

## CALL FOR APPLICATIONS FOR THE 1ST EDITION OF THE JUSTICE CHALLENGE

### 1. DETAILED PRESENTATION OF THE CHALLENGE

#### The Identified problem

In Portugal, over 20,000 trademark registration applications are submitted, each year, to the National Institute of Industrial Property (INPI)<sup>1</sup>.

Among other legal requirements, to be registered a trademark cannot have graphic, figurative, phonetic, or other (conceptual) similarities with previously registered trademarks that can easily misled or confuse consumers regarding the origin of the products and/or services.

Therefore, it is crucial to have search tools that allow for the most intuitive prediction and evaluation of existing registrations that may prevent the granting of a new trademark.

However, the detection of purely conceptual similarities between trademarks in current search systems, requires too much work.

#### What we intend

With this challenge, included in the Justice GovTech Strategy, we are looking for innovative ideas for a “Conceptual Search” tool that, in addition to identifying textual, phonetic, and image coincidence, also automatically detects the identity or conceptual similarity between two trademarks.

On the one hand, the ideas presented in this challenge should enable the most intuitive comparison between trademarks that contain words and/or figures involving the same concept, even if the figure in the trademark does not expressly includes the searched

<sup>1</sup> INPI is the entity responsible for registering industrial property rights (IP) in Portugal, namely patents, designs, and trademarks.

term. For example, in a search for a trademark composed solely of the word “Tiger” (without figurative elements), it is expected that the “Conceptual Search” tool will automatically detect a trademark containing the image or drawing of a tiger, even if it does not contain verbal elements.

On the other hand, these ideas should enable the detection of exclusively verbal trademarks (i.e., without incorporating figures) that evoke the same concept but are graphically and phonetically distinct, such as words with the same meaning but written in different languages. For example, when searching for the expression “Golden ball”, the tool should be able to identify the existence of a trademark named “Bola de Ouro”.

We aim to innovate our activity management and increase the effectiveness of our services based on the digital transformation of the current search system.

## 2. ACCESS AND ELIGIBILITY FOR CANDIDATES

The conditions defined in Clause 4 of the General Regulation of the Justice Challenge Initiative apply to this 1<sup>st</sup> edition of the Justice Challenge.

## 3. SPECIFIC SOLUTION REQUIREMENTS

The ideas presented must guarantee the following assumptions:

- R1. Enable importing an image for search, with the possibility of filtering results (e.g., modality, description text, the Nice or Vienna Classification to be searched).
- R2. Enable searching by simple text, with the possibility of filtering results.
- R3. Provide the Windows copy&paste mechanism.
- R4. Enable results through comparison between words and figures that involve the same concept, even if the figure does not expressly include the searched term (**example 1**: a trademark composed of the word “Tiger” vs. a trademark consisting only of the figure of a tiger, without verbal elements; **example 2**: reading the

image and understanding that, for example, it is a “Snail”, returning results such as “King of Snails” or “Baby Clothing Snail”.

- R5. Enable detecting verbal trademarks that evoke the same concept but are graphically and phonetically distinct (**example**: words with the same meaning but in different languages – “Golden Ball” vs. “Bola de Ouro”).
- R6. Enable the solution to understand that the image that was wrongly categorized as a “Snail” is, for example, a “Spiral”, enabling it to be read and returned as a “Spiral” in the next interaction.
- R7. Conduct a search in both images and the words that make up the trademarks, presenting results with a high percentage of graphic, phonetic, figurative, or conceptual similarity.
- R8. Enable combining in the search and results various metadata and records from lists (e.g. more than one class of the Nice Classification).

## 4. APPLICATION SUBMISSION AND DEADLINE

4.1. Applications must be submitted through an electronic form, available on the website [govtech.justica.gov.pt](http://govtech.justica.gov.pt).

4.2. Under this Challenge, the deadline for submitting applications runs from February 17, 2023, to May 31, 2023 (until 23:59 hours ).

## 5. INFORMATION AND OTHER ELEMENTS THAT MAKE UP THE APPLICATION

5.1. The application is made up, under penalty of exclusion, of the following information:

- Identification of the Candidate (information to be filled in directly in the electronic form referred to in point 4.1. of this Notice);
- Designation and brief description of the solution (information to be filled in directly in the electronic form referred to in point 4.1. of this Notice);
- Detailed description of the solution (PDF file to be submitted through the form referred to in point 4.1. of this Notice), which should:

- Describe to what extent the solution corresponds to each of the requirements specified in point 3 of this Notice;
- Indicate if the candidate idea fits into an existing technological solution;
- Explicitly state the proposed value and differentiation facts of the solution presented;
- Proof of Concept (POC) evidence, demonstrating the applicability and operability of the solution presented in a simple way;
- Other information considered relevant for the assessment of the idea.

5.2. The application may include complementary files of other formats, if considered relevant, particularly with regard to POC.

5.3. The maximum size of all files to be submitted through the electronic application form is 10 MB.

## 6. CLARIFICATIONS ON THE APPLICATION

After the deadline for submitting applications, and for analysis purposes, additional elements may be requested from candidates, who must respond within 10 working days, starting from the next working day following the notification. The clarifications provided are an integral part of the applications.

## 7. ANALYSIS AND SELECTION OF APPLICATIONS

7.1. For the purpose of selecting the admitted applications, INPI verifies the formal requirements (provided for in the paragraph 2 of this Notice), as well as the adequacy of the application to the specific requirements of the solution (provided in the paragraph 3 of this Notice).

7.2. After the analysis by INPI, a list of admitted and excluded applications is prepared, accompanied by the necessary reasoning, duly notified to the candidates for compliance with the right to be heard.

## 8. FINAL PRESENTATION

Admitted candidates are invited to hold a public session for the final presentation of ideas (pitch), as defined in the General Regulation of the Justice Challenge Initiative.

## 9. OTHER INFORMATION

The information in this Notice does not replace the reading of the General Regulation of the Justice Challenge Initiative.