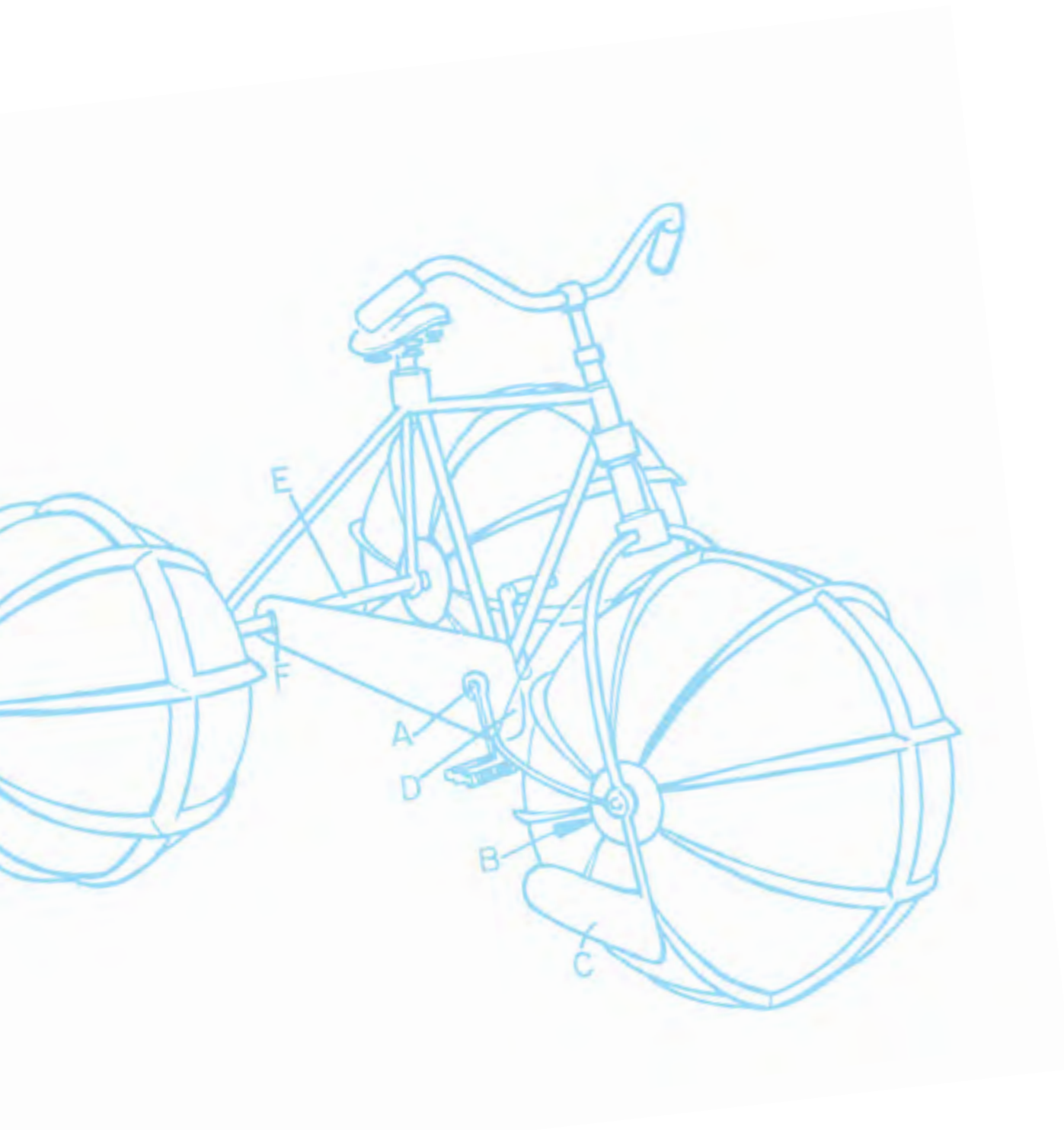




HIPO

Hungarian Intellectual
Property Office

Facts & Figures 2024



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Foreword by the president

Dear Readers,

"The future cannot be predicted, but futures can be invented." - said Dénes Gábor, the Nobel Prize-winning Hungarian inventor of holography. This idea is particularly timely today, when innovation and technological progress are shaping our world at an unprecedented pace. This is the spirit in which the Hungarian Intellectual Property Office continued to work in 2024: considering the protection of intellectual property not only as a legal duty, but also as a key to national competitiveness and to shaping the future.

Over the past year, there was a marked increase in IP protection activity in Hungary, both in the fields of industrial property protection and copyright, and in the same period the Office also made significant professional progress in the fields of lawmaking, digitalisation, service development and international cooperation.

The Hungarian Presidency of the Council of the European Union was a highlight of the year 2024, in the preparation and conduct of which the Office played a major professional role. The Hungarian Presidency reached significant progress on the EU patent package and on the regulation of compulsory licensing for crisis management, to which the Office contributed through its professional support and active participation in the consultations. Our analyses of the relationship between copyright and AI showed the way forward at EU level. A notable achievement was the international conference in Budapest on "Intellectual Property in the Age of Artificial Intelligence", which brought together high-level representatives and experts from 38 countries and contributed to the global policy dialogue.

In the framework of the Hungarian EU Presidency, we also contributed effectively to the preparation of the Riyadh Design Law Treaty, which was adopted in November 2024 at a diplomatic conference under the auspices of WIPO. The international agreement on genetic resources and associated traditional knowledge was adopted in the first half of the year, also in the framework of WIPO, in the preparation of which our Office played a significant professional role again. As a result, in 2024 the Hungarian Intellectual Property Office, acting on behalf of Hungary, was given the unique opportunity to participate in two successful diplomatic conferences.

Cooperation with universities and enterprises is key to stimulating innovation and exploiting scientific results. To this end, the Office launched the patent fast lane in autumn 2024, which will both speed up the process of answering the question of patentability and allow the publication of research results without jeopardising patentability. The interest in the programme is shown in the 30 applications received by the end of the year, reflecting increased innovation activity within universities.

Overall, domestic filing activity also increased, with national patent applications up by nearly 35% and utility model applications up by 43%. Universities submitted 30% of the requests for international novelty search, reflecting the growing market orientation of applied research.

The Office also supported the stimulation of intellectual property activity through a number of other targeted instruments. 100 free consultancy reports were produced in 2024 under the IP Scan service, mainly for small and medium-sized enterprises, to help them manage their intellectual assets in a prudent way. We dealt with nearly 300 applications through the SME Fund, while the Industrial Property Rights tenders provided financial support for the patenting efforts. These tools together, combined with faster procedures and more flexible access, help to make the careful management of intellectual property a crucial element of domestic innovation and competitiveness.

In the legislative field, the Office contributed to the comprehensive amendment of the Patent Act and the Fees Decree, which resulted in a new system of fee reductions, significantly relieving the administrative and financial burden for applicants. Under this scheme, all applicants will receive a 50% reduction on patent fees, including maintenance fees, for patent applications with domestic priority filed at the Office. We also streamlined the regulation of patent attorney activity as well as of the operation of expert bodies, and played an active role in several IP cases before the Court of Justice of the European Union.

The digitalisation of our services continued to expand, with electronic submissions reaching 73%, and our online administration interfaces were revamped, with new features and customer experience improvements to make them even more accessible. At the same time, data-driven support for internal professional processes and operational efficiency was increased.

The analysis of the opportunities and challenges of artificial intelligence and its impact on intellectual property was also given special attention. Our analyses and professional forums actively contributed to the national and international discourse that seeks to understand and frame the new relationship between creativity and technology.

The Facts and Figures 2024 publication in your hands is a summary of these diverse activities. It shows, with data, examples and results, how the Office worked for the effective protection of intellectual property and for the support of domestic creators, enterprises and institutions – not only in Hungary, but also in the international field.

I hope that the publication will not only inform but inspire joint thinking and may also serve as a basis for new collaborations.

Sincerely,

Szabolcs Farkas

President

Hungarian Intellectual Property Office

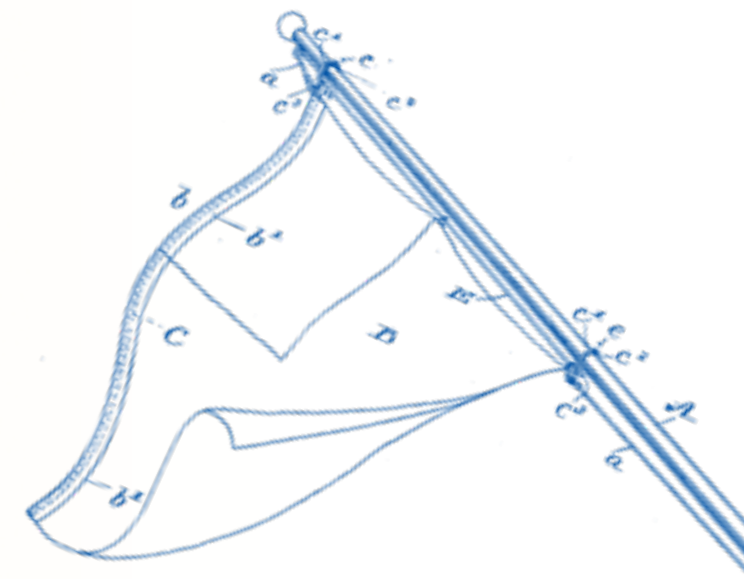


1 Achievements of the Hungarian Intellectual Property Office during the Hungarian EU Presidency



The Hungarian Intellectual Property Office (hereinafter “the HIPO” or “the Office”) contributed with its professional support to the successful realisation of the **IP protection tasks related to the Hungarian EU Presidency**, which started on 1 July 2024. The Office made significant professional and organisational preparations prior to 1 July in order to be able to actively implement the operational tasks from the second half of the year. In the area of intellectual property, **there were intense EU and international developments both in the field of industrial property protection and in copyright.**

The focus of the Hungarian EU Presidency in the area of industrial property protection was the negotiation of the **EU “patent package”**, published on 27 April 2023, which included 6 draft Regulations. The HIPO developed the initial Hungarian position on the four proposed Regulations on supplementary protection certificates (SPCs) and on the **proposal for a Regulation on compulsory licensing for crisis management**, and represented Hungarian interests throughout the Presidency. As the **proposed SPC Regulations** were a priority for the Hungarian Presidency, it did its utmost to make significant progress and to reach a general approach on all of them. With regard to the **proposal for a Regulation on compulsory licensing for crisis management**, the Presidency's task was to launch the trilogues.



The central issue of **copyright** was to explore **the relationship between generative artificial intelligence and copyright** at member state level, and to discuss that subject at the level of the EU. To this end, the Office prepared a comprehensive questionnaire on issues such as the training of artificial intelligence, the legal assessment of generated content, transparency resulting from the creative use of the technology, as well as remuneration for, and liability of, creative industry operators, authors and other right holders. Based on the detailed responses received from Member States, the Office produced an in-depth and comprehensive summary which provides a valuable basis for further technical discussions.

Thanks also to the Office's outstanding involvement, the **Riyadh Design Law Treaty**, which represents a significant step forward in the harmonisation of the formal rules for design applications, was adopted in Riyadh in November 2024, as a result of the diplomatic conference held under the auspices of the World Intellectual Property Office (WIPO). The Hungarian EU Presidency played a leading role in ensuring that the EU and its Member States arrived at the Diplomatic Conference with the right mandate and negotiating directives.

As one of the highlights of the EU Presidency, the **Intellectual Property Presidency Conference “Intellectual Property in the Age of Artificial Intelligence”** was organised by the HIPO on 1-2 October 2024. The event attracted 280 participants from 38 countries, where high-ranking leaders and professionals in the field shared their experiences. The conference in Budapest also provided the opportunity for several bilateral meetings organised by the HIPO. Among these, the meeting of WIPO Director General Daren Tang with Dr. Tamás Sulyok, the President of the Republic, Boglárka Illés, State Secretary, as well as with the President-Rector of Corvinus University, and the CEO of Richter Gedeon Nyrt. was a key diplomatic event. Special mention deserves to be made of the meeting between João Negrão, Executive Director of the European Union Intellectual Property Office (EUIPO), and László Bódis, Deputy State Secretary of the Ministry of Culture and Innovation.

Overall, the work of the Hungarian EU Presidency and the professional cooperation were highly appreciated by numerous Member States and the Commission, which acknowledged and thanked the work of the HIPO.

2 Results of university cooperation

In line with the government's endeavours, in 2024 the HIPO paid particular attention to promoting the informed use of the results of research carried out in higher education and publicly funded research centres.

Budapest University of Technology and Economics (BME)

Eötvös Loránd University (ELTE)

HUN-REN Hungarian Research Network

In the spirit of partnership in education and other fields, the Office has renewed its agreements with the following institutions in order to make cooperation more active and formalised:

University of Pannonia (PE)

University of Szeged (SZTE)

University of Dunaújváros

University of Óbuda

University "patent fast lane"

One of the main objectives of the Office in the cooperation agreements – in addition to other areas of cooperation – was to enable the use of the so-called **university "patent fast lane"**, which is specifically designed for universities and research centres. The Office provides assistance in enabling a decision to be made – even following the filing of an application in the form of a professional publication, which does not comply with formal requirements – regarding whether the solution may be eligible for protection, and if so, to help revise it into a proper application with the assistance of a patent attorney as soon as possible and/or to further consider the appropriate patenting strategy.

Budapest University of Technology and Economics (BME)

University of Pécs (PTE)

The Office has concluded agreements with the following institutions to use the university patent fast lane:

University of Pannonia (PE)

University of Szeged (SZTE)

Eötvös Loránd University (ELTE)

HUN-REN Hungarian Research Network

Cooperation with universities and research networks has resulted in an increase in their IP activity.

Title of protection	number	change
Patent application	108 ↗	+80%
International patent application	28 ↗	+87%
Utility model protection application	12 ↘	-29%
Plant variety protection application	23 ↗	+130%
Design protection application	28 ↗	+4%
Trade mark application	112 ↗	+51%

Distribution of patent applications eligible for the fast lane by applicant:

30 applications
As a result of the agreements, the Office received 30 applications for the use of the service in 2024.

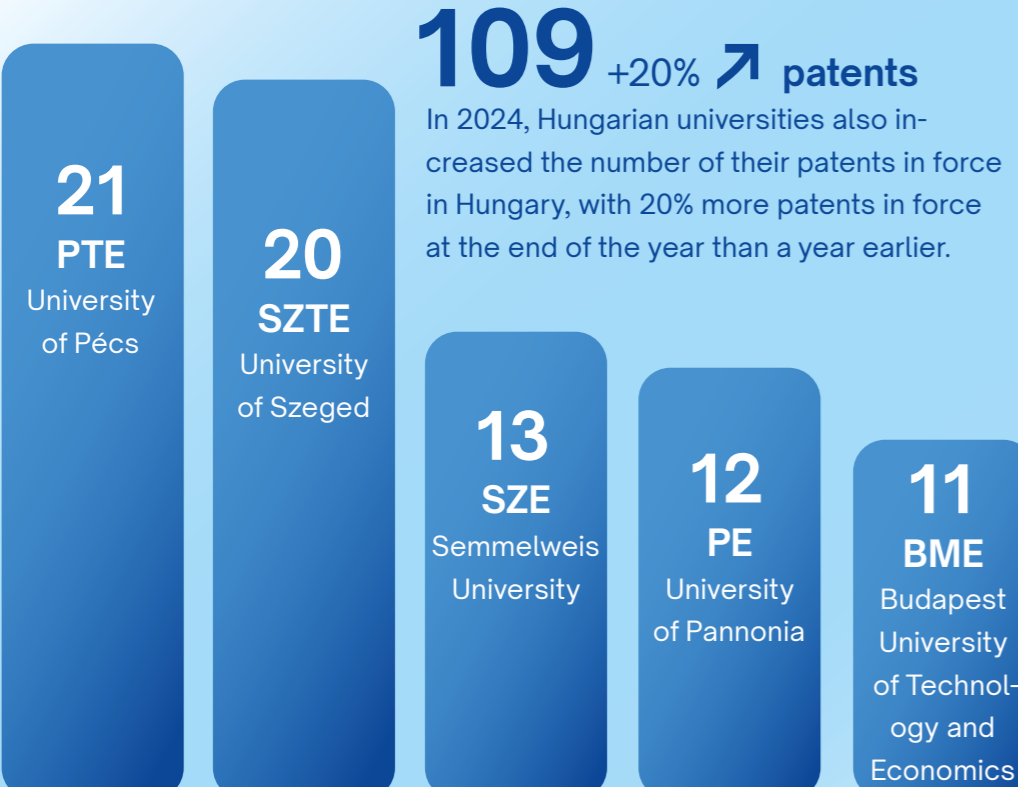
30%
SZTE
University of Szeged

24%
HUN-REN
Hungarian Research Network

20%
BME
Budapest University of Technology and Economics

13%
PE
University of Pannonia

13%
PTE
University of Pécs



Plant variety protection

In 2024, a large number of applications for plant variety protection were filed by Hungarian higher education institutions, which was not the case before (23 applications in total, accounting for 62% of new applications).

25
SZIE
Széchenyi István University

23
PTE
University of Pécs

19
DE
University of Debrecen

Trade mark

There was also a significant increase in the number of trade mark applications and valid trade mark protections of Hungarian universities: the top-ranked Széchenyi István University doubled the number of its trade mark protections in one year (25), while the next-ranked University of Pécs (23) and the University of Debrecen (19) also achieved almost the same increase.

10
DE
University of Debrecen

7
MOME
Moholy-Nagy University of Art and Design

4
SE
University of Sopron

3
SZIE
Széchenyi István University

National design protection

In 2024, the University of Debrecen filed the largest number of national design protection applications (10 applications), followed by the Moholy-Nagy University of Art and Design (7 applications), the University of Sopron (4 applications) and the Széchenyi István University (3 applications).

3 Customer-focused authority

Protections in force in Hungary

The industrial property protections in force in Hungary are of outstanding economic significance. On the one hand, patents, trade marks and other protections ensure exclusive rights to the right holders, so it is indispensable for domestic market players and innovators (businesses, research institutes and universities) to consider these in their activities to avoid infringements of rights and the risk thereof. On the other hand, protections play a key role in technology transfer: they stimulate innovation and the development of the knowledge economy through the return on R&D activities, contribute to the competitiveness of domestic enterprises and overall support economic growth.

As a result of years of efforts by the government and the HIPO, the number of protections in force in Hungary in 2024 increased for almost all forms of protection compared to the previous year. Hungarian universities also contributed significantly to this increase.

The volume of files received by the Office is a good indicator of the complexity of the HIPO's official activities and the volume of its caseload.

There has been a corresponding increase in the Office's caseload, with both the number of official submissions and the number of documents attached to them rising by 5%.

12 **25 455**
cases

39 742
submissions

129 131
documents

Evolution of the number of industrial property protections in force in Hungary

(end 2024 stock based on HIPO data)

907 -0,4% ↘
Nationally granted patents

35 043 +3% ↗
European patents validated in Hungary

50 242 +1% ↗
National trade mark protection

66 984 -4% ↘
International trade mark protection (Madrid system)

7 004 -7% ↘
Nationally granted design

203 +10% ↗
Nationally granted plant variety protection

863 +1% ↗
Nationally granted utility model protection

123 +23% ↗
Supplementary protection certificates

Customers filed **73%** of their submissions electronically.

Patents

Patent applications

A **patent** is a form of industrial property protection ensuring exclusive exploitation of a **new technical solution**, invention **which requires inventive activity and is capable of industrial application**. The term of protection is at most 20 years. Patent applications can be filed through national, regional and international systems, depending on the countries in which the invention is to be protected.

A **national** patent application can be filed with the HIPO, as a result of which protection for the territory of Hungary may be obtained. Nationally filed patent applications include applications filed by Hungarian applicants with the HIPO, applications filed directly with the HIPO by foreign applicants, and earlier PCT applications which entered the national stage.

European patents can be obtained under the European Patent Convention in 39 Contracting States. A European patent application can be filed both at the EPO and at the Office. Once granted, the European patent can be validated in any of the 39 EPC member states by means of a national registration in the territory of that country.

Patent proceedings can be instituted **internationally** in any of the 158 Contracting States by filing a patent application in one language at one location under the Patent Cooperation Treaty (PCT). Acquisition of a territorial right takes place at a later, so-called national stage of the proceedings. In the national stage, which concerns the territory of Hungary, the procedure before the HIPO is based on national law.

Foreign customers interested in obtaining protection in Hungary most often choose the European route and request **the validation of their European patents** granted by the EPO in Hungary.

Applications initiating patent proceedings targeting Hungary in 2024

European patent validation requests

Total nationally filed patent applications

PCT patent applications entering national stage

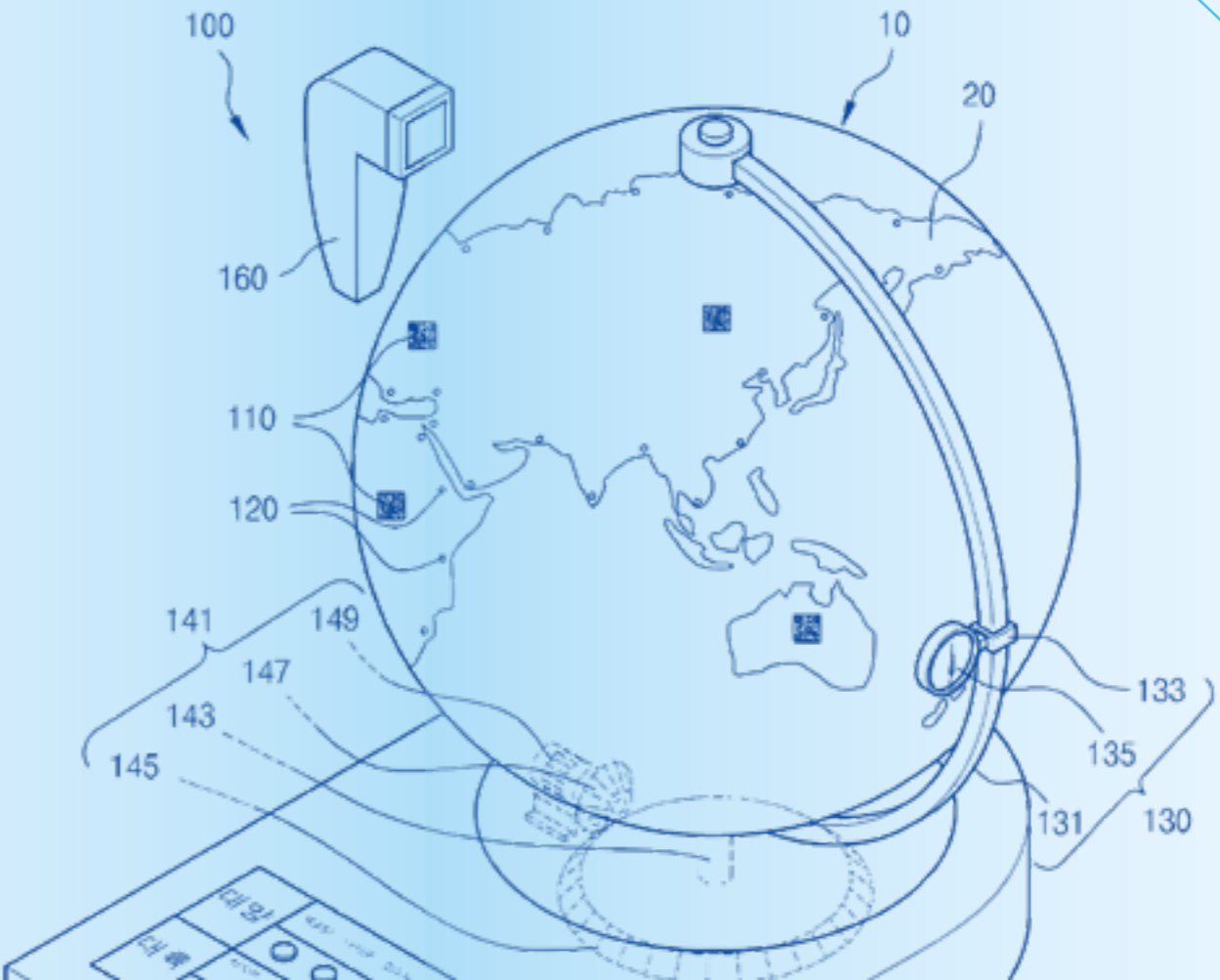
Patent applications filed directly with the HIPO

94
+119% ↗

499
+25% ↗

593
+34% ↗

4 808
+23% ↗



53% of national applications were received electronically.

Breakdown of applicants filing patent applications directly with the HIPO

96%
Hungarian origin

4%
foreign origin

49%
individual

51%
institutional

TOP5

Applications filed directly with HIPO by Hungarian institutional applicants

University of Debrecen 30

University of Miskolc 16

University of Szeged 14

University of Pécs 13

Budapest University of Technology and Economics 12

Patent procedures

The Office is responsible for conducting examinations and proceedings for the grant of **nationally filed patents** and for the **validation of European patents in Hungary**.

593 +34% ↗
applications

285 +32% ↗
publications

570 +33% ↗
cases closed

123 +51% ↗
grants

Data of national patent authority proceedings

33% of closed cases resulted in grant of a patent

455 +15% ↗
Novelty search report

140
novelty search report with written opinion

42 in normal procedure

83 in accelerated procedure

15 in English

55
novelty search

260
novelty search report with explanatory notes

Average processing time

23,0 months -8% ↘

The average gross processing time of a patent application

indicates the time elapsed between the filing of national patent applications and the completion of the proceedings.

17,4 months -5% ↘

The average net processing time of national cases

The gross figure minus the time available to the applicant to prepare responses to the invitations gives the average net processing time.

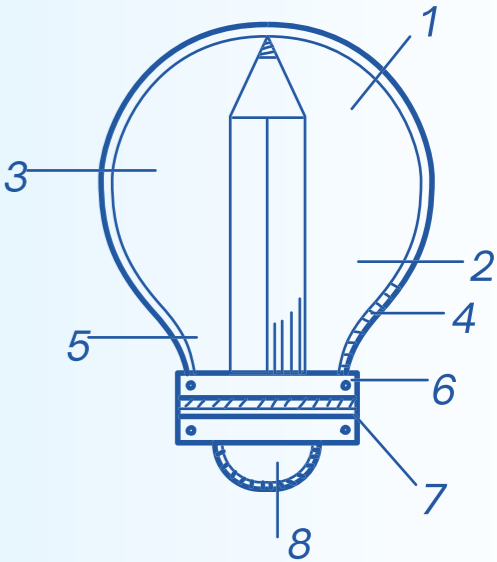
Patents in force in Hungary

TOP5 sector	Nationally granted patents	European patents	Patents in force	
Pharmaceutical industry	183	13 389	13 572	-3% ↘
Other equipment	210	6 225	6 435	+5% ↗
Instrumentation industry	226	5 218	5 444	+4% ↗
Chemicals, except pharmaceuticals	171	5 149	5 320	+4% ↗
Electrical equipment, except electronics	92	4 107	4 199	+7% ↗

TOP5

Holders of patents in force in Hungary by country of origin

- USA 8274 +0,1% ↗
- Germany 6209 -2,6% ↘
- Switzerland 2405 -0,2% ↘
- Japan 2257 +3,5% ↗
- South-Korea 1998 +50,3% ↗



TOP5

Holders of most patents in force in Hungary

- Qualcomm Incorporated (US) 1302 -0,4% ↘
- LG Energy Solution, Ltd. (KR) 685 +327% ↗
- Contemporary Amperex Technology Co., Limited (CN) 342 +72% ↗
- Samsung Electronics Co., Ltd. (KR) 323 +11% ↗
- Telefonaktiebolaget LM Ericsson (SE) 298 -17% ↘

TOP5

Hungarian patent holders with most national patents in force

- Richter Gedeon Nyrt. 52 +2% ↗
- EGIS Gyógyszergyár Zrt. 35 -5% ↘
- University of Szeged 16 +7% ↗
- University of Pannonia 11 +57% ↗
- University of Pécs 11 +10% ↗

Design protection

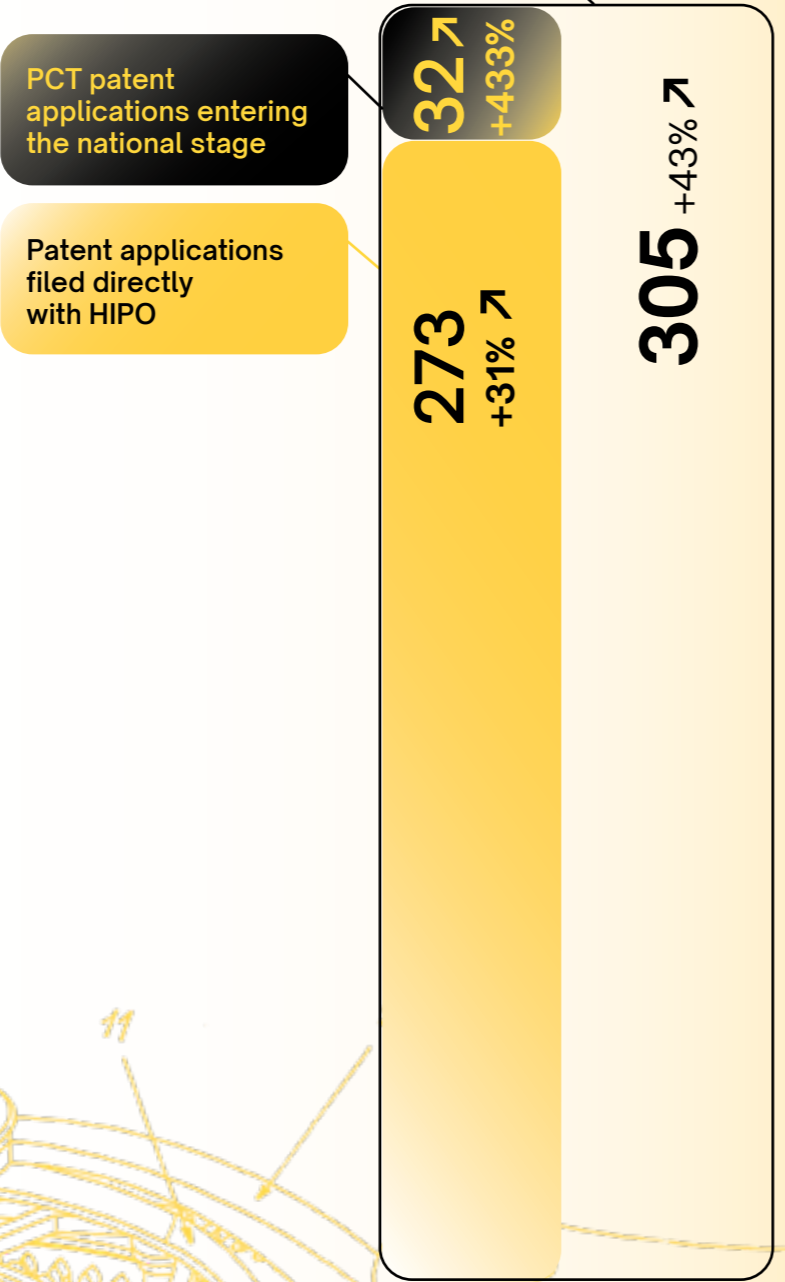
A **utility model** is a form of industrial property protection of an object or apparatus incorporating a new technical solution. It covers solutions which are new, involve an inventive step and are industrially applicable, and are typically **simpler or minor technical improvements than those protected by a patent**. The term of protection is at most 10 years.

A **national** utility model protection application may be filed with the HIPO, which may result in protection in Hungary.

As with a patent, **international utility model proceedings** can be initiated by filing a PCT application in a single language in a single place. In the national stage targeting the territory of Hungary, the procedure before the HIPO is based on national law.

Utility model protection applications in 2024

National utility model protection applications



Percentage of electronic filings: **46%**

70% of applications originate from Hungarian applicants

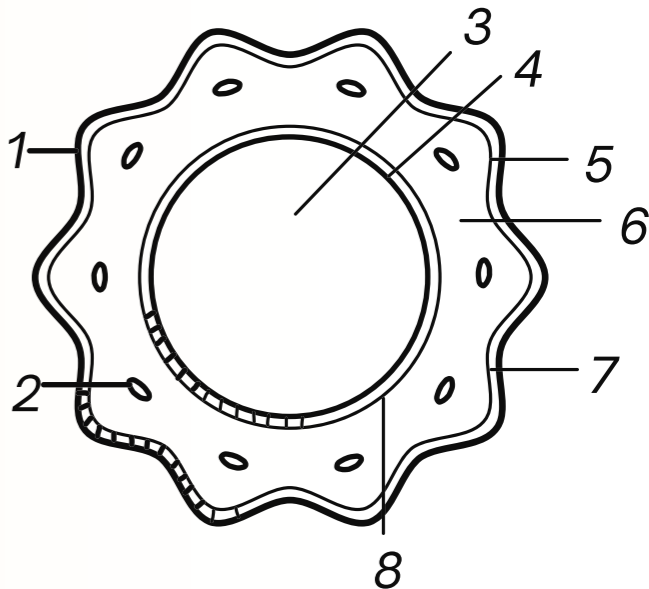
52% of applications originate from institutional applicants

Data on national utility model protection proceedings

305 +43% ↑ applications

246 +15% ↑ cases closed

150 +12% ↑ grants
61% of closed cases resulted in grant of protection

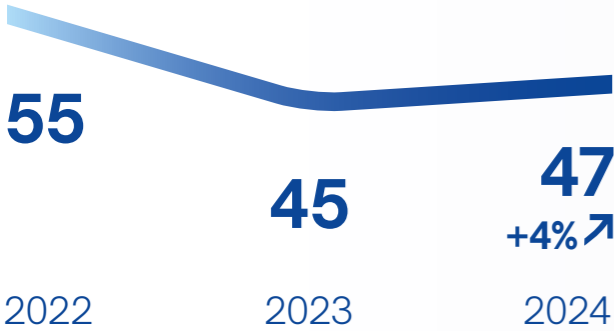


The average net processing time for completions was **3,8 months** in 2024, a decrease from 3.9 months net in 2023.

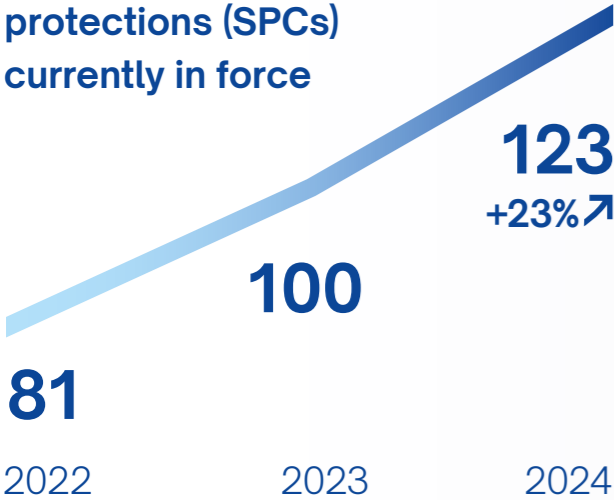
Supplementary protection certificates (SPCs)

Supplementary protection certificates provide for an extension of the patent protection period of a patented medicinal product or plant protection product under a separate title of protection. The development and marketing of a new medicinal product or plant protection product goes through a long authorisation procedure. This significantly shortens the time available for exclusive exploitation of the patent during its 20-year protection period. The SPC allows for an extension of the protection for up to 5 years, so that the holder can enjoy exclusive rights for a longer period.

SPC applications



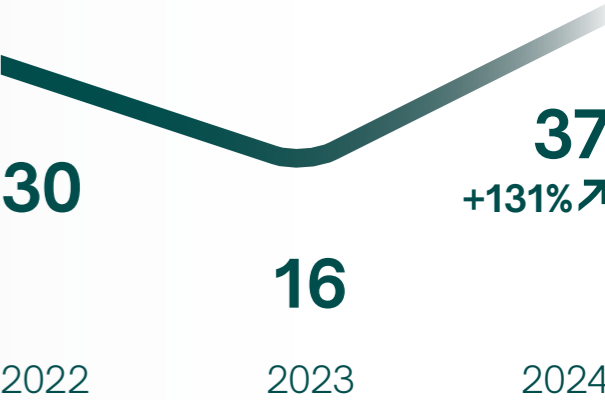
Supplementary protections (SPCs) currently in force



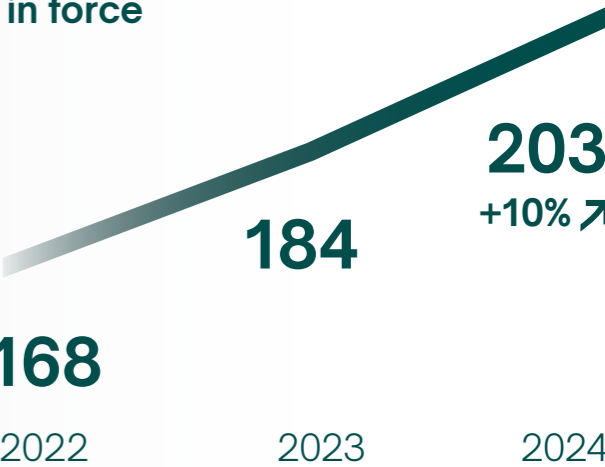
Plant variety protection

Plant variety protection provides legal protection for bred plant varieties. Plant variety protection may be granted for any variety belonging to a botanical genus or species. The term of protection is usually 25 years, but there are exceptions, e.g. 30 years for vine, tree and potato varieties.

Applications for plant variety protection



Plant variety protections in force



Trade marks

Trade mark applications

Any sign capable of distinguishing goods or services from those of others may be protected by a trade mark. A trade mark protection may be, for example, a word, a graphic element, a symbol, a name, a colour combination or a combination of these. The term of protection is 10 years, but may be renewed indefinitely for additional 10-year periods.

Protection for Hungary can be obtained by filing a **national** application with the HIPO.

The Madrid Agreement Concerning the International Registration of Marks allows applicants **to register** trade marks **internationally**. Once national protection has been obtained, trade mark holders can file an application in any state that has signed the Agreement in one language, with a single application, for a single fee.

83% of applications were filed electronically



Trade mark applications in 2024



Breakdown of applicants of national trade mark applications by origin of applicants

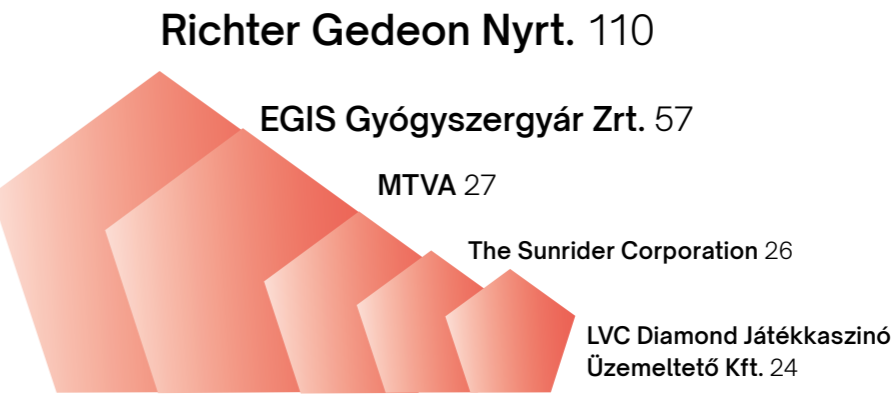


Breakdown of applicants of national trade mark applications by type of applicants



TOP5

Applicants with the most national trade mark applications



Trade mark authority procedures

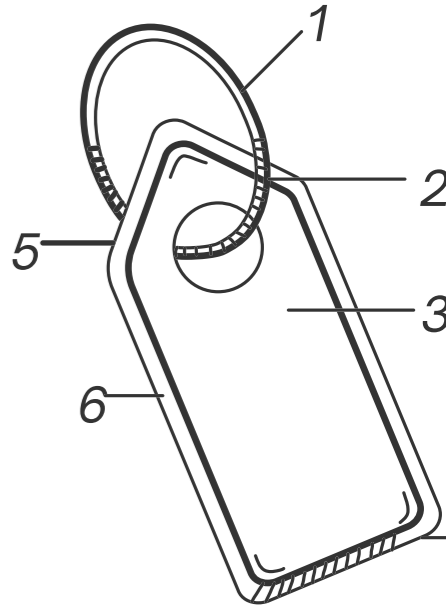


77% of closed cases resulted in registration of the trade mark

As a designated office, processing times have been maintained, currently averaging **17.6 weeks**.

Since 2020, the average gross processing time for national trade mark registrations has been less than 6 months, which has been kept within this limit even with the increased case load: 21 weeks (5.25 months).

National trade marks in force



72db
100+ years trade marks

The national trade mark register contains **72 trade marks older than 100 years**. The **oldest trade mark** with an application date of 26 July 1895 is 'ODOL' filed by Panadol GmbH. Other holders of trade marks **older than 100 years** include GRUPA MASPEX Sp.z.o.o. Sp.k. 'Apenta' in 1899, Bayer 'Aspirin' in 1899, Aesculap AG. 'AESCULAP' in 1900, Valvoline LLC 'VALVOLINE' in 1902 and Johnson & Johnson 'LISTERINE' in 1903. The oldest Hungarian holder of a trade mark is Richter Gedeon, whose sign "TONOGEN" was registered on 19 November 1902, i.e. it was 122 years old in 2024.

Protection of geographical indications

A geographical indication and a designation of origin, used in the course of trade to indicate the geographical origin of a product, may be protected as a geographical indication. Both are the name of a region, locality, or, in exceptional cases, a country; however, a designation of origin is a narrower category in terms of the closeness of the link between the specific quality, reputation, or other characteristic of the designated product and the geographical area.

In the case of designations of origin, the characteristic concerned must be the result exclusively or essentially of natural and human factors specific to the environment concerned and the production, processing and preparation of the product must all take place in the area concerned, whereas for geographical indications, it is sufficient if the specific character is essentially attributable to the geographical origin, and as to the stages of the production of the product it is sufficient if one of them takes place in the area concerned. The protection lasts indefinitely.

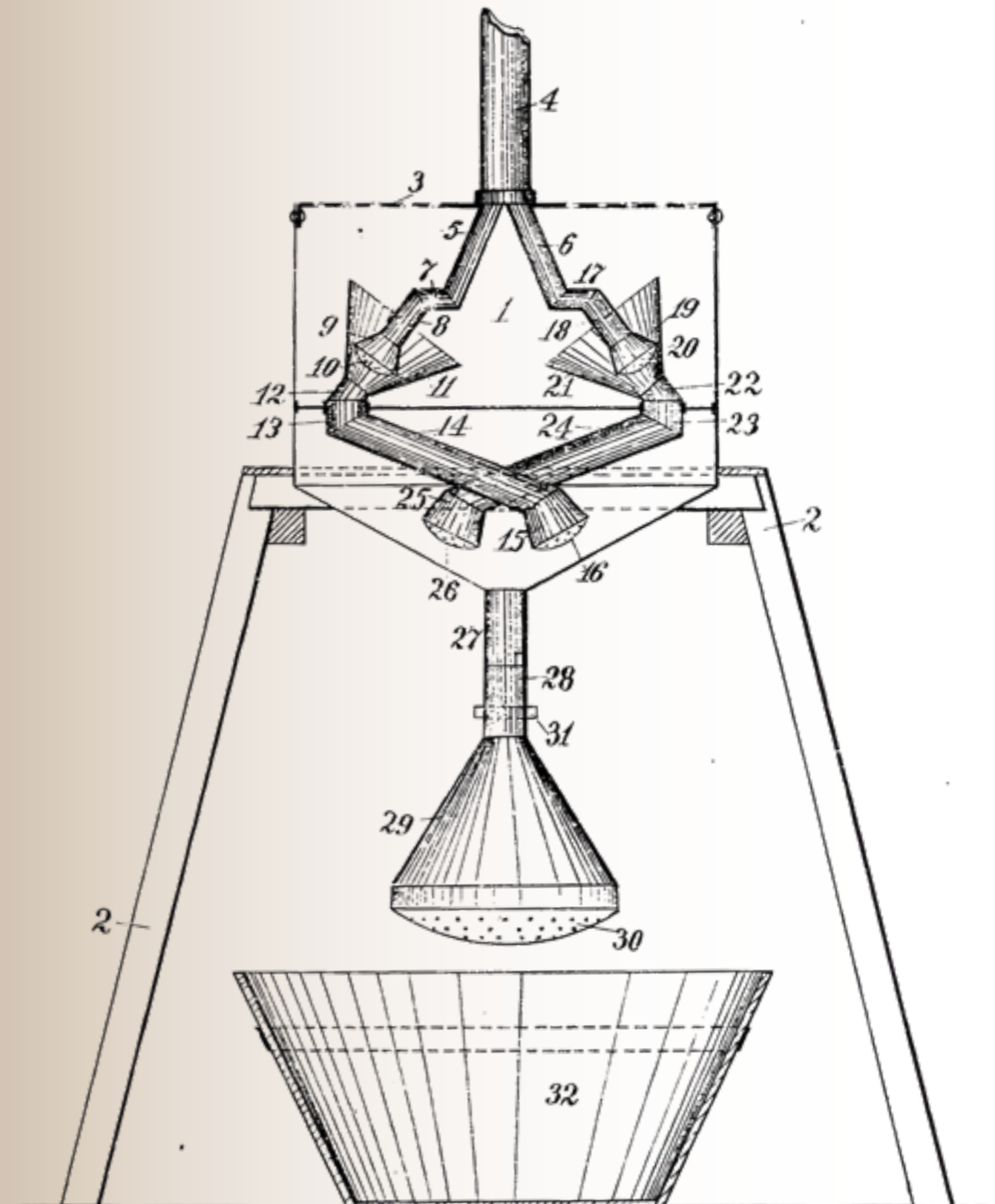
In 2024, 56 international designations of origin and 10 international geographical indications were received by the HIPO.

10

international geographical indications

56

international designations of origin



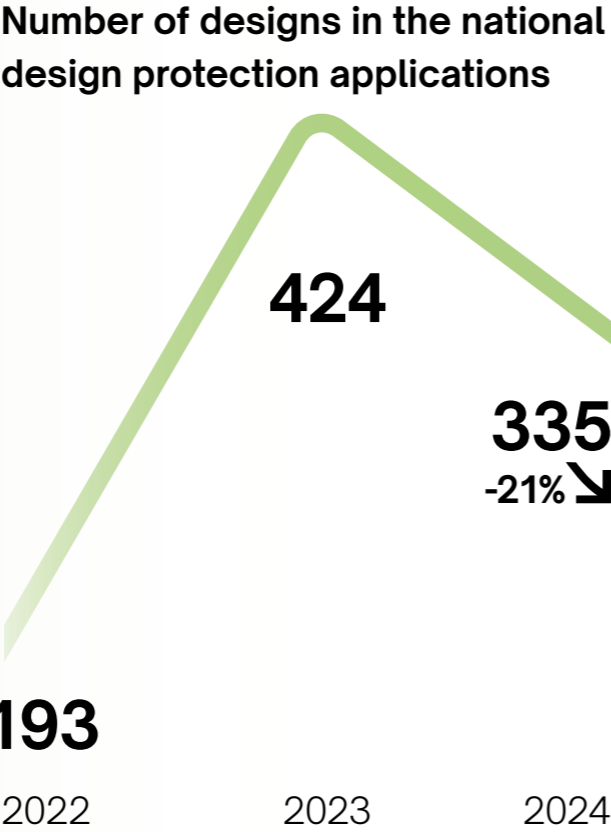
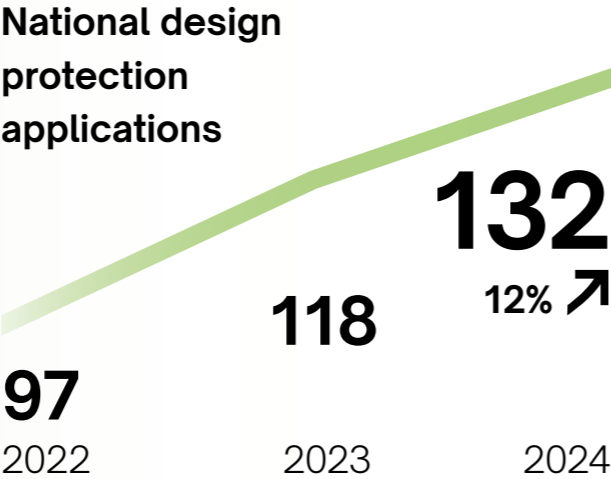
Design protection

Design protection applications

Design protection is an industrial property title protecting **the appearance** of a product. It protects only the aesthetic appearance, not the technical solutions. The term of protection is 5 years, renewable for a maximum of 25 years.

Protection for Hungary can be obtained by filing a **national** application with the HIPO. Internationally, industrial design protection can be obtained by filing a single application under the Hague Agreement Concerning the International Registration of Industrial Designs. The same design can be protected simultaneously in several countries designated in the application, making the proceedings easier, faster and cheaper thanks to uniform fees.

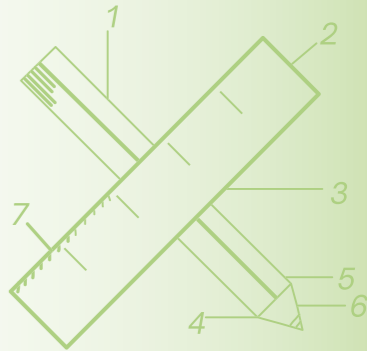
In 2024, the HIPO received 27 **international industrial design applications** designating Hungary under the Hague system, comprising a total of 39 designs. (Due to the international filing rules, the final figure will only be known in the second half of 2025.)



56% of applications were filed electronically

77% of applications were filed by individual applicants

99% of applications were filed by Hungarian applicants



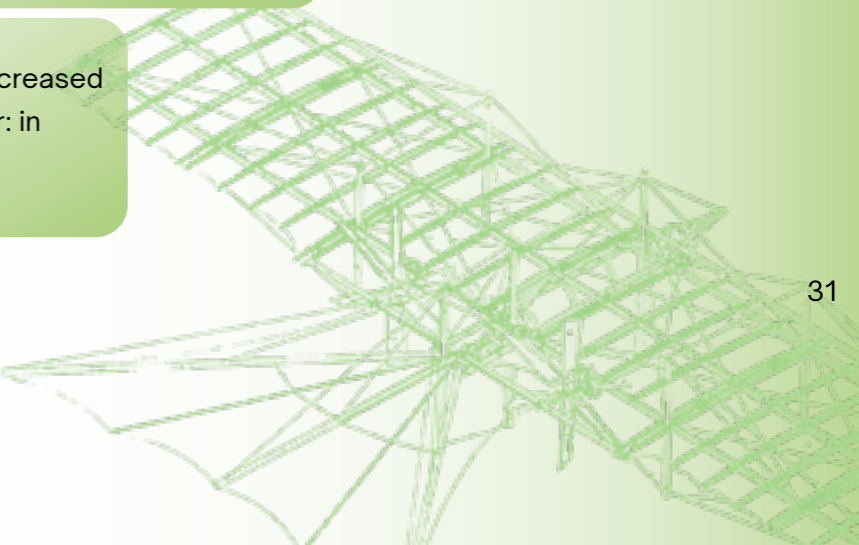
Design protection procedures

197 +170% ↗
cases closed
565 designs +135% ↗

136 +404% ↗
grants
431 designs +880% ↗

70% of cases decided on resulted in an at least partial grant.

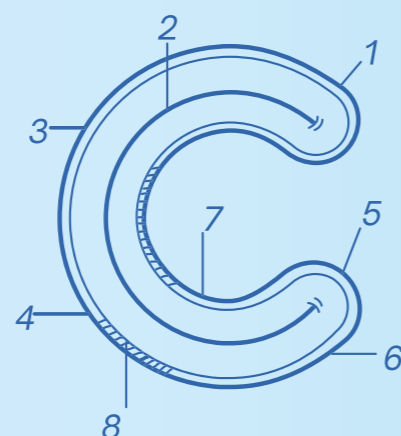
The average case processing time decreased by 18% compared to the previous year: in 2024 it was 24.9 weeks (5.7 months).



4 Copyright administration

Supervision of collective and independent rights management organisations

In 2024, the HIPO performed the following authority tasks in relation to the collective and independent rights management organisations:



Maintaining an online register

33
cases

The maintenance of the online register includes the updating of register data, the uploading of documents to be published by the organisations, the authorisation of representative collective management activities. In 2024, the Office conducted thirty-three registration proceedings in which collective management organisations notified the conclusion or amendment of their mutual representation agreements or changes to their internal regulations.

Conducting supervisory proceedings

13
proceedings

Of the 13 annual supervisory proceedings initiated in 2024, 9 proceedings ended with a notification (order) and 4 proceedings required a decision as a supervisory measure. The Office staff personally attended 14 meetings of the main bodies of the collective management organisations. No complaints were received concerning the activities of collective management organisations. So there were no grounds for the Office to start any supervisory proceedings, as such proceedings have to be started only if necessary. In connection with the supervisory proceedings, the Office also carried out the administrative and registration tasks relating to the supervisory fees.

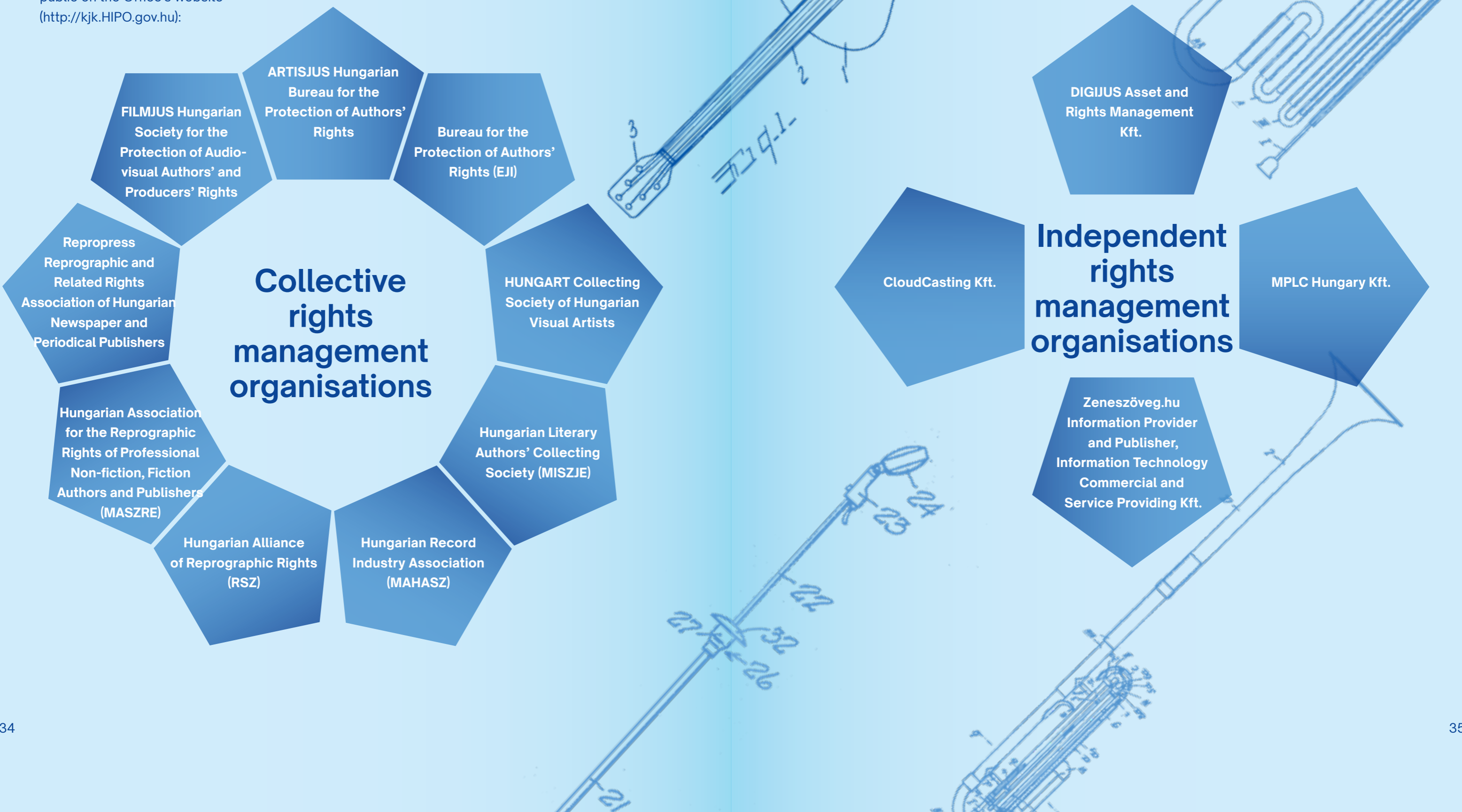


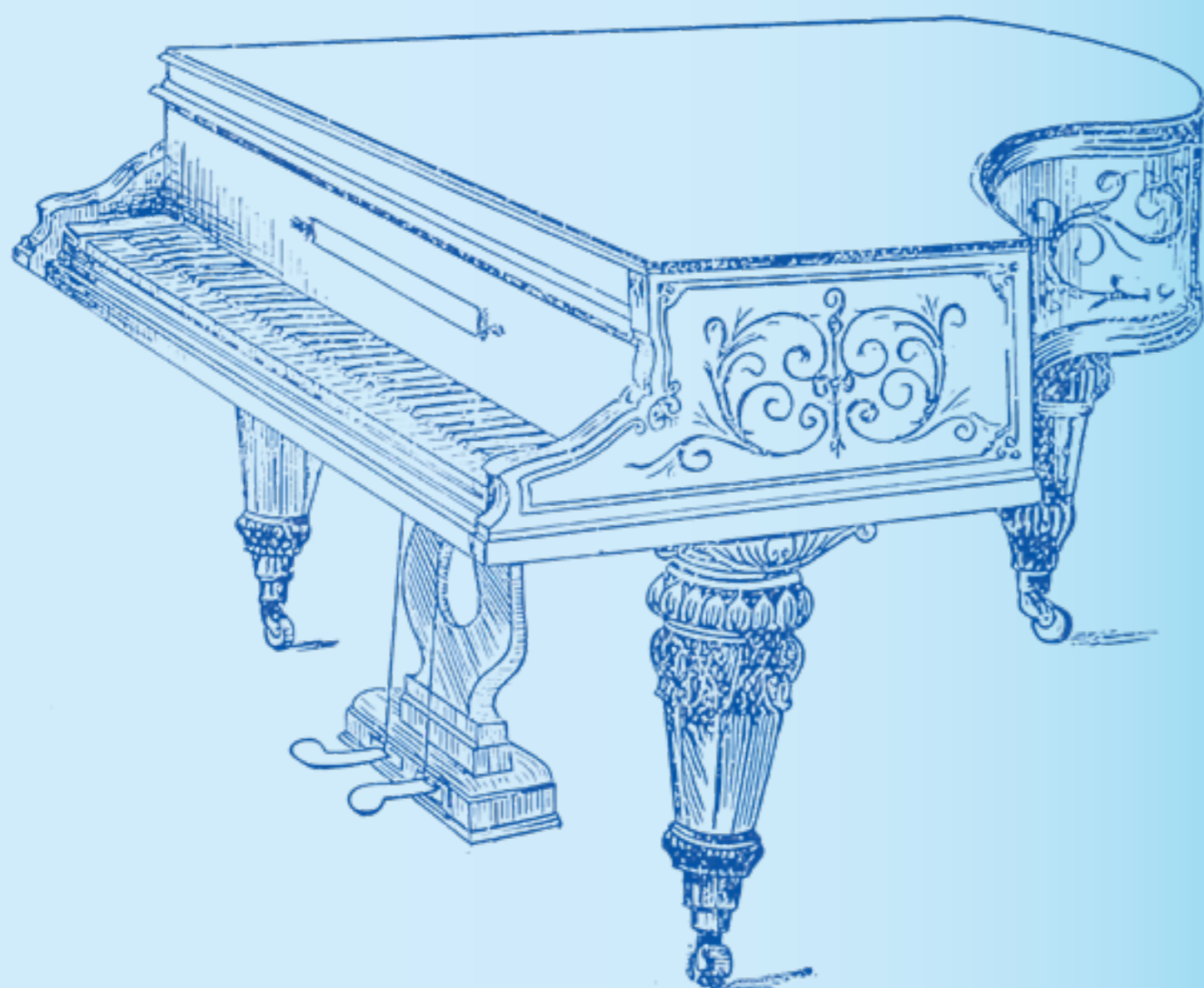
Participation in fee approval proceedings

20
tariffs

In the framework of the fee approval procedure, the HIPO sent 22 draft fees to the Minister of Culture and Innovation for comments and the draft fees for public performances to the Minister for National Economy. Then the Office forwarded the draft fees to the Minister for Justice with the attached recommendations for approval. The Minister responsible for Justice approved 20 tariffs on 5 December 2024, but did not take a decision on the remaining 2 tariffs in 2024.

At the end of 2024, the following associations or companies were listed as rights management organisations in the register available to the public on the Office's website (<http://kjk.HIPO.gov.hu>):





1538^{+50%} ↗

Voluntary register of works

requests

The number of requests for voluntary registration of copyright works has been increasing year by year and the experience shows that the demand for personalised administration has continued to grow. In 2024, **the Office received a total of 1 538 requests, 50% more than in the previous year.**

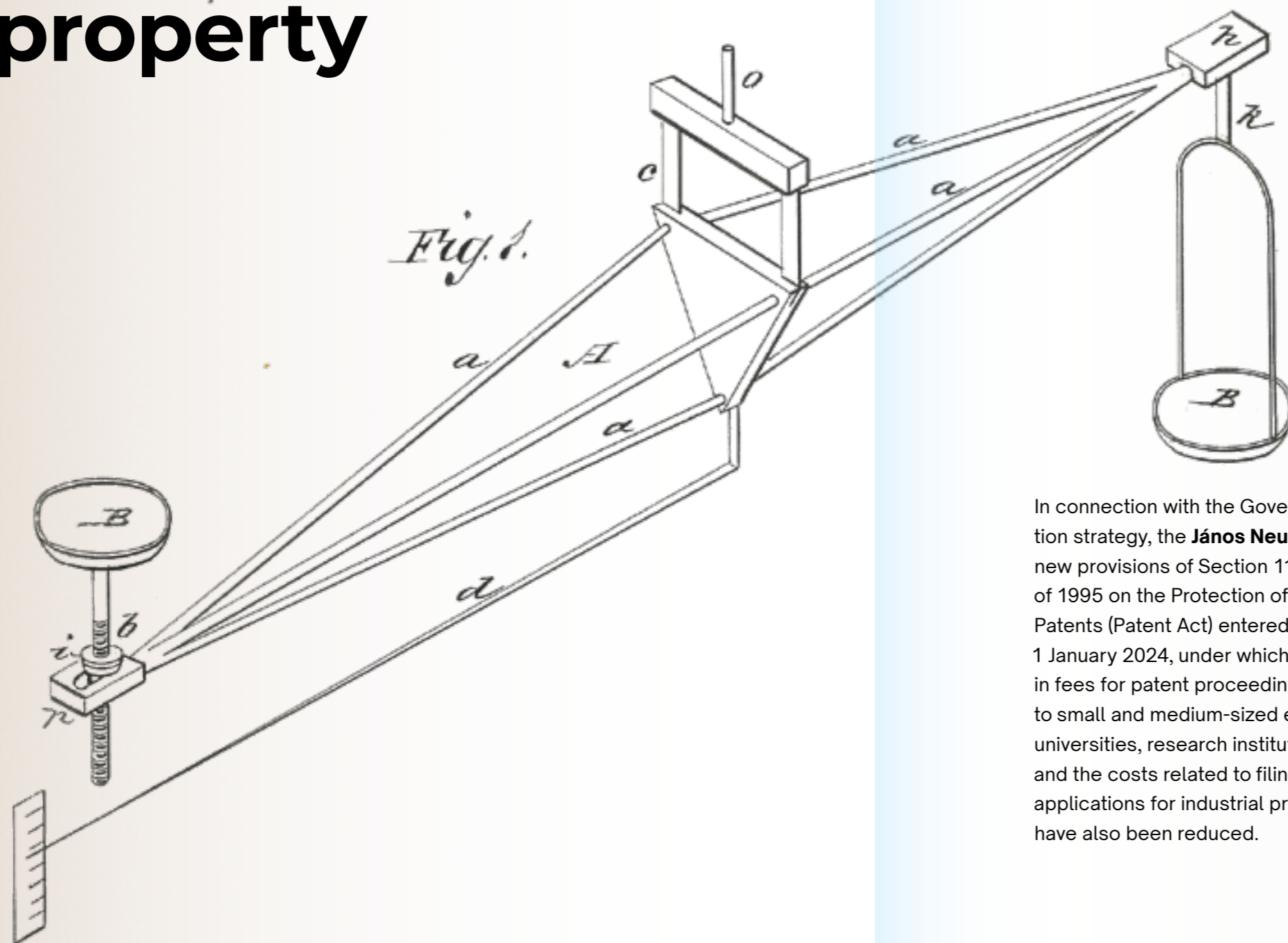
18[↗]

Orphan works

requests

The Office is also responsible for the authorisation and registration of the use of the work of authors who are unknown or in an unknown place (orphan works). During 2024, 18 requests for authorisation to use orphan works were submitted, **more than one and a half times the number of requests submitted during the previous year.** Architectural works accounted for 56% of the orphan works licence requests.

5 Preparation and application of laws relating to the protection of intellectual property



Preparation of laws

In 2024, the HIPO continued to actively contribute to the preparation of, and commenting on, draft laws on the protection of intellectual property, thus facilitating the codification work of the ministries responsible for law-making. The most important amendments concerned the following areas:

In August-September 2024, a comprehensive codification proposal for the Patent Act was prepared. The aim of the amendment was to structure and correct the patent procedure and maintenance fees in a way that is appropriate to the current economic conditions, in parallel with the amendment of the statutory provisions and Decree 19/2005 (12 April) GKM on the fees for administrative services for industrial property procedures before the Hungarian Patent Office (Fees Decree).

The amendment of the Patent Act has changed the system of patent fee reductions, according to which in proceedings for the grant of a patent, the person entitled to the right to a patent or the patent holder is obliged to pay half of the patent filing and search fees, examination and grant fees, as well as patent maintenance fees, if no priority of a foreign application was claimed related to the application or if the protection is based on an application for which no priority of a foreign application was claimed. With the introduction of this priority-based fee reduction system, all applicants may thus be entitled to benefit from the 50% fee reduction if no priority of a foreign application was claimed, and will not be subject to the administrative obligations of de minimis aid.

The Office has prepared a proposal for a comprehensive amendment to the **Fees Decree**, which aims to achieve an appropriate correction of the fees payable for proceedings before the Office and to ensure the modernisation of the Office's financial processes.

In connection with the Government's innovation strategy, the **János Neumann Programme**, new provisions of Section 115/O of Act XXXIII of 1995 on the Protection of Inventions by Patents (Patent Act) entered into force on 1 January 2024, under which a 75% reduction in fees for patent proceedings is available to small and medium-sized enterprises, universities, research institutes or individuals, and the costs related to filing electronic applications for industrial property protection have also been reduced.

The Office contributed to the drafting of the proposal to amend Government Decree 156/1999 (3 November) on the organisation and functioning of the Council of Copyright Experts and Government Decree 270/2002 (20 December) on the organisation and functioning of the Body of Experts on Industrial Property. The amendment proposed **to increase the basic and/or additional fees for the provision of an expert opinion** in response to an invitation from a court or public authority, in order to reflect the value of the work invested in the preparation of the expert opinion and the economic value of the opinion to the requesting party.

A proposal to amend Act XXXII of 1995 on Patent Attorneys (Patent Attorneys Act) and Decree 76/1995 (29 December) IKM on the patent attorney examination was also prepared. The Proposal defines, in accordance with Act LXXVIII of 2017 on the professional activities of attorneys-at-law, the persons who are entitled to **act as patent attorneys** on a regular basis and for a consideration. The amendment aims to promote uniform and adequate safeguards in respect of persons performing patent attorney activities and thereby to make the fight more effective against persons committing pettifoggery by pretending to have proper authorisation to provide patent attorney services. With

the amendment of Section 4 of the Patent Attorneys Act, the Proposal aims to provide an incentive framework for the domestic practice of patent attorneys by restructuring the minimum period of professional practice required to pass the **patent attorney examination** and to contribute to increasing the number of patent attorney practitioners.

The HIPO contributes to the production of written materials aimed at the **uniform interpretation of the law** and consistent legal practice. In 2022, the Office was involved in the drafting of the Hungarian submission in two preliminary ruling cases: C-119/22 Teva et Teva Finland and C-149/22 Merck Sharp & Dohme Corp. Both cases concerned the interpretation of the conditions for issuing a supplementary protection certificate for a medicinal product. The judgment was delivered on 19 December 2024. The judgment of the Court of Justice of the European Union reflects several elements of the Hungarian position developed by the Office. The HIPO also contributed to the elaboration of the Hungarian position to be represented in the preliminary ruling procedure C-211/24 LEGO. The case raised questions concerning the interpretation of certain provisions of Council Regulation (EC) No 6/2002 on Community designs (Regulation (EC) No 6/2002).

Enforcement

In order to promote intellectual creative activity and to develop and disseminate knowledge on the protection of intellectual property, the HIPO also carries out tasks related to the efficient enforcement of intellectual property rights.

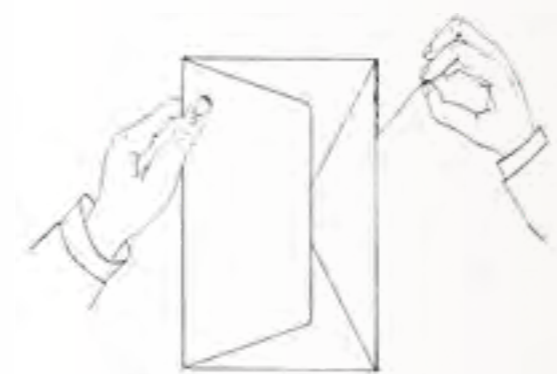
In 2024, the Office joined the EUIPO's **Authenticity project**, under which the local government carries out IP awareness-raising and education activities for two years with the professional support of the HIPO. Pécs has been chosen as the location for the project. Its aim is to raise awareness at local level of the value of intellectual property and the damage caused by counterfeiting. As part of the fight against counterfeiting, the Office has also renewed its cooperation agreement with the Faculty of Pharmacy of the University of Pécs.

The Office's Recommendation on the calculation of **damages for intellectual property infringements** aims to promote consistent enforcement practice by providing guidance to the authorities in criminal and petty offence proceedings on the calculation of damages in the case of infringements of industrial property rights and copyright.

The focus of both the EUIPO and the Office's activities against intellectual property infringements in 2024 continued to be on **combating online piracy**, with a particular focus on infringements involving copyright content and live sporting events. In order to identify good practices in the Member States in order to develop an effective toolbox to combat infringements, the Office actively participated in the network of dedicated national authorities of the EUIPO European Observatory on Infringements of Intellectual Property Rights (Observatory).

In connection with the Hungarian EU Presidency, a meeting of the **Observatory's public sector representatives** was held in Budapest on 13 November 2024. The Office then organised a seminar in cooperation with the Ludovika University of Public Service on the issues of action against criminal IPR offences and online infringement.

In view of the attention at EU level, the HIPO prepared an online survey on the attitudes of the **juvenile population** towards **internet use** and online content consumption with a revised content in 2024. The research was complemented by a survey on the awareness of the age group in relation to artificial intelligence.



6 International IP diplomacy

The international cooperation activities of the HIPO are essentially **linked to international IP-related organisations** and **national offices abroad**. Throughout the year, including during the Hungarian EU Presidency, the Office was particularly active in the European Patent Organisation (EPOrg), the Council of the European Union, the European Patent Office (EPO), the European Union Intellectual Property Office (EUIPO), the World Intellectual Property Organization (WIPO) and the Visegrad Patent Institute (VPI), and concluded numerous bilateral agreements with various partner offices.

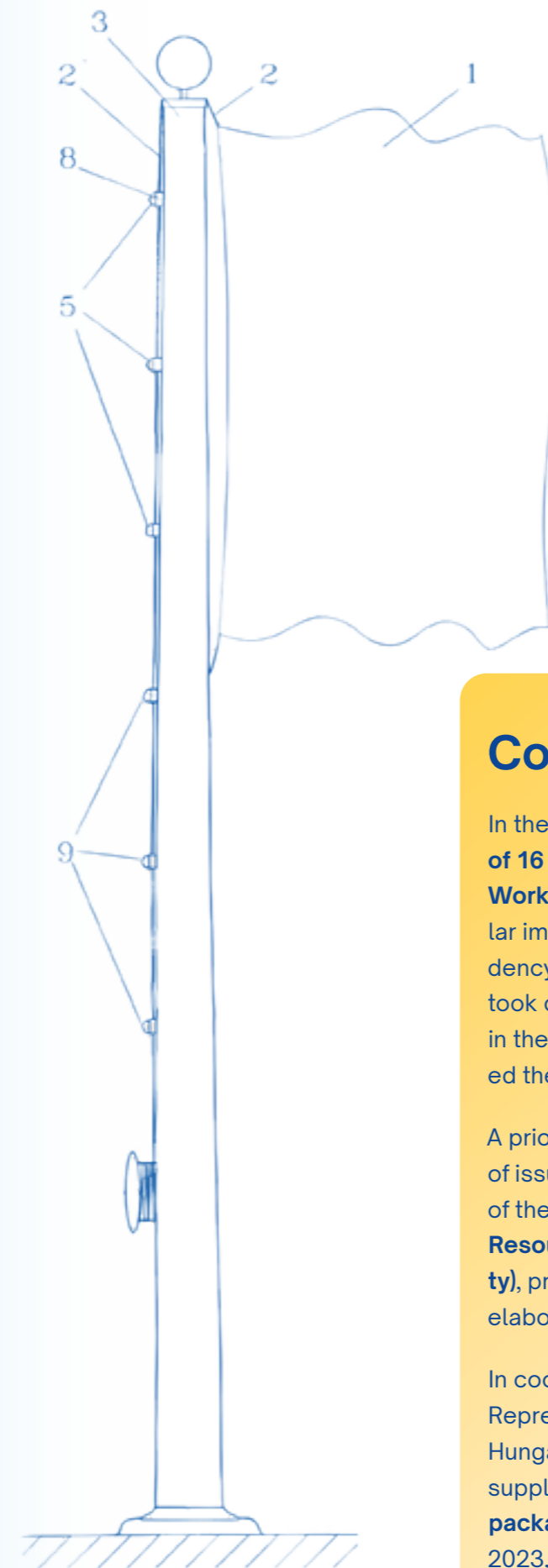
European Patent Organisation

The HIPO successfully carried out its tasks in the exercise of the rights and obligations of the Member States under the European Patent Convention. In 2024, the EPOrg's Administrative Council met four times and the Subcommittee of the Administrative Council met twice. The Budget and Finance Committee met twice and the Patent Law Committee met three times.



European Patent Office

In 2024, there continued to be close professional cooperation between the EPO and the HIPO at both operational and management level. Szabolcs Farkas, President of the HIPO, and António Campinos, President of the EPO, together with a delegation from the HIPO and the EPO Vice President for Legal and International Affairs, met bilaterally to review further opportunities for cooperation between the organisations.



Council of the European Union

In the first half of 2024, the Office **participated in a total of 16 working group meetings of the Intellectual Property Working Party of the Council of the EU**, which was of particular importance in the preparation of the Hungarian EU Presidency in the second half of the year. On 1 July 2024, Hungary took over the Presidency of the Council of the European Union, in the framework of which the Office successfully implemented the tasks of intellectual property protection.

A priority Council Working Party dossier was the negotiation of issues related to the diplomatic conference on the adoption of the **International Treaty on Intellectual Property, Genetic Resources and associated Traditional Knowledge (GR Treaty)**, prepared by WIPO. The HIPO actively contributed to the elaboration and representation of the Hungarian position.

In cooperation with the Ministry of Justice and the Permanent Representation in Brussels, the HIPO prepared the initial Hungarian position on the four proposed Regulations on supplementary protection certificates as part of the **EU patent package** published by the European Commission on 27 April 2023, as well as on the proposed Regulation on compulsory licensing for crisis management.



European Union Intellectual Property Office

The senior staff of the HIPO attended two meetings of the EUIPO's Management Board and Budget Committee, and its expert staff attended five liaison meetings on trade marks, designs and cooperation.

The acting President of the EUIPO Boards of Appeal (BoA) and his delegation visited Budapest in May. During the meeting for IP judges and practitioners, participants were informed about developments in the Boards of Appeal, the BoA's case law on absolute and relative grounds for refusal, and gained insight into the EUIPO's appeal procedure and mediation practice. Afterwards, the BoA delegation held a bilateral meeting with the delegation of the HIPO, during which the parties presented the latest developments in the functioning of the two institutions, discussed the application of the EUIPO BoA Action Plan in Hungary and the perspectives for further cooperation.

In October, the HIPO and EUIPO jointly organised the **"IP for YOU"** online seminar, which provided presentations on important IPR-related topics for IP professionals.

In the framework of the two-day conference organised in the framework of the Hungarian EU Presidency, the **delegation of the HIPO also held bilateral discussions with the Executive Director of EUIPO**, during which the parties reviewed the further conditions for cooperation between the organisations.



World Intellectual Property Organisation

In 2024, HIPO continued to **represent Hungary** in international cooperation **within the framework of WIPO**. The **65th Series of Meetings of the Assemblies** of the Member States of WIPO took place in Geneva from July 9-17, 2024, with the participation of a delegation led by the President of the HIPO. In the framework of the event, HIPO President Szabolcs Farkas had a successful meeting with WIPO Director General Daren Tang. The two parties held two further bilateral meetings during the year: at the conference held in Budapest in October in the framework of the Hungarian EU Presidency and during the conference in Riyadh from 11 to 22 November.

It was a success of IP diplomacy that the **Budapest Union Assembly** was chaired by Szabolcs Farkas, President of the HIPO, who was elected Vice-President of the Assembly in 2023.

As the culmination of 23 years of work, a new international treaty was signed in Geneva on 24 May 2024 under the auspices of WIPO. **The agreement on genetic resources and associated traditional knowledge** introduces a new international disclosure requirement for patent applications. For inventions based on a genetic resource and/or associated traditional knowledge, the new requirement mandates the applicant to provide information on the country/indigenous or local community from which the genetic resource/traditional knowledge was obtained and the source of the genetic resource/traditional knowledge. The new treaty, which is seen as a historic breakthrough, for the first time creates a link between the established regime of intellectual property and the biodiversity and traditional innovations created and preserved by indigenous peoples and local communities. **The professional coordination role of the HIPO was outstanding.** On behalf of Hungary, the final act was signed by Szabolcs Farkas, President of the HIPO.



Visegrad Patent Institute

The Visegrad Patent Institute (VPI), based in Budapest, was established by the four Visegrad countries as an inter-governmental organisation in the framework of international patent cooperation. The VPI has been operational since 1 July 2016. It performs the functions of an International Search Authority (ISA) and an International Preliminary Examining Authority (IPEA).

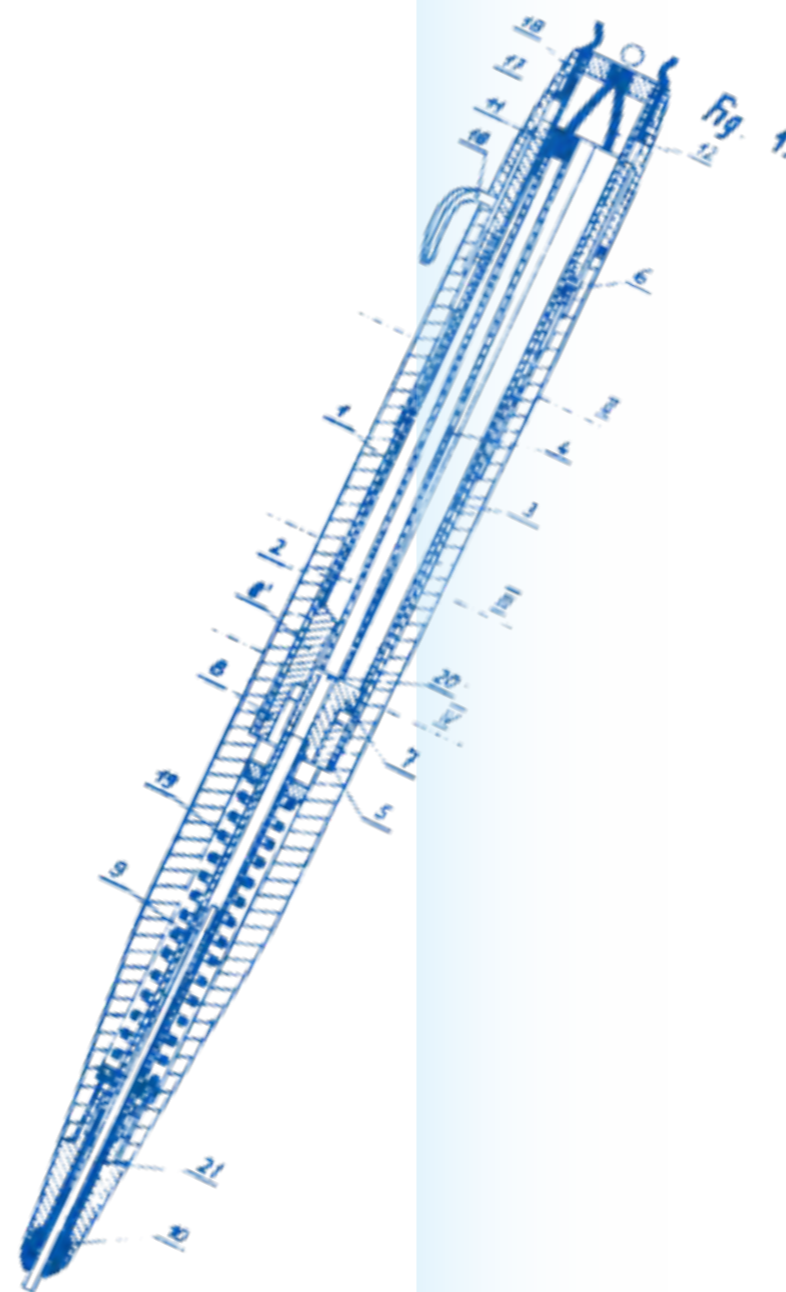
In 2024, a total of **133 requests for International Search Reports (ISRs)** and 4 requests for International Preliminary Examination Reports (IPERs) were received by the VPI. Almost two-thirds (62%) of the applications were submitted in national languages (Hungarian, Czech, Polish) and 38% in English.

As of 1 January 2024, in the Hungarian national patent proceedings it is possible to request international-type searches under the PCT performed by the VPI. The advantage of this new authority procedure is that the applicant can access the international search – prepared according to the PCT – regarding the invention contained in its application early on, during the national patent proceedings.

In 2024, the VPI received 8 orders for novelty searches with preliminary patentability report under the Global Patent Search Services provided on a commercial basis and introduced from 1 October 2023.

Information Security Cooperation

There were also international technical discussions in other areas of intellectual property protection: in the EUIPO and EPO working groups on information security, the HIPO had the opportunity to exchange useful information and to gain an insight into the best practices of its European counterparts. The Office actively participated in the operation and further development of the **EUIPO MISP Security Dashboard**, an international information security solution.



Bilateral cooperation with partner offices

One of the main areas of international cooperation in 2024 was the strengthening of bilateral relations. The President of the HIPO visited IP offices in several neighbouring countries to promote relations and there was also a significant number of delegations to our country. The aim of the meetings was to discuss current developments in the various fields of industrial property protection, to exchange experiences and to explore further possibilities for cooperation and to conclude cooperation agreements.

The HIPO has been in intensive communication with the following partner offices during the year:

- ◆ National Institute for the Protection of Industrial Property (France)
- ◆ Swedish Intellectual Property Office
- ◆ China National Intellectual Property Administration
- ◆ State Agency on Intellectual Property (Republic of Moldova)
- ◆ State Office for Inventions and Trademarks (Romania)
- ◆ Austrian Patent Office
- ◆ Turkish Patent and Trademark Office,
- ◆ Intellectual Property Office (United Kingdom)
- ◆ Saudi Authority for Intellectual Property
- ◆ Patent Office of the Cooperation Council for the Arab States of the Gulf
- ◆ Intellectual Property Agency of the Republic of Azerbaijan

7 Attitude shaping

A key objective of the Office is to shape attitudes, raise awareness and disseminate knowledge on the protection of intellectual property. Significant target groups are businesses (with special regard to SMEs, start-ups) and higher education institutions. The Office is engaged in raising awareness among these target groups on the importance of industrial property rights, copyright, and intellectual property protection in general, via which they can secure competitive advantage in the market, as well as increasing their market value, revenue and prestige.

Awareness raising

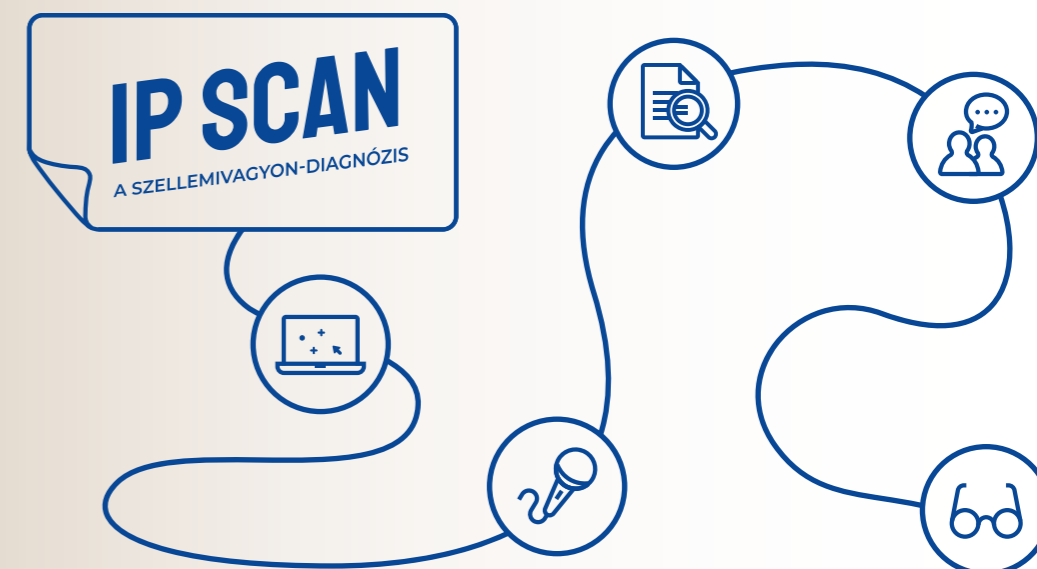
HIPO pursues its awareness-raising objectives through various projects, was present at several events and activities in 2024, further strengthening its cooperation agreements with various professional organisations.

IP Scan 100 applications

Similarly to 2023, in 2024 HIPO successfully addressed small- and medium-sized enterprises with the opportunity to exploit the benefits of using IP Scan service. In 2024 the Office prepared 100 IP Scan reports within the framework of its agreement with EUIPO.

SME-Fund 296 applications

Thanks to the Office's ongoing promotional campaigns for SME Fund financing, 296 applications were received, which is approximately in the same order of magnitude as in the previous year.



Cooperation in Hungary

HIPO cooperates formally and informally with a number of Hungarian organisations:

Apart from ministries, among public bodies the most important ones are:

- National Research, Development and Innovation Office,
- Hungarian Innovation Agency,
- HUN-REN Hungarian Research Network;

as well as other organisations related to intellectual property protection activities, such as:

- Hungarian Association for Innovation,
- Hungarian Industrial Property and Copyright Association,
- Hungarian Trademark Association,
- Hungarian Copyright Forum (HCF),
- NOVOFER Foundation,
- PATLIB centres, and
- Idea Club 13 Association.

Events in Hungary

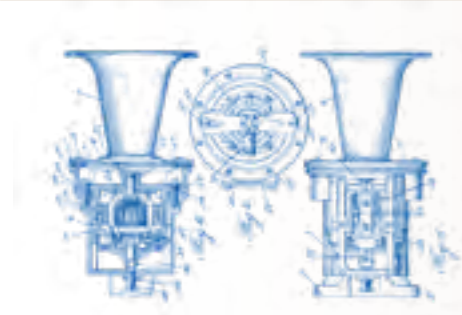
In 2024, the Office participated in nearly 50 events, with a particular focus on engaging new target audiences. The following are some of the most significant professional, awareness-raising, and attitude-shaping events:

HIPO's own events

- Anyos Jedlik Award Ceremony: 14 March
- IP Day and World Intellectual Property Day: 26 April
- EU Presidency Conference: 1-2 October
- János Ujvári Diploma Award Presentation Ceremony: 25 November

Events reaching SMEs and other (market-oriented) target groups

- Pentecost Heritage Day and IP Workshop
- Portfolio and Business conferences
- Business Fest
- Desing week side event
- National Association of Young Entrepreneurs (FIVOSZ) - Young Entrepreneurs' Week
- EUIPO IP4You webinar



Professional events targeting other groups

- EUIPO webinar
- Hungarian Industrial Property and Copyright Association conferences
- Presentation at Ministry of Agriculture
- Hungarian Literary Authors' Collecting Society (MISZJE) event
- Presentation and roundtable discussion at the Roving Assembly of the Association of Hungarian Librarians

Events targeting universities, their students and faculty, and high school students

- Brain Bar
- Óbuda University/ University of Pécs/ University of Szeged/ ELTE Innovation Days
- Hungarian Start-up University Program
- Presentations at Ludovika University of Public Service
- Library visit by students from the Hungarian Association of Doctoral Students and the Mathias Corvinus Collegium
- PHD Symposium Budapest University of Technology and Economics
- Annual Meeting of the Young Hungarian Scientists Association (MAFITUD)

Featured events

HIPO advances its awareness-raising objectives through various projects and participated in numerous events and conferences in 2024. It also further strengthened its collaboration agreements with various professional organizations.

One of the Office's key events was the **IP Day 2024 conference** held on World Intellectual Property Day, which focused on sustainability and knowledge exploitation at universities and research institutions.

In 2024, the Office reached market-oriented target groups—primarily SMEs—through new channels. It participated with both exhibition booths and content at several regional and industry-specific **Portfolio conferences**. The Office collaborated with the Forbes business community at several events. For example,

at the **Forbes Women's Gala**, the "**Forbes Brand Builder by HIPO**" award was presented to the most IP-conscious and successful Hungarian female entrepreneur. Additionally HIPO delivered presentations on copyright, trademarks, and design at two Forbes conferences in the autumn.

The **Business Fest** event, organised in June 2024, attracted over 7000 participants, with over 400 visitors showing up at HIPO's two stands and over 150 listening to the Office's presentation.

The conference of the **National Association of Young Entrepreneurs (FIVOSZ)** in November was one of the most successful events in terms of IP Scan applications, (the Office collected 30 submissions).



Intellectual property protection training

IP protection trainings at universities, organised in cooperation between HIPO and higher education institutions, and industrial property and copyright trainings organised by HIPO are the most important fora for raising awareness and disseminating knowledge about IP in Hungary. The Office is responsible for the professional supervision of intellectual property trainings, the operation of the training system, as well as the arrangement of examinations in industrial property and copyright law and for patent attorneys.

Intellectual property protection training courses conducted in cooperation with HIPO, according to the method of training in 2024:

total
2 797
participants

209 participants
Professional trainings

553 participants
Training courses in higher education institutions

1 982 participants
Distance learning

53 participants
Targeted courses

Trainings in higher education institutions

HIPO cooperates with several higher education institutions in the field of IP education. The cooperation agreements renewed with universities in 2024 not only allow them to use the patent fast lane, but also to renegotiate university educational activities in general.

Teaching IP knowledge takes place in an integrated way in 6 higher education institutions, embedded within entrepreneurial/technical/legal/social and/or science subjects:

At Corvinus University of Budapest:

- ◆ Theoretical and practical training on the basics of copyright law for PhD students of the Institute of Social and Political Sciences, in cooperation with the Central Library;
- ◆ Training entitled „Managing IP Rights” offered within the framework of the Research and Innovation Manager training programme of the Institute of Entrepreneurship and Innovation;
- ◆ „Innovation Protection and Brand Building” course within the „Boost Program” organised by the Corvinus Entrepreneurship Platform.

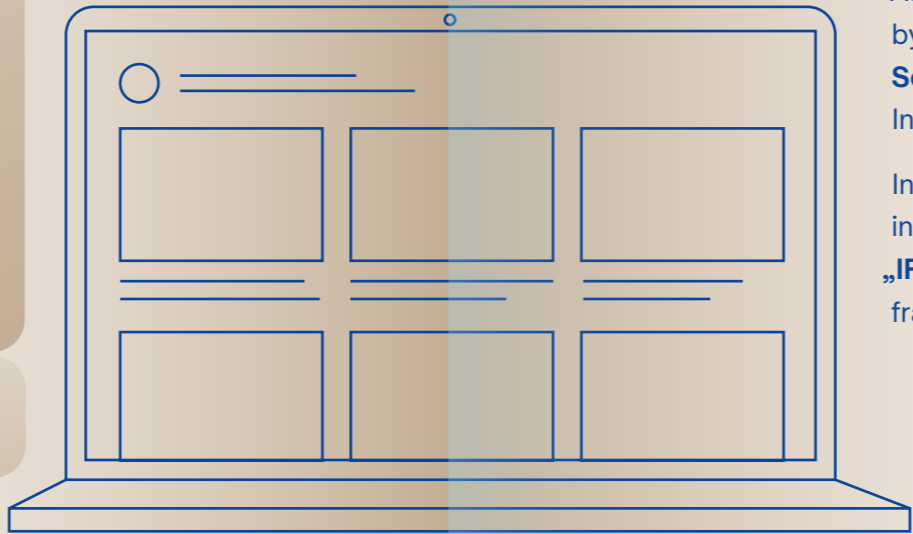
At Eötvös Loránd University (ELTE) HIPO provided training in industrial property rights protection within the framework of the course on Pharmaceutical Research and Development of the Department of Organic Chemistry.

At the University of Nyíregyháza HIPO gave online lectures on „Intellectual Property and Innovation”.

At the Ludovika University of Public Service the Office provided general IP protection training within the framework of the „Innovation Manager Training” course.

As part of the IP and Research Management Training Days event organised by the Innovation Centre **at the Hungarian University of Agriculture and Life Sciences** HIPO gave a lecture on „Interrelations and Issues relating to Intellectual Property and Publication.”

In 2024 discussions began with Corvinus University of Budapest and WIPO in order to prepare for the introduction of the international English-language „**IP Management**” master programme in 2026, to be implemented within the framework of the “WIPO Academy Joint Master Program”.



8 At the service of customers

The Office's central customer service:

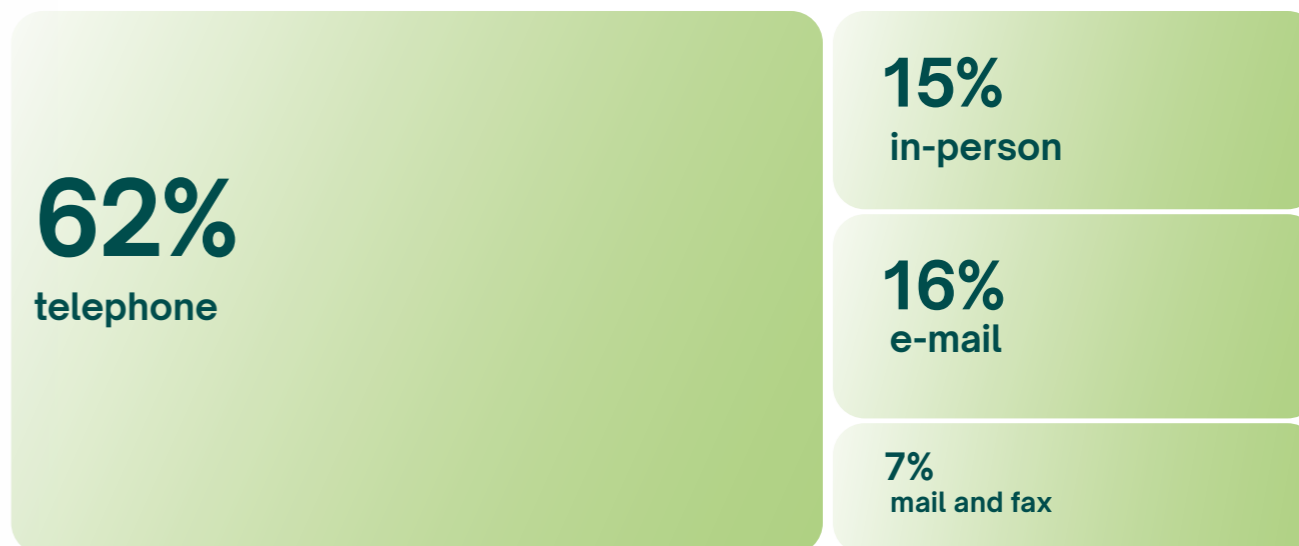
- provides general information on questions concerning the protection of intellectual property in Hungarian and English
20 196 inquiries
- fully handles the tasks related to **voluntary registration of works**
1 538 registrations
- performs administrative and management tasks related to service activities
51 trade mark search services
100 IP Scan requests
- responds to questions from various authorities (Tax Authority, Chamber of Notaries, Liquidation Commissioner) regarding industrial property protection, typically concerning data relating to holders of industrial property rights
317 inquiries, including 200 complex searches

The number of inquiries has been growing year by year.

Inquiries cover an increasingly wide range of areas with a high number of questions related to international conventions, acquisition of rights abroad, and numerous inquiries are received on the use of industrial property protection databases and available funding sources.



Distribution of customer service inquiries by method (2024)



5 926
inquiries about
trade marks
36,5%

3 590
inquiries about
information on
databases
22%

1 731
requests for
information
on patents
856
requests for
information on
legal matters

IP Scan service

In 2024 the priority objective of HIPO was to ensure that the renewed IP Scan service reaches as many customers as possible. The aim of the free-of-charge advisory service is to provide users, primarily SMEs, with a more complete picture of the opportunities for exploiting their intellectual property, to inform them about the possible risks, and to provide guidance for developing their IP protection strategy. Taking into account the feedback received, the HIPO decided to make its reports even more customer-friendly and to simplify the IP Scan service process. As a result, a revamped IP Scan was created, which better suits customer needs in terms of both the preparation process and the format. Thanks to the successful promotion of the service, **100 IP Scan reports were fully completed in 2024, in line with the commitment made to EUIPO.**

Gazette for Patents and Trade Marks

The Gazette for Patents and Trade Marks is the official journal of HIPO, published on HIPO's website electronically in pdf format, authenticated by electronic signature and available free of charge.

Industrial Property and Copyright Review

Industrial Property and Copyright Review, containing professional studies on IP protection, has been published bi-monthly as a stand-alone periodical for 18 years. The print versions reached the subscribers in time. The publication is immediately available in its entirety upon publication and can be downloaded in electronic format from the Office's website. (<https://www.sztnh.gov.hu/hu/szakmai-oldalak/iparjogvedelmi-es-szerzoi-jogi-szemle>)

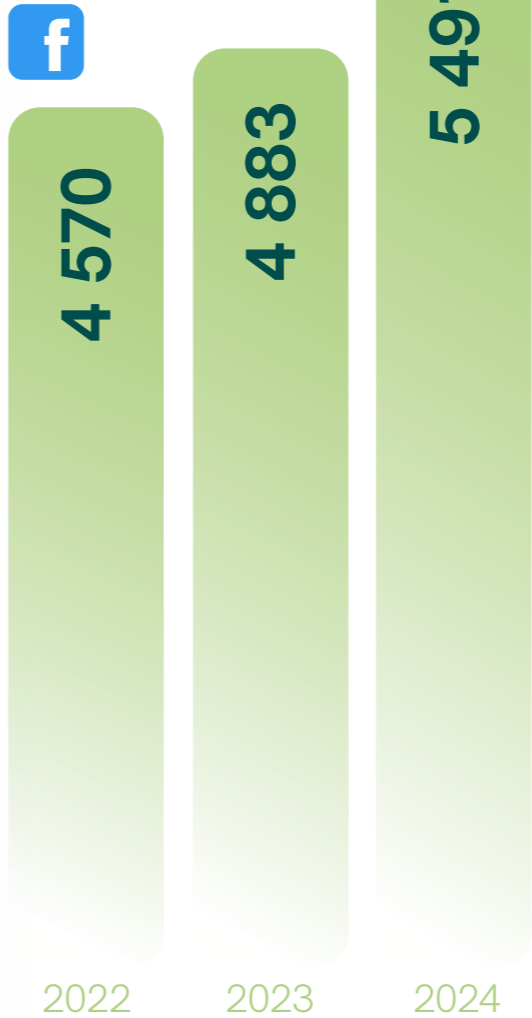
Specialist library activities

János Frecskay Specialist Library (Specialist Library) is a national public library with a **unique collection** of specialised intellectual property literature. Its collection of industrial property and copyright is an important pillar of the Hungarian Library System and of the National Document Retrieval System (ODR). A significant portion of the books and periodicals held here are not available in any other libraries in Hungary.

Communication and press activities

10
radio interviews
17
press releases
168
online media appearances

The number of social media followers grows year by year:

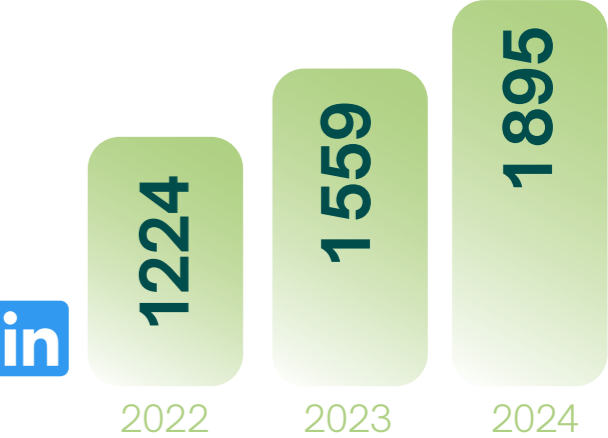


In the field of press and communication, the goal of the Office in 2024 was, as usual, to introduce HIPO's work and the essence of its activities to the widest possible public, to as many social and economic groups as possible, educating businesses, researchers and other interested parties so they understand that greater economic advantage can be gained by utilising IP protection.

HIPO was featured in an **MTV Novum broadcast** on the occasion of the Millenium Award Ceremony and the Rubik Anniversary, and participated in an exclusive podcast of **Világgazdaság**. The Office participated once a month in the Guest of the Day column of the **Radiocafe "Millásreggeli"** programme, talking about various topics related to intellectual property.

The **IP Heroes** campaign, launched in 2022, aims to reach out to businesses operating in various economic sectors to help them in the field of IP protection. In 2024 the Office encouraged businesses in the sports sector to recognise the significant role of intellectual property.

A new publication, "**Intellectual Property Protection in the Circular Economy - A Guide for SMEs**", has also been prepared, which shows how companies aiming at circular operations can obtain legal protection and increase their market and competitive advantage by obtaining protection.



Professional events and awards

The Office attaches great importance to the recognition of outstanding Hungarian creators and therefore it presents a number of awards for their presents.



Jedlik Ányos Award

One of the most prestigious awards of the Hungarian Intellectual Property Office, the Ányos Jedlik award is presented in recognition of outstandingly successful inventive activity, as well as industrial property protection work of outstanding quality and efficiency. 2024 was the 28th year when the Ányos Jedlik award was presented to prominent Hungarian IP professionals, and keeping with traditions, the ceremony took place in March again. The Ányos Jedlik award was received by the following people:

György L. Balázs, Civil Engineer, Mathematical Engineer, Professor at the Department of Construction Materials and Technologies of the Faculty of Civil Engineering of Budapest University of Technology and Economics

András Guttman, Chemical Engineer, PhD and DSc in Chemical Sciences. He is Head of Translational Glycomics Research Group at Pannon University and leads the Horváth Csaba Memorial Laboratory of Bioseparation Sciences (HLBS) at the University of Debrecen, Hungary.

Tamás Haidegger, Electrical Engineer, Biomedical Engineer, Director of Óbuda University Research and Innovation Center (EKIK).

Gábor Harangozó European and Hungarian Patent Attorney, Deputy Managing Partner of Danubia Patent and Law Office LLC, and

Györgyi Koványiné Lax Chemical Engineer (Egis).

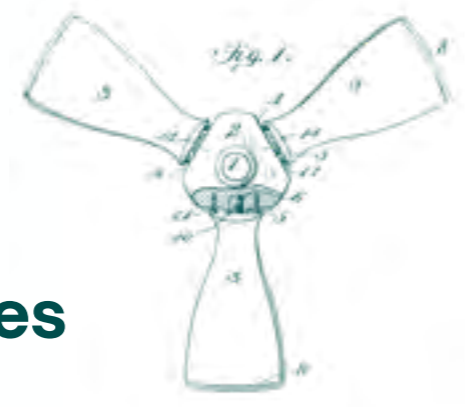
Millennium Award

As every year, the Office awarded the Millennium Award in 2024 as well, on the occasion of World Intellectual Property Day. The Millennium Award recognises institutions, businesses and intellectual centres that demonstrate outstanding performance in the field of intellectual property protection and the promotion of Hungarian innovation. The award-winners in 2024 were:

- **Moholy-Nagy University of Art and Design (MOME),**
- **BioTech USA Ltd.,**
- **Hell Energy Hungary Ltd., and**
- **Stilianos Ltd.**



9 Efficient management of the institution



HIPO's legal status, management and the ISO certification of its activities

HIPO, as a central government office responsible for the protection of intangible assets, plays a key role in preserving and protecting intellectual property in the field of economy, science and culture. Since 2022 the supervision over the Office directed by the Government has been exercised by the Minister for Culture and Innovation.

The composition of HIPO's top management remained unchanged in 2024. Following the Prime Minister's decision, Szabolcs Farkas assumed the role of president as of 1 May 2023.

The President is assisted in exercising his management and control powers by Péter Lábod, Vice-President for Legal and International Affairs, Dóra Gyetvainé Virág, Vice-President for Industrial Property Administration, Zoltán Horváth, Director-General performing the functions of a Vice-President for Financial Affairs and Tivadar Bognár Director-General for Digitalisation and Development. This management structure and the associated organizational chart was confirmed in 2024 by the Ministry of Culture

and Innovation Instruction 14/2024 (19 December) KIM on the Organisational and Operational Regulation of the Hungarian Intellectual Property Office, issued by Minister Balázs Hankó, exercising supervision over the Office.

The Office was successful in meeting the traditionally diverse and high professional expectations in 2024, despite all the changes and challenges.

The independent external audit certified that HIPO's operation was in line with the requirements of ISO 9001:2015 standard on quality management and ISO/IEC 27001:2022 standard on information security management, and as a result, HIPO received again the related international certificate. In 2024 the Office implemented the transition to the new management system based on the ISO 27001 standard, the audit of which was successfully completed.

Digitalisation, information technology development, information security

As usual, in 2024 the Office's IT system successfully and smoothly provided the IT background required for the case management and service activities, successfully completed the tasks associated with the increased use of electronic administration and successfully supported the professional work.

In 2024 the most important development works in the area of digitalisation were as follows:

Webpage modernisation

As part of the website modernisation project, the new image was ready and website development started in the first half of 2024. Parallel to this, the content review of the website and the process of selecting the data for migration began.

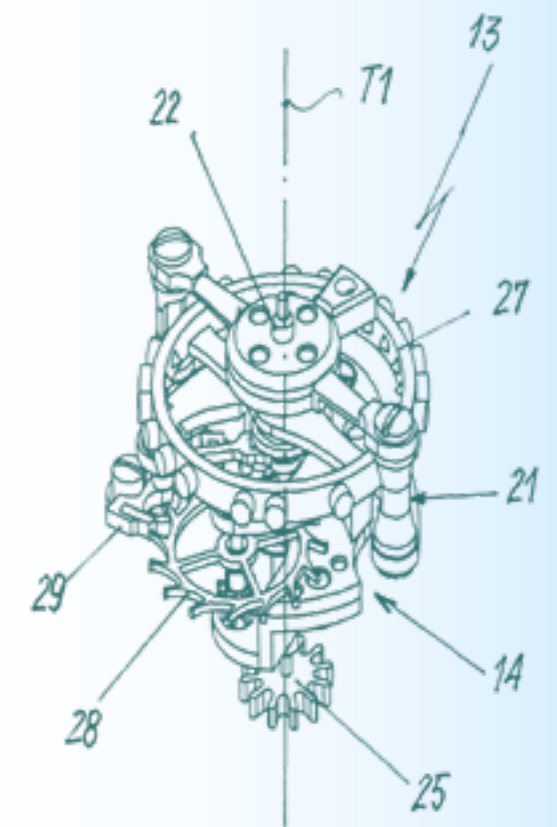
BlockChain-based data exchange

The CTI software, which ensures BlockChain-based data exchange in EUIPO, was introduced and supplemented. The new software enables the operation of a database that collects trade mark and design protection data from all the countries in the European Union, registering a constantly growing list of data blocks in a way that prevents forgery and alteration.

Electronic support for the inspection of files

The Office started supporting the electronic inspection of files by uploading industrial property protection files that had automatically become public.

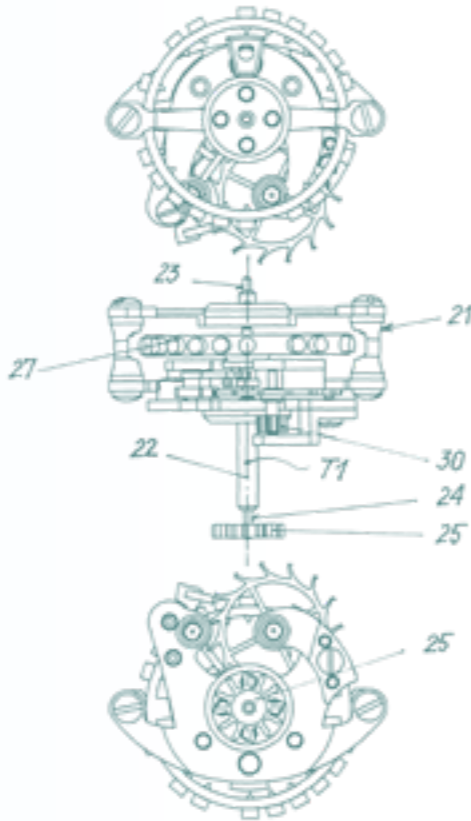
During the year, 14 451 files of approximately 300 measure types were published.



Back Office project

In 2024 the implementation of the Back Office (BO) project, launched to replace the Office's currently used unified internal administration and registration system (ENYV), proceeded as planned. At the end of the year the project plan had to be modified, setting the live launch in the second quarter of 2026, in line with the schedule agreed by the joint steering committee with EUIPO. Developments completed in 2024 within the framework of the BO project:

- mapping the requests for review procedures into the BO,
- compiling and developing the professional concept for the integration of the BO Inbox interface and the system of translation of goods and services (ÁRFOR)
- improving the operation of the consolidated letter templates during the finalisation of the correspondence functions and uploading to the letter generation system the letter templates related to national and international trade mark measures,
- determining the final format and data content of registry extracts,
- integrating the Central Partner Base into the BO,
- coordinating the data on the electronic publication interface with data stored in BO,
- developing the basic trade mark processes,
- developing the functionalities of international trade mark applications.



Other developments

Further IT developments began during the year as follows:

- development of a new, user-friendly electronic application system with the aim to simplify the application process for customers by replacing and modernising the current system,
- development of a project for modernising and supplementing international data supply services, by creating a data warehouse structure serving reporting needs and a data collection mechanism for statistical reports.

Information security

During the year HIPO ensured information security of its activities in accordance with the provisions of the relevant acts, regulations and the ISO standard. In the second half of the year preparations began for the transition to the new Information Security Act, which was adapted due to the introduction of the NIS2 regulation.

Management activities

In the Act on Public Finances, the Hungarian Intellectual Property Office is listed under the Ministry of Culture and Innovation, in Title 3 of Chapter XX. The cost of HIPO's operation is not covered by the central budget, but **by its own revenues**, including administrative service fees, maintenance and renewal fees of a rate set by a ministerial decree, the due share of international procedural fees and convention-based revenues, as well as the value of services rendered and other revenues. HIPO disposes of its revenues independently in order to cover its operation.

HIPO's operation in 2024 was characterised by balance, reliability and prudence. In addition to the initial expenditure appropriations, partial use of reserves carried forward from previous years was required to ensure continuous operation.

The structure of HIPO's expenditures remained stable, with only slight variation in the ratio of costs. Personnel and related costs continue to account for the major part of operational costs (50.9%). Out of the remainder, 36.7% was used by the Office for current (material) expenditures, 2.5% for other operational costs and 9.9% for capital expenditures. At the beginning of the year the emphasis was mostly on using the HUF 415.2 million carried forward (mostly from reserves made in the past few years, booked as residual funds). In 2024 the Office had altogether HUF 509.7 million revenue surplus. At the end of the year, the adjusted expenditure appropriation after counting the residue funds and the revenue surplus was HUF 5 191.7 million, of which 91.2% was used during the year, resulting in actual expenditure of HUF 4 732 million.

50,9%

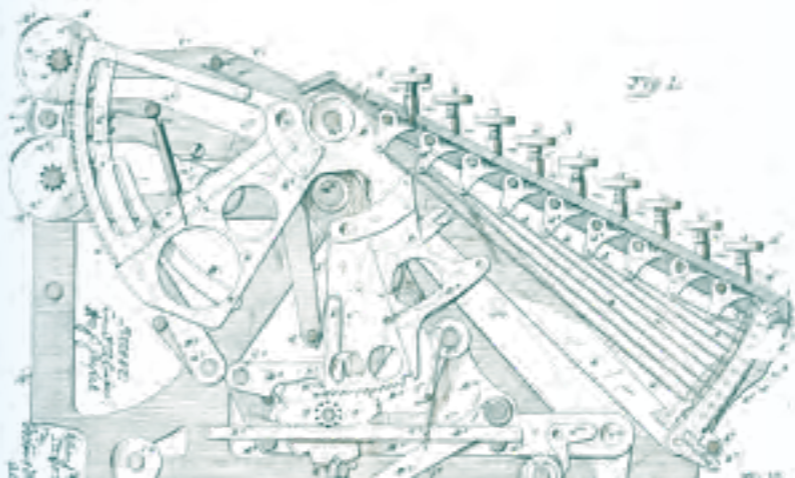
Personnel and related costs

36,7%

Office for current (material) expenditures

9,9% capital expenditures

2,5 % other operational costs



10 Bodies

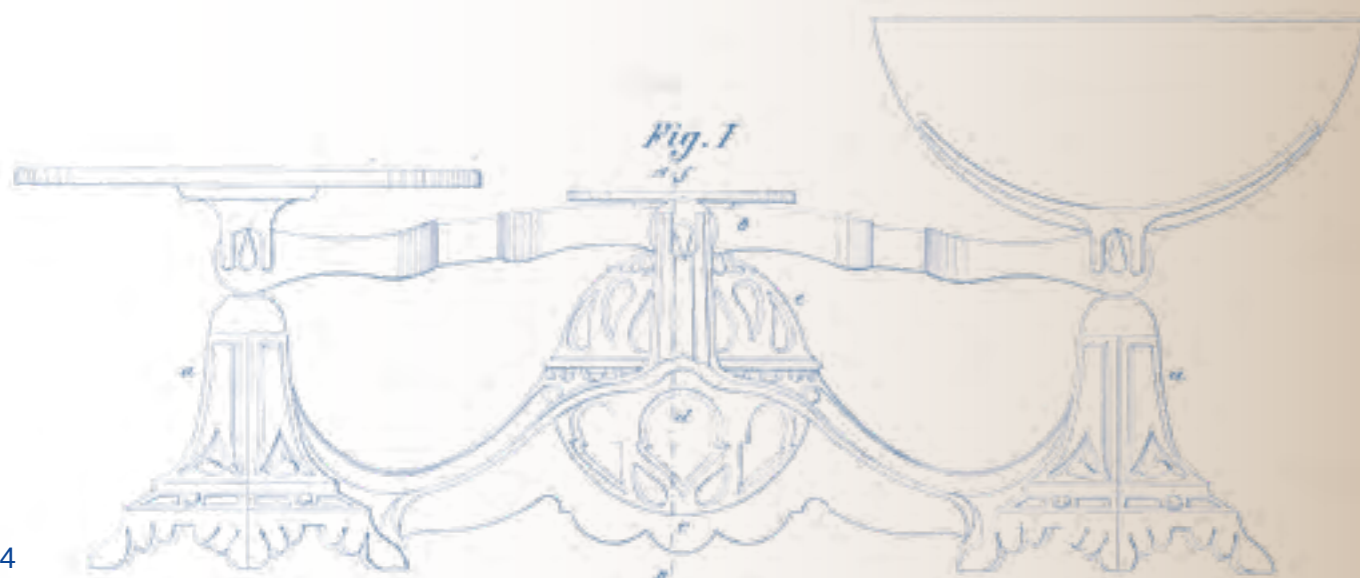
The bodies working alongside the HIPO provide advice in all intellectual property protection related questions.

The Body of Experts on Industrial Property

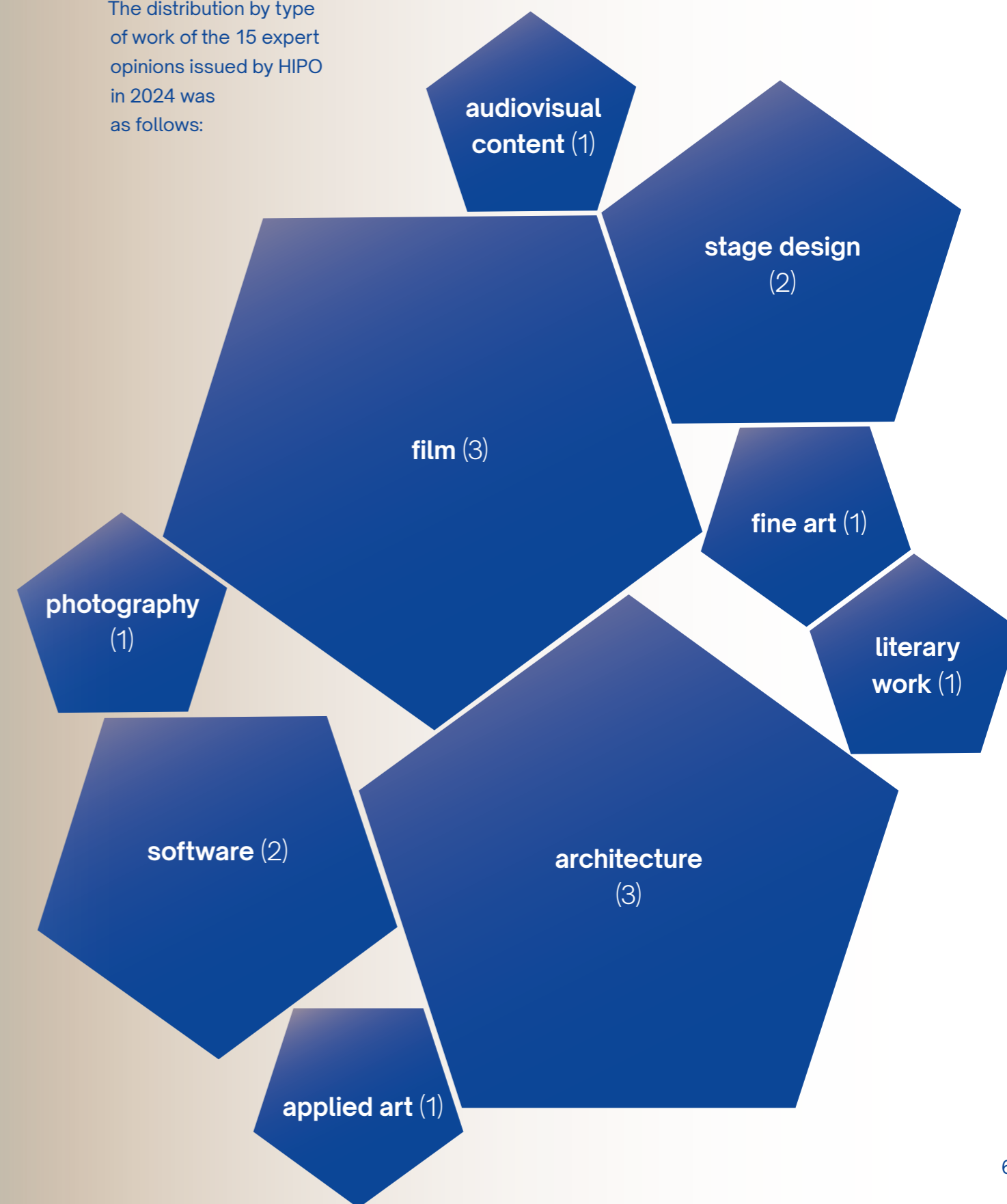
This Body acts in specialised matters of industrial property litigation on the basis of requests from the courts and other authorities, as well as on behalf of customers. The Body received 7 new requests in 2024, of which 5 came from investigation authorities and 2-2 from public notaries and economic associations, respectively. In 2024 the Body issued an expert opinion on all matters within its competence.

The Council of Copyright Experts

This Body gives expert opinion to the courts and other authorities on issues arising in copyright-related legal disputes, and expert opinion may also be requested from the Body for out-of-court purposes or before the start of legal proceedings. In 2024 the Body received 20 invitations or appointments for providing expert opinion and one request for supplementary expert opinion. During the year 15 expert opinions were issued.



The distribution by type of work of the 15 expert opinions issued by HIPO in 2024 was as follows:



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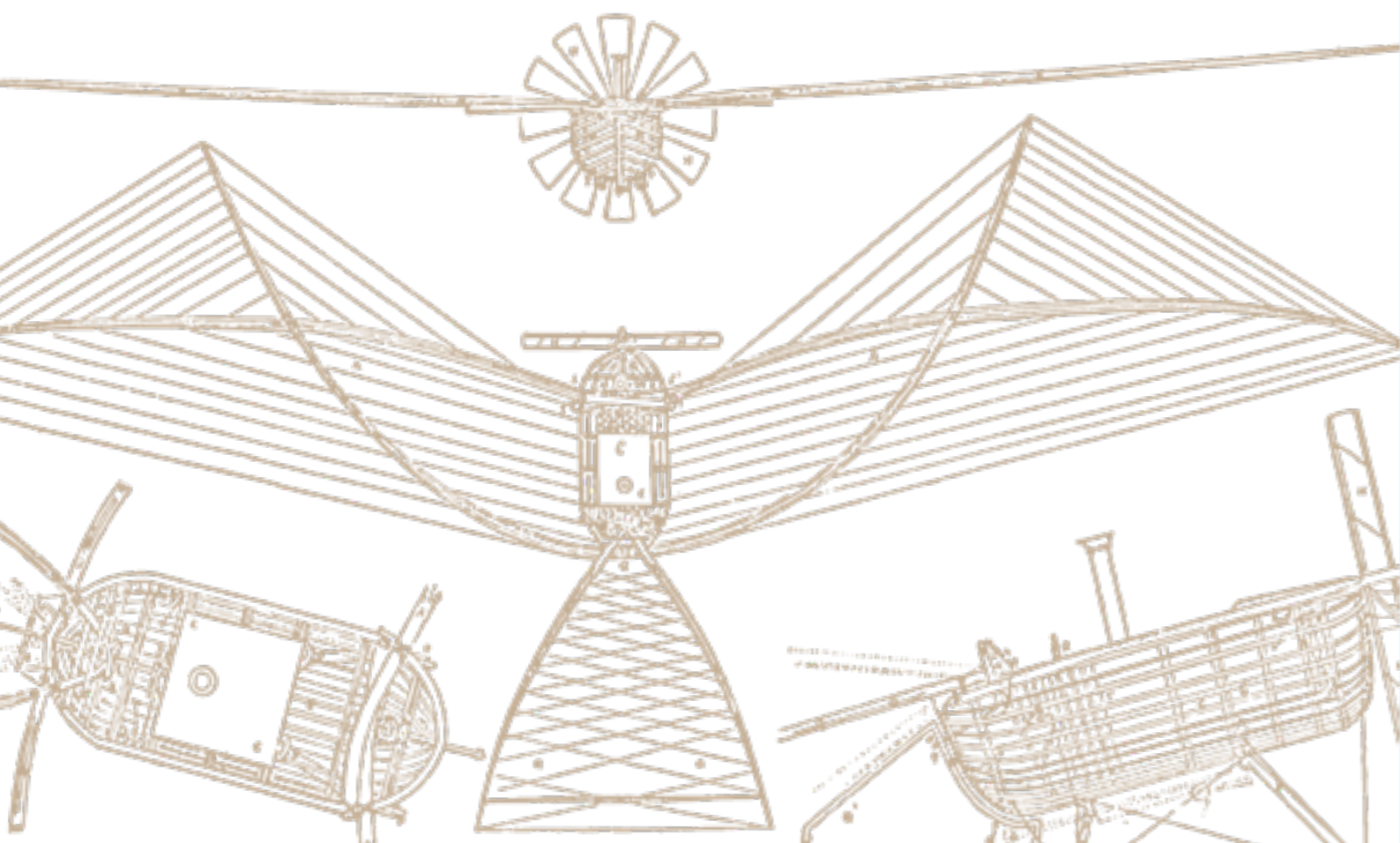
SZTNH, 2025

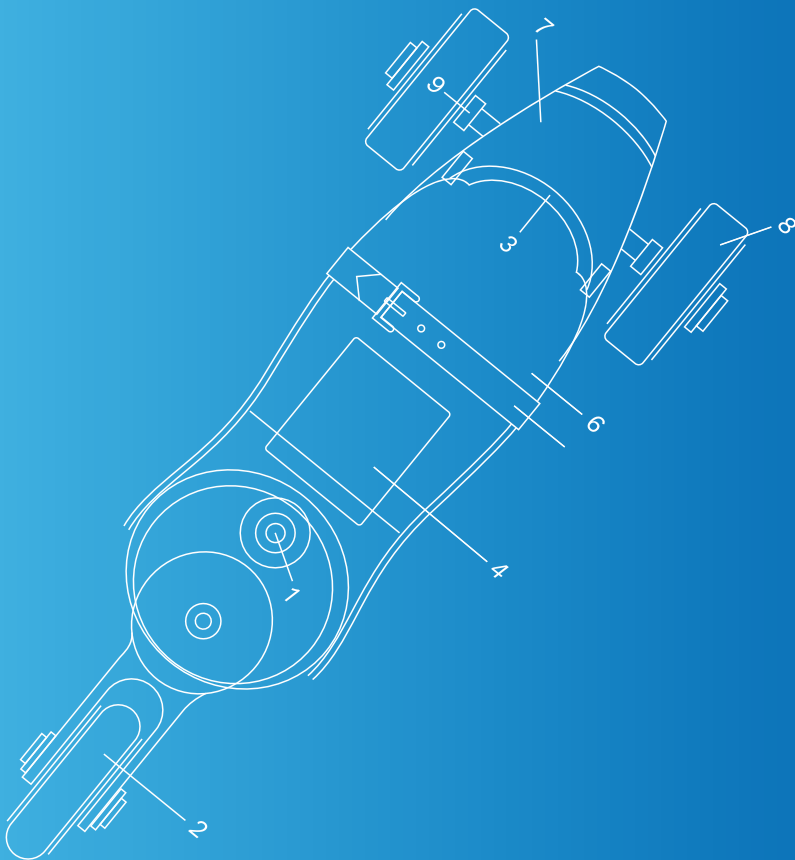
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