

EU-Japan IPA

EU-Japan Intellectual Property Action

Intellectual Property Basics in the EU – Protecting Your Investments

ウェビナー開催 | EUにおける知的財産の
基礎 – 投資の保護

15 September 2026
9月15日



Funded by
the European Union

Opening remarks Welcome and Introduction

Manuel Hubert
EU-Side Managing Director
EU-Japan Centre for Industrial Cooperation

Section 1: Why the EU? IP as a Gateway to Secure Investment

Francisco Miranda De Sousa
Marketing Specialist
Business Development Department, EUIPO

EU-Japan IPA

EU-Japan Intellectual Property Action





1 Register EUTM, EUD and Craft and Industrial GIs

Managing EU trade marks, registered Community designs and (NEW*) Craft and Industrial Geographical Indications

- 99.9 % of trade mark applications filed online
- Craft and Industrial GI registration to start in 2025



2 Cooperation

Collaboration with Member State IP offices and international partners

- Promotion of IP policies worldwide, on behalf of the EU
- Promotion of practices and tools
- TMview: 132 Million trade marks, 79 IP Offices
- DesignView: > 20 Million designs, 75 IP Offices



3 Observatory

Improve public understanding of IP rights and their infringements

- Provide information
- Create tools and resources to enhance the fight against IP infringement
- Raise awareness of the importance of IP and the negative effects of counterfeiting and piracy

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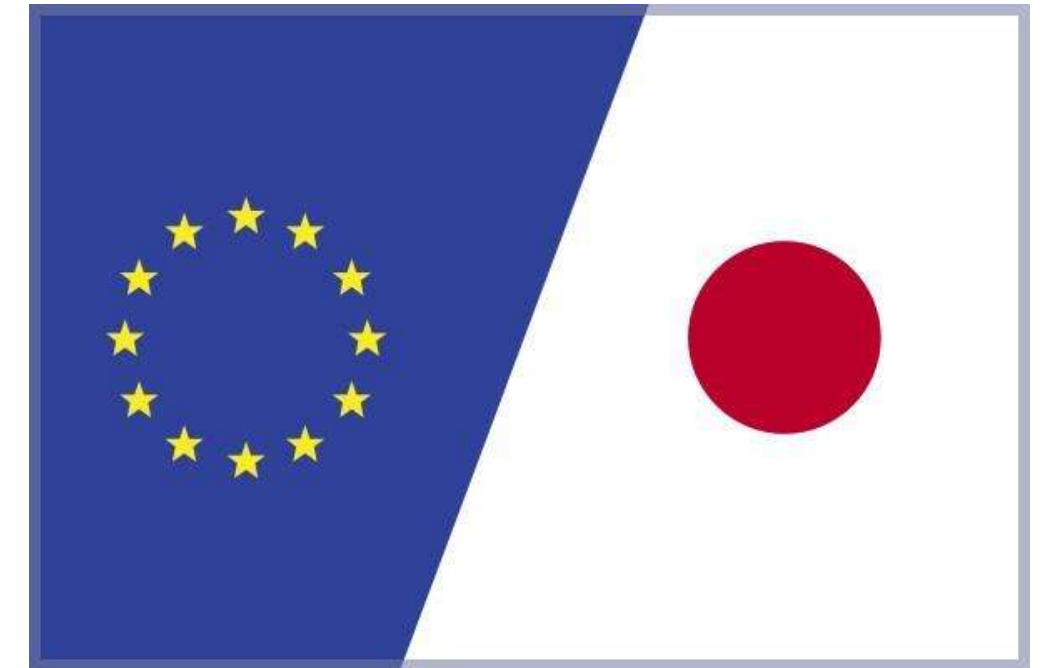
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01 ^{#one} Why IP protection in the EU matters

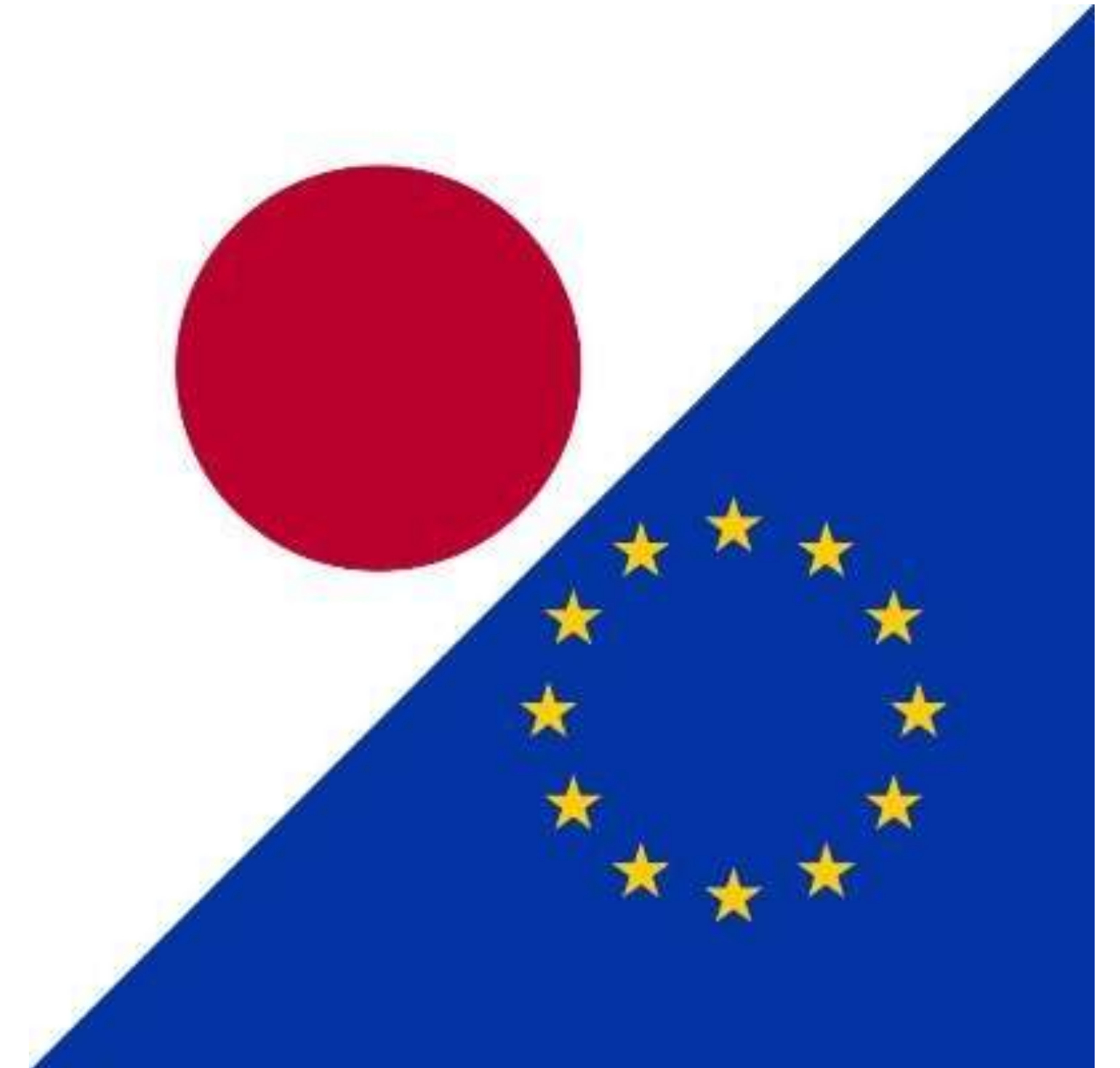
02 ^{#two} IP as a business asset

03 ^{#three} Risk mitigation





01 ^{#one} Why IP in the EU matters

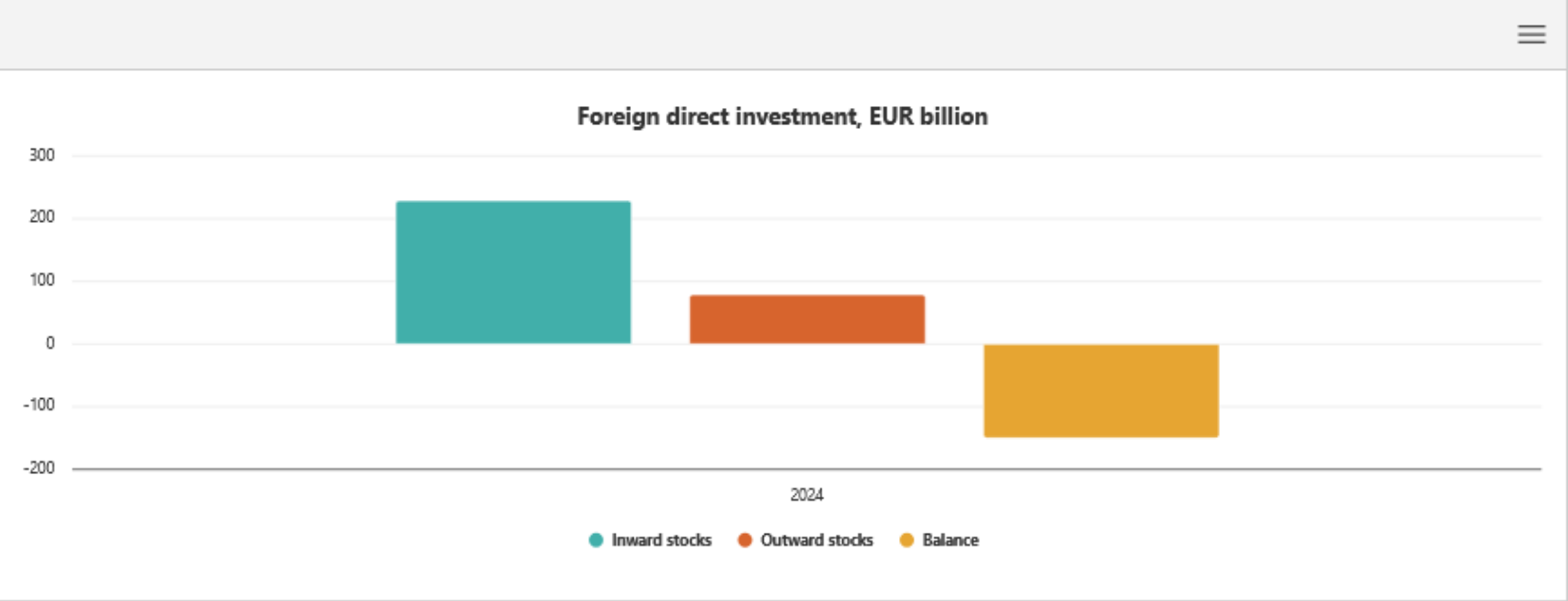
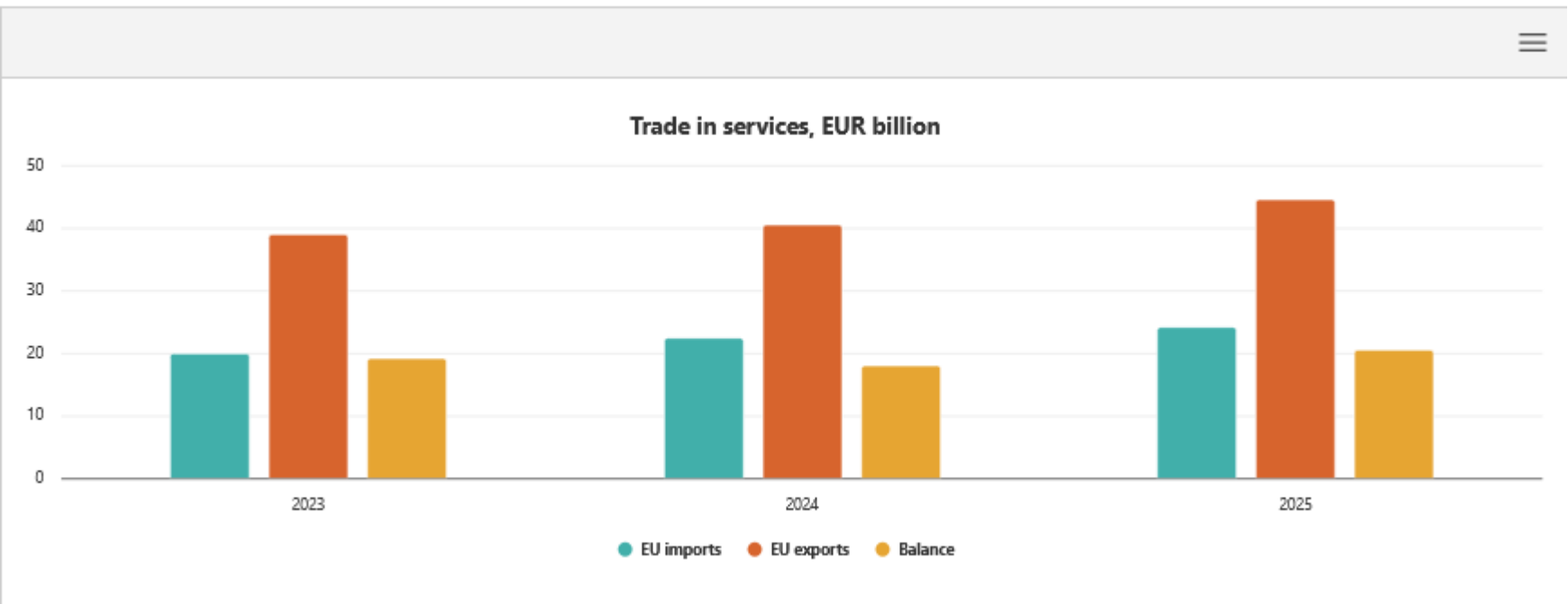




€63.8 bn worth of imports to the EU

€21.8 billion worth of EU imports from Japan

Electronics, automotive, consumer/luxury brands





MWC BCN

Japan Pavilion



Clothing

UNIQLO



Accessories

Seiko



Home Goods

Muji



Cosmetics

Shiseido



Electronics

**MCE Milan
Panasonic**

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3rd largest economy

27 countries

450M consumers

75M high income*

*ESADE Business & Law School. (2024). *The EU miracle: When 75 million reach high income.*



*EU SMEs that own IP Rights perform better than does who do not**

68% Higher revenue per employee**

93% Report positive impact

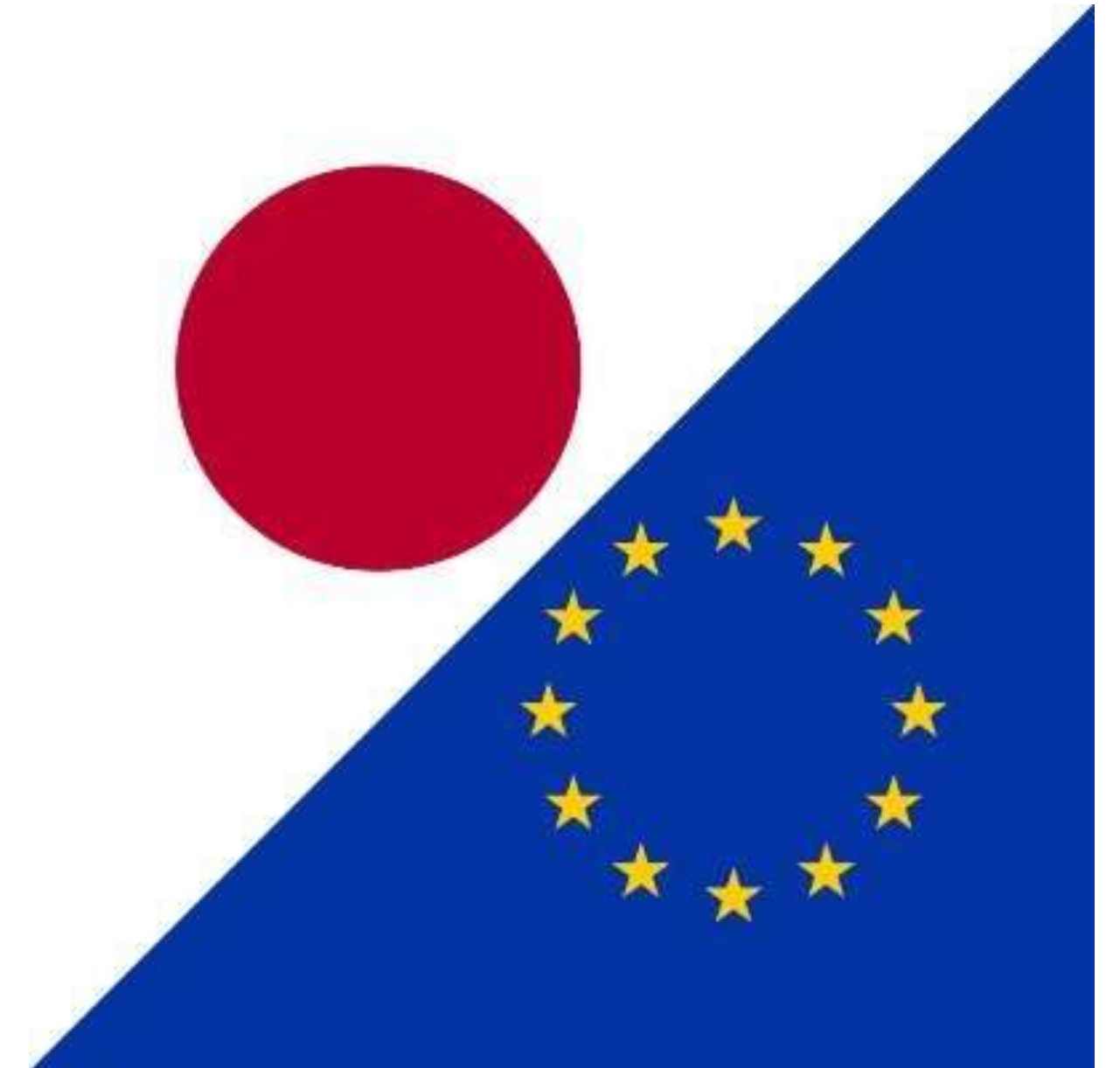
60% Improved reputation/image

*EUIPO-EPO Firm-level analysis report

**Intellectual property (IP) SME scoreboard



02 ^{#two} IP as a business asset



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Soul **#technology**

Patent – invention



Skin **#Design**

Design – appearance

Voice **#Branding**

Trade mark – name, logo



The EU trade mark and the EU design is a **centralised** system

Gives **unitary** protection **in all the 27 Member States** of the EU





ONE application
set of fees in €
set of procedures

FAST TRACK: Online e-filing

EUTM (trade mark)

10 years protection
indefinite renewal



EUD (design)

5 years protection
25-year renewal

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National protection



+24 countries

European Union protection



Registering in the EU



Madrid & Hague system

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Starting fees



Trade Mark

850€

151,785 JP¥

10 years protection
indefinite renewal



Design

350€

62,500 JP¥

5 years protection
25-year renewal



Trade Marks

Fast Track Publication

14.00

working days

Fast Track Registration

4.30

months

Standard Track Publication

36.00

working days

Standard Track Registration

5.30

months

Designs

Fast Track Registrations

1.00

working days

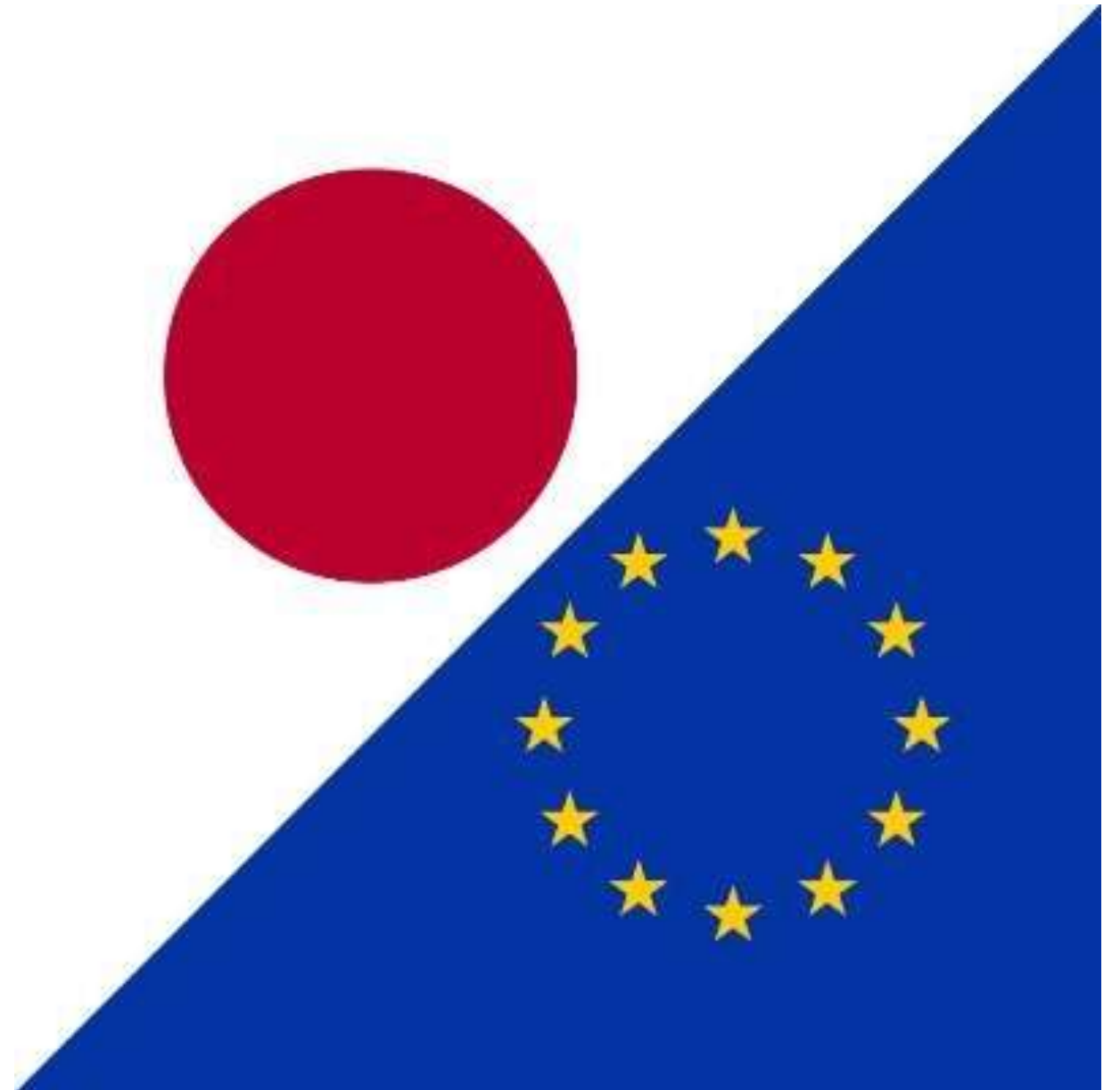
Standard Track Registration

7.00

working days



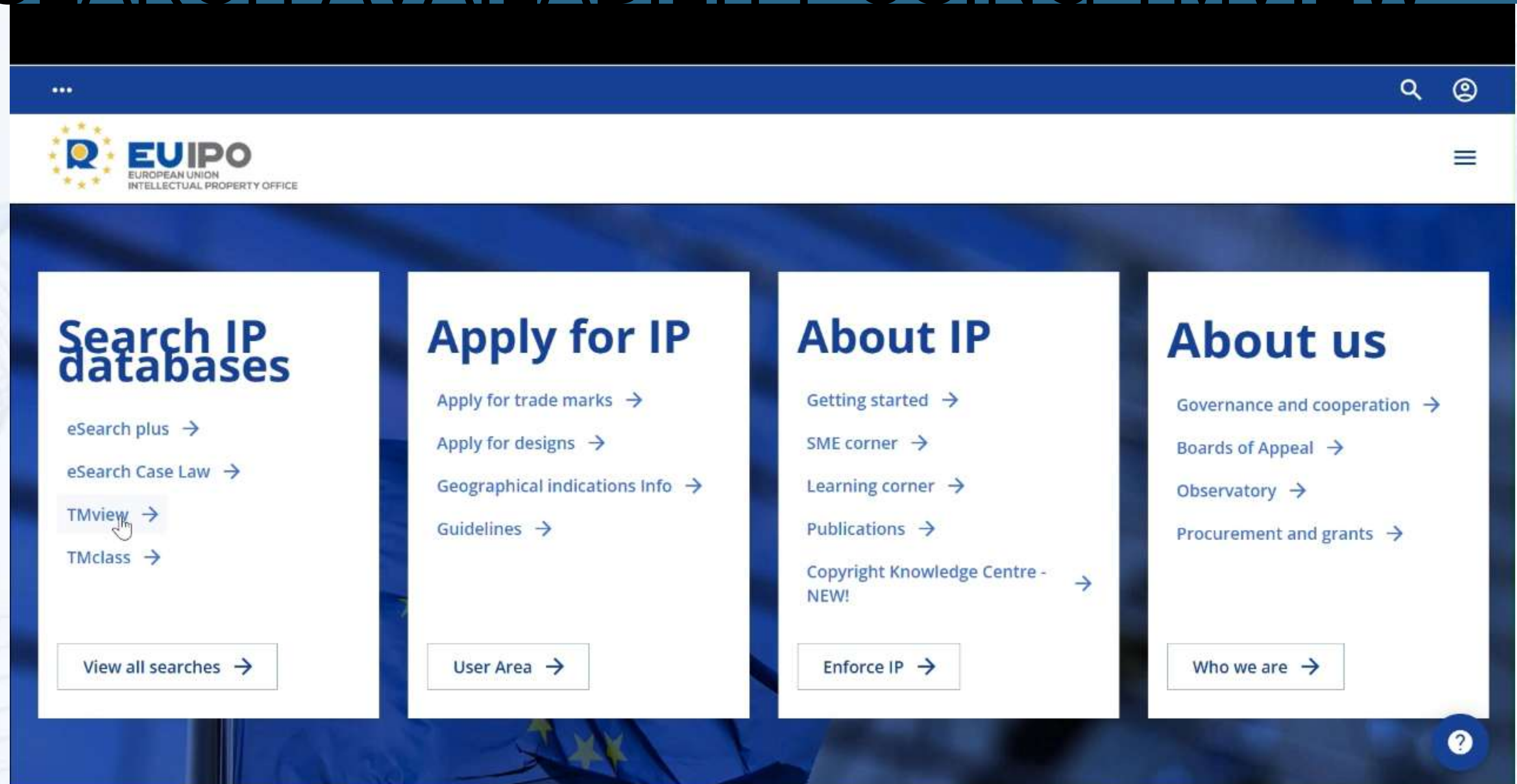
03 ^{#three} Risk mitigation



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SEARCH AVAILABILITY USING TMVIEW





Early TM Screening



1 in 5
EU trade mark applications
face an opposition



EUIPO Mediation Services

70% settlement rate

80% user satisfaction

- +No cost
- +Confidential
- +One proceeding vs 27
- +IP rights (copyright, domain names, patents)
- +Mediators IP experts
- +Multilingual



Section 2: Trade Marks in the EU – Protecting Your Brand

Ms Marianna Kondas

Project Leader, EU-Japan IP Action



What is an EU trade mark?

- Dual system with EU national marks and designs
 - EUTM: Application in any of the EU languages
 - Madrid Protocol available for international filing
-
- Japan 17th largest filer of EUTMs & IRs designating EU (2,512) 1,3% of total trade mark filings (2025).





Filing Process

- 99% e-filing – User Area
- For filing of applications no representative is needed
- Harmonised database of pre-accepted classification terms – fast track
- Examination of Absolute Grounds for refusal (no Relative Grounds but AI-powered screening tool)





Examination:

- Distinctiveness
- Deceptiveness
- Shape of a product
- Public policy
- Geographical Indications
- Protected elements

flavour and aroma



Flavour and aroma



PEST CONTROL SERVICES

Signs including protected elements

Marks that include elements such as flags, or other protected symbols, or conflict with other IP rights.

These conflicting elements can be:

Signs protected by the Paris Convention (typically national emblems)



Ref: 010502714

flags are too similar... could mislead the public about EU approval

Badges from organisations or public authorities

LIFECARTE
by CÉLAVIE

red cross use prohibited without authorisation

Protected terms for geographical indications, wines, traditional specialties or plant varieties



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The EUIPO does not examine Relative Grounds by its own motion.

Admissibility Check (~1-2 Months)

Adversarial Stage (2 + 2 + 2)

- + Opponent submits facts and **evidence** (2 mo.)
- Applicant (your client) files a reply and/or requests
 - + **Proof of Use** (2 mo.)
- + Opponent **replies** to applicant's observations (2 mo.)

- + **Oppositions** must be filed **within 3 mo. of publication date**
- + Deadline is strict and non-extendable
- + Fee is €320

- + **Cooling-Off Period** (2 Months)
- + Window to negotiate amicable settlement
- + Can be extended up to 24 mo. upon joint request

- + **Decision: 2 to 6 months**



Class 30: Tea

No confusion



Class 9: Solar energy collectors
for electricity generation

Confusion

CRE-ART

PRE-ART

Class 41: Art gallery services

Confusion



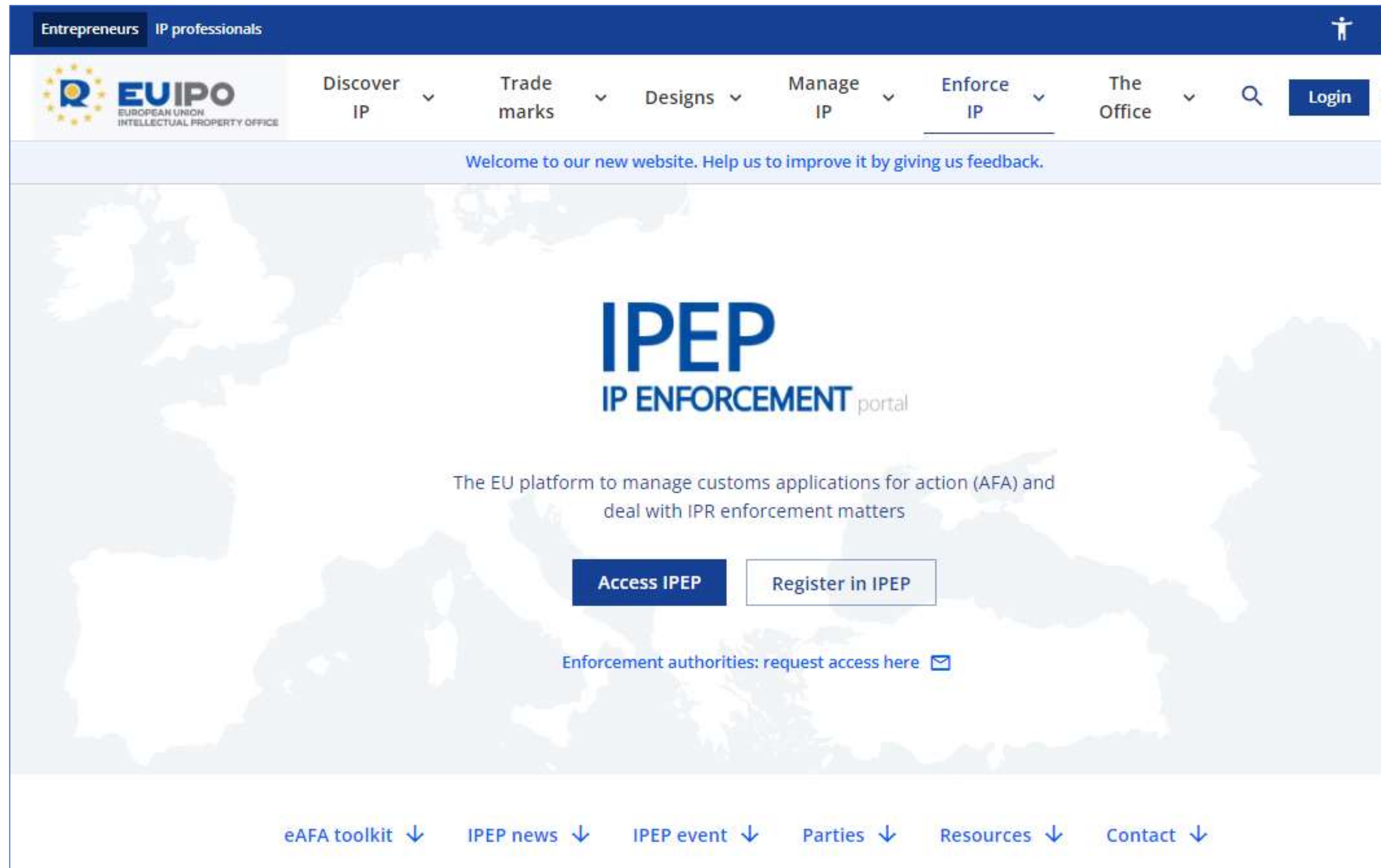
Enforcement and strategy

- Predictable opposition/invalidity procedures
- Quality: 91% User Satisfaction. User involvement with Stakeholder Quality Assurance Panels (SQAP 2025).
- Strong Legal Framework: comprehensive and centralized system for managing oppositions, cancellations, and appeals or invalidity decisions. 85% confirmation rate of BoA decisions at General Court (2025).

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Enforcement:



The screenshot displays the IPEP IP Enforcement portal website. At the top, there is a dark blue navigation bar with tabs for 'Entrepreneurs' and 'IP professionals'. Below this is a white header featuring the EUIPO logo and a menu with categories: 'Discover IP', 'Trade marks', 'Designs', 'Manage IP', 'Enforce IP' (which is underlined), and 'The Office'. A search icon and a 'Login' button are also present. A light blue banner below the header reads: 'Welcome to our new website. Help us to improve it by giving us feedback.' The main content area has a light blue background with a faint map of Europe. It prominently features the 'IPEP IP ENFORCEMENT portal' title. Below the title, a description states: 'The EU platform to manage customs applications for action (AFA) and deal with IPR enforcement matters'. Two buttons are provided: 'Access IPEP' (dark blue) and 'Register in IPEP' (light blue). Further down, a link for 'Enforcement authorities: request access here' is accompanied by an envelope icon. The footer contains a row of links: 'eAFA toolkit', 'IPEP news', 'IPEP event', 'Parties', 'Resources', and 'Contact', each with a downward arrow.

Entrepreneurs IP professionals

EUIPO EUROPEAN UNION INTELLECTUAL PROPERTY OFFICE

Discover IP Trade marks Designs Manage IP Enforce IP The Office

Welcome to our new website. Help us to improve it by giving us feedback.

IPEP
IP ENFORCEMENT portal

The EU platform to manage customs applications for action (AFA) and deal with IPR enforcement matters

[Access IPEP](#) [Register in IPEP](#)

Enforcement authorities: request access here

[eAFA toolkit](#) [IPEP news](#) [IPEP event](#) [Parties](#) [Resources](#) [Contact](#)



IP Enforcement Portal (IPEP)

IPEP is a free of charge, secure platform enabling real-time exchange of information between right holders and enforcement authorities



Right holders enter **product, IPR and contact information**

IP ENFORCEMENT portal

Notifications

AfAs, Alerts



Enforcers access information with **one single search**

Rights holder are authenticated and IPR information validated



EU enforcement of intellectual property rights: results at the EU border and in the EU internal market 2024

01/10/2025



Approximately 112 million counterfeit items were detained in the European Union in 2024 with their estimated value being over EUR 3.8 billion.



Pitfalls to avoid

- Representative requirement for proceedings
- Monitoring for opposition and enforcement
- Use requirement – one Member State is enough
- Licensing and franchise agreements



Case study

A Japanese company started business discussions in the EU without registering its trade mark.

A competitor files the same name as a trade mark in the EU.

Best practice: register first

CARS

Toyota trademarks Supra in Europe – Return of a legend?



By Sagar X

Posted on June 10, 2016





More information



Distinctiveness

The distinctiveness of a trade mark, within the meaning of Article 7(1)(b) EUTMR, means that the sign serves to identify the goods and/or services for which registration is sought as originating from a particular undertaking, and thus to distinguish those goods and/or services from those of other undertakings. A minimum degree of distinctiveness is sufficient to prevent the absolute ground for refusal provided for in Article 7(1)(b) EUTMR from being applied.

Q Are there any examples of non-distinctive word marks?

Word element

Words that are so frequently used that they have lost any capacity to distinguish goods and services (e.g. BIO).

Terms merely denoting a particular positive or appealing quality or function of the goods and services (e.g. PERFECT).

Slogans

Advertising slogans are objectionable when the relevant public might only perceive them as a mere promotional formula (Article 7(1)(b) EUTMR), for example, 'THIS IS PERFECT FOR YOU'.

However, they can be distinctive when they are seen as more than a mere advertising message, for example, because they:

- constitute a play on words;
- introduce elements that are imaginative, surprising or unexpected;
- trigger a cognitive process or require an interpretative effort;
- the shape of the goods are distinctive, despite the use of non-distinctive words on them.



Q What is **Fast Track** and what is the main benefit of using the Harmonised Database in classification?

At the EUIPO, applicants have the opportunity to get their applications examined and published faster if they are compliant with the **Fast Track** conditions.

1. It is faster (published in half of the time or less).
2. It is safer: choosing terms already accepted by the EUIPO / EU IP offices from the Harmonised Database (HDB) reduces deficiencies (errors).

An application that is compliant with the **Fast Track** conditions is automatically placed on this track, so applicants do not have to submit an additional application for this.

Q How can I comply with the **Fast Track** conditions?



You need to select the goods and services your trade mark will cover from the HDB.



You need to pay upfront: our examiners can only start examining the application once payment has been completed.



► Although some applications may comply with the **Fast Track** conditions at the time of filing, this situation may change during the examination process, namely if deficiencies are found.

For more information on the full **Fast Track** conditions, visit our dedicated web page.

Break



Section 3: Desings in the EU – Safeguarding Innovation

Alfonso CID



WHAT

IS A DESIGN

EXTERNAL APPEARANCE







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HOW IT LOOKS

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VALUE



IMPACT





VISUAL





Certificates



Registration office code

EM

Design number

002324962-0006

Application number

002324962

Application language code

it

Second language code

en

Application date

11/10/2013

Registration date

11/10/2013

Publication date

15/10/2013

Design description

No

Expiry date

11/10/2028

Effective date

11/10/2013

Design current status code

Registered and fully published

Design current status date

02/10/2018



Search for designs with similar images



Certificates



Registration office code

EM

Design number

002324962-0002

Application number

002324962

Application language code

it

Second language code

en

Application date

11/10/2013

Registration date

11/10/2013

Publication date

15/10/2013

Design description

No

Expiry date

11/10/2028

Effective date

11/10/2013

Design current status code

Registered and fully published

Design current status date

02/10/2018



Search for designs with similar images



Certificates



Registration office code

EM

Design number

002438473-0006

Application number

002438473

Application language code

it

Second language code

en

Application date

02/04/2014

Registration date

02/04/2014

Publication date

04/04/2014

Verbal element

50 60 70 80 90 95 100

Design description

No

Expiry date

02/04/2029

Effective date

02/04/2014

Design current status code

Registered and fully published

Design current status date

16/04/2019



Search for designs with similar images

FACT

EXAMPLE



✈ THAI LAND



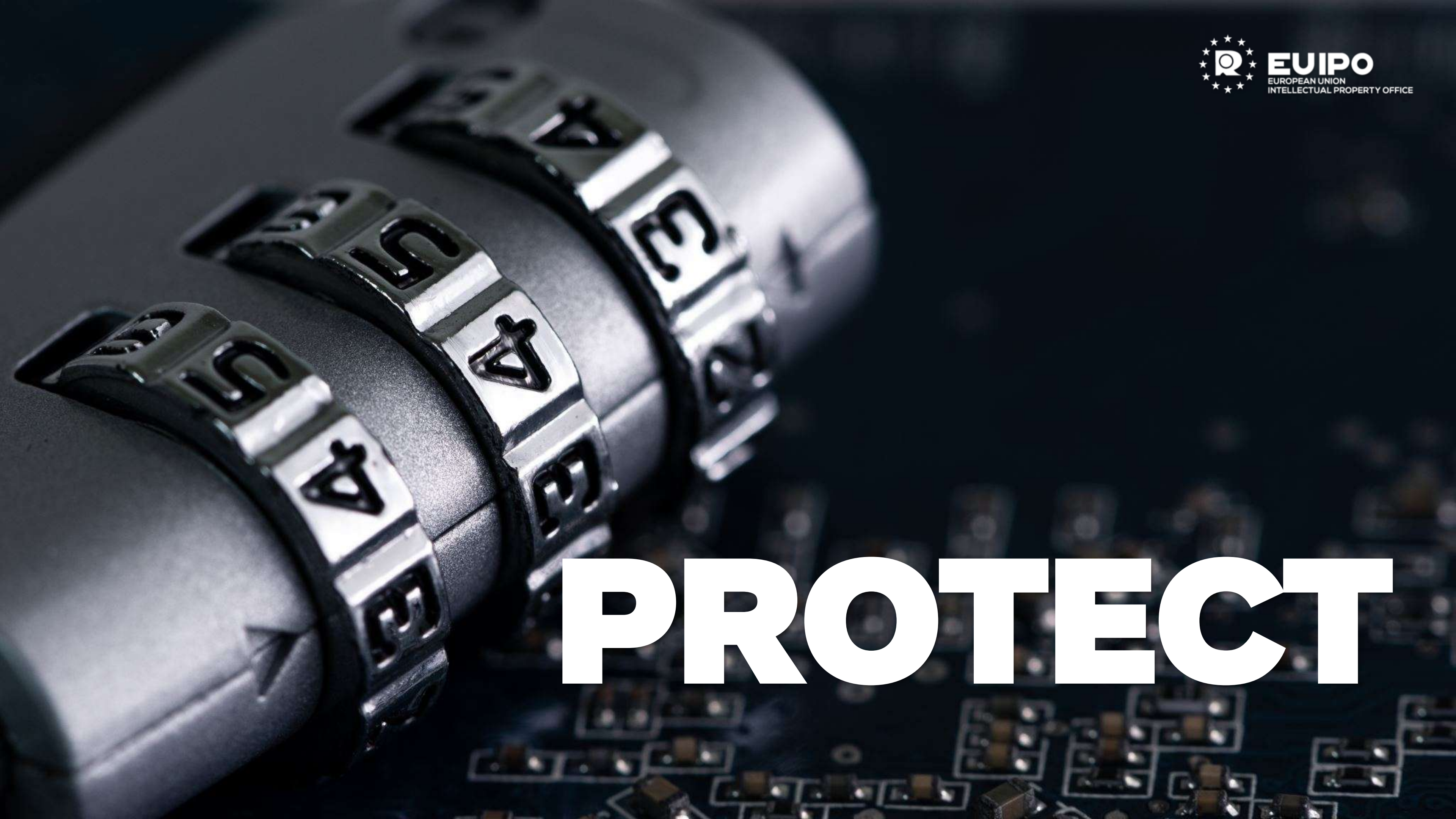


A



B

INVESTMENT



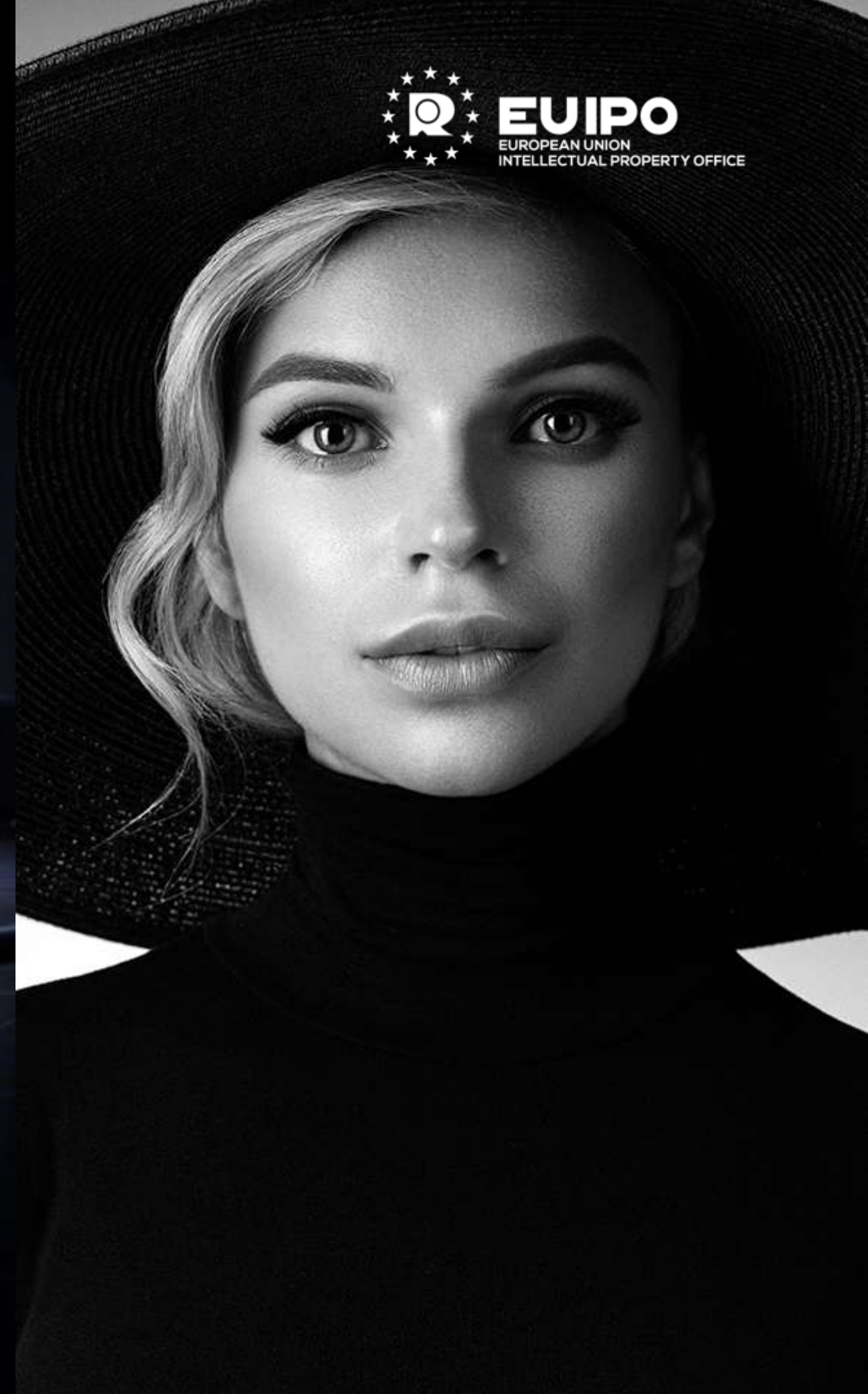
PROTECT



**BASIC
DESIGNS**



INVESTMENT





Garage

ALFA ROMEO

8C Comp
Base Colour:

PP 553.60

Displacement

Drivetrain

Max. Power

Max. Torque

Weight

Aspiration



14 km

Car Type:

Road Car

000057534-0001



L1 • • • • • R1



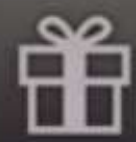
Change Car



Car Settings



Scapes Movies



Gifts



Tuning Parts



249

Car Collection







RETAIL · GEN Z

Gen Z's obsession with a \$10 naked baby figurine is causing a worldwide shortage: 'Some customers come every day, for three days straight'



The Sonny Angel—a cute, collectible cherubic figurine, stark naked save for its colorful headwear—has exploded in popularity over the past two years thanks to social media.

EDMOND SO—SOUTH CHINA MORNING POST/GETTY IMAGES

 Certificates



Registration office code
EM

Design number
000732334-0001

Application number
000732334

Application language code
en

Second language code
fr

Application date
24/05/2007

Registration date
24/05/2007

Publication date
19/06/2007

Design description
No

Expiry date
24/05/2027

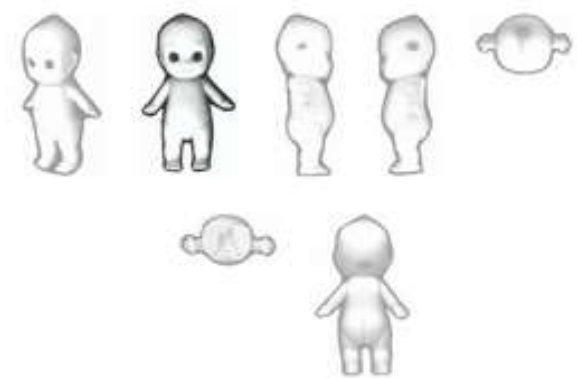
Effective date
24/05/2007

Design current status code
Registered and fully published

Design current status date
16/05/2022

 Search for designs with similar images

18 Case-law results 



LAST YEAR

\$5 MILLION





REGISTRATION

WHY SHOULD I?



SECURE MARKET ENTRY

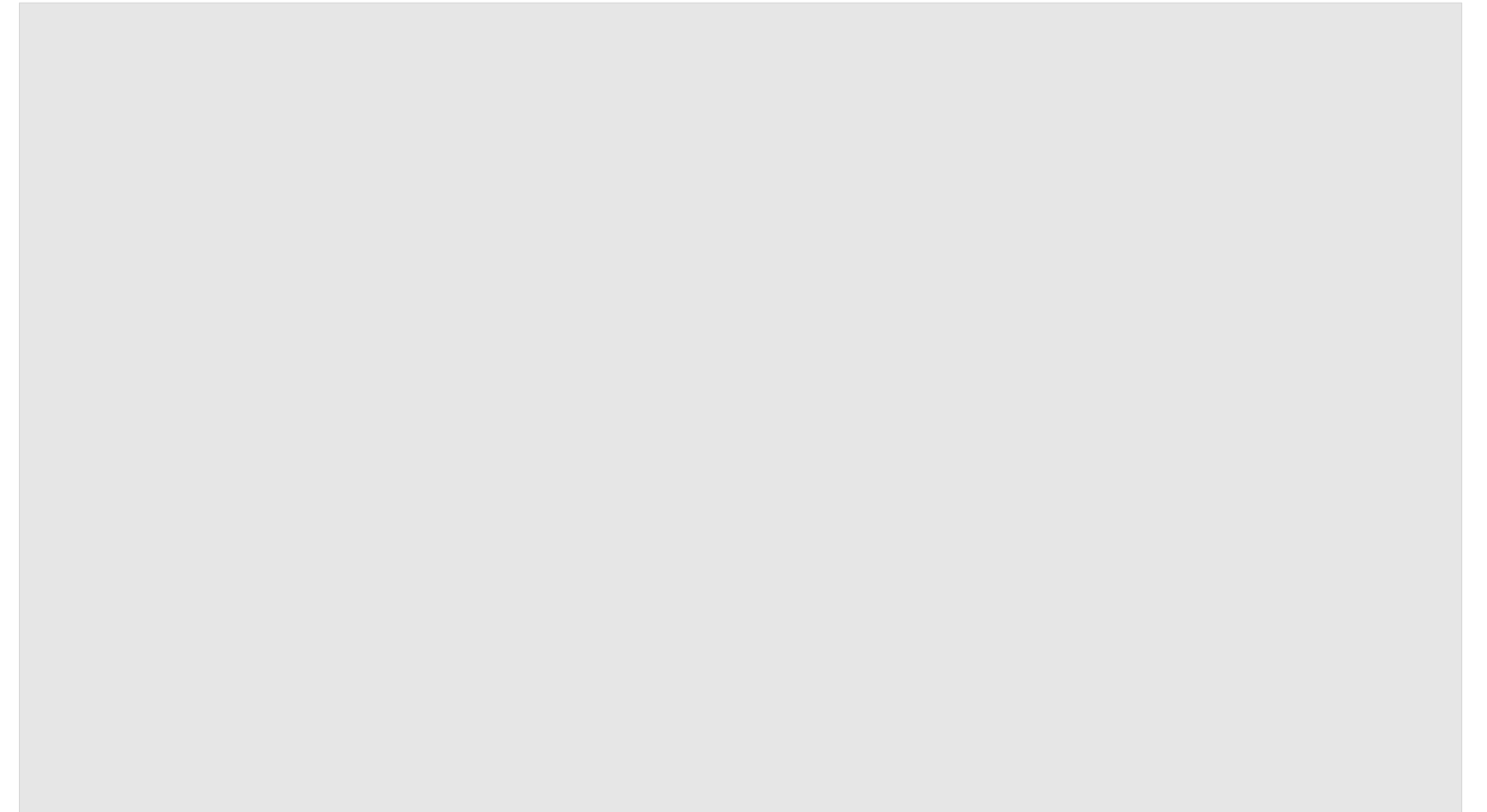
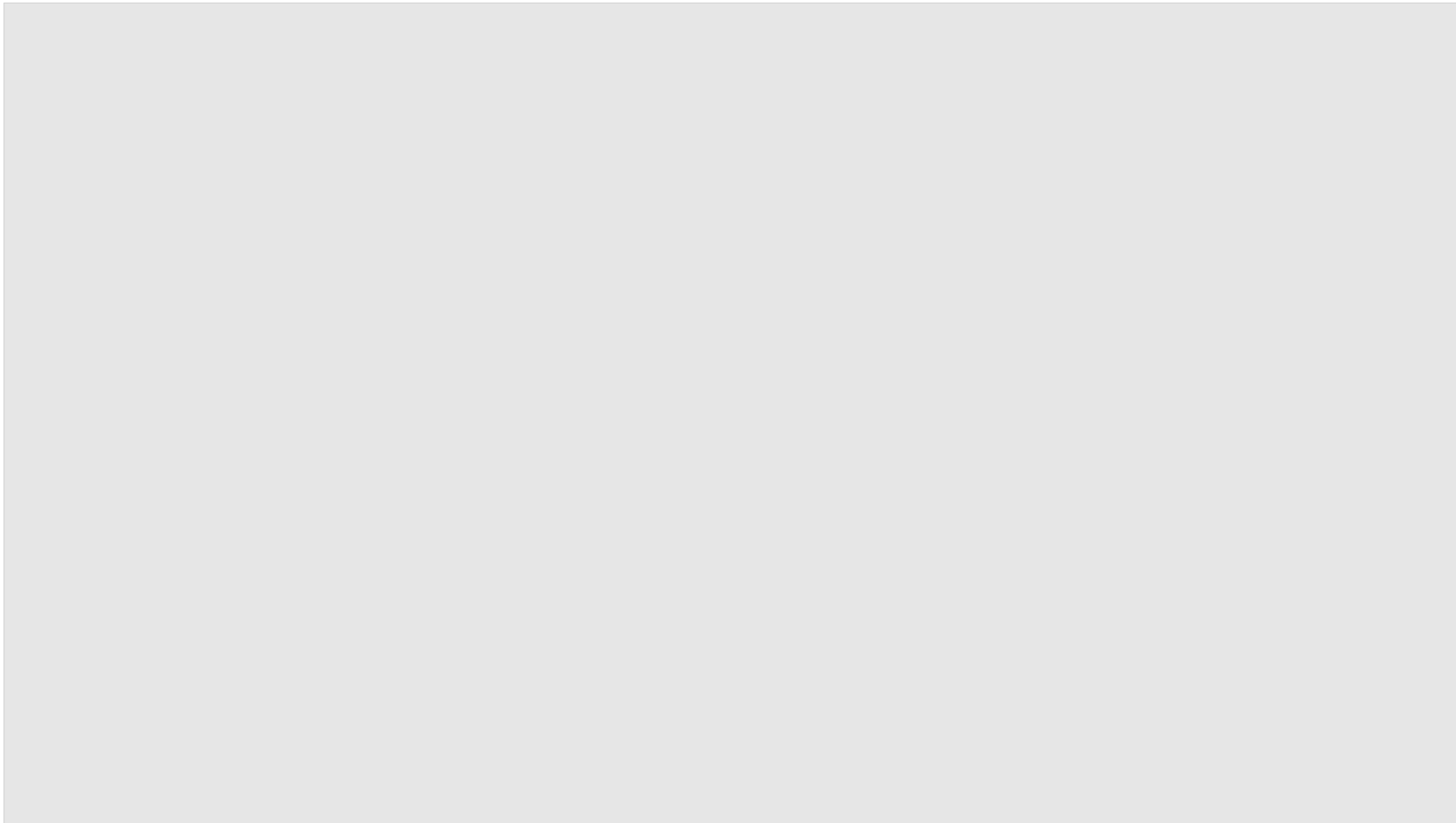


449 M CONSUMERS





SEVERAL OPTIONS:

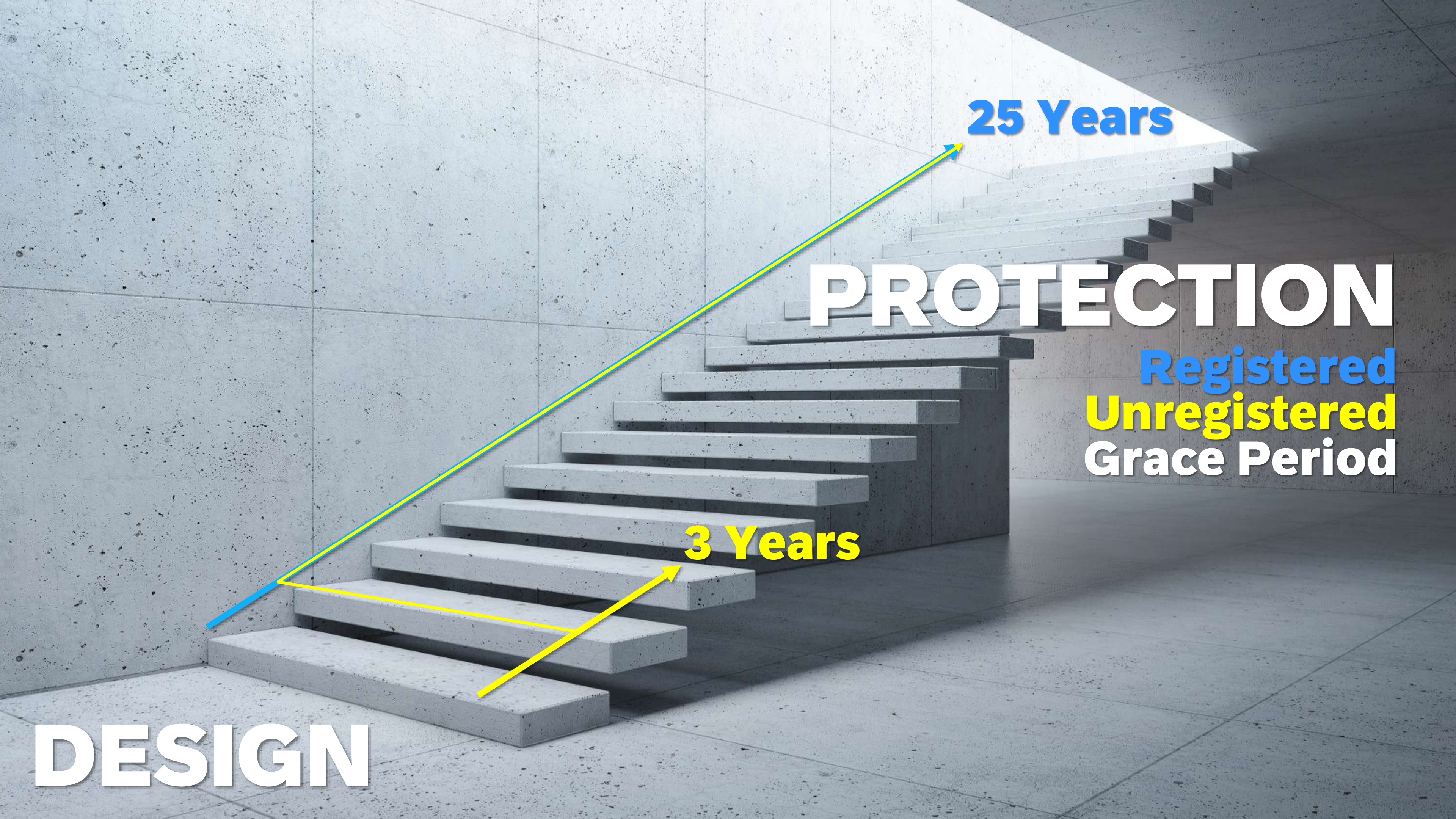


DURATION

25







25 Years

PROTECTION

Registered
Unregistered
Grace Period

3 Years

DESIGN



SCOPE



**REGISTERED
DESIGN**

COPIES

USE

INDEPENDENT



**UNREGISTERED
DESIGN**

EXACT COPIES

~~ALTERNATIVE~~ **COMBINATION**

TERRITORY

NATIONAL
REGIONAL
EUROPEAN UNION
INTERNATIONAL



STRATEGY

- **NATIONAL** – e.g. Sweden
- **REGIONAL** – e.g. BOIP
- **EUROPAN UNION** – EUIPO
- **INTERNATIONAL** – WIPO



EU



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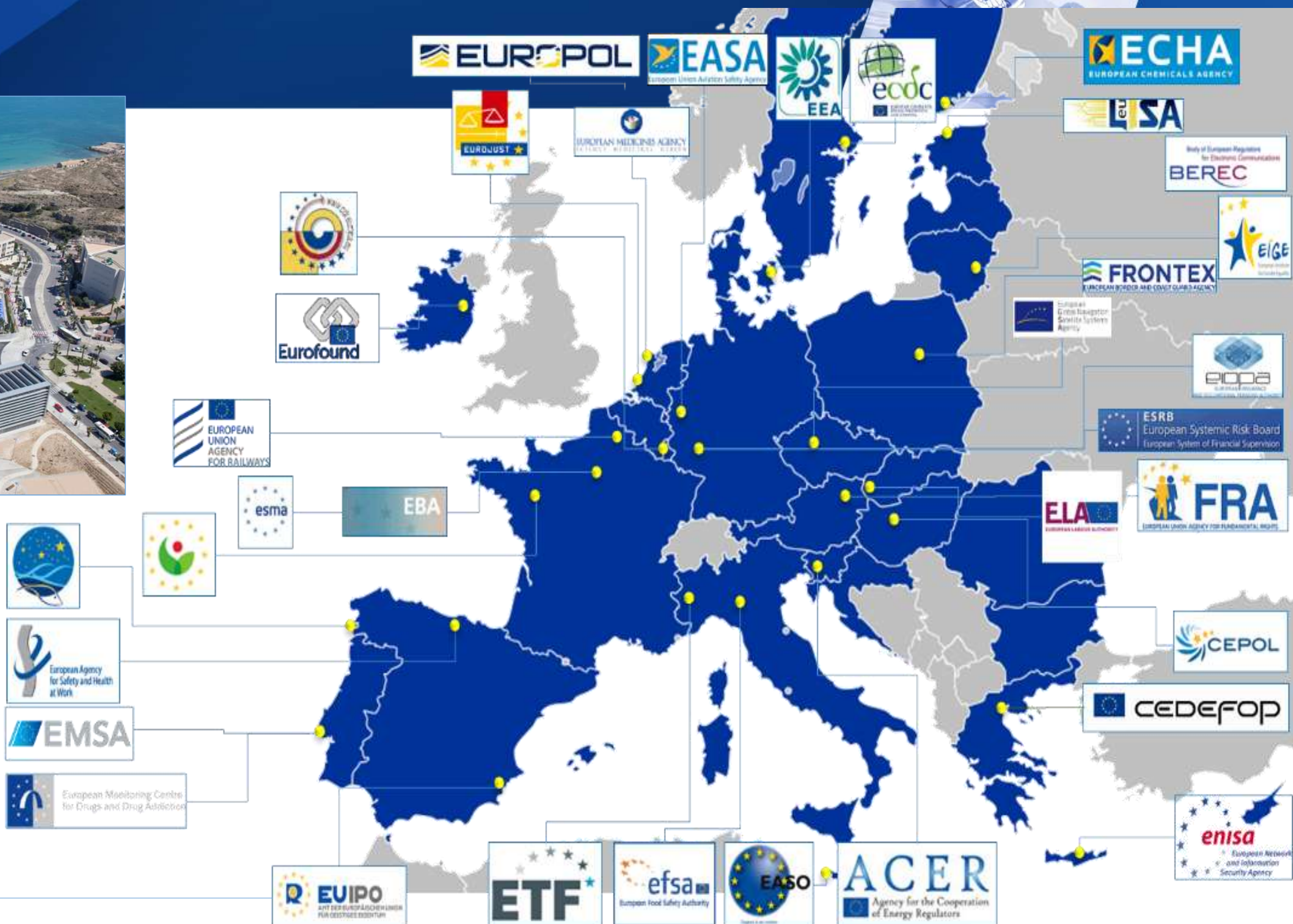
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SINGLE FILING

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ONLINE MARKETPLACE







EASY
SIMPLE
FAST
FLEXIBLE

25



DEFERRED PUBLICATION



**COST-
EFFECTIVE**

SALE

LICENSE

TRANSFER



BUSINESS ASSET



ENFORCEMENT OPTIONS



**REGISTERED
DESIGN**

COPIES

USE

INDEPENDENT

PRINTING

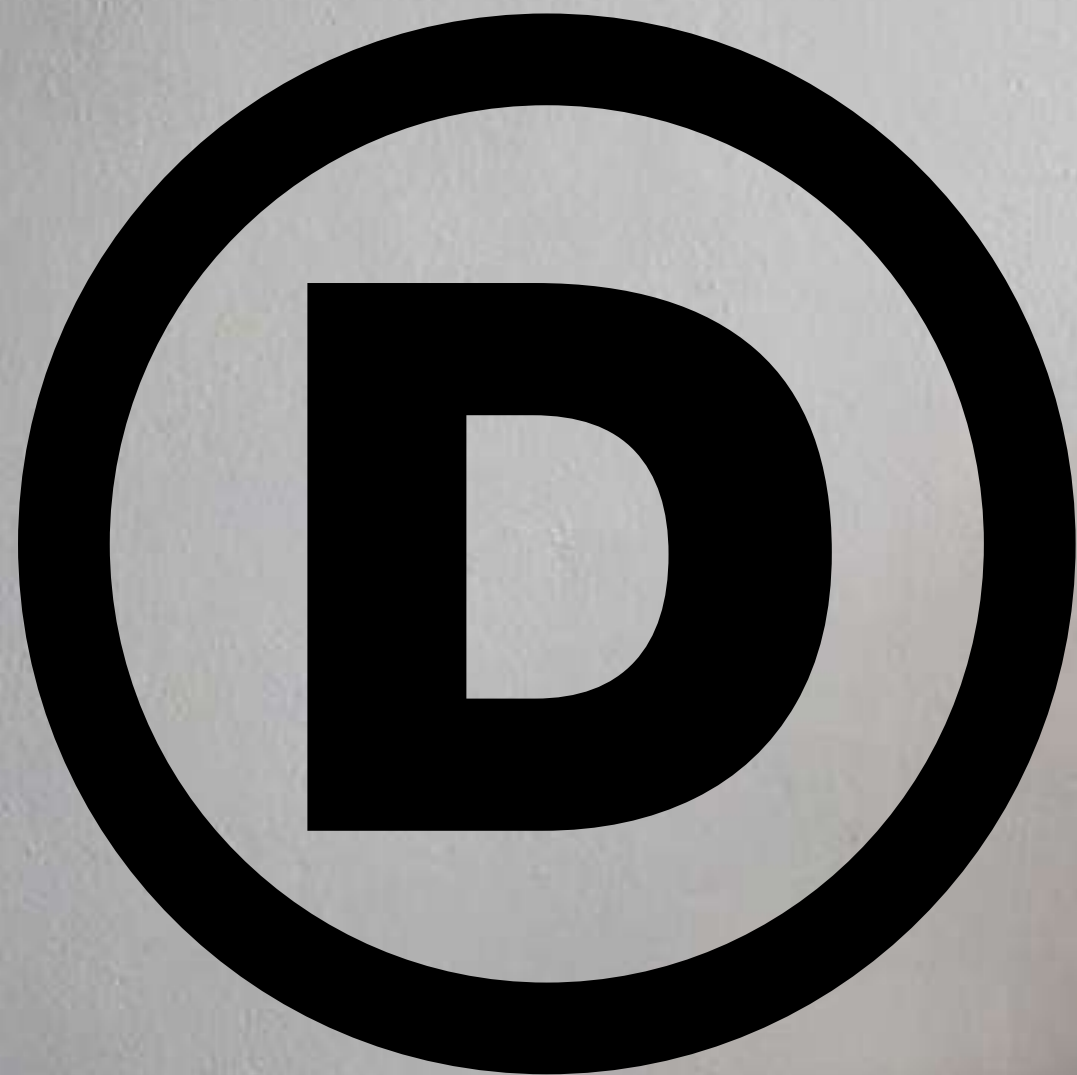


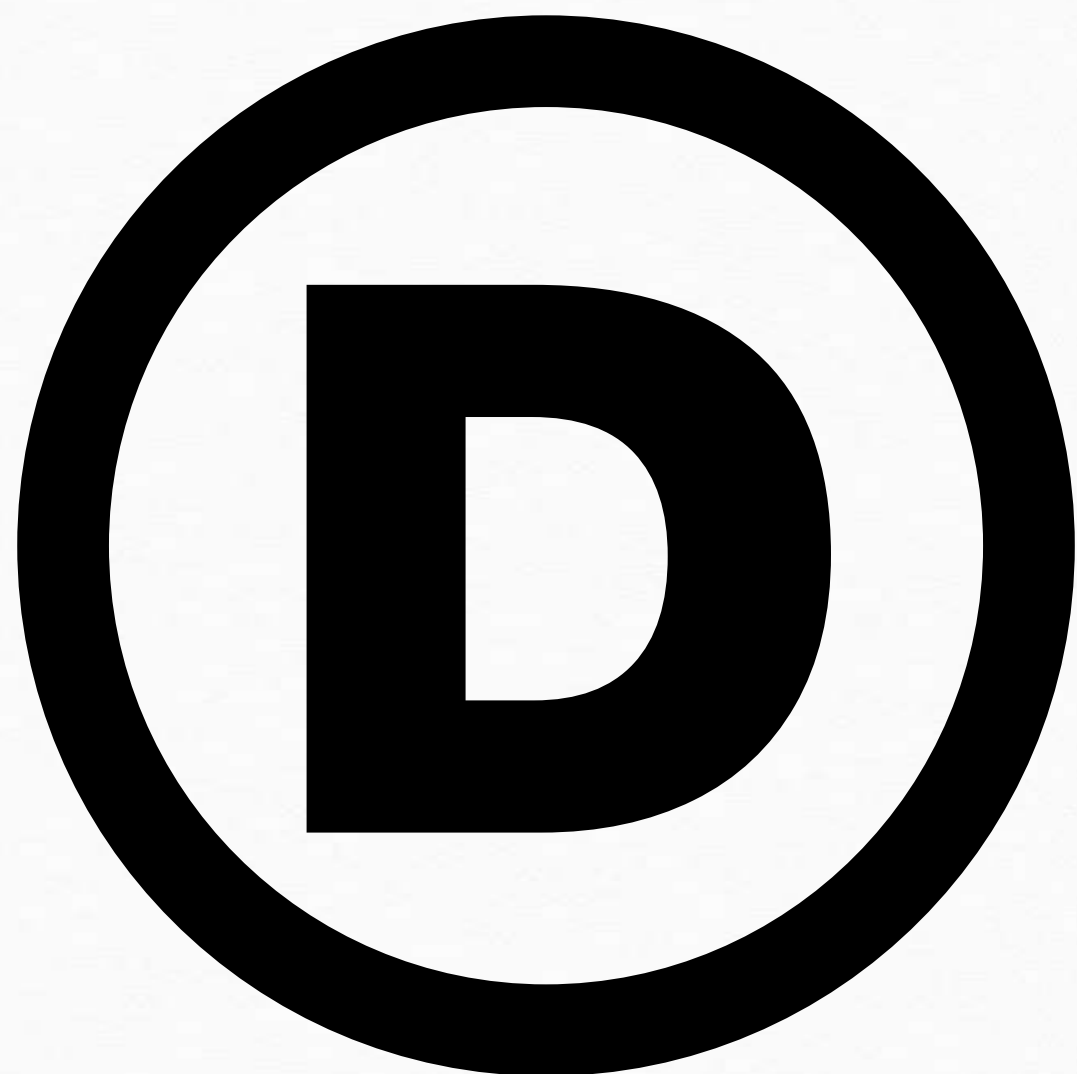


GOODS IN TRANSIT











VISIBILITY

Entrepreneurs and
Small Companies Award

Transparent
Turntable
Transparent



DESIGNEUROPA
AWARDS 2024



EUIPO
EUROPEAN UNION
INTELLECTUAL PROPERTY OFFICE

Achievement





HOW

TO REGISTER



LET'S START!



NEW

INDIVIDUAL CHARACTER



1 YEAR TO REGISTER

A DESIGN



APPLICANT



REPRESENTATION



FEE

DESIGNclass

PRODUCT INDICATION

SINGLE APPLICATION

OR

**MULTIPLE
APPLICATION**



UNITY OF CLASS REQUIREMENT



DATE OF FILING

OR

PRIORITY

PUBLICATION

OR

DEFERMENT

SUBMIT!

FILING **MATTER OF** **MINUTES**



REGISTRATION **MATTER OF** **DAYS**



EXAM

EU DESIGN APPLICATION

ERRORS:





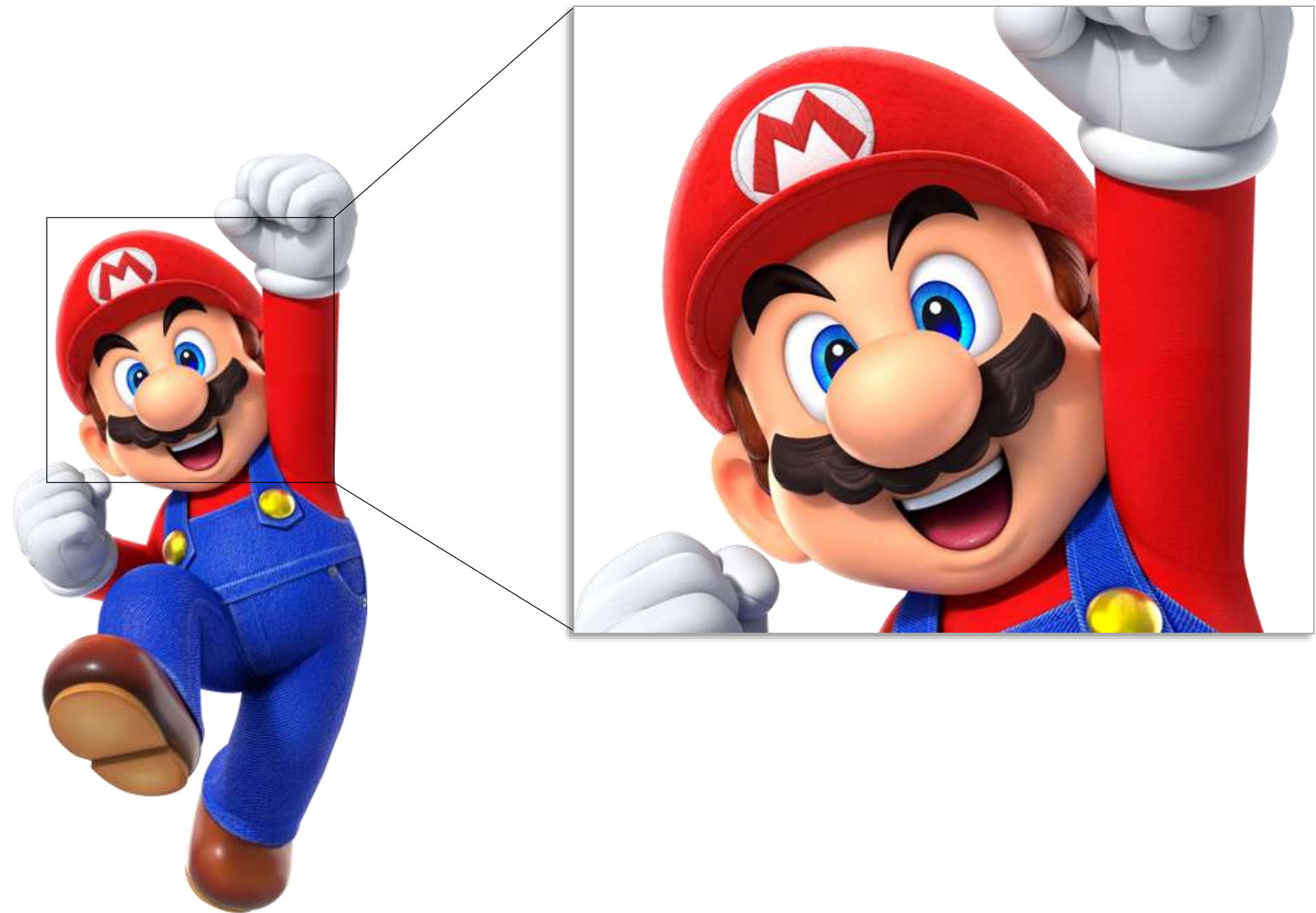
**Non-neutral
background**



Different designs



Additional elements



Magnified views



Bad quality



DESCRIPTION

CLASSIFICATION

VISUAL

PHOTOS

OR

VIDEOS

OR

3D

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BROAD



Logo

Typeface

PATTERNS

EU-Japan IPA

EU-Japan Intellectual Property Action
EUROPEAN UNION
INTELLECTUAL PROPERTY OFFICE



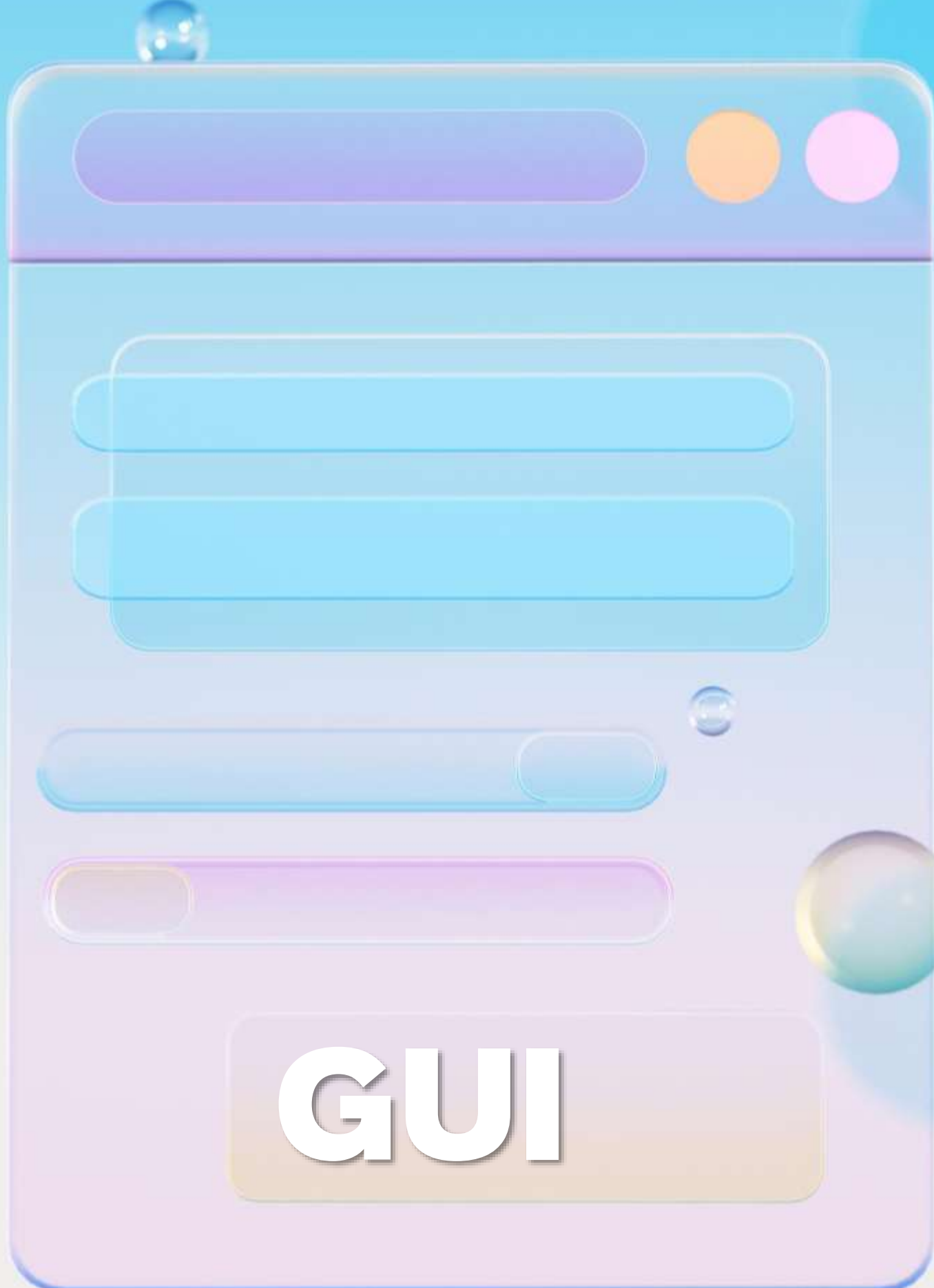










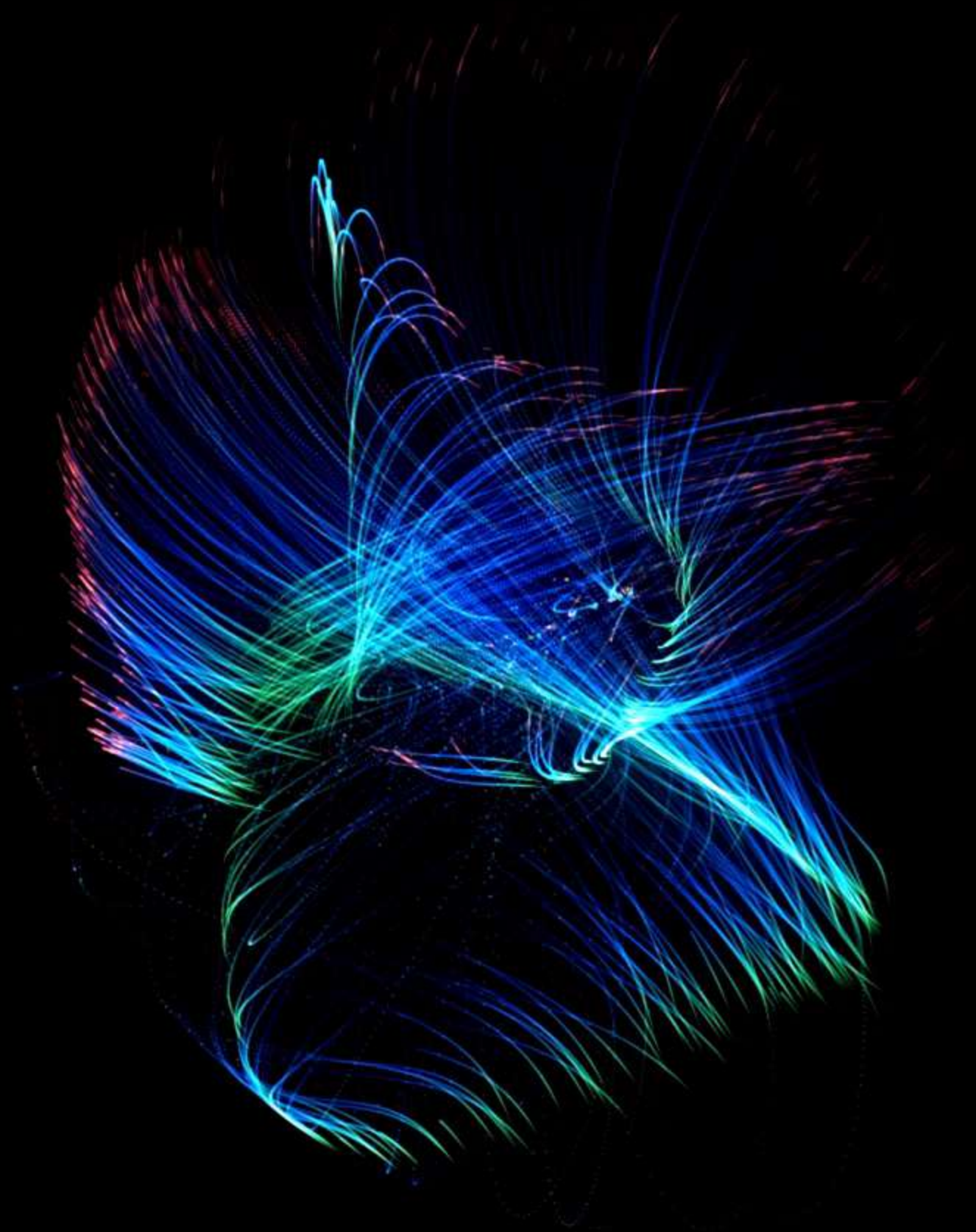


GUI



NOVELTY INDIVIDUAL CHARACTER







LAW

TECHNOLOGY

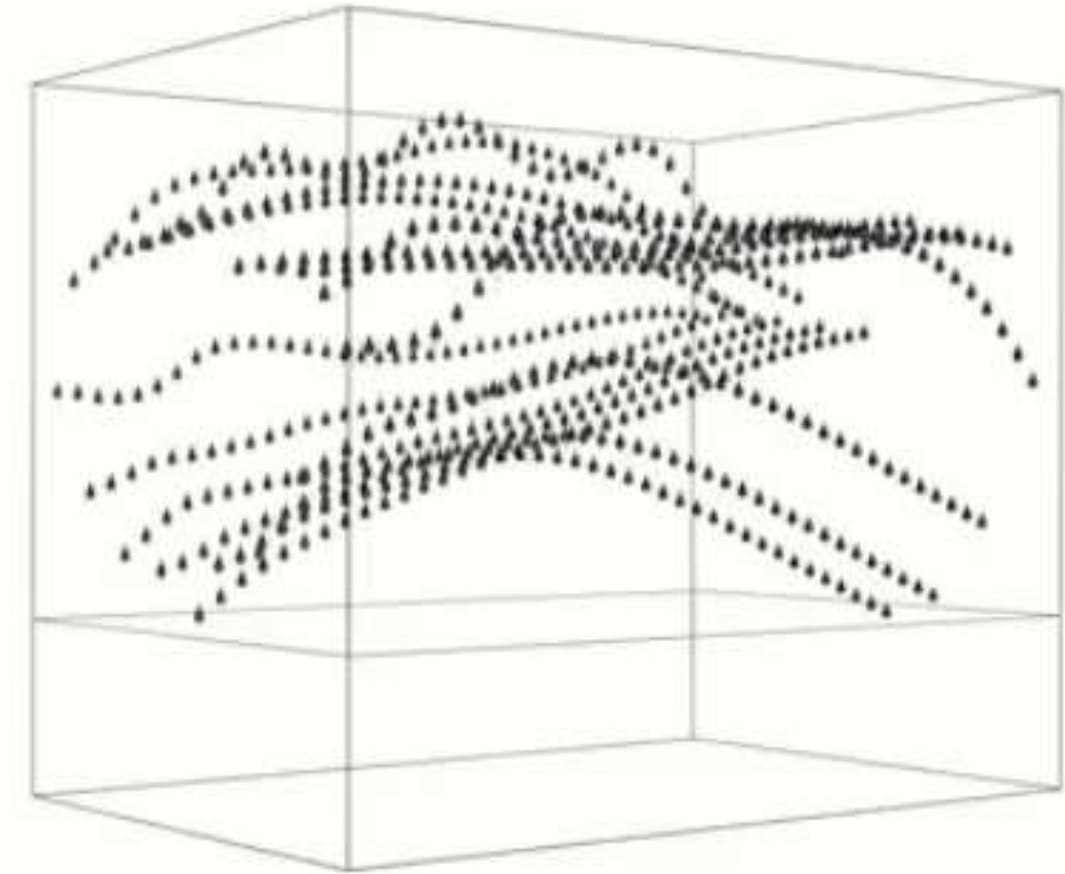
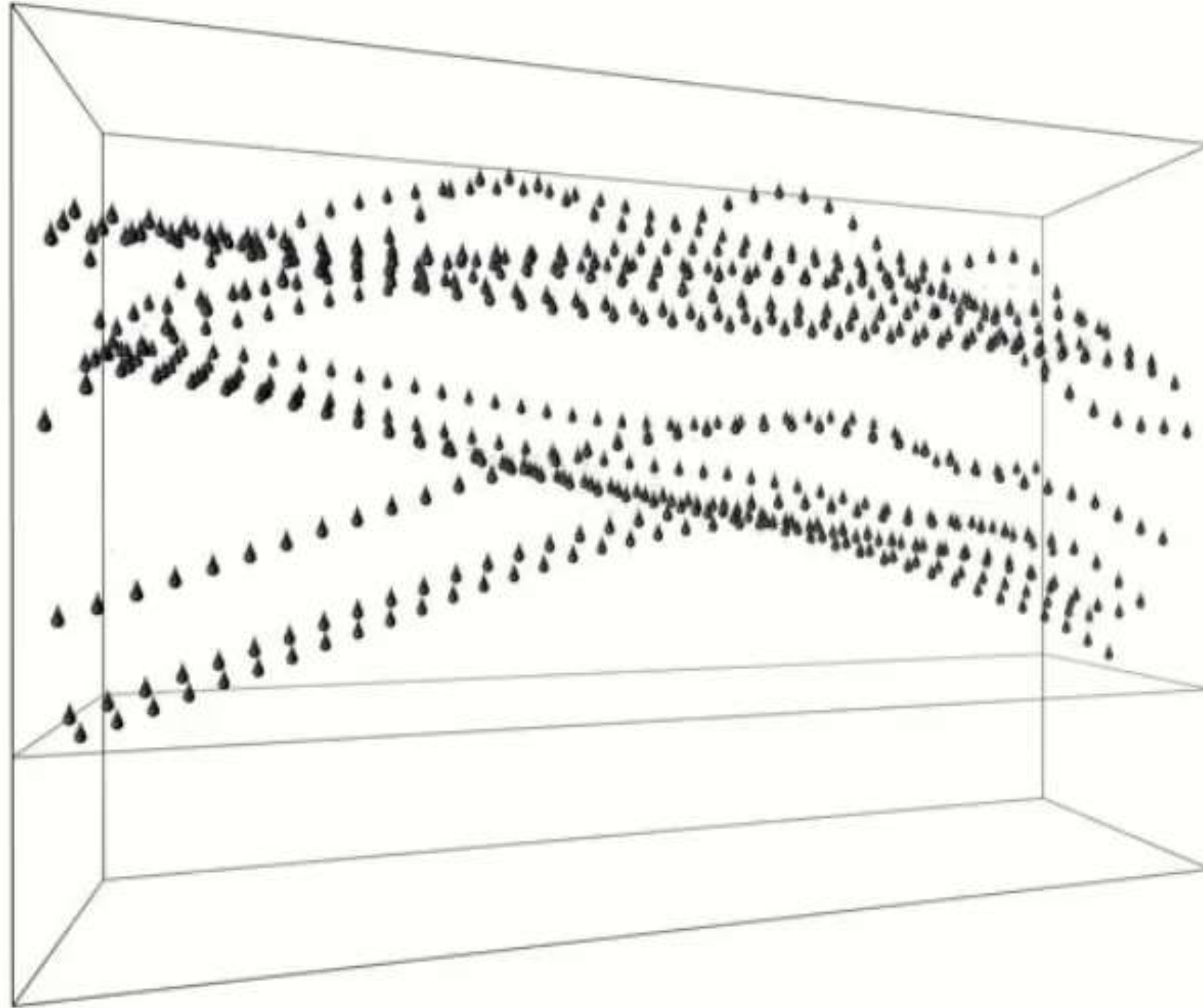


**/ ANIMATION
/ TRANSITION
/ MOVEMENT**

FORMATS

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EUIPO
EUROPEAN UNION
INTELLECTUAL PROPERTY OFFICE

GRAN TURISMO™ 7
THE REAL DRIVING SIMULATOR

SKODA

015062362-0002



000740774-0001



PRACTICE

CHOOSE YOUR CHARACTER

ALISA



Section Plays



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"PRODUCT" includes:

- Physical designs
- Non-physical (digital) designs
- Graphical user interfaces (GUIs)
- Product arrangements in spaces
- Sets of articles
- Graphic works or symbols
- Logos
- Surface patterns
- Packaging

“FEATURES” includes:

- Lines
- Contours
- Colours
- Shape
- Texture
- Materials
- Animation
- Transitions
- Movement



**Real-time guidance
for designs**

- Applying to register your design?
- Questions on filling out the form?

[Ask us for real-time guidance!](#)

No legal or strategic advice provided

The banner features two small images. On the left, a woman with brown hair is smiling while talking on a mobile phone. On the right, a man is sitting at a desk, working on a laptop. The background of the banner is a solid blue color.



Section 4: Patents in the EU – Securing Tech Leadership

Mr John Beatty, Director Procedural Guidance and Registers, European Patent Office



Section 4: Patents in the EU – Securing Tech Leadership

Mr John Beatty, Director Procedural Guidance and Registers, European Patent Office

JAPANESE BUSINESS EXECUTIVES UPDATE ON THE UNITARY PATENT

JOHN BEATTY | DIRECTOR – PROCEDURAL GUIDANCE AND REGISTERS | 15 SEPTEMBER 2026 | VERSION: 001

THE EPO

- As the patent office for Europe, we deliver services defined under the European Patent Convention (EPC)
- The EPC provides legal framework in 40 Member States, based on a single application in either English, French or German (the three official languages)

We are:



The second largest intergovernmental institution in Europe



Not an EU institution



Self-financing

- The EPO has offices at five different locations, with its headquarters in Munich



BENEFITS OF PATENTING

- Protect investment in research and development.
- Strengthen access to funding and support business growth.
- Facilitate licensing, technology transfer and collaboration.
- Signal technological capability and international ambition.
- Published patent information supports innovation and informed business decisions.

THE UNITARY PATENT SYSTEM

UNITARY PATENT

- Based on European patent granted by the EPO
- Request for unitary effect with the EPO
- Registered if all requirements are met



UNIFIED PATENT COURT

- Uniform and harmonized jurisprudence in Europe
- First instance: central division in Paris (+ Munich / Milan) and local or regional divisions
- Court of Appeal in Luxembourg

- So far **18 states**: AT, BE, BG, DE, DK, EE, FI, FR, IT, LT, LV, LU, MT, NL, PT, RO, SE, SI
 - **350 million consumers, 80% of EU economy, includes Japan's five largest EU export markets**
- UPC Agreement still to be ratified by 7 states from the EU: CY, CZ, GR, HU, IE, PL, SK
- 2 EU states are not part of the enhanced cooperation: ES, HR

UNITARY PATENT: NOW A STANDARD OPTION



Continued growth in 2026 with total requests reaching **100 000** in July 2026



30% of European patents registered with unitary effect globally in 2026



11% of European patents registered with unitary effect by Japanese proprietors in 2026

EFFECTIVE AND RELIABLE PATENT PROTECTION IN EUROPE

Cost-efficiency



- Unitary effect requires only a **simple request after grant**, with no filing fee
- **UP fee savings**: Coverage in 18 countries for the price of the four where European patents are validated most often
- EPO as **one-stop shop** — one patent, 18 countries, lower admin, translation, publication and agent costs.

Legal certainty



- [UPC](#) as a **single jurisdiction** provides predictability, consistent enforcement and legal certainty (court made up of **multinational panels with legally and technically qualified judges**).
- Patent Mediation and Arbitration Centre provides confidential out-of-court dispute resolution options.
- [UP Guidelines](#) provide guidance on the practice and procedure for Unitary Patent protection ensuring consistency

Transparency



- [UP Register](#) records key details on Unitary Patents including licences and intentions to licence
- [UP Dashboard](#) provides statistics on use and trends on a daily basis
- [Deep Tech Finder](#) provides insights regarding the patent strategy of micro-entities and SMEs in Europe

OVERALL TOTAL COST

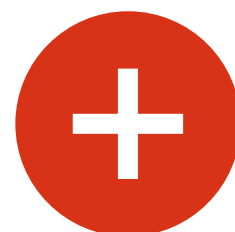
	Unitary Patent (protection in 18 countries)	Classic EP (EP) validated and maintained in 18 UP countries
Total cost up to year 10	€7 627 ¥1 415 228	€55 110 ¥10 225 936
Total cost up to year 12	€11 701 ¥2 171 179	€75 750 ¥14 055 791
Total cost up to year 15	€21 006 ¥3 897 768	€117 563 ¥21 814 402
Total costs up to year 20	€46 499 ¥8 628 122	€219 412 ¥ 40 712 994
Total savings over 20 years for the renewal fees and other costs of the UP18 with EP for each of the 18 UP countries		€172 913 (78.8%) ¥32 084 872

LEGAL CERTAINTY: THE UNIFIED PATENT COURT



Interpretation of the claims

- EBoA - [G1/24](#)
- UPC - [CoA335/2023](#)



Added matter assessed under the EPO's "gold standard"

- EBoA - [G 2/10](#)
- UPC - [CoA764/2024, CoA774/2024](#)

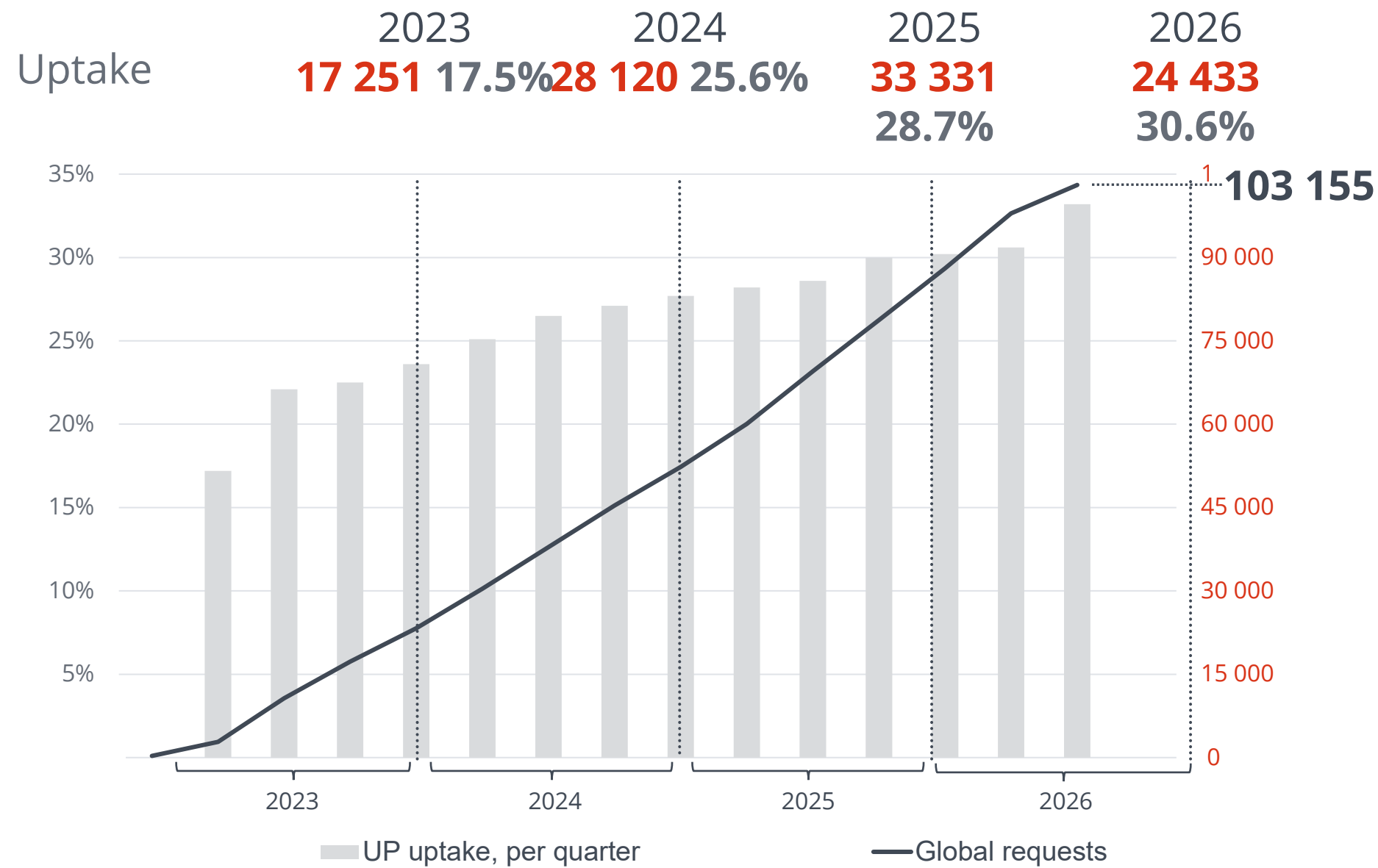


Assessment of inventive step

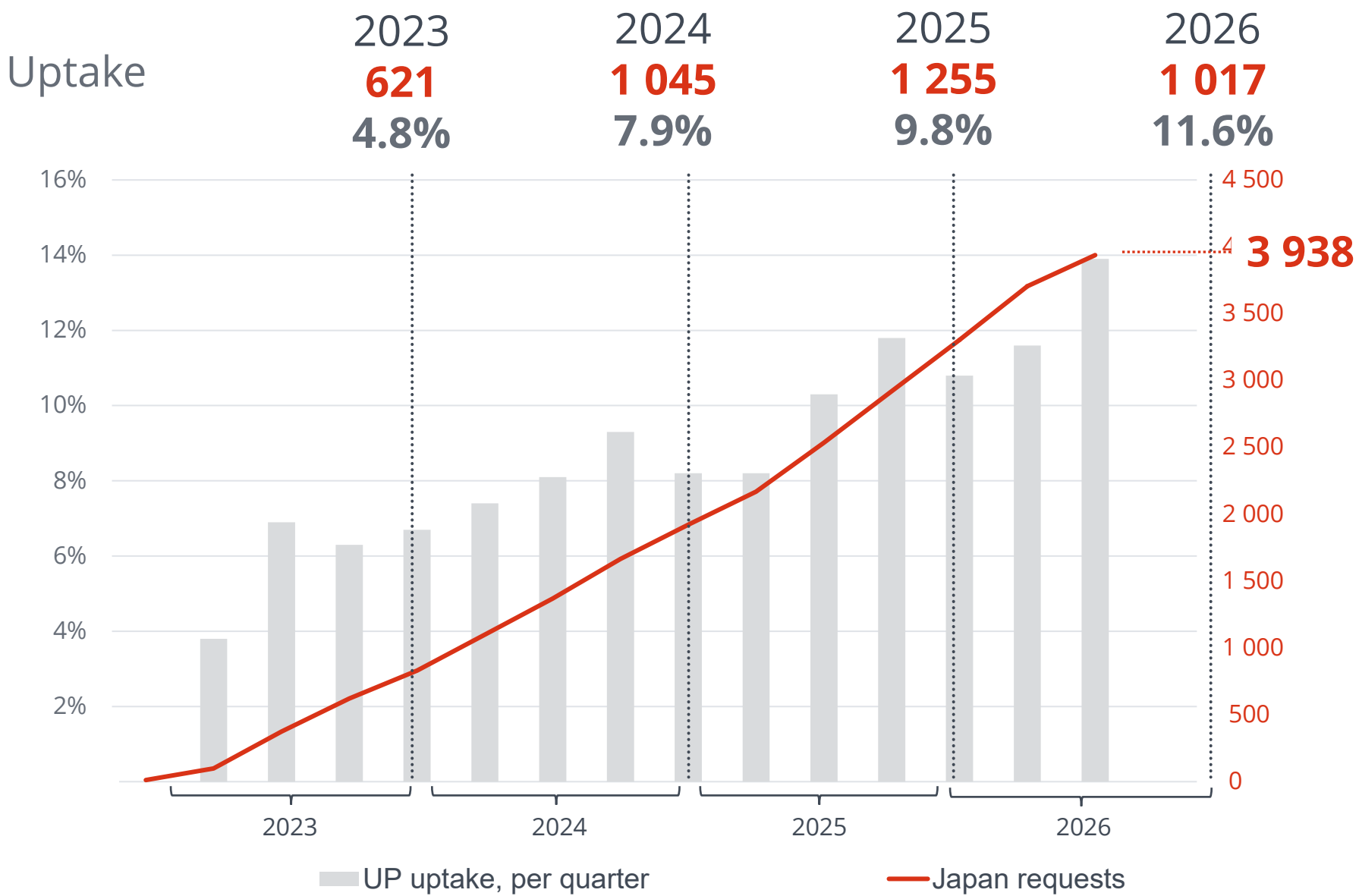
- EBoA - [G 2/21](#)
- UPC - [CoA528/2024, CoA529/2024](#)

RISING UNITARY PATENT UPTAKE (1.9.2026)

Global figures

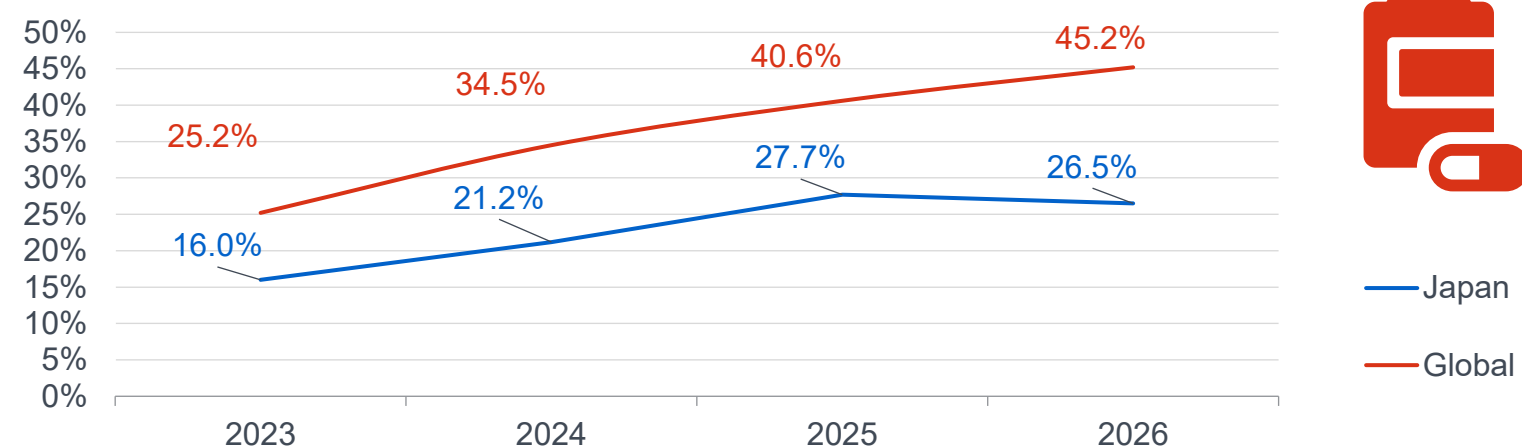


Japanese figures



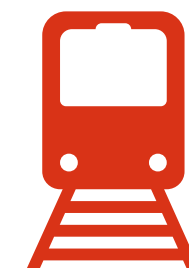
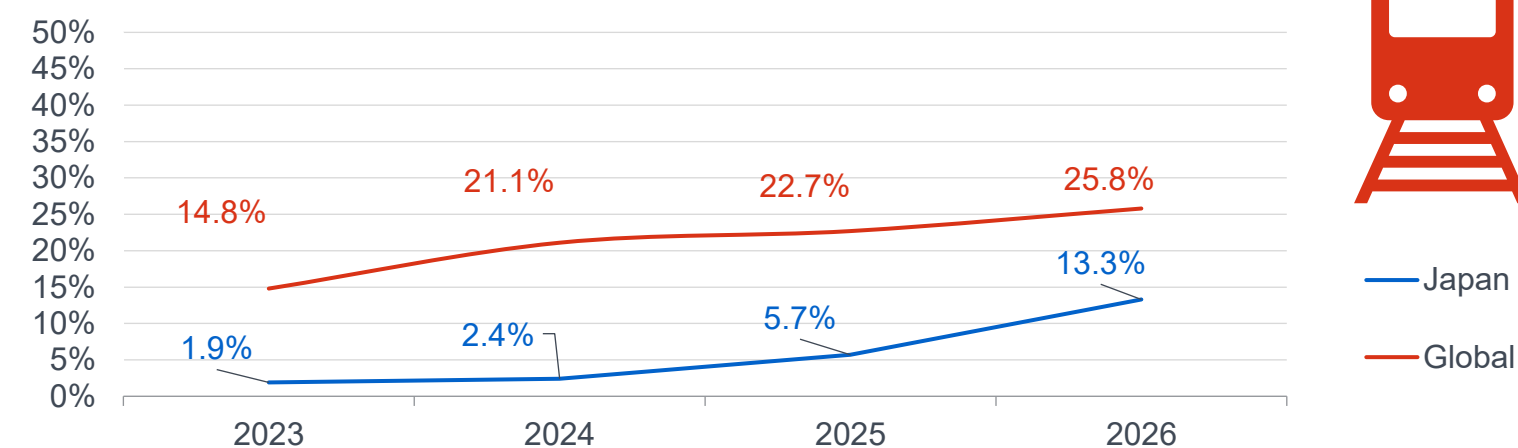
UPTAKE RATE IN KEY TECHNOLOGY FIELDS (UNTIL 1.9.2026)

Pharmaceuticals



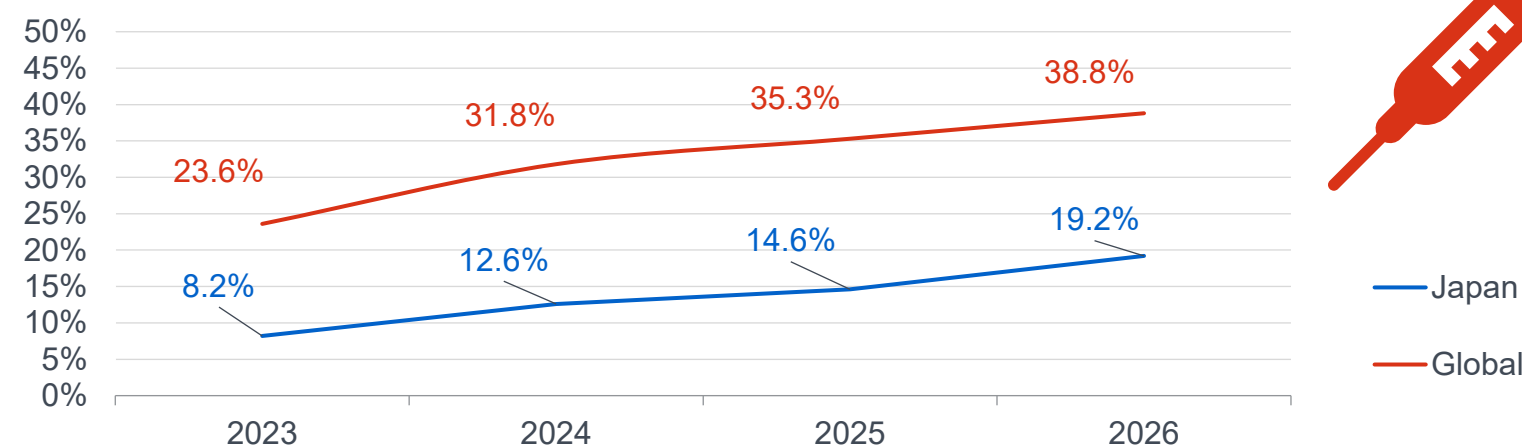
— Japan
— Global

Transport



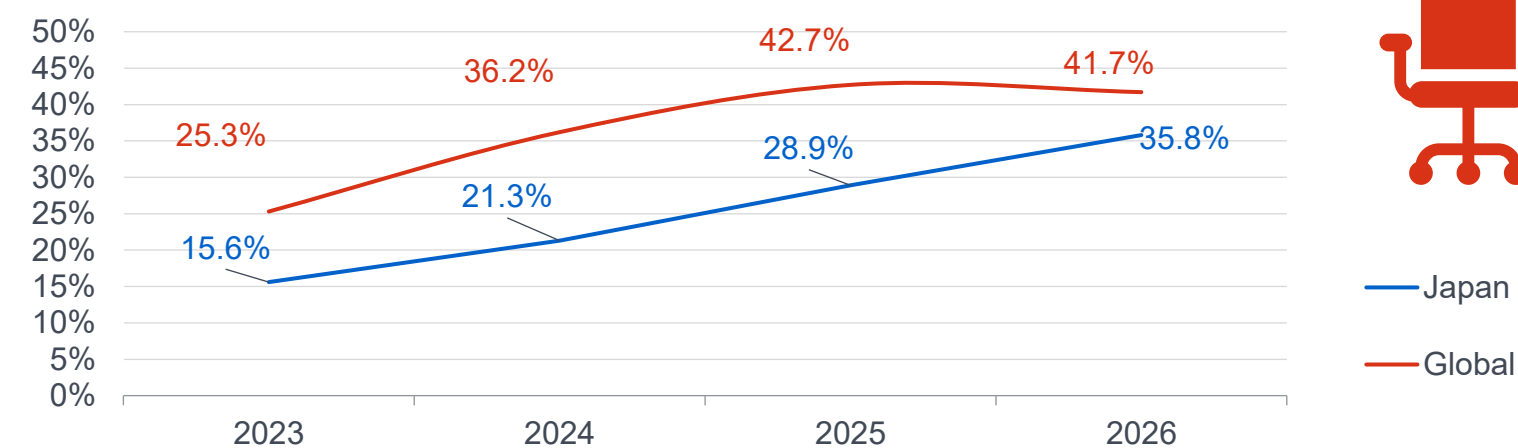
— Japan
— Global

Medical technology



— Japan
— Global

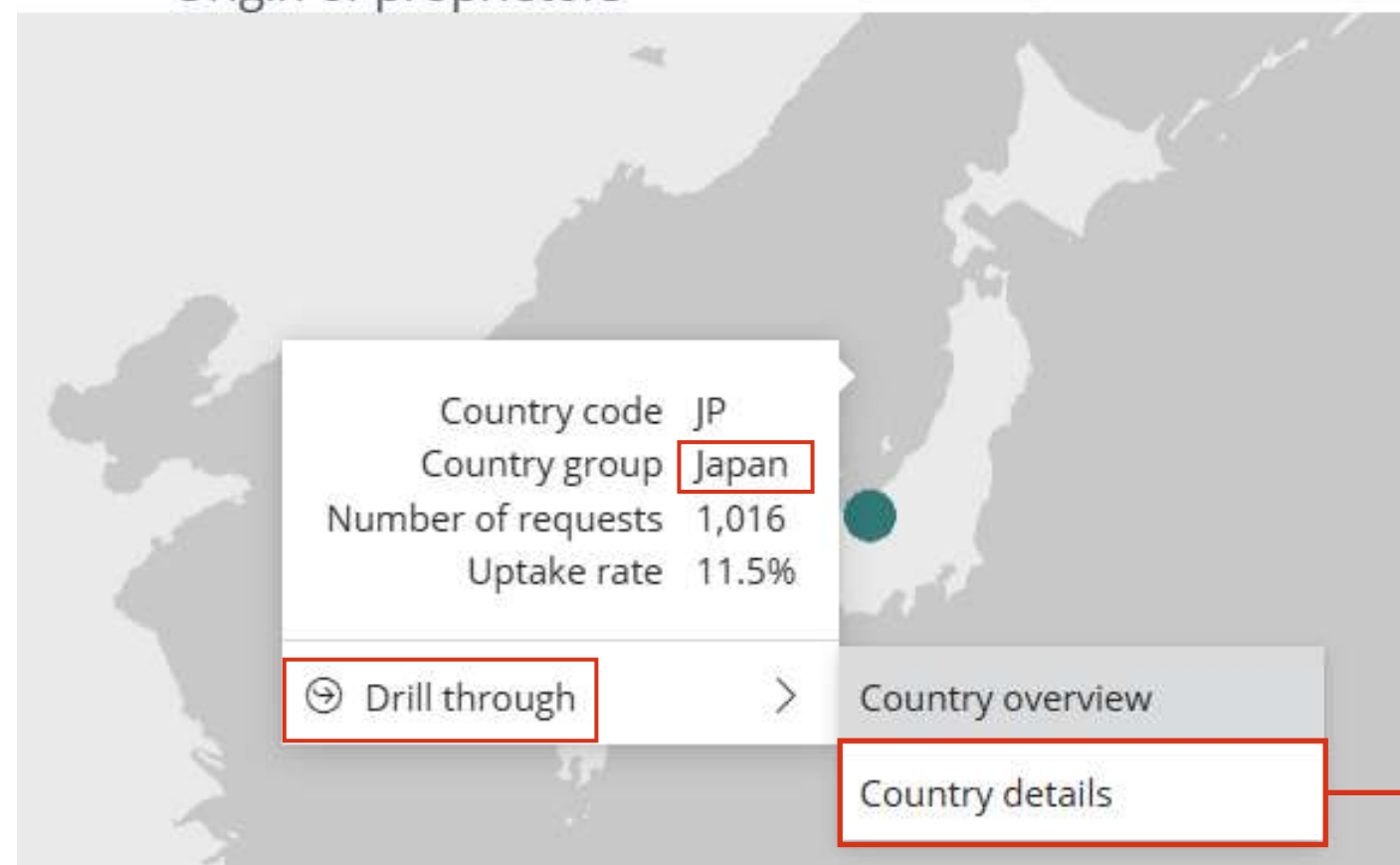
Furniture, games



— Japan
— Global

DRILL THROUGH FOR COUNTRY DATA ON THE UP DASHBOARD

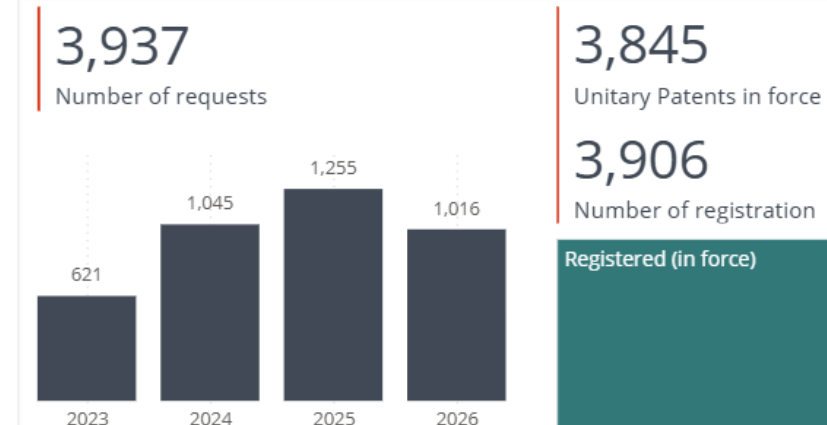
Origin of proprietors



Requests for unitary effect for Japan

Last update
26/08/2026

Requests



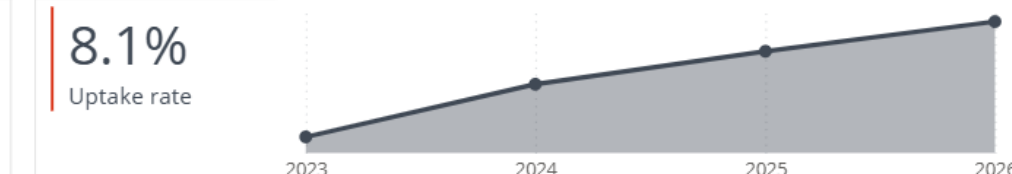
Filing strategy



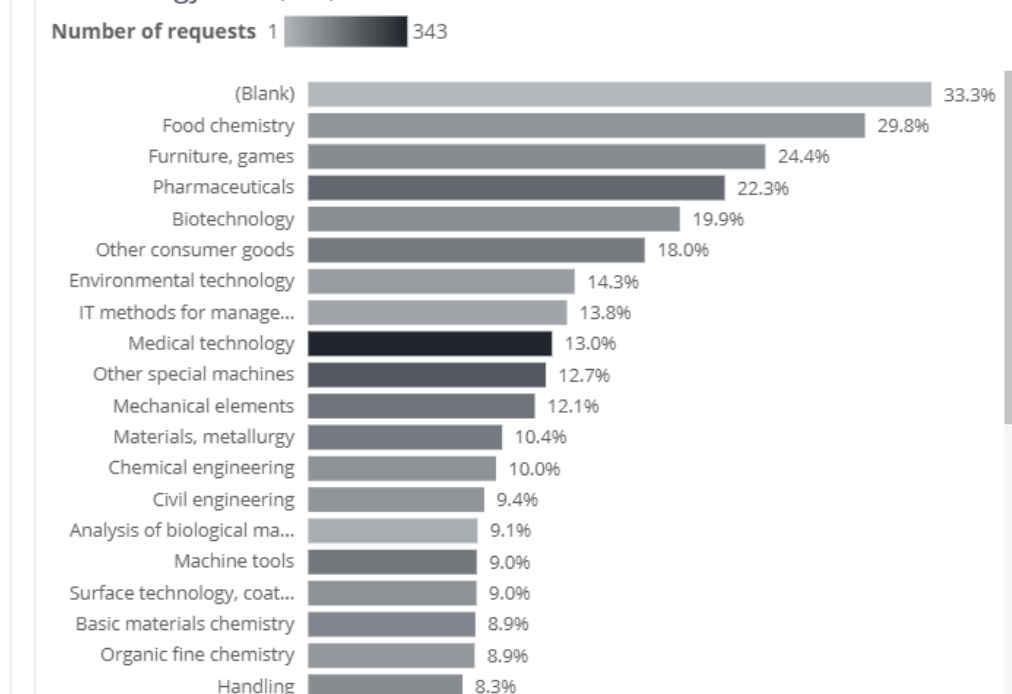
Procedural language



Uptake rate



Technology field (IPC)



Learn more about the Unitary Patent in Japanese: [Introductory brochure](#) and [subtitled Unitary Patent overview](#)!

QUESTIONS & ANSWERS



EU-Japan IPA

EU-Japan Intellectual Property Action

THANK YOU



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