



**GOAL 1.1
MATCHING TOOLS AND
PRACTICES WITH USERS'
NEEDS**

PROJECT MANAGER

Jacqueline Winkelmolén

TIMELINE

January 2021 to June 2025

INVESTMENT

EUR 4 150 700

STAFF INVOLVED

53.83 Full-time Equivalents (FTEs)

MOST IMPACTED CAPITAL¹

Relational

MOST IMPACTED STAKEHOLDER

Users & Institutions

**BROADEN THE COOPERATION
FRAMEWORK OUTSIDE THE EU**

The project focuses on the **impact and sustainability of all the tools developed and practices adopted** in non-EU IP offices (IPOs) under the previous strategic plan. To continue building on the work achieved and to extend the network by establishing strategic alliances with non-EU IPOs and to promote the EUTM and RCD systems beyond the EU boundaries.

Its aim is to effectively **extend EUIPN and Office tools, standards and practices to new markets and to develop tools in collaboration with non-EU stakeholders**. As well as, to reinforce relations with non-EU IPOs (including Boards of Appeal) and non-EU users through intermediaries, such as user associations, international fora and other stakeholders in IPR management, including online marketplaces in particular when questions related to **IP registration** are involved.

EXPECTED BENEFITS

- Reduced context constraints for EU businesses in IP systems outside the EU
- Comparable IP standards outside the EU for the EU productive sector
- Extended cooperation and collaborative networks
- Improved user experience through recognisable tools
- Increased awareness of IP and a broader understanding of the EU IP system internationally

¹ As part of an integrated thinking approach, in 2016 the Office adopted the five capitals value creation model (human, organisational, relational, economic & environmental).