



WIPO General Assemblies 2026

General Statement from Iceland

Iceland warmly congratulates Director General Darren Tang on his re-election. His leadership over the past six years has guided WIPO through a period of significant global change while strengthening the Organization's relevance, accessibility and impact. The achievements of his first term provide a strong foundation for continued success in the years ahead and we wish him every success in his second mandate. Iceland also expresses its appreciation to the WIPO Secretariat for the excellent preparation of the General Assemblies and for its continued professionalism and dedication in supporting the work of the Organization and its Member States. We note that Mr. Chair, Ambassador Carlos Herreta, is trustworthy in his role and we wish him every success in leading the Assemblies to successful conclusions.

Iceland appreciates WIPO's continued support and fruitful co-operation. The international filing systems administered by WIPO—the Patent Cooperation Treaty (PCT), the Madrid System and the Hague System—remain of great importance to the Icelandic Intellectual Property Office and to our entrepreneurs and companies. These systems continue to enhance access to intellectual property protection by providing efficient, predictable and cost-effective mechanisms for securing rights across borders. Iceland also welcomes WIPO's continued efforts to support small and medium-sized enterprises, women and young innovators. Such initiatives contribute to a more inclusive global intellectual property ecosystem and reinforce the principle that intellectual property should benefit everyone. While technological developments, including artificial intelligence, are transforming the way innovation and creativity take place, intellectual property remains fundamentally centred on human ingenuity and creativity. Preserving this human dimension will remain essential as the international IP system continues to evolve.

The rapid pace of artificial intelligence creates both new opportunities and new challenges for the global intellectual property system. Iceland appreciates WIPO's leadership in facilitating dialogue, developing practical tools and providing a forum for Member States to address these issues collectively. We look forward to continued cooperation with WIPO and other Member States to ensure that the international IP framework remains balanced, responsive and fit for the future. Iceland further welcomes WIPO's ongoing efforts to modernize its services. Modernizing the Iceland's services remain one of our key priorities. As part of these efforts, we have recently increased the frequency of publication of our Official Gazette and introduced additional technical features to our online services, with the aim of improving accessibility, efficiency and overall user experience.

We appreciate WIPO's continued efforts to map the global intellectual property landscape. The Global Innovation Index provides a valuable benchmark for Iceland, supporting policymakers in setting strategic IP priorities by highlighting strengths, identifying areas for improvement, and guiding the allocation of resources to strengthen the country's global competitiveness.

Iceland continues to participate actively in the work of the Standing Committee on the Law of Trademarks, Industrial Designs and Geographical Indications (SCT), with particular emphasis on the protection of country names as trademarks. This issue has gained renewed significance following the judgment of the General Court of the European Union in July 2025 (case no. T-105/25), which upheld the decision of the European Union Intellectual Property Office that the country name "ICELAND" is descriptive for various goods and services and therefore not registrable as a trademark. Iceland believes that the evolving international recognition of the economic, cultural and reputational value of country names calls for guidelines on the protection of country names. Iceland is currently participating in a

national cooperation initiative aimed at safeguarding the country name "Iceland" in international markets. The initiative seeks to protect Iceland's reputation and support the interests of Icelandic export industries by safeguarding the use of the country's name in trademark applications and registrations abroad, as well as in the marketing of goods and services.

WIPO's World IP Day initiative remains important to Iceland. This year, with the theme *IP and Sport*, an event was organized under the tagline *Game Changers* to showcase innovative Icelandic sports technology companies and highlight the role of intellectual property in supporting innovation and growth in the sector. The event was very well received, and we look forward to finding an interesting angle for next year's exciting topic on fashion.

Iceland continues to support Ukraine. The people and the whole economic system of Ukraine continue to be faced with difficult challenges, and we strongly support continued assistance and support provided to the innovative system of Ukraine.

Iceland remains committed to working with all Member States and the Secretariat to further strengthen the international intellectual property system.