



**GOAL 3.2
EVOLVING WITH THE DIGITAL
ERA**

PROJECT MANAGER

Florence Dangotte

TIMELINE

July 2021 to September 2023

INVESTMENT

EUR 456 887

STAFF INVOLVED

2.85 Full-time Equivalents (FTEs)

MOST IMPACTED CAPITAL¹

Organisational

MOST IMPACTED STAKEHOLDER

Users

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

IP TERMINOLOGY

The objective of this project is twofold: on the one side, it aims at **improving the efficiency of the linguistic ecosystem** by adopting a holistic approach and the latest technological advances, particularly in the field of artificial intelligence (AI). On the other side, it intends to identify how **improvements in the linguistic sphere could be moved upstream** in the lifecycle of the EUTM to benefit areas such as the classification of goods and services (G&S), e-filing or other front office applications (e.g. Goods and Services Builder).

Looking at the **increased EUTM filings forecasts**, it is crucial to implement **innovative technical and operational solutions** to control the volume of IP translations and to reduce the operational effort in classification.

EXPECTED BENEFITS

- Reduced IP translation volumes
- Increased operational efficiency
- Reduced IT maintenance costs
- Improved data quality and consistency