



**GOAL 2.1  
IMPROVED USER EXPERIENCE,  
QUALITY AND EFFICIENCY**

**TIMELINE**

January 2023 to June 2025

**INVESTMENT**

EUR 501 thousand

**STAFF INVOLVED**

8.7 FTEs<sup>1</sup>

**MOST IMPACTED CAPITAL<sup>2</sup>**

Organisational

**MOST IMPACTED STAKEHOLDER**

Users

<sup>1</sup> Full-time equivalent.

<sup>2</sup> As part of an integrated thinking approach, in 2016 the Office adopted a five capitals value creation model (human, organisational, relational, economic & environmental).

**E3U2: PRE-ASSESSMENT**

In line with Office's mission of becoming an 'IP hub of excellence', this project aims at providing customers with **pre-assessment solutions, adapted to the different customer segment needs**, to enable them to efficiently manage their proceedings before the Office and better assess and evaluate the potential risks that the application may face - **TM pre-assessment** -, before filing a trade mark application. These solutions, which make use of advanced customer-centric services, aim at **maximising predictability, efficiency and customer satisfaction** by offering **clear, comprehensible and tailored information** to guide them and improve their filing strategies.

**EXPECTED BENEFITS**

- Positive impact on the percentage of TMs straight-through cases mainly due to a decreased percentage of cases that are objected under absolute grounds or with classification deficiencies, as well as of EUTMs that receive an opposition
- Increase user overall satisfaction and satisfaction with the online tools due to detection of potential deficiencies before the application is filed
- Positive impact on the Office's efficiency as a result of less problematic applications to be examined and an expected reduced number of oppositions to be received