

Green EUTM study – 2023 update



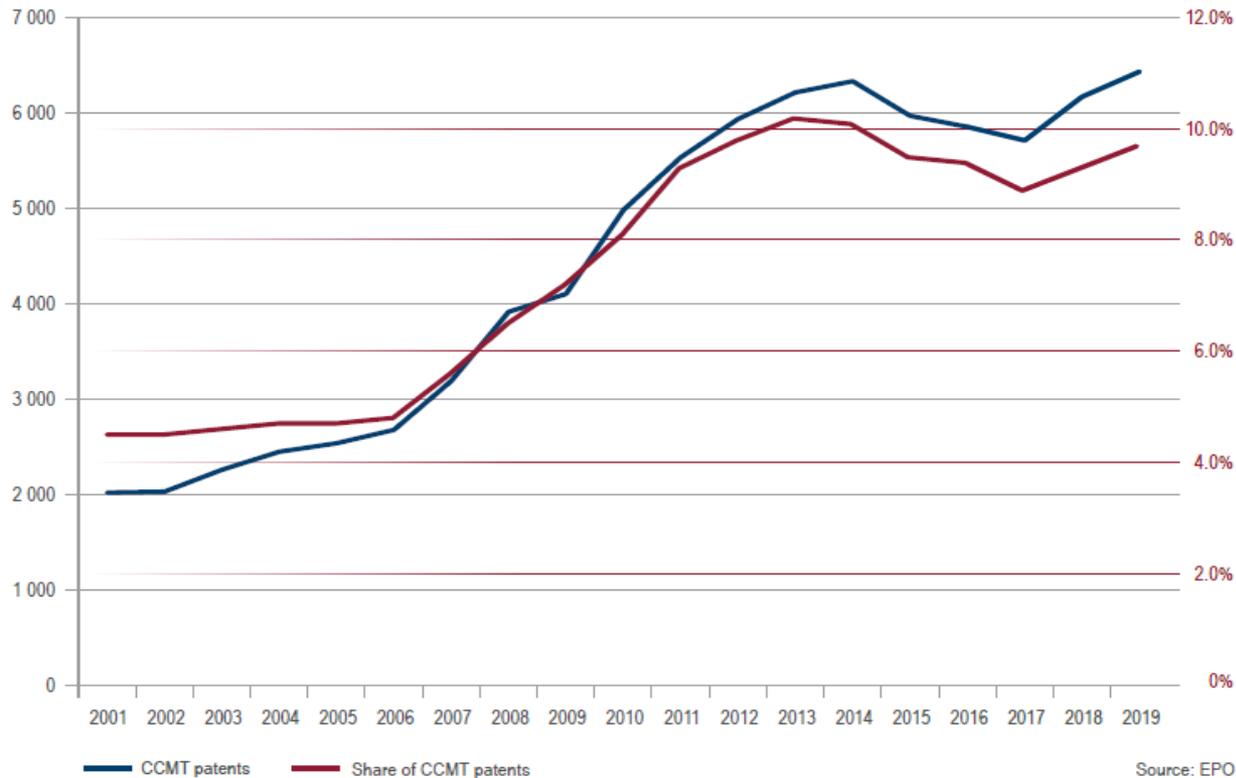
AL-Invest Verde Virtual Seminar
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IPR support green innovation

Traditional measure: patents in relevant technologies

Figure 4:
Number and share of CCMT patent applications filed by EU applicants at the EPO between 2001 and 2019



IPR support green innovation

Traditional measure: patents in relevant technologies

The EPO's Y02/Y04S tagging scheme for CCMT-related* patent documents

- Y02B CCMTs relating to buildings
- Y02C Greenhouse gas capture and storage
- Y02D Energy use reduction in ICT
- Y02E Energy generation, storage and distribution
- Y02P CCMTs in production
- Y02T CCMTs relating to transportation
- Y02W CCMTs in waste and wastewater treatment
- Y04S Smart grids

* *Climate Change Mitigating Technologies*

Trade marks can also be an indicator of green innovation

...so we decided to look at EUTMs in the relevant product categories:

- Energy production
- Transportation
- Energy conservation
- Reuse/recycling
- Pollution control
- Waste management
- Agriculture
- Environmental awareness
- Climate change

Purpose of the study

To examine the Goods & Services descriptions in all EUTM filings since 1996 to determine their relation to the **protection of the environment and sustainability** in line with the EU Green Deal



Data used

- EUIPO register: more than 80 million terms in almost 2.2 million CTM/EUTM applications
- Harmonised Database: 86,000 terms (that have already been accepted by all IP offices in the EU)
 - 61,000 unique terms (Main) and 25,000 synonyms

Methodology and definitions

Two main elements:

- **Inventory of Harmonised Green terms**
 - 904 terms classified in 9 groups and 35 categories
- **Green Classifier**
 - Algorithm that infers which terms in any TM are green and assigns them to one of the categories

A “Green EUTM” contains at least one green term in its G&S description

Methodology: Green expressions

A set of green expressions was defined to find and classify the green terms in EUTMs.

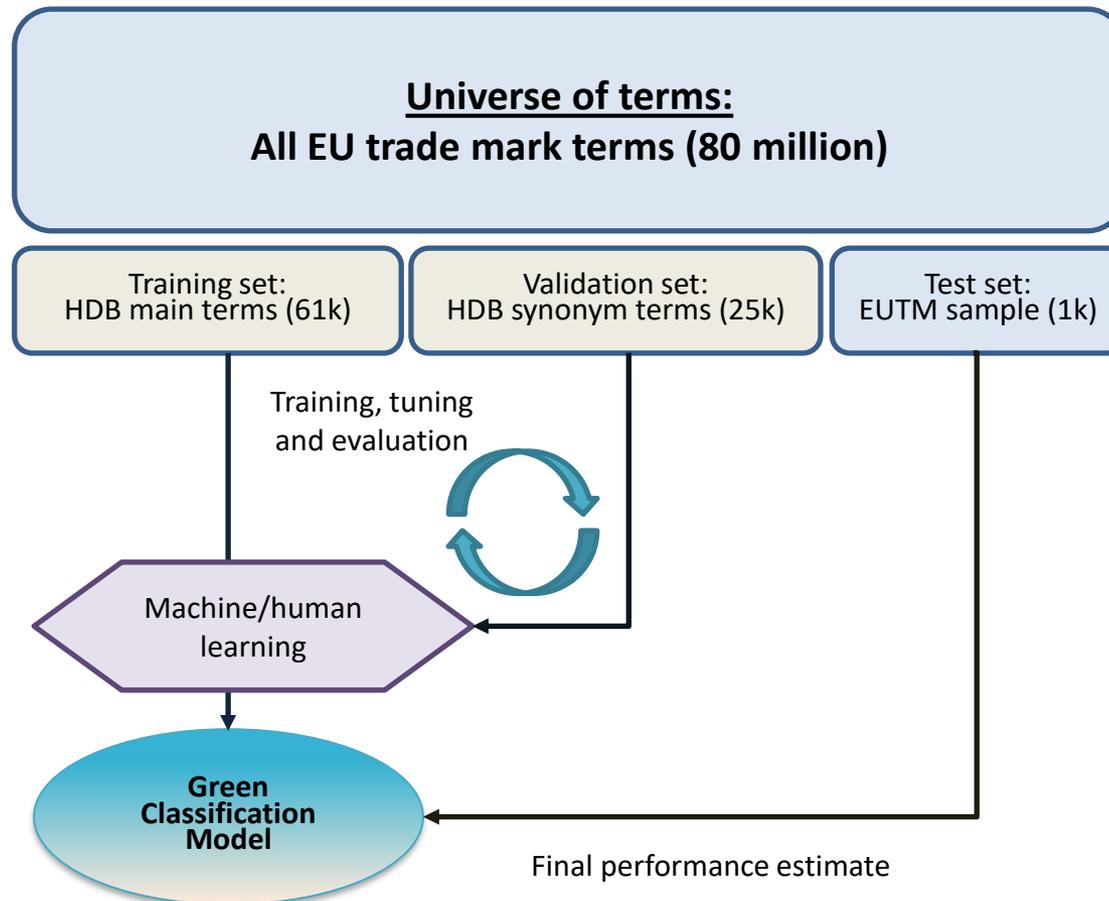
Examples:

| Green expression | Category | Group |
|-----------------------|----------------|-------------------|
| +photovoltaic | Solar energy | Energy production |
| +solar +heating | | |
| +wind.energy | Wind energy | |
| +wind +turbine | | |
| +electric.car –washer | Electric car | Transportation |
| +carbon +monitor –10 | Carbon monitor | Climate change |

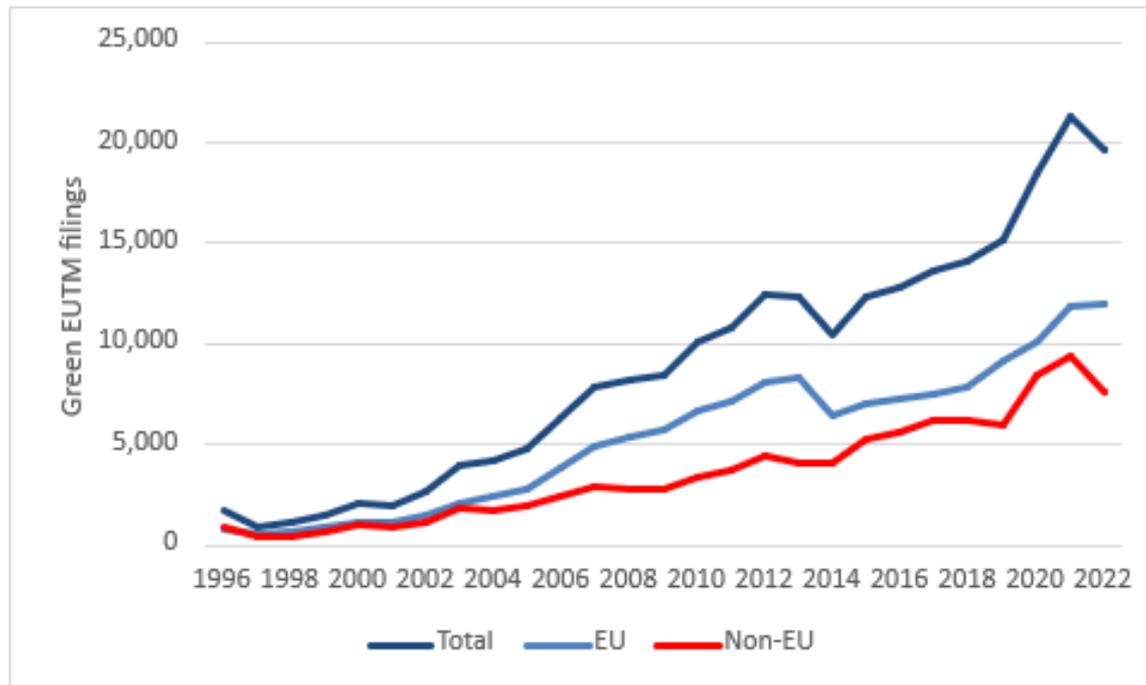
→ This term is “green” except if it is in Class 10 (medical instruments)

Development of the algorithm to identify Green EUTMs

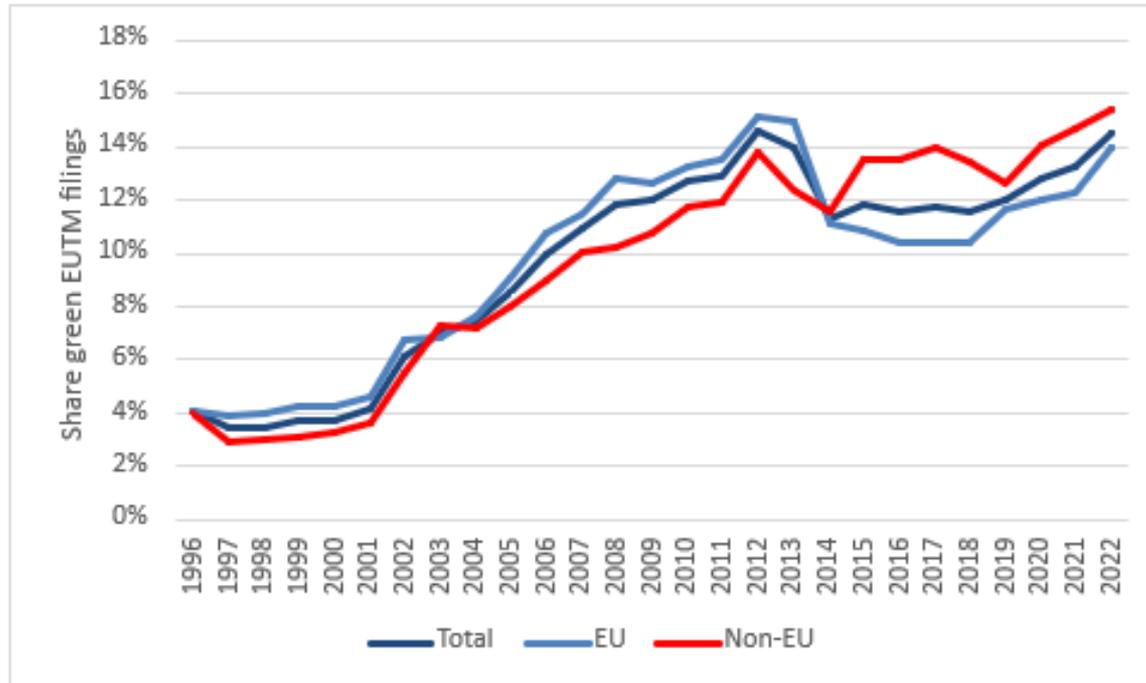
Machine-supported learning



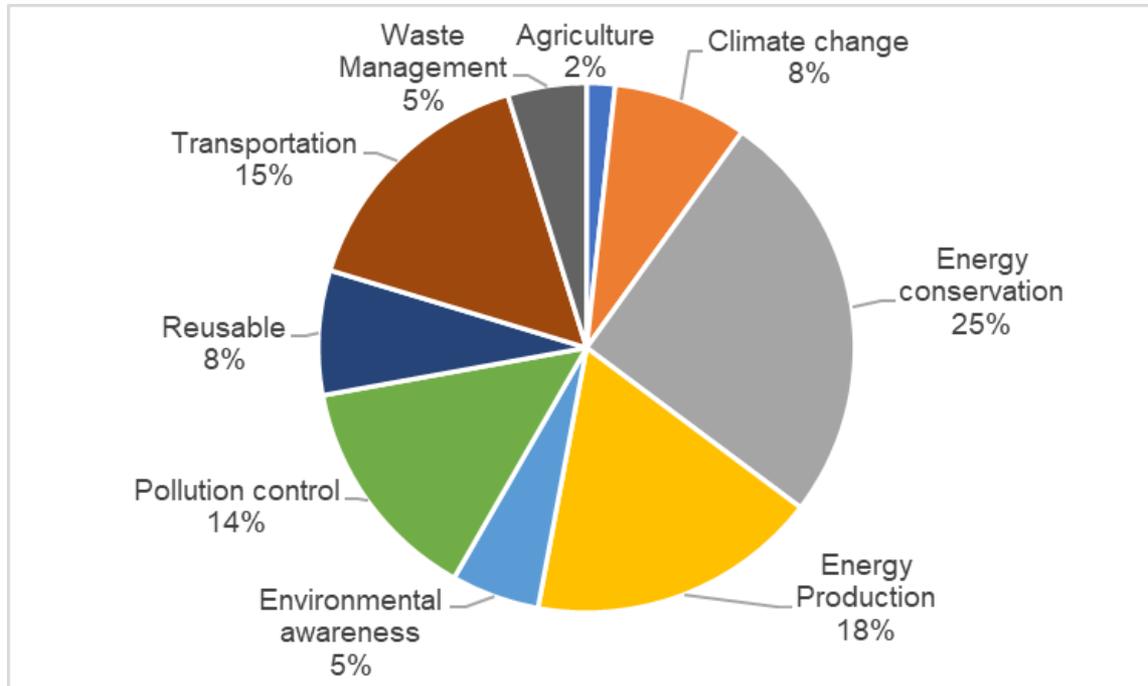
Green EUTM filings, 1996-2022



Share of green EUTM filings, 1996-2022

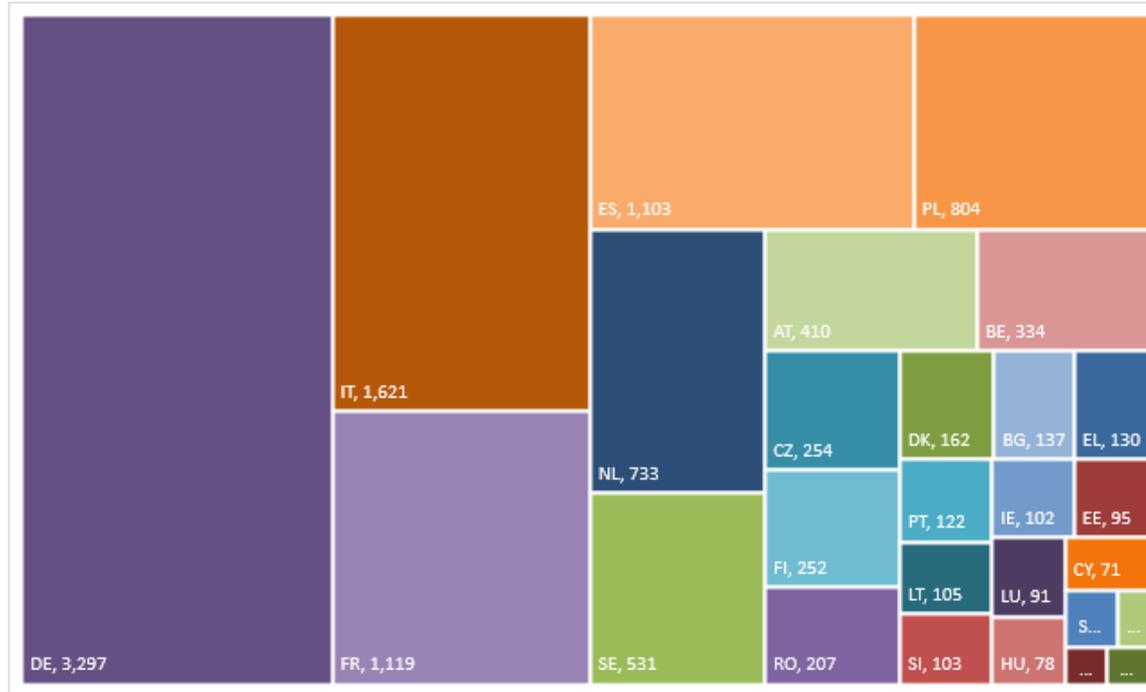


Green terms by main product group, 2022

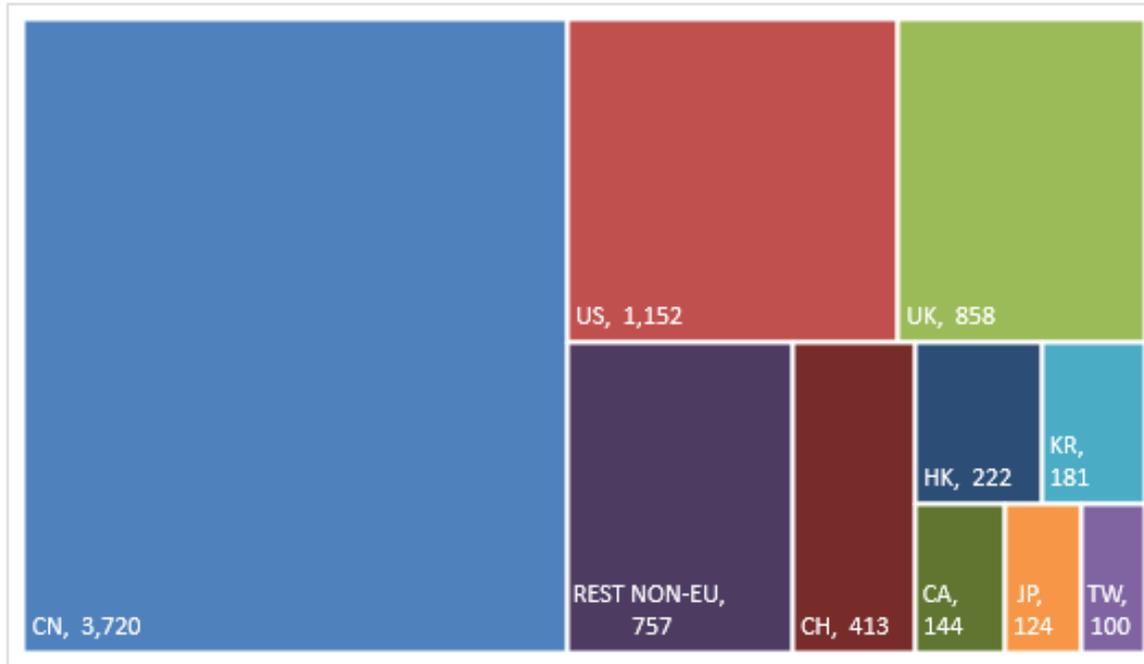


Energy conservation
Energy production
Environmental awareness
Pollution control
Reusable
Transportation
Waste management
Agriculture
Climate change

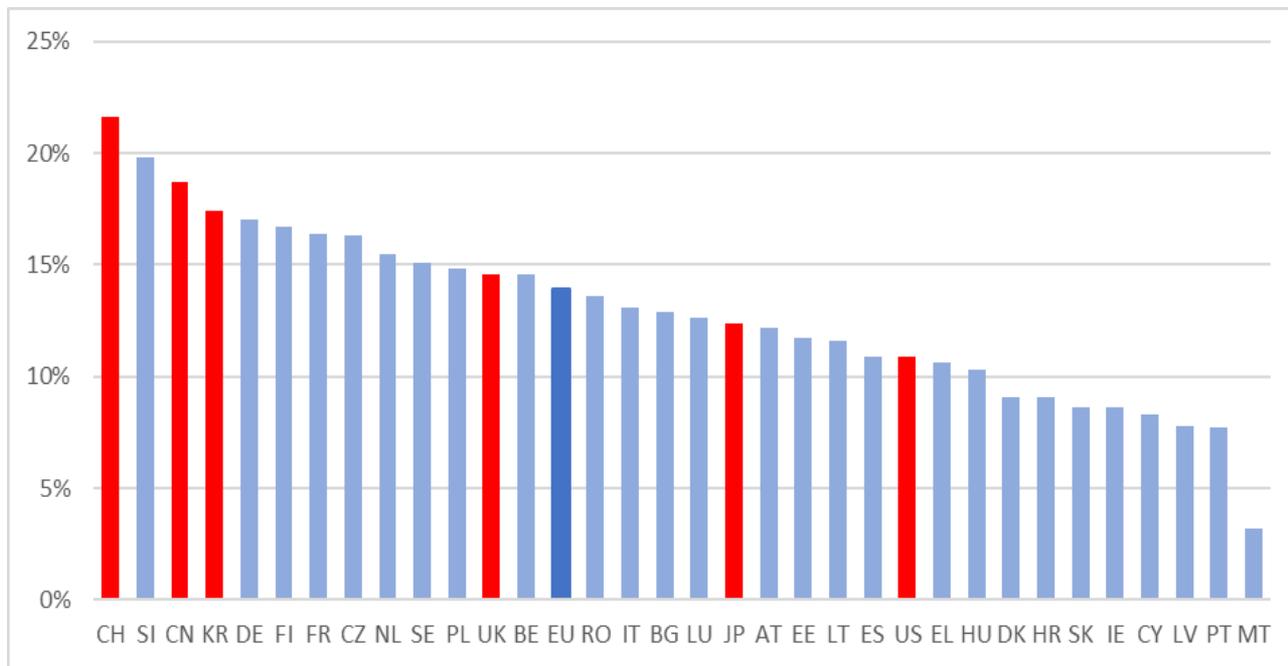
Green EUTM filings by EU member states, 2022



Green EUTM filings by non-EU countries, 2022



Share of green EUTMs in filings from selected countries, 2022



The full study is here. An executive summary in Portuguese is also available.



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Thank you