

Standing Committee on the Law of Trademarks, Industrial Designs and Geographical Indications

Forty-fifth Session
Geneva, March 28 to 30, 2022

PROPOSAL BY THE DELEGATIONS OF COLOMBIA, ECUADOR AND PERU

Document prepared by the Secretariat

In a communication dated March 15, 2022, the Delegation of Peru transmitted to the International Bureau of the World Intellectual Property Organization the proposal contained in the Annex to the present document.

At the forty-fifth session of the Standing Committee on the Law of Trademarks, Industrial Designs and Geographical Indications, held in Geneva on March 28 to 30, 2022, the Delegations of Colombia and Ecuador requested to be indicated as co-sponsors of the proposal.

[Annex follows]

Agenda Proposal by the Delegations of Colombia, Ecuador and Peru
Information Session – Nation Brands

During the forty-fourth session of the Standing Committee on the Law of Trademarks, Industrial Designs and Geographical Indications (SCT), under agenda item 6, Trademarks, the Committee agreed to invite members to submit, at the forty-fifth session of the SCT, topic proposals for an information session on the protection of nation brands in Member States, which would be held in conjunction with the forty-sixth session of the SCT.¹

In response to the aforementioned invitation, the Delegation of Peru formally presents the following topics for consideration:

Topic 1: General aspects of nation brands

- 1.1. Importance of nation brands in the design of public policies and strategies
- 1.2. Impact of nation brands on socioeconomic development
- 1.3. Current obstacles to nation brands

Topic 2: Legal aspects of nation brands

- 2.1 Limited or no regulation at present
- 2.2 Alternative protection mechanisms
- 2.3 Enforcement of nation brands

[End of Annex and of document]

¹ Document SCT/44/7.