


























Intellectual Property Assets Identifier

Identify and protect your intellectual property assets.

Check your company's assets and how to protect them.

|  <p>What does your company need to protect?</p> |  <p>How can you protect it?</p> <div style="display: flex; justify-content: space-around; margin-top: 10px;"> <div data-bbox="1205 662 1388 734">  <p>Validity</p> </div> <div data-bbox="1541 662 1758 734">  <p>Geographical Scope</p> </div> <div data-bbox="1848 662 2094 734">  <p>Registration <small>*check contact details at the end of this document</small></p> </div> </div> |
|---|--|
| <input type="checkbox"/> <p>Name or logo <i>E.g. a new brand.</i></p> | <div style="display: flex; align-items: center;">  <div style="margin-left: 10px;"> <p>Trade mark Protects the commercial origin of goods and/or services.</p> </div> <div style="margin-left: 20px;">  </div> <div style="margin-left: 10px;">  <p>Indefinitely if renewed every 10 years.</p> </div> <div style="margin-left: 20px;">  </div> <div style="margin-left: 10px;"> <p>In the territory where they are registered.</p> </div> <div style="margin-left: 20px;">  </div> <div style="margin-left: 10px;"> <p>Intellectual property office.</p> </div> </div> |
| <input type="checkbox"/> <p>Invention <i>E.g. a new machine.</i></p> | <div style="display: flex; align-items: center;">  <div style="margin-left: 10px;"> <p>Patent protects products or processes that offer a new technical solution.</p> </div> <div style="margin-left: 20px;">  </div> <div style="margin-left: 10px;">  <p>Generally 20 years if renewed annually.</p> </div> <div style="margin-left: 20px;">  </div> <div style="margin-left: 10px;"> <p>In the territory where they are registered.</p> </div> <div style="margin-left: 20px;">  </div> <div style="margin-left: 10px;"> <p>Intellectual property office.</p> </div> </div> |
| <input type="checkbox"/> <p>Original product design <i>E.g. a new fashion collection.</i></p> | <div style="display: flex; align-items: center;">  <div style="margin-left: 10px;"> <p>Design Protects the appearance of products.</p> </div> <div style="margin-left: 20px;">  </div> <div style="margin-left: 10px;">  <p>25 years if renewed every 5 years.</p> </div> <div style="margin-left: 20px;">  </div> <div style="margin-left: 10px;"> <p>In the territory where they are registered.</p> </div> <div style="margin-left: 20px;">  </div> <div style="margin-left: 10px;"> <p>Intellectual property office.</p> </div> </div> |
| <input type="checkbox"/> <p>Confidential information <i>E.g. a client database.</i></p> | <div style="display: flex; align-items: center;">  <div style="margin-left: 10px;"> <p>Trade secret Protects confidential business information.</p> </div> <div style="margin-left: 20px;">  </div> <div style="margin-left: 10px;">  <p>Indefinitely, if it remains secret.</p> </div> <div style="margin-left: 20px;">  </div> <div style="margin-left: 10px;"> <p>Territorial limits do not apply.</p> </div> <div style="margin-left: 20px;">  </div> <div style="margin-left: 10px;"> <p>Non-disclosure agreements (<i>without registration</i>).</p> </div> </div> |

| | | | | |
|---|--|--|---|--|
|  <p>Creative work <i>E.g. a new song.</i></p> |  <p>Copyright Protects creative works, including software.</p> |  <p>Authors life + 70 years.</p> | <p>The territory is defined by international conventions.</p> | <p>No formality is required except for proof of the date of creation. Most countries have a voluntary registration system.</p> |
|  <p>Product from the specific area where it is produced <i>E.g. a cheese.</i></p> |  <p>Protected geographical indications Protects foodstuffs, spirits, wines and agricultural products with a specific geographical origin, reputation and/or characteristics.</p> |  <p>Indefinitely (subject to different legislations).</p> | <p>The territory is defined by international conventions.</p> | <p>The competent authority of each territory or country.</p> |
|  <p>New plant variety <i>E.g. a new fruit tree.</i></p> |  <p>Plant variety Protects new or improved variety of plants.</p> |  <p>25/30 years, depending on the plant variety, if renewed annually.</p> | <p>In the territory where they are registered.</p> | <p>Community Plant Variety Office and competent authority in each country.</p> |

What will your company get out of it?



Protection

The exclusive right over a product or service and the ability to take legal action against imitators.



Monetising Options

Selling, licencing and franchising are good ways to obtain revenue. Co-branding, to achieve common goals, is also a genuine win-win for companies and users.



Market Exclusivity

A competitive advantage to outperform competitors.



Financial Support












A well-protected business, with a competitive advantage and an established trade mark on the market, will attract investors more easily.



Market Identity

The reputation for strengthen market position and build customer loyalty.

Contacts

| Office | | Contact |
|---|---|---|
| WIPO |  | World Intellectual Property Organization: www.wipo.int |
| EUIPO |  | European Union Intellectual Property Office (for European trade marks and Community designs): www.euipo.europa.eu |
| EPO |  | European Patents Office: www.epo.org |
| The intellectual property offices of the EU Member States (MS IPOs) |  | Austria www.patentamt.at |
| |  | Benelux www.boip.int |
| |  | Bulgaria www.bpo.bg |
| |  | Croatia www.dziv.hr |
| |  | Cyprus www.intellectualproperty.gov.cy |
| |  | Czech Republic www.upv.gov.cz |
| |  | Denmark www.dkpto.org |
|  | Estonia www.epa.ee | |
|  | Finland www.prh.fi | |

Check the availability of your trade mark or the originality of your design against those already registered in Europe or elsewhere:

TMview

<https://www.tmdn.org/tmview/#/tmview>

DESIGNview

<https://www.tmdn.org/tmdsview-web/welcome#/dsview>



France www.inpi.fr



Germany www.dpma.de



Greece www.obl.gr
www.mindev.gov.gr



Hungary www.hipo.hu



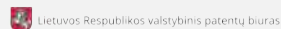
Ireland www.ipoi.gov.ie



Italy www.uibm.gov.it



Latvia www.lrpv.gov.lv



Lithuania www.vpb.lrv.lt

commerce.gov.mt

Malta www.commerce.gov.mt



Poland www.uprp.gov.pl



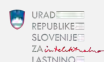
Portugal <https://inpi.justica.gov.pt>



Romania www.osim.ro



Slovakia www.indprop.gov.sk



Slovenia www.uil-sipo.si



Spain www.oepm.es



Sweden www.prv.se

EURid



European Union domain name registry:
www.eurid.eu/en/

CPVO



Community Plant Variety Office:
www.cpvo.europa.eu

Check out



SME fund

The SME Fund is a grant scheme created to help European small to medium-sized enterprises (SMEs) protect their IP rights:

<https://euipo.europa.eu/ohimportal/en/online-services/sme-fund>



Free IP support

<https://euipo.europa.eu/ohimportal/en/online-services/ip-support>