

# SME Programme

---

Ideas powered for business – how we can offer help

**+20 million SMEs**

**99%**

**What % of businesses do  
SMEs represent in the EU?**

**67%**

**Employment**

**60%**

**Survive < 5 years**





Only **9%**  
of European SMEs  
own IPRs... **but** those that do have  
**+68%**  
higher revenue  
per employee than  
those that do not\*

\*controlling for all relevant factors such as size, sector or country

Intellectual property rights and firm performance in the European Union  
Firm-level analysis report, February 2021

[Link](#) to study

# Why do only **9%** SMEs protect their ideas?



Lack of knowledge  
/**information**



**Complex** procedures



Money - **costly**  
registration procedures

# What does the SME Programme focus on?

**Offering  
information**



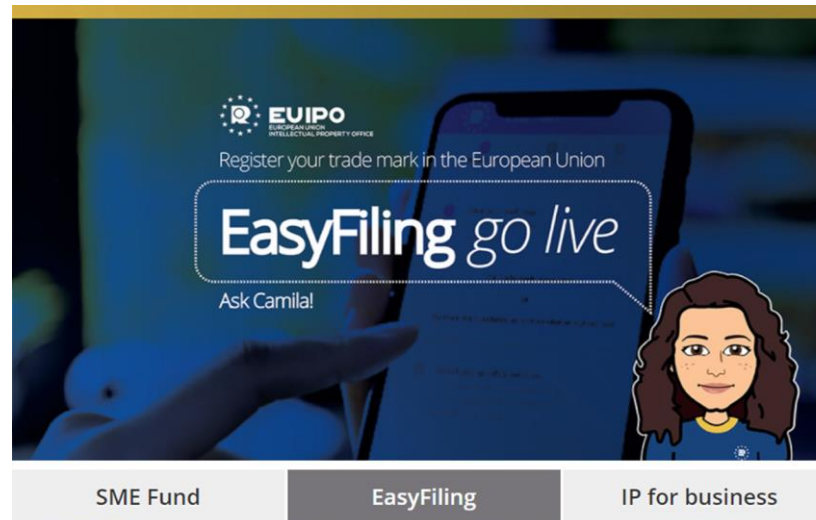
**Simplifying  
complex  
procedures**



**Money - costly  
procedures**



**Free personalised IP  
consultations**



**SME Fund**

**Effective Dispute  
Resolutions**



[EUIPO - Home](#) > [About EUIPO](#) > [Ideas Powered for business](#)



**Offering  
information**



**IDEAS POWERED FOR BUSINESS SME FUND**  
FOR SMALL AND MEDIUM-SIZED COMPANIES

TRADE MARK AND DESIGN WALK-THROUGH

FREE PERSONALISED CONSULTATION

APPLY FOR YOUR EU TRADE MARK OR DESIGN

**Dedicated website in 2022!**

**PROVIDE IP SUPPORT**

## Featured Projects

The place where you can access easy Intellectual Property training request free limited support to solve any IP issue and follow the safest route to register your trade mark or design.

[EUIPO - Home](#) > [About EUIPO](#) > [Ideas Powered for business](#) > **Free IP Support**



**Offering  
Information**



## Free personalised intellectual property support

Obtain free support to maximise your business's intellectual property potential with help from the experts

GET SUPPORT >

<https://euipo.europa.eu/ohimportal/en/online-services/ip-support>

- ✓ **Over 250 valid pro bono providers**
- ✓ **1 000 SMEs matched with a pro bono IP expert**



# Easy Filing for YOU



- ✓ For first time applicants
  - ✓ Artificial Intelligence (AI)
  - ✓ Virtual assistant
- ✓ Adapted to phone platforms too!

[EasyFiling](https://youtu.be/4kmO2ZCMleI)

**Simplifying  
complex  
procedures**



<https://youtu.be/4kmO2ZCMleI>

Already have a trade mark or design at the EUIPO and come into dispute with another one?  
Let's talk!



- ✓ Avoid complex litigation proceedings
- ✓ Solve your disputes in a remote and confidential manner
- ✓ Free, fast and efficient

**Simplifying  
complex  
procedures**





# The SME Fund



**3**

## SME APPLIES FOR SERVICES:

**- IP Rights 50% off**

Trade mark and design basic application fees

**IP Scan 75% off ③**

IP pre-diagnostic services

List of national and regional IP offices that offer IP Scan

**4**

## SME REQUESTS REIMBURSEMENT ④



**Money - costly procedures**

**POWER YOUR BUSINESS  
WITH THE SME FUND**

**SAVE UP TO € 1,500**

Max. reimbursement per SME

Application windows in 2021:

**11-31  
Jan.**

**01-31  
March**

**01-31  
May**

**01-31  
July**

**01-30  
Sept.**

**01-31  
Oct.**

① The grant decision takes on average 30 days after the window has closed but it may take up to a maximum of 60 days. The EUIPO processes applications on a first come first served basis.

② As from this moment you have 30 days to apply for the services. Services requested before you get the grant decision will not qualify for the SME Fund.

③ IP Scan: experts look at your business and help you define what intellectual property you own and how to best protect and use it to grow your business.

④ Once services have been completed, supply proof of payment using the reimbursement form available in the grant decision. Reimbursement may take up to 30 days.

# Stay tuned for 2022



**Keep dreaming  
big, but apply  
NOW**

Take your business  
to the next level



*Follow our social media to be the first to know!*

<https://twitter.com/IdeasPowered>

[https://www.linkedin.com/company/  
ideaspoweredforbusiness](https://www.linkedin.com/company/ideaspoweredforbusiness)



European Union Intellectual Property Office





## **SME Programme**

*Helping you to protect and enforce your competitive  
advantage through IP rights*

Thank you – Suzanne Hogan for the EUIPO

<https://euipo.europa.eu>