

EU Trademark Online Manual

May 2025

(law firms)



GLOBAL IP & CONSULTING FZ LLE

EU Trademark Manual

EU trademarks are easily filed online through the GlobalIPCo.com online filing system.

Rights

An EU trademark registration prevents others from using a brand name / logo / slogan which is the same as, or confusingly similar to, your trademark registration in the European Union (i.e. all 27 EU member States, excluding the UK, Switzerland and Norway).

We file only high quality EU trademarks

The GlobalIPCo system does not file all EU trademark applications. We only file EU trademarks for high quality word marks that are distinctive. At present, we do not file EU trademarks for logos.

Before filing an EU trademark, each application must pass:

- an automated distinctiveness test; and
- a manual vetting process.

Our selective approach to EU trademark filings ensures that we file only EU trademarks that:

- have a low risk of being opposed; and
- should be registered quickly,

... keeping the price low.

We do not offer EU trademark registrability search services, as each trademark application we file must first pass our automated distinctiveness test.

Filing an EU trademark through GlobalIPCo

1. Register on GlobalIPCo.com (there is no subscription / license fee. You are only charged for actions instructed)
2. If you are a law firm, we will give you access to EU trademarks
3. Select "New Cases" > "Europe" > "Trademark" in the navigation bar on the left side and complete the EU trademark application form:

Mark / Logo page

- **Your reference:** This is the reference used within your business to identify the trademark application.

- **Type of mark:**

Word mark

- **Word mark:** Type the word/s of the trademark, e.g. GLOBAL IP CO.

The system does not file image marks (e.g. logos).

New European Trademark Application

1. MARK/LOGO

2. PARTIES

3. PRIORITY

4. UPLOADS

5. PAYMENT

MARK DETAILS

Your reference:

Enter a reference

Word mark:

Enter the word mark

CLASSIFICATION

Add class

+

FILING ELIGIBILITY

In order to file the application using the Global IP Co system, a mark requires a distinctiveness score of at least 80%

Get score

Save and exit

Next >

- **Class:** Select a class (whether for goods or services).

The official fees are: first class €850; second class €50; each subsequent class €150.

SELECT RELEVANT CLASS

Please select the new class

Class no.	Class description
Goods	
Class 1	Chemicals for use in industry, science and photography, as well as in agriculture, horticulture and forestry; unprocessed artificial resins, unprocessed plastics; fire extinguishing and fire prevention compositions; tempering and soldering preparations; substances for tanning animal skins and hides; adhesives for use in industry; putties and other paste fillers; compost, manures, fertilizers; biological preparations for use in industry and science.
Class 2	Paints, varnishes, lacquers; preservatives against rust and against deterioration of wood; colorants, dyes; inks for printing, marking and engraving; raw natural resins; metals in foil and powder form for use in painting, decorating, printing and art.
Class 3	Non-medicated cosmetics and toiletry preparations; non-medicated dentifrices; perfumery, essential oils; bleaching preparations and other substances for laundry use; cleaning, polishing, scouring and abrasive preparations.
Class 4	Industrial oils and greases, wax; lubricants; dust absorbing, wetting and binding compositions; fuels and illuminants; candles and wicks for lighting.
Class 5	Pharmaceuticals, medical and veterinary preparations; sanitary preparations for medical purposes; dietetic food and substances adapted for medical or veterinary use, food for babies; dietary supplements for human beings and animals; plasters, materials for dressings; material for stopping teeth, dental wax; disinfectants; preparations for destroying vermin; fungicides, herbicides.
Class 6	Common metals and their alloys, ores; metal materials for building and construction; transportable buildings of metal; non-electric cables and wires of common metal; small items of metal hardware; metal containers for storage or transport; safes.
Class 7	Machines, machine tools, power-operated tools; motors and engines, except for land vehicles; machine coupling and transmission components, except for land vehicles; agricultural implements, other than hand-operated hand tools; incubators for eggs; automatic vending machines.

- **Goods / Services:** Select Goods / Services from the list of harmonized Goods / Services. Harmonised Goods / Services have been pre-approved by the EUIPO, reducing the risk of related office actions from the EUIPO.

The system does not permit you to add your own custom Goods / Services.

Tip: Use the find function (e.g. Command-F) to find your Goods / Services.

CLASS 9

Filter

Scientific, research, navigation, surveying, photographic, cinematographic, audiovisual, optical, weighing, measuring, signalling, detecting, testing, inspecting, life-saving and teaching apparatus and instruments; apparatus and instruments for conducting, switching, transforming, accumulating, regulating or controlling the distribution or use of electricity; apparatus and instruments for recording, transmitting, reproducing or processing sound, images or data; recorded and downloadable media, computer software, blank digital or analogue recording and storage media; mechanisms for coin-operated apparatus; cash registers, calculating devices; computers and computer peripheral devices; diving suits, divers' masks, ear plugs for divers, nose clips for divers and swimmers, gloves for divers, breathing apparatus for underwater swimming; fire-extinguishing apparatus.

Please select descriptions

The selected descriptions will appear in the box at the bottom of the screen. Press save when you are done with your selection.

2-in-1 laptops 3-D glasses 35mm cameras 360° cameras 360° video cameras 3D animation software 3D computer graphics software 3D eye glasses 3D glasses 3D scanners 3D spectacles 3D spectacles for television receivers 3D television receivers Abacuses

Abdomen protectors for protection against injury [other than parts of sports suits or adapted for use in specific sporting activities] AC adapters for consumer video game apparatus

AC adapters for handheld electronic game apparatus AC/DC converters AC/DC inverters AC/DC power supplies Acceleration sensors Accelerometers Access control apparatus (Automatic -)

Access control apparatus (Electric -) Access control cards (encoded or magnetic) Access control devices Access control installations (Automatic -) Access control installations (Electric -)

Access control systems (Automatic -) Access control systems (Electric -) Access control units (Automatic -) Access control units (Electric -) Access interfaces for managed private circuit networks

Access security apparatus (Automatic -) Access security apparatus (Electric -) Accounting apparatus Accounting machines Accounting software Accumulator boxes Accumulator jars Accumulators

Accumulators [batteries] Accumulators, electric Accumulators, electric, for vehicles Accumulators for photovoltaic power Acid hydrometers Acidimeters for batteries Acidity analysers Acidity meters

Acoustic alarms Acoustic conduits Acoustic couplers Acoustic coupling devices Acoustic discs Acoustic membranes used in sound recording or reproducing apparatus Acoustic meters

Acoustic [sound] alarms Acoustic sound alarms Acoustic transformers Actinometers Action cameras Active coolers for electronic components Active infra-red sensors Active matrix displays

Adapter cables (Electric -) Adapter cables for headphones Adapter connectors (Electric -) Adapter plugs Adapter rings for attaching objectives on cameras Adapter rings for camera lenses

Adapters (electronic) Adapters for connection telephones to fax/modem Adapters for connection between mobile devices Adapters for use with telephones Adapters for various network access

Selected descriptions

Accounting machines ☒ Accounting software ☒

Repeat for additional classes.

- **Get Score (automated distinctiveness test):** Your score needs to exceed 80% for us to file the EU trademark.

If your score is below 80%, consider: changing the Goods / Services, classes and/or the word mark.

A distinctiveness score above 80% does not mean that your trademark will be granted. It merely indicates to us that your trademark has a high degree of distinctiveness. Even if your trademark achieves a distinctiveness score above 80%, the EUIPO may still find your trademark to be descriptive or offensive. Furthermore, third parties (with registered trademarks or common law rights) may still oppose your trademark application.

FILING ELIGIBILITY

In order to file the application using the Global IP Co system, a mark requires a distinctiveness score of at least 80%

Get score

95% / 80%

✓ Continue

Save and exit

Next >

- **Applicant's details:** Enter the applicant's name, physical address, telephone number and email. Co-applicants are permitted.

The applicant may be a natural person, a juristic person (e.g. a company) or a trust

Do not use the telephone number or email of an agent. The details must be those of the applicant. The EUIPO checks for common contact details across multiple applicants to ensure that applicant's details are those of the applicant.

Once your trademark is registered, should the EUIPO consider a subsequently filed EU trademark to be similar to your trademark, the EUIPO will notify the applicant of the subsequently filed EU trademark using the applicant's contact details provided, should your trademark registration no longer record an EU agent as a representative.

Note: If the applicant is a legal entity, after selecting the country, the drop-down list assists you to select the type of "company type".

1. MARK/LOGO	2. PARTIES	3. PRIORITY	4. UPLOADS	5. PAYMENT
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APPLICANT

Applicant 1

Type: Natural Person Legal Entity

Full name:

Physical address:

Line 1

Line 2 (Optional)

City

State (Optional)

Zip


Country: Select Country ▼

Website:

Company type:

Company number:

Vat number:

Add applicant 

Save and exit < Back Next >

- **Priority:** Enter the priority date, number and country. Also indicate whether the priority document is in “English, French, German, Italian or Spanish” or “other”.

Priority may be claimed from a trademark filed during the previous 6 months in accordance with the Paris Convention for the Protection of Industrial Property.

Where the priority document is in English, French, German, Italian or Spanish, no English translation is required. However, where the priority document is in another language, a certified English translation is required.

Although, the EUIPO permits priority documents to be lodged within 3 months of the filing date of the trademark application, our system does not

provide for late-lodgment of priority documents (or translations thereof). Our system requires all documents to be uploaded on filing.

1. MARK/LOGO 2. PARTIES 3. PRIORITY 4. UPLOADS 5. PAYMENT

PRIORITY DETAILS

Does this application claim priority? Yes No

Priority claim 1

Priority date: yyyy-mm-dd

Note: The EUIPO allows for up to 6 months to claim priority.

Priority number:

Priority country: Select Country

Priority document language: English, French, German, Italian or Spanish Other

Add priority

Save and exit < Back Next >

- **Uploads:** No signed documents need to be uploaded. If priority is claimed, a copy of the priority document must be uploaded. If the priority document is not in English, French, German, Italian or Spanish, a certified English translation of the priority document is also required.

The EUIPO does not require a certified copy of the priority document. However, it must be an official document issued by a trademarks office that includes: the number, date, country, class and list of goods / services.

1. MARK/LOGO 2. PARTIES 3. PRIORITY 4. UPLOADS 5. PAYMENT

REQUIRED DOCUMENTS: MUST BE SUBMITTED ON FILING

Priority document - Priority claim 1 [PDF] Choose file No file chosen

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- **Pay:** The cost to file an EU trademark application is:

€100 plus the official fee plus a payment processing fee.

The official fee is: first class €850; second class €50; each subsequent class €150.

The payment processing fee is:

- 5% + 1.8 SEK for credit cards; and
- 5% + 2.4 SEK for Alipay and WeChat Pay.

For payment, you will be directed to our EU agent's STRIPE account and the invoice will be issued in our EU agent's name, DigIP.

Due to the high official fee, GlobalIPCo does not offer payment of EU trademarks "on account".

This payment covers: (i) our fee; (ii) our agent's professional fee for filing the EU trademark application, publication, receipt of the registration certificate; (iii) official fees payable to EUIPO; and (iv) disbursements. The only additional costs that may be incurred relate to possible opposition of the trademark application by third parties and renewal fees (payable every 10 years following the filing date).

After payment, the trademark application will undergo a manual vetting process by our EU agent before being filed with the EUIPO. If our agent considers your trademark to be descriptive, your payment will be reversed and the application cancelled.

1. MARK/LOGO
2. PARTIES
3. PRIORITY
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5. PAYMENT

PAYMENT SUMMARY

Filing, prosecution and grant (excluding opposition proceedings) of a EUIPO trademark application

Description	Unit cost (EUR)
Filing, prosecution and grant (excluding opposition proceedings) of a EUIPO trademark application	997.50

TOTAL PAYABLE
EUR997.50

PAYMENT METHOD

Payment will be processed via Stripe directly to the European agent who will be responsible for the application.

TERMS AND CONDITIONS

DigiP will file your trademark application with the EUIPO, and send you a trademark application number within two Swedish business days.

☒ You agree that the GlobalIPCo system and DigiP may file this EUIPO trademark application as is, without review, revision or comment, subject to our Terms & Conditions and policy documents.

Proceed to filing

Save and exit

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Process

1. Partially complete the online EU trademark application form on GlobalIPCo.com.
2. Pass our automated distinctiveness test.
3. Complete the online EU trademark application form and make payment by credit card.
4. If your trademark application passes the manual vetting process by our EU agent, it will be filed with the EUIPO (alternatively, the filing instruction will be cancelled and your payment reversed).
5. We will send you an EU trademark application number and filing receipt within a couple of Swedish business days of filing.
6. The EUIPO checks the EU trademark application for:
 - distinctiveness and whether it contravenes public policy or morality;
 - formalities;
 - priority claims;

- classification; and
- proper indication of nature of goods / services, raising an office action if there is any objection.

Our EU agent will endeavour to respond to office actions raised by the EUIPO without additional cost. However, if: (a) the EUIPO issues an office action that raises objection to registration of the word mark in all the selected classes; and (b) our agent considers that the objections by the EUIPO based on distinctiveness, public policy or morality cannot be overcome, you may:

- permit the trademark application to be withdrawn, in which event the “filing to publication” payment will be refunded; or
- transfer the case to another firm to prosecute the trademark application to grant, in which event you will be refunded the €100 professional fee.

If the EUIPO does not raise objections to registration of the word mark in one class, but objects to registration of the word mark in other classes, you may either permit: (a) our EU agent to exclude the classes against which an objection was raised (without refund); or (b) transfer the case to another firm to prosecute the trademark application to grant (without refund).

No payment is refunded after the trademark application is published (even if some of the classes are rejected by the EUIPO).

7. The EUIPO prepares a search report, a copy of which will be emailed to you.
8. Your EU trademark application is typically published within 1 month of filing, with the EUIPO notifying owners of identical or similar marks of their right to oppose your trademark application.

No notice of acceptance is issued in respect of EU trademark applications.

9. Your EU trademark application lies open to opposition for 3 months from publication.

If the trademark application is opposed, you may:

- engage our EU agent directly to deal with the opposition at a cost to be agreed upon between you and our EU agent; or
- transfer the case to another firm to deal with the opposition and prosecute the trademark application to grant.

10. If the opposition period expires without opposition, the trademark registration certificate should be issued within 4-6 months of filing.

Certificates are issued in electronic format only.

11. After registration, you will need to decide whether to:

- retain our agent as the legal representative for your trademark (at a cost to be agreed between you and our agent);
- appoint a substitute legal representative; or
- remove our agent as the legal representative of your trademark, in which event, the EUIPO will post future communications directly to the applicant.

Note: If the applicant is not an EU resident, the applicant may only deal with the EUIPO through an EU agent that is recorded as such against the trademark.

Timeline

Examination:	within 1 month of filing
Publication:	within 1 month of filing. Trademarks are open to opposition for 3 months, calculated from the publication date
Issuance of certificate:	within 4-6 months of filing (where no opposition)

Renewal

An EU trademark must be renewed on the tenth anniversary of the filing date and every ten years thereafter. The renewal window opens 6 months before the due date and renewals may be late-paid during the 6 month grace period.

The official renewal fees are: €850 for the first class, €50 for the second class and €150 for the third and each additional class.

Renewal of EU trademarks filed through GlobalIPCo are processed by the PayAnnuity.com online renewal system.

Dig IP (Sweden)

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<https://globalipco.com/ip-online>