

ABOUT EUGIPP

The EU-Georgia Intellectual Property Project (EUGIPP) is an international cooperation project funded by the European Union, and implemented by the European Union Intellectual Property Office (EUIPO).

The project puts IP rights at the forefront of Georgia's economic development plans, as identified in the EU-Georgia Association Agenda for 2017-2020. Georgia and the European Union cooperate to:

- ensure rights holders a high level of IP protection;
- strengthen the enforcement capacity of Georgian authorities;
- support the activities of the National Intellectual Property Centre of Georgia, 'Sakpatenti';
- take measures to increase public awareness in the field of IP, as well as against counterfeiting and piracy.

The project will run initially for 3 years from 1 January 2020.

WHY EUGIPP?

Intellectual property refers to intangible creations of human mind and is one of the key tools for companies to generate returns on their investments in knowledge, innovation and creativity. IP Rights refer to a wide range of assets, such as patents, trade marks, copyrights, plant varieties or geographical indications. From a company brand to furniture design, all these products are protected thanks to intellectual property.

A strong environment for IP creation, protection and enforcement boosts innovation and competitiveness of the private sector. Therefore, sound national IP rights systems are the backbone of innovative countries, thus favouring economic growth.



For more information, please contact
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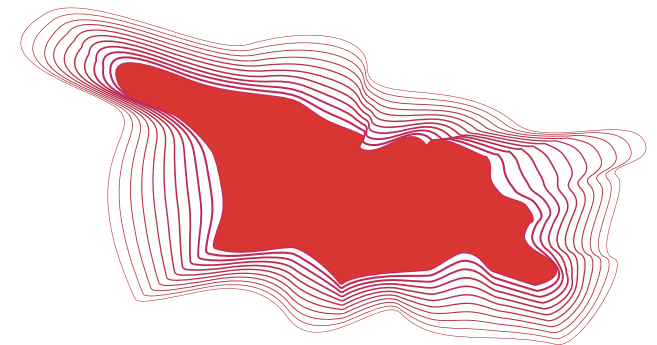
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 IPR Development



EU GEORGIA INTELLECTUAL PROPERTY PROJECT



EU Georgia project, funded by the European Union and implemented by the European Union Intellectual Property Office (EUIPO)

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OBJECTIVES

The overall objective of EUGIPP is:

- to support Georgian authorities to approximate to European standards and be able to integrate into the global economy by stimulating economic development and market opportunities.

In doing so, EUGIPP will contribute to the achievement of an adequate and effective level of protection and enforcement of IP rights in Georgia, and therefore will boost economic opportunities for companies.

EUGIPP objectives will be achieved by focusing on three expected results:

- Technical cooperation: strengthened institutions, networks, and staff working in the field of IP, for a more efficient and user-friendly IP rights system
- Policy and enforcement cooperation: contributed to the modernisation, transparency and fair implementation of IP policies and enforcement in Georgia
- Awareness raising: increased awareness on the benefits of a comprehensive IP rights system among opinion makers and specific segments of the general public in Georgia

FOCUS

What kinds of activities will take place?

1. Capacity building and training
2. Technical and legal support
3. Research and data collection
4. Awareness raising
5. Information sharing

TARGET GROUPS

- National Intellectual Property Center of Georgia (Sakpatenti)
- Policymakers in charge of IP rights and innovation
- IP rights enforcement bodies (judiciary, prosecutors, customs and investigation services)
- Industry, business associations and chambers of commerce
- Academic community
- General public

PRIORITY IP AREAS

Priority areas in the field of intellectual property

- Trade marks
- Designs
- Copyrights
- Enforcement of IPRs

MORE INFORMATION

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