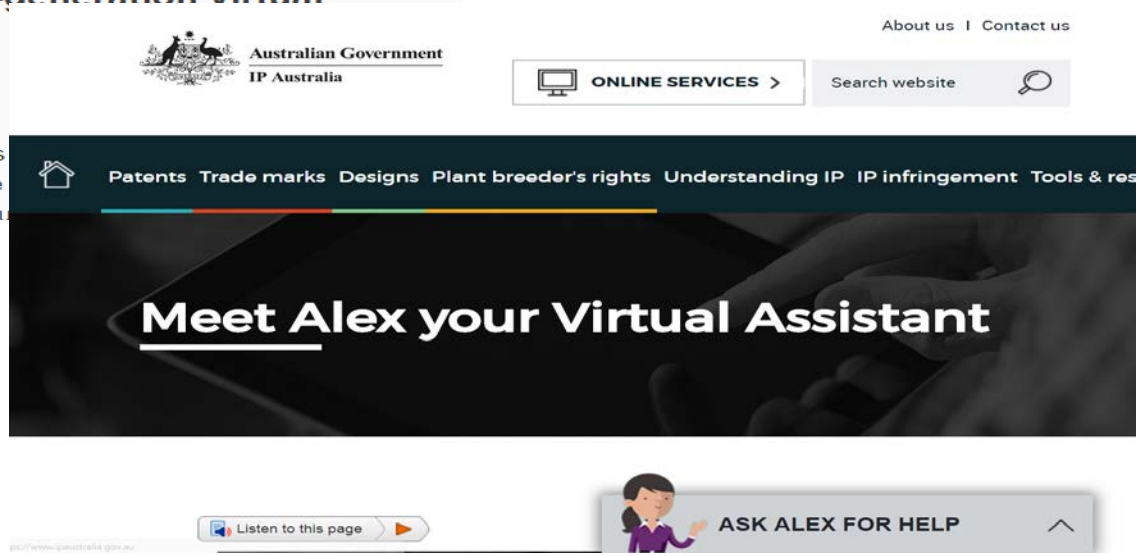
WIPO | MAGAZINE

Meet Alex – IP Australia's next-generation virtual assistant

December 2016

*By **Patricia Kelly**, Director General, IP Australia*

In today's digital world, IP Australia's customers
assisted customer experience with smart online
digital economy has provided enormous opportu



IP assistants: Portugal

Natural Language Processing + Machine Learning

Presentation			
Status	DRAFT / APPROVED		
Approved by owner	-		
Authors	-		
	-		
Contributors	-		
	-		

Revision history			
Version	Date	Author	Description
0.1	DD/MM/YYYY		
0.1	DD/MM/YYYY		
0.1	DD/MM/YYYY		