



































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: flex-start;"> <div style="margin-right: 10px;">  </div> <div> <p>Trade mark Protects the commercial origin of goods and/or services.</p> </div> </div> <div style="margin-left: 20px; align-self: center;">  </div> <div style="margin-left: 10px;">  <p>Indefinitely if renewed every 10 years.</p> </div> <div style="margin-left: 20px; align-self: center;">  </div> <div style="margin-left: 10px;"> <p>In the territory where they are registered.</p> </div> <div style="margin-left: 20px; align-self: center;">  </div> <div style="margin-left: 10px;"> <p>Intellectual property office.</p> </div>
<input type="checkbox"/> <p>Invention <i>E.g. a new machine.</i></p>	<div style="display: flex; align-items: flex-start;"> <div style="margin-right: 10px;">  </div> <div> <p>Patent protects products or processes that offer a new technical solution.</p> </div> </div> <div style="margin-left: 20px; align-self: center;">  </div> <div style="margin-left: 10px;">  <p>Generally 20 years if renewed annually.</p> </div> <div style="margin-left: 20px; align-self: center;">  </div> <div style="margin-left: 10px;"> <p>In the territory where they are registered.</p> </div> <div style="margin-left: 20px; align-self: center;">  </div> <div style="margin-left: 10px;"> <p>Intellectual property office.</p> </div>
<input type="checkbox"/> <p>Original product design <i>E.g. a new fashion collection.</i></p>	<div style="display: flex; align-items: flex-start;"> <div style="margin-right: 10px;">  </div> <div> <p>Design Protects the appearance of products.</p> </div> </div> <div style="margin-left: 20px; align-self: center;">  </div> <div style="margin-left: 10px;">  <p>25 years if renewed every 5 years.</p> </div> <div style="margin-left: 20px; align-self: center;">  </div> <div style="margin-left: 10px;"> <p>In the territory where they are registered.</p> </div> <div style="margin-left: 20px; align-self: center;">  </div> <div style="margin-left: 10px;"> <p>Intellectual property office.</p> </div>
<input type="checkbox"/> <p>Confidential information <i>E.g. a client database.</i></p>	<div style="display: flex; align-items: flex-start;"> <div style="margin-right: 10px;">  </div> <div> <p>Trade secret Protects confidential business information.</p> </div> </div> <div style="margin-left: 20px; align-self: center;">  </div> <div style="margin-left: 10px;">  <p>Indefinitely, if it remains secret.</p> </div> <div style="margin-left: 20px; align-self: center;">  </div> <div style="margin-left: 10px;"> <p>Territorial limits do not apply.</p> </div> <div style="margin-left: 20px; align-self: center;">  </div> <div style="margin-left: 10px;"> <p>Non-disclosure agreements (<i>without registration</i>).</p> </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




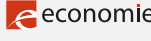


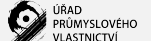


A well-protected business, with a competitive advantage and an established trade mark on the market, will attract investors more easily.



Market Identity

The reputation for strengthen market position and build customer loyalty.

Contacts

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

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

TM|view

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

DESIGN|view

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

Check out

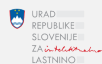
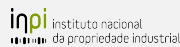
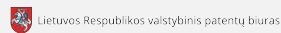
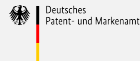


European Union Intellectual Property Office

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>



France	www.inpi.fr
Germany	www.dpma.de
Greece	www.obig.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
Luxembourg	www.meco.gouvernement.lu/fr/le-ministere/ domaines-activite/proprie-intellectuelle.html
Malta	www.commerce.gov.mt
The Netherlands	www.english.rvo.nl/information/patents-and-intellectual-property-rights
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



Free IP support

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

Make
your idea
a **success**



Fostering your innovation & growth

An initiative of:



<https://business.ideaspowered.eu>