
[Watch: EUIPO releases short film "The IP Link" on the value of IP](#)

With "The IP Link", the European Intellectual Property Office (EUIPO) recently released a 7-minute short film which was made with the help of over 80 EUIPO staff members. The short movie traces the life of a trademark: from its early conception through the application process down to the hands of the end-user.

It provides clear and comprehensive information on the steps to follow for effectively protecting IP assets and the negative impact that counterfeiting and piracy have on our economy.

The IP Link is part of the Office's move to make IP information more user-friendly and relevant for companies, linking it to real business needs. Used as a means to raise awareness of the various SME initiatives the EUIPO recently launched, this clip also seeks to highlight the value of IP among EU citizens in a fresh and playful way.

You can access the movie via the EUIPO's [website](#).

[Log in](#) or [register](#) to post comments
