

# CWS.ATR.ID.2013.HU

## Annual Technical Report 2013 on Industrial Design Information Activities submitted by Hungary (CWS/ATR/ID/2013/HU)

Where URLs are requested below, it is preferred that either URLs which are likely to remain stable over time (three years or more) are provided, or home (main) page URLs are provided with a short explanation of how to access the corresponding information.

The expression "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

#### Outline of main policies and plans aimed at development of industrial design information activities and expected time frames for their realization

The Jedlik Plan: National Strategy for the Protection of Intellectual Property

The Jedlik Plan is the first comprehensive government strategy in Hungary that puts intellectual property in its centre. The strategy is for the years from 2013 to 2016 and it fixes mid-term objectives in the field of intellectual property. Along more than forty lines of action the document prescribes more than one hundred measures. All those measures are grouped in the following four main pillars: industrial property protection for the advancement of the national economy; copyright for the development of creative industries and of culture; intellectual property tools in the service of national policy and certain government policies; improvement of the capacities of intellectual property institutions.

The strategy was submitted by the HIPO to public consultation in January 2013. The Jedlik Plan was adopted by the Government on 14 August 2013. Government Decision No. 1666/2013 (IX.23.) on the Adoption of the National Strategy for the Protection of Intellectual Property and the tasks related to its implementation was published on 23 September in the Hungarian Official Gazette and entered into force on 24 September 2013. The National Development Programme on Intellectual Property will advance the realization of the objectives of the strategy; the Programme will be the subject of a proposal based on a new framework to be introduced in 2014. Preparations of the proposal and the mapping out of financial resources for the Programme have already begun during the past year.

#### Changes in Acts relating to Intellectual Property

From among the legal rules affecting intellectual property, Act XVI of 2013 on the Amendment of certain Acts relating to Intellectual Property contains primarily amendments to the following: Act XXXII of 1995 on Patent Attorneys (Patent Attorneys Act), Act XXXIII of 1995 on the Protection of Inventions by Patents (Patent Act), Act XI of 1997 on the Protection of Trade Marks and Geographical Indications (Trade Mark Act) and Act LXXVI of 1999 on Copyright (Copyright Act).

On 7 October 2013, the Parliament adopted Act CLIX of 2013 on the Amendment of certain Acts relating to Intellectual Property which contains primarily amendments to the Patent Act, the Trade Mark Act, the Copyright Act and the Innovation Act.

In the first half of 2013, at the initiative of the National Board Against Counterfeiting (NBAC), thorough consultation has been conducted with the Department of Criminal Law Codification of the Ministry of Public Administration and Justice on the amendment of criminal law legislation that would make possible the simplified procedure for destruction under customs control according to Regulation 1383/2003/EC. As a result of the consultations the Criminal Code and the Act on Regulatory Offences were amended in the second half of 2013 and the amendments entered into force as of 1 January 2014. Government Decree 556/2013 (XII.30.) on customs authority measures against goods infringing certain intellectual property rights, which entered into force on 1 January 2014, contains the rules necessary for the implementation in Hungary of Regulation (EU) No 608/2013 concerning customs enforcement of intellectual property rights and repealing Council Regulation (EC) No 1383/2003.

#### New projects launched or resumed this year in the context of the policies(plans) mentioned above, short description: aims, partners, tasks

The mission of the Hungarian Design Council (HDC) is to strengthen the competitiveness of the Hungarian national economy by means of design, raising awareness of the possibilities of design to create values, and promoting the traditions and new results of design. In 2013 the HDC conducted its activity by building on the results of previous work; the framework of its activity was laid down by Government Decree No 266/2001 (XII.21.) and by its own rules of procedure, as well as by its three year work programme and annual work plan.

The HDC is the host and initiator of the Hungarian Design Award contest and the Moholy-Nagy László Design Scholarship contest. At the contest, announced for the 34th time this year, 235 works were submitted out of which six received the Hungarian Design Award and five were awarded a special prize. In connection with the contests, and with a view to promote the success of products and enterprises in the market, an exhibition entitled "Competitiveness and sustainability together" and a professional programme for the closing of the competition year were organized together by the Foundation SEED for the Development of Small Enterprises, the Hungarian Investment and Trade Agency (HITA) and the HDC. The professional forum focused, in an international perspective, on sustainable design strategies and on the still unexploited possibilities of these strategies as well as on the best practices in this field.

The HDC renewed the system of the Moholy-Nagy László Design Scholarship: the call for the submission of applications in 2013 was drafted to include specified ranges of subjects with a view to alignment to the market, so it offered a shorter duration, an increased scholarship and a stronger entrepreneurial orientation. The original sponsors, the HIPO and the Ministry of Human Resources, were joined by the Herend Porcelain Manufactory as the first representative of the business sphere. Within this framework six designers realized their innovative ideas and so market payers and creators were successfully brought together. The reporting exhibition of the scholarship holders will be organized in the spring of 2014.

Under the editorship of the HDC a publication, the eighth edition of the "Start-up Guide – Business Advice for Beginning Art Entrepreneurs", was prepared for micro and small entrepreneurs to provide them with advice on business operation and development. The aim of the publication is the dissemination of up-to-date information on the application of design in order to attain a level of knowledge which satisfies European requirements. The publication is issued electronically, can be accessed free of charge and all of its chapters were updated and revised.

The Budapest Design Week which celebrated its 10th anniversary was organized by the HIPAvilon Non-profit Ltd, in a special professional partnership of the HDC and the Design Terminal. During its ten years of existence Budapest Design Week has become an emblematic event of Hungarian innovative activity. The series of programmes of the 10th anniversary, with the cooperation of 300 enterprises and at 200 venues (among them for the first time also in the countryside, in Debrecen and Pécs) awaited the more than 70 000 visitors with more programmes than ever. The international series of events entitled Intersections dealt in 2013 with the common creative applications of contemporary design, on the one hand, and architecture, fine arts, craftsmanship, or even digital technologies, on the other hand.

The enlargement of the design related knowledge-basis and the dissemination of this knowledge is also a task of the HDC. The primary tool for this is the homepage of the Council ([www.mft.org.hu](http://www.mft.org.hu)) and the six newsletters it issues in a year. The printed and digital publications and data bases of the HDC serve also the information of the public.

The extension and continuous strengthening of international relations is also a basic pillar of the work of the Council; and this received special emphasis in 2013 as experts cooperated on the two and a half year project entitled „EuroDesign – Measuring the value of design”. The HDC was actively represented at the general meeting of the International Council of Societies of Industrial Design (Icsid) in Montreal and at the members' meeting of the Bureau of European Design Associations (BEDA) in Barcelona, moreover at the annual members' meeting of Design Management Europe in Brussels and its conference and award ceremony in Katowice, and it participated at the conference organized by the Design Management Institute in Madrid and entitled "Designing the Next Economy". Joining numerous other countries of the world, the HDC also celebrated the World Day of Design.

### **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 Unified Administrative System comprises the public and non public data: bibliographic and image data, the documents and the official letters that belong to the different intellectual property rights. This system is the source of the most online public databases accessible via the website of the HIPO, such as GAZETTE, IP-SEARCH, E-REGISTER, E-DOSSIER. The IP-SEARCH database has an internal version for internal use only with the additional data that are not accessible for the public.

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

In 2013, the HIPO received 30% more new design applications following the national route compared to the previous year. At the end of 2013, 4221 national designs were valid. Nearly two-third of the valid designs were owned by Hungarians, 26% by foreigners.

See further data and statistics of design activities in Annual Report 2013, pages:54-56.  
<http://www.sztnh.gov.hu/hivatalrol/>

[STAT\\_ID](#)

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

See further data and statistics of design activities in Annual Report 2013 (pages: 54-56).  
<http://www.sztnh.gov.hu/hivatalrol/>

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

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

Guides and Forms: [http://www.sztnh.gov.hu/kiadv/ingy\\_magy/](http://www.sztnh.gov.hu/kiadv/ingy_magy/)

E-filing and administration: <https://ugyintezes.hipo.gov.hu/eBej2/app>

The following intellectual property rights can be managed electronically:

Patent, Supplementary Protection Certificate, Plant varieties, Utility models, Trademarks, Geographical Indications, Design protection, Topography, Voluntary register of works, Orphan works, R&D Assessments.

24 hour terminal

In order to increase customer satisfaction a terminal was set up for customers to ensure they can file submissions also outside the normal registry time. This terminal quickly became popular among clients and its capacity is more and more extensively used, 1965 applications were submitted through the terminal in 2013.

### **Availability of the application dossier in electronic form**

E-DOSSIER

<http://epub.hpo.hu/e-aktabetekintes/?lang=HU>

### **Classification and reclassification activities; classification system used, e.g., International Classification for Industrial Designs (Locarno Classification), other classification**

International Classification for Industrial Designs (Locarno Classification) is used.

## **III. SOURCES OF INDUSTRIAL DESIGN INFORMATION PROVIDED BY THE OFFICE**

### **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)**

GAZETTE, IP-SEARCH, E-REGISTER, E-DOSSIER are accessible on the webpage of the HIPO:

<http://www.sztnh.gov.hu/formaterv/>

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

GAZETTE is published twice a months on the website of HIPO.

<http://www.sztnh.gov.hu/kiadv/szskv/>

It comprises information on designs:

Granted design protection

Renewal of design protection

Diverse design publications

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

All bibliographic data of the intellectual property rights are searchable for the public in GAZETTE, IP-SEARCH, E-REGISTER, E-DOSSIER.

<http://www.sztnh.gov.hu/formaterv/>

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

All bibliographic data of the public intellectual property rights are searchable for the public in GAZETTE, IP-SEARCH, E-REGISTER, E-DOSSIER free of charge.

<http://www.sztnh.gov.hu/formaterv/>

### **Legal status information (kind of information, coverage, medium, etc.)**

Legal status information (not certified) is available online: in E-file inspection free of charge:

<http://epub.hpo.hu/e-aktabetekintes/?lang=HU>

Anyone can get information about the validity of patents. Our Office issues copies of entries in the register (certified statements on the validity of protection) on payment of a fee.

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

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

## Integrated Quality Management and IT Security System in the HIPO

The mission of the HIPO as a governmental centre for the protection of intellectual property and an authority providing quality services is to operate effectively and to develop in a balanced manner the system of industrial property protection and of copyright. In order to achieve this at the highest possible level the HIPO undertook in 2010 to voluntarily introduce the integrated ISO 9001:2008 Quality Management and the ISO /IEC 27001:2005 Information Security Management Systems for the large majority of its core tasks and for certain of its functional tasks.

The system was first certified in December 2010 by SGS Hungária Ltd. The certificate was valid for a period of three years, therefore, following the successful annual supervisory audits the HIPO, besides re-certification, set as an objective to extend the quality management system and to introduce a new standard in respect of the IT services provision. The audit which ended in December 2013 was conducted by SGS Hungária Ltd. and was successful both in respect of the re-certification of the extended system and of the IT services management system.

Consequently, as of 1 January 2014, the activity of the HIPO complies with the requirements of three ISO standards. The HIPO meets the requirements of the ISO 9001:2008 quality management system in the following areas: official examinations and proceedings belonging to its competence in industrial property protection and copyright, documentation and information activity of the State, as well as services provided within the framework of its core tasks. The security of the information systems used for the above mentioned activities and for additional tasks set out in the Deed of Foundation was certified according to the ISO/IEC 27001:2005 Information Security Management System. Beyond the re-certifications, as a result of the audit conducted in December 2013, the HIPO also obtained the certificate for the ISO/IEC 20000-1:2013 IT Services Management standard in respect of the IT infrastructure and software application services provided by its IT Development and Operation Department for its internal and external clients.

The Unified Administrative System of the Office covers the bibliographic and image data, the documents and the official letters belonging to the different intellectual property rights (with the additional data that are not accessible to the public). The incoming paper documents are scanned, the electronic incoming documents and images are downloaded to the database continuously. New administrative software tools supporting business procedures within the Office are under development.

## Hardware used to supporting business processes of the Office

Servers:

Unix Tru64 server: 2 peaces  
Linux server: 45 peaces  
Netware server: 1 peace  
MS Windows server: 27 peaces  
VMware ESX: 11 peaces  
Oracle VM/RAC: 2 peaces  
ASA VPN: 2 peaces  
ZORP: 2 peaces

286 workstations (Windows Xp)  
41 notebook (Windows Xp)  
140 printer

## Internal databases: coverage, updates, interlinks with external sources

The Unified Administrative System of the Office is used for file building. It is updated real-time and has a daily backup storage.

## Establishment and maintenance of electronic search file: file building, updating, storage, documents from other offices included in the search file

The Unified Administrative System of the Office comprise the bibliographic and image data, the documents and the official letters that belong to the different intellectual property rights. The scanned HU documents and incoming documents, images from WIPO, OHIM are downloaded to the database continuously.

The public electronic-databases GAZETTE, IP-SEARCH, E-REGISTER, E-DOSSIER are also used by the Examiners. The IP-SEARCH database has an internal version for internal use only with the additional data that are not accessible for the public.

## Administrative management electronic systems (register, legal status, statistics, and administrative support)

The Unified Administrative System of the Office comprise the bibliographic and image data, the documents and the official letters that belong to the different intellectual property rights.

The public electronic-databases GAZETTE, IP-SEARCH, E-REGISTER, E-DOSSIER are also used by the Examiners. The IP-SEARCH database has an internal version for internal use only with the additional data that are not accessible for the public.

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

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

Frecskay János Industrial Property Special Library, with its collection and the attitude of the staff providing special information. The number of visitors keeps on growing, in 2013 altogether 2615 customers requested special information.

The Library obtained 392 volumes in 2013. The number of records available in HunTéka integrated system for libraries was more than 52 000 in December 2013, which is an increase by more than 5% compared to 2012.

The Gazette of Patents and Trademarks has been published electronically and accessible on the website of the HIPO free of charge, in searchable pdf-form, authenticated by electronic signature. The interest in the publication was still significant in 2013: users downloaded 2 618 000 pages in a year.

For 8 years, the Industrial Property and Copyright Review has been issued as a separate special publication, which is also available with a half-year delay in electronic form on the website of the HIPO.

The quarterly issued Newsletter on IP Protection of the National Intellectual Property Council is a regular publication. Special publications were prepared for the Bureau of the Hungarian Design Council and the NBAC, such as MFT Start Up Guide 8, the materials of the design conference of WIPO, and the materials of the prize-giving ceremony of "Only original" contest and the roundtable discussion on counterfeited contemporary works.

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

See the webpages of HIPO:

For entrepreneurs: <http://www.sztnh.gov.hu/kinek/>

Services: <http://www.sztnh.gov.hu/szolgaltatasok/>

Publications: <http://www.sztnh.gov.hu/kiadv/index.html>

IP awareness: <http://www.szellemitulajon.hu>

In 2013, the website of the HIPO was visited 774 700 times by 475 700 individually identified visitors, both figures mean an increase of 11% compared to the previous year.

Similarly to the previous years, there was a high interest in the Gazette of Patents and Trademarks. In 2013 2 616 555 files were downloaded by the visitors, 74% of them was accessed through Hungarian and 26% through English platform.

More than 884 000 pages were downloaded from the website of the NBAC, which has been operating with a new image and structure since the middle of November of 2013.

The website raising IP awareness ([www.szellemitulajon.hu](http://www.szellemitulajon.hu)) had 68 382 visitors in 2013.

### **Cooperation with universities, technology and innovation support centers, etc.**

In March of the last year Dr. József Pálkás, President of the Hungarian Academy of Sciences and Dr. Miklós Bendzsel, President of the Hungarian Intellectual Property Office signed a cooperation agreement. The purpose of the cooperation lasting till 31 December 2014 is to raise the protection of intellectual works and the IP awareness of the Hungarian scientific and research circles, as well as to support the practice of value-based research and development in the institutions of the Hungarian Academy of Sciences (HAS). In this spirit the HIPO engaged itself to hold, similarly to the previous years, professional consultations and trainings to the staff of the institutions of the HAS.

In its relationships the HIPO promoted the project "Support of the industrial property protection of Hungarian intellectual property works in Hungary and abroad", (code name: IPARJOG\_12), ensuring Non-refundable support for obtaining and maintaining industrial property protection of intellectual property works in Hungary and abroad financed from the Research and Technology Innovation Fund. As a result of the application deadline extended till the end of 2013, 90 cases of the 250 applications received have been finished with positive decision providing support in a total amount of 96 million HUF. In 50 cases the decisions are expected in 2014.

Within the framework of the cooperation linked to VIVACE 2013 programme the HIPO participated in the preparation, organisation and arrangement of 8 events in Budapest and other locations. The international symposium and training "Intellectual Property and Valuation – Support of Business Planning of SMEs", jointly organised by HITA and the United Nations can be highlighted.

In 2013, the HIPO cooperated with 10 county chambers of industry, 6 PATLIB centres, 7 regional innovation agencies and 2 professional organisations (HITA, SEED) related to professional programmes.

The PATLIB network supporting the major universities of Hungary continuously operated last year, the PATLIB centres provided information for the public. In addition, the HIPO had cooperation with several partners without agreements (DA-RIÜ South Great Plain Regional Innovation Agency, North Great Plain Regional Development and Innovation Agency, North Hungary Regional Innovation Agency, Central Transdanubian Regional Innovation Agency, West Transdanubian Regional Innovation Agency).

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

The industrial property courses organised by the HIPO, as an office disseminating knowledge on intellectual property for decades, have been substantially contributing to the development of the Hungarian IP culture, to the raising of IP awareness, and to the education of the new professional generation.

37 persons participated in the elementary level industrial property course and passed the exam successfully in 2013. Most of the participants came from small and medium enterprises.

The intermediate level industrial property course was finished and the exam was successfully passed by 50 persons. The participants were mainly the representatives or employees of pharmaceutical companies, enterprises, institutions of the public administration and higher education, law and attorney offices, organisations supporting innovation activity, as well as 15 employees – dealing with innovation matters – of the Hungarian Chamber of Commerce and Industry.

32 participants of the advanced level industrial property course started in 2011 prepared and defend their thesis in 2013. In September a new course started with 51 participants, 23 from the HIPO/HIPAvilon and 28 from other organisations.

9 persons participated in the exam for patent attorneys in 2013, 8 of them successfully passed the exam.

Lectures on intellectual property, as separate subject, were held in 10 universities (Corvinus University of Budapest, Budapest University of Technology and Economics, Eötvös Lóránd University, University of Miskolc, Moholy-Nagy University of Art and Design, University of West Hungary, Óbuda University, University of Pécs, Széchenyi István University, Szent István University).

Knowledge on intellectual property attached to subjects including knowledge on business, technology, law, social science, and/or natural science was taught at 5 universities (Corvinus University of Budapest, Eötvös Lóránd University, University of West Hungary, Óbuda University, University of Pécs).

The HIPO established professional, training and other cooperation with several institutions. Besides the government and the councils or boards (NIPC, HDC, NBAC) the most significant ones are as follows:

Professional cooperation: Hungarian Academy of Sciences, Hungarian Association for Innovation, Hungarian Association for the Protection of Industrial Protection and Copyright, Hungarian Academy of Engineering, Hungarian Trademark Association, the Federation of Technical and Scientific Societies, National Innovation Office, Hungarian Investment and Trade Agency, county organisations of the Hungarian Chamber of Commerce and Industry, Pannon Novum West Transdanubian Regional Innovation Non-profit Ltd., PATLIB centres, regional Innovation Agencies, NOVOFER Foundation, Idea Club 13 Association, SEED Foundation, Budapest Music Centre, Molnár-C. Pál Studio and Museum Foundation, Petfi Museum of literature, Typotex Publishing House, Ybl Association.

Cooperation in higher education: Corvinus University of Budapest, Budapest University of Technology and Economics, Eötvös Lóránd University, University of Miskolc, Moholy-Nagy University of Arts and Design, University of West Hungary, Óbuda University, University of Pécs, Semmelweis University, Széchenyi István University, Szent István University.

Professional communication agreements: Agrárágazat (Sector of Agriculture), Agrárium, Duna Television – Novum Solar Film, Élet és Tudomány (Life and Science) Association, Gazdasági Rádió (Economics Radio), Innoportál, Innotéka, Legal Gazette, Mérnöknap (website on engineering), Napi Gazdaság, Világgazdaság, Technika-Mszaki Szemle (Technology Review), Természet-Tudomány Alapítvány (Nature-Science Foundation), Természet Világa (World of Nature Gazette), Tudományos Ismeretterjesztő Társulat (Scientific Educational Association), Club of Hungarian Science Journalists.

## **Other activities**

The mission of the Hungarian Design Council (HDC) is to strengthen the competitiveness of the Hungarian national economy by means of design, raising awareness of the possibilities of design to create values, and promoting the traditions and new results of design. In 2013 the HDC conducted its activity by building on the results of previous work; the framework of its activity was laid down by Government Decree No 266/2001 (XII.21.) and by its own rules of procedure, as well as by its three year work programme and annual work plan.

See more: Hungarian Design Council: <http://www.sztnh.gov.hu/testuletek/mft/>

In 2013, the National Board Against Counterfeiting (NBAC) operated on the basis of Government Decree No. 287/2010 (XII.16.) and along the lines of action laid down in the action plan against counterfeiting adopted in 2011. At present three working groups and a section are operating within the framework of the NBAC; in 2013 they held all together ten meetings, the plenary sitting of the NBAC took place on 27 November 2013 under the chairmanship of dr. Róbert Répássy, State Minister for Justice.

See more in Annual Report 2013, pages 34-36: <http://www.sztnh.gov.hu/hivatalrol/>

National Board Against Counterfeiting: <http://www.sztnh.gov.hu/hent.html>

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

### **Participation in international or regional activities and projects related to industrial design information**

In October 2013 a successful regional design conference was jointly organised by the HIPO, OHIM and WIPO, under the series of event of the 10th Design Week Budapest. Among others Dr. Miklós Bendzsel, Mr António Campinos, Ms Biserka Strel (WIPO) and Mr Théophile Margellos (Board of Appeals of OHIM) held presentation in the two-day conference.

## **Other activities**

An international conference and workshop entitled “Economic Aspects of Intellectual Property Rights” was jointly organised by the HIPO and WIPO in the building of the HIPO on 15 and 16 April 2013. Representatives of organisations, universities, the Hungarian and international market sector held presentations and discussions on the role of intellectual property rights in the economy, on the latest trends and challenges. On the second day experts from the regional countries discussed the working material of WIPO on this matter.

## **VII. OTHER RELATED MATTERS**