

EasyFiling – EUIPO's new e-filing form for trade marks, designed especially for SMEs

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On Monday 18 January the EUIPO launched its new e-filing form designed for direct filers (usually small businesses and individual entrepreneurs) from the European Economic Area.

EasyFiling is a new, mobile-friendly application combining artificial intelligence and the latest technologies to simplify e-filing for direct filers. First-time applicants, with little or no knowledge of the EU trade mark application process, will be guided in a way that should prevent mistakes and avoid delays in the registration of their trade mark. An interactive virtual assistant will facilitate, among other things, the selection of pre-approved terms of goods and services and help inexperienced filers understand the risks of conflict with similar, pre-registered trade marks.

If you are a business applying for a trade mark for the first time, we encourage you to try out the new service and provide feedback on your experience.

Access the new [EasyFiling](#) tool on the [Ideas Powered for business](#) web page.

For queries, please contact information@euipo.europa.eu.