



EUIPO at the service of customers

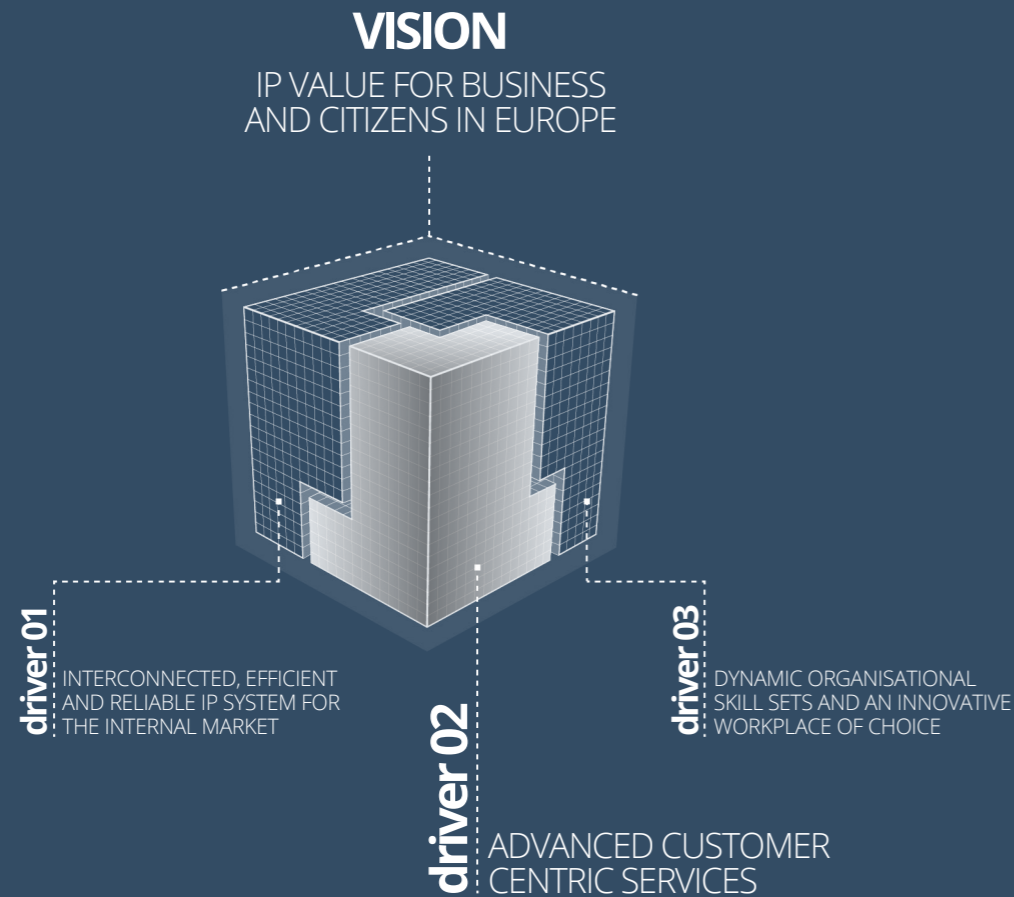
OUR DIGITAL JOURNEY



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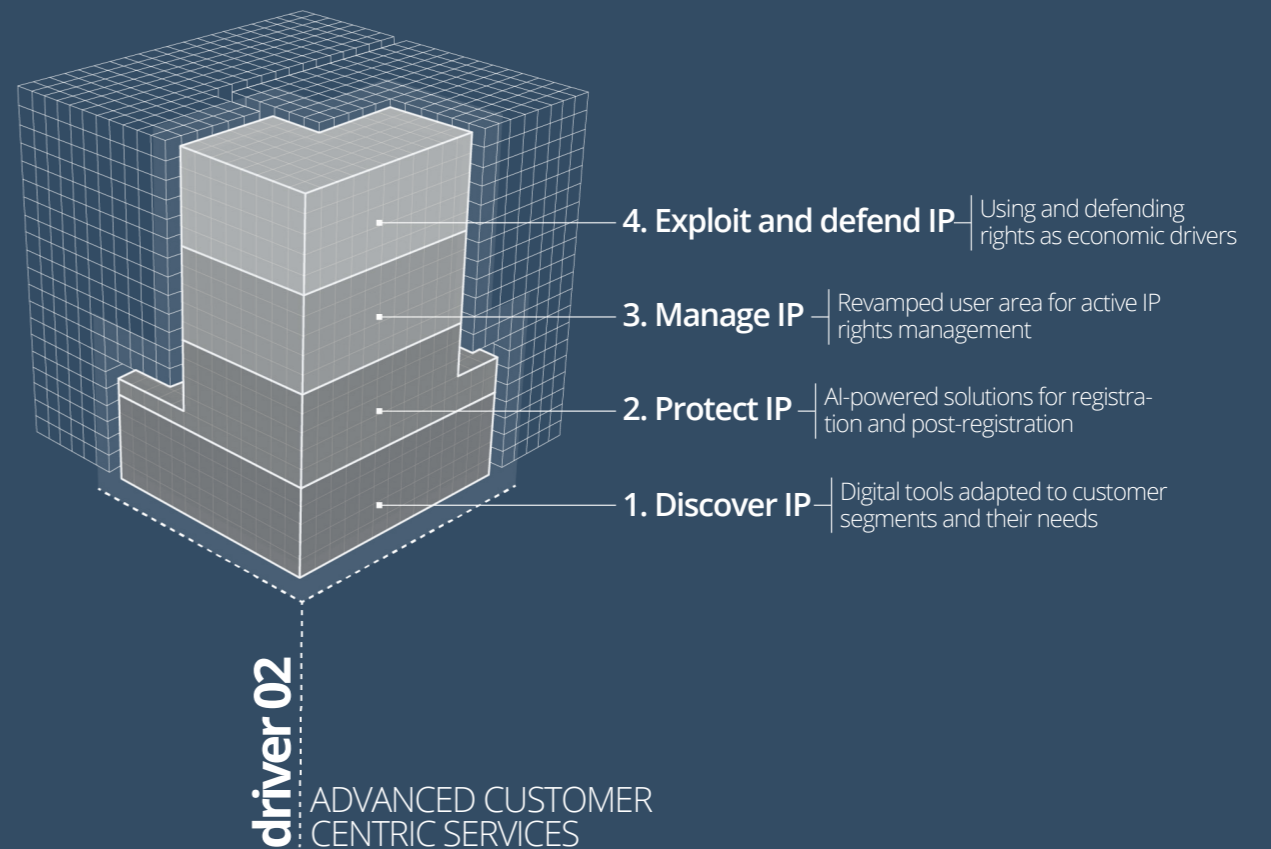


The EUIPO's strategic plan for the years up to 2025 (SP2025) sets out a global vision of delivering 'IP value for businesses and citizens in Europe' and is designed around three strategic drivers. One of these drivers is specifically aimed at developing advanced customer-centric services as part of the EUIPO's digital transformational journey. This document describes the EUIPO's ambition to make the customer's digital experience more tailored, user-friendly and rewarding. It draws mainly on the specific initiatives under the 'customer driver' but also depends on elements of the strategic plan as a whole.

Digital pathways to better customer service

While many of the digital services that the EUIPO (the Office) will be developing and improving are already at the core of our activities, others will be new. All the services, current and future, will be designed around four main pathways of customer interaction with the Office – namely the ways to discover, protect, manage, and exploit and defend IP.

We will refine these pathways to progress making full use of customer feedback, offering digital learning or training and enhancing accessibility through multilingual services in all EU languages. We will build on the strength of the European Union Intellectual Property Network (EUIPN) and build partnerships with intermediaries which come into play before or after IP registration (e.g. company and domain name registries, e-commerce platforms, business support service providers), while taking full advantage of the opportunities provided by new technologies.



1. Discover IP

A new digital platform providing information adapted to the needs of the different customer groups will be the main entry point. The platform will offer a one-stop-shop, while also acting as an entry point improving access to the wealth of diverse resources already available on other national and EU platforms in order to create synergies and avoid duplication.

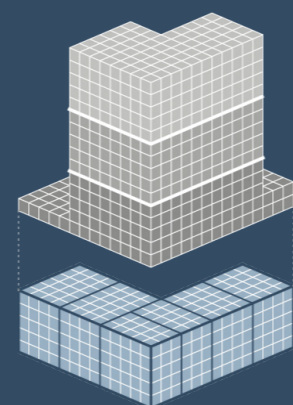
Member State IP Offices will be key partners, drawing on the European Cooperation Programme and providing access to resources at national, regional and international levels, such as the European IP Information Centre's national and regional 'infodesks'. A tailor-made website (the Ideas Powered for business website) will also offer consolidated, simplified and trustworthy information to SMEs with very little or no IP knowledge.

A digital learning programme will be developed for both expert and non-expert customers, and, in cooperation with national IP Offices, an IP Scan enabling SMEs to assess intangible assets and identify valuable IP. In parallel, pro bono services will be offered voluntarily by IP specialists to ensure that non expert customers get the most out of IP.

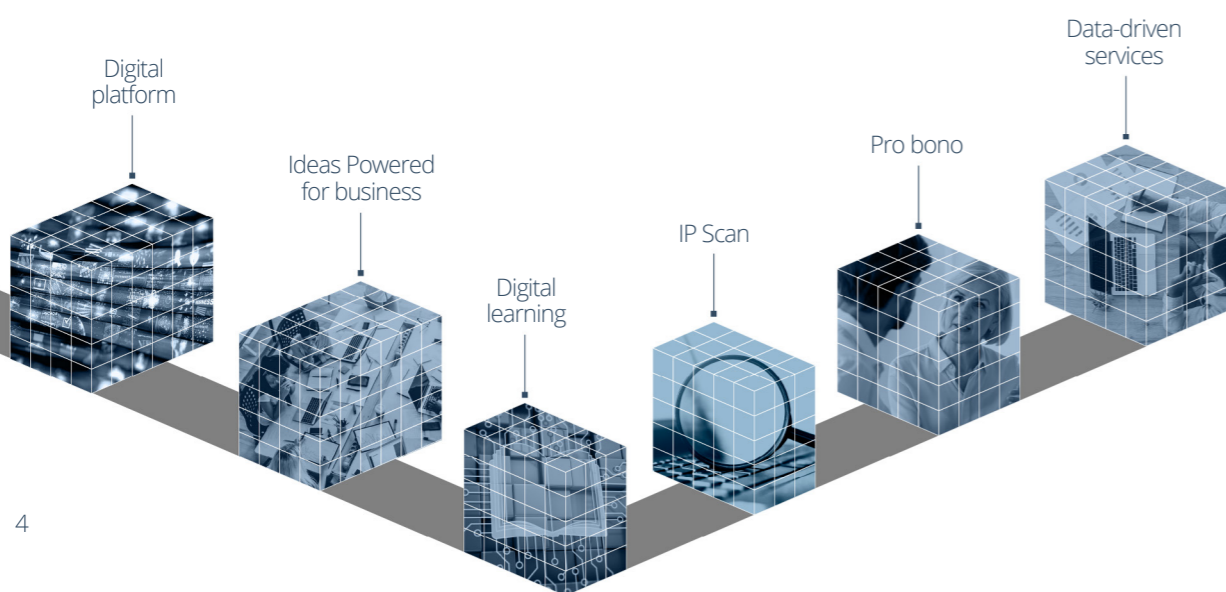
Cooperation will also be developed with 'less traditional' partners and their networks, such as e-commerce platforms and business support services, to further enhance IP knowledge, especially among small businesses.

A new Virtual Visitor Centre will enable the general public and all stakeholders to discover the EUIPO campus, and will provide relevant information on the Office's activities; it will also be used for online events.

New data-driven services will be investigated to enable customers and other stakeholders (e.g. researchers, data aggregation companies in the public and private sectors) to extract relevant information and knowledge from the wealth of public data generated in the EUTM and RCD registration procedures.



driver 02
Pathway 1



2. Protect IP

Digital solutions customised to the customers' specific needs, including fully digitalised communication, will be available to support registration procedures and exchanges with the Office in the course of EUTM and RCD procedures. These will include interactive front-office solutions ranging from easy e-filing forms to services for highly skilled customers.

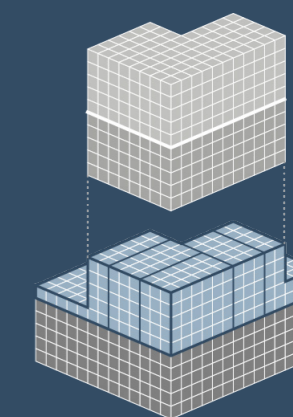
AI¹-powered preclearance tools will maximise predictability, efficiency and customer satisfaction by offering contextualised information to guide customers. This will reduce as far as possible the risk of a registration being refused due to a deficiency in an application or a successful opposition or invalidity action brought by a third party.

In addition to enhanced search capabilities, the possibility of integrating information and processes related to the registration of domain names, and of offering additional protection services to complement the existing ones will also be investigated.

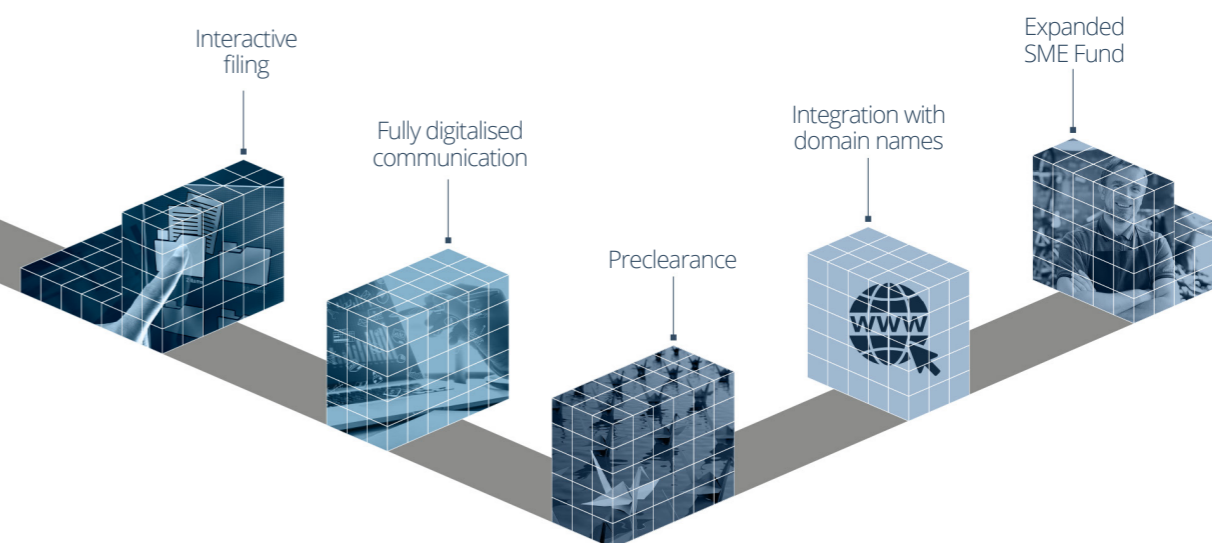
Examples of the potential new services to be explored could include blockchain-based time-stamping services to support innovators and creators in a digital and data-driven economy and before formal IP protection is sought, if the Office is provided with the necessary legal basis.

The existing Ideas Powered for business SME Fund, offering financial support to small businesses to protect their IP rights, will be improved and expanded.

¹ Artificial Intelligence



driver 02
Pathway 2



3. Manage IP

Having invested in the initial protection step, customers need to ensure continuity of that protection. The ultimate objective of this phase is to provide solutions for EUTM and RCD rights holders and their legal representatives to become active managers of IP portfolios.

A revamped EUIPO user area will provide a 'dashboard' control panel to manage IP portfolios, including modern communication channels, personalised alerts, easier online access to files and certificates as well as new payment methods.

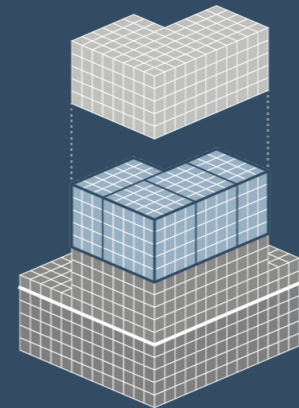
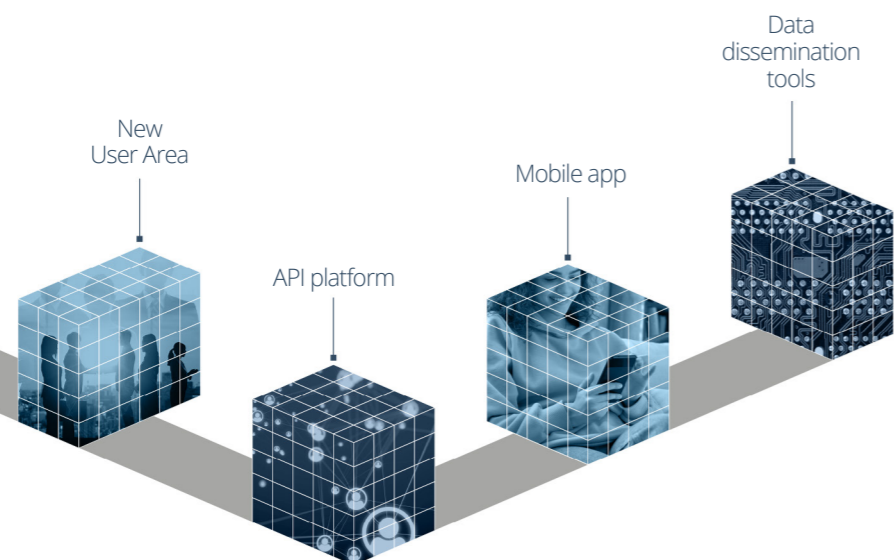
This will become the pivotal interaction platform with the possibility for each user to customise the content depending on their needs, expertise and knowledge.

Application programming interfaces (APIs) will be developed to allow integration with customers' own systems for filing purposes and integration with e-commerce platforms, and to simplify enforcement procedures. In parallel, a mobile app with a simplified user area will provide support to smaller and less expert customers.

The possibility to develop IP wallet management solutions could also be explored in cooperation with national IP offices and WIPO.

A new data dissemination strategy will offer customers enhanced search capabilities and will include:

- an e-Register;
- renovated EUTM and RCD bulletins;
- new data-search services, including a new case-law search engine;
- blockchain based TMview and DesignView.



driver 02
Pathway 3

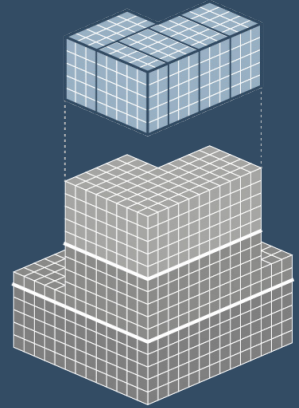
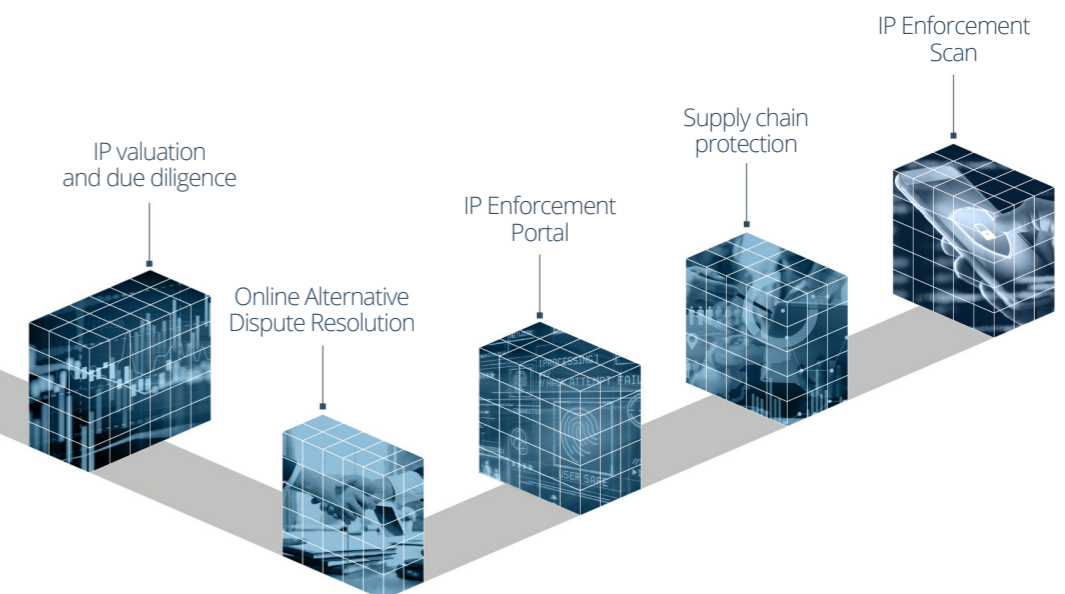
4. Exploit and defend IP

We will offer services to help rights holders convert their legal right into an effective tool for economic growth and societal benefit. The Ideas Powered for business SME Fund will be expanded to enable customers, and especially SMEs, to benefit from IP valuation and IP due diligence services offered by experts. The services will help innovative small businesses to secure financing, attract new partners or take advantage of business-to-business licensing opportunities.

Online alternative dispute resolution services (ADR) will make conflict resolution less expensive and more accessible. The IP Enforcement Portal (IPEP) will facilitate cooperation between IP rights holders and enforcement authorities such as customs, police and market surveillance authorities, including the possibility of enhanced integration via an API.

The protection of supply chains will also be facilitated by providing information on anticounterfeiting technologies and the creation of a blockchain authentication platform.

Enhanced IP protection in e-commerce marketplaces will make it easier to defend IP rights that are being infringed in the online environment. To reinforce this, an IP Enforcement Scan for SMEs will be investigated in cooperation with national and regional IP offices.



driver 02
Pathway 4

How?

Customer-driven



Our digital evolution will be customer-driven. Customers will be grouped into homogenous segments based on their needs and types of interaction with us, and the services will be developed, as far as possible, to meet their different needs. Customer panels and dialogues with customers belonging to different segments will be organised on a regular basis to help test and receive feedback on the initial design of the different services. This will ensure that any changes and progress are truly in line with customers' needs.

New technologies



Advanced technologies will be employed in a fully digital infrastructure taking advantage of the opportunities offered by cloud computing, automation, AI, blockchain, as well as data mining and exploitation techniques. AI will allow us to improve the experience for our customers, IP community and citizens by delivering a high-quality service enabled by a human-centric approach. This evolution will help us to be prepared for the new challenges and opportunities of the digital era and give our staff the opportunity to expand their skills and potential.

Special attention will be given to the rapidly evolving global cyber-threats. As its platforms have grown in terms of traffic, usage and demand for services, the Office has invested – and will continue to invest – heavily in IT security to prevent and minimise the impact of the manifold cyber-threats. Security by design will be one of the core features of the Office's new service catalogue, together with the specificities derived from data protection requirements and any applicable legislation related to new technologies (e.g. new EU regulations on AI).

Network approach



The power of the EUIPN will be leveraged to build interoperability between the services offered by its members. This will optimise the customer experience and bring greater value for IP owners and legal representatives. The network will be expanded to partner with additional stakeholders such as e-commerce platforms, domain name and business registries and business support organisations.

Multilingual services



To improve access, a key feature of the future EUIPO catalogue of services will be its multilingual character, taking advantage of improvements in language technology and the strong partnerships with the Translation Centre for the Bodies of the EU and the European Commission that have made possible real-time machine translation into the official EU languages.

The new services will be developed through a series of strategic projects and activities with progress regularly communicated through the Liaison Meetings with national and regional IP offices, User Group Meetings and also monthly communications to institutional stakeholders and user associations.

Initiatives to be developed in cooperation with national IP offices will be incorporated into the scope of existing or new European Cooperation Projects on approval by the EUIPO Management Board and Budget Committee.

The ultimate aim is to use the power of the digital environment to create a one-stop-shop adapted to the protection journey of specific customer segments and that provides integrated access to a wide range of information and processes in addition to the registration of IP rights.

Benefits

The pathways to better digital services are primarily designed to provide a more tailored and productive use of IP rights for all who need them, whether large multinationals or micro enterprises. They take advantage of technological advances and also support and strengthen the capacity of other IP industry stakeholders such as professional representatives. Benefits are therefore not only limited to the customers, but also embrace the EUIPN and society at large.

Customers



- One-stop-shop experience adapted to the business journey of specific customer segments.
- Real-time guidance and assistance throughout the whole rights lifecycle.
- Tailor-made solutions using advanced technologies for the different customers' needs.
- More effective protection strategies thanks to the availability of preclearance tools and learning resources.
- Faster, consistent and higher-quality products and services.
- Fully digital services available in 23 of the EU official languages.

EUIPN



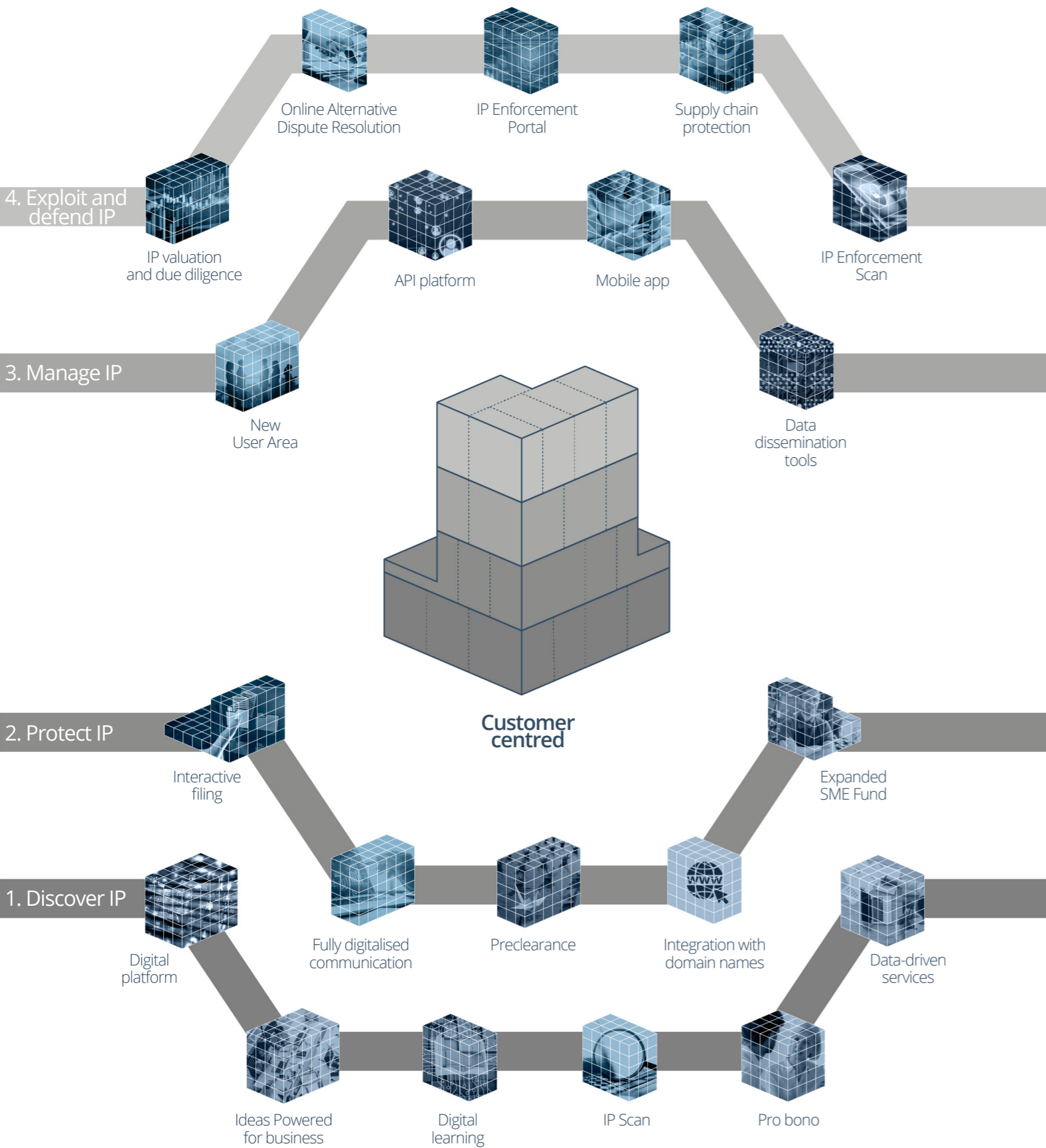
- Updated and new tools available at regional and national level addressing the specific needs of different groups of IP customers.
- Collaborative work solutions to simplify the EU IP landscape.
- Better connection between the EU and national systems thanks to the European IP Information Centre.

Society

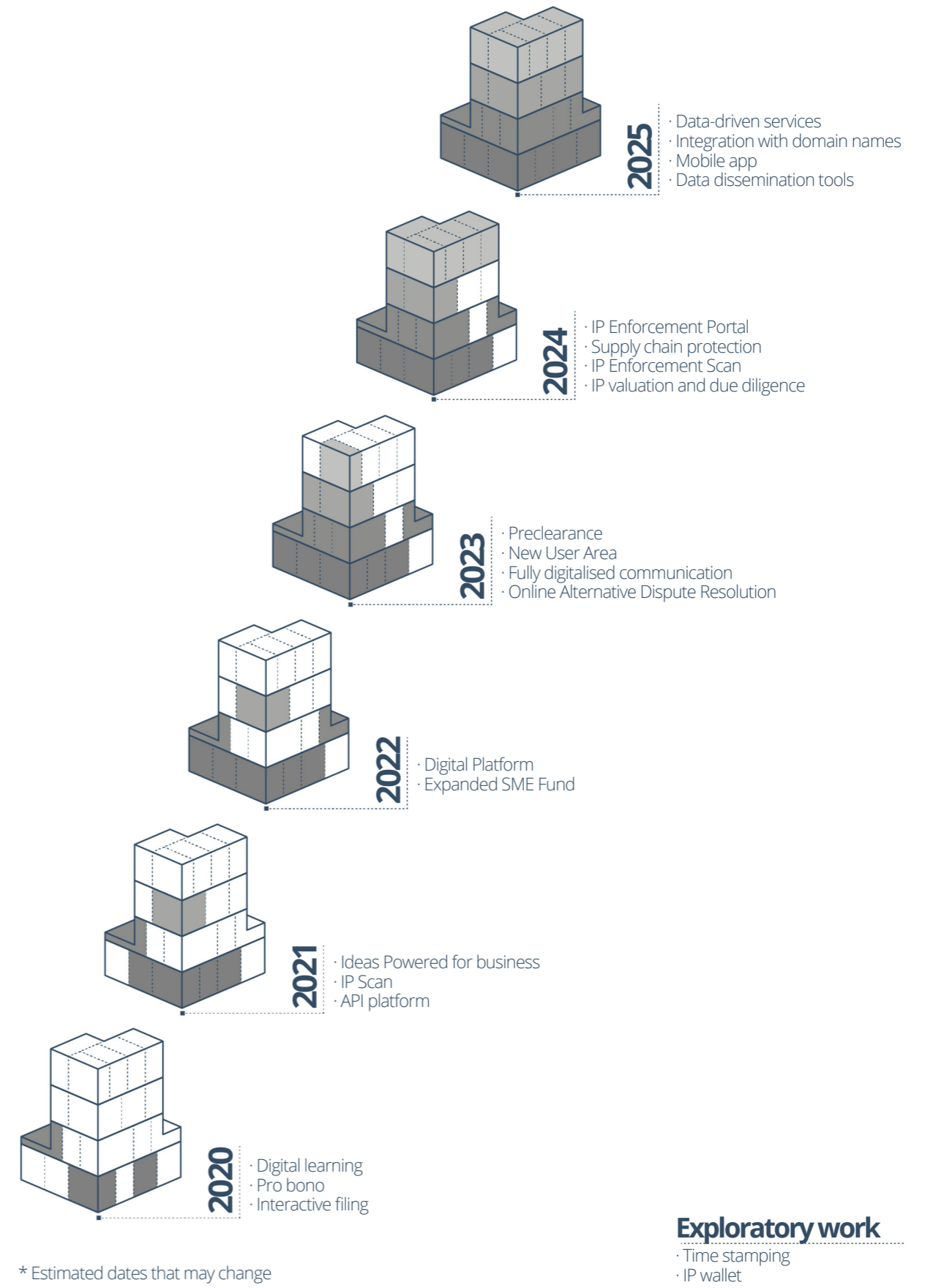


- IP-linked competitiveness gains leading to more and better-paid jobs and increased economic performance.
- Increased IP knowledge and awareness.
- More services for business registries and e-commerce platforms, and fewer counterfeits.
- Improved capacity for innovation and research due to easier access to IP.
- Better enforcement, supply chain protection, and the reduction of IP-infringement-related risks to consumers.

Our digital services map



When?



**STRATEGIC
PLAN
2025**

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