



# **EUIPO's academic initiatives and the Pan-European Seal Programme**

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## Part 1

### Introduction to the EUIPO

## Part 2

Academic Initiatives -  
Pan-European Seal Programme

## Part 3

Learning activities, materials and  
tools

## Part 4

Questions & Answers



## IP protection at European level – EUIPO role



European Union (EU) agency responsible for managing:

- EU trade marks (EUTM);
- Registered EU designs (REUD);
- Geographical Indications of artisanal and industrial products (Crafts GI) ;
- European and international cooperation in the field of intellectual property (IP);
- The European Observatory on Infringements of Intellectual Property Rights.

# Quick Facts

- Headquartered in Alicante, Spain
- Offices in Brussels and Luxembourg
- 1000+ Members of Staff
- English, French, German, Italian, Spanish





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Member of the  
**Pan-European Seal**  
Programme



**EUIPO**  
EUROPEAN UNION  
INTELLECTUAL PROPERTY OFFICE

27 EU Countries

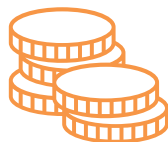
+170 University Members

11 EPC Countries

4 Third Countries



1 year  
(Sept- Sept)



monthly grant  
1,300 €

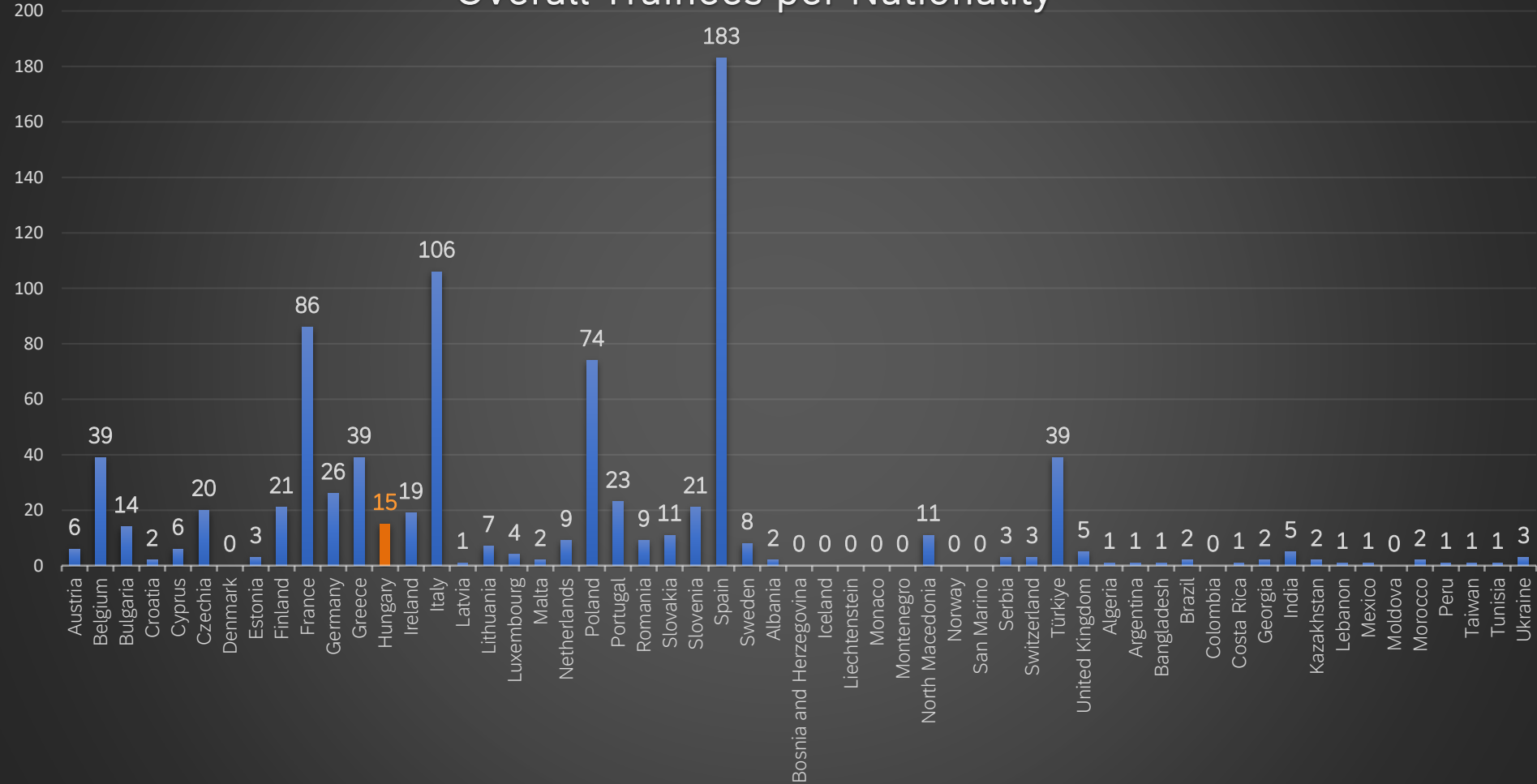


Contribution to  
travel expenses



training plan

# Overall Trainees per Nationality



# PES Training Plan



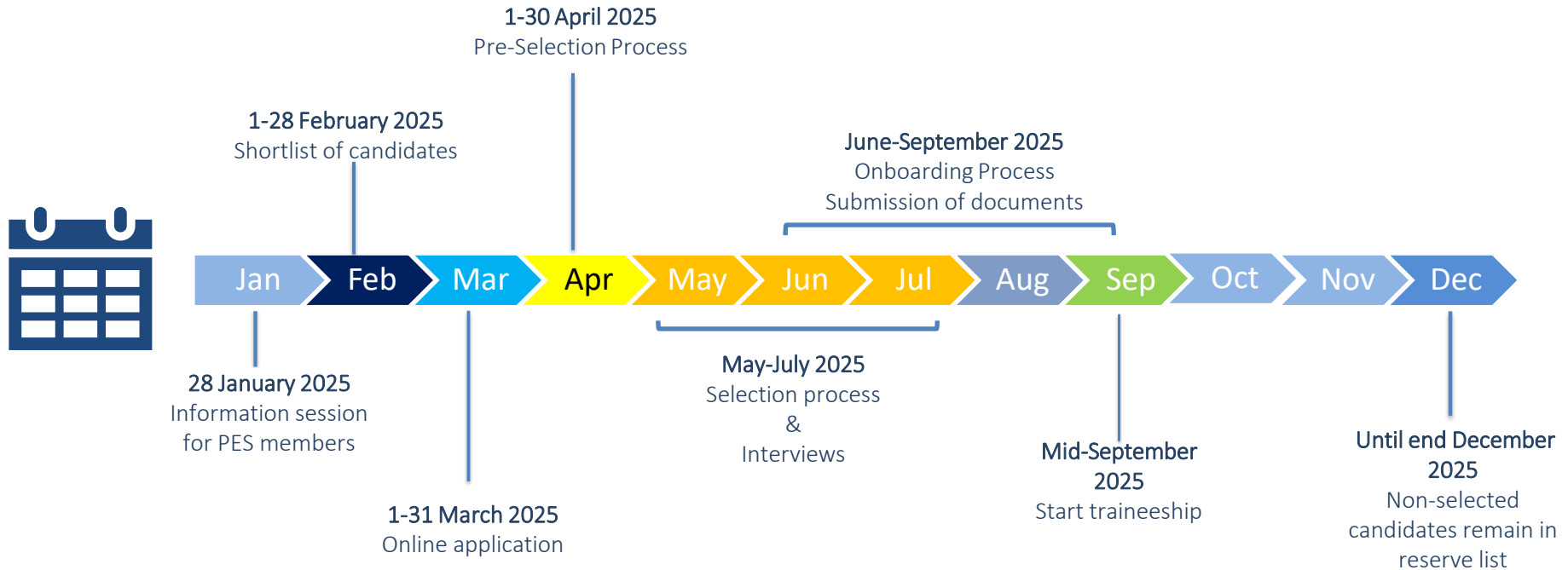
On-the-job training

On-line training

Activities



## EUIPO PES Traineeship - Timeline



Cabinet

Business Administration, Economics, Law

Corporate Strategy  
and Foresight

Business Administration, Economics, Public Administration, Computer Science, Industrial Engineering.

Communication and  
Media Relations

Journalism, Communication, Marketing, Advertising, Graphic Design

Workplace Solutions

Economics, BA, Law, Facility Management, Engineering, Architecture, Occupational Safety, Communication, Tourism

Talent Management

HR, Law, Economics, BA, Business Analysis, Data Analysis

Digital Innovation

IT (Data Protection), BA, Statistics, Law (Data Protection)

Financial  
Management and  
Control

BA, Economics, IP Law, EU Law, Data Management, Statistics, Business Analysis, IT

Boards of  
Appeal

IP Law, EU Law

Business  
Operations

IP Law, Communication, Industrial/product Design

Legal Affairs

IP Law, Law – Data Protection, International/Public Relations, Politics, Communication, Information security

Academy

IP Law, Economics/BA, IT, Communication, Education, Pedagogy

Observatory

IP or IT Law, Economics, Statistics, Business Administration, Computer Science, Engineering

Cooperation and  
Partnerships

IP Law, Economics, BA, Law, Public Administration, Communication, International Relations, Politics.

Business  
Development

Law (Data Protection), Communication, Marketing, Digital Media, Statistics, Economics, Business Analysis, Data Analysis, Linguistics, Translation, Computational Linguistics

Business Support



# EXCHANGE PROGRAMME



# Pan-European Seal Talent Bank

Promoted by EUIPO and EPO  
Career opportunities in Intellectual Property intensive industries



Law firms

Companies

Institutions

Universities

## CAREER OPPORTUNITIES / EUIPO TRAINEES CAREER FAIR

**8-11 April 2025**



**Open to all EUIPO  
Trainees**

- 4 different Rosters with representatives from former EUIPO Trainees, Academics and Talent Bank partners.
- 54 different companies, law firms, EU agencies, International Organisations, PES Universities etc.



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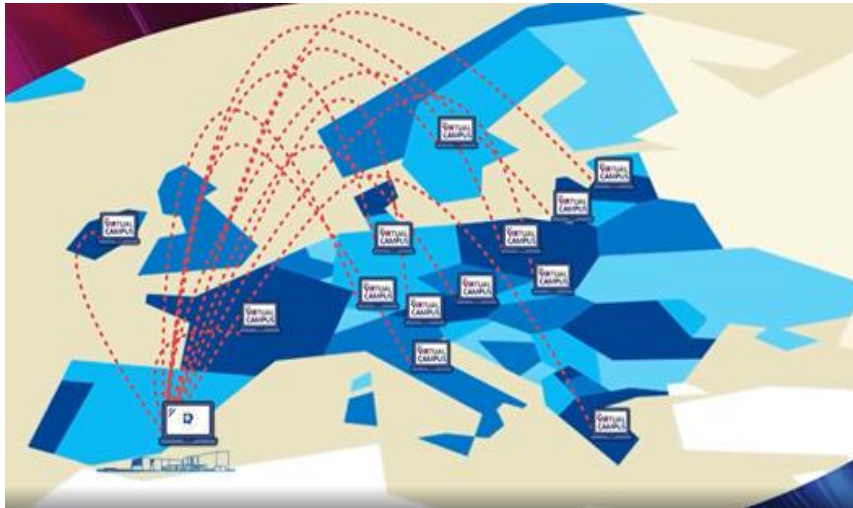
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# EUIPO Virtual University Visits (VUVs)



## Planned 8 Virtual Visits in 2025

- ✓ Wednesday 22 January 2025
- ✓ Wednesday 12 February 2025
- ✓ Wednesday 26 February 2025
- ✓ Wednesday 12 March 2025
- ✓ Open Virtual Day 7 May 2025
- Three VUVs in Q4 2025 – stay tuned!

## Intensive IP Educational Programme

European Union Intellectual Property Office

Online Event  
Oct-Dec 2025

*in collaboration with*



- **Trade Marks, Copyright, Designs, Patents, Geographical Indications, Plant Varieties, and IP Valuation and Commercialisation.**
- Modules delivered over 2–3 months focusing on specific IP rights and related subjects.
- Sessions will be recorded and accessible for a limited period to support flexibility and participation.
- Certificates awarded per module; Full completion of all modules leads to a **general certificate of completion.**

 **EUIPO**  
EUROPEAN UNION  
INTELLECTUAL PROPERTY OFFICE

CATALOGUE ABOUT US ENGLISH (EN)

ACADEMY LEARNING PORTAL

You are currently using guest access (Log in)

Discover our **NEW!** INTELLECTUAL PROPERTY Learning Plans

EUTM Filing IP Learning Plans SMEs Learning Area


Catalogue Search courses

Live Webinars Pan-European Seal SME Learning Area First time here?

Calendar July 2023

Mon	Tue	Wed	Thu	Fri	Sat	Sun
		3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Create your account in the Learning Portal



[euiipo.europa.eu/knowledge](https://euiipo.europa.eu/knowledge)

General User

**i** Users with an EUIPO Website account

Log in

# Intellectual Property Learning Plans



## Introduction to IP knowledge Learning Plan for University Students

The "Learning Plan: Introduction to IP knowledge for University Students", provides a general overview of the different Intellectual Property rights and their protection in EU. This learning plan has been structured to cover all the main areas of intellectual property law and IP rights (trademarks, designs, copyright, patents). As IP can be found nowadays in all industries, a...



## Plant Varieties in the European Union

Welcome to the Learning Plan "Plant Varieties in the EU"! The courses in this Plan will provide you with an overview of the following topics regarding Plant Variety Rights in the European Union:\* Legal proceedings before the Community Plant Variety Office Protection for plant varieties and their enforcement Continue learning ... If you'd like to continue learning about EU protections ...



## Geographical Indications in the European Union

Welcome to the Learning Plan "Geographical Indications in the EU"! The courses in this Plan will provide you with an overview of the protection in the EU of geographical indications and designations of origin for agricultural and craft and industrial goods. Continue learning ... If you'd like to continue learning about protections for geographical indications, names, and designations of ori...



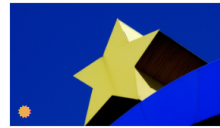
## IP in the Modern World

Welcome to the Learning Plan "IP in the Modern World"! The courses in this Plan will provide you with an overview of IP implications of economic, social, and cultural areas with particular relevance to today's world.\* Topics covered include: IP of video games, mobile applications, and icons Copyright protection for street art, IA production, and flavors Infringement in the digital arena ...



## EUTM and RCD Learning Plan for University Students

The EUTM and RCD learning plan for University students, provides comprehensive knowledge of the EUTM and RCD protection systems, as well as of the Madrid system for international registration of trade marks. This learning plan has been structured to progressively cover main substantial, procedural, practical questions, and recent developments in EUTM and RCD protection. Moreover, beside...



## Introduction to European Union Trade Marks

Welcome to the Learning Plan "Introduction to EU Trademarks"! The courses in this Plan will provide you with an overview of the EU trademark system, acceptable trademarks and certification, and protections for trademark holders.\* Topics covered include: The EU trademark system Product classification and certification in the EU EU trademark protections Continue learning ... If you'd like to ...



## Examining European Union Trade Mark Applications: Theory and Practice (Advanced Level)

Welcome to the Learning Plan "Examining EU Trademark Applications: Theory and Practice"! The courses in this Plan will provide you with an overview of how shape, sign, and slogan applications are assessed for EU trademark status.\* Topics covered include: Assessing trademarks Acceptable shapes, sizes, and slogans Trademarks and public order Continue learning ... If you'd like to ...



## European Union Trade Mark Disputes: Examination and Resolution (Advanced Level)

Welcome to the Learning Plan "EU Trademark Disputes: Examination and Resolution"! The courses in this Plan will provide you with an overview of how trademark disputes are examined and resolved in the EU system.\* Topics covered include: Proof of use Proof of reputation Proof of legal evidence Continue learning ... If you'd like to earn advanced certificates on this topic, consider...



## Absolute grounds for refusal: Descriptive trade marks (Article 7(1)(c) EUTMR)

This Learning Plan covers an introduction to Absolute Grounds examination and to the most common types of trade marks examined under Article 7(1)(c). It will help you to: identify the key aspects to consider when assessing a trade mark on Absolute Grounds resolve if a sign is descriptive of the goods and services it applies for determine when a mark, considered as a whole, passes the Absolute Grounds test.



## Absolute grounds for refusal: Non-distinctive trade marks (Article 7(1)(b) EUTMR)

This Learning Plan covers an introduction to Absolute Grounds examination and to the most common types of trade marks examined under Article 7(1)(b). It will help you to: identify the key aspects to consider when assessing a trade mark on Absolute Grounds resolve if a sign is distinctive enough to function as a trade mark determine when a mark, considered as a whole, passes the Absolute Grounds test.

## Find out more about designs



## New Course

### 'Registered EU Design in a nutshell'

Whether you're a **student**, a budding **designer**, a **business owner**, or a **legal professional**, this course will have something for you.

Available in **English**, **French**, **German**, **Italian** and **Spanish**.

available on the  
Academy Learning Portal

Home Page

Pan-European Seal Programme (PES)

EUIPO Traineeship

Talent Bank

Network of IP Academies (NIPA)

# EUIPO Academic Initiatives



## EUIPO Academic Initiatives

The EUIPO Academy is responsible for IP dissemination within the academic community and creates links and common activities between students, trainees and universities. Through its different academic initiatives, the Academy promotes innovative onsite and online programmes to boost IP awareness and education amongst its academic stakeholders.

[www.euipo.europa.eu/knowledge/](http://www.euipo.europa.eu/knowledge/)

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