

CWS/ATR/ID/2021/HU

Annual Technical Report on Industrial Design Information Activities in 2021 submitted by Hungarian Intellectual Property Office

Please provide links to your website where the requested information can be found in English, French, or Spanish. Alternately, you may provide text responses instead of URLs if desired. If the information is not available on your website in an ATR language, then please provide text.

URLs in responses should meet the following requirements:

- Link to pages with information in English, Spanish, or French
- The URL will remain stable over time (at least three years, preferably more)
- Goes to the specific information requested, not to a general homepage
- If the URL goes to a long PDF document such as an annual report, please indicate which sections or pages contain relevant information.
- Provide additional instructions for using the URL if needed. For instance, if the page requires the user to login first, or if the requested information requires selecting certain options or filters on the page that can not be included in the URL.

The term "industrial designs" covers industrial designs and models.

Offices which issue design patents should report their design patent information activities in this series of Annual Technical Reports.

I. GENERAL OVERVIEW OF RECENT DEVELOPMENTS IN INDUSTRIAL DESIGN INFORMATION ACTIVITIES CARRIED OUT BY THE OFFICE

Information on the following topics is desired:

- 1. Outline of main policies and plans aimed at development of industrial design information activities and expected time frames for their realization**
 1. High-quality fulfillment of the quantitative and qualitative requirements of the national intellectual property protection authority activity (industrial property protection, copyright activity) and R&D certification activity in accordance with international professional requirements and the interests of domestic enterprises. Strengthening the service provider nature of official activities, maintaining partnerships with customers.
 2. Fulfill the role of legal practice analysis and legislative preparation related to the protection of intellectual property (industrial property rights and copyright) and R&D certification activities, paying special attention to the needs of the European Union and domestic policies. New projects launched or resumed this year in the context of the policies and plans mentioned above, short description: aims, partners, tasks.
 3. Fulfilling the tasks of the member states arising from the European integration of Hungary in the field of intellectual property (European Patent Convention, European Union trademark and design protection system, copyright), with special regard to the interests of Hungary. Carrying out international patent research and preliminary examination tasks related to the operation of the Visegrád Patent Institute, as well as supporting the operation of the institute, with special regard to its headquarters in Budapest.
 4. Improving the conditions of awareness, orientation and training of the Hungarian industrial property rights and copyright culture through customer service, value-added service, IT and education support programs; purposeful support for science, technology and innovation policy strategies to improve national performance.
 5. Utilize the infrastructural and human resources of the office in an efficient organizational and management system in order to ensure economical, efficient, effective institutional operation.
 6. Improve the process-based, risk-based operation, maintain the office's internal control system and maintain and develop an integrated system (quality management and information security management) in accordance with the ISO standards introduced in the office in order to effectively operate and develop the industrial property and copyright system. which is necessary for the development of a knowledge-based, innovative and competitive economy.
- 1. New projects launched or resumed this year in the context of the policies(plans) mentioned above, short description: aims, partners, tasks**
- 2. Main areas of industrial design information activities and related information and communication technology (ICT) practices which were in the focus of attention last year**

The intensive cooperation with EUIPO was continued and further deepened. The senior management of HIPO participated in the ordinary meetings of the EUIPO Administrative Board and Budget Committee, while HIPO experts took part in the liaison meetings on trade marks and designs, as well as in the plenary sessions and numerous other events of the European Observatory on Infringements of Intellectual Property Rights. Within the framework of the EUIPO-HIPO cooperation agreement 27 projects have been implemented.

HIPO represented Hungary in the international cooperation within the framework of WIPO, and participated in the work of its committees, working groups and attended important events of the organisation.

The 62nd WIPO General Assembly took place from 4-8 October 2021. At the session of the General Assembly on behalf of Hungary Péter Szijjártó, Minister of Foreign Affairs and Trade took the floor and ceremonially handed over a Teqball table to the international organisation, symbolising the combination of Hungarian innovative spirit and sportsmanship, which was followed by a bilateral meeting with Director General Daren Tang.

- 1. Statistics: changes in terms of application filings and grants (registrations) with respect to previous year; trends or areas experiencing rapid changes**

The number of valid national designs: 8 587

The number of protections: 2 505

The number of Registered Community Design (RCD) applications filed with the EUIPO in 2021 was more than 32 thousand and the number of designs included in those applications was more than 100 thousand.

These figures represent an increase of 5.3% and 1.1% respectively compared to the previous year. Registered Community designs have a scope which extends also to Hungary. Foreign applicants typically choose the European Union route to obtain rights in Hungary and obtain a Community design at the EUIPO.

In the framework of international cooperation (under the Hague Agreement), the Office examined 15 international industrial design applications in which Hungary was designated. These applications included a total of 52 designs.

In 2021, the Office received 110 national design applications with 869 designs filed.

This was an outstanding increase in the number of designs filed, representing a further 65.2% increase compared to 2020, while the number of applications filed decreased by 20.9%.

A new trend can be observed. Applicants are increasingly taking advantage of the possibility to request the Office to examine up to 50 designs at a time in a single application, thus reducing their costs and administrative burden.

Compared to an average of 3.1 designs in Community design applications, the average number of designs in national applications was 2.5 times higher at 7.9.

1. Other matters and useful links (URLs): annual report of the Office, news page, statistics, etc.

Annual Reports:

<https://www.sztnh.gov.hu/en/publications/hungarian-intellectual-property-office-annual-report>

II. SERVICES AND ACTIVITIES RELATED TO INDUSTRIAL DESIGN INFORMATION CARRIED OUT BY THE OFFICE

Information on the following topics is desired:

1. Information and support provided by the Office to applicants regarding filing on paper and/or e-filing (instructions, seminars, etc.) - URLs

Detailed information and support is accessible on the website of HIPO, eg.:

e-Filing: <https://ugyintezes.sztnh.gov.hu/eBej2/step1>

Forms and fees: <https://ugyintezes.sztnh.gov.hu/eBej2/sugo#5>

How can I protect my intellectual property?: <https://www.sztnh.gov.hu/hu/hogyan-vedjem-a-szellemi-tulajdonomat/hogyan-vedjem-a-termekem-megjeleneset>

1. Availability of the application dossier in electronic form 2. Classification and reclassification activities; classification system used, e.g., International Classification for Industrial Designs (Locarno Classification), other classification

Locarno Classification: edition 14:

<http://www.wipo.int/classifications/locarno/locpub>

1. Other activities

III. SOURCES OF INDUSTRIAL DESIGN INFORMATION PROVIDED BY THE OFFICE

Information on the following topics is desired:

1. Main types of publications in the field of industrial design information, outline of the content (industrial design applications, design patents, registrations, etc.) and medium (on paper, on CDs, online - URLs)

Design: <https://www.sztnh.gov.hu/hu/szakmai-oldalak/formatervezesi-minta>

E-SEARCH: <http://epub.hpo.hu/e-kutatas/?lang=HU>

Web-based GAZETTE, published twice a month: <http://www.hipo.gov.hu/hu/szakmai-oldalak/szabadalmi-kozlony-es-vedjegyertesito>

1. Official Gazettes: main types of announcements, frequency of publication, medium (on paper, on CDs, online - URL), etc.

Web-based GAZETTE, published twice a month: <http://www.hipo.gov.hu/hu/szakmai-oldalak/szabadalmi-kozlony-es-vedjegyertesito>

1. **Information products (coverage, medium, etc.) available to examiners, including external documentation and databases**

E-SEARCH (internal): <http://epub.hpo.hu/e-kutatas/?lang=HU>

DesignView: <https://www.tmdn.org/tmdsview-web/welcome?lang=hu>

Hague Express: <http://www.wipo.int/designdb/hague/en/>

Web-based GAZETTE, published twice a month: <http://www.hipo.gov.hu/hu/szakmai-oldalak/szabadalmi-kozlony-es-vedjegyertesito>

Locarno Classification: edition 14: <http://www.wipo.int/classifications/locarno/locpub>

1. **Information products (coverage, medium, etc.) and services available to external users; conditions of access (e.g., free of charge, subscription, etc.)**

E-SEARCH (for the public): <http://epub.hpo.hu/e-kutatas/?lang=HU>

DesignView: <https://www.tmdn.org/tmdsview-web/welcome?lang=hu>

Hague Express: <http://www.wipo.int/designdb/hague/en/>

Web-based GAZETTE, published twice a month: <http://www.hipo.gov.hu/hu/szakmai-oldalak/szabadalmi-kozlony-es-vedjegyertesito>

Locarno Classification: edition 14: <http://www.wipo.int/classifications/locarno/locpubLegal> status information (kind of information, coverage, medium, etc.)

Legal status information: E-Dossier: <http://epub.hpo.hu/e-aktabetekintes/?lang=HU> just for information purposes.

Certified statement on the validity of protection can be received against payment.

1. **Legal status information (kind of information, coverage, medium, etc.)**
2. **Other sources**

IV. ICT SUPPORT TO SERVICES AND ACTIVITIES RELATED TO INDUSTRIAL DESIGN INFORMATION CARRIED OUT BY THE OFFICE

Information on the following topics is desired:

1. **Specific software tools supporting business procedures within the Office: general description, characteristics, advantages, possible improvements**

Also in 2021, HIPO's IT system effectively and seamlessly provided the information technology background necessary for the official and service activities, it successfully performed the tasks related to the increased use of e-administration.

The IT department took part in the systematic planning of the analytic, integration and data migration tasks of the Back Office project, which aims to renew the internal case management system of HIPO. The IT team also participated in the discussions with the project organization and the experts of the EUIPO.

1. **Hardware used to supporting business processes of the Office**
2. **Internal databases: coverage, updates, interlinks with external sources**
3. **Establishment and maintenance of electronic search file: file building, updating, storage, documents from other offices included in the search file**

Databases: <https://www.sztnh.gov.hu/hu/szakmai-oldalak/formatervezesi-minta/adatbazisok>

covers: IP-search, DesignView, Hague Express

1. **Administrative management electronic systems (register, legal status, statistics, and administrative support)**
2. **Other matters**

V. PROMOTION ACTIVITIES AIMED TO SUPPORT USERS IN ACCESS AND EFFICIENT USE OF INDUSTRIAL DESIGN INFORMATION

Information on the following topics is desired:

1. **Office's library (if deals with industrial design information): equipment, collection management, network of libraries in the country, cooperation with foreign libraries**

See: Industrial Property Special Library: <http://www.sztnh.gov.hu/en/services/industrial-property-special-library>

1. Publications related to different business procedures and industrial design information sources available to users, for example, books, brochures, Internet publications, etc.

The partners and customers of HIPO, who are interested in intellectual property, can choose from a variety of services or programs of customer service, information provision and education, eg.: AIDA, IP-Panorama, Start-up guide, Partner Search, Tenders, IP-Valuation, etc.: <http://www.sztnh.gov.hu/hu/vallalkozoknak/hogyan-kezdjek-hozza>

The website of HIPO – www.sztnh.gov.hu – can offer professional information both to potential clients who are less well-informed and to professional users.

The high interest in the portal is shown in the fact that in 2021 493 thousand individually identifiable visitors visited the portal on 1.39 million occasions and downloaded 13.5 million pages. The amount of the downloaded data was 4,658 gigabyte (turnover without robots).

Users can access useful e-administration and information services on the website such as e-administration, e-search and e-register. In addition to these, they can use the TM e-Filing system to file trade mark applications, the TMView system for electronic trade mark search, the DesignView database, which contains designs protected in the European Union, as well as the GView database containing geographical indications.

1. Cooperation with universities, technology and innovation support centers, etc.

The professional partners and the customers of HIPO, interested in issues of intellectual property protection, were able to choose from a variety of services and programs of awareness raising, information provision and education also in 2021.

Among enterprises – especially among small and medium-sized enterprises (SMEs) and startups – and among the professors and students of higher education institutions, HIPO raises awareness of the importance of enhancing knowledge of industrial property and copyright protection, of the fact that obtaining IP rights ensures a competitive edge for them on the market.

In the field of enhancing the IP knowledge of enterprises, HIPO found an important partner in Piac és Profit business magazine, which regularly organises conferences for SMEs, in co-operation with the local chambers of commerce and industry. In 2021, by joining the virtual events, HIPO could reach as many as 1,900 SMEs by 20 awareness-raising presentations.

HIPO has contracts for an indefinite period with 16 County Chambers of Commerce and Industry and 6 PATLIB centres (University of Debrecen, University of Miskolc, University of Sopron, University of Pécs, University of Győr and University of Szeged) to operate an IP info point.

In the second half of 2021, the EPO launched a programme for PATLIB centres, called Patlib 2.0, with the aim of renewing the centres and their service portfolio. Currently, the assessment of the level of the centres' services is taking place in order for HIPO to get a picture where it can count on them or where they expect assistance from the Office.

In the framework of examining the service opportunities for supporting the Hungarian SMEs,

in 2021 HIPO prepared the concept of domestic certification of the ISO 56005:2020 IP management standard.

At the November event of FIVOSZ, called Week of Enterprises, one of the participants of the IP rights round table was the President of HIPO.

The Office participated, among others, in the Digital Startup Safari event with a presentation on IP, a trade mark and design workshop and with dedicated customer service hours.

1. Education and training: training courses, e learning modules (URLs), seminars, exhibitions, etc.

The Office operates the education system on IP, organises the industrial property and copyright exams, as well as the patent attorney exams. With regard to the pandemic, similarly to the previous year, HIPO organised its trainings in an online format also in 2021.

HIPO can look back on a long history of cooperation with the Hungarian higher education institutions.

In this framework in 2021 IP protection as an independent subject of a semester was announced in 12 faculties of 9 higher education institutions.

In a further 4 higher education institutions the teaching of IP knowledge was integrated into a subject offering entrepreneurial/ technical/ legal/ social and/or scientific knowledge. The teaching of the subjects "Intellectual property protection" and "Innovation management and industrial property" was realised in E-learning format in 6 higher education institutions, with the participation of a total of 758 persons.

The basic, intermediate and advanced level industrial property courses, the basic and intermediate level copyright courses as well as the specially targeted courses organised by HIPO play an important role in IP knowledge sharing.

Basic level industrial property course took place on 5 occasions with 172 participants, basic level copyright course took place on 3 occasions with 86 participants.

26 participants concluded successfully an intermediate level industrial property course, while intermediate level copyright course started with 32 participants.

The fourth semester of the advanced level industrial property course took place in 2021.

In September a new advanced level industrial property course commenced with the participation of the officials of the Office.

On 25 occasions, HIPO organised specially targeted courses, further education on IP and search practice for various institutions and target groups. In addition, HIPO participated in exhibitions, international fairs with counselling and presentations.

E-learning modules:

<http://www.sztnh.gov.hu/hu/sztnh/szellemitulajdon-vedelmi-kepzes/tavoktatas>

<http://www.sztnh.gov.hu/hu/sztnh/szellemitulajdon-vedelmi-kepzes/altalanos-es-kozepiskolas-szellemitulajdon-vedelmi>

1. Other activities

VI. INTERNATIONAL COOPERATION ACTIVITIES IN THE FIELD OF INDUSTRIAL DESIGN INFORMATION

Information on the following topics is desired:

1. International exchange of industrial design information in machine-readable form (e.g., Official Gazettes)
2. Participation in international or regional activities and projects related to industrial design information

The Hungarian Design Council (HDC) as a consultative body assists the strengthening of the Hungarian national economy's competitiveness with the tools of design culture. The presidential tasks of the HDC are performed by the President of HIPO, Gyula Pomázi.

The Hungarian Design Award competition was announced in the name of the Ministry of Innovation and Technology for the 42th time in 2021.

One of the main purposes of the competition was to showcase the economic potential of design. 11 works won the 6 awards and 4 special awards of the competition in 4 categories: product, design, visual communication and student work.

One of the tasks of the HDC is the organisation of the Budapest Design Week, which is by now an internationally recognised festival of the design profession.

For ten days, the design event was open to the public with exhibitions, presentations, workshops, open work rooms, and roundtables, with more than 200 programmes. Its online sites were visited from more than 40 countries. Its central Facebook event reached as many as 180 thousand persons, the programmes' own events reached more than 250 thousand persons on the largest social media site. On the occasion of the Budapest Design Week, a new Budapest Design Map was issued, as the most comprehensive guide of the capital's design life.

1. Assistance to developing countries
2. Other activities

VII. OTHER RELATED MATTERS