



**GOAL 2.1  
IMPROVED USER EXPERIENCE,  
QUALITY AND EFFICIENCY**

**TIMELINE**

January 2022 to March 2025

**INVESTMENT**

EUR 2.3 million

**STAFF INVOLVED**

11.2 FTEs<sup>1</sup>

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

Organisational

**MOST IMPACTED STAKEHOLDER**

Users/EUIPO

**E3U2: TM MEANING ADVANCED**

Taking advantage of **new technologies** such as Big Data, Artificial Intelligence and Natural Language Processing (NLP), the E3U2: TMmeaning Advanced will **enhance the efficiency, predictability and effectiveness** of **Absolute Grounds (AG)** and **Relative Ground (RG)** examination.

The new linguistic technology used in TMmeaning and further extended in E3U2: TMmeaning Advanced will help examiners **improve the quality of their objections and decisions**. It will significantly increase the quality of the results provided by the tool in all official languages allowing for a **more efficient use of the tool by the Interactive Collaborative Examination (ICE) and Absolute Grounds (AG) examiners**. It will bring an end to the **manual language check** currently used at the Office. The creation of an RG-specific TMmeaning algorithm will also allow for a more efficient use of the tool by RG examiners.

**EXPECTED BENEFITS**

- Enhanced compliance with the quality criteria for AG decisions due to reduced potential human error
- Reduced average time to publish via Fast Track due to the elimination of the manual language check
- Input for the TM Check initiative

<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).