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THE IMPORTANCE OF IP

Joint Study by the European Patent Office and the European Union Intellectual Property Office on the weight of IP in the EU economy:

- About **50% the EU industries are IP-intensive**
- IP-intensive industries represent
 - **45% of EU GDP, or EUR 6.6 trillion** annually
 - IPR-intensive industries generate around **84 million or 39% of all jobs** in the EU (29% directly and 10% indirectly).
 - **80% of EU imports and 82% of EU exports** are generated by the IPR-intensive industries, which translates into a **trade surplus of around EUR 182 billion**
 - **47%** premium to employees' wages



Top 20 IPR-intensive industries generate:

€3.3 trillion of the EU GDP (or 50% of GDP created by all IP-intensive industries) in such sectors as:

- real estate (TM)
- machinery (TM, designs, patents)
- business consulting (TM)
- financial services (TM)
- engineering (patents),
- **IT/ computer consultancy/programming (TM, CR),**
- telecoms (TM, CR, designs, patents)
- sports (TM)
- pharma (TM, patents)

IPR protection benefits:

- Increase investment
- Promotion of creativity
- Improve business climate
- Transfer technology
- Protection of quality





IP IN A TRADE CONTEXT WITH EASTERN PARTNERSHIP COUNTRIES

- The EU has negotiated DCFTAs/CEPAs with Eastern Partnership countries [Armenia, Azerbaijan (ongoing), Georgia, Moldova, Ukraine], except Belarus
- The EU through the IPR Chapter aims notably to:
 - **Contribute to additional growth and jobs** for the benefit of businesses and consumers;
 - Agree on **common principles** and establish a **framework to cooperate** closely;
 - **Further approximate** the regulatory frameworks for the sake of greater predictability;
 - **Bring the standards of IP protection and enforcement** in Eastern Partnership countries **closer to that of the EU**;
 - **Protect businesses** which invest in creativity and innovation thanks to the respect and the enforcement of intellectual property rules;
 - **Encourage investment in research and development**, as well as the creation of trade marks for goods and services.



WHAT DO WE NEGOTIATE THAT IS RELEVANT FOR THE IT SECTOR?

- **Copyright and related rights** => softwares, websites, animations, video games
 - **Databases** (only with UA and AZ) => sui generis database protection or copyright
 - **Trademarks** => all goods and services rely on trademarks
 - **Designs** => interfaces of websites
 - **Trade secrets (since 2017)** => know-how, business models, marketing strategies, etc.
 - **Patents** => no special protection for softwares, general provisions apply
 - **Topographies of semiconductors** (only with UA and AZ) => microchips
- +++
- **Civil and border enforcement** => measures and remedies to prevent or handle IPR infringements



THANK YOU!

QUESTIONS?