



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

PROJECT MANAGER

Ricardo Ferreira

TIMELINE

July 2020 to June 2025

INVESTMENT

EUR 333 286

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).

**ECP7 SUPPORTING THE
TRANSPOSITION OF THE TRADE
MARK DIRECTIVE**

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 new projects to be adopted and implemented. 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.

Within this context, under **ECP7** the Office and IPOs will cooperate in **sharing information and exchanging technical expertise and assistance to promote interoperability between trade mark procedures within the Network**. This will be achieved by supporting IPOs in the transposition and implementation of the **Trade Mark Directive**, including new procedures, new types of trade marks, etc. Tools development and capacity building actions will compose the core of this sub-project.

EXPECTED BENEFITS

- Effective use of the Offices' ability to participate in the creation of common tools
- Enhanced quality, consistency and predictability as a result of creation or adaptation of common tools
- Greater transparency and accessibility for users
- Greater cooperation, communication flow and knowledge sharing with IPOs
- Efficiency of maintenance to ensure continuity of converged practices