



# Power your business with the SME Fund

*Helping EU SMEs reach their full intellectual property potential*

Sébastien HANCK - CD, EUIPO  
Maria del Coro GUTIERREZ PLA - CD, EUIPO  
Natalia RUANO - CD, EUIPO  
01/02/2022



## Why the SME Fund? case study

What can be funded with the SME Fund?

How does it work in practice?

## SME Fund case study



## SME Fund case study



## Innovation process

### INNOVATION PROCESS



IDEA



MARKET

Research & Development phase

Commercial use phase

WHAT

HOW

## Free personalised intellectual property support



# Free personalised intellectual property support

Obtain free support to maximise your business's intellectual property potential with help from the experts



European Union Intellectual Property Office

## IP Scan or IP Prediagnostic service



## IP Scan



**WHAT**

Composition of  
the products

Name of the  
product

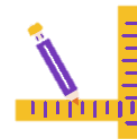
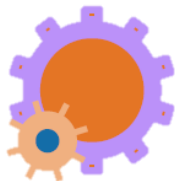
Shape and colors  
of the recipients

**HOW**

**PATENT**

**TRADE MARK**

**DESIGN**







## Why the SME Fund? case study

## What can be funded with the SME Fund?

## How does it work in practice

## SME FUND: IP ACTIVITIES INCLUDED



Voucher 1  
€1,500

To use for IP Scan, trade mark and design fees.



Voucher 2  
€750

To use for patent fees.

## IP ACTIVITIES INCLUDED

### IP ACTIVITY

### COVERAGE

### INCLUDED FEES

### REIMBURSE- MENT %

**IP Scans**

Report on all IP rights

Ceiling per EU country (maximum fee of €1,500)

**90%**

**Trade marks  
& designs**

National, regional, and EU levels

Application, class, examination, registration, publication, and deferment of publication fees

**75%**

Outside of the EU through WIPO

Basic, designation, and subsequent designation fees (\*)

**50%**

**Patents**

National level in EU countries

Pre-grant (filing, search, and examination), grant, and publication fees

**50%**

Voucher 1

Voucher 2

(\*) Excluded fees: designation fees of EU countries and handling fees charged by the office of origin.

## EXAMPLE: KRISTINA'S ACTIVITIES FEES

IP Activity	Initial cost (€)	Reimbursement (€)	Real cost(€)
IP Scan	1,000	90%= 900	100
National Trade Mark&Design	200	75%= 150	50
EU trade mark&RCD	1,200	75%=900	300
International TM&Designs	800	50%=400	400
National patent	300	50%=150	150

Voucher 1  
Max 1,500 €  
Voucher 2

**2,500 €**

Without the  
SME Fund

**1,500+150= 1650 €**

SME Fund  
reimbursement

**850 €**

With the SME  
Fund

## WHO CAN BENEFIT FROM THE SME FUND?



**Sleep better**  
knowing your trade marks, designs  
and patents are protected

Save up to  
**€2,250**

Co-funded by  
the European Union



**ideas**  
powered  
for business

**SME fund**



Bank account certificate



VAT or TIN document



Declaration on honor  
(for representatives)



## Why the SME Fund? case study

What can be funded with the SME Fund?

How does it work in practice

## HOW DOES IT WORK?



### 1. Apply for the Grant

Visit the SME Fund website and fill out the application form



### 2. Receive your Grant

Grant decision delivered in up to 15 working days



### 3. Initiate your IP Activities

Run an IP Scan, register your trade mark, design, and/or patent



### 4. Get Reimbursed

Pay up-front for activities, fill out the reimbursement form in your SME Fund account area, and receive your reimbursements

## VOUCHERS

TYPE	IP ACTIVITIES	VALUE	DURATION
Voucher 1	IP Scans, trade marks, and designs	€1,500	4 months (extendable to 6 months)
Voucher 2	Patents	€750	

**Voucher 1** Company name





**Services** ID: 1234576324

- IP Scan
- Trademark & design fees outside of the EU
- Trademark & design fees at the national level
- Trademark & design fees at EU level

Issuance Date	03/01/2022
Expiry Date	03/05/2022

Maximum reimbursement amount

1.500€

This voucher expires 120 calendar days after the start date. The voucher's validity may be extended to 180 days in your **Account** area on the website, but that extension request can only be carried out within 30 days of the original expiration date. See [Terms and Conditions](#) for details.

**Voucher 2** Company name





**Services** ID: 1234576324

Patent fees at the national level

Issuance Date	03/01/2022
Expiry Date	03/05/2022

Reimbursement amount

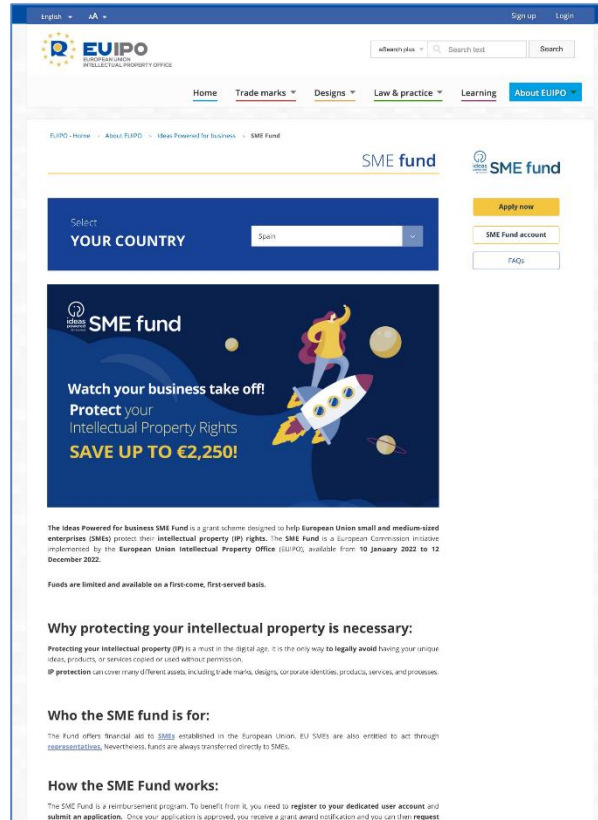
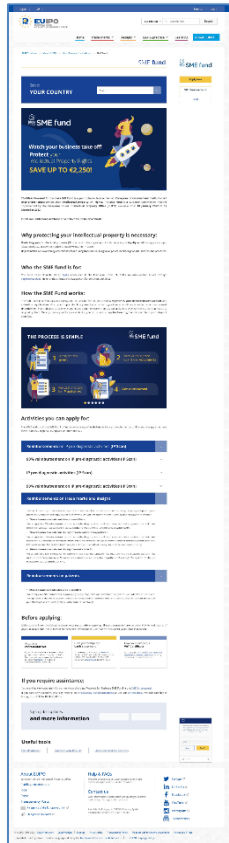
750€

This voucher expires 120 calendar days after the start date. The voucher's validity may be extended to 180 days in your **Account** area on the website, but that extension request can only be carried out within 30 days of the original expiration date. See [Terms and Conditions](#) for details.



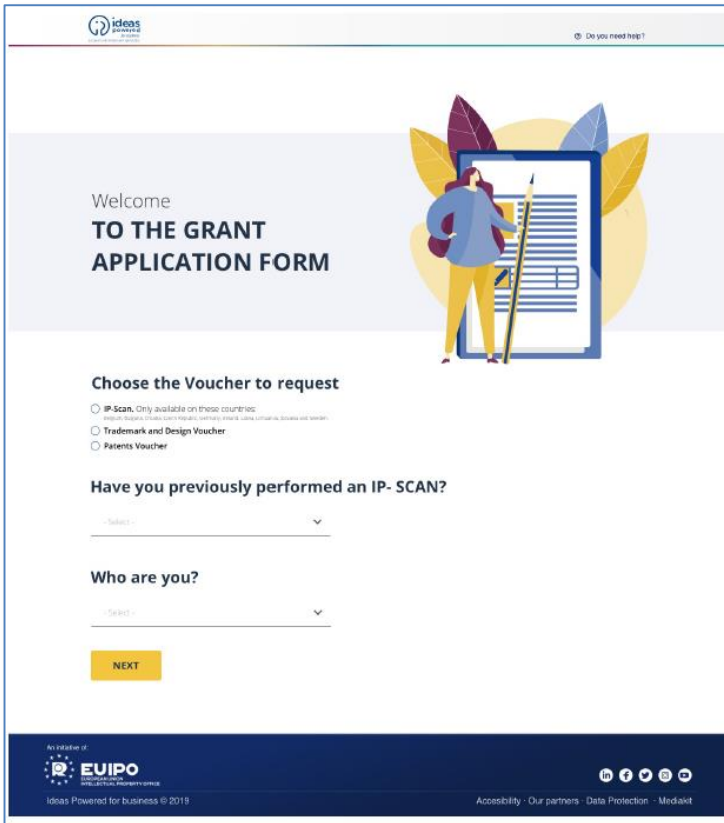



## WHERE TO APPLY? SME FUND LANDING PAGE IN EUIPO WEBSITE



- EUIPO account login to apply and access SME Fund account area
- GIF animation and infographic to give clear messages
- Dynamic content depending on the country selected (IP Scan)
- Brand-new UX/UI
- Direct and understandable content
- FAQ section and online chat

# 1. APPLY FOR THE GRANT: APPLICATION FORM



 Do you need help?

Welcome  
**TO THE GRANT  
APPLICATION FORM**

**Choose the Voucher to request**

IP-Scan, Only available on these countries:  
IP-Scan is available in Germany, France, Italy, Spain, Portugal, Greece and Sweden.

Trademark and Design Voucher

Patents Voucher


**Have you previously performed an IP- SCAN?**

Select ▾

**Who are you?**

Select ▾

**NEXT**

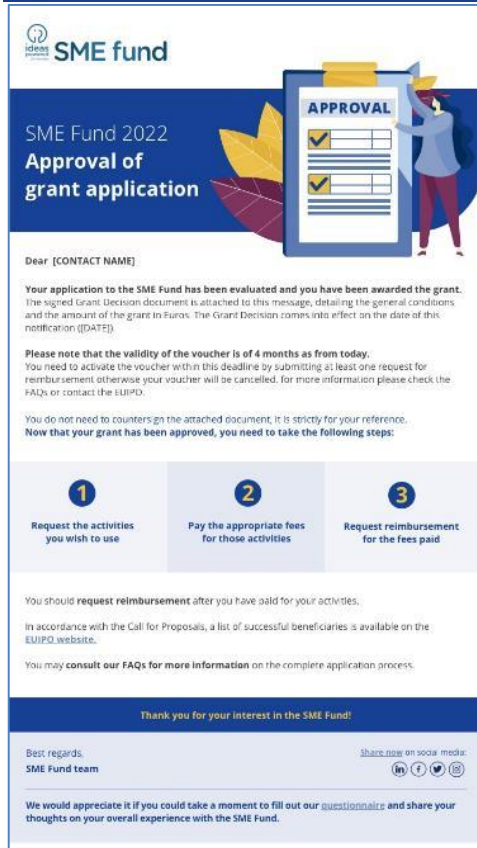
An initiative of  
  
EUROPEAN UNION  
INTELLECTUAL PROPERTY OFFICE

Ideas! Powered for business © 2019

Accessibility - Our partners - Data Protection - MINDAkt

- SMEs can request voucher 1, voucher 2 or both
- **Required documents:**
  - VAT or TIN document
  - Bank account certificate
  - Declaration on honor (for representatives)
- Option to save and continue later
- Each voucher can be requested once in the year

## 2. RECEIVE YOUR GRANT



**SME fund**

SME Fund 2022  
**Approval of grant application**

Dear [CONTACT NAME]

Your application to the SME Fund has been evaluated and you have been awarded the grant. The signed Grant Decision document is attached to this message, detailing the general conditions and the amount of the grant in Euros. The Grant Decision comes into effect on the date of this notification ([DATE]).

Please note that the validity of the voucher is of 4 months as from today. You need to activate the voucher within this deadline by submitting at least one request for reimbursement otherwise your voucher will be cancelled. For more information please check the FAQs or contact the EUIPO.

You do not need to countersign the attached document, it is strictly for your reference.  
**Now that your grant has been approved, you need to take the following steps:**

<b>1</b>	<b>2</b>	<b>3</b>
Request the activities you wish to use	Pay the appropriate fees for those activities	Request reimbursement for the fees paid


You should **request reimbursement** after you have paid for your activities.

In accordance with the Call for Proposals, a list of successful beneficiaries is available on the EUIPO website.

You may **consult our FAQs** for more information on the complete application process.

**Thank you for your interest in the SME Fund!**

Best regards,  
SME Fund team

share now on social media: 

We would appreciate it if you could take a moment to fill out our [questionnaire](#) and share your thoughts on your overall experience with the SME Fund.

- Within 15 working days the SME will receive:
  - An email with the **grant award**, or
  - a **clarification email** requesting details on missing information or documents pertaining to the application, or
  - A **rejection** email stating why the SME is not eligible to receive the grant
- In case of applying through a representative, all communications will be addressed both to the representative and the SME

### 3. INITIATE YOUR IP ACTIVITIES

- SMEs must initiate their IP activities **after** having received a grant award
- IP activities eligible in each voucher:
  - **Voucher 1:** IP Scan (MS IPOs), trade marks, and designs (through MS IPOs, the EUIPO and the WIPO)
  - **Voucher 2:** national patents (through MS IPOs)
- Once the SME has paid for its first activity, it can request the **first reimbursement to activate its voucher**
  - The voucher **expires in 4 months** but can be extended an additional **2 months if required** within the last month of the initial period

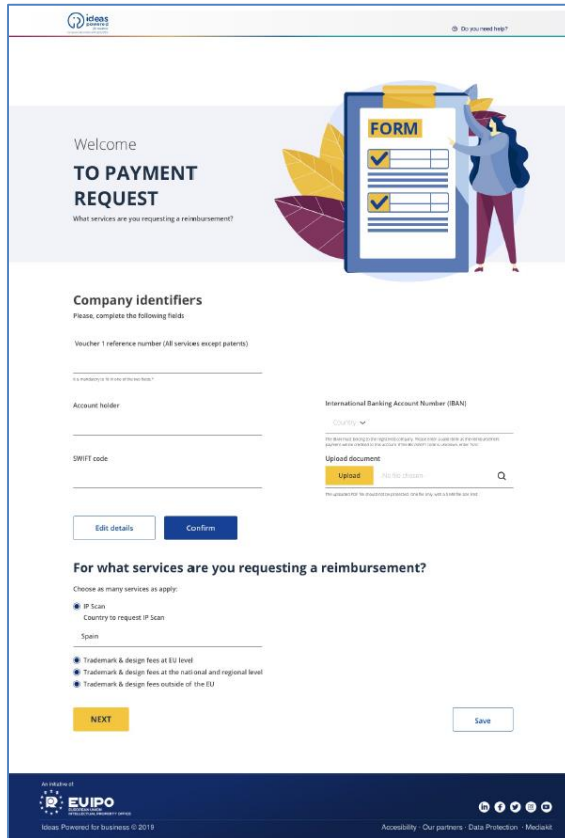


### 3. INITIATE YOUR IP ACTIVITIES

- Once the SME has activated its voucher, the **implementation period** starts (6 months for voucher 1 and 12 months for voucher 2)
  - During this period, the SME can request further reimbursements of fees for the activities already initiated and also for new ones
  - Reimbursements will be paid in **30 days** from the date of the request (up to the remaining balance of the voucher)



## 4. GET REIMBURSED: PAYMENT REQUEST FORM



Welcome  
**TO PAYMENT REQUEST**  
What services are you requesting a reimbursement?

**Company identifiers**  
Please, complete the following fields:

Voucher 1 reference number (All services except patents)

Account holder

SWIFT code

International Banking Account Number (IBAN)

Country

Upload document

Upload Add file

For what services are you requesting a reimbursement?

Choose as many services as apply:

IP Scan

Country to request IP Scan

Spain

Trademark & design fees at EU level

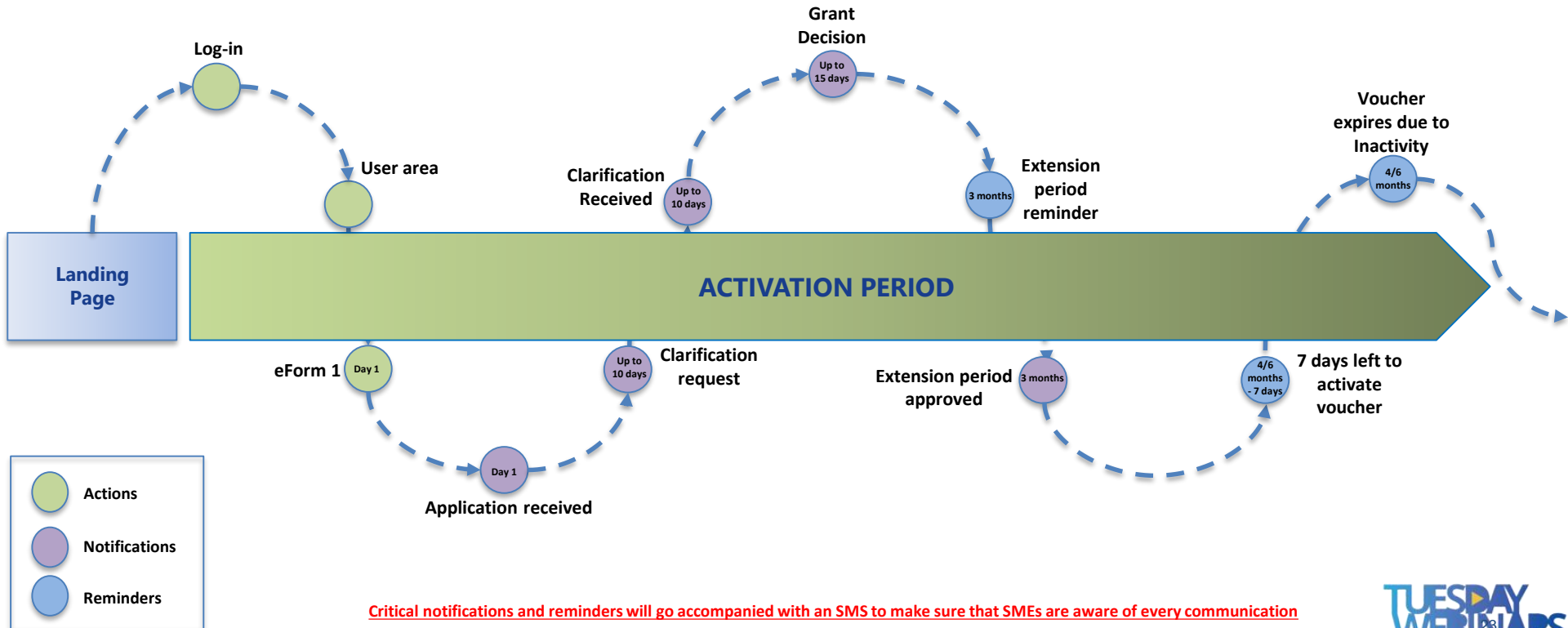
Trademark & design fees at the national and regional level

Trademark & design fees outside of the EU

NEXT Save

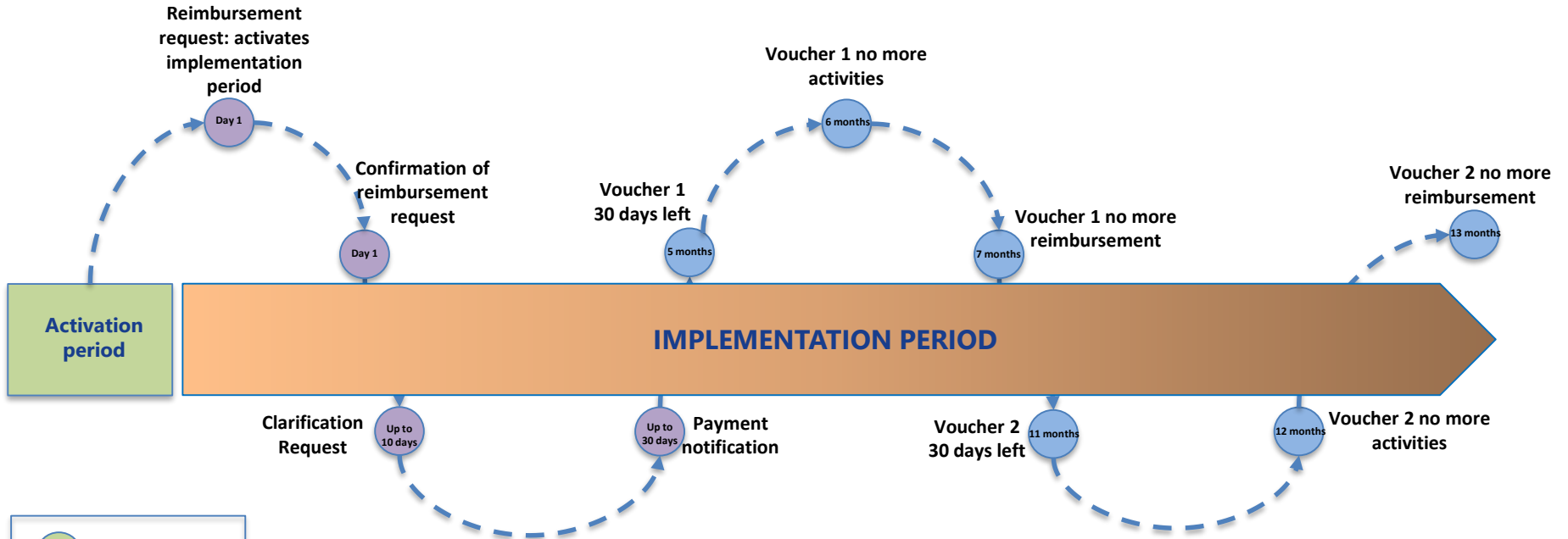
- Company information automatically transported from the application form
- Ability to save and edit later as well as a Euro conversion function
- Final summary of amounts requested
- **Required documents:**
  - Proof of payment (not for trade marks and designs at EU-level)




# Customer journey



Critical notifications and reminders will go accompanied with an SMS to make sure that SMEs are aware of every communication

# Customer journey

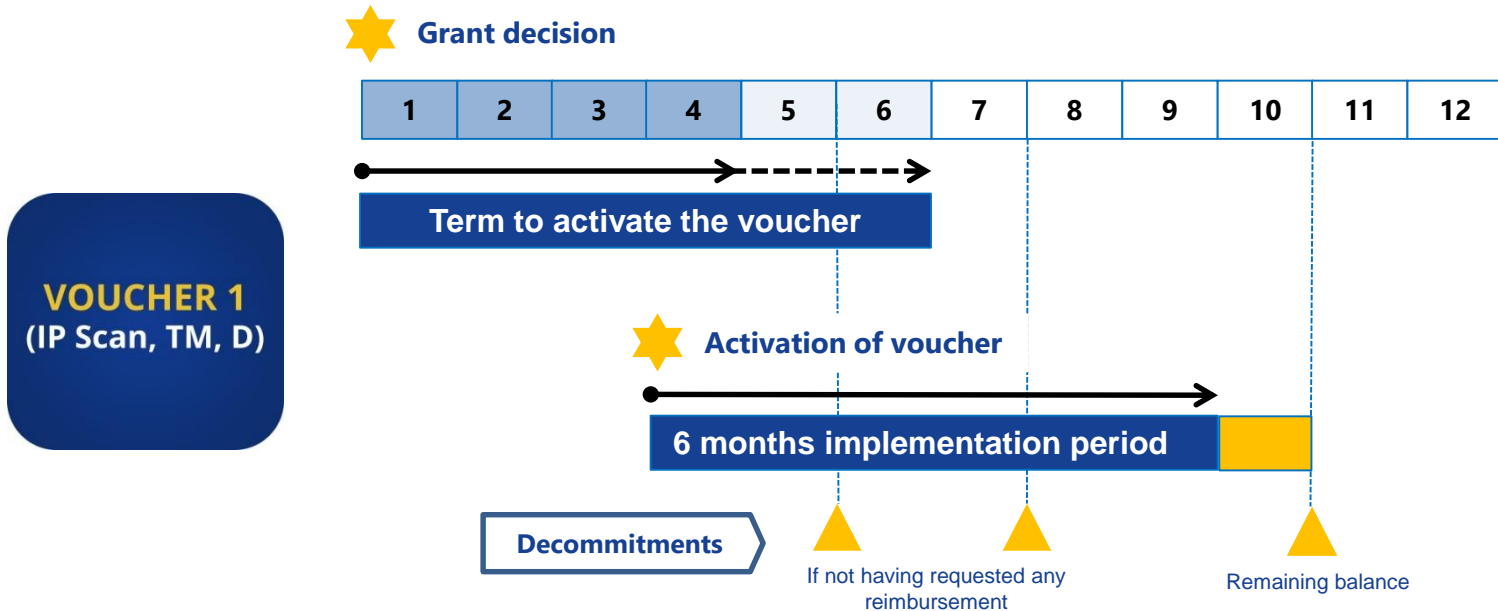


-  Actions
-  Notifications
-  Reminders

Critical notifications and reminders will go accompanied with an SMS to make sure that SMEs are aware of every communication



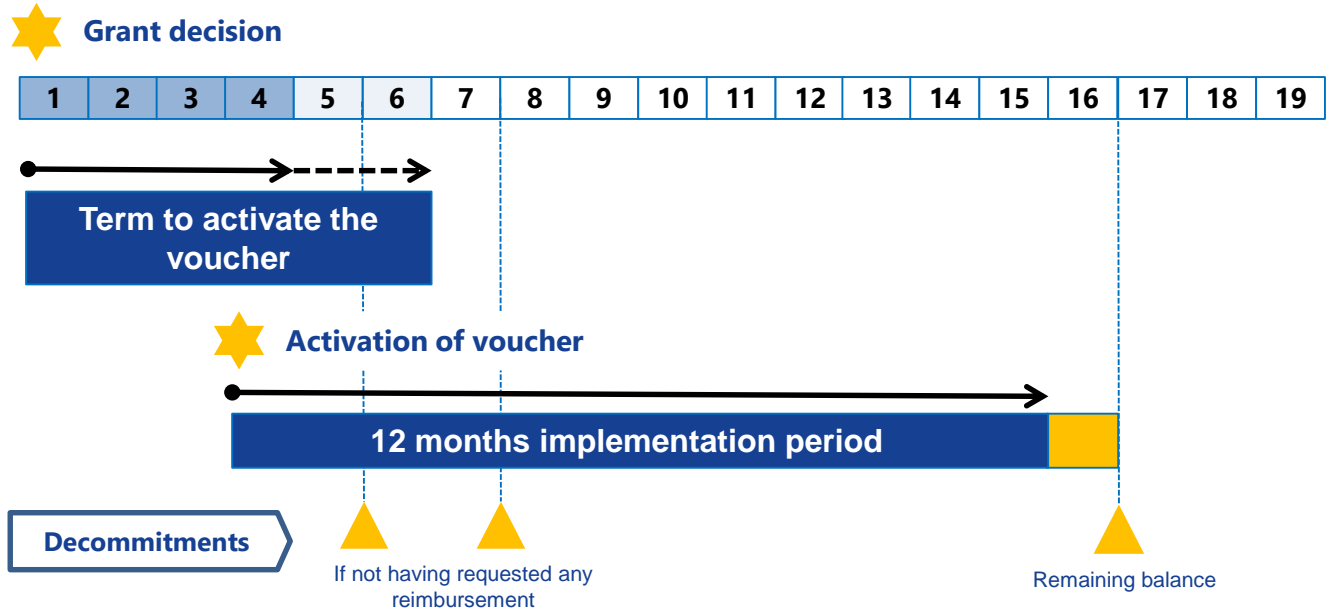
# VOUCHER 1: TERMS AND DECOMMITMENTS



 Additional 30 days max to request reimbursement after implementation period

# VOUCHER 2: TERMS AND DECOMMITMENTS

**VOUCHER 2**  
(Patents)



 Additional 30 days max to request reimbursement after implementation period



## Sleep better

knowing your trade marks,  
designs and patents are protected

Save up to  
**€2,250**



**SME fund**

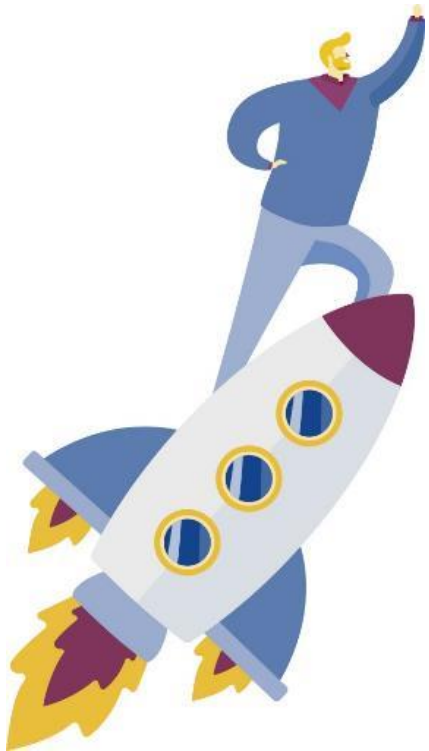
[Apply now](#)



Co-funded by  
the European Union



**EUIPO**



[information@euipo.europa.eu](mailto:information@euipo.europa.eu)

THANK YOU