

One step closer to solving the counterfeiting threat by using blockchain

- The EUIPO announces the result of the competition to build a blockchain-based infrastructure that will authenticate products and exchange data between all the parties in the supply chain and customs authorities
- EY Advisory S.p.a in consortium with Eonpass S.r.l and Jet Air Service (JAS) S.p.a is the winner and has been awarded a prize of EUR 50 000
- The winner and the other finalists will present their solutions at the EUIPO in Alicante on 17 March

The European Union Intellectual Property Office (EUIPO), which commits to developing innovative tools and services using next-generation technologies, including blockchain and artificial intelligence, finalises today the open competition launched in August 2021 to select the best design for a scalable, decentralised, blockchain-based authentication platform.

This innovative platform will authenticate products and exchange data between all parties in the supply and logistic chain, by interconnecting products' 'track and trace' solutions with the risk analysis systems of enforcement authorities and EUIPO tools ([TMview](#), [DesignView](#), [IPEP](#) and [IP Register in Blockchain](#)).

The winning high-level design today is the first step in creating such an infrastructure to empower the fight against counterfeit goods that have significant risks for consumers and seriously damage the economy and society.

Up to 5.8 % of EU imports are counterfeits, worth close to EUR 120 billion, according to the latest data from the OECD and the EUIPO in June 2021.

Consumers, who shop online more and more, are increasingly concerned about the risks in buying counterfeit products. One third of Europeans wondered whether a product they had bought was original, according to the EUIPO's 2021 [European Citizens and Intellectual Property](#) study.

The design solutions were assessed by a multi-stakeholder jury, composed of a wide range of experts related to the business case.

The Executive Director of the EUIPO, **Christian Archambeau**, said:

Today we are reaching a key milestone in our mission to help protect European businesses and consumers from the threats of counterfeit goods. The design solution awarded should also pave the way for us to contribute to the [European](#)



[multi-disciplinary platform against criminal threats](#) (EMPACT) and its economic crime priority, which includes intellectual property crime.

The winner and the other finalists in the competition are invited to the EUIPO on 17 March where the winning solution will be presented and the participants will be able to exchange views about their proposed designs.

The EUIPO plans to start by defining a proof of concept and presenting a live pilot by the end of 2023. The authentication platform is planned to be finalised by 2024.

The EUIPO will continue working with key partners through [the Blockathon Forum](#), a network of Blockchain experts and different entities involved in the fight against counterfeiting, to refine the use case and ensure the viability of the pilot. The project will also run in close collaboration with [the European Blockchain Services Infrastructure](#) and the Digital Product Passport.

NOTE TO EDITORS

This competition is part of the EUIPO projects in the field of blockchain carried out over the last 4 years, including the [EU Blockathon Competition](#) in 2018, the [definition of the use case](#) and the creation of the multi-parties forum.

ABOUT THE EUIPO

The [EUIPO](#) is one of the largest decentralised agencies of the EU, based in Alicante, Spain. Recently ranked as the [most innovative intellectual property office in the world](#) (together with the Korean IP office) by the *World Trademark Review*, the EUIPO manages the registration of the European Union trade mark (EUTM) and the registered Community design (RCD), both of which provide intellectual property protection in all EU Member States. It also carries out cooperation activities with the national and regional intellectual property offices of the EU.

The [European Observatory on Infringements of Intellectual Property Rights](#) was established in 2009 to support the protection and enforcement of intellectual property rights and to help combat the growing threat of intellectual property rights infringement in Europe. It was transferred to the EUIPO on 5 June 2012 by Regulation (EU) No 386/2012 of the European Parliament and of the Council.

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