



The TIDO Trade Mark and Design Guidelines Initiative

Mr Carlos LLEÓ | 23 September 2024
Cairo, Egypt



Funded by the European Union

AfrIPI, project funded by the European Union and implemented by the European Union Intellectual Property Office (EUIPO)



AGENDA

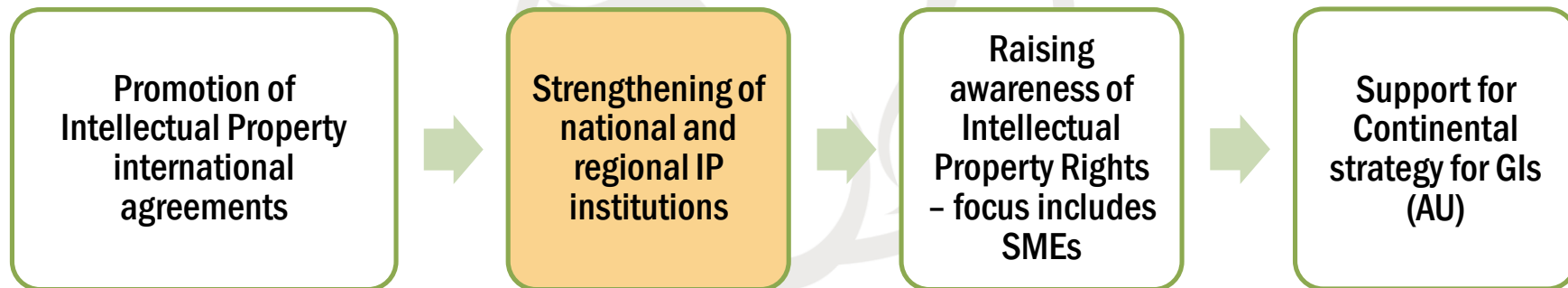
- 1. Introduction to the initiative**
- 2. The TIDO Trade Mark and Design Guidelines Development Process**
- 3. The TIDO Trade Mark and Design Guidelines – Features and Benefits**
- 4. Questions and Answers**

Introduction - The Intellectual Property Rights & Innovation (AfrIPI) project

Overview of the project:

- Project duration five years (2020 – 2025)
- Close cooperation with local stakeholders: ARIPO, OAPI, African Union
- Team representatives in Zimbabwe (Harare), Cameroon (Yaoundé), Accra (Ghana) and Spain (Alicante)

Main objectives:



Introduction – The TIDO Trade Mark and Design Guidelines Initiative

Strengthening of
national and regional
IP institutions

Component II

ACTIVITY: Support TIDO in the development of the Office Trade Mark and Design Guidelines

OBJECTIVE: TIDO to have developed its Trade Mark and Design Examination Guidelines, available in Arabic and English, and to serve as a practical guide:

- to the Office examiners in charge of the different procedures
- as a reference to the Office users

Development Process - The TIDO Trade Mark and Design Guidelines

Strengthening of
national and regional
IP institutions

Component II

Activity - Support TIDO in the development of the Office Trade Mark and Design Guidelines

2022

2023-2024

2024

Launch of the activity

- Objective
- Working methodology
- Team

Drafting of the Guidelines

Final Guidelines in Arabic and English

- Guidelines Launch Event
- Guidelines Publication

Development Process - The TIDO Trade Mark and Design Guidelines

2022

Launch of the activity:

- Objective
- Working methodology
- Team

TIDO Experts
Group (TMs & DSs)

IP Expert

AfrIPI/
EUIPO

Linguistic
Expert



Development Process - The TIDO Trade Mark and Design Guidelines

2023-2024

**Drafting of the
Guidelines**

Compilation
of documents
/Exchange of
Practices
information
(Kick-off
meeting in
Cairo)

Drafting of
the
Guidelines in
English

Review of the
Guidelines by
TIDO experts
in
coordination
with the
AfriPI/EUIPO
Experts

Final draft of
the
Guidelines in
Arabic and
English

Development Process - The TIDO Trade Mark and Design Guidelines

2024

Final Guidelines in Arabic and English

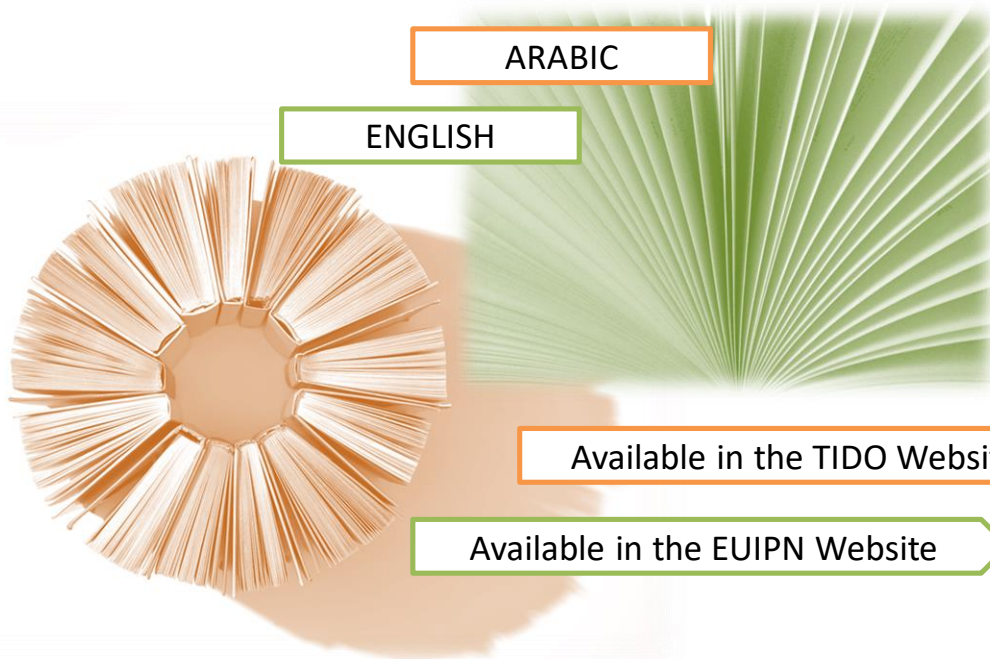
- Guidelines Launch Event
- Guidelines Publication

ARABIC

ENGLISH

Available in the TIDO Website

Available in the EUIPN Website

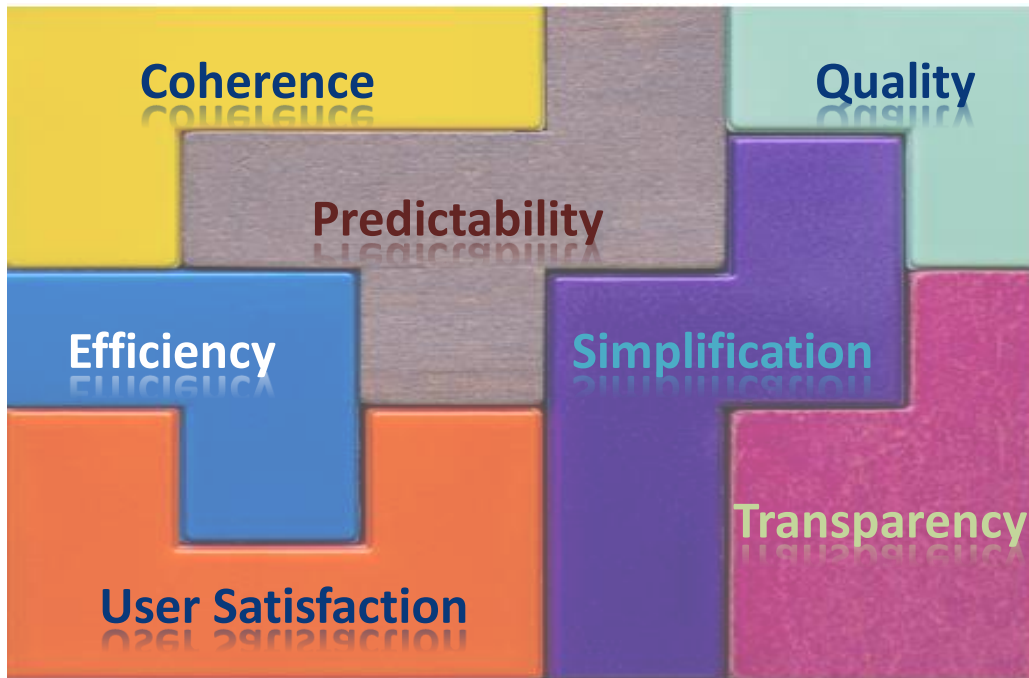


Guidelines Features



- **UNIQUE SOURCE** of information of all the substantive examination practice of the Office
- **STRUCTURED**
- **PRACTICAL** to staff in charge of the different procedures and to the users of the different office services

Guidelines Benefits



Guidelines Benefits

Open

Cyclic

Flexible



QUESTIONS???



Intellectual
Property Rights &
Innovation in Africa



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THANK YOU



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