

New EUIPO AI tools, empowering customer services



PROGRAMME

50'
Presentation

- AI & EUIPO
- Recent Achievements
 - Chatbot
 - Goods and Service Search
 - Comparison of goods and services
 - Image Search/recognition in Designs
- Discussion with Business experts

10'
Questions and answers

EUIPO ranked as
the **world's most innovative**
IP office



“85% of AI and machine learning projects **fail to deliver**”

[Gartner](#)

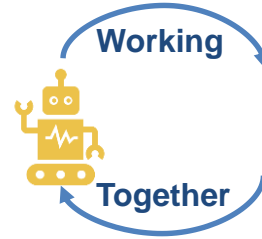
SP2025 Projects

SP2025 Projects

Artificial Intelligence Implementation



Managing Technical Implementation of
AI through Identified Business Cases



SP2025 Projects

Artificial Intelligence Implementation

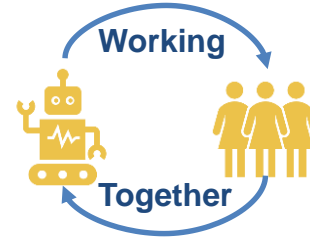


Managing Technical Implementation of AI through Identified Business Cases

Artificial Intelligence and Job Mapping Evolution



Managing AI Implementation from HR Perspective



Higher-quality service: Deliver the best customer-centric services, maintaining efficiency as one of the main pillars of the evolution.

Human-centric approach:
Involve the staff to redesign EUIPO'S activities, putting our users at the center of the redesign and leveraging technology to truly concentrate workforce efforts on those tasks that generate added-value.


Artificial Intelligence allows us to improve the experience for our customers, the IP community and citizens delivering a higher-quality service enabled by a human-centric approach. This evolution will help us become the most innovative IP Office and will prepare us for the new challenges and opportunities of the digital era by giving our staff the opportunity to expand their skills and potential.

Opportunity to expand skills and potential:
Provide opportunities for the whole EUIPO workforce to grow personally and professionally, based on performance, continuous learning and merit.

Innovation:
Evolve the Office's services and enhance its reputation supporting a continuous innovation mindset in our staff.

Our Achievements


Our Achievements - AI based Goods and Services Search



EUIPO
EUROPEAN UNION
INTELLECTUAL PROPERTY OFFICE

Apply for your European Union trade mark

Easy Filing

Rahul Bhartiya 

1 Trade mark 2 Goods and services 3 Pay

1 Enter your trade mark EDIT

How is your trade mark represented?

Goods & Service search

2 Select your goods and services

Your trade mark must contain a list of the goods and/or services to be covered by the mark.


Enter your goods and services with keywords.

29	Kefir	Add
29	Kefir [milk beverage]	Add
29	Yoghurt	Add
29	Yogurt	Add

Your selection

Basic fee (one class)	850,00 €
Total classes	0
Total fee (Final cost)	850,00 €


Our Achievements - 1st Line chatbot



EUIPO
EUROPEAN UNION
INTELLECTUAL PROPERTY OFFICE

Apply for your European Union trade mark

Easy Filing

Rahul Bhartiya 


1 Trade mark 2 Goods and services 3 Pay




1 Enter your trade mark
How is your trade mark represented?

My trade mark is plain text or My trade mark is stylised text and/or a logo


2 Select your goods and services
Your trade mark must contain a list of the goods and/or services to be covered by the mark.

3 Review and sign
Review your application carefully and indicate the second language.

Do you need help? 

- A text with its typography

- An icon or symbol

- A combination of both


Do you want to know the technical requirements of the pictures you can upload? [SEE MORE](#)

Ask EUIPO Virtual Assistant 

You can also chat with a **support agent** from 8:30 to 18:30 (CET) Monday to Friday.
[CHAT WITH AN AGENT](#)

G&S Comparer

Opposition 003131431 VS EUTM 018260806 Last edition on 03/02/2022 - 13:22

🔗 Help 🔗 Quick Links 🔄 Reset State ▶ Run Comparison Confirmed Pairs 4

Earlier rights 1043107 / EDN / IR / IR

Search 🔍 🏠 ▶▶▶

— Classes minimised will not be considered in the Run Comparison

Mark as dissimilar ●

1043107 / EDN / IR / IR Add classes ▾

Class 5 ✎ This list has been edited manually -

- Disinfectants
- bactericides
- herbicides
- fungicides
- insecticides
- pesticides
- algaeicides
- and fumigants for destroying plants
- bacteria
- insects
- vermin and other pests

Mark as dissimilar ●

Contested G&S in the moment of the filing of the Opposition against 018260806

Search 🔍 🏠 ▶▶▶

You have confirmed **4 out of 261** terms ▾

- Class 3** ✎ +
- Class 4** ✎ +
- Class 5** ✎ -
- Rubbing alcohol
- Alcohol for pharmaceutical purposes
- Antiseptics
- Antiseptics with prophylactic effect
- Antiseptic cotton
- Sanitizers for household use
- Disinfectants for hygiene purposes
- Disinfectants for veterinary use
- Germicides
- Antibacterial wipes
- Sanitizing wipes
- Tissues impregnated with antibacterial preparations
- Cleaning cloths impregnated with disinfectant for hygiene purposes
- Antibacterial hand lotions
- Antiseptic cleansers
- Washes (disinfectant -) [other than soap]
- Antiseptic ointments

5 Semantic

AI based Comparison of Goods and Services

Our Achievements - EUIPO In-house Image Search

eSearch plus

The EUIPO's database *access*

Search trade marks, designs, owners, representatives, Bulletins and Office decisions in one single application. [Learn how](#)

[Advanced search](#)



Search



Drag 1 image to search for trade marks and up to 7 for designs

JPG, PNG, GIF and TIF are allowed



1st Line chatbot

Hello!
the EUIPO Chatbot.

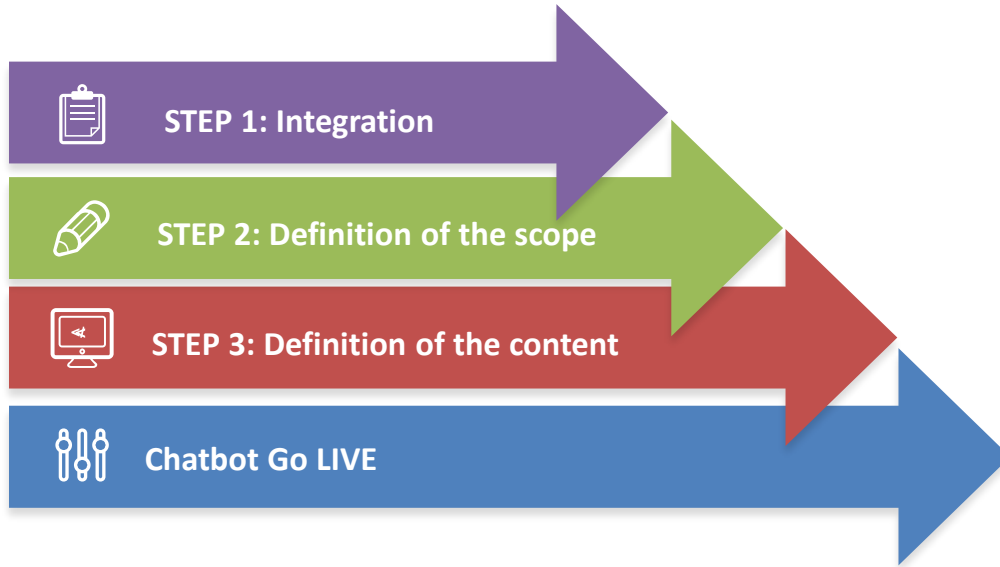


1st Line chatbot

Hello,
Do you intend to protect a word mark or a
trade mark represented by an image?
I am EUIPO's Virtual Assistant (Beta). I can
help you with your EUTM filing doubts by
providing standard computer-generated
responses to your questions



1st Line chatbot



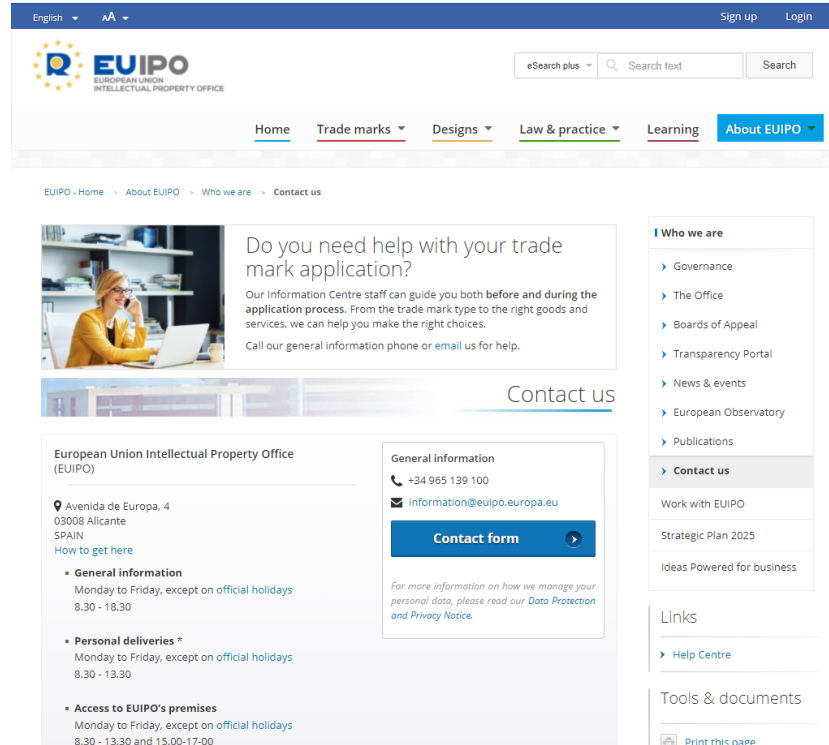
The Chatbot Project

1st Line chatbot

Benefits of a Chatbot

1st Line chatbot

Need clarification?



The screenshot shows the EUIPO website interface. At the top, there is a navigation bar with 'English', 'AA', 'Sign up', and 'Login'. Below this is the EUIPO logo and a search bar with the text 'eSearch plus' and 'Search text'. A main navigation menu includes 'Home', 'Trade marks', 'Designs', 'Law & practice', 'Learning', and 'About EUIPO'. The breadcrumb trail reads 'EUIPO - Home > About EUIPO > Who we are > Contact us'. The main content area features a large image of a woman working at a laptop, with the text: 'Do you need help with your trade mark application? Our Information Centre staff can guide you both before and during the application process. From the trade mark type to the right goods and services, we can help you make the right choices. Call our general information phone or email us for help.' Below this is a 'Contact us' link. To the right, a sidebar titled 'Who we are' lists various services: Governance, The Office, Boards of Appeal, Transparency Portal, News & events, European Observatory, Publications, and 'Contact us' (highlighted). Below the sidebar, there are sections for 'Work with EUIPO', 'Strategic Plan 2025', and 'Ideas Powered for business'. At the bottom, there are 'Links' (Help Centre) and 'Tools & documents' (Print this page).

English AA Sign up Login

eSearch plus Search text Search

Home Trade marks Designs Law & practice Learning About EUIPO

EUIPO - Home > About EUIPO > Who we are > Contact us

Do you need help with your trade mark application?

Our Information Centre staff can guide you both before and during the application process. From the trade mark type to the right goods and services, we can help you make the right choices.

Call our general information phone or email us for help.

Contact us

European Union Intellectual Property Office (EUIPO)

Avenida de Europa, 4
03008 Alicante
SPAIN
[How to get here](#)

- General information**
Monday to Friday, except on official holidays
8.30 - 18.30
- Personal deliveries ***
Monday to Friday, except on official holidays
8.30 - 13.30
- Access to EUIPO's premises**
Monday to Friday, except on official holidays
8.30 - 13.30 and 15.00-17.00

General information
+34 965 139 100
information@euipo.europa.eu

Contact form

For more information on how we manage your personal data, please read our [Data Protection and Privacy Notice](#).

Who we are

- Government
- The Office
- Boards of Appeal
- Transparency Portal
- News & events
- European Observatory
- Publications
- Contact us**

Work with EUIPO

Strategic Plan 2025

Ideas Powered for business

Links

- Help Centre

Tools & documents

Print this page

1st Line chatbot - Benefits

Benefits ▶

Immediate information support tool

1st Line chatbot - Benefits

Immediate information support tool

On European Trade Mark - eFiling through Easy filing form

1st Line chatbot - Benefits

Immediate information support tool

On European Trade Mark - eFiling through Easy filing form

In English

1st Line chatbot - Benefits

Immediate information support tool

On European Trade Mark - eFiling through Easy filing form

In English

Available 24/7

1st Line chatbot - Benefits

Immediate information support tool

On European Trade Mark - eFiling through Easy filing form

In English

Available 24/7

Makes the applicant's life easier!

1st Line chatbot - Benefits

Immediate information support tool

On European Trade Mark - eFiling through Easy filing form

In English

Available 24/7

Makes the applicant's
life easier!

Chat with human agent available!

1st Line chatbot



 **Easy Filing: Ask Camila!**

 Copy link

 **EUIPO**
EUROPEAN UNION
INTELLECTUAL PROPERTY OFFICE

Register your trade mark in the European Union

Welcome to  **Easy Filing**

Ask Camila!

Watch on  YouTube



1st Line chatbot – Where is the Chatbot?

Login first ◀

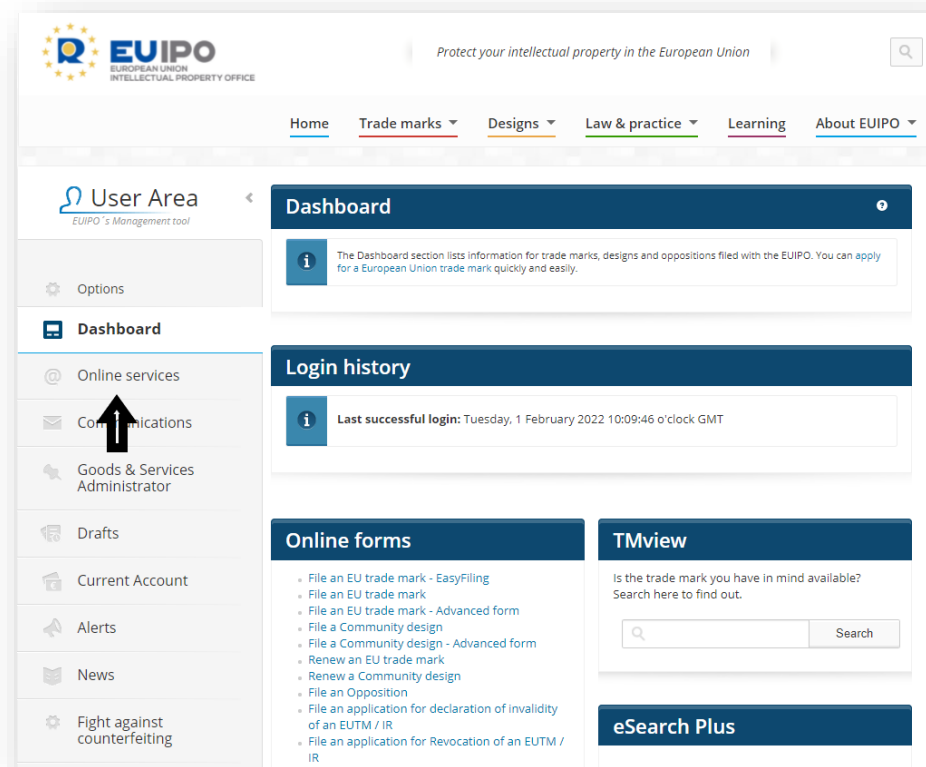


The screenshot shows the EUIPO website homepage. At the top, there is a navigation bar with 'English', 'AA', 'Sign up', and 'Login'. The EUIPO logo and name are on the left, and a search bar with 'eSearch plus' and 'Search text' is on the right. Below the navigation bar are menu items: Home, Trade marks, Designs, Law & practice, Learning, and About EUIPO. The main content area is divided into several sections: 'Online services' with links for 'fast track' (Apply for a trade mark, Apply for a design), 'Request a recordal', and 'Ideas Powered for business'; 'eSearch plus' (Trade marks, designs, owners, representatives and bulletins), 'eSearch Case Law' (EU and national case law), 'TMview' (Trade marks in the European Union and beyond), 'DesignView' (Designs in the European Union and beyond), and 'Giview' (Geographical Indications in the European Union and beyond); 'News & events' with a list of recent news items (27 JAN, 26 JAN, 24 JAN, 21 JAN); 'SME fund' (Protect your Intellectual Property Rights, Save up to €2,250) with a 'Get started' button; and 'Upcoming Events' with a link to 'Misleading invoices: check before you pay'. At the bottom, there are links for 'Trade marks basics' and 'Design basics'. A black arrow points to the 'Login' link in the top right corner.

1st Line chatbot – Where is the Chatbot?

From the **User Area**

- Online Services
- File a trade mark using our Easy Filing

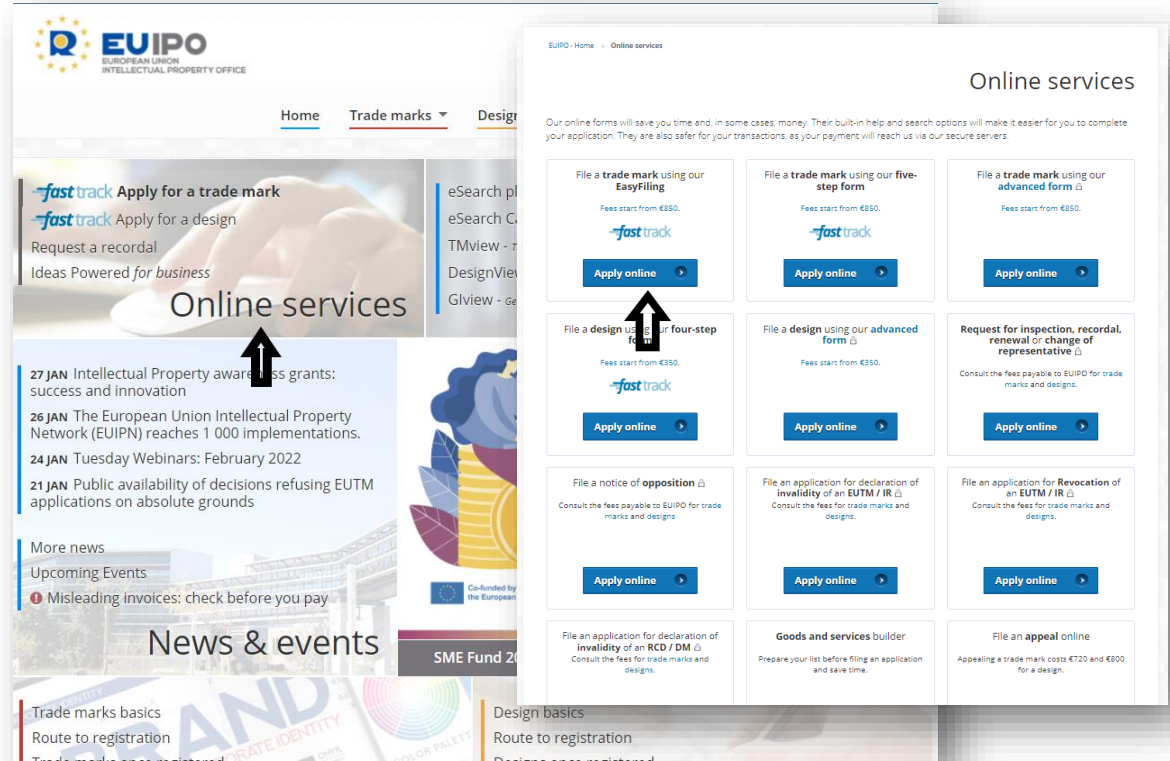


The screenshot shows the EUIPO User Area dashboard. At the top, there is the EUIPO logo and the tagline "Protect your intellectual property in the European Union". Below this is a navigation menu with links for Home, Trade marks, Designs, Law & practice, Learning, and About EUIPO. The main content area is titled "User Area" and "EUIPO's Management tool". On the left, there is a sidebar menu with options: Options, Dashboard, Online services, Communications, Goods & Services Administrator, Drafts, Current Account, Alerts, News, and Fight against counterfeiting. An arrow points to the "Communications" option. The main content area is divided into several sections: "Dashboard" with an information box about the dashboard's purpose; "Login history" showing a successful login on Tuesday, 1 February 2022; "Online forms" with a list of services including "File an EU trade mark - EasyFiling"; "TMview" with a search box for trade marks; and "eSearch Plus" at the bottom.

1st Line chatbot – Where is the Chatbot?

From the EUIPO website

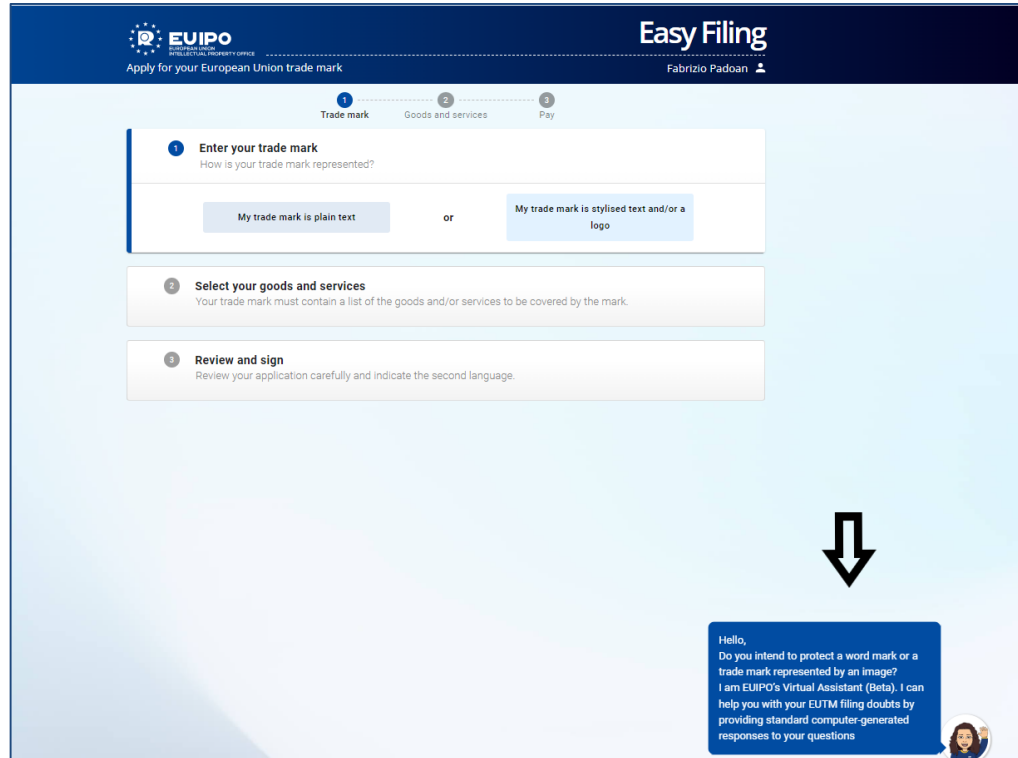
- Online Services
- File a trade mark using our Easy Filing form



The screenshot shows the EUIPO website's 'Online services' page. The main heading is 'Online services'. Below it, there are several service cards, each with an 'Apply online' button. An arrow points to the 'Apply online' button for the 'File a trade mark using our Easy Filing' service. The services listed are:

- File a trade mark using our **Easy Filing** (Fees start from €850)
- File a trade mark using our **five-step form** (Fees start from €850)
- File a trade mark using our **advanced form** (Fees start from €850)
- File a design using our **four-step form** (Fees start from €350)
- File a design using our **advanced form** (Fees start from €350)
- Request for inspection, recordal, renewal or change of representative (Consult the fees payable to EUIPO for trade marks and designs)
- File a notice of **opposition** (Consult the fees payable to EUIPO for trade marks and designs)
- File an application for declaration of invalidity of an EUTM / IR (Consult the fees for trade marks and designs)
- File an application for **Revocation** of an EUTM / IR (Consult the fees for trade marks and designs)
- File an application for declaration of invalidity of an RCD / DM (Consult the fees for trade marks and designs)
- Goods and services builder** (Prepare your list before filing an application and save time)
- File an **appeal** online (Appealing a trade mark costs €720 and €800 for a design)

1st Line chatbot – Where is the Chatbot?



EUIPO INTELLECTUAL PROPERTY OFFICE
Apply for your European Union trade mark

Easy Filing
Fabrizio Padoan

1 Trade mark 2 Goods and services 3 Pay

1 Enter your trade mark
How is your trade mark represented?

My trade mark is plain text or My trade mark is stylised text and/or a logo

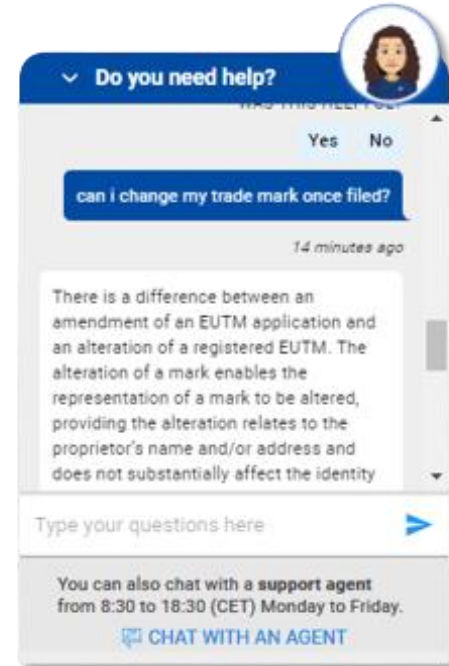
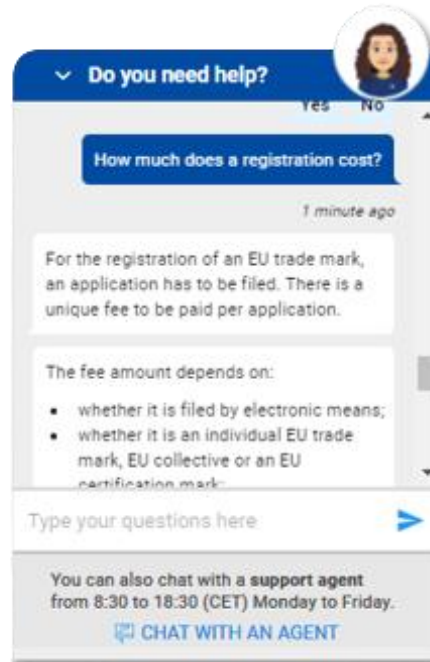
2 Select your goods and services
Your trade mark must contain a list of the goods and/or services to be covered by the mark.

3 Review and sign
Review your application carefully and indicate the second language.

Hello,
Do you intend to protect a word mark or a trade mark represented by an image?
I am EUIPO's Virtual Assistant (Beta). I can help you with your EUTM filing doubts by providing standard computer-generated responses to your questions

1st Line chatbot – How it works

Questions & Answers
In few seconds!



1st Line chatbot – How it works

Does the Chatbot answer any question?

This technology has still **some limitations.**

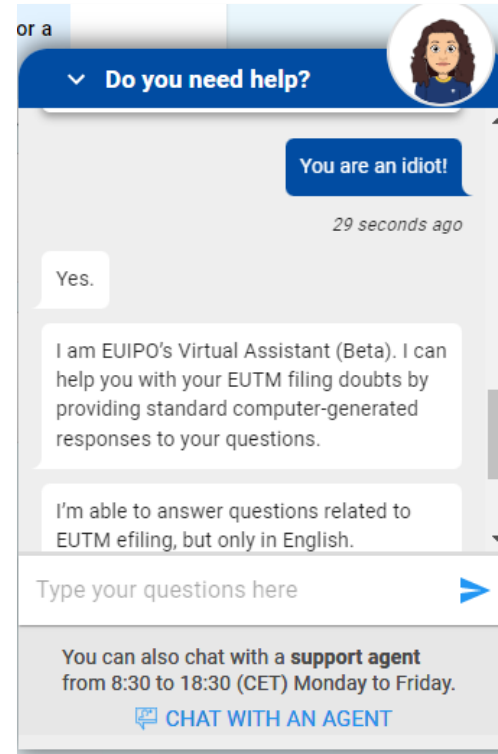


1st Line chatbot – How it works

❑ Questions received

- You are an idiot!
- Where is the body?

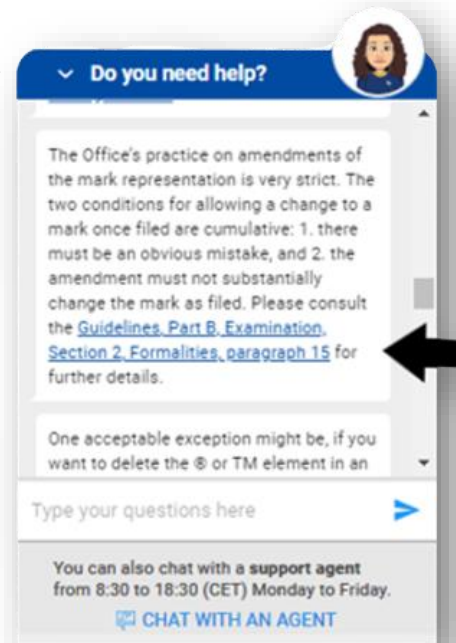
The Chatbot may be confused



1st Line chatbot – How it works

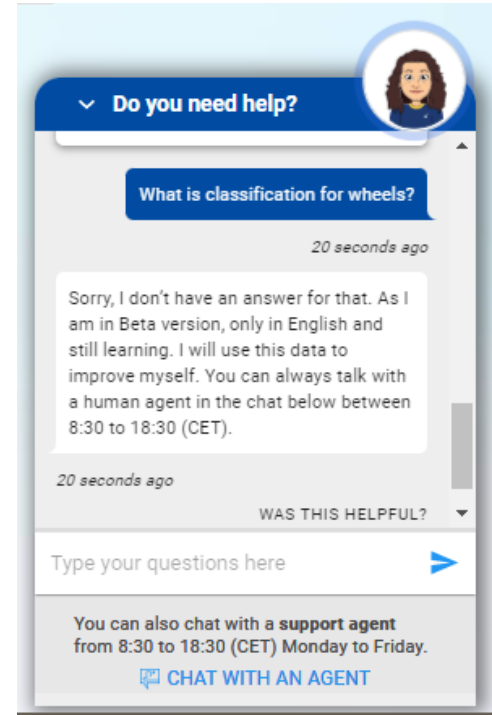
- ❑ General questions on EUTM efilng

- ❑ Immediat redirection to:
 - Guidelines,
 - FAQs,
 - Tutorials, etc.



1st Line chatbot – How it works

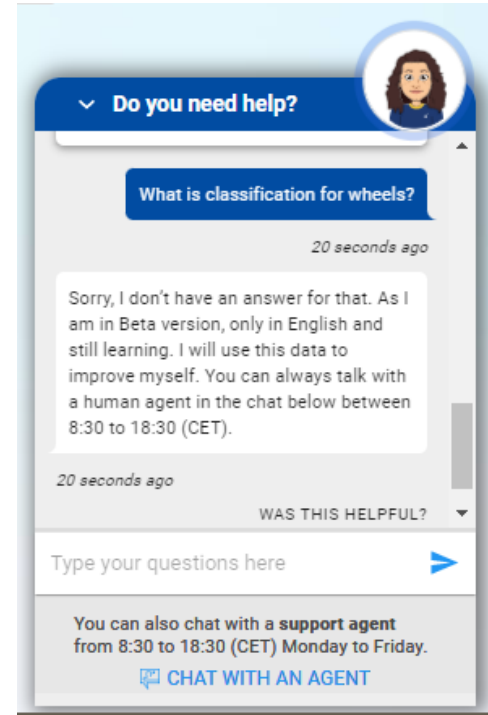
What the Chatbot does not answer:



1st Line chatbot – How it works

What the Chatbot does not answer:

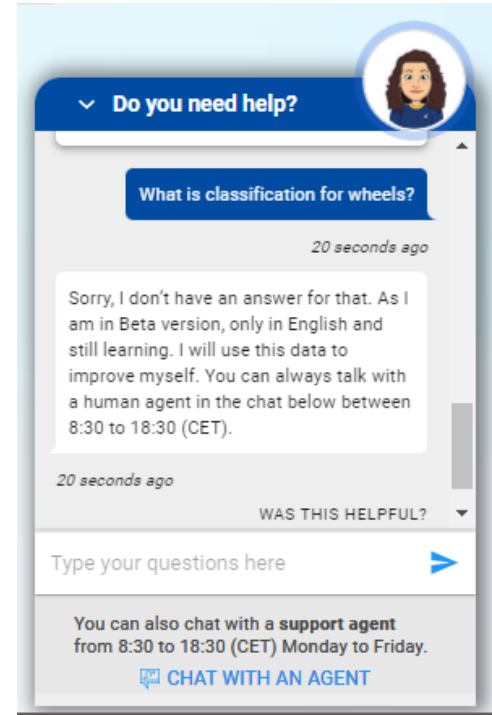
- ✓ Out of scope questions



1st Line chatbot – How it works

What the Chatbot does not answer:

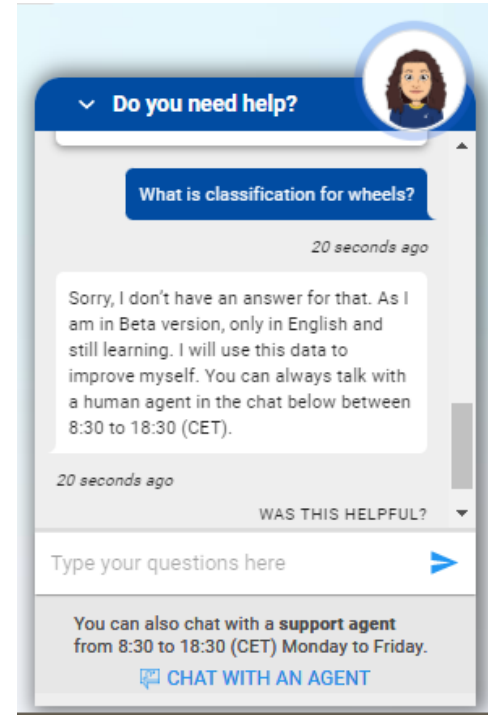
- ✓ Out of scope questions
- ✓ Confusing questions (jargon or words not recognised)



1st Line chatbot – How it works

What the Chatbot does not answer:

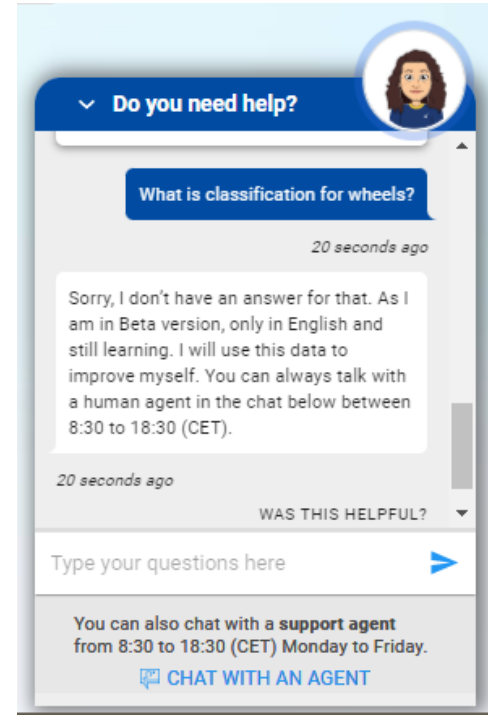
- ✓ Out of scope questions
- ✓ Confusing questions (jargon or words not recognised)
- ✓ Same content as a human agent reply



1st Line chatbot – How it works

What the Chatbot does not answer:

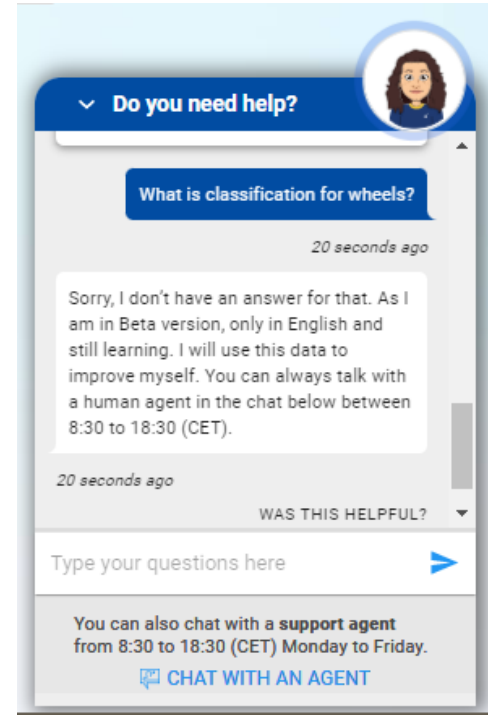
- ✓ Out of scope questions
- ✓ Confusing questions (jargon or words not recognised)
- ✓ Same content as a human agent reply
- ✓ Pre-examination questions



1st Line chatbot – How it works

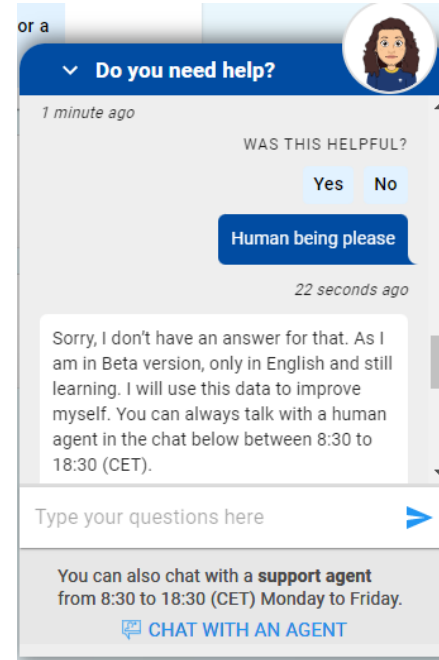
What the Chatbot does not answer:

- ✓ Out of scope questions
- ✓ Confusing questions (jargon or words not recognised)
- ✓ Same content as a human agent reply
- ✓ Pre-examination questions
- ✓ Legal assistance information



1st Line chatbot – How it works

Human being please!

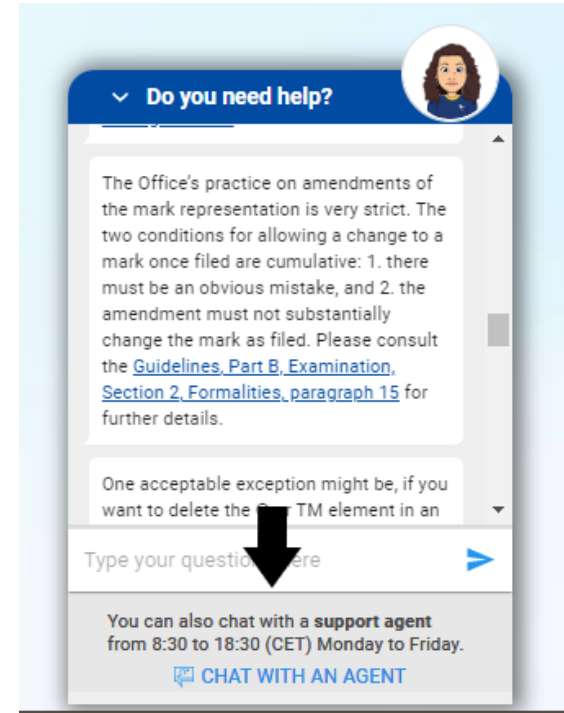


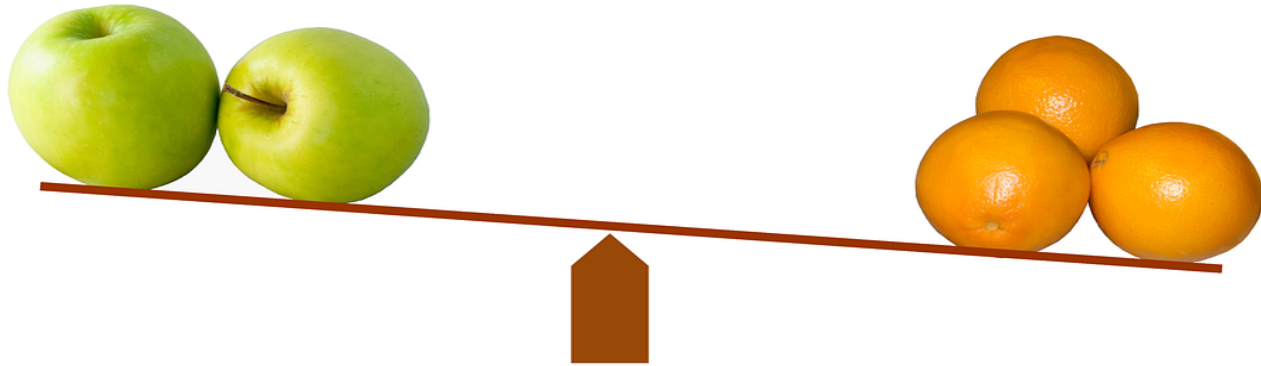
1st Line chatbot – How it works

The Chatbot is a **new born baby**, still under construction.

Remember !

Option: **chat directly with an human agent online**, available from Monday to Friday (8.30 to 18.30 CET).



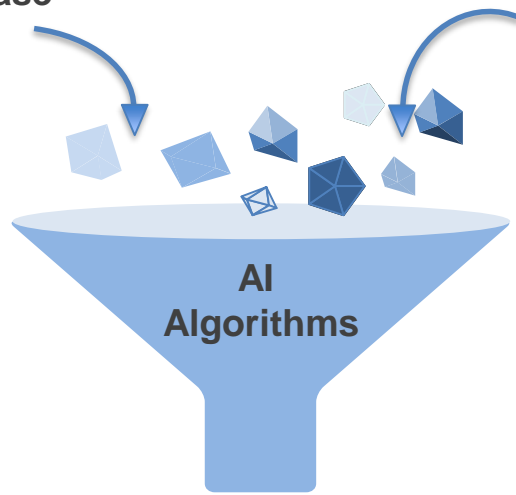


AI based Comparison of Goods and Services

Similarity Database

Extracted Pairs

Previous Decisions



Semantic Search

Prediction based on historical Data



Examiners

EXACT PAIR

kefir vs jam

SEMANTICALLY SIMILAR PAIR examples

milk products vs cooked fruits
yoghurt vs preserved fruits

outcome ?



Earlier rights

1043107 / EDN / IR / IR

Search 

- Classes minimised will not be considered in the Run Comparison

Mark as dissimilar ●

1043107 / EDN / IR / IR

Add classes ▲ ▼Class 5 ✎ This list has been edited manually -

- Disinfectants
- bactericides
- herbicides
- fungicides
- insecticides
- pesticides
- algaecides
- and fumigants for destroying plants
- bacteria
- insects
- vermin and other pests

Mark as dissimilar ●

Contested G&S in the moment of the filing of the Opposition against 018260806

Search You have confirmed **4 out of 261** terms ▲ ▼Class 3 ✎ +Class 4 ✎ +Class 5 ✎ -

- Rubbing alcohol
- Alcohol for pharmaceutical purposes
- Antiseptics
- Antiseptics with prophylactic effect
- Antiseptic cotton
- Sanitizers for household use
- Disinfectants for hygiene purposes
- Disinfectants for veterinary use
- Germicides
- Antibacterial wipes
- Sanitizing wipes
- Tissues impregnated with antibacterial preparations
- Cleaning cloths impregnated with disinfectant for hygiene purposes
- Antibacterial hand lotions
- Antiseptic cleansers
- Washes (disinfectant -) [other than soap]
- Antiseptic ointments

5 Semantic

Class 5 Disinfectants

VS

Class 5 Washes (disinfectant -) [other than soap]



Semantic 4 Identical/ 1 Similar

80 20 %

Closeness	ClassA	ExpressionA	ClassB	ExpressionB	Similarity Degree	Link	Paragraph	Source	
1.00	5	disinfectants	5	washes (disinf...	Identical		The contested ...	D	Copy
0.99	5	disinfectants	5	disinfectants [...	Identical		The contested ...	D	Copy
0.99	5	disinfectants	5	germicidal pre...	Identical		The contested ...	D	Copy
0.97	5	disinfectants	5	medicated and...	Identical		The contested ...	D	Copy
0.96	5	disinfectants	5	antimicrobial b...	Similar		The contested ...	D	Copy

CREATE PAIR

 Identical High Similar Similar Low Similar Dissimilar

Close

Remove this pair

Confirm this pair

FEEDBACK EXAMINERS

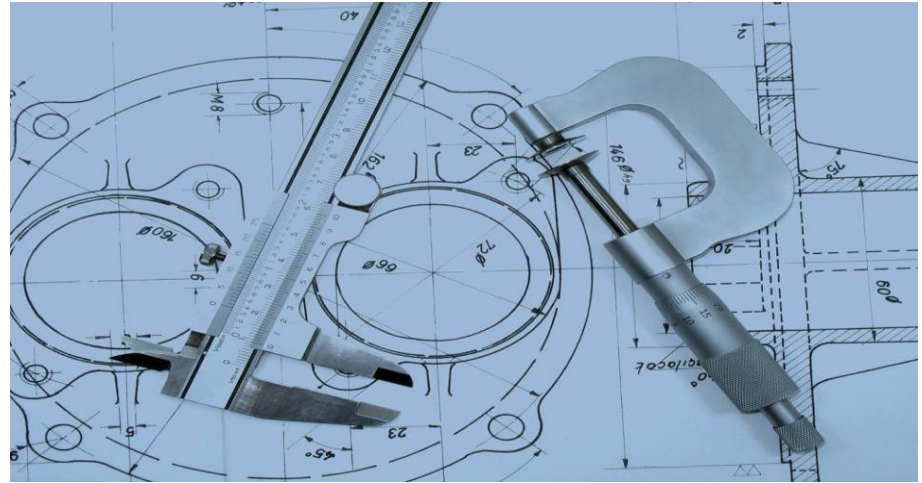
“Thanks to the improvements, the comparison is much more faster”

“I am able to use more reasonings by analogy”

“The analogous results given by the AI algorithm are in most cases precise and accurate, and even if not, they give you a general idea of the closeness with other G&S”

“The prediction of the possible outcome in my cases has been more than 90% accurate”

Identify Deficient Designs ?



Using AI Image Processing

Using eSearch Plus:

Can I find a similar design today ?

EUTM 000030301

'Springer'



Trade marks (17676)

Designs (17309)

Owners

Representatives

17309 search result(s) in 174 page(s) in 7.603 seconds

1 2 3 4 5 6 7



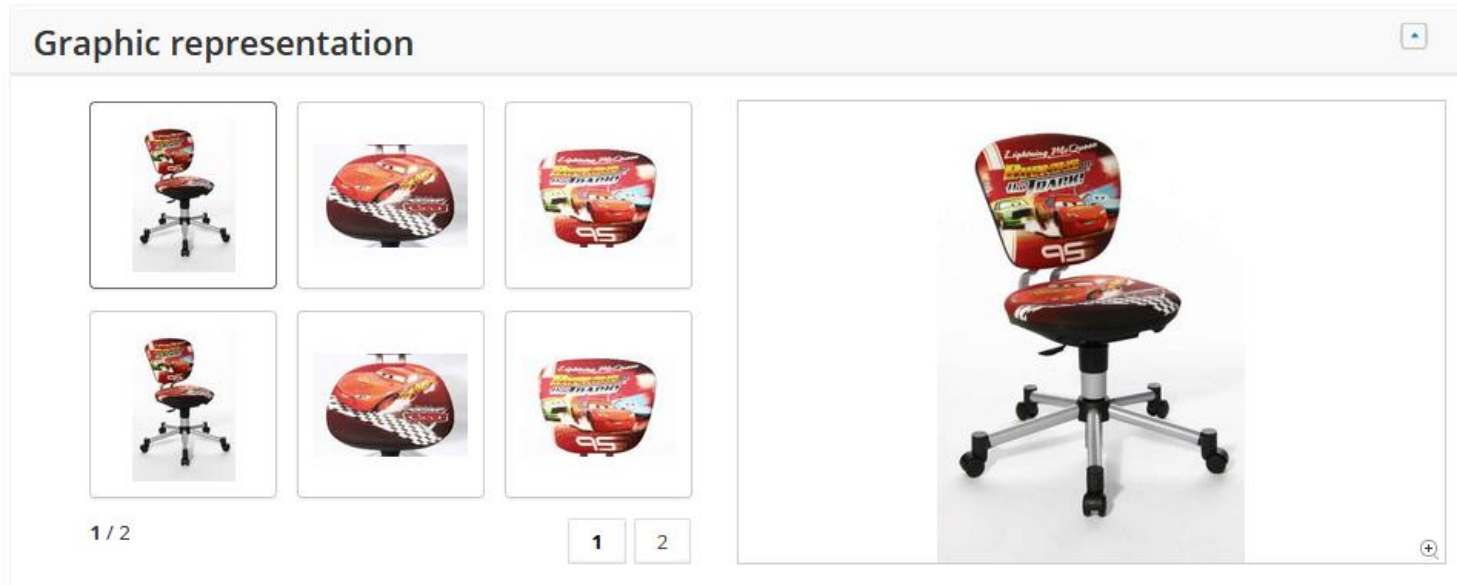
   100

Actions  Export .xlsx

Select all



A typical design representation – containing 7 images



LIGHTNING MCQUEEN Chair – RCD 000858055-0004

Let us a have quick look at:

Known Deficiencies that arise frequently

❑ Poor quality



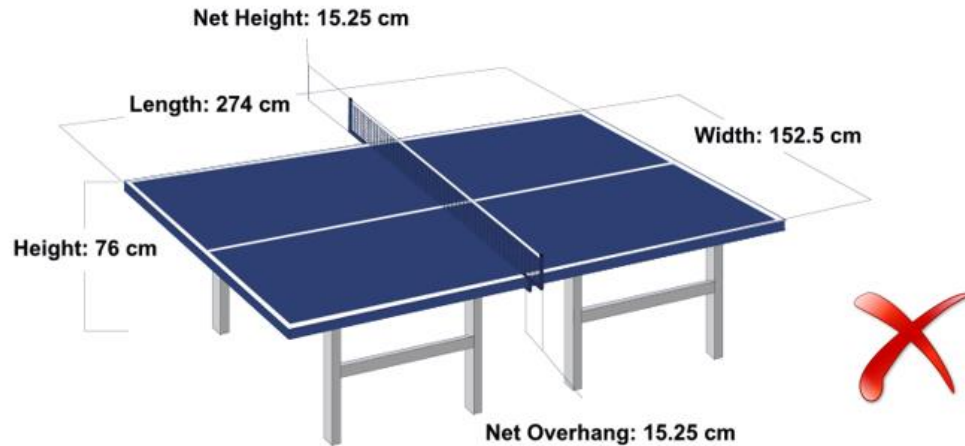
Deficiency: Difficulty to see the chair

☐ Good quality



Deficiency: Resolved using a new background

- ❑ No extra elements: words, arrows, numbers



Deficiency: Measurements of table given in the design image

- No extra elements: words, arrows, numbers



Deficiency: Resolved – additional symbols removed

❑ Neutral background

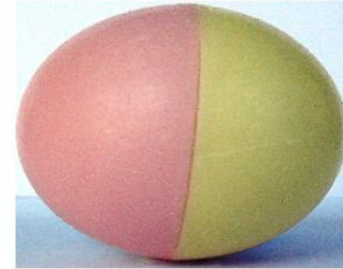
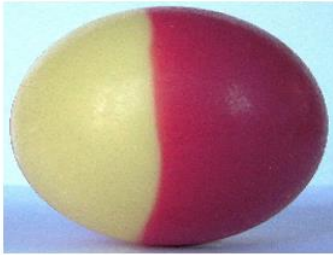


Deficiency: What is to be protected ?

Neutral background



Deficiency: Resolved – the sofa is to be protected




Deficiency: Same shape but different colours ?

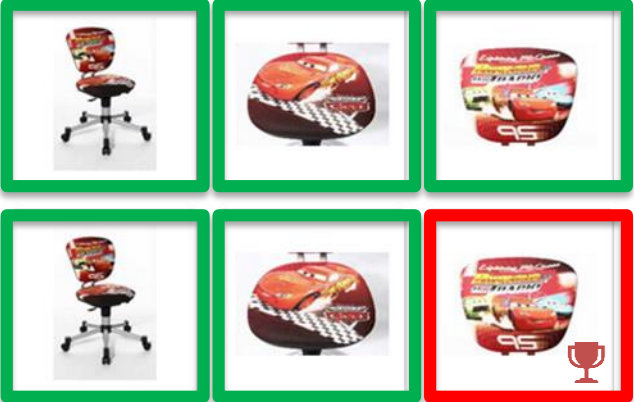
Only 1 view per electronic attachment



Deficiency: 4 views of the design in one image


Building upon AI Image processing used in eSearch Plus

Graphic representation 



1 / 2

1 2



i.e. Process & deficiency detected: *type of deficiency*

Early results

A sneak preview !


Detected Design (view) deficiency

Design with more than one view per attachment:



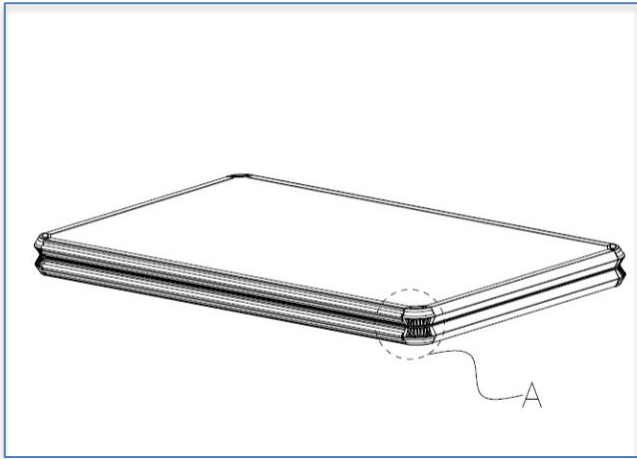
Deficiency correctly detected:

Failed Rules

Rule	Failed	Score
more_than_one_view_per_attachment_rule4		0.941

Undetected Design deficiency -

Design with additional elements or symbols:



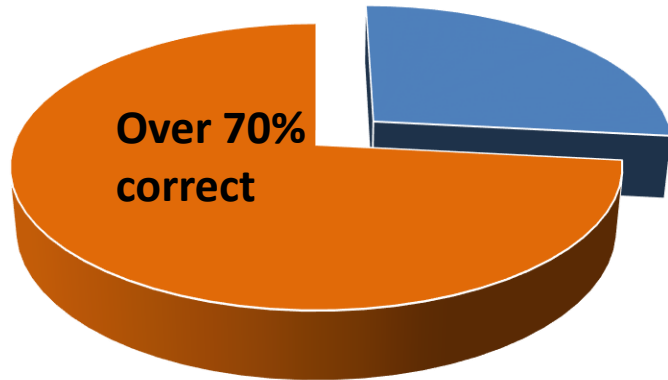
No deficiency detected:

Failed Rules

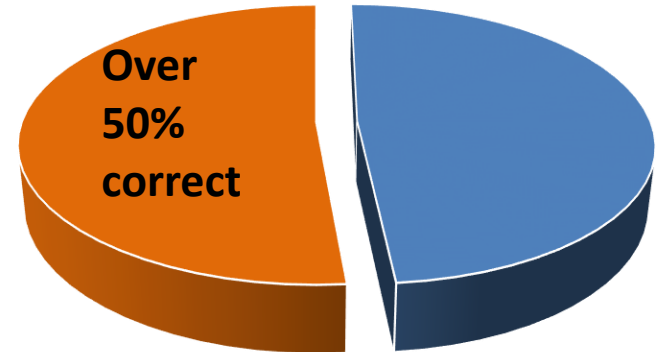
Rule	Failed	Score
------	--------	-------

Early testing – detecting Design deficiencies results

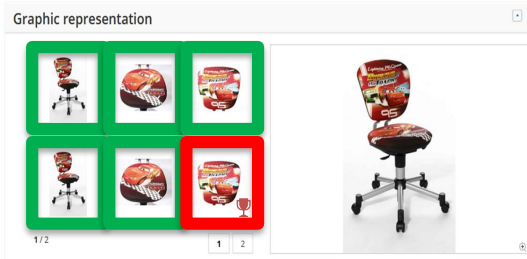
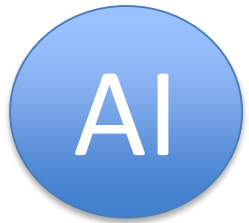
Expert Testing Results



Examiner Testing Results



It's a learning process



**Examiner
- validation**

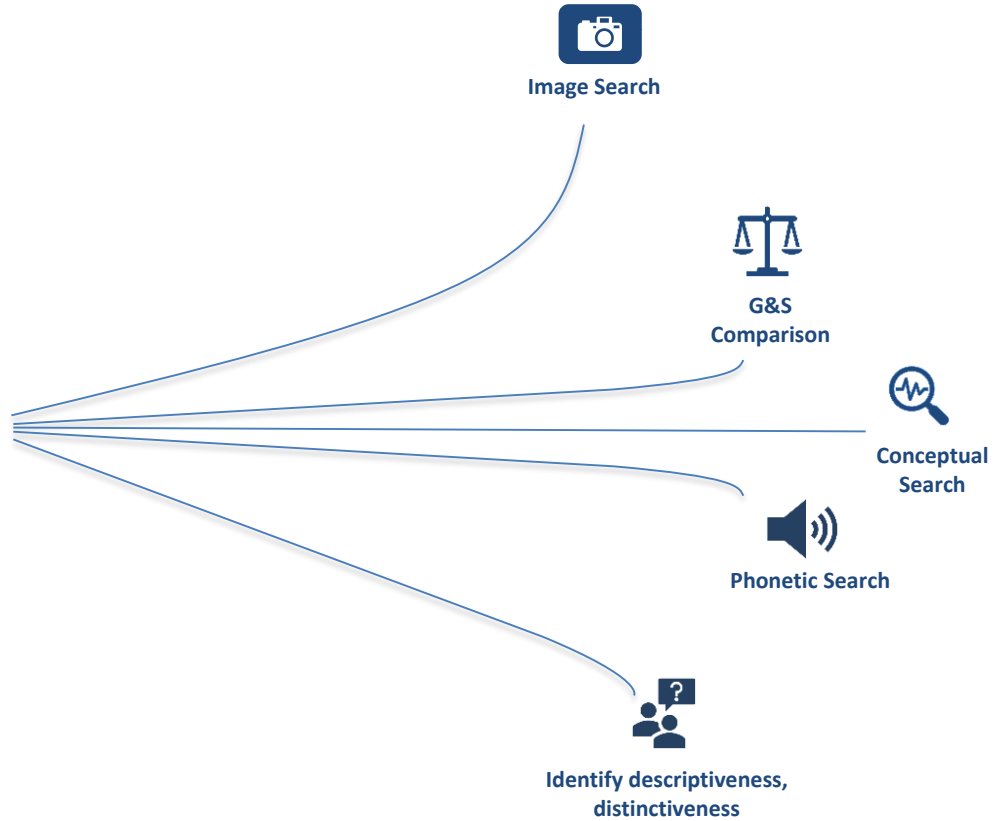


**Quality
of result**



Record result & learn





24 x 7 Support to Users

Choose the Right TM Representation

Avoid conflict with earlier TMs



Image Search



G&S
Comparison



Phonetic Search



Identify descriptiveness,
distinctiveness



Deficient Design
Images



Product Indication
Search



Image Search in
DesignView

24 x 7 Support to Users

Choose Right Design Images

Identify your product



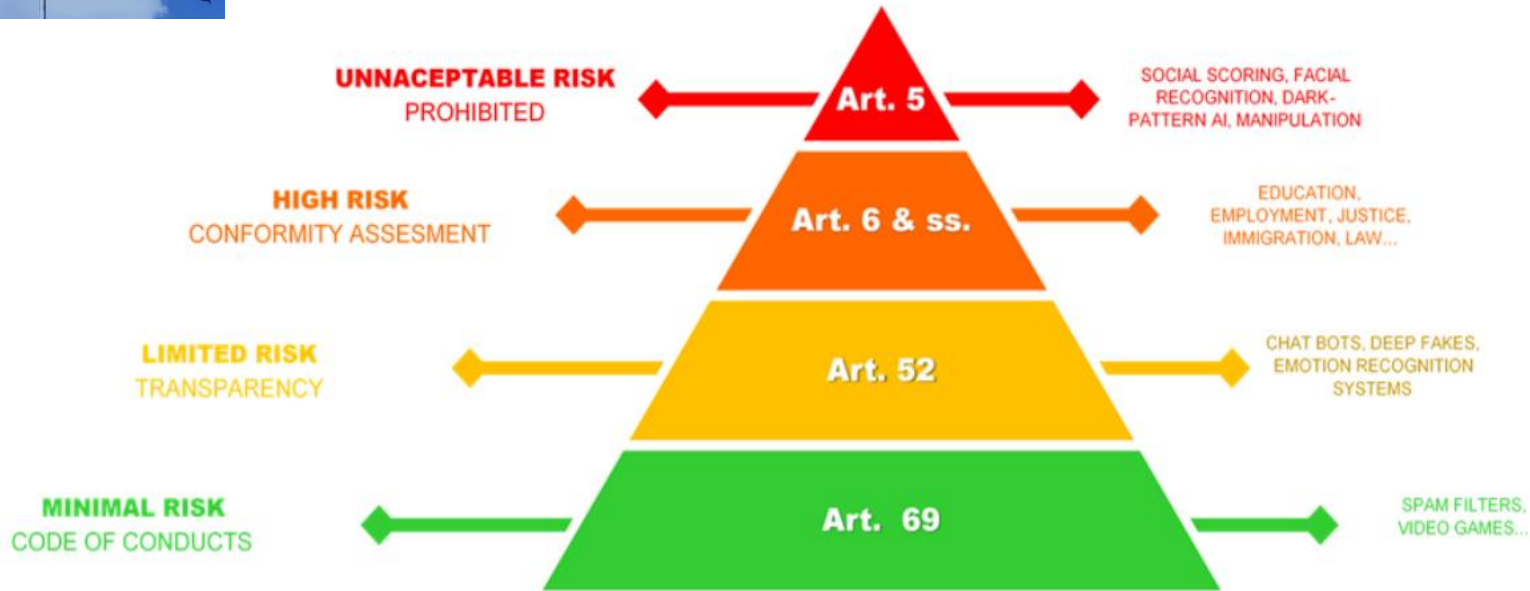
Deficient Design
Images



Product Indication
Search

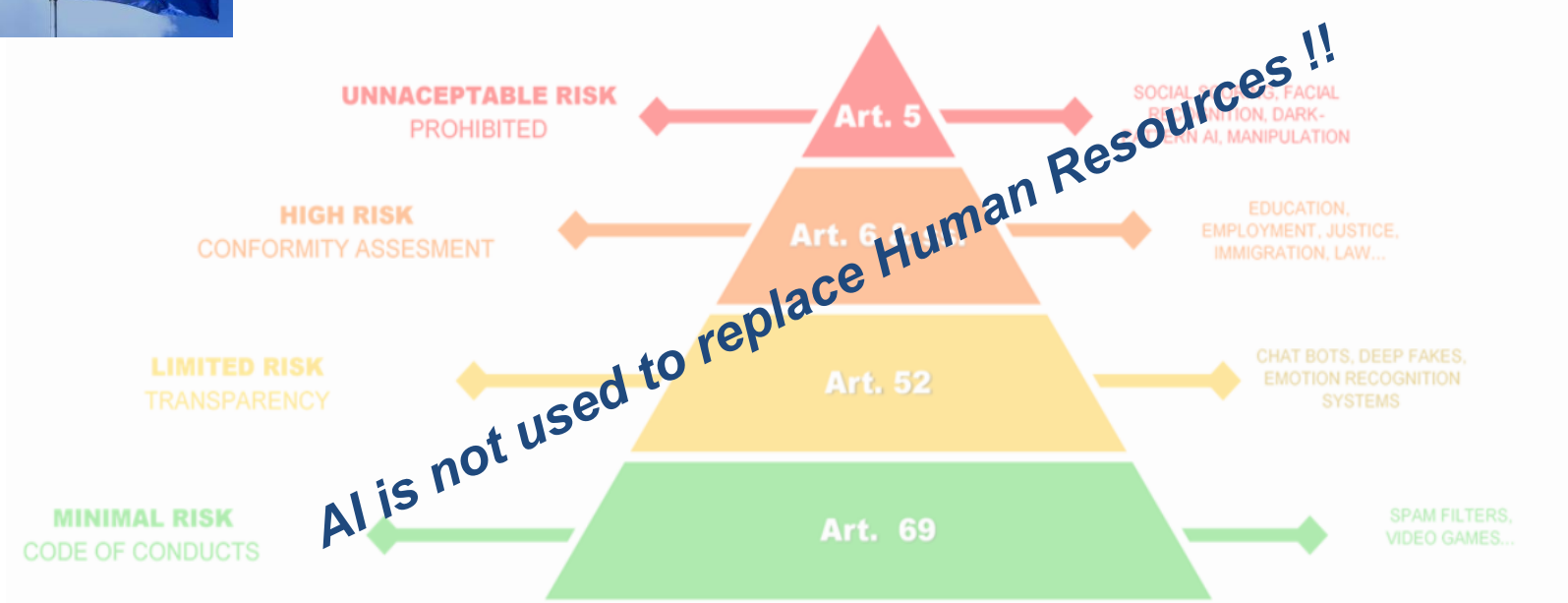


Image Search in
DesignView



Risk based approach

Creating a Trustworthy AI as defined by European AI Alliance



Risk based approach

Creating a Trustworthy AI as defined by European AI Alliance





Speaker presentation

Business Experts



Eamonn KELLY,
Operations Department



Cynthia DEN DEKKER,
Operations Department



Corinne OLIVENCIA,
Customer Department

Moderator



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