



**GOAL 1.1  
MATCHING TOOLS AND  
PRACTICES WITH USERS' NEEDS**

**TIMELINE**

July 2020 to June 2025

**INVESTMENT**

EUR 4.2 million

**STAFF INVOLVED**

9.0 FTEs<sup>1</sup>

**MOST IMPACTED CAPITAL<sup>2</sup>**

Relational

**MOST IMPACTED STAKEHOLDER**

Institutions

<sup>1</sup> Full-time equivalent.

<sup>2</sup> As part of an integrated thinking approach, in 2016 the Office adopted the Five Capitals Value Creation Model (human, organisational, relational, economic & environmental).

**ECP7 SUPPORTING THE  
TRANSPOSITION OF THE TRADE  
MARK DIRECTIVE**

Structured around a project-based approach, **European Cooperation** has a portfolio of projects consisting of both **European Cooperation Projects (ECPs)** set out during the previous strategic plan, and a series new projects to be adopted and implemented. Each ECP includes at least one project. This is supported by a working group made up of experts from national and regional IP offices from the EU, users and, where relevant, experts from international organisations.

Within this context, under **ECP7** the Office and IPOs will cooperate in **sharing information and exchanging technical expertise and assistance to promote interoperability between trade mark procedures within the Network**. This will be achieved by supporting IPOs in the transposition and implementation of the **Trade Mark Directive**, including new procedures, new types of trade marks, etc. The core of this sub-project will focus on developing tools and capacity building.

**EXPECTED BENEFITS**

- Effective use of the Offices' ability to participate in the creation of common tools
- Enhanced quality, consistency and predictability as a result of creating or adapting common tools
- Greater transparency and accessibility for users
- Greater cooperation, communication flow and knowledge sharing with IPOs
- Efficiency of maintenance to ensure the continuity of converged practices