

**PRESS RELEASE**

4 April 2019

## **EUIPO enters the world of cinema with IPIDENTICAL**

Can a world without creativity really exist? This is the question posed by a short film created by the European Union Intellectual Property Office (EUIPO), a decentralised agency of the EU.

IPIDENTICAL portrays a dystopian world in which intellectual property no longer exists, seen through the eyes of a young woman, played by Spanish actress Manuela Vellés.

The short film has been selected for more than 15 international and European film festivals, and has received awards at the Publicstyka festival in Poland and the Diecimnuti festival in Italy, among others.

IPIDENTICAL was produced by the EUIPO to raise awareness about the importance of intellectual property, which underpins economic growth and jobs.

According to a study carried out by the EUIPO and the European Patent Office (EPO), 28% of all jobs in the EU (60 million) depend directly on intellectual property rights-intensive sectors.

The short film will be [distributed through EUIPO's social networks](#) from 4 April.

### **NOTE TO EDITORS**

IPIDENTICAL is directed by Marco Huertas, a Spanish director whose work has already been recognised in more than 100 film festivals throughout the world. It stars Manuela Vellés, a well-known Spanish TV and film actress, and William Miller, who has appeared in major Spanish and international TV series.

### **ABOUT THE EUIPO**

The European Union Intellectual Property Office (EUIPO) is a decentralised agency of the EU, headquartered in Alicante, Spain. It manages the registration of the European Union trade mark (EUTM) and the registered Community design (RCD), as well as carrying out cooperation activities with the national and regional intellectual property (IP) offices of the EU. The EUIPO carries out research and activities to combat IP rights infringement through the European Observatory on Infringements of Intellectual Property Rights

### **Press contacts**

**Ruth McDonald**

Tel.: +34 96 513 7676

Ruth.MCDONALD@euipo.europa.eu