



## Electronic TradeMARK and Industrial Design Service

**eMARKS aims to market validate and initially deploy a service that will optimise the Trademarks and Industrial Designs protection by offering a reliable, effective and user-focused search service, based on images and augmented with natural language and multi-lingual semantic indications on the categories of interest.**

eMARKS will build upon the working prototype that has been developed and tested through the eMAGE project under eContent Programme (EDC-11152/28713). In the framework of the eMAGE project, a databank of 1.3 million records from four EU Industrial Properties Offices (IPO) was established, i.e., the corresponding content has been collected, harmonised, enriched and loaded. eMARKS will:

- Test and validate the attractiveness of the eMARKS service in terms of application functionality, reliability and effectiveness at EU27 and related countries level. Additional user requirements will be integrated to the service to bring it closer to the customer.
- Test and validate the eMARKS service in terms of content collection, harmonisation and enrichment procedures and implied costs by considering the peculiarities of all EU27 IPOs databases. Moreover, the existing databank will be updated to include the latest Trademarks and Industrial Designs.
- Optimise and validate eMARKS business partnership in terms of revenue-sharing Public-Private Partnership models, roles, and responsibilities.
- Validate the market size of potential users, the implied costs, and the most appropriate pricing models per user type at EU27 and related countries level, and finally,
- Develop a realistic business and deployment plan based on experience drawn from real life trials and other forms of market research at EU27 and related countries level.

The Consortium is led by INTRASOFT International (INTRA) and consists of the following partners: Hungarian Patent Office (HPO), National Institute of Industrial Property of Portugal (INPI-P) and the Austrian Patent Office (OEPA), Czech Customs Administration (CCA), IPR professionals/Lawyers G.S. Kostakopoulos and Associates Law Firm (KLF), Chamber of Commerce and Industry of Marseille (CCIMP) and LTU Technologies (LTU).

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<b>Website</b>	Under construction
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<b>Participating Countries</b>	Luxemburg, Hungary, Portugal, Austria, Greece, Czech Republic, France