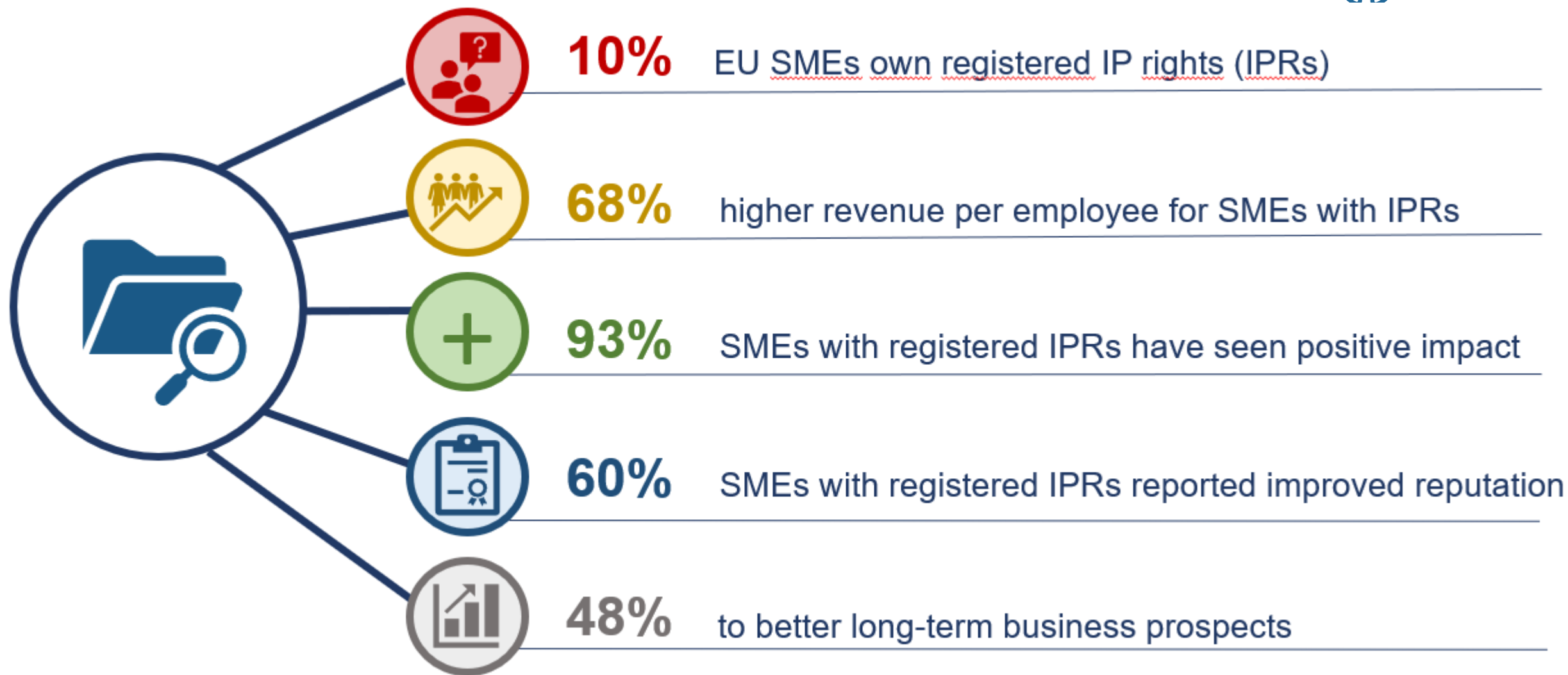




AECM Annual event '24



- **EU agency offering intellectual property rights (IPRs) protection** to businesses and innovators across the EU and beyond.
- The EUIPO is a financially autonomous agency based in Alicante, Spain, since 1994, our **core business** is registration of **EU trade marks** and **community designs**. EUIPO Staff is composed by almost 1200 professionals
- (We register around **135,000 EU trade marks** and close to **100,000 designs** annually, offering intellectual property (IP) protection to companies and individuals in a market of over 500 million consumers.
- We host the **European Observatory** on Infringement of IPRs, a network of experts, which develops tools and promotes best practices to enhance IPR protection.



- ❖ 2021 EUIPO and EPO joint study on Intellectual property rights and firm performance in the European Union
- ❖ 2022 EUIPO IP SME Scoreboard



Empowering EU businesses,
protecting and enforcing their
competitive advantage through IP

Raise awareness of the benefits of IP

Place IP in a business context bringing it closer to EU SMEs

Support SMEs with understandable and easily accessible
information

Help connect different players in the SME ecosystem,
building on what is already available

Provide tailored support

WHY IP and Finance

- IP valuation will help financial players recognise and assess the value of IP-based assets (starting with European Union Trade Marks).
- IP and Finance, including IP valuation, could fulfil an actual market need, bringing **benefits to SMEs** and allowing them **to understand and exploit** the full potential of intangible business assets.
- SMEs will be more aware of the benefits of IP and be better placed to **raise capital**.

IP protection and exploitation promote economic growth and competitiveness for European companies

EUIPO can support you as financial players by:

- Expanding your services to assess IP components embedded in business project proposals;
- Empowering your Staff in the field of IP: gaining knowledge to assess the economic value and financial revenue of IPRs.
- Supporting you to promote trustworthy information on IP supportive services

OUR MISSION

- ❑ Work together with the European Commission, National IP Offices and you, as key financial players, **to explore IP valuation, commercialization and IP-backed financing.**
- ❑ Open a dialogue with **key financial players to better understand main challenges, potential gaps and needs** to assess and value business projects with IP components.
- ❑ **Collect existing financial instruments** which positively value IP components of business projects.
- ❑ To promote together **IP valuation tools and services** that support European businesses to exploit their IP assets and access financial support.



www.euipo.europa.eu

 [@EU_IPO](https://twitter.com/EU_IPO)

 [EUIPO](https://www.linkedin.com/company/euipo)

 [EUIPO.EU](https://www.facebook.com/EUIPO.EU)

THANK YOU