

# Name standardization - EUIPO presentation

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## Representatives



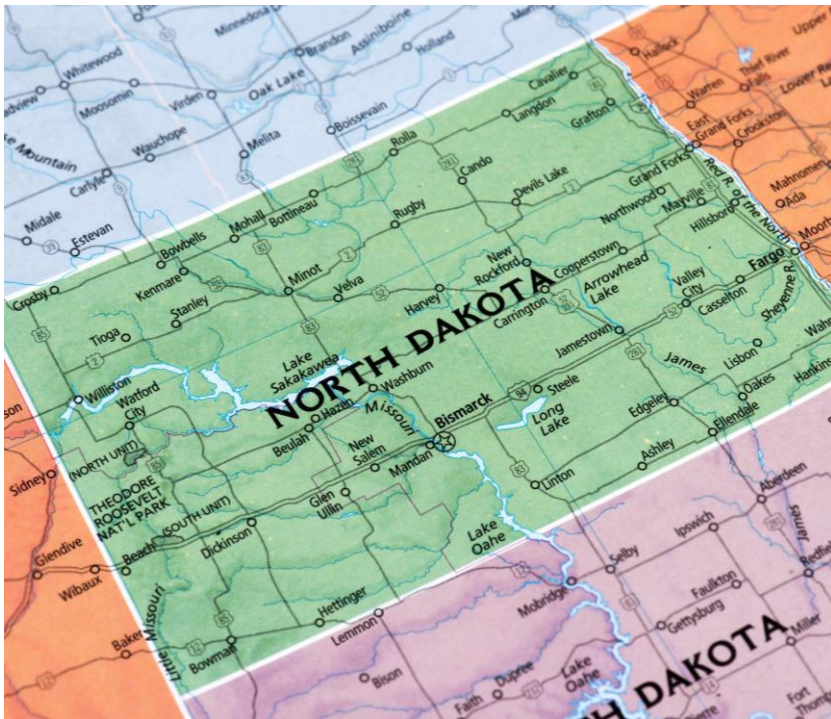
- All new representatives are created in a pending status
- Tasks are created in back-office to check the validity of new representatives
- Possible duplicates are also checked during this process

## Owners / Holders

### Mandatory fields

- Address Information
  - Street and house number
  - Town/city and country
- Natural Persons
  - First name and surname
  - Nationality
  - No initials or titles accepted
- Legal Entities
  - Legal entity name
  - Seat
  - Legal form

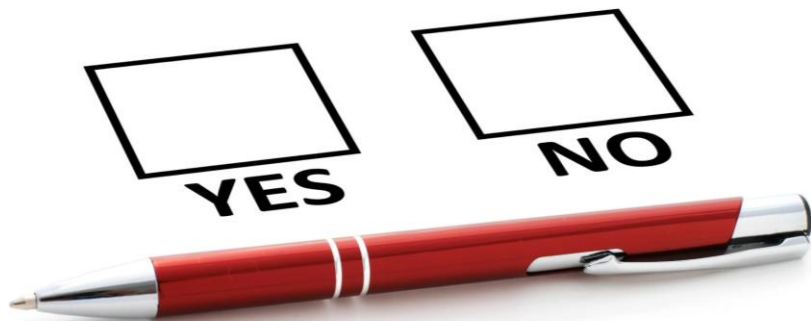
## Owners / Holders



### Optional fields for new Owners/Holders

- Legal entities from US:
  - State of incorporation
- State/County information for owners from US, GB, IN, CA, BR, MX, AU, IE

## Validation rules



If one of the following rules is met the owner is created in status “To Check”:

1. Possible Duplicates
2. Third party addresses (c/o) and PO Box
3. Legal form ‘Other’
4. Details of owners from China, Hong Kong or Taiwan are in Pinyin
5. Discrepancy between the seat and the legal address country

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**THANK YOU**