



"The economic importance of Designs for European Industry: improving the use of Designs information for business purposes (Designview)"

"Industrial designs: Past, Present and Future" devoted to the 150th Anniversary of the First Russian Design Law Rospatent, Moscow. 24 April 2014.





Alicante

























BEAUTIFUL, MEDITERRANEAN, UNIQUE



City of Business

4th province of Spain / €35.000 Million in 2011 / 129.728 Companies With the 4th largest GDP / SMEs 96.1% / Exports € 3.500 Million/year



























City of OHIM

OHIM-Agency of the EU / 100 000 CTMs and 80 000 RCDs/year / The EU Observatory on Infringements of IP rights Employees from 27 EU Members States / 1000 IP Professionals working ... For you





























Economic importance of Designs

Study on the contribution of IPR intensive industries to the economy



The EU Observatory on enforcement of IPRs

Provide evidence-based contributions and

- 28 Member State o enable EU policymakers to shape effective IP enforcement ppiging attons
 53 Private sector of the sector
- 6 Associations representing consumers and civil society
- **European Commission (MARKT,** TAXUD-Customs EU Authority-, TRADE, ENTR)
- 10 Members of the European **Parliament**
- EU and International organisations (Europol, Eurojust, EPO, WIPO, Interpol, WCO)

Intellectual Property Rights intensive industries: contribution to economic performance and employment in the European Union



Basic questions to be answered

- How many people are employed in IPR-intensive industries, directly and indirectly?
- How much value-added (GDP) is created in those industries?







In order to determine which industries are IPR-intensive, the register databases of **OHIM** and **EPO** were matched with the commercial database **ORBIS**.

Using this data, the number of trade marks, designs and patents per employee was calculated for each industry, and the industries which were above average according to this measure were considered to be IPR-intensive.

For copyright WIPO methodology.

For more information on the methodology of the study, please visit www.oami.europa.eu.



Contribution of IPR-intensive industries to employment

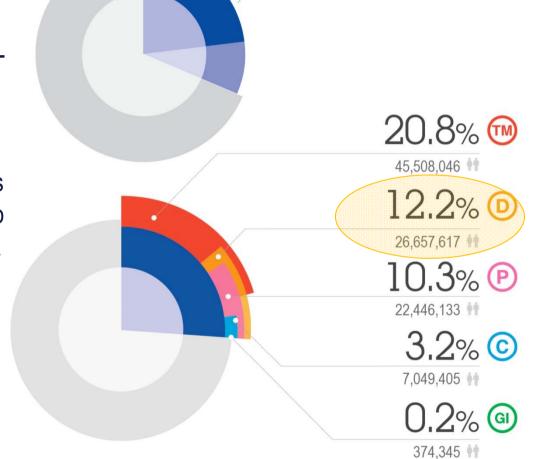
30%

All IPR-intensive industries

ioho wara directly

26% of all EU jobs were directly generated by IPR-intensive industries during the period 2008-2010.

An additional 9% were generated indirectly, by industries that supply goods and services to the IPR-intensive industries, for a total of 35% of all EU jobs.



TM trade mark

design

patent

c copyright

(GI) geographical indication



Average personnel cost in IPR-intensive industries



IPR-intensive industries	Average personnel cost (€ per week)	Premium (compared to non-IP intensive industries)
Trade mark-intensive	719	42%
Design-intensive	666	31%
Patent-intensive	831	64%
Copyright-intensive	856	69%
GI-intensive	739	46%
All IPR-intensive	715	41%
Non-IPR intensive	507	
All industries (included in SBS)	589	

€

Contribution of IPR-intensive

industries to GDP

39% of total economic activity (GDP) in the European Union was generated by IPR-intensive industries from 2008-2010.

This totals over € 4.7 trillion annually.

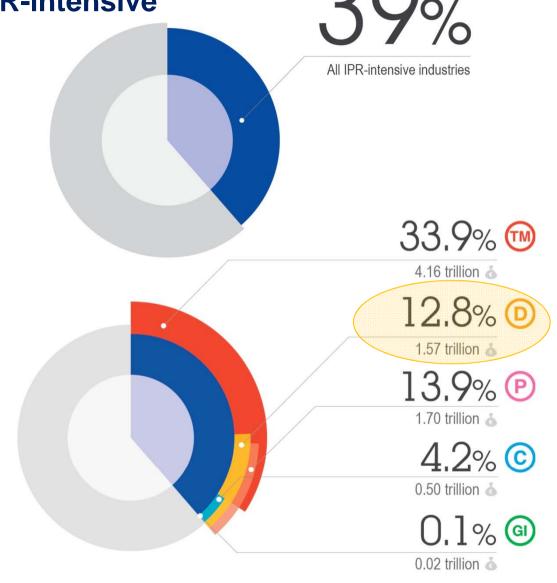


(D) design

(P) patent

c copyright

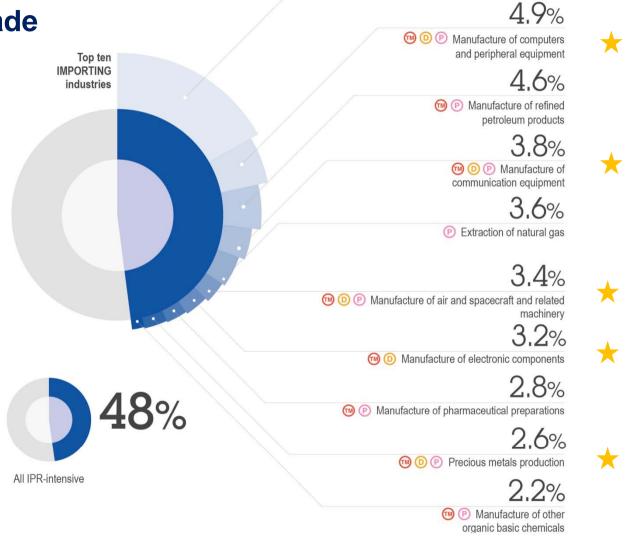
(g) geographical indication





Even industries producing energy are IPR-intensive.

For that reason, 88% of EU imports consist of products from IPR-intensive industries.



16.9%

(P) Extraction of crude petroleum



Contribution of IPR-intensive industries to trade



8.1% (M) (D) (P) Manufacture of motor vehicles



6.8%

(M) (P) Manufacture of pharmaceutica preparations

5.1%

Manufacture of refined petroleum products

Manufacture of air and spacecraft and related machinery

2.8%

(Manufacture of other organic basic chemicals

2.4%

(D) P) Manufacture of other parts and accessories for motor vehicles

2.3%

(M) (D) (P) Manufacture of instruments and appliances for measuring, testing and navigation

2.3%

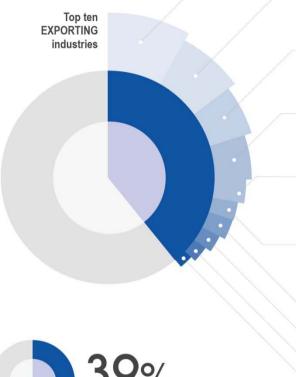
(M) (C) Computer programming activities

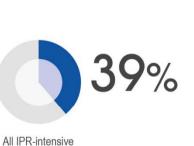
2.2%

(In the second of the second o communication equipment

(M) (D) (P) Manufacture of other special-purpose machinery n.e.c.

However, an even higher share of EU exports -90% - is accounted for by IPR-intensive industries.



















EU external trade in IPR-intensive industries



IPR-intensive industries	Export (million €)	Import (million €)	Share of export	Share of import	Net export (million €)
Trade mark-intensive	1.023.981	1.158.860	75,5%	75,7%	-134.879
Design-intensive	724.292	703.586	53,4%	46,0%	20.707
Patent-intensive	957.748	1.049.795	70,6%	68,6%	-92.047
Copyright-intensive	57.051	41.727	4,2%	2,7%	15.325
GI-intensive	10.577	1.836	0,8%	0,1%	8.741
Total IPR-intensive	1.226.015	1.351.890	90,4%	88,3%	-125.875
Non-IPR intensive	130.585	178.640	9,6%	11,7%	-48.055
Total EU Trade	1.356.600	1.530.530	100,0%	100,0%	-173.930

Contribution of IPR-intensive industries to employment by Member State

Note: As Croatia was not a part of the EU at the time of the study, it is not highlighted on the following maps.

IPR-intensive industries directly contribute 25.9% of employment in the EU.

25.9% EU average

above EU average

below EU average



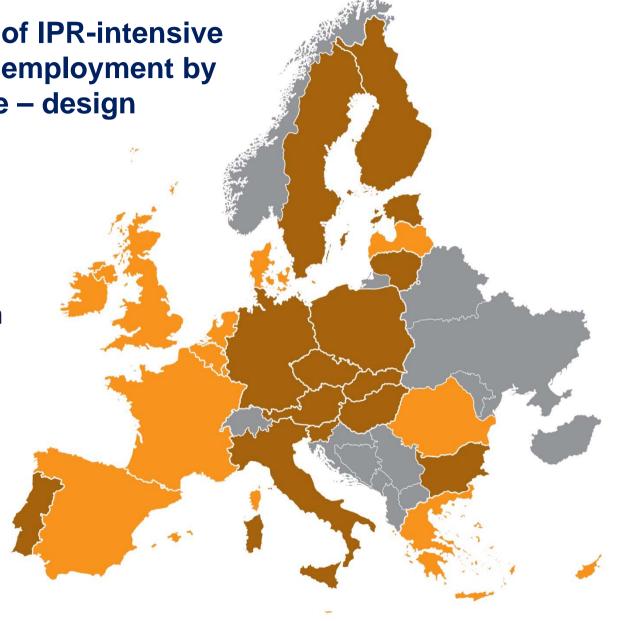
Design-intensive industries contribute 12.2% of employment in the EU.



12.2% EU average

above EU average

below EU average





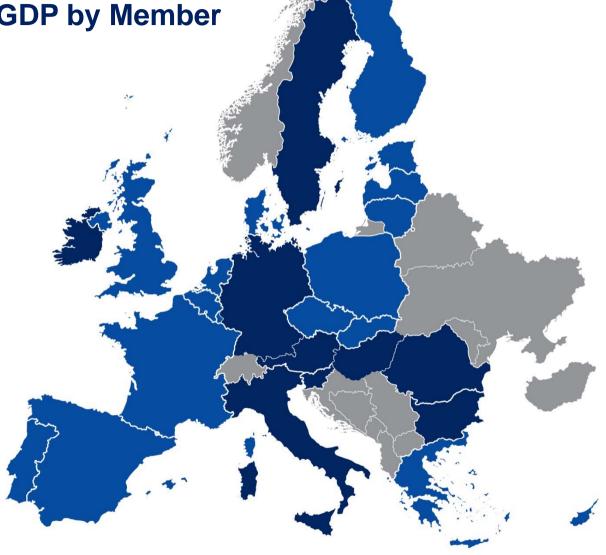
Contribution of IPR-intensive industries to GDP by Member State

IPR-intensive industries contribute 38.6% of GDP in the EU.

38.6% EU average

above EU average

below EU average





Contribution of IPR-intensive industries to GDP by Member State – design

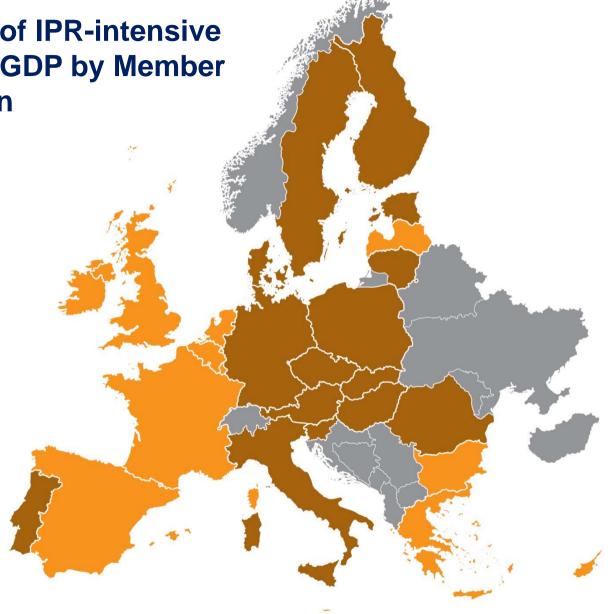
Design-intensive industries contribute 12.8% of GDP in the EU.



12.8% EU average

above EU average

below EU average



IPR-intensive industries: contribution to economic performance and employment in the European Union

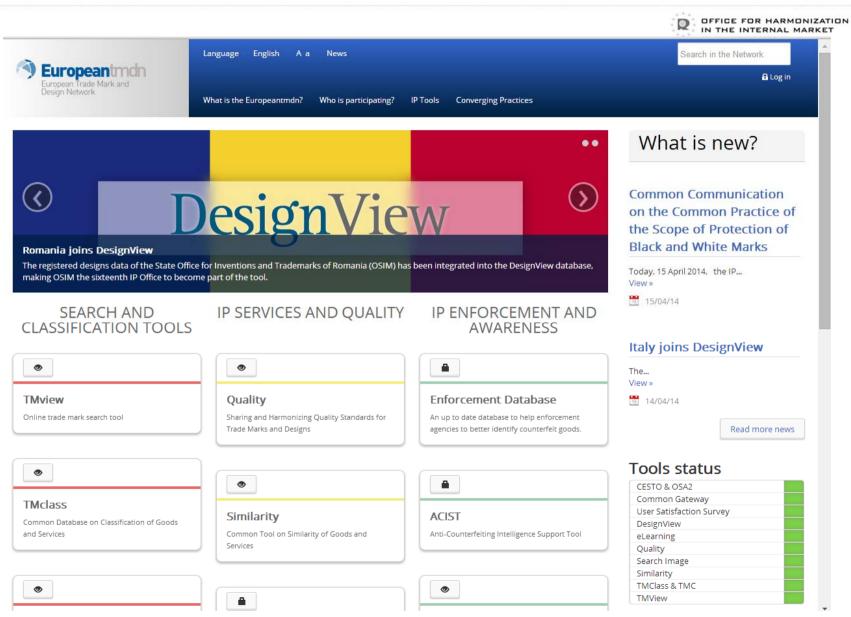


IN THE INTERNAL MARKET

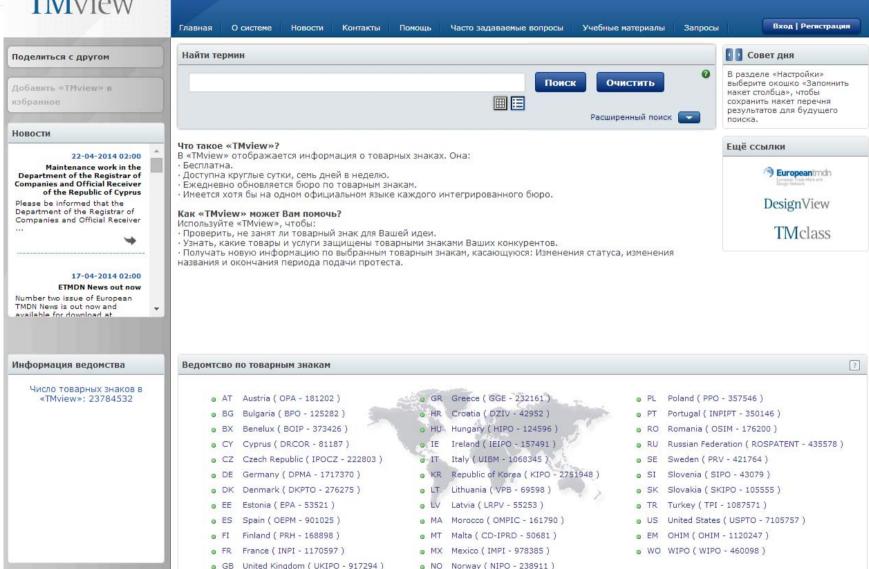
Improving the availability of designs information for business

IPR Search Tools: Tmview, Tmclass and Designview



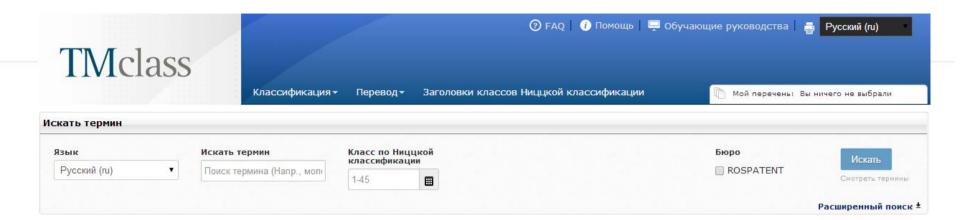






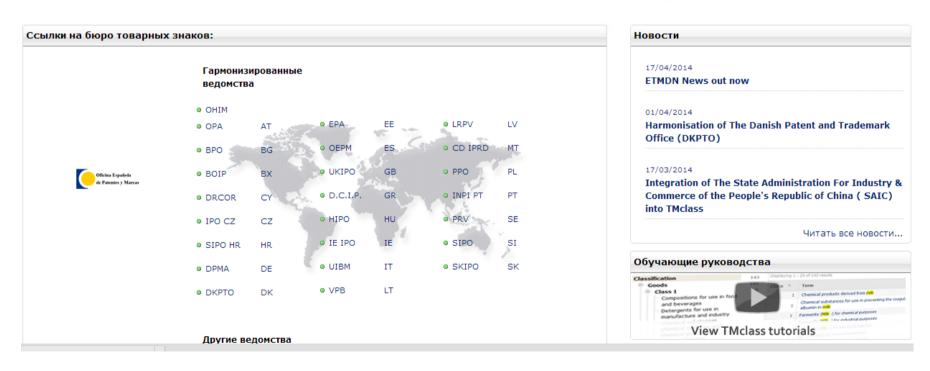
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Русский (ги)



Добро пожаловать в TMclass

«TMclass» является вспомогательным инструментом для поиска и классификации товаров и услуг (терминов), проводимых в целях подачи заявок на товарные знаки. Он также позволяет Вам осуществлять перевод перечня товаров и услуг и проверять наличие этих терминов в классификационных базах данных нижеуказанных участвующих ведомств





What is **Designview** is an online consultation tool allowing any Internet user to search, free of charge, the designs of all participating official designs offices

.



2012: Launched as a project with a Working Group consisting of:

- Bulgaria
- Benelux
- Estonia
- Spain

- Greece OBI
- Portugal
- Slovakia
- OHIM

<u>19 November 2012</u>: DSview went live with the Working Group offices from phase 1 indicated above.

Integration of phase 2 offices (2013):

- Feb 2013: Latvia
- Oct 2013: Slovenia

- Nov 2013: Czech Republic & Romania
- Dec 2013: Lithuania & Sweden

By the end of 2013 > 1.3 million Currently: 2.4 million



Integration of phase 3 EU offices (2014):

- Italy
- France
- Cyprus
- Denmark
- Finland
- Germany

- Hungary
- Ireland
- Malta
- Poland
- UK

More integrations of EU offices (2014/2015):

• Austria, Croatia...

Interested non EU offices (2014/2015):

- Brazil
- China
- Mexico
- Russia
- Norway
- Iceland

- Korea
- Turkey
- Morocco
- Montenegro
- Switzerland



Advantages:

- Centralized access point to view the registered design information
- Be among the first offices and obtain dedicated support from OHIM
- Available in any Official languages (23) of the EU
- Available in the language of the Office who become part of the Designview eg: if Rospatent integrates: Russian
- Presented in a unique format

Benefits:

- Become part of the designworld register and get high visibility
- Designview contains the largest design information free of charge in the world (more than 2.4 million)
- Join a complete family of tools: TMview, Designview, TMclass



DSview can be used to:

- Carry out 24/7 design searches in 23 languages of the EU.
- Gain first hand, daily updated information from the official registers.
- Access millions of designs applications and registrations.
- Check for the availability of a design name (RCD e-filing pre-clearance).
- Discover what your competitors are protecting.
- View details on designs such as status, representation (views of design), locarno class/subclass, etc.
- View the designs details in the office of origin.
- Print or export design information to PDF & Excel.
- Provide information to & be a working tool for design examiners.

And all this free of charge



Simple integration process

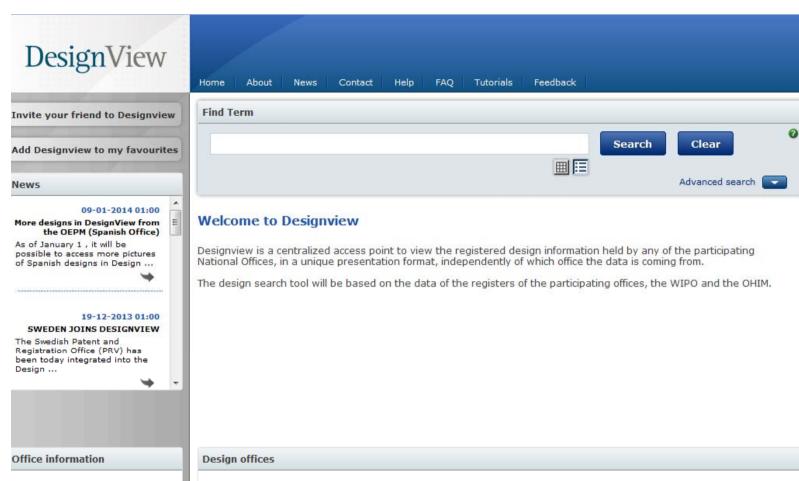
- > The participating office (PO) can re-use most of the TMview implementation
- OHIM provides full support, experience and all necessary resources

Based on standard XML format

> WIPO ST.86

Hybrid architecture model

- Central Index
- Web Services
- 1) Feasibility Study
 - ✓ Architecture
 - ✓ Data analysis
 - ✓ Setup estimation & planning
- 2) Implementation
 - ✓ Development (central index extraction & upload, XML mapping, details web services)
 - ✓ Translations
 - ✓ Testing (unit testing, integration testing, UAT User Acceptance Testing)
- 3) Go-live



Austria (OPA)

Bulgaria (BPO - 14256)

Benelux (BOIP - 11868)

Cyprus (DRCOR - 150)

Germany (DPMA)

Estonia (EPA - 1711)

Spain (OEPM - 330578)

DK Denmark (DKPTO)

Finland (PRH)

Czech Republic (IPOCZ - 58949)

France (INPI - 693523)

Greece (OBI - 17198)

Italy (UIBM - 369861)

Lithuania (VPB - 3191)

GB United Kingdom (UKIPO

Croatia (DZIV)

Hungary (HIPO)

Ireland (IEIPO)

LV Latvia (LRPV - 1734)

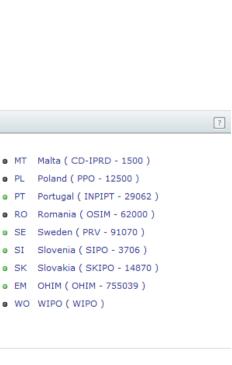
e IT

Number of designs in

Designview: 1333232

Deutsches

Patent- und Markenamt



English (en)

Designview gives access to design

TMview

TMclass

Europeantmdn

information of the participating

offices from one common web

Log in | Register

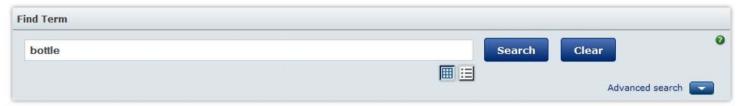
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Tip of the day

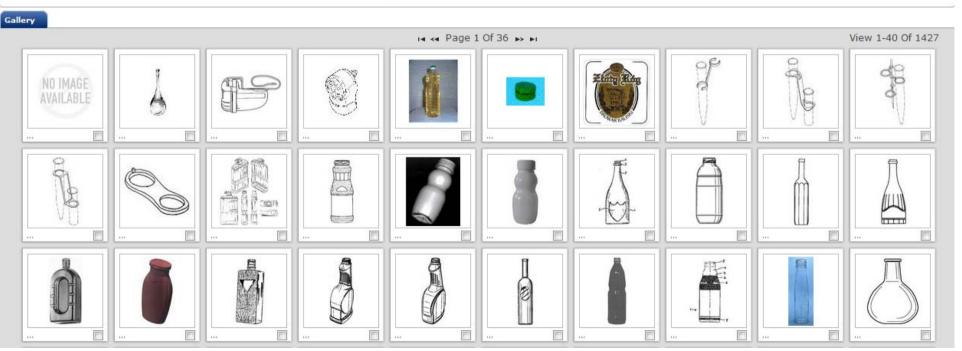
External links



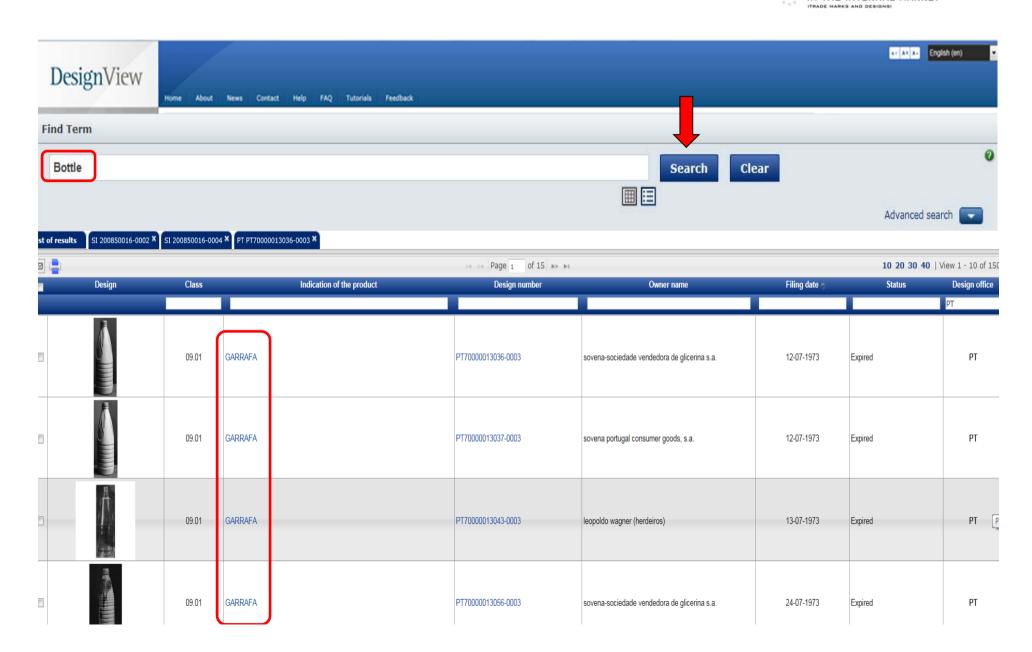






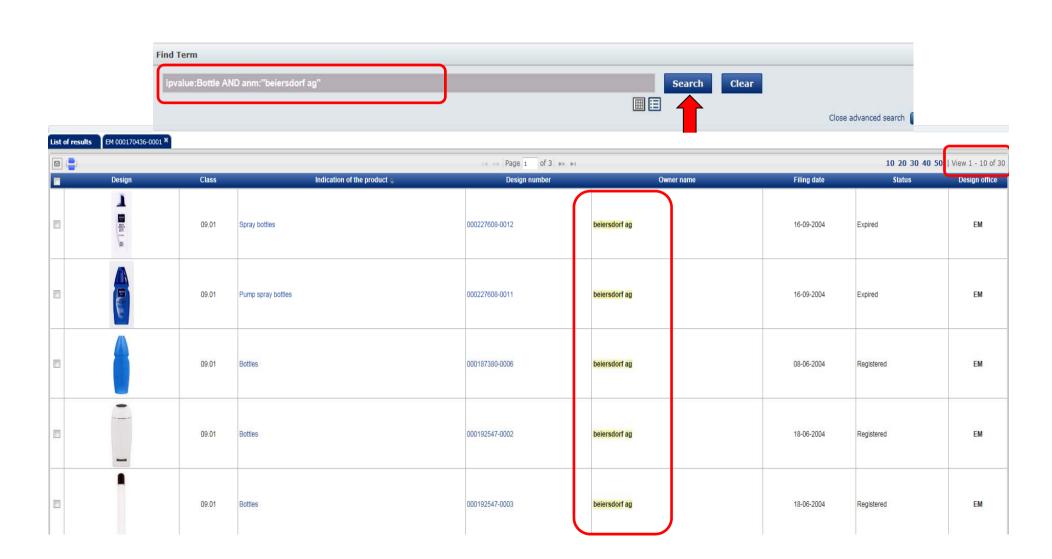


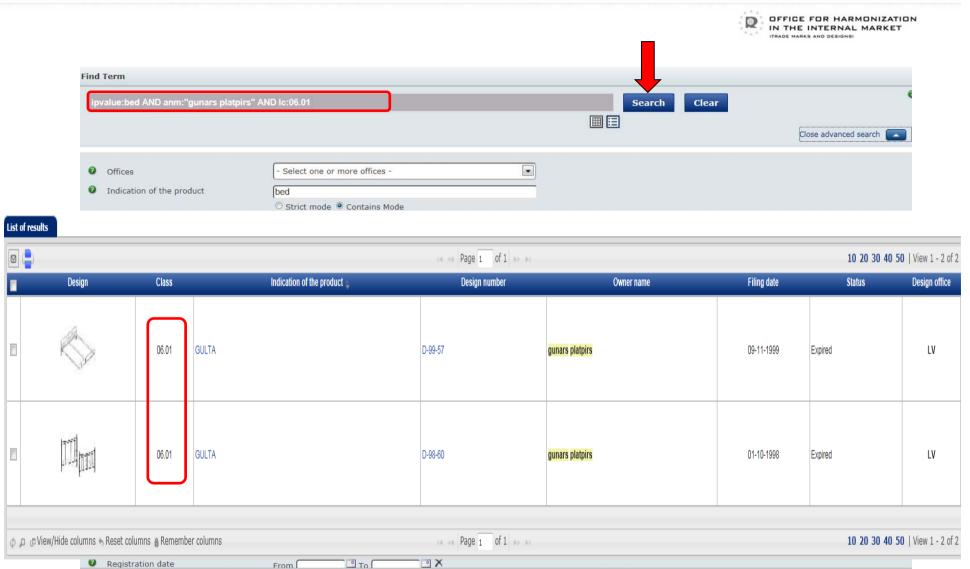






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EM 002238717-0001 * List of results



Expand All Sections | Collapse All Sections

⊡ Design			
(19) Registration Office Code	EM		
Design number	002238717-0001		
(21) Application Number	002238717		
(25) Application Language Code	sl		
Second Language Code	en		
(22) Application Date	16-05-2013		
(43)/(44) Application Published			
Application Reference			
(11) Registration Number			
(15) Registration Date	16-05-2013		
Publication Date	20-06-2013		
(57) Design Description	Yes		
(46) Publication Deferment Indicator	No		
Renewal Current Status Code	Not to be renewed		
(18) Expiry Date	16-05-2018		
Design Current Status Code	Registered and fully published		
Design Current Status Date	18-06-2013		







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