



The Role of the IP Office in the 21st Century

How an innovative IP Office supports SMEs



Nicolas Vigneron







European Union Intellectual Property Office

- EUIPO SME Programme
- Covid-19 initiative to support SMEs
- The SME customer panels
- The SME customer journey





EUIPO SME Programme – Ideas Powered for business

- SMEs are the backbone of the EU economy.
- IP has long been known as a key driver in innovation and growth.
- SMEs who own IPRs have 68% higher revenue per employee than those who do not, however large firms are 4 times more likely to own registered IPRs than SMEs.



Lack of knowledge/information is the main reason why SMEs do not take IPR any measures

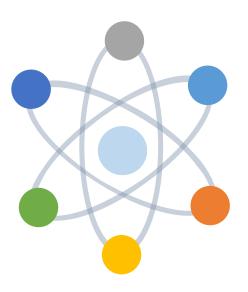
The SME Programme was launched under SP2025 in July 2020.





VISION - SME PROGRAMME

Empower EU SMEs, protecting and enforcing their competitive advantage through IP rights



Ecosystem orchestrator

- Support SMEs in understanding, accessing, using and exploiting the IP system.
- Become an ecosystem orchestrator and help connect different players in the SME ecosystem, building on and consolidating what is already available.





SME NETWORK & COLLABORATION

 Emergence of a powerful new network with traditional EUIPO counterparts as well as new collaborators.

 Reach out to SMEs, stimulating and reinforcing behavioural changes towards IP, innovation and growth.





COVID-19 initiatives

Free personalised consultations on intellectual property for SMEs

More information at: www.euipo.europa.eu











SME Testimonials



VENDING2BE Austria

"Excellent service. You rarely such active help for small companies During these time, we are very grateful for any free help."

Mr. Popper, Croatia "Great initiative for start-ups and new companies."





RDC, Spain

"Very interesting initiative of the EUIPO to help SMEs to solve their doubts about intellectual property and above all, at zero cost!"

Salty Pelican SL. **Portugal**

"The service was very informative and supportive throughout the whole process, making an overwhelming situation more comfortable and easier to resolve. I am really happy with this EUIPO service."





ideas powered for business SME fund

Financial support for intellectual property for SMEs









SME FUND

Service 1:



75% off
IP pre-diagnostic services (IP scans)

Service 2:



50% off basic application fees of trade marks and designs, national, regional and EU

Maximum reimbursement per SME: EUR 1 500













1.500€ Max, reimbursement The application windows will open:

SEPT.





- IP Rights 50% off Trade mark and design basic application fees

- IP Scan 75% off O

IP pre-diagnostic services





European Chion Intellectual Property Office





20.000.000€

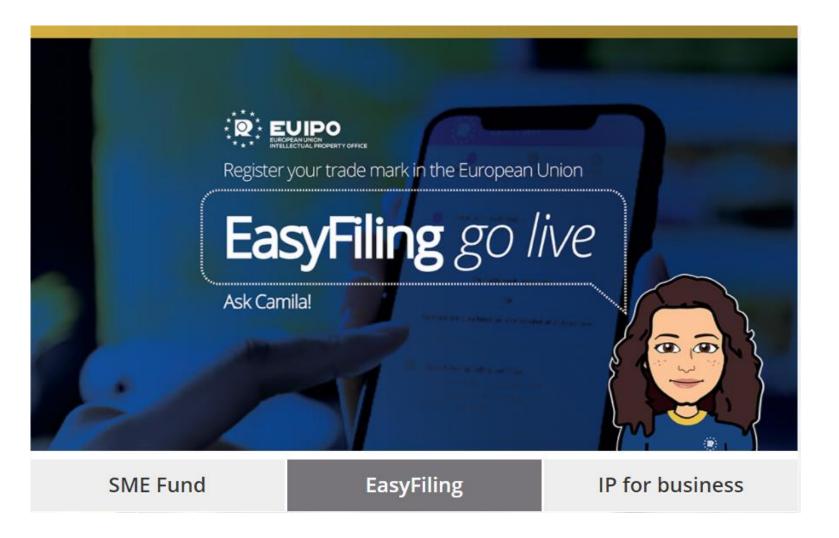
per SME

- The grant decision takes on average 30 days after the window is closed but it may take up to a maximum of 60 days. The EUIPO processes applications on a first come first served basis.
- 2 As from this moment you have 30 days to apply for the services. Services requested before you get the Grant Decision will not be due...
- IP Scan: experts look at your business model, products and/or services and growth plans and support you to formulate your intellectual property strategy from a business perspective.
- Once services have been completed, use the reimbursement form. Reimbursement may take up to 30 days.





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Challenges

Reaching SMEs in every corner of the EU

SME language: we are used to IP experts

25 million SMEs in the EU: not a homogenous group

Changing market place (ecommerce)





Contacts

THANK YOU!!

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Only 9%
of European SMEs
own IPRs...

but those that do have +68% higher revenue

per employee than those that do not*

*controlling for all relevant factors such as size, sector or country

Intellectual property rights and firm performance in the European Union Firm-level analysis report, February 2021

Link to study





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