



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

PROJECT MANAGER

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TIMELINE

July 2020 to June 2025

INVESTMENT

EUR 1 881 797

STAFF INVOLVED

Full-time Equivalents (FTEs)

MOST IMPACTED CAPITAL¹

Relational

MOST IMPACTED STAKEHOLDER

Institutions

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

**ECP4 CONVERGENCE OF
PRACTICES**

Structured around a project-based approach, **European Cooperation** has a portfolio of projects consisting of both **European Cooperation Projects (ECPs)** set out during the previous strategic plan, and a series of new projects adopted in the framework of the SP2025. Each ECP contains at least one project, which is supported by a working group made up of EU national and regional IP office experts, users, and, where relevant, experts from international organisations.

Under this approach, the **ECP4** concentrates on promoting the development of **common examination standards and practices** in cooperation with national and regional IP offices in the EU. It establishes common practices on: the use of a trade mark in a form differing from the one registered, the distinctiveness of three-dimensional marks, criteria for assessing disclosure of designs on the internet, new types of trad marks, and evidence in trade mark appeal proceedings.

EXPECTED BENEFITS

- Improved communication between EU national and regional IPOs and the EUIPO
- More developed maintenance system to ensure the sustainability of the Network convergence
- Enhanced management of common practices