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1. THE OFFICE

The European Union Intellectual Property Office (EUIPO), 'the Office', is an agency of the European Union (EU) situated in Alicante. The EUIPO manage the registration of the EU trade mark (EUTM) and registered Community design (RCD) valid throughout the EU. In cooperation with national and regional EU IP offices, users of the IP system and other institutional partners, the Office works to strengthen IP at European and international level.

1.1 Background and objective pursued

Every two years the EUIPO organises DesignEuropa Awards, which aims to celebrate excellence in design and design management among RCD holders, whether they are individual rights holders, small businesses or large enterprises.

In 2022, the EUIPO is organising the first DesignEuropa Talks to raise awareness of IP rights, their economic and social value and the impact they have in our daily lives.

DesignEuropa Talks initiative supports the successful DesignEuropa Awards project focusing on showcasing the design process and the importance of design protection. DesignEuropa Talks promotes design as a valuable intellectual property right that underpins our economy and supports jobs.

2. CONCEPT

2.1 The game

The game, called the "DesignEuropa Challenge" is an opportunity for participants to support EUIPO messages and join the event which will be held in October in Alicante, Spain.

The game involves earning a series of points in exchange for the completion of a set of specific actions defined by the organising entity and chosen by the participant. All the actions are linked to the EUIPO's purpose of raising awareness about Intellectual Property rights in Europe and in the world.



2.2 The participant

To be eligible to enter the “DesignEuropa Challenge”, an individual must be at least 18 years old and a legal resident of any of the European Union Member States as well as enjoy full rights as a citizen.

Considering the content of the contest and its corresponding prize, the participant must have studied or currently be studying design, art or fashion.

Participation is only possible for individuals; no teams can register to play the game.

Each participant must register on the platform, described below, to participate in the game. Each registration will open a strictly personal account on the platform to play the game.

The account will then be accessible to the participants anytime for the duration of the contest.

2.3 The platform

On the platform and after submitting the registration form, the participant will have access to a series of data input fields. The participant can upload evidence of the successful accomplishment of each proposed action taken here.

The participant must include evidence of having completed an action for it to be valid. This may be done either by uploading a certificate, screenshot or by pasting a link from a social media network.

Although there are actions associated with reacting to the EUIPO’s content on its official social media accounts, it is not mandatory for the participant to make use of any social media platform in order to participate in the game.

The EUIPO is committed to providing a professional level of skill and care in terms of security and availability of the platform. However, access to the platform and its services may occasionally be suspended, restricted or impeded to permit repairs, maintenance or the introduction of new services or facilities.

To find out about the actions available during the game and the number of points that the participant will receive for undertaking each of them, please go to section 5.2 of this document.

2.4 Minimum participation and time limits



The more actions completed by the participants, the more points they will receive and thus they will have more chance of winning the prize.

To be considered a participant you need to register and complete at least one action of your choice. There is no limit to the number of actions which may be performed or the timeframe in which to execute them, as long as they are carried out within the duration of the game.

The participant will have access to the platform and his/her personal account for the duration of the game: ending on 2 October, 2022 at 22:00 CET.

3. APPLICATION PROCESS

Each participant will have to register using his/her name and surname and will have the possibility of choosing a nickname to be used for the game. The use of a nickname is recommended as an email will be sent regularly displaying a scoreboard with the nicknames of the participants with the highest number of points. The updated scoreboard will also be available to view in the personal account of every participant, together with their current number of points.

Completing the online registration form is the minimum requirement to be considered a participant.

The online registration form is only available in English. The registration data must be complete. It will be considered inadmissible if mandatory data is missing. Mandatory data is set out in the form.

As an integral part of the procedure, the participant will be requested to provide the EUIPO with their consent to the processing of his/her personal data for the purpose of this contest. For more detailed information about how your personal data will be processed, please read the Privacy Statement.

4. EXCLUSION CRITERIA



The participant remains solely responsible for the accuracy and reliability of the data and information provided to the EUIPO.

Participants may not:

- deliver false, misleading or inaccurate data or information;
- perform any activity that could harm the EUIPO's website and, in particular, upload files containing viruses or other malware that might damage the operation of another user's computer;
- use integration techniques such as framing and inline linking with the website and the information therein;
- use the information and personal data available on the website for any commercial purpose or for any illegal or misleading activity.

Additionally, confirmed existence of a conflict of interest may lead to exclusion from the contest.

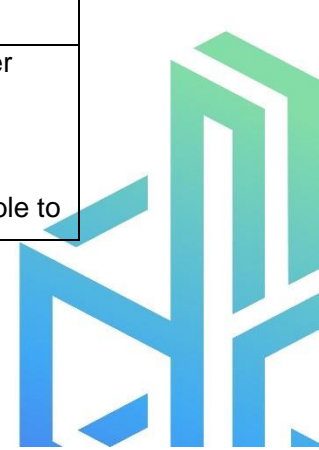
5. AWARDS

5.1 Jury

Representatives of the EUIPO Communication Service will be in charge of reviewing the veracity and accuracy of the content uploaded to the site and thus revising manually the automatic scores generated by the platform.

5.2 Ranking Criteria for Participant Actions

Action	Recording your action	Score
Register to participate in the contest.	The registration will be recorded directly by the platform. The participant will receive a confirmation email of the successful registration.	5 points will be recorded for registration.
Get a friend to participate.	The participant will have to record the nicknames of the friends that they got to register for the Challenge.	25 referral points per friend registering to participate. The participant will be able to



		record a total of three different nicknames.
Register at the EUIPO Academy learning portal to do the specified Academy courses. A tutorial will be linked in the platform.	The participant will have to upload a screenshot of the course certificate	30 points per certificate submitted.
Participant to post their EUIPO Academy course certificate on LinkedIn.	Provide a screenshot or a link to participant's LinkedIn post	15 points per LinkedIn post with certificate.
Read the Observatory studies and take a related quiz on the platform.	The participant will be prompted with questions related to the Observatory studies on the platform.	5 points per correct answer.
Check the DesignEuropa Awards quiz and answer the questions on the platform.	The participant will be prompted with questions related to the DesignEuropa Awards related quiz.	5 points per correct answer.
Read the specified news on the EUIPO website and answer the related questions on the platform	The participant will be prompted with questions related to the news on the EUIPO website.	5 points per correct answer.
Follow/Subscribe to one of the EUIPO's official social media accounts (LinkedIn, Twitter, Facebook, YouTube and/or Instagram).	Provide a screenshot of the home page of the profile showing the participant is a follower/subscriber.	15 points per follow
Share the EUIPO post on the upcoming DesignEuropa Talks in participant's Facebook/Instagram stories.	Provide a screenshot of participant's story.	10 points per story



Take own pictures of RCDs that participant has in their surroundings and share them on social media with the hashtag: #DesignEuropaTalks Alternatively place the image in a word document.	Provide a screenshot or link to the post and provide the reference RCD number. Alternatively share it in a word document on the platform.	15 points per post – Maximum of five posts.
Share a picture of own design on social media with the hashtag: #DesignEuropaTalks Alternatively place the design in a word document.	Provide a screenshot or link to the post. Alternatively share it in a word document on the platform. The participant will be required to indicate that it is their own.	15 points per post – Maximum of five posts.
Do a post on social media about 'what IP means for you' or why it matters. Alternatively place the text in a word document.	Provide a screenshot or link to your post. Alternatively share it in a word document on the platform.	15 points per post – Maximum of five posts.
Use TMView/DesignView or GIView tools. You will be asked to search for a Design, Trademark and Geographical Indication from your own country.	Provide a screenshot of your search.	25 points per screenshot.
Provide 5 attractive RCDs that you would nominate for the next DesignEuropa Awards.	Provide the RCD numbers, using eSearch plus.	10 points per design.
Register for the following EUIPO newsletters: Alicante News, EUIPO Academy training Offer and/or Observatory News.	Send a screenshot of the email confirming participant's registration.	30 points per registration.

5.3 Proof of actions taken

The participants acknowledge the need to provide proof of the different actions taken, in accordance with section 5.2, for the purpose of the counting of points.



5.4 The points

The points will be counted automatically by the platform and revised manually by representatives of the EUIPO on a weekly basis.

The participant will receive a scoreboard by email displaying the participants with the highest number of points regularly.

The participant's personal score will constantly be available in their personal account, together with the latest scoreboard and the date which it was last updated.

5.5 The winners

Five winners will be designated based on the highest number of points.

In the case that two or more participants finish with equal points two extra tasks will be sent to them both. The prize will be given to the participant that provides the best answers.

The points will be counted on 3 October 2022 and the announcement of the winners will be done on 6 October 2022. For that reason, the platform will be closed on 2 October at 22.00 CET and the participants will not be able to access the platform anymore.

In the event that two or more participants finish with the same amount of points, a final deciding question will be arranged. The question will involve guessing a precise number. The person who guesses closest to the correct number, but does not exceed it, will be the winner.

5.6 The prize

The prize will be identical for the five winners and will consist of the EUIPO covering the flights and hotel accommodation (including breakfast) expenses that the five winners may require to attend the conference in Alicante.

Only flights within the EU will be covered. The prize is personal, so the participant will not be able to send someone else on their behalf.

The five winners will also get an invitation to the DesignEuropa Talks on 20 October and will benefit from the catering facilities provided during the event (coffee breaks and lunch).

No other expense will be covered by this prize beyond the ones described above.

Following the award process and if the participant is one of the five winners he/she will be contacted by the DesignEuropa team at least 15 days prior to the conference.



From that moment, a dedicated travel agency consultant will be in charge of booking the flights and hotel nights the participant needs to attend the conference in Alicante, provided that they submit all the requested administrative documents necessary on time.

6. OTHER CONDITIONS

6.1 Processing of personal data by the EUIPO

Personal data collected for the purpose of the contest will be processed pursuant to Regulation (EU) 2018/1725 of the European Parliament and of the Council of 23 October 2018 on the protection of natural persons with regard to the processing of personal data by the EU institutions, bodies, offices and agencies and on the free movement of such data, and repealing Regulation (EC) No 45/2001 and Decision No 1247/2002/EC.

Please find [here](#) the EUIPO DesignEuropa Challenge Privacy Statement explaining how the Office protects your privacy and personal data.

6.2 Publicity by the EUIPO

Any of the content created on social media for the gamification campaign and which tags the Office or includes the hashtag #DesignEuropaTalks may be reused by the EUIPO on its social media channels following a direct confirmation by the user via private message.

We will publish the name of the winners and the prize unless the participant has requested to waive this publication when informed by email.

6.3 Applicable law and legal compliance

This competition is governed by its own rules complemented by EU law, and further supplemented by Spanish law.

Participants must ensure compliance of their activities with applicable international, EU and national law.

6.4 Conflict of interests

By participating to the contest participants declare to have no interests relating to their personal sphere such as family, friendships, financial, or other social factors



which may impair the impartial and objective award of the prize ('conflict of interests')".

The participant must inform the EUIPO without delay of any situation constituting or likely to lead to a conflict of interests and immediately take all the necessary steps to rectify this situation. The EUIPO may verify that the measures taken are appropriate and require additional measures to be taken by a specified deadline.

In the event that EUIPO considers that a conflict of interests exists and that remedial measures are either no adequate or possible, it will exclude the concerned participant from the contest.

6.5 Liability

6.5.1 General liability

Participants are to be held solely responsible in case of any claim relating to the activities carried out by them in the context of this competition.

6.5.2 Liability for damages

By participating in the contest participants understand and agree that the EUIPO cannot be held liable for any damage caused to participants, property or to third parties as a consequence of the competition, including for gross negligence.

6.6 Withdrawal of the prize

The EUIPO may withdraw the prize after its award and recover all payments made, if the Office finds out that:

- false information, fraud or corruption was used to obtain it;
- a winner should have been excluded;
- a winner is in breach of their obligations under these Contest Rules.

6.7 Cancellation of the game

At any time, the EUIPO may decide to cancel the game and/or to not award the prize without any obligation to compensate participants, if no participant is eligible or judged to qualify for a prize.



6.8 Complaints

Complaints against decisions taken by the Office and negatively affecting the rights of the participants can be brought before the General Court — or, on appeal, the Court of Justice of the European Union — under Article 263 of the Treaty on the Functioning of the EU (TFEU).

6.9 Contact

If the participant wishes to contact the DesignEuropa organising team about any matter related to this award, please send an email to DesignEuropa@euipo.europa.eu

