

# The Role of the IP Office in the 21<sup>st</sup> Century

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## How an innovative IP Office supports SMEs



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](http://www.euipo.europa.eu) 



## SME Testimonials



**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.”*

**VENDING2BE  
Austria**  
*“Excellent service.  
You rarely such  
active help for small  
companies During  
these time, we are  
very grateful for any  
free help.”*





# SME fund

## Financial support for intellectual property for SMEs



Co-funded by the COSME programme  
of the European Union





## 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**



**WINDOW 1**  
11 January 2021  
- 31 January 2021



**WINDOW 2**  
1 March 2021  
- 31 March 2021



**WINDOW 3**  
1 May 2021  
- 31 May 2021



**WINDOW 4**  
1 July 2021  
- 31 July 2021



**WINDOW 5**  
1 Sept. 2021  
- 30 Sept. 2021



1



**SME or Representative on behalf of SME APPLIES FOR THE GRANT** ①

2



**SME GETS GRANT DECISION** ②

3



**SME APPLIES FOR SERVICES:**

- **IP Rights** 50% off  
Trade mark and design basic application fees
- **IP Scan** 75% off ③  
IP pre-diagnostic services

4

**SME REQUESTS REIMBURSEMENT** ④



**POWER YOUR BUSINESS WITH THE SME FUND**

**20.000.000 €**  
for SME's in 2021

**1.500 €**  
Max. reimbursement per SME

The application windows will open:

**11-31 JAN.** **01-31 MARCH** **01-31 MAY** **01-31 JULY** **01-30 SEPT.**

- ① 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..
- ③ 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.
- ④ Once services have been completed, use the reimbursement form. Reimbursement may take up to 30 days.

## EasyFiling



SME Fund

EasyFiling

IP for business

## 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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