



STRATEGIC PLAN 2020



PROJECT CARD

EXTENSION OF TOOLS AND SUPPORT TO OBSERVATORY IN NON-EUROPEAN COUNTRIES

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PROJECT DETAILS

LoA

Line of Action 4: Intensify network engagement

STRATEGIC
GOAL

Goal 3: Build network convergence with global impact

STRATEGIC
OBJECTIVE

Objective 4.2: Extend reach of existing tools and databases

DESCRIPTION

The Office is entrusted by the legislator to cooperate with non-European offices and international organisations in relation to the tasks conferred by the amended EUTMR.

Such tasks are those related to the administration and promotion of the EU trade mark system, the Community design system, as well as the promotion of convergence of practices and tools in the fields of trade marks and designs in cooperation with the IP offices of EU Member States. Furthermore, tasks referred to Regulation (EU) No 386/2012 and Directive 2012/28/EU also fall within the scope of international cooperation.

This is not a casual result but it is a direct consequence of the added value generated by the Office through the implementation of the first Strategic Plan, and its recognition by the legislator in the form of a strong legal basis for further international cooperation.

Regarding international cooperation beyond the EU, meeting the challenge of having a more user-friendly and interconnected IP system globally involves cooperation with third countries, international and regional organisations and multilateral fora.

Based on this framework, and taking into account the feedback received during the widespread consultation process on SP2020, in moving forward with cooperation activities outside the EU, the Office's policy will be guided by a number of principles and modalities for international cooperation. Contributions from EU Member States referred to the international aspects of the SP2020 and supported the increase of such cooperation, thus

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DESCRIPTION (cont.)

expanding the benefits of the users and of all the stakeholders in general, and in particular fostering innovative tools and practices supporting European companies looking to wider and emerging markets for future growth.

The Extension project aims to extend and reuse selected intellectual property (both 'flagship' and normal) tools as well as disseminate best practices and contribute to the implementation of EU-grade IP-related tools in non-EU countries. At the same time, the EUIPO's Observatory will play a role of exchange hub for information, tools and databases relevant for the enforcement of IP rights and, where feasible, create an enforcement network platform to support its belated action beyond the EU.

Acting as an implementing agency for EU-funded projects, the EUIPO will focus on extending and reusing EU IP tools in these countries based on a regional approach, with a focus on providing better services for the users and mainly SMEs. This will be done in close cooperation with the European Commission and the European External Action Service.

The Office will also cooperate bilaterally with non-EU countries or regional organisations (e.g. ARIPO and OAPI) subject to a previous internal and external cost benefit assessment. All initiatives will be aligned with EU policies and priorities in international cooperation, taking into consideration existing association agreements, free trade agreements and cooperation policies settled by the EU for regional areas such as the European Neighbourhood Policy, with the Management Board kept informed. This will ensure that the Office operates within its mandate and its existing institutional framework and is fully coherent with EU international policy.

Geographical scope of the project:

- consolidation and completion of the 23 ongoing integrations for TMview, DesignView and TMclass;
- 23 new offices — Latin American and ASEAN (Argentina, Cuba, Chile, Colombia, Costa Rica, Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Nicaragua, Panama, Paraguay, Uruguay, Venezuela, Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Thailand, Vietnam);
- 27 DesignClass integrations for non-European offices already in flagship tools;
- extension of the support to Observatory actions in non-European countries to the countries that DG Trade has indicated as priority countries.

This project will last until **2020** with defined annual working plans with each bilateral non-European IP office, and its results would be achieved through an investment of **EUR 6 342 949.68** and the involvement of **34.1 (FTEs)** staff until project closure.

EXPECTED BENEFITS

- **For the EUIPO users and the institutions:**
 - improved access to data through free and searchable online tools for the cooperation and promotion of convergence of practices and tools;
 - enhanced coordination between DG TRADE and the Observatory in relation to enforcement activities, in particular through the consolidated Network of EU Delegations in IP in non-EU countries.