

ABOUT EU4IP

The EU4IP project to strengthen Intellectual Property Rights (IPRs) in Georgia, Moldova, and Ukraine, is an international cooperation project funded by the European Union (EU) and implemented by the European Union Intellectual Property Office (EUIPO).

The project's main objective is to contribute to an adequate and effective level of registration, protection, and enforcement of IPRs in Georgia, Moldova, and Ukraine in line with international and European best practices, according to the commitments of the respective Association Agreements (AA) and in support of the opening of negotiations for EU accession.

The project puts IP rights at the forefront of the national economic development agendas. The national IP offices and the EU will cooperate to:

- ▶ ensure rights holders a high level of IP protection;
- ▶ reinforce the capacity of national law enforcement authorities;
- ▶ support the activities of the National IP offices of the three countries;
- ▶ take measures to increase public perception in the field of IP, as well as against counterfeiting and piracy.

The project runs for 48 months from 1 January 2024.

WHY EU4IP?

Georgia, Moldova, and Ukraine are EU partner countries under the European Neighbourhood Policy and the Eastern Partnership initiative. These three countries have consolidated their cooperation through AA, establishing a Deep and Comprehensive Free Trade Area. Moreover, the EU candidate status to Georgia, Moldova and Ukraine foresees a negotiation process with an explicit Chapter and provisions on Intellectual Property.

Operating within this framework, the EU4IP project aims to use IP to provide a favourable environment for innovation, creativity, and free competition. By strengthening the IP landscape, the project boosts economic and cultural development, increases small- and medium-sized enterprise (SME) potential, and raises investment attractiveness in the partner countries.

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Strengthening Intellectual Property
Rights in Georgia, Moldova and Ukraine



Funded by
the European Union

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OBJECTIVES

The overall objective of EU4IP is to use IP as an instrument in creating a favourable environment for innovation, creativeness, and free competition, for the economic and cultural development of Georgia, Moldova, and Ukraine, strengthening its SMEs potential, raising the level of investment attractiveness.

EU4IP's objectives will be achieved by focusing on four expected results:

- ▶ enhancing legal and policy frameworks, supporting the EU accession process, implementing IP provisions of (international) trade agreements.
- ▶ strengthening IP institutions, networks, and tools for an efficient IP protection system, with a view to EU membership.
- ▶ raising awareness on the value of IP and capacity of SMEs and the productive sector to protect, administer, commercialise, and enforce their IP rights.
- ▶ increasing cooperation on enforcing IP rights in line with the Association Agreement's commitments and priorities of the accession process.

FOCUS

What kinds of activities will take place?

- ▶ Capacity building and training
- ▶ Technical and legal support
- ▶ Research and data collection
- ▶ Awareness raising
- ▶ Information sharing

TARGET GROUPS

- ▶ National IP offices of Georgia (Sakpatenti), Moldova (AGEPI), and Ukraine (UANIPPIO)
- ▶ 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
- ▶ Geographical indications (GIs)
- ▶ Plant varieties
- ▶ Enforcement of IPRs
- ▶ Patents

MORE INFORMATION

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