

Kluwer Trademark Blog

Trademark News: What you might have missed in April 2025

Kluwer IP Reporter · Wednesday, April 30th, 2025



Stay informed with our comprehensive roundup of the past month's headlines, all neatly compiled for you in one convenient post. Catch up on the latest news reported by the Kluwer IP Reporter.

Australia launches pilot tool to simplify IP enforcement

The Intellectual Property Office in Australia (IP Australia) has recently introduced “IP First Response”, a digital tool designed to assist small and medium sized enterprises (SMEs) and intellectual property (IP) rights holders in understanding enforcement options for patents and trademarks.

Read the full article [here](http://trademarkblog.kluweriplaw.com/)

Benelux launches nine upgraded e-services

On 8 April 2025, the Benelux Office for Intellectual Property (BOIP), supported by the European Union Intellectual Property Office (EUIPO), launched a new version of nine electronic services, including Opposition and Transfer of Rights.

Read the full article [here](#)

Bosnia and Herzegovina implements common practices CP9

The Institute for Intellectual Property (IIP) of Bosnia and Herzegovina, in collaboration with the European Union Intellectual Property Office (EUIPO), has implemented the Common Practice 9 (CP9) through a joint practice paper on the distinctiveness of three-dimensional marks containing verbal and/or figurative elements when the shape itself lacks distinctiveness.

Read the full article [here](#)

China and Hungary launch pilot for IP consultation support

The China National Intellectual Property Administration (CNIPA) and the Hungarian Intellectual Property Office (HIPO) have recently launched a pilot project for the HIPO-CNIPA Focal Point Mechanism, and the project will be in force from 1 April 2025 to 31 March 2026.

Read the full article [here](#)

Colombia updates rules for color claims in trademarks

From 7 January 2025 Colombia's Superintendence of Industry and Commerce implemented new rules for claiming colors in trademarks through Decision 122 of 2025.

Read the full article [here](#)

France, Monaco sign MOU to strengthen IP cooperation

On 27 March 2025, a memorandum of understanding was signed between France's National Institute of Industrial Property (INPI) and Monaco's Industrial Property Division (DPI) to enhance collaboration in intellectual property.

Read the full article [here](#)

GCEU upholds revocation of AMSTERDAM POPPERS trademark

In the trademark dispute between Funline International Corp. and MS Trade s. r. o., the General Court of the European Union (GCEU) on 12 March 2025 affirmed the European Union Intellectual

Property Office (EUIPO) Board of Appeal's decision to revoke the AMSTERDAM POPPERS trademark for lack of genuine use under Article 58(1)(a) EUTMR.

Read the full article [here](#)

German IP office to stop accepting Union design applications

On 14 April 2025, the President of the German Patent and Trade Mark Office announced that, effective 1 May 2025, applications for Union designs can only be submitted to the European Union Intellectual Property Office (EUIPO), no longer to the German Patent and Trade Mark Office.

Read the full article [here](#)

Portugal, Spain sign action plan for IP cooperation

On 19 March 2025 the National Institute of Industrial Property (INPI) and the Spanish Patent and Trademark Office (OEPM) signed an Action Plan to implement various initiatives aimed at strengthening their collaboration throughout the year

Read the full article [here](#)

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