

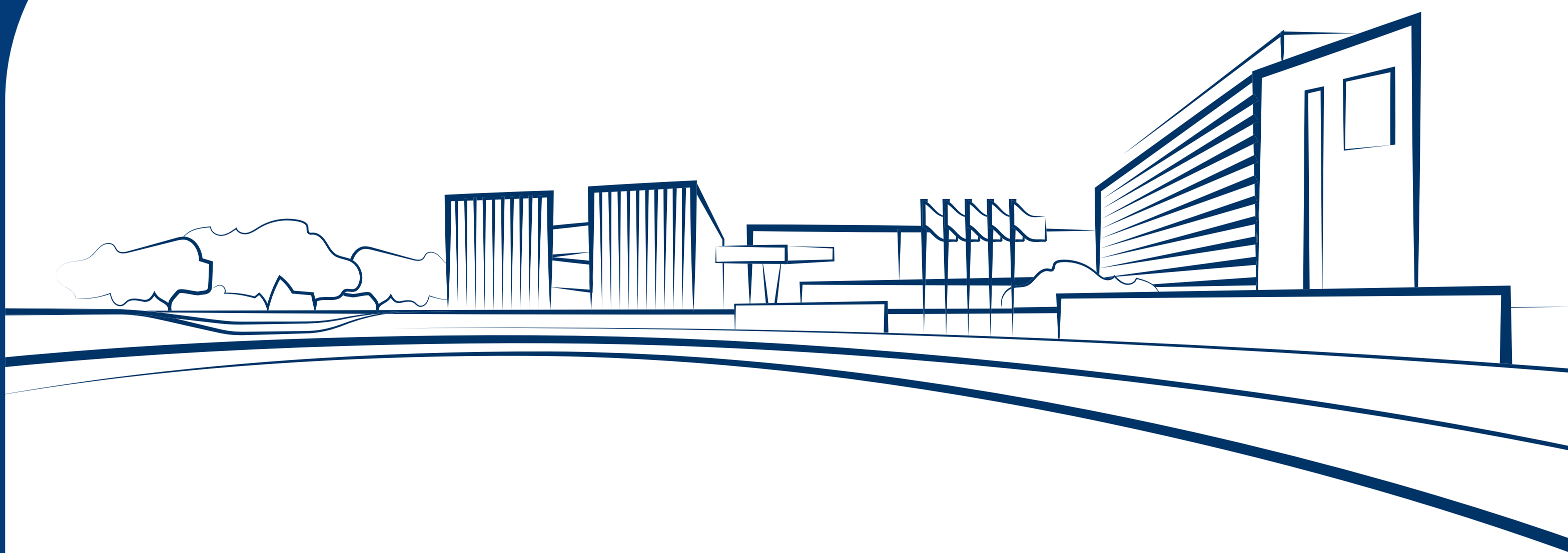


EUIPO

EUROPEAN UNION
INTELLECTUAL PROPERTY OFFICE

EUIPO News

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INDEX

MESSAGE FROM THE EXECUTIVE DIRECTOR	3
NEW FILING TRENDS	5
SP2030 UPDATES AND PROGRESS	5
TOP NEWS	6
RECENT INSTITUTIONAL EVENTS	7
UPCOMING INSTITUTIONAL EVENTS	11
EUROPEAN COOPERATION	13
INTERNATIONAL COOPERATION	14
BUILDING TRUST AND RESPECT	16
SME SUPPORT	19
NEWS IN BRIEF	19
CASE-LAW	21





MESSAGE FROM THE EXECUTIVE DIRECTOR



As we reach the midpoint of 2025, it is a good moment to take stock of the progress made during the first half of the year.

The growth in the number of applications seen in 2024 has been consolidated with a further increase in 2025. Between January and May, total IP applications filed at the EUIPO rose by 8.1%, including an 8.5% increase in European Union trade mark (EUTM) filings and a 7.6% rise in European Union design (EUD) filings. Given that 2024 marked a record year for EUDs, this continued growth is especially significant and confirms the resilience of the EU IP system.

Meanwhile, the global landscape becomes more complex and uncertain. The ongoing conflicts and geopolitical tensions, particularly in Ukraine and the Middle East, alongside persistent trade uncertainties, call for measured, cautious and adaptive planning in our operations.

Cooperation remains at the heart of our work, strengthened through continuous engagement and dialogue with our strategic partners.

The EUIPN Annual Cooperation Meeting in Limassol was also a significant milestone, enabling us to address key strategic topics, including the use of AI in IP, the legal reform in Craft and Industrial Geographical Indications

(CIGI) and designs, inclusivity, and creating a home for copyright in Europe. Our open, frank and constructive discussions at the meeting reflect the strong commitment across the EUIPN to build on the successes in recent years and to work, as a network, for the benefit of all our stakeholders.

The recent meetings of the Management Board and Budget Committee in Alicante also offered a valuable opportunity to review progress on the implementation of Strategic Plan 2030, which continues to advance as planned.

The MBBC meetings also marked a moment of leadership renewal, with Karin Žvokelj elected as Chair of the Management Board and José Antonio Gil Celedonio re-elected as Chair of the Budget Committee. They will be key to support the Office leadership in the years to come.

Recent bilateral meetings with IP offices in Bulgaria, Denmark, Italy, Latvia, Lithuania, and Slovakia reaffirmed our shared commitment to a robust EU IP framework, with a focus on helping European businesses use IP to protect innovation and boost competitiveness. Our engagement with international partners, including the Korean and Icelandic IP offices, further reinforces this commitment. We also deepened our support for Ukraine, welcoming three of its universities to the Pan-European Seal programme and UNIPO delegates to our Liaison Meetings.

Preparations for the upcoming CIGI legislation are well advanced, with applications opening on 1 December. Through our participation in conferences across Europe, over the past few months, we have been able to ensure that the system reflects users' needs and delivers value, competitiveness and local benefits across the EU.

Enforcement continues to be a crucial activity for the IP system. The IP Enforcement Summit

in Athens, co-organised with the Hellenic Industrial Property Organisation (OBI), the European Commission and the Interagency Market Control Unit (DIMEA), brought together over 300 participants from more than 20 countries to discuss the theme 'Stronger IP Enforcement in the Digital Age'. The summit underscored the importance of international cooperation in adapting enforcement strategies to today's rapidly evolving landscape.

Coinciding with the summit, the Council of the EU published its priorities for fighting serious crime during the 2026-2029 EMPACT cycle and IP crime is among these priorities. This decision demonstrates that the EU is committed to protecting consumers, supporting legitimate businesses, and dismantling the criminal networks that profit from IP crime. As technological advancements accelerate, these effective enforcement efforts are more crucial than ever.

Technological advancements also bring changes in how we work. As AI continues to reshape our landscape, at the EUIPO we are developing tools based on an ethical, human-centered approach to AI, with guidelines and principles that support staff and applicants in the responsible use of AI.

Moreover, I recently had the honour of presenting our report on Generative AI and copyright to the European Parliament's Legal Affairs Committee. This report lays a robust foundation for adapting copyright to technological developments and helps provide crucial facts and analysis to the ongoing debate on IP in the digital age.

This report will serve as an important contribution to our broader work on copyright. Looking ahead, the planned launch of the EUIPO Copyright Knowledge Centre in November will further strengthen our contribution, offering valuable insight, coordination and practical support to all stakeholders by establishing a central hub of knowledge and expertise on copyright in the EU.

The notable progress in design protection also merits being mentioned. On 1 May 2025, amendments to the European Union Design Regulation came into force, introducing the European Union Design (EUD) to replace the Registered Community Design (RCD) and bringing about key legislative updates which

will modernize the system. A revised set of Examination Guidelines reflect these reforms and provide clarity for users on how the new law is applied.

Finally, we are preparing for the 2025 DesignEuropa Awards in Copenhagen in September, in partnership with the Danish Patent and Trademark Office. By celebrating outstanding designs from across the continent, the DesignEuropa Awards underline the central role of design – and design protection – in driving commercial innovation and creating value within the European economy. This year, we will celebrate the achievements of Hella Jongerius, our Lifetime Achievement Award winner and will showcase the innovative power of design across Europe, with over 1 250 candidates from 48 countries.

Our progress in 2025 reflects the strength of collective effort, the trust of our stakeholders, and the continued relevance of our mission. As we look to the second half of the year, we remain committed to delivering on the ambitions of the 2030 Strategic Plan, navigating change, embracing innovation and building a future-ready EUIPO that serves the needs of Europe's creators, businesses and citizens.

Thank you for your continued commitment and collaboration. I wish you all a restful and well-deserved summer break.

NEW FILING TRENDS

Through 30/06/2025, Direct EUTM filings grew by 6.6%, and International Registration (IR) filings saw a notable increase of 17.5%, resulting in an overall growth of 8.1% compared to the same period of the previous year.

As in recent years, the majority of filings – 58% – originated from EU Member States, while 42% came from outside the EU. The top five filing countries were China (16.2%), Germany (12.3%), the United States (9%), Italy (7.1%), and Spain (6.8%). In terms of growth, China led with a 19.5% increase compared to the same period last year, followed by the Netherlands (+13.9%), Poland (+10.8%), Germany (+9.1%) and the United Kingdom (+9.1%).

As for Designs, Direct filings increased by 3.4%, and International Registration (IRD) filings rose by 12.9%, leading to a total growth of 4.9% compared to the same period of the previous year.

For the first time, the majority of EUD filings – 51.5% – now originate from outside the EU, with China (29.2%), Germany (13.7%), Italy (9.1%), the United States (8.8%), and Poland (4.9%) making up the top five filing countries.

There is sustained growth in EUD applications from China (+20.9%), the United States (+11.7%), the United Kingdom (+19.2%) and Austria (+13.2%). Notably, the most significant increase comes from Poland, with a rise of 25.2% compared to the first half of 2024.

SP2030 UPDATES AND PROGRESS

The EUIPO's 2025 Annual Work Programme is on track and progressing with a broad range of initiatives and extensive activities. As of the end of June, approximately half of the work programme's activities have been implemented, demonstrating steady momentum and according to our planning. Notable highlights include:

The publication of a report on generative AI from a copyright perspective and the preparations for a copyright conference in December to coincide with the launch of the EUIPO Copyright Knowledge Centre.

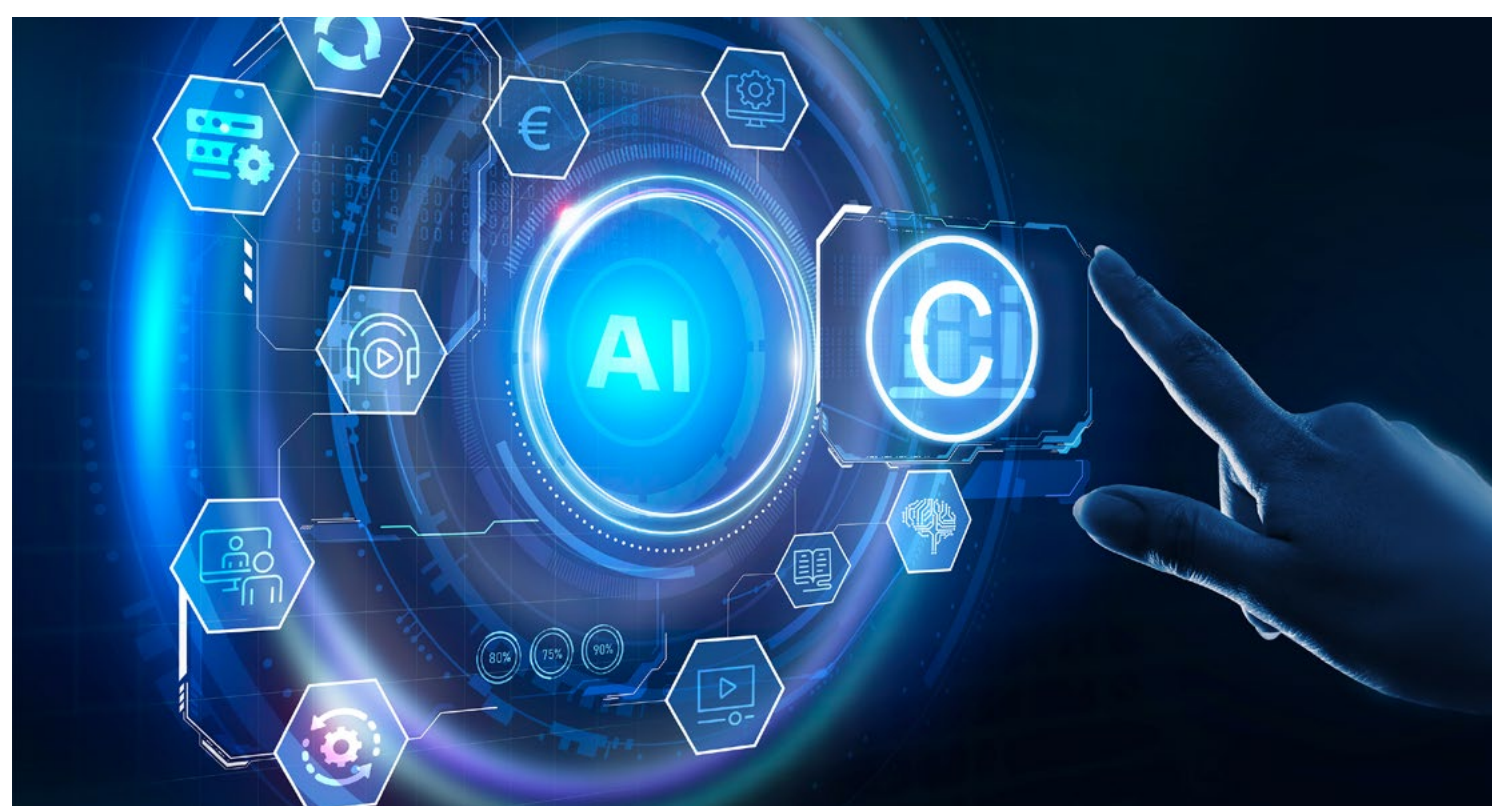
Initial sessions with users in the area of AI-based-tools, where representatives from

user associations and key accounts help to gather feedback and refine our design and functionality of our future tools and platforms. We have made advancements in the Virtual Community on Craft and Industrial Geographical Indications (GIs), including the training of national authorities on the use of GI Portal for electronic filing and case management.

Looking to the future, the preparations for the 2026 Annual Work Programme are also progressing, with a broad range of new and existing initiatives already identified. These are being carefully evaluated and prioritised in the context of available resources and the goals identified in SP2030.

TOP NEWS

New EUIPO study: Development of Generative Artificial Intelligence from a copyright perspective



As Generative Artificial Intelligence (GenAI) systems increasingly exploit existing, human created content to train models and generate new material, urgent questions arise about the lawful use of copyrighted works and ways to distinguish protected from non-protected content.

In this context, the EUIPO has published a comprehensive study to deepen the understanding of GenAI from an EU copyright law perspective. Covering technical, legal, and economic aspects, the study focuses on three interconnected areas: (1) The use of copyright-protected works as training data, (2) the generation of new content by these systems, this raises, and (3) the wider implications for creators, AI developers, and the copyright ecosystem.

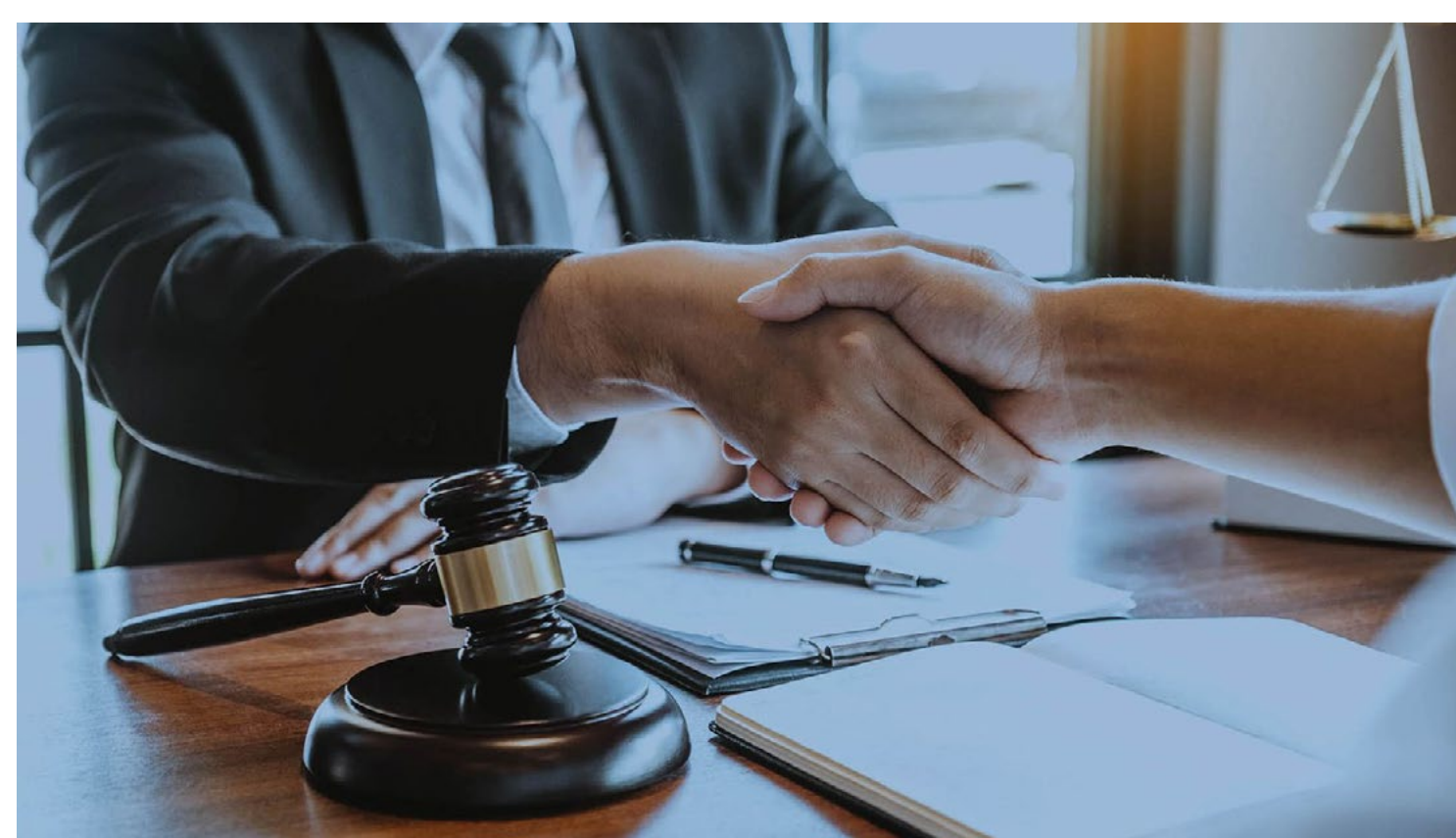
The study is meant to inform the ongoing discussions on the effective application of the existing legal framework, and address the challenges of AI adoption and innovation with the need to ensure a high-level of intellectual property protection.

The study also explores the role that the EUIPO and the national IP authorities may play by providing technical support (for copyright holders to reserve their rights, and for AI developers to effectively respect such reservations) as well as non-technical support (e.g., public awareness, forums for technical information sharing, providing information to the public on available solutions, trends and developments).

The launch of the **EUIPO Copyright Knowledge Centre** in November 2025 will be a first step in this direction. Following up on the study recommendation, the Centre will provide copyright holders with clear, practical information on how their works may be used by GenAI and ways they may effectively manage and protect their intellectual assets.

[Read and download the study.](#)

Mediation services extended to all EUTM and registered EUD disputes, including first instance



On 2 June, mediation services became available for all inter partes proceedings before the EUIPO. The Office can now assist parties to find alternative means to resolve their EUTM opposition or cancellation proceedings, and for registered EUD invalidity proceedings.

The recent extension of mediation to all inter partes proceedings will allow all users to benefit from the advantages of mediation at an early stage of EUTM opposition and cancellation as well as registered EUD invalidity proceedings.

The extension to first instance EUTM and registered EUD invalidity proceedings is the final step in a phased approach to extend ADR services to all inter partes proceedings at the EUIPO. This forms part of the Office's strategic objectives and underlines its commitment to providing accessible and effective dispute resolution mechanisms for all scenarios.

Under the EUIPO's SP2030, new ADR services that bring additional value to users will be explored.

This includes a broad range of potential services, such as mediation solutions for geographical indications (GIs) for craft products, as well as copyright, to be offered both online and offline through an all-encompassing ADR Centre.

[Read more](#)

Record participation at the International IP Enforcement summit 2025



The International IP Enforcement Summit 2025, held in Athens on 12 and 13 June, saw record participation with over 320 attendees - and as many online participant - from 40 countries.

The event, co-organised by the EUIPO, the Hellenic Industrial Property Organisation (OBI), the European Commission, and the Interagency Market Control Unit, addressed pressing IP enforcement issues in the digital age. The summit featured high-level speakers, including representatives from the World Intellectual Property Organization, the European Parliament, the European Commission and industry leaders. This 6th edition also featured a strengthened international dimension, with speakers from Brazil, India, Korea, and the Philippines.

Despite ongoing efforts, several barriers hinder the effective combatting of IP crime, including jurisdictional fragmentation, limited law enforcement resources and a need for greater international cooperation. In recent years, significant progress was made through joint investigations and major seizures. However, participants were clear that combatting IP crime requires sustained collaboration, investment in enforcement capabilities, and recognition of the evolving digital and global nature of infringement.

Watch [IP Enforcement Summit 2025](#)

RECENT INSTITUTIONAL EVENTS

The EUIPN Annual Cooperation Meeting, 6-7 May, Limassol, Cyprus

The 2025 EUIPN Annual Cooperation Meeting (ACM) was held on 6 and 7 May in Limassol (Cyprus). Jointly organised by the EUIPO and the Department of the Registrar of Companies and Intellectual Property of the Republic of Cyprus the EUIPN Annual Cooperation Meeting served as a framework for high-level discussions on current IP trends. It provided a forum where the EUIPO, the Member State Intellectual Property Offices (MS IPOs), and the Benelux Office for Intellectual Property, can meet to exchange ideas on various topics of operational, but also strategic, interest.

Among various topics discussed, the participants exchanged opinions on how to best implement the European Cooperation Projects (ECPs), while further exploring opportunities for cooperation. The meeting also served as an opportunity for participants to exchange experiences, ideas and knowledge and provided a platform for face-to-face discussions on the current IP landscape and its impact on the EU market. Particular focus was given to the needs of SMEs within the wider European economy, and the significant gaps in Europe's IP culture and its impact on overall competitiveness. The meeting featured both plenary and breakout sessions, which served as a framework for discussions to evaluate the impact and achievements of the EUIPN.

Participants had the opportunity to share their thoughts, ideas and opinions on many topics, such as European innovation, the benefits of the proper use of AI within the IP community, the implementation of new regulations on designs and craft and industrial geographical indications and the inclusion of women and young people in IP.

Strengthening engagement with the Member States

Given the EUIPO's strong relations with the MS IPOs and its commitment to further strengthening these ties, the Executive Director, João Negrão, the Deputy Executive Directors, Edyta Demby-Siwiek and Andrea di Carlo, and the Director of the CPD, Sandris Laganovskis, engaged in a series of visits and meetings between April and June 2025.

These engagements included discussions with representatives of the Danish Patent and Trademark Office (2 April 2025 in Alicante), the Patent Office of the Republic of Latvia (7-8 April 2025 in Riga), the State Intellectual Property Office of the Republic of Croatia (9 April 2025 in Zagreb), the Italian Intellectual Property Office (15 April 2025 in Rome), the Industrial Property Office of the Slovak Republic (28 April 2025 in Alicante), the Patent Office of the Republic of Poland (20-21 May in Kraków), the State Patent Bureau of the Republic of Lithuania (2 June 2025 in Alicante) and the Patent Office of the Republic of Bulgaria (27 June 2025 in Alicante).

APRIL

The first meeting of the month took place on 2 April, when the Executive Director, João Negrão, welcomed Mr Sune Stampe Sørensen, Director-General of the Danish Patent and Trademark Office, to the EUIPO in Alicante. In addition to the meeting, Mr Negrão participated in Denmark's IP Day Law Conference that took place in Copenhagen, where he delivered a keynote speech on 'IP as a European Competitive Factor' and contributed to a panel discussion.

During his visit to Latvia on 8 April, the Executive Director, met with Mr Agris Batauskis, Director of the Latvian Patent Office, as well as Ms Inese Lībiņa-Egner, the Minister of Justice. As part of the visit, Latvian GI producers had the opportunity to meet and

discuss with the EUIPO delegation, the new upcoming CIGI protection system. The visit also coincided with the 105th anniversary of the Latvian Patent Office, marked by a series of celebratory events. The Executive Director, as well as the Director of the Corporate Strategy and Foresight Department (CSFD), Nathan Wajzman, participated in a keynote panel at the International Conference 'IP as a Catalyst for Innovation and Growth: Connecting Research, Technology and SMEs', which brought together leading experts to discuss the evolving role of IP, global trends and the importance of enhanced cooperation. The conference concluded with the Latvian IP Awards Ceremony.

The following day, the Deputy Executive Director, Edyta Demby-Siwiek, participated in the Conference on 'Tradition and National Identity – Protection of Geographical Indications for Craft and Industrial Products', organised by the State Intellectual Property Office of the Republic of Croatia, a conference that presented the potential economic benefits of the new EU system for the protection of geographical indications for craft and industrial products, in addition to the legal and practical issues. Other members of the EUIPO delegation contributed to a session on the importance of geographical indications and global trends in their protection.

A week later, on 15 April, the Executive Director, together with the Director of the Legal Affairs Department (LAD), Giuseppe Bertoli, met in Rome with the Head of the Department of Food Sovereignty and Horse Racing, Ministry of Agriculture, Mr Marco Lupo and the Head of the Market and Protection Department, Ministry of Made in Italy, Mr Amedeo Teti. The main objective of the meeting was to provide an overview of the EUIPO's SP2030 with a special focus on geographical indications. Furthermore, the Executive director spoke at the National Conference on Craft and Industry GIs, held as part of 'Made in Italy' Day, organised by the Ministry for Business and Made in Italy. In his speech, the Executive Director underlined the opportunity that the new regime holds for the competitiveness of local EU business, by offering legal recognition, market value, and stronger protection to the names of products which are tied to place and tradition.

Concluding the month, on 28 April the Executive Director, the Deputy Executive

Directors, and the Director of the CPD, received at the EUIPO's premises in Alicante the President of the Industrial Property Office of the Slovak Republic, Mr Pavol Gregorčok, together with the Senior Counsellor for International Affairs and Cooperation of Slovak Office, Mr Emil Žatkuliak. The main purpose of the meeting was to discuss the latest developments of the Slovakian National Office under the SP2030 and the cooperation between the two offices.

MAY

As part of the Polish Presidency of the Council of the EU, the Patent Office of the Republic of Poland hosted a high-level IP conference under the theme 'Biotechnological Innovation for a Sustainable Future', in Kraków, where Deputy Executive Director Edyta Demby-Siwek gave a welcome address. The conference consisted of six panel discussions, covering a variety of interesting and important topics. The event also provided an opportunity to hold various meetings with national and local authorities as well as IP users and producers to exchange views on competitiveness, innovation policy, and the role of IP in supporting both local and European systems.

On 6 May the Executive Director, João Negrão and the Director of the Cooperation and Partnerships Department (CPD), Sandris Laganovskis, met on the margins of the ACM with the Cypriot Minister of Energy, Commerce and Industry, Mr Giorgos Papanastasiou, and the Registrar of Companies and Intellectual Property of Cyprus, Ms Irene Mylona-Chrysostomou.

Later that day, both above-mentioned EUIPO representatives engaged in a productive discussion with the Director General of the Estonian Patent Office, Ms Janne Andresoo and with the Chief Examiner, Ms Janika Kruus, focusing on SP2030 priorities and next steps for enhanced collaboration.

JUNE

On 2 June, the newly appointed Director of the State Patent Bureau of Republic of Lithuania, Ms Vita Kascėnė, accompanied by the Head of the Legal and International Affairs Division, Ms Dovilė Tebelškytė, were welcomed to the EUIPO's premises in Alicante. Discussions with the Executive Director focused around continuing effective cooperation between the

two offices and identifying new opportunities for joint initiatives. In addition, the two sides focused on ways to increase efficiency and the use of automated solutions in IP examination. They also discussed the role of IP offices in education and learning activities, as well as the EUIPO's recent anti counterfeiting and outreach activities.

During the IP Enforcement Summit 2025 on 12 June, a delegation consisting of the Executive Director João Negrão, Deputy Executive Director Andrea Di Carlo, and Director of the Observatory Department (OBD), Patricia García-Escudero met with Greek Deputy Prime Minister, Mr Konstantinos Chatzidakis, Minister of Development, Mr Theodorikakos Theodorikakos, and Permanent Representative to the UN, Mr Ioannis Ghikas. They discussed bilateral cooperation between EUIPO and Hellenic Industrial Property Organisation, and future activities within the EUIPN under SP2030.

Finally, on 27 June, the Executive Director received the President of the Patent Office of the Republic of Bulgaria, Ms Olya Dimitrova, at the EUIPO in Alicante. The main purpose of the meeting was to review the Bulgarian National Office's newest developments under the SP2030, while also reviewing the status of cooperation between the two offices, who also shared legislative proposals in the IP area.

Strengthening Engagement with Strategic Partners – Liaison and User Group Meetings (31 March – 3 April)

Between 31 March and 3 April, the EUIPO hosted the 24th Liaison Meeting on Cooperation, the 33rd Liaison Meeting on Trade Marks, the 25th Liaison Meeting on Designs and the 38th User Group Meeting, all of which were held in a hybrid format. These meetings provide a great opportunity to discuss shared priorities. They also ensure that the EUIPO's work satisfies the needs of its users and contributes to the continuous improvement of the services it provides.

The Liaison Meetings brought together more than 150 experts from the EU MS IPOs, the Benelux Office for IP (BOIP), the EU candidate countries, the European Free Trade Association (EFTA) countries as well as the European Patent Office (EPO), the World Intellectual Property Office (WIPO), the European Commission and

international user associations.

The Liaison Meetings began with an update on the current status of the key actions outlined in the EUIPO's SP2030, providing significant insights. During the meeting on cooperation, participants were informed about the next generation of ECPs, the implementation of the new regulation on geographical indications for craft and industrial products as well as the 14th sanctions package. On the second day, the meeting on trade marks, focused on the new Common EU Practices and an update on the new edition of the guidelines. Regarding designs, participants were given information about the main changes and challenges of the Designs Legislative Reform as well as the transposition of the Design Directive under the SP2030. AI was widely discussed as the Office is currently exploring the best ways to integrate AI into its services and operations to maximise the benefits to both users and staff alike.

The User Group Meeting brought together more than 20 representatives from 14 different user associations. It started with an in-depth overview of the SP2030, focusing on the implementation of its core actions. This was followed by updates on the current state of the Virtual Communities, highlighting recent advancements and opportunities. Building on the foundations laid by the former 2025 Strategic Plan (SP2025), discussions also touched on the evaluation of the ECPs. Technical topics of interest to users were addressed, including the latest updates on user authentication and registration management, among others.

[Read more.](#)

Europe Day 2025: United in Diversity

On 9 May 1950, and while Europe was still struggling with the consequences of two devastating world wars, France's foreign minister, Robert Schuman, proposed the creation of a European Coal and Steel Community. It was an initial attempt to secure a lasting peace in Europe. After much cooperation and development, years later, this would finally transform into what we know today as the EU.

For more than a decade now, the EUIPO has

been celebrating Europe Day, playing its role to celebrate, with the local community of Alicante, the fundamental values and ideas of the EU. As part of the celebrations, on 9 May, the Office organised its traditional Europe Day concert at the Provincial Council of Alicante's Auditorium (ADDA) which was open to the public.

Moreover, on 17 May, the EUIPO organised the EUIPO beach volley tournament for the second year in a row, as part of its Europe Day celebrations. The event, which was open to EUIPO staff and members of the local community, brought together more than 170 participants and once again demonstrated the strong ties between the EUIPO and the people of Alicante.

Participation in a Geographical Indications (GI) Conference, 23 May 2025, Barcelos, Portugal

The Municipality of Barcelos, together with ACERTIFICA, organised the GI Conference 'European Regulation on Geographical Indications, Protection and Valorization of the Traditional Handcrafted Productions', at which the Executive Director spoke on the topic of 'The New European Regulation on Geographical Indications'.

In his speech, the Executive Director provided insights into the EUIPO's new competence in managing the registration of CIGIs, the EUIPO's preparations for 1 December 2025, and the tasks and opportunities that lie ahead. This event highlighted that it is crucial to be well-prepared and to ensure the involvement of local producers and producer groups when administering the CIGI system. It also enhanced EUIPO's understanding of the necessity of building stronger relationships with local communities and authorities, who are central to efforts in this field. Strengthening these local connections is key to ensuring effective support and protection of the CIGIs.

3-5 June EUIPO MB/BC meeting

The Management Board (MB) and Budget Committee (BC) meetings took place from 3-5 June at the EUIPO, in Alicante. During the MB meeting, the members elected a new Chairperson and took several confidential decisions. In the Joint Session, the EUIPO's

2024 Consolidated Annual Activity Report was adopted, and updates were provided on the implementation of the Office's activities for 2025 and on the 2021-2026 Boards of Appeal Action Plan. The new 2026-2030 Boards of Appeal Action Plan was also presented during the meeting. During the BC meeting, members re-elected the Chairperson of the BC for another 4-year term, granted discharge to the Executive Director of the Office for the implementation of the budget for the 2023 financial year and received updates on the implementation of the 2024 Budget, the budget for the first quarter of 2025 and the Office's Treasury Management.

EUIPO Representatives Engage with IP Community at ECTA Annual Conference 2025

The EUIPO demonstrated a strong presence at the European Council of Trademark and Design Associations (ECTA) Annual Conference 2025 in Berlin. Executive Director João Negrão and Sven Stürmann, President of the EUIPO Boards of Appeal, addressed attendees on key developments in IP and the Office's role in promoting innovation, legal clarity, and alignment with EU strategic priorities.

During the event, Executive Director Negrão outlined emerging trends shaping the IP landscape, including the transformative impact of new technologies, shifting consumer expectations, and the pivotal role of IP in advancing sustainable innovation, competitiveness, and creativity across the EU.

He highlighted the EUIPO's Strategic Plan 2030, which seeks to establish a more inclusive, user-centric, and forward-looking IP system. Negrão further underscored the evolving role of artificial intelligence (AI) in redefining both IP services and the nature of IP rights, referencing the Office's leadership in AI implementation and its recent report on Generative AI and Copyright. The Executive Director reiterated the EUIPO's commitment to user-driven innovation, international collaboration, and sustainability, ensuring its IP strategy supports broader EU objectives on competitiveness and digital transformation.

Sven Stürmann focused on the EUIPO Boards of Appeal's mandate to resolve disputes efficiently and transparently. He emphasized the Board's dedication to upholding fairness, consistency, and procedural efficiency in adjudicating cases, reinforcing its role as a cornerstone of the EU's IP governance framework.

The discussions, held on 19 June 2025, attracted active participation from ECTA members, including IP professionals, legal practitioners, and industry stakeholders. Attendees welcomed the insights into the EUIPO's strategic priorities and the practical implications of recent legal rulings, with many highlighting the value of the constructive exchange of ideas. The event underscored the importance of sustained dialogue between the EUIPO, the IP community, and EU stakeholders in shaping a robust and adaptive IP ecosystem. EUIPO, the IP community, and EU stakeholders in shaping a robust and adaptive IP ecosystem.

UPCOMING INSTITUTIONAL EVENTS

23 September 2025: DesignEuropa Awards ceremony in Copenhagen



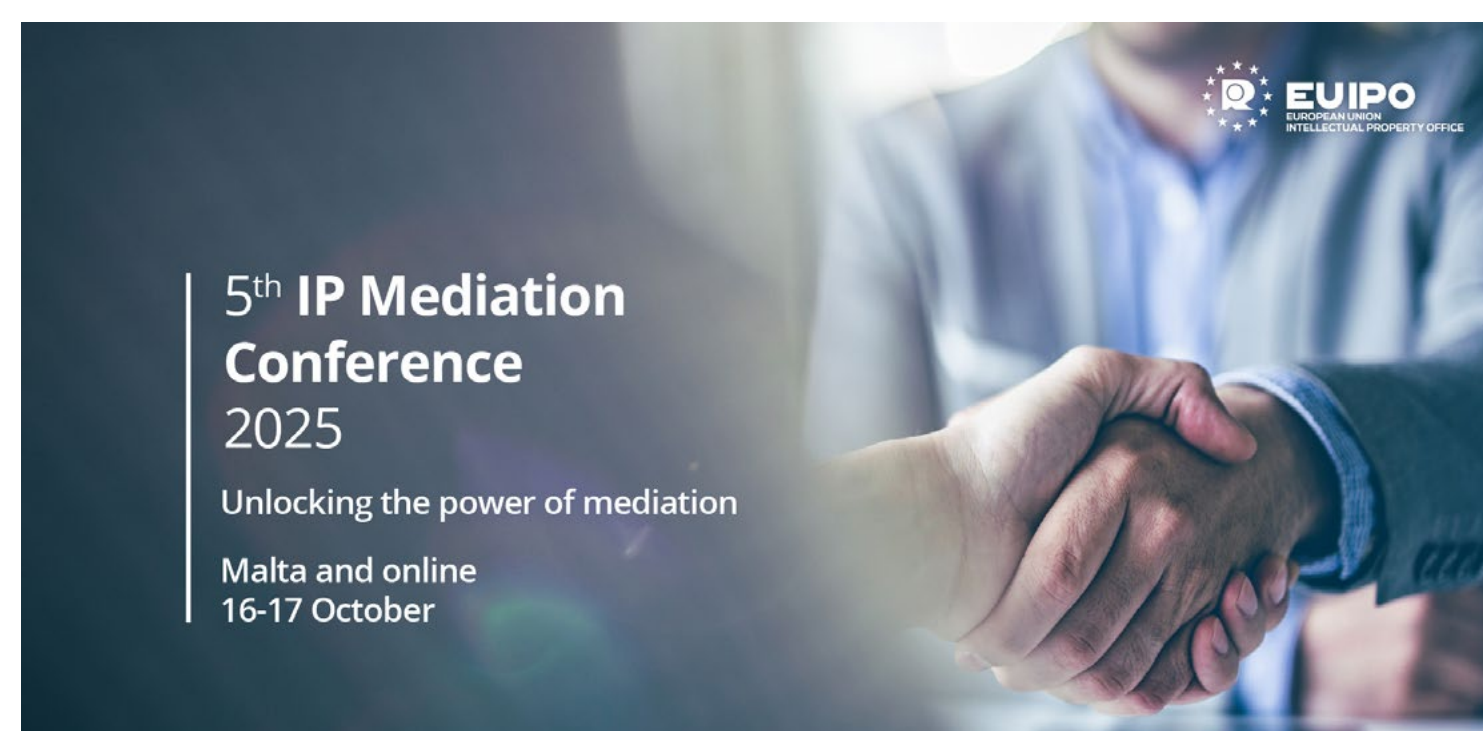
This year's event will honour Hella Jongerius with the prestigious Lifetime Achievement Award, celebrating her groundbreaking contributions to the world of design. The ceremony will also unveil the winner of the Next Generation Design Award, highlighting the fresh talent that is redefining the future of design. You can find more information on the finalists and the Lifetime Achievement Award winner in the article below.

Observatory plenary meeting, 30 September - 1 October 2025, Alicante

On 30 September and 1 October 2025, the Observatory will hold its annual plenary meeting as a hybrid event.

Representatives from EU Member States (MS), the European Parliament and various Services of the European Commission will participate in this event, as well as s from the private sector, civil society and international organisations. The plenary provides an opportunity for the Observatory to present and discuss its ongoing work and for its stakeholders to agree on future activities and deliverables. Delegates will be invited to share their views and experience during various presentations and discussion panels.

16 and 17 October: IP Mediation Conference – Unlocking the power of mediation



The EUIPO's fifth IP Mediation Conference, hosted by the Boards of Appeal, will take place in Malta and online on 16 and 17 October. Conference highlights include a keynote address titled 'From Conflicts to Sustainable Solutions', which focuses on exploring how mediation and other forms of Alternative Dispute Resolution (ADR) can revolutionise the management of IP disputes. Another panel will explore the potential of mediation in areas beyond trade marks and designs, focusing on geographical indications (GIs), copyright, and emerging challenges in standard-essential patents (SEPs).

This conference provides a unique opportunity for businesses to gain insight into the essential factors to consider when leveraging mediation to create added value for both SMEs and large undertakings.

The event also features a session to put a spotlight on leading IP mediation centres across Europe, showcasing their unique approaches, quality-driven services, and best practices.

Other sessions include a live Master Mediator demonstration and a panel on Judicial Leadership in promoting ADR – and more. For more information on the event, including the complete programme, consult the dedicated landing page: <https://www.euipo.europa.eu/bg/landing-pages/ip-mediation-conference-2025>

18-20 November – Management Board and Budget Committee (MBBC) meetings

The MB/BC meetings will take place on 18-20 November 2025 at EUIPO premises in Alicante. At its Management Board, Joint Session and Budget Committee the Members adopt decisions and strategic documents of the Office, which are published at the governance section of the EUIPO website. Representatives from MS, the European Commission and the European Parliament will be taking part in all three meetings.

20 and 21 November: Conference on Copyright and launch of the EUIPO Copyright Knowledge Centre

Save the Date: On 20 and 21 November, the EUIPO will launch its Copyright Knowledge Centre. To mark this milestone, a Copyright conference will take place at the EUIPO and feature presentations, panel discussions, and networking activities with leading copyright policy-makers and experts from the creative industries, academia, and the judiciary. We look forward to welcoming you in Alicante for this landmark event in the European copyright landscape.

Agenda and registration details will be communicated shortly on the EUIPO website.

For further information, please contact the organising team at Copyright@euipo.europa.eu.

EUROPEAN COOPERATION

Digital Services

The [IP Legislative Repository](#) has a new online version. This update brings new mappings between national examination guidelines and EU common practices, making it easier to navigate IP frameworks across jurisdictions. It also provides improved functionality when it comes to integrating eLearning content from the national offices, providing a richer learning experience. In other news, the Romanian IP Office has now fully implemented CTI and Block chain for trade marks. The Romanian IP office is now fully integrated into the EUIPN blockchain network and has improved its data consistency and quality for the benefit of users.

Virtual Communities

After the launch of the Virtual Communities (VCs) in February, the second round of VC meetings in May marked an important step in the transformation of the EUIPN into a community of IP expertise. These agile platforms bring together experts from national IP offices, user associations, and international partners to collaborate on 11 core themes. The second round of VCs focused on areas such as the transposition of the Design Directive, Quality, IP examination, the evolution of digital tools (Front and Back Office), SME support, and the application of emerging technologies. The third round of VCs will take place presentially in Alicante in September, launching the VCs on sustainability of EU Practices, descriptiveness of trade marks designating geographical origin, and an inclusive IP Landscape.

[Read more.](#)

INTERNATIONAL COOPERATION

The EUIPO welcomes KIPO Commissioner Wan Ki Kim to Alicante



On 3 March 2025, the EUIPO Executive Director, João Negrão, welcomed the Commissioner of the Korea Intellectual Property Office (KIPO), Wan Ki Kim, on his first visit to EUIPO headquarters in Alicante. The visit focused on how the EUIPO and the KIPO could work together to reinforce the collaboration between the two like-minded offices and explore ways of advancing the global IP system.

The visit provided an excellent opportunity to review our ongoing bilateral cooperation, the implementation of the EU-Republic of Korea IP Action Plan, cooperation within the TM5 and ID5 forums, and to explore future of the IP system among all target groups and specifically SMEs.

KIPO is one of the most innovative IP offices worldwide and expressed its commitment to support EUIPO in its effort to build IP alliances on topics of most interest, such as innovation, IP valuation, enforcement and new technologies, under the SP2030.

In addition, both sides confirmed that the Memorandum of Understanding between the EUIPO and KIPO will be renewed in September.

[Read more](#)

Ingenias LATAM Award: An EU-Latin American partnership to recognise women innovators



The Ingenias LATAM Award is an initiative of the EUIPO in the framework of the EU-funded project AL-INVEST Verde Intellectual Property Rights (IPR). Its main objective is to highlight the talent of innovative women in Latin America and to give visibility to their creations and inventions on an international level.

Women's participation in IP and innovation systems remains considerably lower than that of men, a reality that persists globally. To address this disparity, it is essential to promote initiatives that foster innovation and IP ecosystem that work for all. Visibility and awareness raising activities play a key role in inspiring and empowering more women to participate in these fields. It is in this context that the EUIPO launched the first edition of the Ingenias LATAM Award.

In its first edition, on 4 September, the award will be hosted by the National Institute of Industrial Property (INAPI) of Chile, which is globally recognised for its commitment to inclusion in the IP system and which has a long history of actions to improve gender equality in IP through special committees and studies. This year, the focus will be on women inventors, in order to celebrate their outstanding contributions to innovation.

[Read more](#)

The EUIPO welcomes three Ukrainian Universities to the Pan-European Seal Programme

The EUIPO, with the support of the Ukrainian National Office for Intellectual Property and Innovations (UANIPPO), is expanding opportunities for young professionals in Ukraine through the Pan-European Seal (PES) Programme. In 2025, three leading Ukrainian universities joined the network of PES member universities.

This milestone represents a significant step in strengthening cooperation on IP education and training and, in the context of the work carried out by the EUIPO, and with the support of the EU-funded project EU4IP, it aims to strengthen IP rights in Moldova and Ukraine.

Moldova and Ukraine participate at EUIPO Liaison Meetings

The Republic of Moldova and Ukraine participated in the discussions held during the 24th Liaison Meeting on Cooperation on 31 March 2025, the 33rd Liaison Meeting on Trade Marks on 1 April and the 25th Liaison Meeting on Designs on 2 April 2025.

Participation in these helps to advance the alignment of their IP legal frameworks and implementation practices and also highlighted the EUIPO's role in supporting EU candidate countries, implementing initiatives such as the EU4IP project, to enhance IP protection frameworks and strengthen institutional capacities.

[Read more](#)

The EUIPO launches new mentorships in the Andean Community, for artisanal products and for GI coffee in Brazil



The EUIPO announced the launch of three new mentorships in Latin America in the context of the AL-INVmentor programme of the AL-INVEST Verde IPR project. The initiative aims at fostering the strategic use of intellectual property rights (IPRs) in Latin America, with a special focus on GIs and trade marks, to reinforce the role of IPRs in driving innovation, competitiveness, and sustainability.

[Read more](#)

BUILDING TRUST AND RESPECT

The 'What's on your table?' campaign tackles counterfeit food and beverages

The EUIPO has launched the “What’s on your table?” campaign to inform and educate consumers about the risks associated with counterfeit food and beverages in the European Union. The campaign, running across all 27 Member States, aims to provide consumers with practical tips on how to identify and avoid these counterfeit products.

The campaign was prompted by the alarming threat of counterfeiting in the food and drink sector, which poses significant risks to consumer health and harms Europe's economies and culinary heritage.

[Read the press release and watch the video of the campaign](#)

The EUIPO and OECD publish a report on counterfeit and pirated trade



The EUIPO and the Organisation for Economic Co-operation and Development (OECD) have released a comprehensive report on counterfeit and pirated trade, entitled 'Mapping Global Trade in Fakes 2025: Global Trends and Enforcement Challenges'. The report provides an in-depth analysis of the global trade in counterfeit goods, highlighting the growing threat posed by these illicit activities.

According to the report, the global trade in counterfeit goods was valued at approximately USD 467 billion in 2021, accounting for 2.3 % of total global imports. The report also notes that

China and Hong Kong (China) are the primary sources of counterfeit goods, with online platforms and postal services increasingly used for distribution. The rise of e-commerce and digital technologies has made it easier for counterfeiters to operate and distribute their goods, posing significant challenges for law enforcement agencies and IP owners.

The report highlights the need for international co-operation and co-ordination to combat counterfeit and pirated trade. It also emphasises the importance of raising awareness among consumers about the risks associated with counterfeit goods, including the potential harm to public health and safety. By working together, governments, businesses, and individuals can help to reduce the incidence of counterfeit and pirated trade and promote a safer and more secure global marketplace.

[Read the report here.](#)

Joint report from the OECD and EUIPO: Abuse of the Belt and Road Initiative in Illicit Trade



A new report by the OECD and EUIPO examines the link between China's Belt and Road Initiative (BRI) and the rise in counterfeit goods. The report, entitled 'Abuse of the Belt and Road Initiative in Illicit Trade', provides a detailed analysis of the BRI's impact on global trade and the potential risks associated with its implementation.

The report finds a link between BRI investments

and the export of counterfeits. The report also notes a decline in the value of seizures of counterfeit goods from China, attributed to the increasing complexity of supply chains and the use of new infrastructure. The BRI's focus on improving trade facilitation and reducing transportation costs has inadvertently created opportunities for counterfeiters to exploit these new trade routes.

The report highlights the need for increased cooperation and coordination between governments, businesses, and law enforcement agencies to prevent the abuse of the BRI for illicit trade purposes. It also emphasises the importance of implementing effective customs controls and enforcement measures to detect and prevent the trade in counterfeit goods. By working together, governments and businesses can help to ensure that the BRI is used for legitimate trade purposes and that the risks associated with counterfeit goods are minimised.

[Read the report here](#)

The EUIPO launches IP Next-GEN initiative to foster IP skills in support of European Competitiveness

The EUIPO has launched the IP Next-GEN initiative, a new programme aimed at fostering IP skills in support of European competitiveness. The initiative is designed to empower the next generation of innovators and creators by providing them with the knowledge and skills they need to succeed in the digital age.

The IP Next-GEN initiative brings together stakeholders from across the EU to explore how IP education can be integrated into general and vocational education. The initiative aims to promote IP literacy and awareness among young people, helping them to understand how they can use IP to protect and promote their innovations and creativity.

A recent meeting in Budapest brought together representatives from EU ministries of education, IP offices, and other key stakeholders to discuss the IP Next-GEN initiative. The meeting highlighted the growing momentum behind integrating IP into education, with a focus on AI, digital

transformation, and IP literacy. The EUIPO is committed to working with its partners to promote IP education and awareness, helping to ensure that the next generation of innovators and creators has the skills and knowledge they need to succeed in the global marketplace.

The EUIPO and EIT organise the fifth edition of the IP Masterclass for school students and teachers

The EUIPO and the European Institute of Innovation and Technology (EIT) have organised an IP masterclass for secondary school students and teachers. The masterclass, attended by over 250 participants, provided knowledge and tips on how to protect creativity and innovation through IP rights.

The masterclass was held on World IP Day 2025, with a focus on the theme 'IP and Music: Feel the Beat of IP'. The event provided a unique opportunity for students and teachers to learn about IP rights and how they apply to the music industry. The masterclass also covered topics such as gaming and fashion, highlighting the importance of IP rights in these creative industries.

This is the fifth edition of the IP masterclass, which has trained over 500 students and teachers on IP skills. The EUIPO and EIT are committed to working together to promote IP education and awareness, helping to ensure that the next generation of innovators and creators has the skills and knowledge they need to succeed in the global marketplace. The IP masterclass is part of the EUIPO's 2030 Strategic Plan, which aims to equip young people with IP skills and promote IP literacy across the EU.

Fighting live event piracy – Dedicated Network and Second Conference

The EUIPO hosted two important events in Alicante to combat live event piracy: the fourth meeting of the Dedicated Network of administrative authorities and the second Conference on live event piracy. The events brought together national authorities, private and public stakeholders to exchange information and discuss progress, challenges, and solutions in the fight against live event

piracy.

The meeting of the Dedicated Network provided an opportunity for national authorities to share their experiences and best practices in combating live event piracy. The meeting also discussed the importance of cooperation and coordination between law enforcement agencies and IP owners to prevent and detect live event piracy.

In the Conference on live event piracy, stakeholders took stock of progress since the adoption of the Commission's Recommendation on Combating Online Piracy of Live Events. New developments, challenges, and solutions in the fight against live event piracy, were discussed, including the growing threat of IPTV piracy. The event highlighted the need for increased cooperation and coordination between stakeholders to combat live event piracy and ensure the long-term viability of cultural and sports events.

The EUIPO and European Commission announced a Call for Evidence to assess the effectiveness of the Commission's Recommendation on Combating Online Piracy of Live Events. The Call for Evidence is open to all interested stakeholders and aims to collect further feedback on the impact of the Recommendation and the remaining challenges in the fight against live event piracy. By working together, governments, businesses, and individuals can help to reduce the incidence of live event piracy and promote a safer and more secure global marketplace.

Regional Seminar 'Strengthening Enforcement Against Digital Piracy' in Málaga, 20 to 22 May 2025

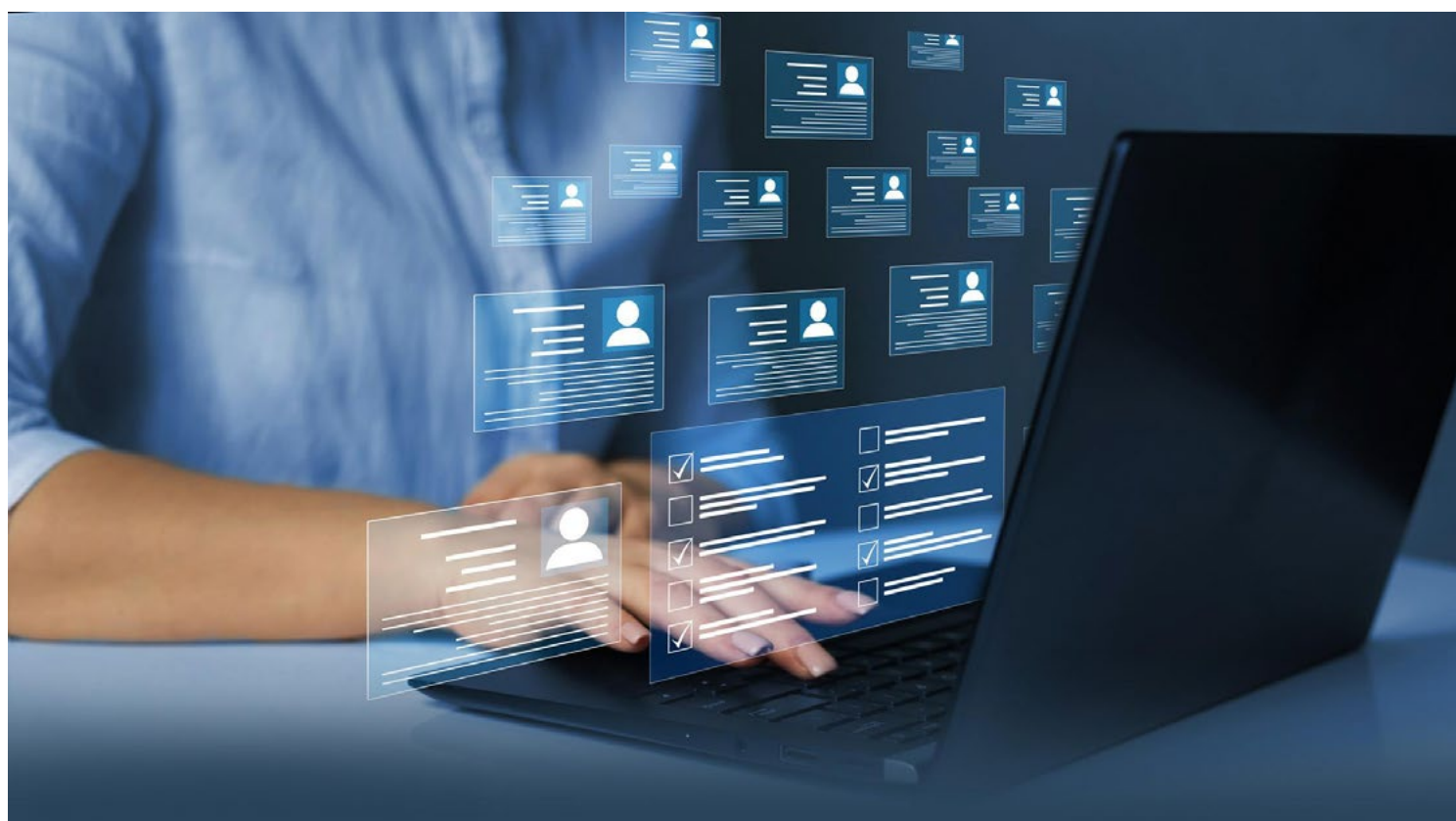


The EUIPO held the Regional Seminar on IPR Enforcement in Málaga (Spain) from 20-22 May 2025.

The seminar was organised jointly by the EUIPO through the European Observatory on Infringements of Intellectual Property Rights together with the Spanish National Police.

SME SUPPORT

Key Findings from the EUIPO Customer Panel on supportive instruments for SMEs



On 25 March 2025, the EUIPO held a [Customer Panel](#) to gather feedback from IP professionals and SMEs on the EUIPO pro bono programme.

Transparency was identified as the primary key point in the discussion on pro bono services, both in terms of the scope of services and the time commitment required, to align the expectations of SMEs with the constraints experienced by IP professionals.

IP professionals generally supported the idea of placing limits on the repeated use of pro bono services and stressed the importance of clearly conveying to SMEs that IP professionals providing pro bono support are not compensated by the EUIPO.

NEWS IN BRIEF

2025 DesignEuropa Awards: Lifetime Achievement winner and finalists revealed

The EUIPO has named Hella Jongerius the Lifetime Achievement Winner of the 2025 DesignEuropa Awards, honouring her innovative work blending craftsmanship, culture, and design.

Finalists have also been revealed, selected from over 1,250 entries across 48 countries. The Jury Panel recognised top talent in two categories:



Entrepreneurs and Small Companies:

Apollo Wooden Wheelchair - Company and Designer: Paul de Livron

ANGY Maxi - Company: Kavčič. Designer: Žan Kavčič

Overade Life - Company: Overade. Designer: Jérémy Pointel



Industry:

Bicinete - Company: Cecotec. Designers: José Orts and César Orts.

Mono - Company: Mono. Designer: Mikolaj Nicer

The Solar Trees - Company: Fastned B.V.
Designer: Maria Garcia Mansilla

The DesignEuropa Awards 2025 award ceremony will be taking place in Copenhagen, Denmark, in collaboration with the [Danish Patent and Trademark Office](#).

For more information, please check the [DEA website](#).

Evolving tactics to scam IP system users – new Europol situation report on misleading invoice fraud



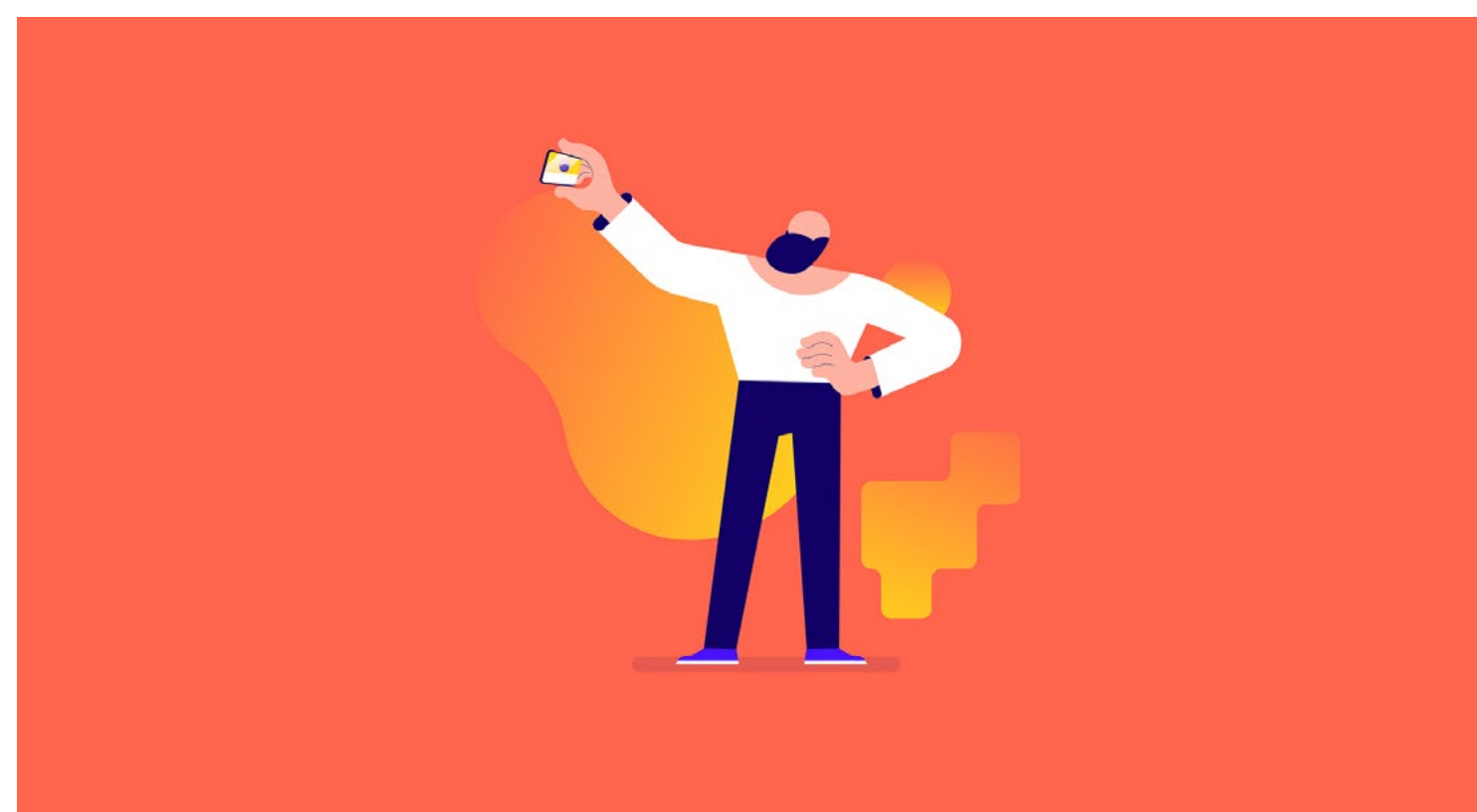
With the support of the EUIPO, Europol published a [2024 strategic report](#) highlighting scammers' evolving tactics and trends when targeting IP right applicants and owners with misleading payment requests. The report highlights an increase in these fraudulent activities, with scammers using advanced tactics such as email spoofing and phishing attacks, often impersonating official IP Offices, to exploit users into paying unnecessary fees for unsolicited or fake services.

The EUIPO urges all IP right applicants and owners to be cautious when receiving payment requests and to verify the authenticity of the communication.

For information on legitimate payment methods, and to report any suspicious activity to the relevant authorities and to the EUIPO, check this dedicated page on the EUIPO website:

<https://www.euipo.europa.eu/en/designs/after-applying/misleading-invoices>

IP for influencers' content now available in all EU languages



The content of the [IP for influencers](#) webpage is now available in all EU languages, together with the legal briefs and videos on copyright and trade marks and designs. The files are available upon request (observatory@euipo.europa.eu).

Pre-assessment services in Easy Filing

On 30 June, a new set of intelligent pre-assessment services became available in the EUIPO's Easy Filing application, an important step in the EUIPO's strategic commitment under SP2030, to equip customers with similar tools to those used by EUIPO examiners. The new features provide real-time risk alerts and filing guidance directly within the Easy Filing form, helping users better assess potential risks during the process of submitting an EUTM application.

The services include AI-powered solutions that check the application for non-distinctiveness/descriptiveness and against similar AG decisions. As well as other services, which include the assessment of plant varieties, offensiveness, deceptiveness and domain names, or conflicts with GIs, traditional specialties guaranteed, and traditional terms for wine.

Enhancing EUIPO services: Prioritising user engagement

Within the strategic objectives of the SP2030, work continued to further strengthen User Engagement, Customer Services, and the Quality of the EUIPO products and services. In this context, a series of targeted initiatives were organized in Q2. Stakeholder Quality Assurance Panels (SQAP) assessed samples of cancellation and opposition decisions against the Office's quality criteria in March and May - June, respectively. Dedicated Customer Panels gathered feedback

on various EUIPO services: in March, on supportive instruments for SMEs (including pro-bono services), in May on the Mediation Centre’s services, and in June on the User Area. And the first-ever User Sessions on new EUIPO tools and IT solutions, including AI-powered ones and ex-parte and inter-partes services, were launched in May to explore how technology can enhance IP examination in a human-centric and responsible way.

These initiatives underscore the EUIPO’s commitment to user-driven innovation and to

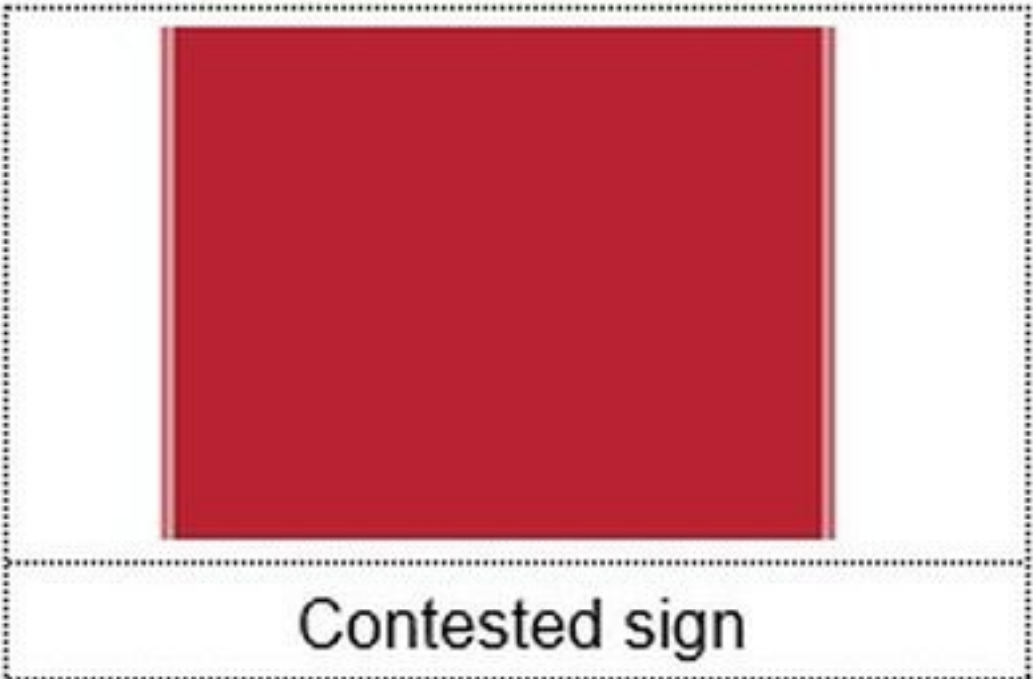
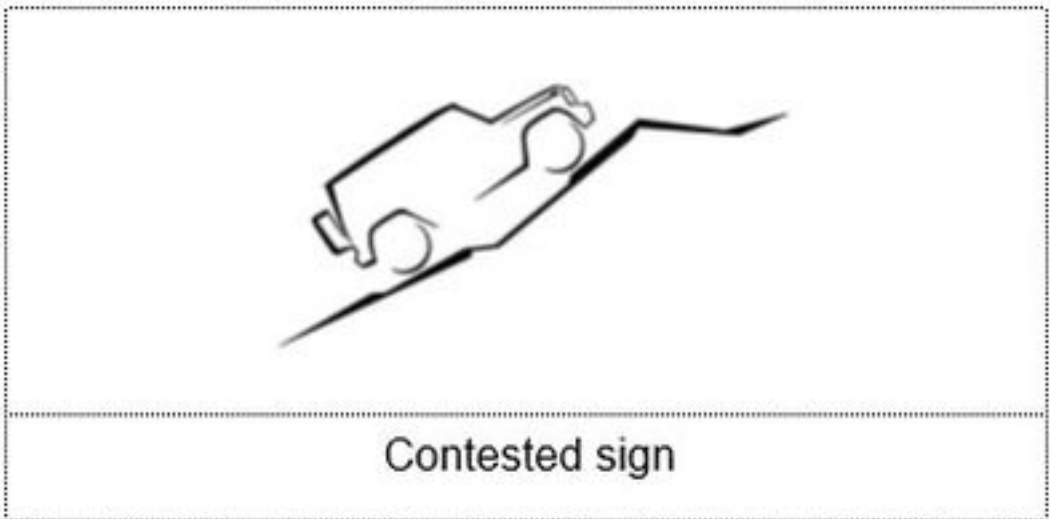
building reliable, consistent and high-quality services that respond to evolving user needs. By maintaining a close relationship with IP user associations, the Office ensures that users are actively involved in the development and refinement of its tools and services. These efforts position users at the heart of EUIPO operations, with each initiative serving as a key channel to gather insights, improve digital services, and offer a more tailored and effective IP experience.

Read more [here](#) and [here](#)

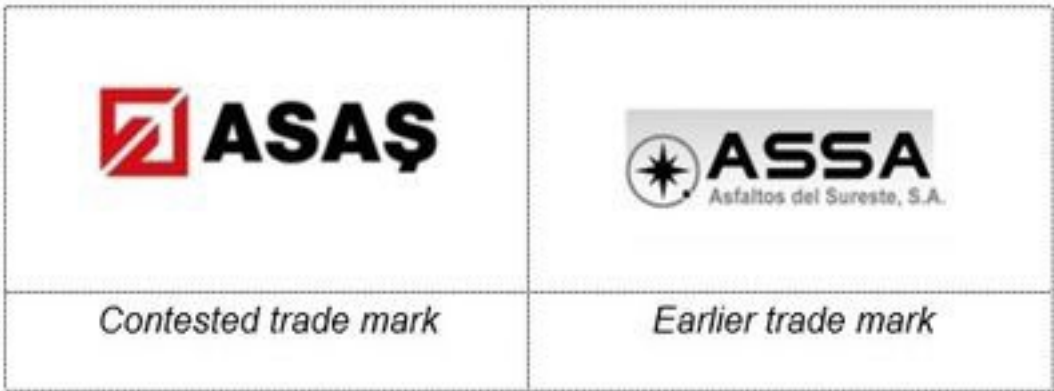
CASE-LAW

EU Courts

- [Simple sketch-like design of an off-road vehicle is not distinctive for vehicles and their parts](#)
- [Colour combination of red and white lacks distinctive character for baked goods and confectionery](#)



- [Proof of use: Colour added, but character unchanged](#)

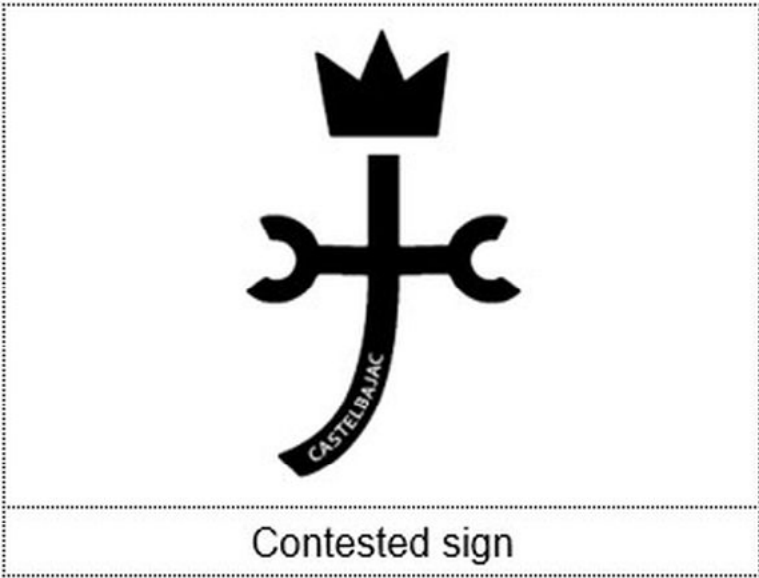


- [It is up to the invalidity applicant to identify the grounds for invalidity and the prior design invoked](#)



Boards of Appeal

- [EUTM proprietor’s bad faith tactics lead to its trade mark being invalidated](#)



- [‘orange’ not descriptive for many goods and services, particularly in Telecommunications](#)



- [Downloadable media and blockchain software differ despite being in the same class](#)

METAMASK	metamask
Earlier trade mark	Contested sign

- [Inadmissible opposition: interests of applicant and EUIPO override opponent’s passivity](#)

