

Plant Varieties Intellectual Property Protection Market Europe

The Business Issue

The client wanted to develop an evidential 'fact base' to assist a Board of Appeal rule of cases of plant variety IP infringement, and inform the development of new EU legislation. The objective of the study was to analyze agricultural, fruit, vegetable and ornamental crops, and study the impact of variety names across the value chain.

The Solution

10EQS assembled a team consisting of top tier consultants, a senior advisor with more than 25 years of experience in the field and 16 front-line experts. 10EQS provided insights on market definitions, customer segments, marketing, branding and labeling, buyer choice criteria and filing strategies.

The Result

10EQS was able to provide very specific niche industry knowledge to help the client with their Board of Appeal rule.

Client

EU Agency

Project Type

Market Assessment

Project Team

1 Senior Collaboration Manager
1 Senior Industry Advisor
1 Associate Collaboration Managers
16 Industry Experts
10EQS Delivery Operations

Time Frame

8 weeks