

Enhancing TM protection on e-commerce marketplaces: workshop

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Representatives from e-commerce marketplaces and the EUIPO will meet in Alicante on 25 February for a first exploratory workshop.

The workshop will focus on EU trade mark (EUTM) rights, and will be structured around three main issues – information resources on trade mark rights, access to the IP protection programmes of e-commerce marketplaces and exchange of information, all with the aim of enhancing trade mark protection on e-commerce marketplaces.

This first gathering will pave the way for a broader event and discussions with IP owners, and will centre on the discussion of opportunities and concrete actions to jointly develop the EUIPO's initiatives envisioned in its [Strategic Plan 2025](#) to adapt its services to the growth of e-commerce.

The workshop will also offer an opportunity for the EUIPO and e-commerce marketplaces to present information resources and initiatives, and explore how they could develop cooperation to promote and facilitate access to trade mark rights with e-commerce focused SMEs.

Representatives from e-commerce marketplaces interested in participating are invited to contact observatory@euipo.europa.eu