

# 2020 learning catalogue

EUIPO Academy



# FOREWORD

## 2020 learning catalogue

The fourth industrial revolution is in full swing. Innovative technologies such as artificial intelligence, robotics and virtual reality are changing the way we live and work. In these fast-changing times, enhancing our knowledge and skills to keep up with the rapid pace of technological development is essential. Life-long learning is no longer optional, it is indispensable.

The EUIPO Academy would like to accompany and support you on this path of learning. I encourage you to browse the 2020 learning catalogue to discover our learning opportunities. You will find them to be quite diverse, highlighting intellectual property from different angles, such as IP protection, enforcement and new technologies.

We will organise a wide range of IP events in 2020, from conferences and seminars to Tuesday webinars. Several IP events will address the academic community in particular, to facilitate an exchange of views and enhance synergies. Given the multitude of topics our IP events will be covering, I am confident there will be something for everyone.

Make sure to visit the EUIPO Academy Learning Portal to explore our e-learning content. Not only will you notice that its design has undergone a facelift, but its new features make navigating, searching and accessing our e-learning courses easier and more convenient. Those of you who are already familiar with the EUIPO Academy Learning Portal will know that we are constantly expanding our learning offer by adding new content to the portal.

One of our latest additions, in line with the EUIPO's strategic focus on providing customer-oriented services, is the SME Learning Area, dedicated to small to medium-sized enterprises (SMEs). It is a place where SMEs can improve their knowledge of IP, find IP support and share their experiences. The area is still under development, so be sure to check back regularly as it will evolve over time.

Our learning catalogue will give you a first glimpse of the learning opportunities that lie ahead in 2020 — and I hope it will spark your interest in joining us on the path to learn, share knowledge and grow together.

**Patricia García-Escudero Márquez**  
*EUIPO Academy Director*

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# IP TRAINING EVENTS

2020 learning catalogue



## CALENDAR VIEW

JANUARY		
Start / End		Target Audience
14 Jan	<a href="#">Webinar</a>	Open to all
21 Jan	<a href="#">Webinar 1</a> <a href="#">Webinar 2</a>	Open to all
27 Jan to 5 Feb	<a href="#">Magister Lvcentinvs</a>	Specific public: 5
28 Jan	<a href="#">Webinar 1</a> <a href="#">Webinar 2</a>	Open to all

FEBRUARY		
Start / End		Target Audience
4 Feb	<a href="#">Webinar</a>	Open to all
11 Feb	<a href="#">Webinar</a>	Open to all
18 Feb	<a href="#">Webinar</a>	Open to all
25 Feb	<a href="#">Webinar</a>	Open to all

MARCH		
Start / End		Target Audience
3 Mar	<a href="#">Webinar</a>	Open to all
10 Mar	<a href="#">Webinar</a>	Open to all
16 to 17 Mar	<a href="#">IP Seminar on Opposition and Cancellation</a>	Specific public: 1,2,3
17 Mar	<a href="#">Webinar</a>	Open to all
24 Mar	<a href="#">Webinar</a>	Open to all
31 Mar	<a href="#">Webinar</a>	Open to all

APRIL		
Start / End		Target Audience
2 Apr	<a href="#">EUIPO- EPO Conference on AM/3D printing</a>	Tbc
7 Apr	<a href="#">Webinar</a>	Open to all
20 to 21 Apr	<a href="#">Regional Seminar</a>	Specific public: 1,3
21 Apr	<a href="#">Webinar</a>	Open to all
28 Apr	<a href="#">Webinar</a>	Open to all

**Specific public:**

1. EU national IP offices
2. Non-EU national IP offices
3. EUIPO user associations
4. EUIPO users
5. Universities
6. Subject to subscription

**Streamed events**

Webinar / Interactive webinar

**F2F events:**

IP seminar

Regional seminar

EUIPO-EPO events

IP for Paralegals

Others

Academic initiatives



MAY		
Start / End		Target Audience
5 May	<a href="#">Webinar</a>	Open to all
12 May	<a href="#">Webinar</a>	Open to all
19 May	<a href="#">Webinar</a>	Open to all
21 to 22 May	<a href="#">IP Seminar/IP Case Law Conference</a>	Open to all
26 May	<a href="#">Webinar</a>	Open to all

JUNE		
Start / End		Target Audience
2 Jun	<a href="#">Webinar</a>	Open to all
9 Jun	<a href="#">Webinar</a>	Open to all
11 Jun	<a href="#">EIPIN-IS Conference</a>	Specific public: 5
16 Jun	<a href="#">Webinar</a>	Open to all
23 Jun	<a href="#">Webinar</a>	Open to all

JULY		
Start / End		Target Audience
6 to 10 Jul	<a href="#">Joint EUIPO- EPO: IP Executive Week, Munich, Germany</a>	Specific public: 1, 2
7 Jul	<a href="#">Webinar</a>	Open to all
14 Jul	<a href="#">Webinar</a>	Open to all
21 Jul	<a href="#">Webinar</a>	Open to all
28 Jul	<a href="#">Webinar</a>	Open to all

AUGUST		
Start / End		Target Audience
//	//	//

<b>Specific public:</b>	1. EU national IP offices
	2. Non-EU national IP offices
	3. EUIPO user associations
	4. EUIPO users
	5. Universities
	6. Subject to subscription

<b>Streamed events</b>	<a href="#">Webinar / Interactive webinar</a>
	<a href="#">IP seminar</a>
<b>F2F events:</b>	<a href="#">Regional seminar</a>
	<a href="#">EUIPO-EPO events</a>
	<a href="#">IP for Paralegals</a>
	<a href="#">Others</a>
	<a href="#">Academic initiatives</a>

SEPTEMBER		
Start / End		Target Audience
1 Sep	<a href="#">Webinar</a>	Open to all
8 Sep	<a href="#">Webinar</a>	Open to all
10-11 Sep	<a href="#">EUIPO-EPO Joint European Progress Conference on IP</a>	Specific public: 1, research centres and TTOs
15 Sep	<a href="#">Webinar</a>	Open to all
22 Sep	<a href="#">Webinar</a>	Open to all
29 Sep	<a href="#">Webinar</a>	Open to all

OCTOBER		
Start / End		Target Audience
5-6 Oct	<a href="#">IP Seminar on Design</a>	Specific public: 1,2,3
6 Oct	<a href="#">Webinar</a>	Open to all
13 Oct	<a href="#">Webinar</a>	Open to all
13 Oct	<a href="#">INTA Industry Day 2020</a>	Specific public: 1,2
20 Oct	<a href="#">Webinar</a>	Open to all
21-23 Oct	<a href="#">IP Course for Paralegals</a>	Specific public: 4
27 Oct	<a href="#">Webinar</a>	Open to all

NOVEMBER		
Start / End		Target Audience
3 Nov	<a href="#">Webinar</a>	Open to all
10 Nov	<a href="#">Webinar</a>	Open to all
11 to 12 Nov	<a href="#">Regional Seminar</a>	Specific public: 1,3
17 Nov	<a href="#">Webinar</a>	Open to all
24 Nov	<a href="#">Webinar</a>	Open to all
27 Nov	<a href="#">IP Academies Network Meeting</a>	Specific public: 5 and EPO

DECEMBER		
Start / End		Target Audience
1 Dec	<a href="#">Webinar</a>	Open to all
8 Dec	<a href="#">Webinar</a>	Open to all
10 to 11 Dec	<a href="#">EUIPO-EPO Academy Network Meeting</a>	Specific public: 1,3

Disclaimer: as the schedule is subject to change, you are kindly advised to check our [calendar](#) in the Learning Portal regularly.

## DETAILS OF IP TRAINING EVENTS

### Major IP events

#### IP SEMINARS

**Description:** The IP Seminars offer a comprehensive programme covering presentations and discussions by experts from the EUIPO, the EU and non-EU IP offices and experienced professionals on a wide range of topics regarding trade marks and designs. The programme is complemented by working sessions with practical cases.

The objective of the IP seminars is to provide training and a platform for knowledge sharing on specific IP issues.

**Location:** Alicante, Spain

**Level:** From basic to advanced

**Audience:** EU and non-EU IP offices and user association representatives

**Language:** English

**Fees:** Free of charge

*Disclaimer: The schedule is subject to change. If you have any questions, please contact the EUIPO Academy at: [Academy@euiipo.europa.eu](mailto:Academy@euiipo.europa.eu)*



<p><b>IP SEMINAR 1</b></p>	<p>Title: <b>IP SEMINAR ON RELATIVE GROUNDS AND CANCELLATION</b></p> <p><b>Description:</b> From 16 to 17 March 2020 the EUIPO will host its first IP seminar of the year. The seminar will cover a wide range of current topics in IP, such as cancellation and relative grounds through presentations, discussions and workshops.</p> <p><b>Location:</b> Alicante, Spain  <b>Dates:</b> 16 to 17 March 2020  <b>Level:</b> Intermediate  <b>Audience:</b> EU and non-EU IP offices and user associations  <b>Language:</b> English  <b>Fees:</b> Free of charge</p>
<p><b>IP SEMINAR 2</b></p>	<p>Title: <b>IP SEMINAR / IP CASE LAW CONFERENCE</b></p> <p><b>Description:</b> The EUIPO Academy IP Seminar 2 will take place from 21 to 22 May 2020. It will consist of the IP Case Law Conference, an event organised in cooperation with the EUIPO Boards of Appeal and the EUIPO's International Cooperation and Legal Affairs Department. Leading experts will address a wide range of topics in the field of case-law on IP.</p> <p><b>Location:</b> Alicante, Spain  <b>Dates:</b> 21 to 22 May 2020  <b>Level:</b> Advanced  <b>Audience:</b> EU and non-EU IP offices and user associations. The IP Case Law Conference will also be open to IP professionals (general public).  <b>Language:</b> English  <b>Fees:</b> Free of charge for EU and non-EU IP offices and user association representatives.</p>
<p><b>IP SEMINAR 3</b></p>	<p>Title: <b>IP SEMINAR ON DESIGN</b></p> <p><b>Description:</b> From 5 to 6 October 2020 the EUIPO will host its third IP seminar of the year. The seminar will cover a wide range of current topics in IP, mainly related to Designs through presentations, discussions and workshops.</p> <p><b>Location:</b> Alicante, Spain  <b>Dates:</b> 5 to 6 October 2020  <b>Level:</b> Intermediate  <b>Audience:</b> EU and non-EU IP offices and user associations  <b>Language:</b> English  <b>Fees:</b> Free of charge</p>

<p><b>REGIONAL SEMINARS</b></p>	<p><b>Description:</b> The regional seminars are organised in conjunction with national IP offices and will combine lectures and panel discussions on the offices' practices within a region with interactive workshops. The objective of the IP regional seminars is to provide training and a platform for knowledge sharing on specific IP issues.</p> <p><b>Location Regional Seminar 1:</b> Tbc  <b>Dates:</b> 20 to 21 April 2020  <b>Location Regional Seminar 2:</b> Tbc  <b>Dates:</b> 11 to 12 November 2020  <b>Level:</b> From basic to advanced  <b>Audience:</b> EU IP offices and user association representatives  <b>Language:</b> English  <b>Fees:</b> Free of charge</p> <p><i>Disclaimer: The schedule is subject to change. If you have any questions, please contact the EUIPO Academy at <a href="mailto:Academy@euipo.europa.eu">Academy@euipo.europa.eu</a></i></p>
<p><b>IP COURSE FOR PARALEGALS</b></p>	<p><b>Description:</b> The EUIPO's experience in their daily work with paralegals and practitioners has been used to define hotspots in the filing processes, which will be addressed during this course. The objective is to increase operational efficiency, not only of the paralegals or practitioners but also of the EUIPO.</p> <p><b>Location:</b> Alicante, Spain  <b>Dates:</b> 21 to 23 October 2020  <b>Level:</b> Intermediate  <b>Audience:</b> Paralegals  <b>Language:</b> English  <b>Fees:</b> Free of charge</p> <p><i>Disclaimer: The schedule is subject to change. If you have any questions, please contact the EUIPO Academy at <a href="mailto:Academy@euipo.europa.eu">Academy@euipo.europa.eu</a></i></p>
<p><b>INTA INDUSTRY DAY 2020</b></p>	<p><b>Description:</b> INTA experts provide the EUIPO examiners and representatives from the national IP offices (via live stream) with insights on selected IP topics from an industry point of view.</p> <p><b>Location:</b> Alicante, Spain  <b>Dates:</b> 13 October 2020  <b>Level:</b> Intermediate  <b>Audience:</b> EUIPO and IP offices  <b>Language:</b> English  <b>Fees:</b> Free of charge</p> <p><i>Disclaimer: The schedule is subject to change. If you have any questions, please contact the EUIPO Academy at <a href="mailto:Academy@euipo.europa.eu">Academy@euipo.europa.eu</a></i></p>

<p><b>EUIPO-EPO ACADEMY NETWORK MEETING</b></p>	<p><b>Description:</b> The objective of the annual network meeting is to provide a platform for sharing training-related knowledge and experience, while strengthening networking among Intellectual Property Office (IPO) contact persons and the EUIPO and EPO Academies.</p> <p><b>Location:</b> Alicante, Spain  <b>Dates:</b> 9 to 10 December 2020  <b>Level:</b> Intermediate  <b>Audience:</b> EU IP offices and user associations  <b>Language:</b> English  <b>Fees:</b> Free of charge</p> <p><i>Disclaimer: The schedule is subject to change. If you have any questions, please contact the EUIPO Academy at <a href="mailto:Academy@euipo.europa.eu">Academy@euipo.europa.eu</a></i></p>
<p><b>JOINT EUIPO-EPO IP EXECUTIVE WEEK</b></p>	<p><b>Description:</b> In the context of their collaboration, the EUIPO and the EPO organise the 'IP Executive Week' on a yearly basis. The four-day event is generally focused on the role of IP offices in developing the global economy, though its main objective is to increase the efficiency of the IP system within Europe and globally.</p> <p><b>Location:</b> Munich, Germany  <b>Dates:</b> 6 to 10 July 2020  <b>Level:</b> Advanced  <b>Audience:</b> Participants from a senior management level from EU and non-EU IP offices.  <b>Language:</b> English  <b>Fees:</b> Free of charge</p> <p><i>Disclaimer: The schedule is subject to change. If you have any questions, please contact the EUIPO Academy at <a href="mailto:Academy@euipo.europa.eu">Academy@euipo.europa.eu</a></i></p>

<p><b>JOINT EUIPO-EPO CONFERENCE ON AM/3D PRINTING</b></p>	<p><b>Description:</b> The EPO, in collaboration with the EUIPO, will organise a one-day conference on additive manufacturing (AM)/3D printing that will explore its impact on patents and designs.</p> <p><b>Location:</b> tbc  <b>Dates:</b> 2 April 2020  <b>Level:</b> Advanced  <b>Audience:</b> tbc  <b>Language:</b> English  <b>Fees:</b> tbc</p> <p><i>Disclaimer: The schedule is subject to change. If you have any questions, please contact the EUIPO Academy at <a href="mailto:Academy@euipo.europa.eu">Academy@euipo.europa.eu</a></i></p>
<p><b>JOINT EUIPO-EPO PROGRESS CONFERENCE ON IP</b></p>	<p><b>Description:</b> The progress conference is jointly organised by the EPO and the EUIPO and targets universities, research centres and technological transfer offices (TTOs) on the use and exploitation of IP. The trade mark and design component could also be encompassed, as this is important in the transition from research to business.</p> <p><b>Location:</b> tbc  <b>Dates:</b> 10 and 11 September 2020  <b>Level:</b> Advanced  <b>Audience:</b> Universities, research centres and TTOs  <b>Language:</b> English</p> <p><i>Disclaimer: The schedule is subject to change. If you have any questions, please contact the EUIPO Academy at: <a href="mailto:Academy@euipo.europa.eu">Academy@euipo.europa.eu</a></i></p>
<p><b>MAGISTER LVCENTINVS</b></p>	<p><b>Description:</b> The EUIPO will host the European Union Trade Mark Intensive Module and the Community Design Intensive Module in collaboration with the Master in Intellectual Property LLM (IP), known as 'Magister Lvcentinvs' (ML) of the University of Alicante. Experts from the EUIPO, experienced professionals and academics will give advanced presentations on substantive and procedural issues relating to EUTM and RCD protection.</p> <p><b>Location:</b> Alicante, Spain  <b>Dates:</b> 27 January to 5 February 2020  <b>Level:</b> Advanced  <b>Audience:</b> University students  <b>Language:</b> English  <b>Fees:</b> Free of charge</p> <p><i>Disclaimer: The schedule is subject to change. If you have any questions, please contact the EUIPO Academy at <a href="mailto:Academy@euipo.europa.eu">Academy@euipo.europa.eu</a></i></p>

<p><b>IP ACADEMIES NETWORK MEETINGS</b></p>	<p><b>Description:</b> The EUIPO will host the first network meeting with professors and lecturers from all the Pan-European Seal member universities, as well as the EPO and other academic partners, aimed at strengthening cooperation and enhancing potential synergies with the academic community, especially for those Office activities and projects for which input from the academic world is particularly relevant.</p> <p><b>Location:</b> Alicante, Spain  <b>Dates:</b> 27 November 2020  <b>Level:</b> Advanced  <b>Audience:</b> Universities and IP institutes and academies  <b>Language:</b> English  <b>Fees:</b> Free of charge</p> <p><i>Disclaimer: The schedule is subject to change. If you have any questions, please contact the EUIPO Academy at <a href="mailto:Academy@euipo.europa.eu">Academy@euipo.europa.eu</a></i></p>
<p><b>EIPIN-IS CONFERENCE</b></p>	<p><b>Description:</b> The EUIPO Academy, as a partner organisation of the European Joint Doctorate in Intellectual Property EIPIN-IS, will organise an event, in collaboration with the consortium of EIPIN Universities, aimed at providing an opportunity to each of the 15 EIPIN-IS early stage researchers (ESRs) to present their research project to representatives from different IP-intensive industries and IP organisations. This conference will also serve to enhance the visibility of the various research projects developed under EIPIN-IS, and hence the dissemination of cutting-edge research on intellectual property.</p> <p><b>Location:</b> Alicante, Spain  <b>Dates:</b> 11 June 2020  <b>Level:</b> Advanced  <b>Audience:</b> Universities, IP industries and organisations  <b>Language:</b> English  <b>Fees:</b> Free of charge</p> <p><i>Disclaimer: The schedule is subject to change. If you have any questions, please contact the EUIPO Academy at <a href="mailto:Academy@euipo.europa.eu">Academy@euipo.europa.eu</a></i></p>

## Tuesday Webinars

The EUIPO Academy offers webinars every Tuesday (except in August and during the Christmas holidays). Open to all, each webinar lasts approximately 30 to 60 minutes and you will be able to engage with our speakers via a live chat.

The webinars deal with intellectual property topics, and are presented by experts in the subject, both from the EUIPO and from other institutions or law firms. The main topics covered are:

- **analysis of case-law from the Court of Justice or national courts;**
- **decisions of the Boards of Appeal;**
- **tips and tricks on use of the EUIPO tools;**
- **changes related to the new legislation;**
- **enforcement issues;**
- **recent developments on IP rights in general.**

## INTERACTIVE WEBINARS

For some selected webinars, participants at the colloquium have the unique possibility to interact with the webinar speakers in person by asking them questions and thereby extending their knowledge on the topic discussed. During or after the webinar, a short debate or colloquium will take place in the Wubbo de Boer Interactive Centre, at the EUIPO premises. The speaker will continue to reply to questions posted online by the viewers as in any other webinar. Both speakers and audience will have the opportunity to take part in an interesting exchange of ideas. The interactive webinars will take place at least once every quarter.









# E-LEARNING PORTAL

## 2020 learning catalogue































## learning portal



-  **AVAILABLE 24/7**
-  **SELF-PACED**
-  **+130 IP COURSES CERTIFIED**
-  **COURSES FROM 10 MINUTES TO 6.5 HOURS**
-  **COURSES IN SEVERAL LANGUAGES**
-  **FREE OF CHARGE**

## Recommended e-learning courses

 e-learning courses  
 2020

	COURSE NAME	DURATION	LINK
trade marks	 European Union Trade Mark (EUTM) in a nutshell 2019	4 hours	
	 Use it or lose it - Revocation of trade mark for non-use	50 min.	
	 The Protection of Non-Traditional Trademarks: Critical Perspectives	1.5 hours	
	 Guide to Proof of use	6.5 hours	
	 Generic Trade Marks	32 min.	
	 Social Media, bloggers, influencers and their IP implications	1 hour	
	 Type of mark and acceptable formats of representation	40 min.	
	 Parallel Import of Pharmaceutical Products	67 min.	
	 The new IP Enforcement Portal	25 min.	
	 IP Litigation before the EUIPO Boards of Appeal – Solving your dispute in an effective way	55 min.	
designs	 Registered Community Design (RCD) in a nutshell 2019	3.5 hours	
	 Deferment of publication for RCDs	40 min.	
	 How to protect design	10 min.	
	 Requirements for registration of a Community design	46 min.	

 WITH CERTIFICATE

## [EUIPO Trade Mark and Design Education Programme](#)

The [EUIPO Trade Mark and Design Education Programme \(ETMD EP\)](#) is training a programme for intellectual property practitioners. It is a practical programme, delivered by the EUIPO staff, leading IP professionals and academics. The **ETMD EP** focuses on the interaction between the EUIPO and IP practitioners in trade mark and design registration and prosecution.



### OBJECTIVES

- Increase knowledge of the legal framework of the EUTM and RCD, in particular, in proceedings and practices of the EUIPO;
- Share best practice and improve the quality of applications and submissions before the EUIPO;
- Provide sound bases to develop successful, strategies for registering, defending or contesting EU intellectual property rights using the EUIPO's tools and systems.



LEVEL	AUDIENCE	DURATION	LANGUAGE
<b>ADVANCED</b>	<b>IP PRACTITIONERS</b>	<b>150 HOURS</b>	<b>ENGLISH</b>



Additional information: the enrolment period is May to June and the course starts in September.

# MATERIAL – IP TEACHING KIT

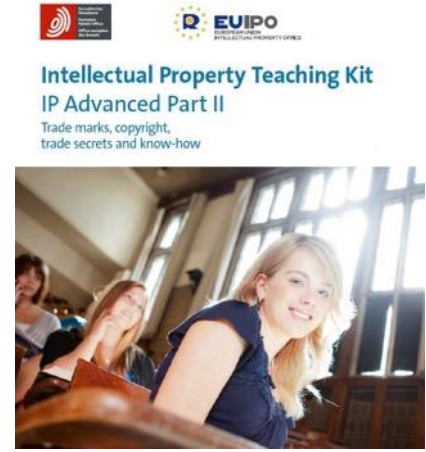
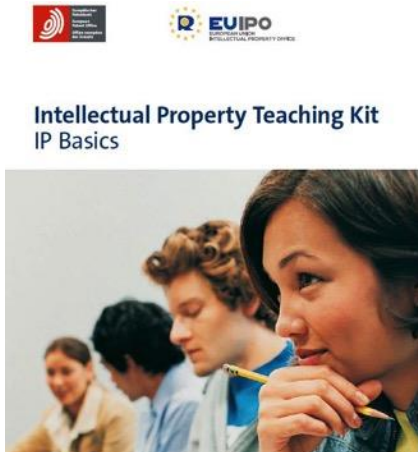
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# Material

## IP Teaching Kit



The EUIPO and the EPO are pleased to publish the IP Teaching Kit. It has been developed for university teachers whose students have little or no knowledge of intellectual property, and aims to give a basic yet comprehensive introduction to different IP rights, and the concept of IP as a whole.

This IP Teaching Kit contains an extensive set of free, accessible teaching materials developed by IP professionals from the EPO and the EUIPO, and through strong cooperation and mutual support between the management and staff of the two organizations. It is one of the most comprehensive IP teaching resources in the world and is available through the EUIPO Academy's Learning Portal.

- [IP teaching kit \(English, German, Spanish, French, Italian\)](#)
- [IP teaching kit Level I](#)
- [IP teaching kit Level II](#)
- [IP teaching kit – IP Search Tools](#)
- [IP teaching kit – IP Management](#)

 INFO



# STAY INFORMED

2020 learning catalogue



# training offer

do you  
want to stay  
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