

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

### **Forty-Third Session**

**Geneva, November 23 to 26, 2020**

### **RETURNS TO THE QUESTIONNAIRE ON NATION-BRAND PROTECTION IN MEMBER STATES**

*Document prepared by the Secretariat*

1. At the conclusion of the forty-second session of the Standing Committee on the Law of Trademarks, Industrial Designs and Geographical Indications (SCT), the Chair of the SCT invited the Delegation of Peru to send to the Secretariat a proposal for a Draft Questionnaire on Nation-Brand Protection in Member States. The Chair also invited members to send questions they would like to include in the draft questionnaire, before December 31, 2019 (document SCT/42/8, paragraph 23). By that deadline, the Secretariat had received contributions from the following Member States: Australia, Brazil, Ecuador, Peru and Switzerland.
2. The Secretariat compiled all questions received in document SCT/43/3 Rev. 2 and, on that basis, prepared a Draft Questionnaire on Nation-Brand Protection in Member States. The document was posted on the SCT webpage as document SCT/43/7 Prov. and remained open for comments on the SCT E-Forum until May 31, 2020.
3. The Secretariat received comments from the following Member States: Belarus, Chile, Costa Rica, Japan, Peru and the United States of America (6). The European Union also provided comments (1). In addition, the following non-governmental organizations (NGOs) sent comments: the International Federation of Intellectual Property Attorneys (FICPI) and the International Trademark Association (INTA) (2).

4. Based on the comments received, the Secretariat prepared the final version of the Questionnaire on Nation-Brand Protection in Member States (document SCT/43/7) and invited Member States to respond to the Questionnaire, by September 23, 2020, through an online survey tool, available in English, Arabic, Chinese, French, Russian and Spanish.
5. By the closing date, replies had been received from the following Member States: Algeria, Bahrain, Brazil, Canada, Colombia, Costa Rica, Croatia, Czech Republic, Denmark, Ecuador, Estonia, France, Georgia, Germany, Hungary, Iceland, Japan, Kyrgyzstan, Lithuania, Madagascar, Mexico, Montenegro, Morocco, Netherlands, Oman, Peru, Philippines, Portugal, Republic of Korea, Republic of Moldova, Saudi Arabia, Seychelles, Singapore, Spain, Sudan, Sweden, Switzerland, Thailand, Ukraine, United Kingdom, United States of America, Uruguay, Uzbekistan and Viet Nam (44). The European Union also replied to the Questionnaire (1).
6. Based on the returns, the Secretariat prepared document SCT/43/8 for consideration at the forty-third session of the SCT. Following that session, the Secretariat was requested to re-open the survey tool on the Questionnaire until January 29, 2021, for further replies by delegations, and to finalize document SCT/43/8 thereafter and present it for consideration at the forty-fourth session of the SCT (document SCT/43/11, paragraph 23).
7. New replies were received from Azerbaijan, Belarus, China, Israel, Jamaica, New Zealand, Pakistan, Paraguay, Poland, Serbia, Slovakia and Tunisia (12), while updated replies were received from Philippines and Portugal (2). This brought the overall number of returns to 57.
8. Following the forty-fourth session of the SCT, the Secretariat was requested to re-open one more time the survey tool on the Questionnaire until September 30, 2021, for further replies by delegations, and to finalize document SCT/43/8 Rev.2 thereafter and present it for consideration at the forty-fifth session of the SCT (document SCT/44/7, paragraph 22).
9. New replies were received from Argentina, Benin, El Salvador, Finland, Iraq, Russian Federation, Slovenia and Türkiye (8), while updated replies were received from Algeria, China, Colombia, Costa Rica and Georgia (5). This brings the overall number of returns to 65.
10. Following the forty-fifth session of the SCT, the Secretariat was requested to re-open one more time the survey tool on the Questionnaire until September 30, 2022, for further replies by delegations, and to finalize document SCT/43/8 Rev.3 thereafter and present it for consideration at the forty-sixth session of the SCT (document SCT/45/8, paragraph 20).
11. New replies were received from Bulgaria, Dominican Republic, Italy, Kazakhstan, Kenya, Myanmar, Trinidad and Tobago (7), while updated replies were received from China, Kyrgyzstan, Peru, Russian Federation, Thailand, Türkiye and Uzbekistan (7). This brings the overall number of returns to 72.
12. The Annex to the present document contains a presentation of all returns received to the Questionnaire, in statistical data format.

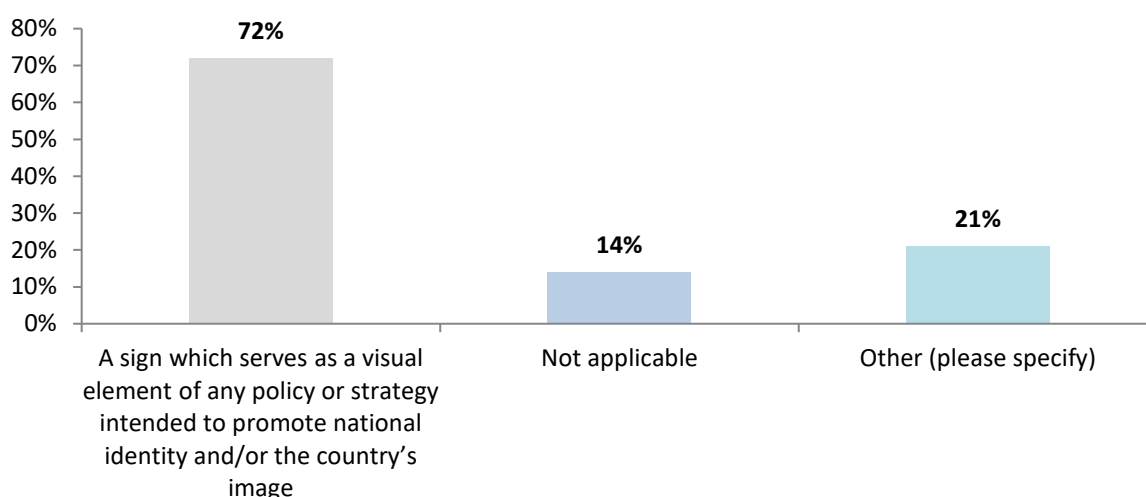
[Annex follows]

## QUESTIONNAIRE ON NATION-BRAND PROTECTION IN MEMBER STATES

### PART I: DEFINITION OF NATION BRAND, POLICY RATIONALE AND CONTENT

#### QUESTION 1 – IN THE RESPONDENT'S VIEW, A NATION BRAND CAN BE DESCRIBED AS:

(More than one answer is possible)

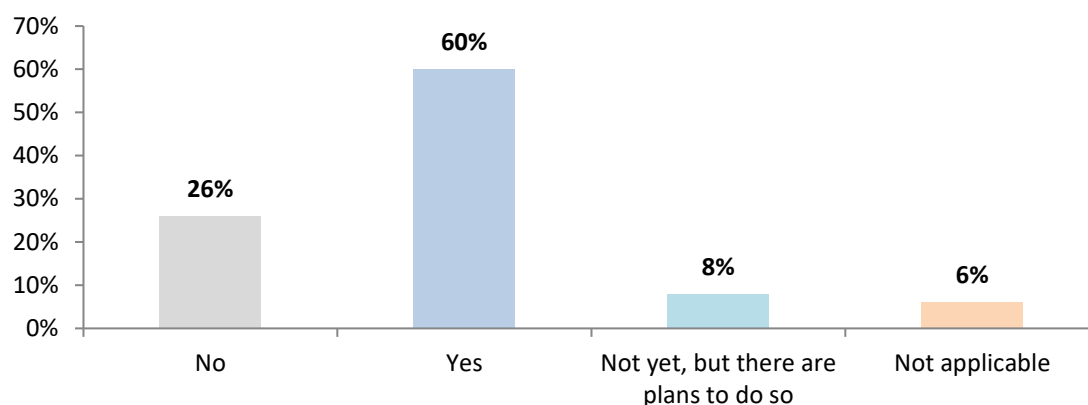


| ANSWER CHOICES   | RESPONSES |           |
|--|-----------|-----------|
| A sign which serves as a visual element of any policy or strategy intended to promote national identity and/or the country's image | 72%       | 52        |
| Not applicable   | 14%       | 10        |
| Other (please specify)   | 21%       | 15        |
| <b>TOTAL RESPONDENTS</b>   |           | <b>72</b> |

|    | OTHER (PLEASE SPECIFY)  | COUNTRY   |
|----|---|-----------|
| 1. | A nation brand is a tool of national growth and development. It represents a long-term policy, the aim of which is to promote a country's production sectors, services, talent, culture and tourist destinations. We define the nation brand as the leveraging of the State's unique attributes with a view to positioning and developing, at the national and international levels, key areas of the economy, such as tourism, exports, culture and investment, and to fostering a sense of belonging. | Argentina |
| 2. | To assist the Canadian food and agriculture industry to differentiate their products domestically and internationally as Canadian.  | Canada    |
| 3. | A nation brand is understood as the sign used to distinguish, promote and raise the profile of the country's socio-economic values, its biodiversity, image, reputation and other values.   | Ecuador   |

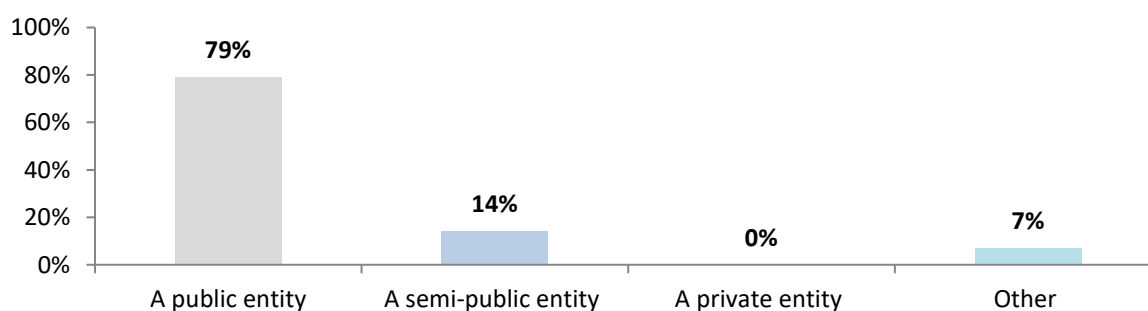
|     |  |             |
|-----|--|-------------|
| 4.  | Finland does not have the notion of a nation brand as such but it is possible to register trade marks (individual/collective/certification marks) and GI's relating to national identity and/or a country's image.   | Finland     |
| 5.  | To better identify the State's actions and statements, with the aim of making that information clear and understandable for citizens (State brand)   | France      |
| 6.  | A sign which serves as a visual element of any policy or strategy intended to promote national identity and/or the country's image, goods, services, people and other elements of national culture and heritage.   | Jamaica     |
| 7.  | We refer Nation brand not only as a visual sign or designed identity of a country's policy or strategy. It is a unique and multi-dimensional blend of elements asset which refers to direct and indirect perception and understanding of country's culture, heritage, values, people, policies, behavior, reputation and image in a minds of target audience | Lithuania   |
| 8.  | A sign that acts as a visual or non-visual element for any policy or strategy seeking to promote national identity or country image.   | Madagascar  |
| 9.  | Nation branding is the process, which helps creating good and positive image of the country.   | Montenegro  |
| 10. | We do not have the notion of a nation brand as such. It is however possible to register trademarks (individual and collective/certification) relating to national identity and/or a country's image according to the applicable trademark rules.   | Netherlands |
| 11. | A trademark is a sign used to distinguish the goods or services of one enterprise from other goods and services in the market.   | Oman        |
| 12. | The nation brand allows consumers easier and faster recognition of G&S's country origin and serves as global communication device underlining a connection between G&S and the country.  | Slovenia    |
| 13. | A sign used in a policy or strategy intended to promote the national identity and/or image of the country.   | Spain       |
| 14. | A sign of national scope, used to identify activities carried out by a State, including, for example, activities adopted for programs on tourism, for promotion of specific products, on energy, or other matters.   | Switzerland |
| 15. | A sign or series of signs that is/are used with the aim of promotion of the country in the world.  | Ukraine     |

**QUESTION 2 – HAS THE RESPONDENT'S COUNTRY TAKEN A DECISION TO CREATE AND USE A SIGN THAT CAN BE DESCRIBED AS A NATION BRAND?**



| ANSWER CHOICES                        | RESPONSES |           |
|---------------------------------------|-----------|-----------|
| No                                    | 26%       | 19        |
| Yes                                   | 60%       | 43        |
| Not yet, but there are plans to do so | 8%        | 6         |
| Not applicable                        | 6%        | 4         |
| <b>TOTAL RESPONDENTS</b>              |           | <b>72</b> |

**IF YES, THE DECISION WAS TAKEN BY:**



| ANSWER CHOICES   | RESPONSES |           |
|--|-----------|-----------|
| A public entity – please specify in the space below      | 79%       | 34        |
| A semi-public entity – please specify in the space below | 14%       | 6         |
| A private entity – please specify in the space below     | 0%        | 0         |
| Other – please specify in the space below                | 7%        | 3         |
| <b>TOTAL RESPONDENTS</b>                                 |           | <b>43</b> |

|    | PLEASE SPECIFY          | COUNTRY   |
|----|-------------------------|-----------|
| 1. | Office of the President | Argentina |

|     |   |                    |
|-----|---|--------------------|
| 2.  | Presidential Decree No. 18 of October 18, 2016, on measures to establish and regulate a mechanism for the partial reimbursement out of the State budget of costs relating to the organization of export missions abroad, research of foreign markets and marketing activities, promotion of the Made in Azerbaijan brand abroad, the obtaining of certificates and patents by local companies abroad in connection with export activities, research programs and export development projects. | Azerbaijan         |
| 3.  | The Ministry of Tourism   | Brazil             |
| 4.  | Government of Canada: Agriculture and Agri-Food Canada (AAFC)   | Canada             |
| 5.  | The Government decided to adopt a nation brand strategy in 2004.  | Colombia           |
| 6.  | Ministry of Tourism and Sport Croatian Chamber of Commerce  | Croatia            |
| 7.  | Decision taken by VisitDenmark  | Denmark            |
| 8.  | ProDominicana, in cooperation with the Ministry of Tourism.   | Dominican Republic |
| 9.  | The Presidency of the Republic  | Ecuador            |
| 10. | The Ministry of Agriculture, in the case of the Café de El Salvador nation brand, and the Export Promotion Agency, in the case of the El Salvador nation brand.   | El Salvador        |
| 11. | The name of the semi-public entity is Enterprise Estonia and it operates under the Ministry of Economic Affairs and Communications. The Enterprise Estonia (EAS) is a national foundation that aims to develop the Estonian economy. More information is available on the following website: <a href="https://www.eas.ee/">https://www.eas.ee/</a>  | Estonia            |
| 12. | French Government Information Service (under the authority of the Prime Minister)   | France             |
| 13. | LEPL National Tourism Administration  | Georgia            |
| 14. | Federal Government  | Germany            |
| 15. | Hungarian Tourism Agency  | Hungary            |
| 16. | A public-private entity, Promote Iceland, in cooperation with the Ministry for tourism.   | Iceland            |
| 17. | The Trademark Office  | Iraq               |
| 18. | Ministry of Foreign Affairs, Public Diplomacy Division  | Israel             |
| 19. | Jamaica Tourist Board   | Jamaica            |
| 20. | Kyrgyzstan is a country of crystal clear rivers and lakes, high mountain ranges with snowy peaks, clean mountain air and amazing, unspoiled nature. The mountains are everywhere, breathtaking in their diversity. Gentle hills rise from the plain, gradually becoming towering, snow-capped giants. It is little wonder, then, that Kyrgyzstan is known as the Land of Heavenly Mountains. The "Kyrgyzstan - Land of Heavenly Mountains" brand was developed by Civic Initiative, an NGO.   | Kyrgyzstan         |

|     |  |                     |
|-----|--|---------------------|
| 21. | Government of the Republic of Lithuania has taken steps to create the nation brand. The competition for the creation of new nation brand is in the process, therefore the final result is not known at the moment of filling in the questionnaire  | Lithuania           |
| 22. | Government of Montenegro, Ministry of Economy  | Montenegro          |
| 23. | There are brands by sector (craft industry, agriculture, etc.). Decision was made by the departments concerned, e.g. Department of Craft Industry, Department of Agriculture (Agricultural Development Agency, Independent Institution for Exports Control and Coordination).  | Morocco             |
| 24. | The New Zealand Government   | New Zealand         |
| 25. | Upon entry of data, it is required to specify that is a national brand and to provide the application serial number. In addition, application forms for national and international applications are completely different.  | Oman                |
| 26. | The Ministry of Industry and Trade and the Ministry of Information and Communication Technologies. The logo was created in line Executive Decree No. 8819/2018.  | Paraguay            |
| 27. | The Peruvian Commission for the Promotion of Exports and Tourism (PROMPERÚ).   | Peru                |
| 28. | Korean Culture and Information Service   | Republic of Korea   |
| 29. | Over the years, several national brands have been developed and protected as trademarks (no. 21864, 26104, 32253 <a href="http://www.db.agepi.md/marcireprezentanti/Search.aspx">http://www.db.agepi.md/marcireprezentanti/Search.aspx</a> ). In the Questionnaire we will refer to the sign registered as trademark number 27307. Initially, the sign was registered in the name of the Tourism Agency, a central administrative authority subordinated to the Government. Subsequently, the Tourism Agency was reorganized by merging (absorption) with the Investment Agency. | Republic of Moldova |
| 30. | The decision was jointly taken by one public entity, namely the Ministry of Communications and Information as well as by two semi-public entities under the Ministry of Trade and Industry, namely the Singapore Tourism Board and the Singapore Economic Development Board.   | Singapore           |
| 31. | Ministry of Foreign and European Affairs of the Slovak Republic  | Slovakia            |
| 32. | The Government Communication Office (under the authority of the Prime Minister).   | Slovenia            |
| 33. | The Government of Spain, through the Ministry of Foreign Affairs, the European Union and Cooperation (MAEUEC).   | Spain               |
| 34. | Application for the brand was carried out by a federal corporation under public law. This corporation is responsible for encouraging demand for travel and vacations in Switzerland.   | Switzerland         |
| 35. | A semi-public entity: Tourism Authority of Thailand, Amazing Thailand, etc.  | Thailand            |

|     |  |            |
|-----|--|------------|
| 36. | A public entity: Ministry of Economy, which operates as Ministry of Trade today. | Türkiye    |
| 37. | Cabinet of Ministers of Ukraine  | Ukraine    |
| 38. | Ministry of Tourism and Cultural Heritage of the Republic of Uzbekistan          | Uzbekistan |
| 39. | The Ministry of Industry and Trade   | Viet Nam   |

**REPRODUCTIONS OF THE NATION BRAND(S) USED BY THE RESPONDENT'S COUNTRY:**

| COUNTRY       | REPRODUCTION   |
|---------------|--|
| 1. Argentina  |    |
| 2. Azerbaijan |   |
| 3. Brazil     |    |
| 4. Bulgaria   | <br> |



5. Canada



6. Colombia



7. Costa Rica



8. Croatia

**FULL OF LIFE**

HRVATSKA, PUNA ŽIVOTA



9. Denmark



10. Dominican  
Republic

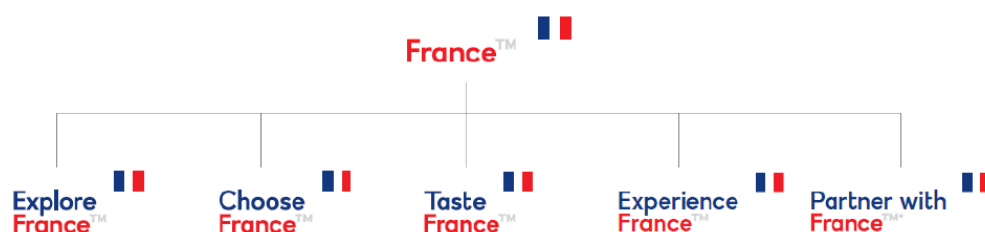


11. Estonia



12. France

France Brand :



State Brand :



13. Georgia



14. Germany

Study in  
Germany



Land of Ideas

15. Hungary



16. Iceland

INSPIRED BY ICELAND

17. Israel

Variations of Israel Brand

The Israel brand is a dynamic logo. The visual appearance may vary, with a common "visual language" of typography, graphic elements and colors.



18. Jamaica



19. Kenya



20. Kyrgyzstan



21. Montenegro



22. Morocco



23. New Zealand



24. Paraguay



25. Peru



26. Republic of  
Moldova



27. Singapore





28. Slovakia



29. Slovenia



30. Spain



31. Switzerland



32. Türkiye



33. Ukraine



34. Uruguay



35. Uzbekistan



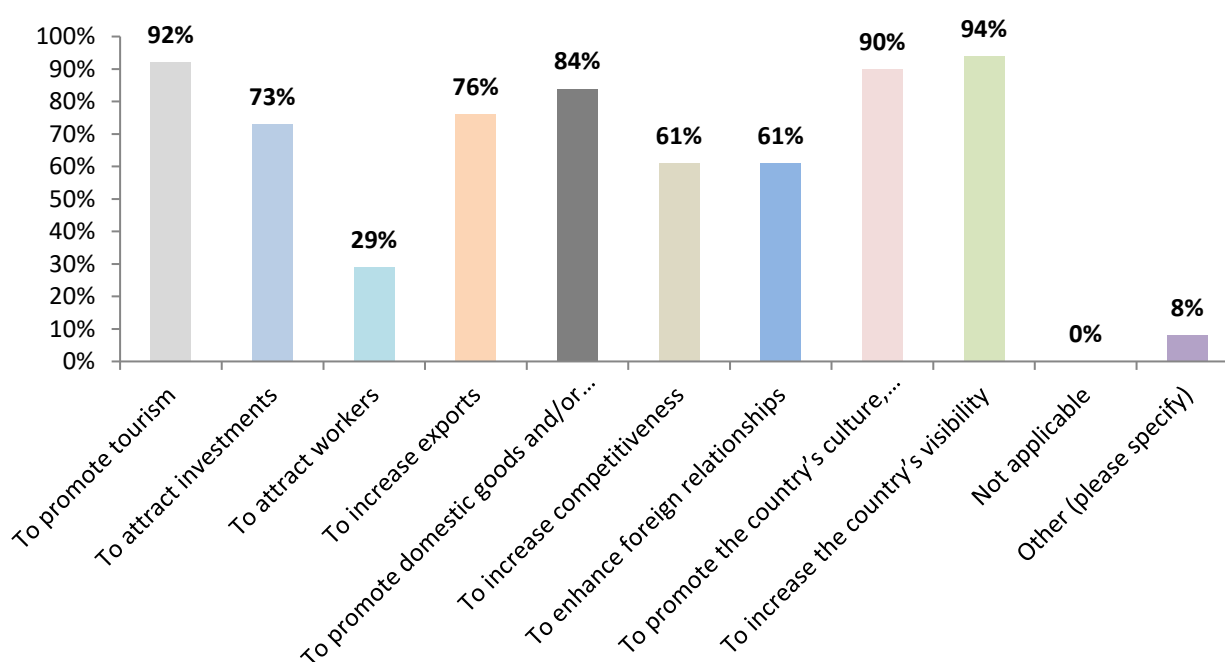
36. Viet Nam





### QUESTION 3 – WHAT IS THE POLICY RATIONALE BEHIND THE DEVELOPMENT OF THE NATION BRAND REFERRED TO IN QUESTION 2?

(More than one answer is possible)

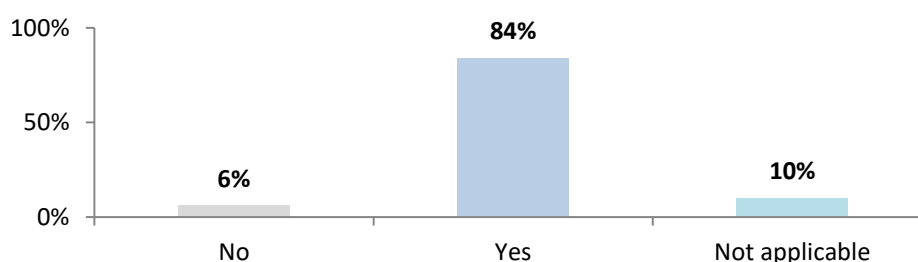


| ANSWER CHOICES   | RESPONSES |           |
|--|-----------|-----------|
| To promote tourism   | 92%       | 45        |
| To attract investments   | 73%       | 36        |
| To attract workers   | 29%       | 14        |
| To increase exports  | 76%       | 37        |
| To promote domestic goods and/or services  | 84%       | 41        |
| To increase competitiveness  | 61%       | 30        |
| To enhance foreign relationships   | 61%       | 30        |
| To promote the country's culture, traditions, values or positive aspects domestically and abroad | 90%       | 44        |
| To increase the country's visibility   | 94%       | 46        |
| Not applicable   | 0%        | 0         |
| Other (please specify)   | 8%        | 4         |
| <b>TOTAL RESPONDENTS</b>   |           | <b>49</b> |



|    | OTHER (PLEASE SPECIFY)  | COUNTRY |
|----|---|---------|
| 1. | Make statements by the State more visible and clearer for the citizen (France Brand and State brand).   | France  |
| 2. | To attract graduates and doctoral candidates.   | Germany |
| 3. | To promote Spanish.   | Spain   |
| 4. | In accordance with the Concept of promotion of Ukraine in the world, as well as its interests in the world information space approved by the Ordinance of the Cabinet of Ministers of Ukraine dated 11.10.2016 N.739-p.: – promotion of Ukraine in the world information resources and national information resources of foreign countries directed at the enhancement of its political, economic and social cultural interests, strengthening of its national security and resumption of its territorial integrity; – building the positive image of Ukraine through reporting impartial information about competitive advantages, strong points, significant achievements of our state at the global arena, broad perspectives of cooperation of international society with Ukraine; – integration to the global information space and affirming the image of Ukraine as a reliable business partner, a state with a rich history, culture, significant potential in production, export, tourism and investment; – providing at the inter-institutional level a regular prompt and coordinated work on preparation and dissemination in the global information space of truthful and unbiased information about Ukraine, in particular about its specific regions, as well as enhancing the touristic and investment attractiveness of Ukraine. | Ukraine |

**QUESTION 4 – (A) DOES THE NATION BRAND CONSIST OF, IN WHOLE OR IN PART, THE COUNTRY NAME (IN FULL OR IN ABBREVIATED FORM)?**

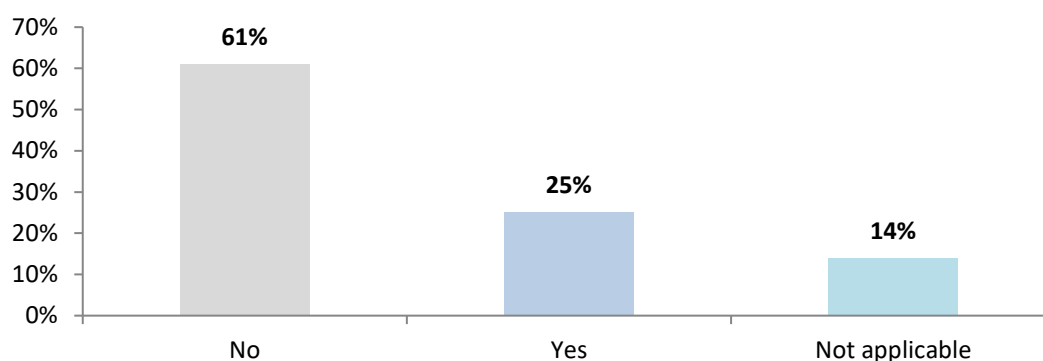


| ANSWER CHOICES           | RESPONSES |           |
|--------------------------|-----------|-----------|
| No                       | 6%        | 3         |
| Yes                      | 84%       | 41        |
| Not applicable           | 10%       | 5         |
| <b>TOTAL RESPONDENTS</b> |           | <b>49</b> |

## IF NO, WHY?

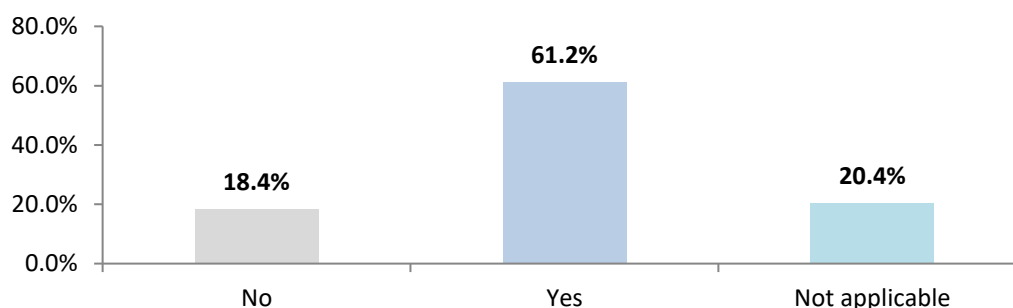
|    | RESPONSES  | COUNTRY     |
|----|--|-------------|
| 1. | This was a public initiative; the country's name was not stated at the time of submission.   | Kyrgyzstan  |
| 2. | The country name appears in other nation brands of the same owner. In real use, the brand is currently used with the country name. | Switzerland |
| 3. | It consists of unification of the words "Turkish" and "quality".   | Türkiye     |

## (B) DOES THE NATION BRAND CONSIST OF, IN WHOLE OR IN PART, SIGN(S) COMMUNICATED UNDER ARTICLE 6<sup>TER</sup> OF THE PARIS CONVENTION FOR THE PROTECTION OF INDUSTRIAL PROPERTY (HEREINAFTER, "THE PARIS CONVENTION")?



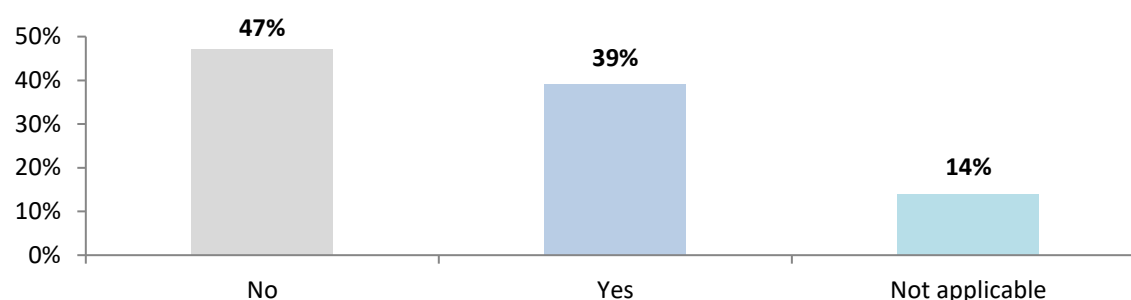
| ANSWER CHOICES           | RESPONSES |           |
|--------------------------|-----------|-----------|
| No                       | 61%       | 30        |
| Yes                      | 25%       | 12        |
| Not applicable           | 14%       | 7         |
| <b>TOTAL RESPONDENTS</b> |           | <b>49</b> |

## (C) DOES THE NATION BRAND CONSIST OF, IN WHOLE OR IN PART, ELEMENTS PROTECTED BY A REGISTERED MARK?



| ANSWER CHOICES           | RESPONSES |           |
|--------------------------|-----------|-----------|
| No                       | 18.4%     | 9         |
| Yes                      | 61.2%     | 30        |
| Not applicable           | 20.4%     | 10        |
| <b>TOTAL RESPONDENTS</b> |           | <b>49</b> |

**(D) DOES THE NATION BRAND CONSIST OF, IN WHOLE OR IN PART, OTHER SYMBOLS (FOR EXAMPLE, ANIMALS, PLANTS, MONUMENTS)?**



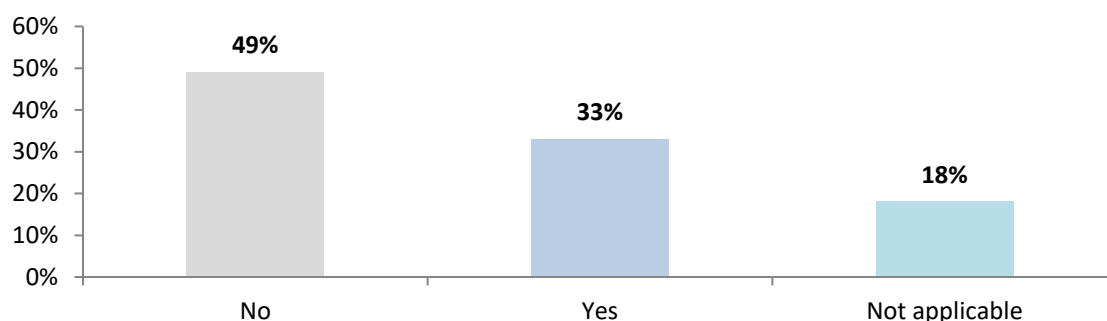
| ANSWER CHOICES           | RESPONSES |           |
|--------------------------|-----------|-----------|
| No                       | 47%       | 23        |
| Yes                      | 39%       | 19        |
| Not applicable           | 14%       | 7         |
| <b>TOTAL RESPONDENTS</b> |           | <b>49</b> |

**IF YES, PLEASE SPECIFY**

|    | RESPONSES  | COUNTRY            |
|----|--|--------------------|
| 1. | The logo has five geometric shapes representing the five regions of Colombia. Each of them has been given a different color and meaning: yellow stands for wealth, blue for the seas and all of the country's water resources, green for the mountains and plains, red for the talent and warmth of the people and purple for the variety of flowers (orchid). The word element consists of the country code, "CO", which is the country's Internet code. This international alphabetical alpha-2 code of the International Organization for Standardization (ISO), «CO», has identified the country since 1974. | Colombia           |
| 2. | A heart-shaped element with colors and shape which resembles the Danish flag   | Denmark            |
| 3. | A nation brand may consist of special typography, colors, shapes or a combination of shapes.   | Dominican Republic |
| 4. | It is a sign showing a helical shape, which represents the world's diversity concentrated in its center.   | Ecuador            |

|     |  |                     |
|-----|--|---------------------|
| 5.  | For the Café de El Salvador nation brand, a coffee bean is used, and for the El Salvador brand, things that represent the country's culture, traditions and characteristic customs are used. | El Salvador         |
| 6.  | A symbol contains crosses, which can be considered as part of the Georgian flag.   | Georgia             |
| 7.  | Dahlias in the national colors of Germany  | Germany             |
| 8.  | The colors of the national flag, but not in the form of a flag.  | Hungary             |
| 9.  | Antiquities  | Iraq                |
| 10. | It is the eagle with two heads.  | Montenegro          |
| 11. | It comprises a representation of a frond from a silver fern, a plant that is unique to New Zealand.  | New Zealand         |
| 12. | A brand may consist of various signs and symbols, e.g., an image of an animal or plant, to the extent that it may be distinguished from other brands.  | Oman                |
| 13. | Changes were made in the logo to make it more representative of the country.   | Paraguay            |
| 14. | The sign consists of the symbolized "tree of life" executed in national style.   | Republic of Moldova |
| 15. | The national coat of arms as regards the nation brand, Marca España, (Brand Spain), and a graphic element, similar to a globe, as regards the nation brand, España Global (Global Spain).    | Spain               |
| 16. | An edelweiss (Leontopodium alpinum).   | Switzerland         |
| 17. | Elephant, Rice, Peacock etc.   | Thailand            |
| 18. | International letter code of the state of Ukraine UA   | Ukraine             |
| 19. | Stylized graphic elements.   | Uzbekistan          |

#### QUESTION 5 – HAS THE NATION BRAND BEEN REPLACED OR MODIFIED IN RECENT YEARS?



| ANSWER CHOICES           | RESPONSES |           |
|--------------------------|-----------|-----------|
| No                       | 49%       | 24        |
| Yes                      | 33%       | 16        |
| Not applicable           | 18%       | 9         |
| <b>TOTAL RESPONDENTS</b> |           | <b>49</b> |

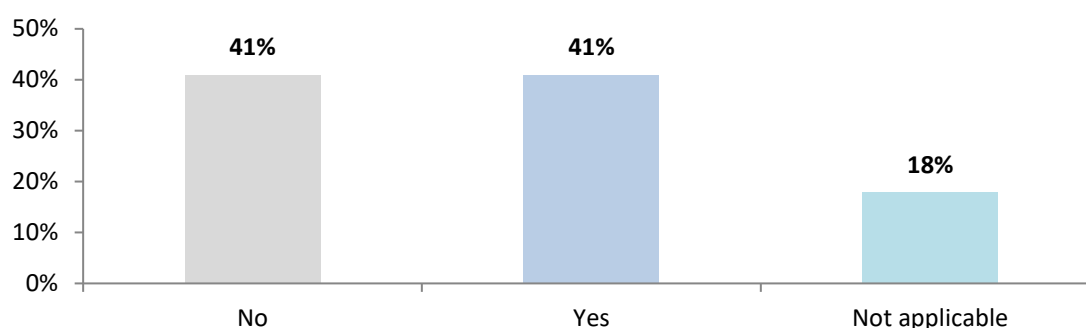
**IF YES, PLEASE INDICATE, IF POSSIBLE, THE NUMBER OF TIMES, THE REASONS AND THE YEARS OF THE REPLACEMENT(S) OR MODIFICATION(S).**

|    | RESPONSES  | COUNTRY   |
|----|--|-----------|
| 1. | <p>2005 – Nation brand launched</p> <p>2012 – Original brand restyled</p> <p>2018 – Brand under the new incoming national administration</p> <p>2020 – Foundational nation brand further developed</p>   | Argentina |
| 2. | It changed in 2019, replacing the last one, created in 2015.   | Brazil    |
| 3. | <p>The nation brand was modified once in 2012.</p> <p>The first campaign, entitled “Colombia is passion”, was launched in 2005 and gave rise to various trademark registrations. The mark aimed to improve the world’s image of the country, illustrating the creativity, resourcefulness, talent and warmth of Colombians.</p> <p>In 2012, after seven years of the “Colombia is passion” campaign to raise the country’s profile, it was deemed necessary to replace it with a mark containing a more rational component, with verifiable facts and data and which was not a sentence, but the country’s name, supported by the international alphabetic code. It was therefore replaced with the current nation brand.</p>  | Colombia  |
| 4. | <p>Concerning the France brand:</p> <ul style="list-style-type: none"> <li>– creation of the logo France.fr in 2008;</li> <li>– creation in 2019 of the France brand and its subsidiary sector-based brands</li> </ul> <p>Concerning the State brand:</p> <ul style="list-style-type: none"> <li>– creation of a governmental brand in 1999, bringing together all the governmental bodies under an adjustable Marianne logo;</li> </ul> <p>creation of a State brand in 2020, which applies to State operators in addition to the ministerial level and decentralized services: this new homogenous State identification is based on the revised Marianne. By streamlining the heterogeneous nature of the State brand, this brand has been positioned as a brand strategy for the State.</p> | France    |
| 5. | Symbol was changed several times, and the reasons for that was updating and complying with modern standards.   | Georgia   |
| 6. | Three times in the last 20 years. In order to modernize the brand and incorporate a new motif and a new slogan. Last in 2018.  | Hungary   |

|     |   |                     |
|-----|---|---------------------|
| 7.  | The nation brand has been updated once following an update in the policy behind the brand. Current version in use consists of words and an image.   | Iceland             |
| 8.  | Different taglines every few years but same nation brand.   | Jamaica             |
| 9.  | Once. First attempt to create the nation brand was made and brand registered as a trademark in 2008, owner – State tourism department) for the services in classes 35, 39 and 41 of Nice Classification. Registration is expired. Reasons of the decision to replace – New vision and strategy for presenting Lithuania abroad 2020-2030.   | Lithuania           |
| 10. | Changes were made once, two years after the creation of the original version, in order to give the logo are more current and attractive appearance.   | Paraguay            |
| 11. | Initially, the sign with the verbal part Moldova was elaborated, then a sign with a similar graphic and verbal part “Invest Moldova” was developed. This variant of the sign emphasizes the attraction of investments in the Republic of Moldova.   | Republic of Moldova |
| 12. | There were some tourism and business brands that Singapore has had over the years.<br>1970s – Surprising Singapore<br>1996 – Singapore New Asia<br>2004 – Uniquely Singapore<br>2010 – YourSingapore (Tourism) / Future Ready<br>Singapore (Business) Singapore’s country brand used to be handled by the Singapore Tourism Board. In 2017, the Economic Development Board and the Singapore Tourism Board decided that it made more sense to jointly create a unified brand. | Singapore           |
| 13. | Created in 2006; modernized in 2017.  | Slovenia            |
| 14. | The nation brand, Marca España, was created in 2012 and was replaced by the nation brand, España Global, in 2018, after a change in Government.   | Spain               |
| 15. | The first version of the brand was registered in 1995. Several brands were registered afterwards, but the basic element (edelweiss with a Swiss cross) has not been modified. The later brands were filed for new products/services and/or with extra figurative elements.  | Switzerland         |

*PART II: RECOGNITION, OWNERSHIP AND ADMINISTRATION*

**QUESTION 6 – IS THE NATION BRAND OFFICIALLY RECOGNIZED BY A DEDICATED INSTRUMENT IN THE RESPONDENT’S JURISDICTION (FOR EXAMPLE, A LAW, REGULATION, STATUTE OR ACT OF RECOGNITION)?**



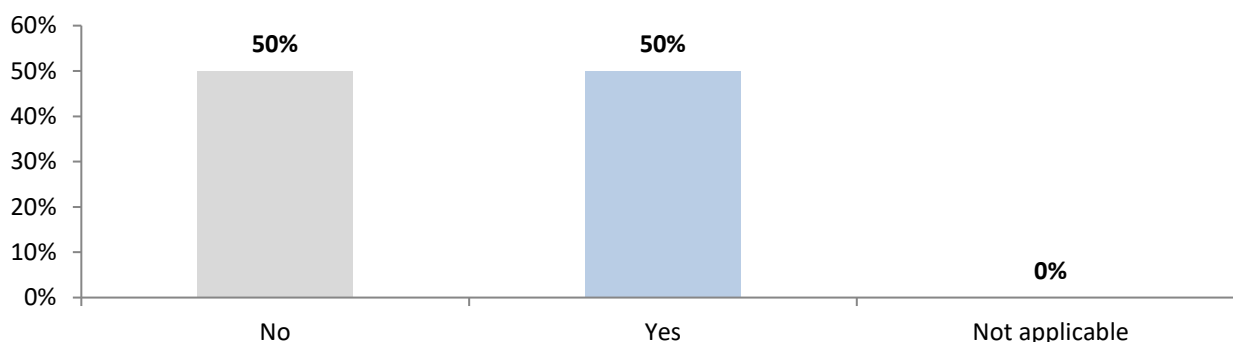
| ANSWER CHOICES           | RESPONSES |           |
|--------------------------|-----------|-----------|
| No                       | 41%       | 20        |
| Yes                      | 41%       | 20        |
| Not applicable           | 18%       | 9         |
| <b>TOTAL RESPONDENTS</b> |           | <b>49</b> |

**IF YES, PLEASE PROVIDE THE LINK TO THE RELEVANT DEDICATED INSTRUMENT.**

| RESPONSES  | COUNTRY    |
|--|------------|
| 1. Presidential Decree; regulations  | Argentina  |
| 2. <a href="http://www.e-qanun.az/framework/33825">http://www.e-qanun.az/framework/33825</a>   | Azerbaijan |
| 3. <a href="http://www.embratur.gov.br/piembratur-new/opencms/estrutura/manual-marca-brazil.pdf">www.embratur.gov.br/piembratur-new/opencms/estrutura/manual-marca-brazil.pdf</a>  | Brazil     |
| 4. Trademarks Act, s. 9 (1) (n).   | Canada     |
| 5. By Decision No. 876 of 2021 (Common Nation Brand Regime of the Andean Community), the member States of the Andean Community established a common regime to protect nation brands across the Community. Under that instrument, nation brands can be protected among the member States by means of a communication and examination procedure that results in their official protection.   | Colombia   |
| 6. <ul style="list-style-type: none"> <li>Regulations on the Implementation and Use of the Nation Brand of Costa Rica, Executive Decree No. 37669-RE-COMEX-TUR, supplemented by Executive Decree No. 38356-RE-COMEX-TUR.</li> <li>Nation Brand Licensing Regulations for the Promotion of Tourism in Costa Rica, Executive Decree No. 38271-MP-TUR (Art. 3 (d))</li> <li>Regulations governing the use of the nation brand.</li> </ul> | Costa Rica |
| 7. <a href="https://www.retsinformation.dk/eli/lt/2019/243">https://www.retsinformation.dk/eli/lt/2019/243</a>   | Denmark    |

|     |   |                    |
|-----|---|--------------------|
| 8.  | Pursuant to Decree No. 466-20, issued by President Luis Abinader.   | Dominican Republic |
| 9.  | <a href="https://www.wipo.int/edocs/lexdocs/laws/es/ec/ec075es.pdf">https://www.wipo.int/edocs/lexdocs/laws/es/ec/ec075es.pdf</a>   | Ecuador            |
| 10. | <a href="https://net.jogtar.hu/jogszabaly?docid=A17H1725.KOR&amp;txtreferer=0000001.txt">https://net.jogtar.hu/jogszabaly?docid=A17H1725.KOR&amp;txtreferer=0000001.txt</a>   | Hungary            |
| 11. | <a href="http://madeinkenya.brandkenya.go.ke/mkbrand">http://madeinkenya.brandkenya.go.ke/mkbrand</a>   | Kenya              |
| 12. | <a href="http://www.sluzbenilist.me/pregled-dokumenta/?id={A2CA1CCE-C569-4E2A-842F-%206817969082DE}">http://www.sluzbenilist.me/pregled-dokumenta/?id={A2CA1CCE-C569-4E2A-842F-%206817969082DE}</a>   | Montenegro         |
| 13. | The legal instrument is the Trademark Registration Certificate.   | Oman               |
| 14. | <a href="http://www.snin.gov.py">www.snin.gov.py</a>  | Paraguay           |
| 15. | <a href="https://busquedas.elperuano.pe/normaslegales/otorgan-caracter-oficial-a-la-marca-pais-peru-decreto-supremo-n-003-2012-mincetur-751496-2/#:~:text=DECRETO%20SUPREMO%20N%C2%B0%20003">https://busquedas.elperuano.pe/normaslegales/otorgan-caracter-oficial-a-la-marca-pais-peru-decreto-supremo-n-003-2012-mincetur-751496-2/#:~:text=DECRETO%20SUPREMO%20N%C2%B0%20003</a> | Peru               |
| 16. | <a href="https://www.slovenia.info/uploads/dokumenti/brand_10128.pdf">https://www.slovenia.info/uploads/dokumenti/brand_10128.pdf</a>   | Slovenia           |
| 17. | <a href="https://www.boe.es/buscar/pdf/2012/BOE-A-2012-8672-consolidado.pdf">https://www.boe.es/buscar/pdf/2012/BOE-A-2012-8672-consolidado.pdf</a>   | Spain              |
| 18. | It is protected under Industrial Property Law 6769, which regulates the protection of industrial property rights in Türkiye.<br><a href="https://www.turkpatent.gov.tr/en/laws-and-regulations">https://www.turkpatent.gov.tr/en/laws-and-regulations</a>   | Türkiye            |
| 19. | Regulation of the Cabinet of Ministers of Ukraine dated 10.05.2018 N.416 «Some issues on the form of the sign (brand) of Ukraine»<br><a href="https://zakon.rada.gov.ua/laws/show/416-2018-%D0%BF#Text">https://zakon.rada.gov.ua/laws/show/416-2018-%D0%BF#Text</a>  | Ukraine            |
| 20. | <a href="https://marcapaisuruguay.gub.uy/convenios/">https://marcapaisuruguay.gub.uy/convenios/</a>   | Uruguay            |
| 21. | <a href="https://lex.uz/docs/4138992">https://lex.uz/docs/4138992</a>   | Uzbekistan         |
| 22. | <a href="http://vanban.chinhphu.vn/portal/page/portal/chinhphu/hethongvanban?%20class_id=2&amp;_page=1&amp;mode=detail&amp;document_id=198011">http://vanban.chinhphu.vn/portal/page/portal/chinhphu/hethongvanban?%20class_id=2&amp;_page=1&amp;mode=detail&amp;document_id=198011</a>   | Viet Nam           |

**QUESTION 7 – IS THE TERM “NATION BRAND” DEFINED IN THE DEDICATED INSTRUMENT REFERRED TO IN QUESTION 6?**





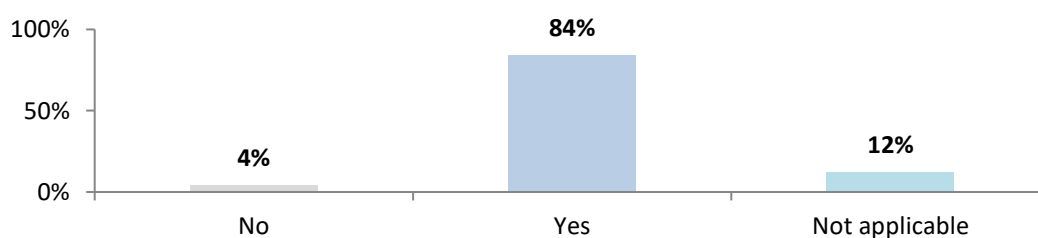
| ANSWER CHOICES           | RESPONSES |           |
|--------------------------|-----------|-----------|
| No                       | 50%       | 11        |
| Yes                      | 50%       | 11        |
| Not applicable           | 0%        | 0         |
| <b>TOTAL RESPONDENTS</b> |           | <b>22</b> |

**IF YES, PLEASE PROVIDE THE DEFINITION.**

|    | RESPONSES   | COUNTRY            |
|----|---|--------------------|
| 1. | The nation brand is a tool for promoting Argentina. Its aims include the international positioning and promotion of tourism, culture, sport, Argentine talent and exports and the fostering of direct foreign investment.   | Argentina          |
| 2. | Yes, it is defined as: "Any sign that is designated or used by a member State to boost its image at home and abroad and to promote, among other things, tourism and the member State's culture, culinary traditions, local products, exports and investments constitutes a nation brand."   | Colombia           |
| 3. | <ul style="list-style-type: none"> <li>- Regulations on the Implementation and Use of the Nation Brand of Costa Rica, Executive Decree Nos. 37669-RE-COMEX-TUR and 38356-RE-COMEX-TUR. Article 5 states that: "The nation brand of Costa Rica is a strategic instrument for competitiveness, for identifying the country, establishing its reputation, furthering its promotion and bringing it to the attention of external and internal audiences that foster the development of exports, investment and tourism."</li> <li>- Nation Brand Licensing Regulations for the Promotion of Tourism in Costa Rica, Executive Decree No. 38271-MP-TUR. Article 3(b) states that: "The nation brand of Costa Rica is a strategic instrument for competitiveness, for identifying the country, establishing its reputation, furthering its promotion and bringing it to the attention of external and internal audiences that foster the development of exports, investment and tourism."</li> <li>- The regulations governing the use of the nation brand provide the following definition: "The nation brand is a competitiveness and marketing tool aiming to attract, in an integral, coordinated and collaborative manner, tourists, investors and foreign buyers to the country."</li> </ul> | Costa Rica         |
| 4. | Many countries have used the tool of the nation brand in recent years to promote their image, deriving a range of benefits by highlighting distinctive aspects of their identity.   | Dominican Republic |
| 5. | Nation brand shall be understood to mean the sign used to distinguish, promote and raise the profile of the country's cultural identity, socio-economic values, policy, biodiversity, image, reputation and other values.   | Ecuador            |
| 6. | Visual symbol that will easily identify products that are made in Kenya. It is a registered trade mark and can be applied on packaging, websites, social media and advertising.   | Kenya              |

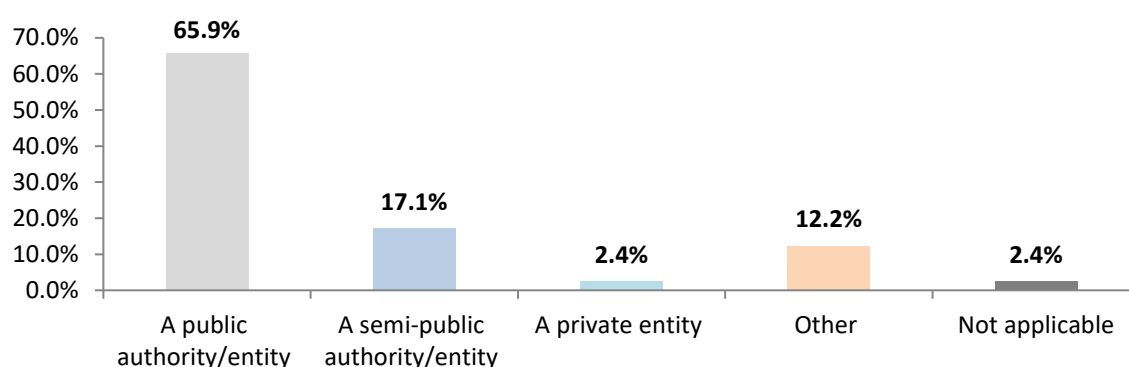
|     |  |            |
|-----|--|------------|
| 7.  | A set of tangible and intangible values, natural and economic potentials, products and services of Montenegrin origin, business and life opportunities in Montenegro, cultural, historical and natural heritage, human resources, i.e. potentials, resources and activities that create recognition, competitive advantage and contribute to good reputation and a sustainable image of Montenegro.  | Montenegro |
| 8.  | The “country brand” concept is based on the idea of capitalizing on a country’s reputation and image, given that business sectors and Governments need to create their own identity in international markets. It serves as a value proposition of what a country has to offer visitors and investors and a positioning strategy that responds to the objective of underlining the value of the place of origin of products, companies and people in global markets, as well as of tourism, culture, sports, companies and public organizations. All of that is captured in the logo. | Paraguay   |
| 9.  | A distinctive symbol through which we aim to strengthen the country’s positive image abroad, as well as differentiate ourselves from other countries in the region and beyond, promote incoming tourism, increase the competitiveness of our export products, and boost the flow of investment capital – goals that will benefit the country and stimulate its development.  | Peru       |
| 10. | The uniform use of the Slovenia Brand logotype, with the slogan I Feel Slovenia, allows easier and faster recognition of the Slovenia Brand and Slovenia as a country. The I Feel Slovenia logotype is the global identification symbol of Slovenia. The Slovenia Brand logotype, with the slogan I Feel Slovenia, may only be used in accordance with the Manual. The use of this logotype on products and for service labelling is a communication device underlining a connection between a product or service with Slovenia.   | Slovenia   |
| 11. | A country’s brand acts like a safety net, a frame of reference and indicator of quality relating, not only to a country’s products and services, but also to its tourist attractions and to it being a country of investment, creating a feeling of national pride countrywide. It embraces both the public and private spheres and communicates all of its positive aspects, benefiting the country as a whole.   | Uruguay    |

#### QUESTION 8 – IN THE RESPONDENT’S JURISDICTION, DOES THE NATION BRAND HAVE AN OWNER?



| ANSWER CHOICES           | RESPONSES |           |
|--------------------------|-----------|-----------|
| No                       | 4%        | 2         |
| Yes                      | 84%       | 41        |
| Not applicable           | 12%       | 6         |
| <b>TOTAL RESPONDENTS</b> |           | <b>49</b> |

**IF YES, PLEASE INDICATE THE NATURE OF THE OWNER AND WHO THE OWNER OF THE NATION BRAND IS:**



| ANSWER CHOICES  | RESPONSES |           |
|---|-----------|-----------|
| A public authority/entity – please provide the name and website in the space below      | 65.9%     | 27        |
| A semi-public authority/entity – please provide the name and website in the space below | 17.1%     | 7         |
| A private entity – please provide the name and website in the space below               | 2.4%      | 1         |
| Other – please specify in the space below   | 12.2%     | 5         |
| Not applicable  | 2.4%      | 1         |
| <b>TOTAL RESPONDENTS</b>  |           | <b>41</b> |

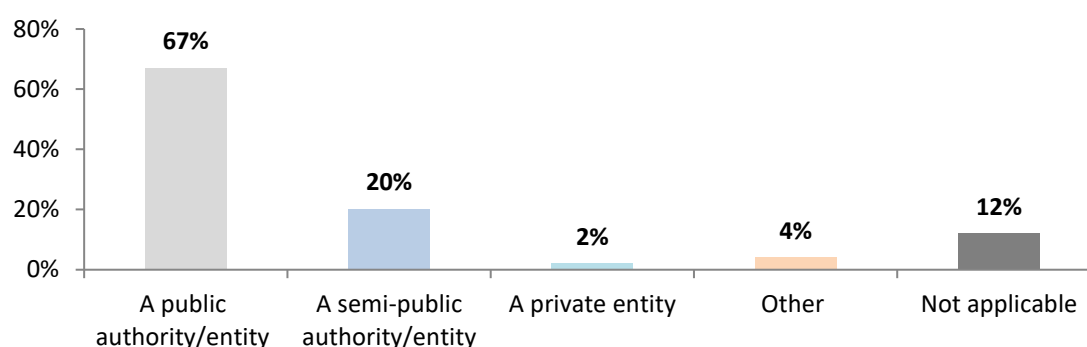
| PLEASE SPECIFY  | COUNTRY    |
|---|------------|
| 1. Ministry of Tourism and Sport  | Argentina  |
| 2. <a href="http://azpromo.az/">http://azpromo.az/</a>  | Azerbaijan |
| 3. The Ministry of Tourism - <a href="http://www.turismo.gov.br">www.turismo.gov.br</a>   | Brazil     |
| 4. Ministry of Economy and Energy   | Bulgaria   |
| 5. Government of Canada: AAFC<br><a href="https://brandcanada.agr.gc.ca/intro/join-joignez-eng.html">https://brandcanada.agr.gc.ca/intro/join-joignez-eng.html</a>  | Canada     |
| 6. Fiduciaria Colombiana de Comercio Exterior (FIDUCOLDEX) S.A., the national foreign trade fiduciary and financial services institution that acts as administrator of the government agency ProColombia. As stated in the answer to question No. 2, the nation brand as a promotion strategy was a Government decision. The strategy was | Colombia   |

|   |                    |
|---|--------------------|
| implemented within the framework of the commercial trust contract drawn up between the Ministry of Trade, Industry and Tourism and the foreign trade fiduciary, Fiducoldex. It is therefore a Government strategy in which existing trademark registrations in Colombia, including the nation brand, are held by the foreign trade fiduciary, FIDUCOLDEX as administrator of the government agency for export promotion, ProColombia, overseen by the Ministry of Trade, Industry and Tourism. Website: <a href="https://procolombia.co/">https://procolombia.co/</a> |                    |
| 7. Holders: the Costa Rican Tourism Board ( <a href="https://www.ict.go.cr/en/">https://www.ict.go.cr/en/</a> ) and the Costa Rican Foreign Trade Promotion Agency (PROCOMER) ( <a href="https://www.procomer.com/">https://www.procomer.com/</a> )   | Costa Rica         |
| 8. Ministry of Tourism and Sport, <a href="https://mint.gov.hr/en">https://mint.gov.hr/en</a> Croatian Chamber of Commerce, <a href="https://www.hgk.hr/">https://www.hgk.hr/</a>   | Croatia            |
| 9. Partly financed by public means  | Denmark            |
| 10. Ministry of Tourism of the Dominican Republic. <a href="https://www.mitur.gob.do/">https://www.mitur.gob.do/</a> <a href="https://www.marcapais.do/">https://www.marcapais.do/</a>  | Dominican Republic |
| 11. Presidency of the Republic  | Ecuador            |
| 12. Enterprise Estonia (EAS) <a href="https://www.eas.ee/">https://www.eas.ee/</a>  | Estonia            |
| 13. The French State, represented by the Prime Minister – Government Information Service ( <a href="https://www.gouvernement.fr/service-d-information-du-gouvernement-sig">https://www.gouvernement.fr/service-d-information-du-gouvernement-sig</a> )  | France             |
| 14. The symbol, which is also protected as a trademark is owned by the LEPL National Tourism Administration.  | Georgia            |
| 15. Deutschland –Land der Ideen e.V. <a href="http://land-der-ideen.de">land-der-ideen.de</a>   | Germany            |
| 16. Hungarian Tourism Agency <a href="https://mtu.gov.hu/">https://mtu.gov.hu/</a>  | Hungary            |
| 17. Íslandsstofa / Promote Iceland <a href="http://www.islandsstofa.com">www.islandsstofa.com</a>   | Iceland            |
| 18. The State of Israel/ Ministry of Foreign Affairs  | Israel             |
| 19. Jamaica Tourist Board   | Jamaica            |
| 20. <a href="http://madeinkenya.brandkenya.go.ke/mkbrand">http://madeinkenya.brandkenya.go.ke/mkbrand</a>   | Kenya              |
| 21. Civic Initiative, NGO   | Kyrgyzstan         |
| 22. Examples: – Department of Craft Industry: <a href="https://mtataes.gov.ma/fr/artisanat/">https://mtataes.gov.ma/fr/artisanat/</a> – Department of Agriculture: <a href="http://www.agriculture.gov.ma/en/pages/organismes-sous-tutelle/eacce">http://www.agriculture.gov.ma/en/pages/organismes-sous-tutelle/eacce</a>  | Morocco            |
| 23. The New Zealand Story Group   | New Zealand        |
| 24. The national brand owner may be a public or private entity. Eligible owners of trademarks are specified under the GCC Unified Trademark Law.  | Oman               |
| 25. The State of Paraguay   | Paraguay           |
| 26. The Peruvian Commission for the Promotion of Exports and Tourism – PROMPERÚ ( <a href="https://www.promperu.gob.pe/">https://www.promperu.gob.pe/</a> and <a href="https://peru.info/es-pe/marca-peru">https://peru.info/es-pe/marca-peru</a> ).  | Peru               |

|   |                     |
|---|---------------------|
| 27. Korean Culture and Information Service  | Republic of Korea   |
| 28. The Moldovan Investment Agency, <a href="http://invest.gov.md/moldovan-investment-agency">http://invest.gov.md/moldovan-investment-agency</a>   | Republic of Moldova |
| 29. The co-owners (1) and (2) are semi-public authorities/entities while (3) is a public authority/entity: 1) Singapore Tourism Board ( <a href="https://www.stb.gov.sg/content/stb/en.html">https://www.stb.gov.sg/content/stb/en.html</a> ) 2) Economic Development Board ( <a href="https://www.edb.gov.sg">https://www.edb.gov.sg</a> ) 3) Ministry of Communications and Information ( <a href="https://www.mci.gov.sg">https://www.mci.gov.sg</a> ) | Singapore           |
| 30. Ministry of Foreign and European Affairs of the Slovak Republic   | Slovakia            |
| 31. The Communication Office of the Government of the Republic of Slovenia (UKOM) <a href="https://www.gov.si/en/state-authorities/government-offices/government-communicationoffice/">https://www.gov.si/en/state-authorities/government-offices/government-communicationoffice/</a>   | Slovenia            |
| 32. The Ministry of Foreign Affairs   | Spain               |
| 33. Switzerland Tourism <a href="https://www.myswitzerland.com/fr-ch/">https://www.myswitzerland.com/fr-ch/</a>   | Switzerland         |
| 34. A semi-public authority/entity: Tourism Authority of Thailand etc.  | Thailand            |
| 35. Ministry of Trade <a href="https://www.trade.gov.tr/">https://www.trade.gov.tr/</a>   | Türkiye             |
| 36. The Ministry for Informational Policy of Ukraine has submitted an application for registration of the mark (brand) as a trademark.  | Ukraine             |
| 37. A semi-public entity: Uruguay XXI (Investment, Export and Country Brand Promotion Agency), Office of the President of the Republic.   | Uruguay             |
| 38. Ministry of Tourism and Cultural Heritage of the Republic of Uzbekistan <a href="https://uzbektourism.uz/">https://uzbektourism.uz/</a>   | Uzbekistan          |
| 39. <a href="http://www.moit.gov.vn">www.moit.gov.vn</a>  | Viet Nam            |

#### QUESTION 9 – IN THE RESPONDENT’S JURISDICTION, THE NATION BRAND IS MANAGED BY:

(More than one answer is possible)



| ANSWER CHOICES   | RESPONSES |    |
|--|-----------|----|
| A public authority/entity – please provide the name and website in the space below | 67%       | 33 |

|   |     |           |
|---|-----|-----------|
| A semi-public authority/entity – please provide the name and website in the space below | 20% | 10        |
| A private entity – please provide the name and website in the space below               | 2%  | 1         |
| Other – please specify in the space below   | 4%  | 2         |
| Not applicable  | 12% | 6         |
| <b>TOTAL RESPONDENTS</b>  |     | <b>49</b> |

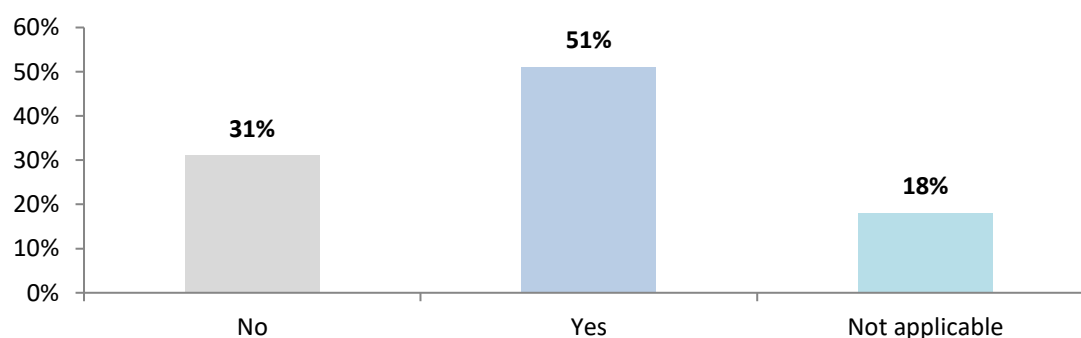
| PLEASE SPECIFY   | COUNTRY            |
|--|--------------------|
| 1. Ministry of Tourism and Sport<br><a href="http://www.argentina.gob.ar/marca-pais">www.argentina.gob.ar/marca-pais</a>   | Argentina          |
| 2. <a href="http://azpromo.az/">http://azpromo.az/</a>   | Azerbaijan         |
| 3. The Ministry of Tourism – <a href="http://www.turismo.gov.br">www.turismo.gov.br</a>  | Brazil             |
| 4. Ministry of Economy and Energy  | Bulgaria           |
| 5. Government of Canada: AAFC<br><a href="https://brandcanada.agr.gc.ca/intro/join-joignez-eng.html">https://brandcanada.agr.gc.ca/intro/join-joignez-eng.html</a>   | Canada             |
| 6. The foreign trade fiduciary, FIDUCOLDEX as administrator of the government agency for export promotion, ProColombia, within the framework of the commercial trust contract drawn up between the Ministry of Trade, Industry and Tourism and in accordance with the above answer. Website: <a href="https://procolombia.co/">https://procolombia.co/</a>   | Colombia           |
| 7. Holders: the Costa Rican Tourism Board ( <a href="https://www.ict.go.cr/en/">https://www.ict.go.cr/en/</a> ) and the Costa Rican Foreign Trade Promotion Agency (PROCOMER) ( <a href="https://www.procomer.com/">https://www.procomer.com/</a> ).   | Costa Rica         |
| 8. Ministry of Tourism and Sport, <a href="https://mint.gov.hr/en">https://mint.gov.hr/en</a> Croatian Chamber of Commerce, <a href="https://www.hgk.hr/">https://www.hgk.hr/</a>  | Croatia            |
| 9. Public Sector:<br>Luis Abinader, President of the Dominican Republic and President of the commission;<br>David Collado, Minister of Tourism and coordinator of the commission;<br>Roberto Álvarez Gil, Minister for Foreign Affairs;<br>Victor Bisonó, Minister of Industry, Commerce and SMEs;<br>Carmen Heredia, Minister of Culture; and<br>Bivania Riveiro, Director of ProDominicana and secretary-general of the commission.<br>Private Sector:<br>Ligia Bonetti, private sector coordinator of the commission, Rafael Blanco Canto, Carlos José Martí, Manuel Pozo Perelló, Paola Rainieri, Juan B. Vicini, Pedro Brache Álvarez, Fernando Capellán, Cirse Ámazar Melgen, Celso José Marranzini Pérez, Luciano Carrillo, Roberto Herrera, Eduardo Martínez Lima and Edgar Rafael del Toro Gómez. | Dominican Republic |
| 10. Comisión Estrategica de Marcas (Strategic Marks Commission), Ministry of Tourism – <a href="https://www.turismo.gob.ec/">https://www.turismo.gob.ec/</a>   | Ecuador            |

|   |                     |
|---|---------------------|
| 11. Salvadoran Coffee Council, Export and Investment Promotion Agency of El Salvador (PROESA)   | El Salvador         |
| 12. Enterprise Estonia (EAS), <a href="https://www.eas.ee/">https://www.eas.ee/</a>   | Estonia             |
| 13. The French State, represented by the Prime Minister – Government Information Service ( <a href="https://www.gouvernement.fr/service-d-information-du-gouvernement-sig">https://www.gouvernement.fr/service-d-information-du-gouvernement-sig</a> )  | France              |
| 14. LEPL National Tourism Administration  | Georgia             |
| 15. Deutschland- Land der Ideen e.V.  | Germany             |
| 16. Hungarian Tourism Agency <a href="https://mtu.gov.hu/">https://mtu.gov.hu/</a>  | Hungary             |
| 17. Íslandsstofa / Promote Iceland  | Iceland             |
| 18. Public Diplomacy Division, Ministry of Foreign Affairs<br><a href="https://mfa.gov.il/MFA/AboutTheMinistry/Pages/default.aspx">https://mfa.gov.il/MFA/AboutTheMinistry/Pages/default.aspx</a><br><a href="https://www.gov.il/he/departments/Units/media_and_public_affairs">https://www.gov.il/he/departments/Units/media_and_public_affairs</a>  | Israel              |
| 19. Jamaica Tourist Board   | Jamaica             |
| 20. The public authority name: Kenya Export Promotion and Branding Agency (KEPROBA)   | Kenya               |
| 21. Ministry of Culture, Information and Tourism<br><a href="https://minculture.gov.kg/ru/">https://minculture.gov.kg/ru/</a>   | Kyrgyzstan          |
| 22. Taking into consideration that Nation Brand is a unique multi-dimensional blend of elements asset which refers to direct and indirect perception and understanding of country's culture, heritage, values, people, policies, behavior, reputation and image in a minds of target audience, it is difficult to determine the owner. At the same time if we see from the point of view that Nation Brand consist of specific brand concept, strategy and it's visualization, the owner is the costumer of the Nation Brand concept, strategy or visualization. As it is in case of Lithuania– The Office of the Government of Lithuania is the owner of the Strategy for presenting Lithuania abroad 2020-2030. Website <a href="a://lrv.lt/en/">a://lrv.lt/en/</a> | Lithuania           |
| 23. Ministry of economy of Montenegro, <a href="https://mek.gov.me">https://mek.gov.me</a>  | Montenegro          |
| 24. The New Zealand Story Board provides governance and oversight over the use of the logo. <a href="https://www.nzstory.govt.nz/about-us/our-board/">https://www.nzstory.govt.nz/about-us/our-board/</a>   | New Zealand         |
| 25. Intellectual Property Directorate, Ministry of Commerce and Industry  | Oman                |
| 26. The Ministry of Industry and Trade ( <a href="http://www.mic.gov.py">www.mic.gov.py</a> ) and the Ministry of Information and Communication Technologies ( <a href="http://www.mitic.gov.py">www.mitic.gov.py</a> ).  | Paraguay            |
| 27. The Peruvian Commission for the Promotion of Exports and Tourism – PROMPERÚ ( <a href="https://www.promperu.gob.pe/">https://www.promperu.gob.pe/</a> and <a href="https://peru.info/es-pe/marca-peru">https://peru.info/es-pe/marca-peru</a> ).  | Peru                |
| 28. Korean Culture and Information Service  | Republic of Korea   |
| 29. The Moldovan Investment Agency, <a href="http://invest.gov.md/moldovan-investment-agency">http://invest.gov.md/moldovan-investment-agency</a> . By Government Decision No. 322/2018 on the organization and functioning of the Investment Agency, was   | Republic of Moldova |

|  |             |
|--|-------------|
| established the fact that the Agency has responsibilities for the administration and promotion of the country brand and sectoral brands<br><a href="https://www.legis.md/cautare/getResults?doc_id=119170&amp;lang=ro">https://www.legis.md/cautare/getResults?doc_id=119170&amp;lang=ro</a>   |             |
| 30. The nation brand is managed by the 3 co-owners. (1) and (2) which are semi-public authorities/entities while (3) is a public authority/entity:<br>1) Singapore Tourism Board ( <a href="https://www.stb.gov.sg/content/stb/en.html">https://www.stb.gov.sg/content/stb/en.html</a> ) 2) Economic Development Board ( <a href="https://www.edb.gov.sg">https://www.edb.gov.sg</a> ) 3) Ministry of Communications and Information ( <a href="https://www.mci.gov.sg">https://www.mci.gov.sg</a> ) | Singapore   |
| 31. The Communication Office of the Government of the Republic of Slovenia (UKOM) <a href="https://www.gov.si/en/state-authorities/government-offices/government-communicationoffice/">https://www.gov.si/en/state-authorities/government-offices/government-communicationoffice/</a>  | Slovenia    |
| 32. The Ministry of Foreign Affairs (for Marca España, it was the High Commission for Marca España and the Promotion of Spanish and is now, for España Global, the Office of the Secretary of State for España Global.<br><a href="http://www.exteriores.gob.es/Portal/es/PoliticaExteriorCooperacion/MarcaEsp/Paginas/Inicio.aspx">http://www.exteriores.gob.es/Portal/es/PoliticaExteriorCooperacion/MarcaEsp/Paginas/Inicio.aspx</a>  | Spain       |
| 33. Switzerland Tourism <a href="https://www.myswitzerland.com/fr-ch/">https://www.myswitzerland.com/fr-ch/</a>  | Switzerland |
| 34. A public authority/entity - Ministry of Agriculture and Cooperatives, Ministry of Commerce etc.<br>A semi-public authority/entity - Tourism Authority of Thailand etc.   | Thailand    |
| 35. Ministry of Trade <a href="https://www.trade.gov.tr/">https://www.trade.gov.tr/</a>  | Türkiye     |
| 36. the Ministry for Culture and Information Policy of Ukraine<br><a href="https://mkip.gov.ua/">https://mkip.gov.ua/</a>  | Ukraine     |
| 37. <a href="https://www.uruguayxxi.gub.uy/es/">https://www.uruguayxxi.gub.uy/es/</a>  | Uruguay     |
| 38. Ministry of Tourism and Cultural Heritage of the Republic of Uzbekistan  | Uzbekistan  |
| 39. The Ministry of Industry and Trade   | Viet Nam    |

### PART III: USE OF RESPONDENT'S NATION BRAND

#### QUESTION 10 – IS THE USE OF THE NATION BRAND SUBJECT TO COMPLIANCE WITH SPECIFIC LAWS OR RULES IN THE RESPONDENT'S JURISDICTION?





| ANSWER CHOICES           | RESPONSES |           |
|--------------------------|-----------|-----------|
| No                       | 31%       | 15        |
| Yes                      | 51%       | 25        |
| Not applicable           | 18%       | 9         |
| <b>TOTAL RESPONDENTS</b> |           | <b>49</b> |

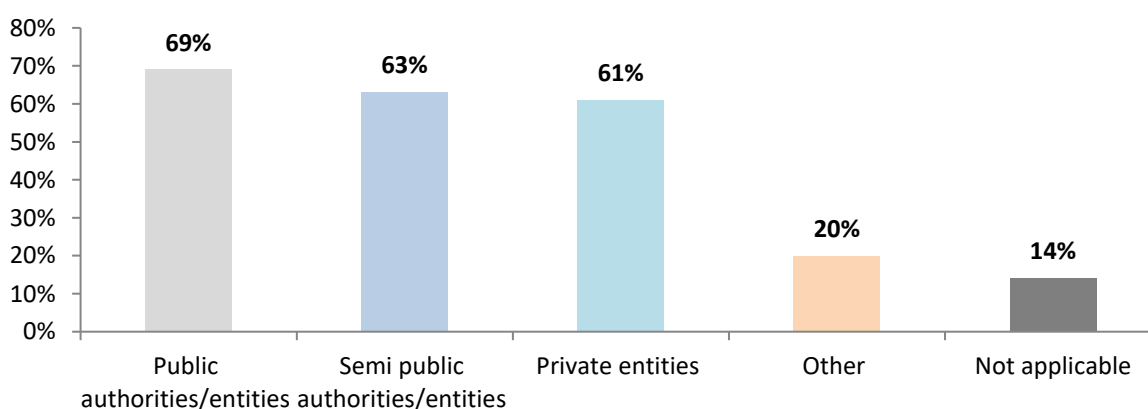
**IF YES, PLEASE PROVIDE THE LINK TO THE RELEVANT LAWS OR RULES.**

|     | PLEASE SPECIFY  | COUNTRY     |
|-----|---|-------------|
| 1.  | Constitution  | Argentina   |
| 2.  | <a href="http://www.e-qanun.az/framework/33978">http://www.e-qanun.az/framework/33978</a>   | Azerbaijan  |
| 3.  | <a href="http://www.embratur.gov.br/piembratur-new/opencms/estrutura/manual-marca-brazil.pdf">http://www.embratur.gov.br/piembratur-new/opencms/estrutura/manual-marca-brazil.pdf</a>   | Brazil      |
| 4.  | <a href="https://brandcanada.agr.gc.ca/pdf/marquecanadabrand-eng.pdf">https://brandcanada.agr.gc.ca/pdf/marquecanadabrand-eng.pdf</a>   | Canada      |
| 5.  | In Colombia, a manual on visual identity is available to nation brand rights holders. It contains the guidelines to be followed by persons who have been licensed to use the brand.<br><a href="https://www.fiducoldex.com.co/sites/default/files/invitaciones-archivospdf/Manual%20Identidad%20Visual%20CO.pdf">https://www.fiducoldex.com.co/sites/default/files/invitaciones-archivospdf/Manual%20Identidad%20Visual%20CO.pdf</a><br>Rules to be observed when using the nation brand are also set out in Decision No. 876 of 2021.<br><a href="http://www.comunidadandina.org/DocOficialesFiles/Gacetas/Gaceta%204216.pdf">http://www.comunidadandina.org/DocOficialesFiles/Gacetas/Gaceta%204216.pdf</a> | Colombia    |
| 6.  | Nation Brand Licensing Regulations for the Promotion of Tourism in Costa Rica, Executive Decree No. 38271-MP-TUR.<br>Regulations governing the use of the nation brand.   | Costa Rica  |
| 7.  | Danish trademark act <a href="https://www.retsinformation.dk/eli/Ita/2019/88">https://www.retsinformation.dk/eli/Ita/2019/88</a>  | Denmark     |
| 8.  | <a href="https://www.wipo.int/edocs/lexdocs/laws/es/ec/ec070es.pdf">https://www.wipo.int/edocs/lexdocs/laws/es/ec/ec070es.pdf</a>   | Ecuador     |
| 9.  | Use of the nation brand is subject to compliance with the European Union legislation on branding of products/services.  | France      |
| 10. | <a href="https://www.jtbonline.org/wp-content/uploads/JTB-Heartbeat-Brand-Guidelines-Quick-Reference-Guide_FINAL-V1_EXTERNAL.pdf">https://www.jtbonline.org/wp-content/uploads/JTB-Heartbeat-Brand-Guidelines-Quick-Reference-Guide_FINAL-V1_EXTERNAL.pdf</a>   | Jamaica     |
| 11. | The rules are not provided online   | Kenya       |
| 12. | <a href="http://cbd.minjust.gov.kg/act/view/ru-ru/18">http://cbd.minjust.gov.kg/act/view/ru-ru/18</a>   | Kyrgyzstan  |
| 13. | Strategy for presenting Lithuania abroad 2020-2030 is approved by the Government of Lithuania. Nation brand as well as policy of use is in the process of creation and drafting   | Lithuania   |
| 14. | <a href="http://www.sluzbenilist.me/pregled-dokumenta/?id={A2CA1CCE-C569-4E2A-842F-6817969082DE}">http://www.sluzbenilist.me/pregled-dokumenta/?id={A2CA1CCE-C569-4E2A-842F-6817969082DE}</a>   | Montenegro  |
| 15. | Use of the logo is regulated through licensing agreements.  | New Zealand |
| 16. | <a href="https://peru.info/Portals/0/Images/Licenciario/reg_ES_oficial.pdf">https://peru.info/Portals/0/Images/Licenciario/reg_ES_oficial.pdf</a>   | Peru        |

|   |                   |
|---|-------------------|
| 17. Trademark Act   | Republic of Korea |
| 18. Industrial Property Act, 2014   | Seychelles        |
| 19. There are brand usage guidelines which are not law. However, there also some marks under the Nation brand which have been registered under the Trade Marks Act in Singapore. Singapore's IP legislation is available at <a href="https://www.ipos.gov.sg/resources/ip-legislation">https://www.ipos.gov.sg/resources/ip-legislation</a> . | Singapore         |
| 20. Industrial Property Act (Official Gazette RS, No. 51/2006-UPB, No.100/2013 and No. 23/2020).  | Slovenia          |
| 21. <a href="https://www.turkpatent.gov.tr/en/laws-and-regulations">https://www.turkpatent.gov.tr/en/laws-and-regulations</a>   | Türkiye           |
| 22. Rules of using the sign (brand) of Ukraine are determined by the technical standard (brandbook) <a href="https://mkip.gov.ua/files/UkraineNOW-brandbook.pdf">https://mkip.gov.ua/files/UkraineNOW-brandbook.pdf</a>   | Ukraine           |
| 23. Agreement and handbook <a href="https://marcapaisuruguay.gub.uy/convenios/">https://marcapaisuruguay.gub.uy/convenios/</a><br><a href="https://marcapaisuruguay.gub.uy/manual-de-marca/">https://marcapaisuruguay.gub.uy/manual-de-marca/</a>   | Uruguay           |
| 24. <a href="https://lex.uz/ru/docs/5016862">https://lex.uz/ru/docs/5016862</a>   | Uzbekistan        |
| 25. Decision No. 1331/QĐ-BCT dated March 04th 2008 of the Ministry of Industry and Trade  | Viet Nam          |

#### QUESTION 11 – WHO CAN USE THE NATION BRAND?

(More than one answer is possible)



| ANSWER CHOICES   | RESPONSES |           |
|--|-----------|-----------|
| Public authorities/entities – please specify in the space below      | 69%       | 34        |
| Semi-public authorities/entities – please specify in the space below | 63%       | 31        |
| Private entities – please specify in the space below                 | 61%       | 30        |
| Other – please specify in the space below                            | 20%       | 10        |
| Not applicable   | 14%       | 7         |
| <b>TOTAL RESPONDENTS</b>   |           | <b>49</b> |

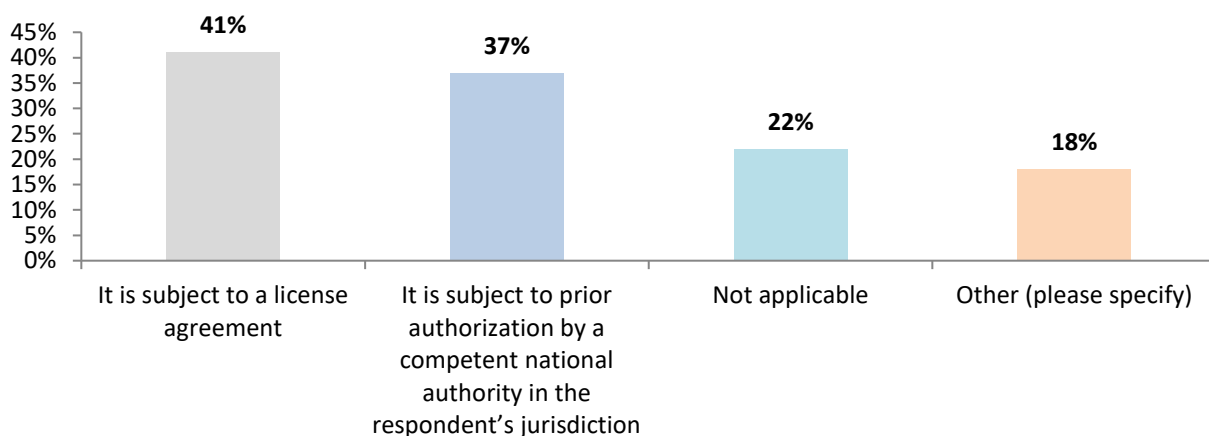
| PLEASE SPECIFY   | COUNTRY            |
|--|--------------------|
| 1. - Public administration at the national, provincial and municipal levels<br>- Businesses<br>- Associations<br>- Leading public figures  | Argentina          |
| 2. Ministry of Economy and Energy  | Bulgaria           |
| 3. The Canada Brand is open to Canadian entities that have a role in producing, promoting or supporting Canadian food and agriculture products. To be eligible to use the Canada Brand, at least one of the two conditions must apply:<br>– Ingredients or inputs are originally grown, raised or harvested in Canada.<br>– Ingredients (either domestic, foreign, or a combination) have been transformed into a new product in Canada.   | Canada             |
| 4. Currently, the Colombia nation brand may be used by natural persons with a commercial establishment that is constituted in line with the formal requirements for licensing to use the brand. Nation brands protected under Decision No. 876 of 2021 may be used by their owners, rights holders and other persons formally licensed to do so.   | Colombia           |
| 5. In accordance with Article 6 of the Nation Brand Licensing Regulations for the Promotion of Tourism in Costa Rica, the following may use the nation brand: natural and legal persons who are granted a user license; public sector agencies, for international use and to promote tourism in Costa Rica; organizers of events declared to be of public interest by executive decree; institutions that organize or endorse authorized, official events to be held abroad and that have been declared of cultural interest by the Ministry of Culture and Youth of Costa Rica; organizers of activities declared by the Costa Rican Tourism Board (ICT) to be of tourist interest; organizers of activities or events abroad sponsored by the Costa Rican Tourism Board or at which it is a special guest; public or private sector bodies that have a signed, effective and fulfilled cooperation agreement with the Costa Rican Tourism Board (ICT) relating to initiatives to promote tourism in Costa Rica; chambers, associations and organizations that seek to promote Costa Rica as a tourist destination at global level. | Costa Rica         |
| 6. Other authorities/entities might be able to use the nation brand according to specific agreements.  | Denmark            |
| 7. The multisectoral nation brand commission is preparing the workplan to implement the nation brand strategy.   | Dominican Republic |
| 8. <a href="https://www.wipo.int/edocs/lexdocs/laws/es/ec/ec070es.pdf">https://www.wipo.int/edocs/lexdocs/laws/es/ec/ec070es.pdf</a>   | Ecuador            |
| 9. Public and private bodies that meet the requirements established by the nation brand administrators.  | El Salvador        |
| 10. For the State brand and the France brand: all the central administration bodies, their management, the inter-ministerial delegations, the prefectures, the embassies, and all the decentralized services.<br>For the State brand and the France brand: the State operators as defined in the “State Operators” Annex of the draft budget bill.   | France             |

|   |                   |
|---|-------------------|
| For the France brand: all bodies setting up a strategy to promote the image of France abroad, in the economic as well as tourism and cultural sectors.  |                   |
| 11. All those entities and persons which promote Georgia.   | Georgia           |
| 12. Hungarian Tourism Agency  | Hungary           |
| 13. Public entities: Government ministries, including Israel Government Advertising Agency ("LAPAM"). Semi-public entities: Israel Export Institute. Private entities: Ad-hoc authorization per request. Other: NGO's under ad-hoc authorization per request.   | Israel            |
| 14. With permission   | Jamaica           |
| 15. Right holder, other persons by permission of the right holder.  | Kyrgyzstan        |
| 16. Policy of use (concept of Regulations on use of the nation brand) is in the process of drafting.  | Lithuania         |
| 17. All stakeholders that fulfil the required conditions can use the nation brand.  | Madagascar        |
| 18. Legal and natural persons, state bodies, state administration bodies, competent municipal bodies, local government bodies, courts, state prosecutor's office, state-owned companies performing activities of public interest, diplomatic and consular missions, institutions and services founded by Montenegro, or the municipality, entrepreneurs and other organizations and associations.   | Montenegro        |
| 19. The natural or legal persons who have obtained licensing or been certified by the owner of the brand (case of certification marks).   | Morocco           |
| 20. A national brand may be used by all the above.  | Oman              |
| 21. Government bodies and authorities, public limited companies in which the State is a majority shareholder and binational authorities (the Paraguayan side)   | Paraguay          |
| 22. Public authorities/entities: any legal person governed by public law, domestic or foreign.<br>Semi-public authorities/entities: any legal person, domestic or foreign, domiciled in the country or abroad, engaged in for-profit or not-for-profit activities.<br>Private entities: any legal person governed by private law, domestic or foreign, domiciled in the country or abroad, engaged in for-profit or not-for-profit activities.<br>Other: any natural or legal person, whether a Peruvian or foreign national, domiciled in the country or abroad, engaged in for-profit or not-for-profit activities. | Peru              |
| 23. Any public authorities who gets the permission of use from the owner of rights.   | Republic of Korea |
| 24. The co-owners (a public authority/entity) and 2 semi-public authorities/entities) may use the marks. Use of the marks may also be licensed to third parties including semi-public authorities/entities and private entities.  | Singapore         |

|   |             |
|---|-------------|
| 25. The Slovenia Brand can be used by any public or private entity in accordance with Slovenia Brand Handbook and prior authorization by Slovenian Government Communication Office.   | Slovenia    |
| 26. Authorization is granted by the Department for España Global, provided that there is collaboration with the relevant entity.  | Spain       |
| 27. The brand owner.  | Switzerland |
| 28. Exporters certified in the Turquality Program which provides support for brand building and promotion.  | Türkiye     |
| 29. State authorities, local self-government authorities, enterprises, entities and organizations of any form of property.  | Ukraine     |
| 30. All state organizations, the administrative authority and all persons subject to private law who are granted a user license.  | Uruguay     |
| 31. Public authorities: Ministries: Establishing and implementing projects under Vietnam National Branding Program (the Program); Vietnam Television (VTV), Voice of Vietnam (VOV), Vietnam news agency (VNA): Establishing and implementing broadcast and propaganda projects under Vietnam National Branding Program. Private entities: Enterprises with valued products participating the Program. | Viet Nam    |

## QUESTION 12 – HOW IS THE USE OF THE NATION BRAND AUTHORIZED?

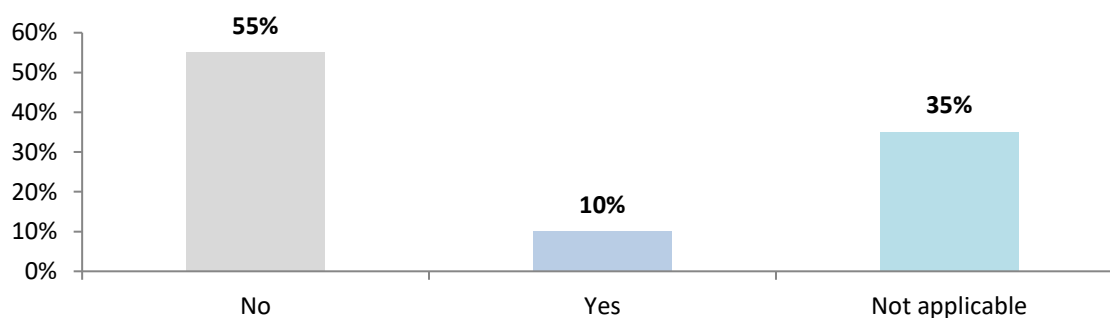
(More than one answer is possible)



| ANSWER CHOICES  | RESPONSES |           |
|---|-----------|-----------|
| It is subject to a license agreement  | 41%       | 20        |
| It is subject to prior authorization by a competent national authority in the respondent's jurisdiction | 37%       | 18        |
| Not applicable  | 22%       | 11        |
| Other (please specify)  | 18%       | 9         |
| <b>TOTAL RESPONDENTS</b>  |           | <b>49</b> |

|    | OTHER (PLEASE SPECIFY)   | COUNTRY     |
|----|--|-------------|
| 1. | Has to be according to agreement/coordination with VisitDenmark and must follow the brand guide  | Denmark     |
| 2. | Use of the nation brand is authorized by the public institutions that administer the brand. The National Intellectual Property Office has recommended that such use be formalized through a licensing agreement.   | El Salvador |
| 3. | Utilization rules for the various subsidiary brands of the France brand / utilization rules available on the Internet for the State brand  | France      |
| 4. | Policy of use (concept of Regulations on use of the nation brand) is in the process of drafting  | Lithuania   |
| 5. | Authorization methods have not yet been determined.  | Madagascar  |
| 6. | Legal and natural persons, entrepreneurs, other organizations and associations acquire the right to use the nation brand logo in the manner specified in Article 20 to 23 of the law on nation brand. Conditions, manner of acquiring and using the nation brand logo for state bodies, state administration bodies, competent municipal bodies, local government bodies, courts, state prosecutor's office, diplomatic and consular missions and state-owned companies performing activities of public interest, institutions and services founded by Montenegro, or the municipality are determined by a regulation of the Government. | Montenegro  |
| 7. | There are specific licensing procedures that must be certified by the competent authority, which is the Intellectual Property Directorate at the Ministry.   | Oman        |
| 8. | The entities to be certified in the Turquality Program are determined by the Ministry of Trade based on the 5973rd Decision of the Presidency on Export Supports and the 2564th Decision of the Presidency on the Branding Supports for the Service Sectors Providing Foreign Exchange Earning. Unauthorized use of the sign is under Industrial Property Law 6769.  | Türkiye     |
| 9. | A sign (brand) of Ukraine in free use  | Ukraine     |

#### QUESTION 13 - ARE USERS REQUIRED TO PAY A FEE TO USE THE NATION BRAND?



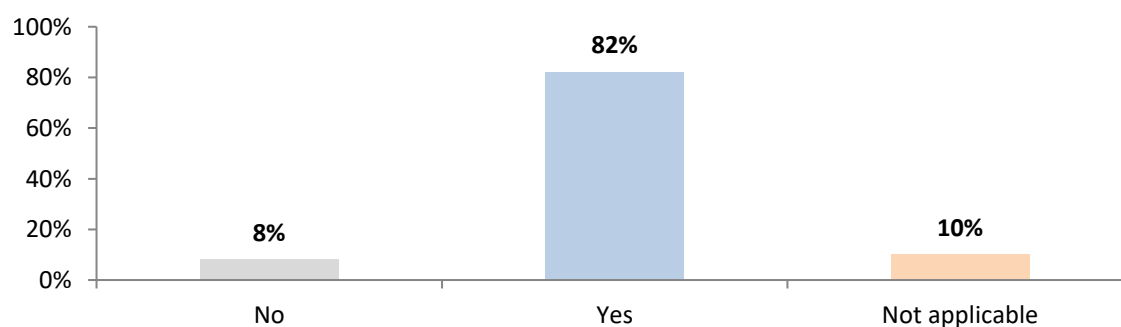
| ANSWER CHOICES           | RESPONSES |    |
|--------------------------|-----------|----|
| No                       | 55%       | 27 |
| Yes                      | 10%       | 5  |
| Not applicable           | 35%       | 17 |
| <b>TOTAL RESPONDENTS</b> | <b>49</b> |    |

**IF YES, PLEASE INDICATE THE AMOUNT OF THE FEE (IN LOCAL CURRENCY) AND TO WHOM THE FEE IS PAID.**

|    | RESPONSES  | COUNTRY     |
|----|--|-------------|
| 1. | The fee is paid to the owner.  | Germany     |
| 2. | A fee is paid to Promote Iceland under a certain part of the project, in most cases however, no fee is required.   | Iceland     |
| 3. | Annual licensing fee of between NZ\$750-5,000, depending on the size of the business licensing the use of the logo. The fee is payable to the New Zealand Story Group.   | New Zealand |
| 4. | The amount of the fee is 200 Omani Riyal to be paid to the Ministry of Commerce and Industry, which is the competent authority for trademarks.   | Oman        |
| 5. | There is no specific fee to use the brand but the exporters of goods pay 59,500 Turkish Liras and the exporters of services pay 59,842 Turkish Liras to the Executive Consultant Companies accredited by the Ministry of Trade for the examination of their applications to the Turquality Program and development of their roadmap. | Türkiye     |

#### *PART IV: PROTECTION OF THE RESPONDENT'S NATION BRAND AT THE NATIONAL LEVEL*

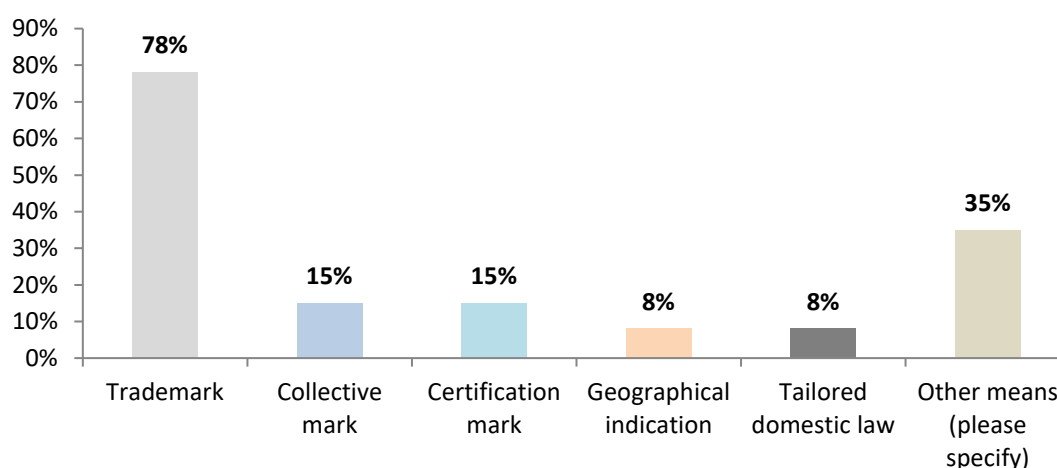
#### **QUESTION 14 – IS THE NATION BRAND PROTECTED IN THE RESPONDENT'S COUNTRY?**



| ANSWER CHOICES           | RESPONSES |           |
|--------------------------|-----------|-----------|
| No                       | 8%        | 4         |
| Yes                      | 82%       | 40        |
| Not applicable           | 10%       | 5         |
| <b>TOTAL RESPONDENTS</b> |           | <b>49</b> |

**IF YES, PLEASE INDICATE BY WHAT MEANS OF PROTECTION:**

(More than one answer is possible)



| ANSWER CHOICES               | RESPONSES |           |
|------------------------------|-----------|-----------|
| Trademark                    | 78%       | 31        |
| Collective mark              | 15%       | 6         |
| Certification mark           | 15%       | 6         |
| Geographical indication      | 8%        | 3         |
| Tailored domestic law        | 8%        | 3         |
| Other means (please specify) | 35%       | 14        |
| <b>TOTAL RESPONDENTS</b>     |           | <b>40</b> |

| OTHER MEANS (PLEASE SPECIFY)   | COUNTRY   |
|--|-----------|
| 1. Presidential Decree and regulations governing use.  | Argentina |
| 2. Official mark. Subparagraph 9(1)(n) of the Trademarks Act:<br>no person shall adopt in connection with a business, as a trademark or otherwise, any mark consisting of, or so nearly resembling as to be likely to be mistaken for, (n) any badge, crest, emblem or mark<br>(i) adopted and used by any of Her Majesty's Forces as defined in the National Defence Act.<br>(ii) of any university, or | Canada    |



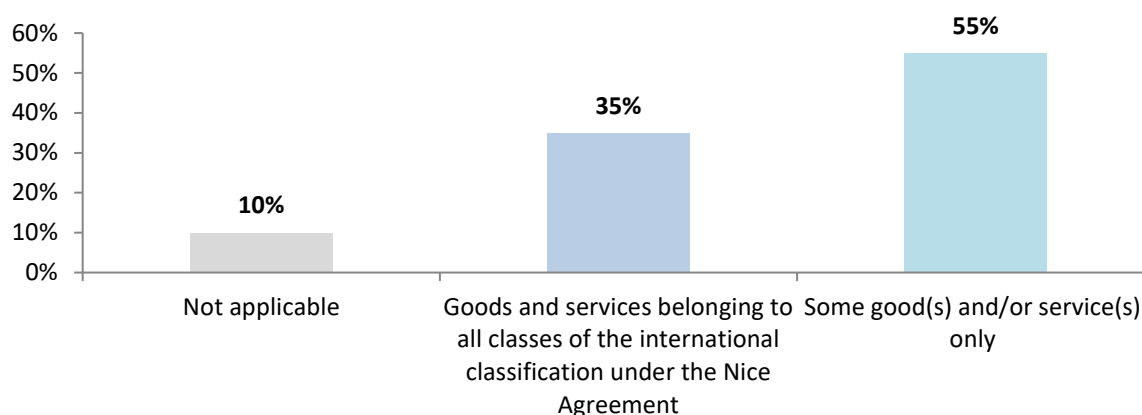
|  |                    |
|--|--------------------|
| (iii) adopted and used by any public authority, in Canada as an official mark for goods or services, in respect of which the Registrar has, at the request of Her Majesty or of the university or public authority, as the case may be, given public notice of its adoption and use;   |                    |
| 3. A process is under way to have it protected in Colombia by fully applying the provisions of Decision No. 876 of 2021 (Common Nation Brand Regime).  | Colombia           |
| 4. Registration of mixed trademarks, International Class 35 and pursuant to Decree No. 466-20  | Dominican Republic |
| 5. Emblem Protection Law, 5735 – 1974. The minister of Interior Affairs may issue a decree to protect a certain emblem or flag of an Israeli public entity, a local administrative entity or an international public entity. The Decree prevents any commercial use or advertisement without authorization. In addition, even where no decree was made with respect to such emblem or flag the law prohibits the use of such an emblem or flag for advertisement or for commercial purposes, in a way that misleads the public to believe that the user is acting on behalf of the State of Israel or a local administrative entity, or any use that is contrary to public policy. The Israel Brand is protected under the general rule since a decree was not issued with regard to it. | Israel             |
| 6. There is plan to protect new nation brand as a trademark when such sign will be created and adopted. Previous sign was registered as a trademark and could be found <a href="https://search.vpb.lt/pdb/trademark/details/2008_2745b">https://search.vpb.lt/pdb/trademark/details/2008_2745b</a>   | Lithuania          |
| 7. Copyright Trade mark registration no. 288208, 288209, 288209, 288210, 288215, 288216, 288217, 601541, 979656, 979657, 979658, 979659, 979660, 979661, 979662, 979663, 979664, 979665, 979666, 979667, 979668, 979669, 979670 and 979671.  | New Zealand        |
| 8. Protection is governed by national law.   | Oman               |
| 9. Copyright   | Peru               |
| 10. Any person who engages in not-for-profit business on the Republic of Korea may obtain registration of his/her business emblem.   | Republic of Korea  |
| 11. The SG logo is recorded as a State Emblem (Article 6ter) as well as a Logogram under Rule 13 of the Trade Marks Rules and can be cited by the IP Office against any trade mark application which contain or consists of the Logogram. While recordal under Rule 13 does not confer legal rights or protection, the Logogram proprietor may withhold consent to trade mark applicants seeking to register something similar. Some of the other marks under the nation brand are registered as trade marks in Singapore.   | Singapore          |
| 12. Official Signs   | Thailand           |
| 13. Official signs and hallmarks indicating control and warranty under Article 6ter of the Paris Convention for the Protection of Industrial Property.   | Türkiye            |
| 14. Regulation of the Cabinet of Ministers of Ukraine dated 10.05.2018 N.416 “Some issues of the form of sign (brand) of Ukraine”.   | Ukraine            |

**PLEASE PROVIDE THE LINK TO THE CORRESPONDING REGISTRATION OR CERTIFICATE, IF ANY.**

| PLEASE SPECIFY |  |                           | COUNTRY            |
|----------------|--|---------------------------|--------------------|
| 1.             | <a href="https://portal.bpo.bg/bpo_online/-/bpo/mark-detail">https://portal.bpo.bg/bpo_online/-/bpo/mark-detail</a>  |                           | Bulgaria           |
| 2.             | File No.   | Certificate No. Sign      | Colombia           |
|                | 12141200   | 468472 Collective mark    |                    |
|                | 12141204   | 468474 Collective mark    |                    |
|                | 12141208   | 468478 Collective mark    |                    |
|                | 12141212   | 468477 Collective mark    |                    |
|                | SD2017/0064968   | 598668 Goods Trademark    |                    |
|                | SD2017/0064980   | 586023 Goods Trademark    |                    |
|                | SD2017/0064986   | 586011 Goods Trademark    |                    |
|                | SD2017/0064991   | 586012 Goods Trademark    |                    |
|                | SD2019/0001810   | 640097 Services Trademark |                    |
|                | SD2019/0001813   | 640099 Services Trademark |                    |
|                | SD2019/0047705   | 636155 Services Trademark |                    |
|                | SD2019/0047711   | 636156 Services Trademark |                    |
| 3.             | “Essential Costa Rica” registration No. 228803<br>“Esencial Costa Rica” registration No. 229122<br>“Esencial Costa Rica” registration No. 229857<br>“Essential Costa Rica” registration No. 232668   |                           | Costa Rica         |
| 4.             | <a href="https://it-app.dziv.hr/Pretrage/hr/z/Detaljno.aspx/20150201">https://it-app.dziv.hr/Pretrage/hr/z/Detaljno.aspx/20150201</a><br><a href="https://it-app.dziv.hr/Pretrage/hr/z/Detaljno.aspx/20150199">https://it-app.dziv.hr/Pretrage/hr/z/Detaljno.aspx/20150199</a><br><a href="https://it-app.dziv.hr/Pretrage/hr/z/Detaljno.aspx/20150359">https://it-app.dziv.hr/Pretrage/hr/z/Detaljno.aspx/20150359</a><br><a href="https://it-app.dziv.hr/Pretrage/hr/z/Detaljno.aspx/20150358">https://it-app.dziv.hr/Pretrage/hr/z/Detaljno.aspx/20150358</a><br><a href="https://it-app.dziv.hr/Pretrage/hr/z/Detaljno.aspx/20160881">https://it-app.dziv.hr/Pretrage/hr/z/Detaljno.aspx/20160881</a><br><a href="https://it-app.dziv.hr/Pretrage/hr/z/Detaljno.aspx/20160880">https://it-app.dziv.hr/Pretrage/hr/z/Detaljno.aspx/20160880</a> |                           | Croatia            |
| 5.             | <a href="https://euipo.europa.eu/eSearch/#details/trademarks/004325536">https://euipo.europa.eu/eSearch/#details/trademarks/004325536</a>  |                           | Denmark            |
| 6.             | Registration No. 279678  |                           | Dominican Republic |
| 7.             | EUTM 017902836<br><a href="https://euipo.europa.eu/eSearch/#details/trademarks/017902836">https://euipo.europa.eu/eSearch/#details/trademarks/017902836</a><br>EUTM 017902837<br><a href="https://euipo.europa.eu/eSearch/#details/trademarks/017902837">https://euipo.europa.eu/eSearch/#details/trademarks/017902837</a><br>Estonian trademark no 56619<br><a href="https://andmebaas.epa.ee/avalik/#/trademarks?nr=M201800512&amp;ln=et">https://andmebaas.epa.ee/avalik/#/trademarks?nr=M201800512&amp;ln=et</a>   |                           | Estonia            |
| 8.             | <a href="https://www.sakpatenti.gov.ge/en/search_engine/view/87826/3/">https://www.sakpatenti.gov.ge/en/search_engine/view/87826/3/</a>  |                           | Georgia            |
| 9.             | <a href="https://www.hugverk.is/trademark/v0080982">https://www.hugverk.is/trademark/v0080982</a><br><a href="https://www.hugverk.is/trademark/v0082578">https://www.hugverk.is/trademark/v0082578</a>   |                           | Iceland            |
| 10.            | Not available  |                           | Iraq               |
| 11.            | Kenya Industrial Property Institute, TM No. 101496   |                           | Kenya              |

|  |                     |
|--|---------------------|
| 12. <a href="http://base.patent.kg/index.php?action=search">http://base.patent.kg/index.php?action=search</a>  | Kyrgyzstan          |
| 13. The trademark link (as an example):<br><a href="http://search.ompic.ma/web/pages/consulterMarque.do?id=2653531&amp;debutRes=0&amp;finRes=10">http://search.ompic.ma/web/pages/consulterMarque.do?id=2653531&amp;debutRes=0&amp;finRes=10</a>   | Morocco             |
| 14. <a href="https://www.fernmark.nzstory.govt.nz/sites/all/themes/FernMark/assets/files/FM_Schedule_of_Trademarks_March2020.pdf">https://www.fernmark.nzstory.govt.nz/sites/all/themes/FernMark/assets/files/FM_Schedule_of_Trademarks_March2020.pdf</a>  | New Zealand         |
| 15. Certificate P000179302<br><a href="https://www.indecopi.gob.pe/documents/1574126/51111065/P000179302.pdf/">https://www.indecopi.gob.pe/documents/1574126/51111065/P000179302.pdf/</a><br>Certificate T00002566<br><a href="https://www.indecopi.gob.pe/documents/1574126/51111065/T00002566.pdf/">https://www.indecopi.gob.pe/documents/1574126/51111065/T00002566.pdf/</a><br>Copyright<br><a href="https://drive.google.com/file/d/1gH0b8fcFP3LLi4tAMEX-2UIV1fEx-HiJ/view">https://drive.google.com/file/d/1gH0b8fcFP3LLi4tAMEX-2UIV1fEx-HiJ/view</a>  | Peru                |
| 16. Trademark 27307 -<br><a href="http://www.db.agepi.md/marcireprezentanti/Details.aspx?id=15oFtT17iufI5YQ2WpZNec">http://www.db.agepi.md/marcireprezentanti/Details.aspx?id=15oFtT17iufI5YQ2WpZNec</a><br>Application 044733 -<br><a href="http://www.db.agepi.md/marcireprezentanti/Details.aspx?id=15oFtT17ivfI5daGwRdLKe">http://www.db.agepi.md/marcireprezentanti/Details.aspx?id=15oFtT17ivfI5daGwRdLKe</a><br>Application 044734 -<br><a href="http://www.db.agepi.md/marcireprezentanti/Details.aspx?id=15oFtT17ivfI5daGwRdxU2">http://www.db.agepi.md/marcireprezentanti/Details.aspx?id=15oFtT17ivfI5daGwRdxU2</a> | Republic of Moldova |
| 17. Registered TM Numbers: 40201804356V, 40201804358Y, 40201804360Y, 40201804361T.<br>Logogram: L202005646P<br>State Emblem (Article 6ter No. SG27): A202007812T<br>Details of trade marks, Logograms and Article 6ter are available at our e-filing and search platform -<br><a href="https://www.ip2.sg/RPS/WP/CM/SearchSimple/IP.aspx">https://www.ip2.sg/RPS/WP/CM/SearchSimple/IP.aspx</a>  | Singapore           |
| 18. <a href="https://wbr.indprop.gov.sk/WebRegistre/OchrannaZnamka/Detail/518-2016">https://wbr.indprop.gov.sk/WebRegistre/OchrannaZnamka/Detail/518-2016</a>  | Slovakia            |
| 19. SIPO-DS (Databases of IP Rights in Slovenia) <a href="http://www2.uil-sipo.si/dse.htm">http://www2.uil-sipo.si/dse.htm</a> TM No 200671673 and No 201770217 for classes 9, 16, 18, 20, 21, 25, 28, 35, 39, 41:43 of Nice Classification  | Slovenia            |
| 20. Brand España:<br><a href="http://consultas2.oepm.es/ceo/jsp/busqueda/busqRapida.xhtml">http://consultas2.oepm.es/ceo/jsp/busqueda/busqRapida.xhtml</a><br>Brand España Global:<br><a href="http://consultas2.oepm.es/ceo/jsp/busqueda/busqRapida.xhtml">http://consultas2.oepm.es/ceo/jsp/busqueda/busqRapida.xhtml</a>  | Spain               |
| 21. <a href="https://www.swissreg.ch/srclient/de/tm/738275">https://www.swissreg.ch/srclient/de/tm/738275</a>  | Switzerland         |
| 22. <a href="https://zakon.rada.gov.ua/laws/show/416-2018-%D0%BF#Text">https://zakon.rada.gov.ua/laws/show/416-2018-%D0%BF#Text</a>  | Ukraine             |
| 23. National registration № MGU 25983  | Uzbekistan          |
| 24. <a href="http://wipopublish.noip.gov.vn/wopublish-search/public/trademarks;jsessionid=5E275F9D0697F2A662607A5BE00EA1F6?0#">http://wipopublish.noip.gov.vn/wopublish-search/public/trademarks;jsessionid=5E275F9D0697F2A662607A5BE00EA1F6?0#</a>  | Viet Nam            |

**QUESTION 15 – PROTECTION OF THE NATION BRAND IN THE RESPONDENT'S JURISDICTION COVERS THE FOLLOWING GOODS/SERVICES:**

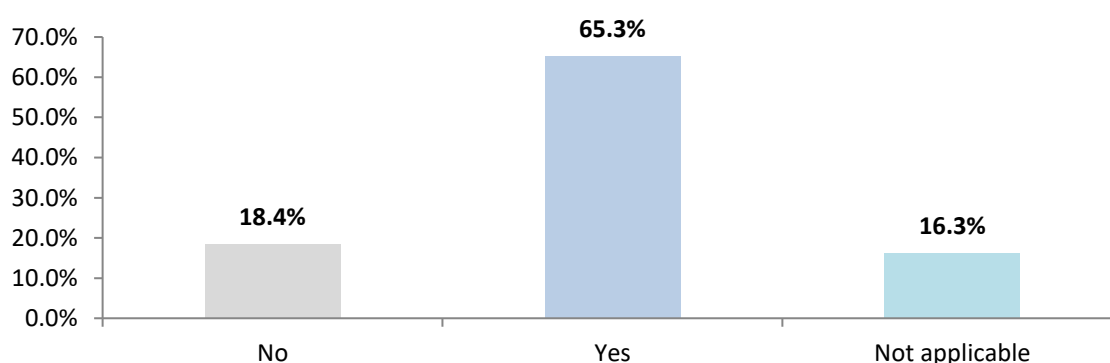


| ANSWER CHOICES  | RESPONSES |           |
|---|-----------|-----------|
| Not applicable  | 10%       | 4         |
| Goods and services belonging to all classes of the international classification under the Nice Agreement  | 35%       | 14        |
| Some good(s) and/or service(s) only – please indicate the corresponding class(es) of the international classification under the Nice Agreement, if appropriate. | 55%       | 22        |
| <b>TOTAL RESPONDENTS</b>  |           | <b>40</b> |

| SOME GOOD(S) AND/OR SERVICE(S) ONLY – THE CORRESPONDING CLASS(ES) OF THE INTERNATIONAL CLASSIFICATION UNDER THE NICE AGREEMENT |  | COUNTRY            |
|--|--|--------------------|
| 1.   | Classes 16, 18, 21, 25, 35 and 41  | Colombia           |
| 2.   | Protection for almost all classes of the international classification under the Nice Agreement.  | Costa Rica         |
| 3.   | Classes 16, 35, 39 and 41  | Denmark            |
| 4.   | Class 35 “Advertising at the local and international levels, services offered abroad by the Dominican Republic and representation of the Dominican Republic around the world.” | Dominican Republic |
| 5.   | Classes 25, 21 and 35  | Ecuador            |
| 6.   | EUTM 017902836; Nice Classification 9, 16, 41<br>EUTM 017902837; Nice Classification 9, 16, 36, 41<br>Estonian trademark No. 56619 Nice Classification 41                      | Estonia            |
| 7.   | For the France brand: 9, 16, 35, 36, 38, 39, 41, 42, 43, 44, 45<br>For the State brand: 16, 35, 41, 42, 44   | France             |
| 8.   | Classes 35, 39, 41, 43 and 44  | Georgia            |
| 9.   | Classes 8, 16, 21, 25, 35, 41, 42, and 45  | Germany            |

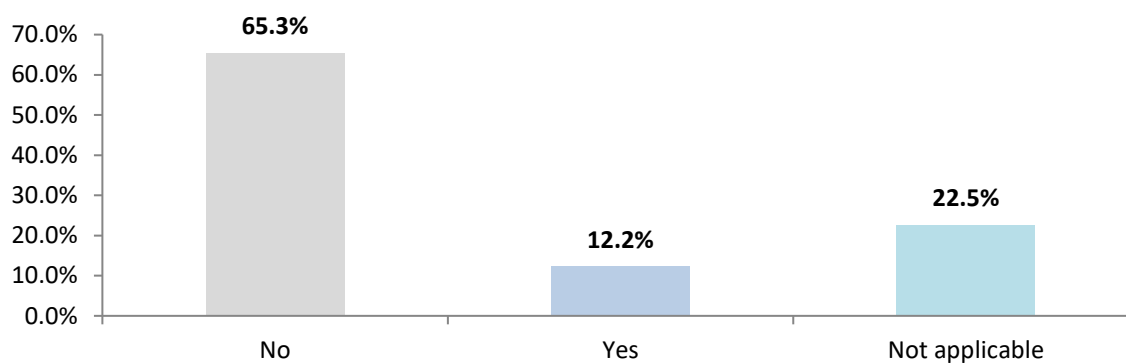
|   |                     |
|---|---------------------|
| 10. V0080982: 16, 35, 39 (appeal case pending)<br>V0082578: 29-33, 43 (appeal case pending)   | Iceland             |
| 11. Classes 9, 16, 18, 25, 28, 35, 39, 41 and 43  | Jamaica             |
| 12. Class 35, advertising   | Kyrgyzstan          |
| 13. Will be defined later. Previous not in use brand was protected for services belonging to classes 35, 39 and 41  | Lithuania           |
| 14. Each organization chooses the products and/or services covering its sector of activity.   | Morocco             |
| 15. Protection covers the protected brand only, with the exception of well-known marks, which are covered under Article 6 <sup>ter</sup> of the Paris Convention.                     | Oman                |
| 16. Classes 16, 35, 39, 41, 42, 43 of the international classification under the Nice Agreement.  | Republic of Moldova |
| 17. Some of the marks under the nation brand are registered as trade marks for goods and services in Classes 5, 10, 14, 16, 18, 25, 28, 35, 39, 41 and 43 of the Nice Classification. | Singapore           |
| 18. Classes 6, 8, 9, 14, 16, 18, 19, 20, 21, 24, 25, 27, 34, 35, 38, 39, 41, 42 and 43  | Slovakia            |
| 19. Classes 9, 16, 18, 20, 21, 25, 28, 35, 39, 41 and 43  | Slovenia            |
| 20. Marca España is registered under the 45 classes of the Nice Classification. España Global is registered under classes 9, 16, 35, 38, 39 and 41.                                   | Spain               |
| 21. Classes 9, 14, 16, 35, 39, 41, 43   | Switzerland         |
| 22. Class 39: Travel organization   | Uzbekistan          |

**QUESTION 16 – IS THE NATION BRAND CONSIDERED AS AN INDUSTRIAL PROPERTY ASSET IN THE RESPONDENT’S JURISDICTION?**



| ANSWER CHOICES           | RESPONSES |           |
|--------------------------|-----------|-----------|
| No                       | 18.4%     | 9         |
| Yes                      | 65.3%     | 32        |
| Not applicable           | 16.3%     | 8         |
| <b>TOTAL RESPONDENTS</b> |           | <b>49</b> |

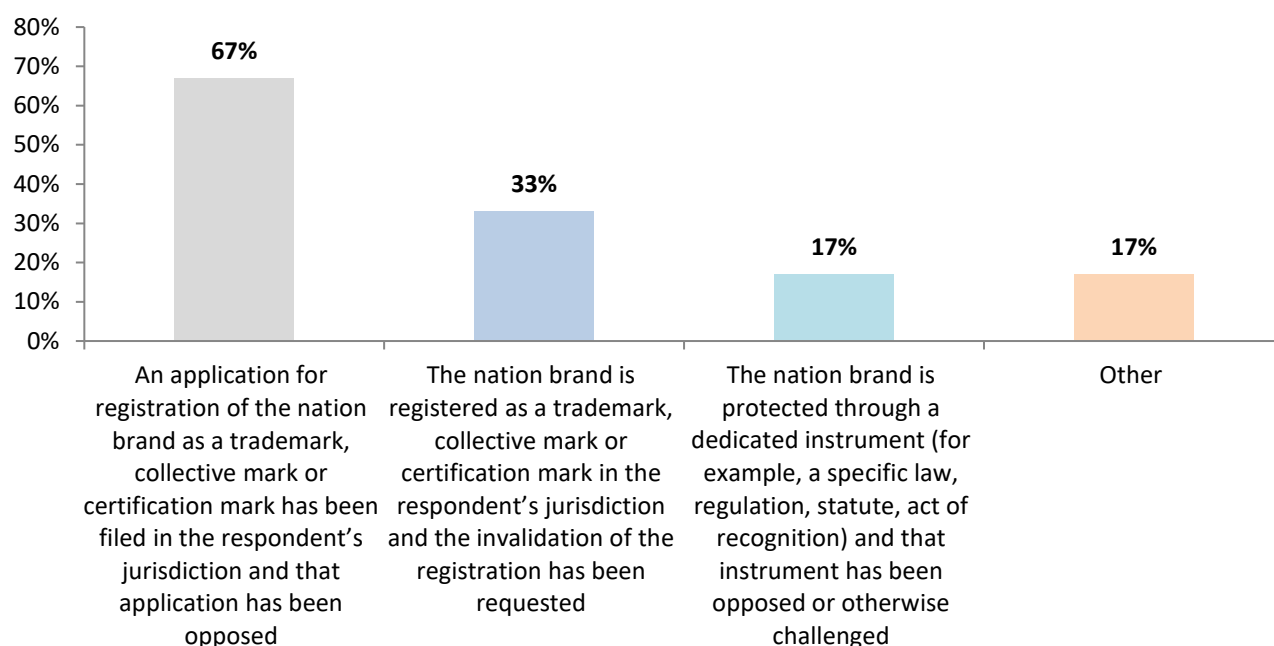
**QUESTION 17 – HAS THE PROTECTION OF THE RESPONDENT’S NATION BRAND BEEN CHALLENGED IN THE RESPONDENT’S JURISDICTION?**



| ANSWER CHOICES           | RESPONSES |           |
|--------------------------|-----------|-----------|
| No                       | 65.3%     | 32        |
| Yes                      | 12.2%     | 6         |
| Not applicable           | 22.5%     | 11        |
| <b>TOTAL RESPONDENTS</b> |           | <b>49</b> |

**IF YES, PLEASE INDICATE HOW IT HAS BEEN CHALLENGED:**

(More than one answer is possible)

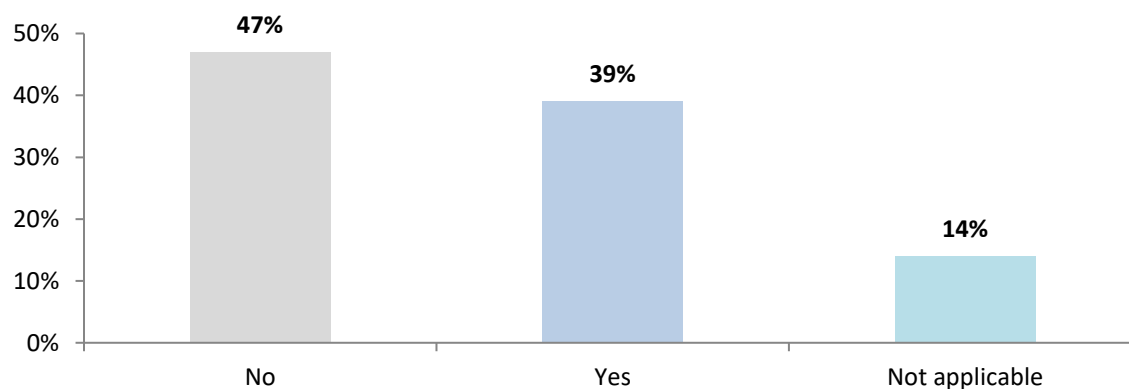


| ANSWER CHOICES  | RESPONSES |          |
|---|-----------|----------|
| An application for registration of the nation brand as a trademark, collective mark or certification mark has been filed in the respondent's jurisdiction and that application has been opposed – please indicate the outcome in the space below <sup>1</sup> | 67%       | 4        |
| The nation brand is registered as a trademark, collective mark or certification mark in the respondent's jurisdiction and the invalidation of the registration has been requested – please indicate the outcome in the space below <sup>2</sup>               | 33%       | 2        |
| The nation brand is protected through a dedicated instrument (for example, a specific law, regulation, statute, act of recognition) and that instrument has been opposed or otherwise challenged – please indicate the outcome in the space below             | 17%       | 1        |
| Other – please specify in the space below <sup>3</sup>  | 17%       | 1        |
| <b>TOTAL RESPONDENTS</b>  |           | <b>6</b> |

|    | PLEASE SPECIFY  | COUNTRY |
|----|---|---------|
| 1. | <sup>2</sup> Two appeal cases concerning both registrations are pending before the Icelandic Board of Appeal for Industrial Intellectual Property Rights. | Iceland |
| 2. | <sup>3</sup> We are unaware of any matters relating to nation brands.   | Iraq    |
| 3. | <sup>1</sup> The oppositions were rejected.   | Spain   |
| 4. | <sup>1</sup> The applications were rejected based on <i>ex officio</i> examination and no appeal was filed. Thus, there is no opposition to publication.  | Türkiye |

#### PART V: PROTECTION OF THE RESPONDENT'S NATION BRAND ABROAD

#### QUESTION 18 – IS THE RESPONDENT'S NATION BRAND PROTECTED BY COUNTRIES/REGIONS OTHER THAN ITS OWN (HEREINAFTER REFERRED TO AS “PROTECTED ABROAD”)?

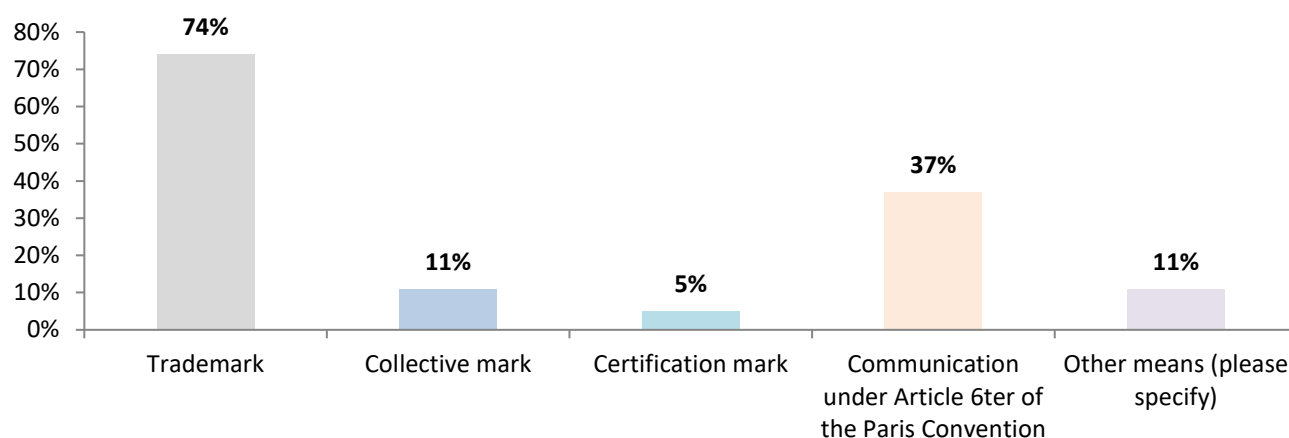


| ANSWER CHOICES           | RESPONSES |           |
|--------------------------|-----------|-----------|
| No                       | 47%       | 23        |
| Yes                      | 39%       | 19        |
| Not applicable           | 14%       | 7         |
| <b>TOTAL RESPONDENTS</b> |           | <b>49</b> |



**IF YES, PLEASE INDICATE THE MEANS OF PROTECTION:**

(More than one answer is possible)



| ANSWER CHOICES   | RESPONSES |           |
|--|-----------|-----------|
| Trademark  | 74%       | 14        |
| Collective mark  | 11%       | 2         |
| Certification mark                                       | 5%        | 1         |
| Communication under Article 6ter of the Paris Convention | 37%       | 7         |
| Other means (please specify)                             | 11%       | 2         |
| Geographical indication                                  | 0%        | 0         |
| Tailored domestic law                                    | 0%        | 0         |
| Bilateral agreement                                      | 0%        | 0         |
| <b>TOTAL RESPONDENTS</b>                                 |           | <b>19</b> |

| OTHER MEANS (PLEASE SPECIFY)   | COUNTRY     |
|--|-------------|
| 1. The Colombia nation brands are protected in Ecuador. In Peru and Bolivia, a process is under way to provide them with protection in line with the provisions of Decision No. 876 of 2021. | Colombia    |
| 2. Copyright   | New Zealand |
| 3. Nation brand: Communication under Article 6 of Decision No. 876 of the Commission of the Andean Community on a Common Nation Brand Regime.  | Peru        |

**PLEASE PROVIDE THE LINK TO THE CORRESPONDING REGISTRATION, CERTIFICATE OR OTHER DEDICATED INSTRUMENT, IF ANY.**

| RESPONSES | COUNTRY  |
|-----------|----------|
| 1. Peru   | Colombia |

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[http://sistemas.indecopi.gob.pe/osdconsultaspublicas/Default2.asp?  
Nro\\_exp\\_EUIPO=000644616-2015](http://sistemas.indecopi.gob.pe/osdconsultaspublicas/Default2.asp?Nro_exp_EUIPO=000644616-2015)

[http://sistemas.indecopi.gob.pe/osdconsultaspublicas/Default2.asp?  
Nro\\_exp\\_EUIPO=000644617-2015](http://sistemas.indecopi.gob.pe/osdconsultaspublicas/Default2.asp?Nro_exp_EUIPO=000644617-2015)

Ecuador  
CO COLOMBIA Class 35. File. No. 2015-52433

Argentina  
CO COLOMBIA Class 35  
[https://portaltramites.inpi.gob.ar/MarcasConsultas/Resultado?acta=3  
467019](https://portaltramites.inpi.gob.ar/MarcasConsultas/Resultado?acta=3467019)  
CO COLOMBIA Class 41  
[https://portaltramites.inpi.gob.ar/MarcasConsultas/Resultado?acta=3  
467020](https://portaltramites.inpi.gob.ar/MarcasConsultas/Resultado?acta=3467020)

Brasil CO COLOMBIA Class 35  
[https://gru.inpi.gov.br/pePI/servlet/MarcasServletController?Action=d  
etail&CodPedido=3300928](https://gru.inpi.gov.br/pePI/servlet/MarcasServletController?Action=detail&CodPedido=3300928)

Chile  
<https://ion.inapi.cl/Marca/BuscarMarca.aspx>

Costa Rica  
CO COLOMBIA Classes 35 and 41. File. No. 2016-0000091

Mexico CO COLOMBIA Class 35. File. No. 1533623

Panama  
CO COLOMBIA Classes 35 and 41. File. No. 246623

Canada CO COLOMBIA Classes 35 and 41. File. No. 1760612

International Registration No.1188605- CO COLOMBIA  
[https://www3.wipo.int/madrid/monitor/es/showData.jsp?ID=ROM.118  
8605](https://www3.wipo.int/madrid/monitor/es/showData.jsp?ID=ROM.1188605)

International Registration No. 1172086- CO COLOMBIA  
[https://www3.wipo.int/madrid/monitor/es/showData.jsp?ID=ROM.117  
2086](https://www3.wipo.int/madrid/monitor/es/showData.jsp?ID=ROM.1172086)

United States of America  
European Union Intellectual Property Office (EUIPO)  
Switzerland  
United Kingdom

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|   |  |
|---|--|
| Israel  |  |
| Russian Federation  |  |
| China   |  |
| Japan   |  |
| Republic of Korea   |  |
| Singapore   |  |
| Resolutions Nos. 001-2021-SENADI-DNPI-MP, 002-2021-SENADI-DNPI-MP, 003-2021-SENADI-DNPI-MP and 004-2021-SENADI-DNPI, issued by the Ecuadorian Intellectual Property Institute (SENADI). |  |
| 2.  | Publication Date: 30/09/2014 Vienna Classification: 27.05.01,<br>29.01.03 Costa Rica   |
| 3.  | <a href="https://euipo.europa.eu/eSearch/#details/trademarks/004325536">https://euipo.europa.eu/eSearch/#details/trademarks/004325536</a> Denmark  |
| 4.  | <a href="https://euipo.europa.eu/eSearch/#details/trademarks/017902837">https://euipo.europa.eu/eSearch/#details/trademarks/017902837</a> Estonia<br><br><a href="https://euipo.europa.eu/eSearch/#details/trademarks/017902836">https://euipo.europa.eu/eSearch/#details/trademarks/017902836</a>   |
| 5.  | EUTM, filing number: 011102753 Germany<br><a href="https://euipo.europa.eu/eSearch/#details/trademarks/011102753">https://euipo.europa.eu/eSearch/#details/trademarks/011102753</a>  |
| 6.  | International Registration No. 1094966 Iceland   |
| 7.  | The trademark link (as an example): Morocco<br><a href="https://www3.wipo.int/madrid/monitor/fr/showData.jsp?ID=ROM.1260278">https://www3.wipo.int/madrid/monitor/fr/showData.jsp?ID=ROM.1260278</a>   |
| 8.  | <a href="https://www.fernmark.nzstory.govt.nz/sites/all/themes/FernMark/assets/files/FM_Schedule_of_Trademarks_March2020.pdf">https://www.fernmark.nzstory.govt.nz/sites/all/themes/FernMark/assets/files/FM_Schedule_of_Trademarks_March2020.pdf</a> New Zealand  |
| 9.  | Trademark: Peru<br><a href="https://branddb.wipo.int/branddb/es/index.jsp?q={%22searches%22:[{%22te%22:%22Peru%22,%22fi%22:%22BRAND%22,%22df%22:%22MARCA%22},{%22te%22:%22Comisi%C3%B3n%20de%20Promoci%C3%B3n%20del%20Per%C3%BA%20para%20la%20Exportaci%C3%B3n%20y%20el%20Turismo%22,%22fi%22:%22HOL%22,%22df%22:%22TIT%22}],%22filters%22:[{%22te%22:%22*%22,%22co%22:%22OR%22,%22dt%22:%22Forma%22,%22df%22:%22IMAG E%22,%22ty%22:%22so%22,%22sf%22:%22ph_ha%22,%22sv%22:%22LvXmxeX3PFoW1ub3GBo%2FPuXUxLTV1VxX1tTF1db9CeUJ1wbG87W05QpJezkXxbKjkrLFPwKRkrKzxecJqQGwooCAGlCAGlCAwYB184CAGlCAGlCStLS1%2BPk%2FglCAGlCAGmtGtcKikqGQk7Ki pNMHLzWAgICAgICBkpGCKlCDTtCAGlCAGlCB7xf1LS0woCAGlCAGlCET8TExcUVByxFwaGSsYLLxZCBglCAGlG1tgTmCl5PkICAglCAGlCAGlCAgKh2glCAGlCAGlCAGlCAO%2BTY1gbWEoGzxQs3Owx9qQEyoocAGlCAGlCAJIB1glCAGlCAGlCAGlCAGlCADzDG1YCAGlCAGlCBERqltsUYtvW11Oi09PhKeUakglCAGlCAGlCAGlCAGlCAGlCAGlCAGlCAGlCA%22},{%22fi%22:%22ITY%22,%22te%22:%22COMBINED%22,%22co%22:%22OR%22,%22dt%22:%22Combinado%22}]]#">https://branddb.wipo.int/branddb/es/index.jsp?q={%22searches%22:[{%22te%22:%22Peru%22,%22fi%22:%22BRAND%22,%22df%22:%22MARCA%22},{%22te%22:%22Comisi%C3%B3n%20de%20Promoci%C3%B3n%20del%20Per%C3%BA%20para%20la%20Exportaci%C3%B3n%20y%20el%20Turismo%22,%22fi%22:%22HOL%22,%22df%22:%22TIT%22}],%22filters%22:[{%22te%22:%22*%22,%22co%22:%22OR%22,%22dt%22:%22Forma%22,%22df%22:%22IMAG E%22,%22ty%22:%22so%22,%22sf%22:%22ph_ha%22,%22sv%22:%22LvXmxeX3PFoW1ub3GBo%2FPuXUxLTV1VxX1tTF1db9CeUJ1wbG87W05QpJezkXxbKjkrLFPwKRkrKzxecJqQGwooCAGlCAGlCAwYB184CAGlCAGlCStLS1%2BPk%2FglCAGlCAGmtGtcKikqGQk7Ki pNMHLzWAgICAgICBkpGCKlCDTtCAGlCAGlCB7xf1LS0woCAGlCAGlCET8TExcUVByxFwaGSsYLLxZCBglCAGlG1tgTmCl5PkICAglCAGlCAGlCAgKh2glCAGlCAGlCAGlCAO%2BTY1gbWEoGzxQs3Owx9qQEyoocAGlCAGlCAJIB1glCAGlCAGlCAGlCAGlCADzDG1YCAGlCAGlCBERqltsUYtvW11Oi09PhKeUakglCAGlCAGlCAGlCAGlCAGlCAGlCAGlCAGlCA%22},{%22fi%22:%22ITY%22,%22te%22:%22COMBINED%22,%22co%22:%22OR%22,%22dt%22:%22Combinado%22}]]#</a> |

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<https://marcia.impi.gob.mx/marcas/search/details/RM201101237197?s=dfc945b6-a9d6-4613-964f-dd47fde0c2e7&m=l>

<https://marcia.impi.gob.mx/marcas/search/details/RM201101237178?s=dfc945b6-a9d6-4613-964f-dd47fde0c2e7&m=l>

<https://marcia.impi.gob.mx/marcas/search/details/RM201101237181?s=dfc945b6-a9d6-4613-964f-dd47fde0c2e7&m=l>

<https://marcia.impi.gob.mx/marcas/search/details/RM201101237183?s=dfc945b6-a9d6-4613-964f-dd47fde0c2e7&m=l>

<https://marcia.impi.gob.mx/marcas/search/details/RM201101237185?s=dfc945b6-a9d6-4613-964f-dd47fde0c2e7&m=l>

<https://marcia.impi.gob.mx/marcas/search/details/RM201101237188?s=dfc945b6-a9d6-4613-964f-dd47fde0c2e7&m=l>

<https://marcia.impi.gob.mx/marcas/search/details/RM201101237192?s=dfc945b6-a9d6-4613-964f-dd47fde0c2e7&m=l>

<https://marcia.impi.gob.mx/marcas/search/details/RM201101237199?s=dfc945b6-a9d6-4613-964f-dd47fde0c2e7&m=l>

<https://marcia.impi.gob.mx/marcas/search/details/RM201101237203?s=dfc945b6-a9d6-4613-964f-dd47fde0c2e7&m=l>

<https://www.chinatrademarkoffice.com/search/tmdetails/33/15657983.html?ln=spa>

<https://www.chinatrademarkoffice.com/search/tmdetails/35/15657982.html?ln=spa>

<https://www.chinatrademarkoffice.com/search/tmdetails/39/15657981.html?ln=spa>

<https://www.chinatrademarkoffice.com/search/tmdetails/41/15657980.html?ln=spa>

<https://www.chinatrademarkoffice.com/search/tmdetails/35/19135823.html?ln=spa>

<https://www.chinatrademarkoffice.com/search/tmdetails/42/15657979.html?ln=spa>

<https://www.chinatrademarkoffice.com/search/tmdetails/30/15657985.html?ln=spa>

<https://www.chinatrademarkoffice.com/search/tmdetails/31/15657984.html?ln=spa>

<https://www.chinatrademarkoffice.com/search/tmdetails/25/15657987.html?ln=spa>

<https://www.chinatrademarkoffice.com/search/tmdetails/29/15657986.html?ln=spa>

[https://servicios.dinapi.gov.py/agente/procesar\\_busqueda\\_mov\\_expediente\\_v2.php?id=1575887](https://servicios.dinapi.gov.py/agente/procesar_busqueda_mov_expediente_v2.php?id=1575887)

[https://servicios.dinapi.gov.py/agente/procesar\\_busqueda\\_mov\\_expediente\\_v2.php?id=1575878](https://servicios.dinapi.gov.py/agente/procesar_busqueda_mov_expediente_v2.php?id=1575878)

[https://servicios.dinapi.gov.py/agente/procesar\\_busqueda\\_mov\\_expediente\\_v2.php?id=1575879](https://servicios.dinapi.gov.py/agente/procesar_busqueda_mov_expediente_v2.php?id=1575879)

[https://servicios.dinapi.gov.py/agente/procesar\\_busqueda\\_mov\\_expediente\\_v2.php?id=1575883](https://servicios.dinapi.gov.py/agente/procesar_busqueda_mov_expediente_v2.php?id=1575883)

[https://servicios.dinapi.gov.py/agente/procesar\\_busqueda\\_mov\\_expediente\\_v2.php?id=1575886](https://servicios.dinapi.gov.py/agente/procesar_busqueda_mov_expediente_v2.php?id=1575886)

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|   |   |                     |
|---|---|---------------------|
| <a href="https://servicios.dinapi.gov.py/agente/procesar_busqueda_mov_expediente_v2.php?id=1575881">https://servicios.dinapi.gov.py/agente/procesar_busqueda_mov_expediente_v2.php?id=1575881</a><br><a href="https://servicios.dinapi.gov.py/agente/procesar_busqueda_mov_expediente_v2.php?id=1575871">https://servicios.dinapi.gov.py/agente/procesar_busqueda_mov_expediente_v2.php?id=1575871</a><br><a href="https://servicios.dinapi.gov.py/agente/procesar_busqueda_mov_expediente_v2.php?id=1575873">https://servicios.dinapi.gov.py/agente/procesar_busqueda_mov_expediente_v2.php?id=1575873</a><br><a href="https://servicios.dinapi.gov.py/agente/procesar_busqueda_mov_expediente_v2.php?id=1575874">https://servicios.dinapi.gov.py/agente/procesar_busqueda_mov_expediente_v2.php?id=1575874</a><br><a href="https://servicios.dinapi.gov.py/agente/procesar_busqueda_mov_expediente_v2.php?id=1575876">https://servicios.dinapi.gov.py/agente/procesar_busqueda_mov_expediente_v2.php?id=1575876</a> |   |                     |
| 6ter  |   |                     |
| <a href="https://www.wipo.int/cgi-6te/ifetch5?SPA+SIXTER+15-00+21657674-KEY+256+0+-1+F-SPA+9+16+1+25+SEP-0/HITNUM,B-SPA+CC%2fPE">https://www.wipo.int/cgi-6te/ifetch5?SPA+SIXTER+15-00+21657674-KEY+256+0+-1+F-SPA+9+16+1+25+SEP-0/HITNUM,B-SPA+CC%2fPE</a>   |   |                     |
| 10.   | International trademark IR1523813<br><a href="https://www3.wipo.int/madrid/monitor/en/">https://www3.wipo.int/madrid/monitor/en/</a>  | Republic of Moldova |
| 11.   | <a href="https://www3.wipo.int/madrid/monitor/en/showData.jsp?ID=ROM.947489">https://www3.wipo.int/madrid/monitor/en/showData.jsp?ID=ROM.947489</a><br><a href="https://euipo.europa.eu/eSearch/#details/trademarks/W00947489">https://euipo.europa.eu/eSearch/#details/trademarks/W00947489</a><br><a href="https://euipo.europa.eu/eSearch/#details/trademarks/018229694">https://euipo.europa.eu/eSearch/#details/trademarks/018229694</a>   | Slovenia            |
| 12.   | <a href="https://www.wipo.int/cgi-6te/ifetch5?SPA+SIXTER+15-00+21608148-KEY+256+0+643+F-SPA+2+14+1+25+SEP-0/HITNUM,B-SPA+CC%2fES">https://www.wipo.int/cgi-6te/ifetch5?SPA+SIXTER+15-00+21608148-KEY+256+0+643+F-SPA+2+14+1+25+SEP-0/HITNUM,B-SPA+CC%2fES</a>   | Spain               |
| 13.   | <a href="https://6ter.wipo.int/result-detail?offset=0&amp;limit=1&amp;keywords=%7B%22offset%22:0,%22limit%22:25,%22searchText%22:%22*%22,%22sortBy%22:%22KEY%22,%22searchFields%22:%5B%7B%22key%22:%22CC%22,%22val%22:%22TR%22,%22operator%22:%22AND%22%7D%5D%7D&amp;queryType=STRUCT&amp;sortBy=KEY">https://6ter.wipo.int/result-detail?offset=0&amp;limit=1&amp;keywords=%7B%22offset%22:0,%22limit%22:25,%22searchText%22:%22*%22,%22sortBy%22:%22KEY%22,%22searchFields%22:%5B%7B%22key%22:%22CC%22,%22val%22:%22TR%22,%22operator%22:%22AND%22%7D%5D%7D&amp;queryType=STRUCT&amp;sortBy=KEY</a> | Türkiye             |

**QUESTION 19 – IF THE RESPONDENT’S NATION BRAND IS PROTECTED ABROAD, PLEASE LIST THE COUNTRIES/REGIONS, WITH RESPECT TO EACH MEANS OF PROTECTION**

(More than one answer is possible).

|    | RESPONDENT | TRADEMARK  |
|----|------------|--|
| 1. | Colombia   | Peru, Ecuador, Argentina, Brazil, Chile, Costa Rica, Mexico, Panama, Canada, United States, European Union, Switzerland, United Kingdom, Israel, Russia, China, Japan, Republic of Korea, Singapore. |
| 2. | Denmark    | European Union Trademark   |
| 3. | Estonia    | European Union   |
| 4. | Germany    | Scope of the European Union Trademark Registration   |
| 5. | Iceland    | European Union and Norway on the basis of IR 1094966.  |

|                         |   |
|-------------------------|---|
|                         | Invalidated in the United States of America in 2019.  |
| 6. Jamaica              | Canada, United Kingdom, United States of America  |
| 7. Montenegro           | Albania, Serbia, Bosnia and Herzegovina, Macedonia, China   |
| 8. New Zealand          | Registered trade marks as outlined in <a href="https://www.fernmark.nzstory.govt.nz/sites/all/themes/FernMark/assets/files/FM_Schedule_of_Trademarks_March2020.pdf">https://www.fernmark.nzstory.govt.nz/sites/all/themes/FernMark/assets/files/FM_Schedule_of_Trademarks_March2020.pdf</a> |
| 9. Peru                 | Argentina, Bolivia, Brazil, Colombia, Ecuador, Chile, Paraguay, Uruguay, European Union, Costa Rica, Mexico, Australia and China  |
| 10. Republic of Moldova | Canada, European Union, United Kingdom, Türkiye, United States of America, Belarus, Switzerland, China, Russian Federation, Ukraine   |
| 11. Slovenia            | <a href="https://www.tmdn.org/tmview/welcome#/tmview/results?page=1&amp;pageSize=30&amp;criteria=C&amp;basicSearch=i%20feel%20slovenia">https://www.tmdn.org/tmview/welcome#/tmview/results?page=1&amp;pageSize=30&amp;criteria=C&amp;basicSearch=i%20feel%20slovenia</a>                   |
| 12. Switzerland         | United States of America, European Union, Egypt, China, Republic of Korea, Democratic People's Republic of Korea, Liechtenstein, Russian Federation   |

|    | <b>RESPONDENT</b> | <b>COLLECTIVE MARK</b>   |
|----|-------------------|--|
| 1. | Colombia          | Peru, Ecuador, Argentina, Brazil, Chile, Costa Rica, Mexico, Panama, Canada, United States, European Union, Switzerland, United Kingdom, Israel, Russia, China, Japan, Republic of Korea, Singapore. |

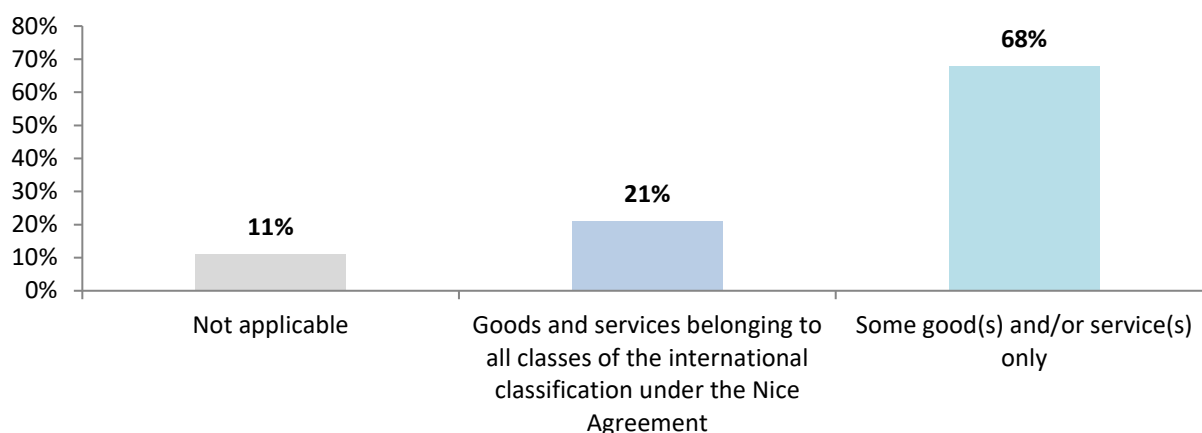
|    | <b>RESPONDENT</b> | <b>CERTIFICATION MARK</b>  |
|----|-------------------|--|
| 1. | Morocco           | For example, the «Morocco Handmade» trademark is protected in virtue of the Madrid system at the OAPI level, in the European Union, and in the United States of America. |

|    | <b>RESPONDENT</b> | <b>COMMUNICATION UNDER ARTICLE 6<sup>TER</sup> OF THE PARIS CONVENTION</b>                        |
|----|-------------------|---|
| 1. | Costa Rica        | Europe, America, Asia, Africa and Oceania   |
| 2. | Ecuador           | Contracting Parties to the Paris Convention   |
| 3. | France            |   |
| 4. | Peru              | All of the contracting parties to the Paris Convention, except for the United States of America   |
| 5. | Singapore         | State Emblem (Article 6 <sup>ter</sup> No. SG27)  |
| 6. | Spain             | Contracting Parties to the Paris Convention   |
| 7. | Türkiye           | WIPO emblem, also indicated in the records of Canada, Singapore and the United States of America. |

|    | <b>RESPONDENT</b> | <b>OTHER MEANS</b>   |
|----|-------------------|--|
| 1. | Colombia          | Ecuador – Nation brand protected under Decision No. 876 of 2021. |

|    |             |   |
|----|-------------|---|
| 2. | New Zealand | Under international copyright law, the logo is protected in at least countries who are members of the WTO and the Berne Convention for the Protection of Literary and Artistic Works. |
| 3. | Peru        | The Nation Brand is protected under Article 6 of Decision No. 876 of the Commission of the Andean Community on a Common Nation Brand Regime in Bolivia, Colombia and Ecuador.         |

**QUESTION 20 – PROTECTION OF THE RESPONDENT'S NATION BRAND ABROAD  
COVERS THE FOLLOWING GOODS/SERVICES:**



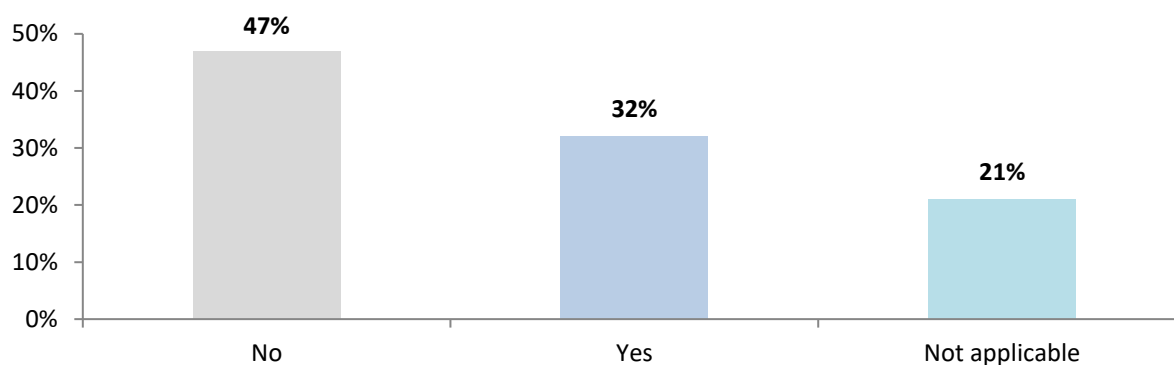
| ANSWER CHOICES  | RESPONSES |           |
|---|-----------|-----------|
| Not applicable  | 11%       | 2         |
| Goods and services belonging to all classes of the international classification under the Nice Agreement  | 21%       | 4         |
| Some good(s) and/or service(s) only – please indicate the corresponding class(es) of the international classification under the Nice Agreement, if appropriate. | 68%       | 13        |
| <b>TOTAL RESPONDENTS</b>  |           | <b>19</b> |

|     | RESPONSES FOR SOME GOOD(S) AND/OR SERVICE(S) ONLY  | COUNTRY             |
|-----|--|---------------------|
| 1.  | Classes 35 and 41  | Colombia            |
| 2.  | Classes 16, 35, 39 and 41  | Denmark             |
| 3.  | Singapore: A201513735Q<br>Canada: All classes of the Nice Classification   | Ecuador             |
| 4.  | EUTM work Estonia 017902836 Nice classification 9, 16, 41<br>EUTM invest Estonia 017902837 Nice classification 9, 16, 36, 41   | Estonia             |
| 5.  | Classes 8, 16, 21, 25, 35, 41, 42 and 45   | Germany             |
| 6.  | Classes 16, 35 and 39  | Iceland             |
| 7.  | Classes 16, 35, 39 and 41  | Jamaica             |
| 8.  | Each organization chooses the products and/or services covering its activity sector. For example, the “Morocco Handmade” brand of the Department of Craft Industry refers to products belonging the following Nice classifications: 14, 18, 21, 25 and 27. | Morocco             |
| 9.  | Classes 3, 5, 14, 16, 18, 19, 20, 21, 23, 24, 25, 29, 30, 31, 32, 33, 35, 39, 41, 42 and 43 of the Nice Classification.  | Peru                |
| 10. | Classes 35, 39, 41 and 42 of the international classification under the Nice Agreement.  | Republic of Moldova |



|  |             |
|--|-------------|
| 11. This would depend on the IP Offices of the jurisdictions as to whether they recognize/do not recognize the State Emblem. | Singapore   |
| 12. Classes 9, 16, 18, 20, 21, 25, 28, 35, 39, 41 and 43   | Slovenia    |
| 13. Classes 9, 16 and 35   | Switzerland |

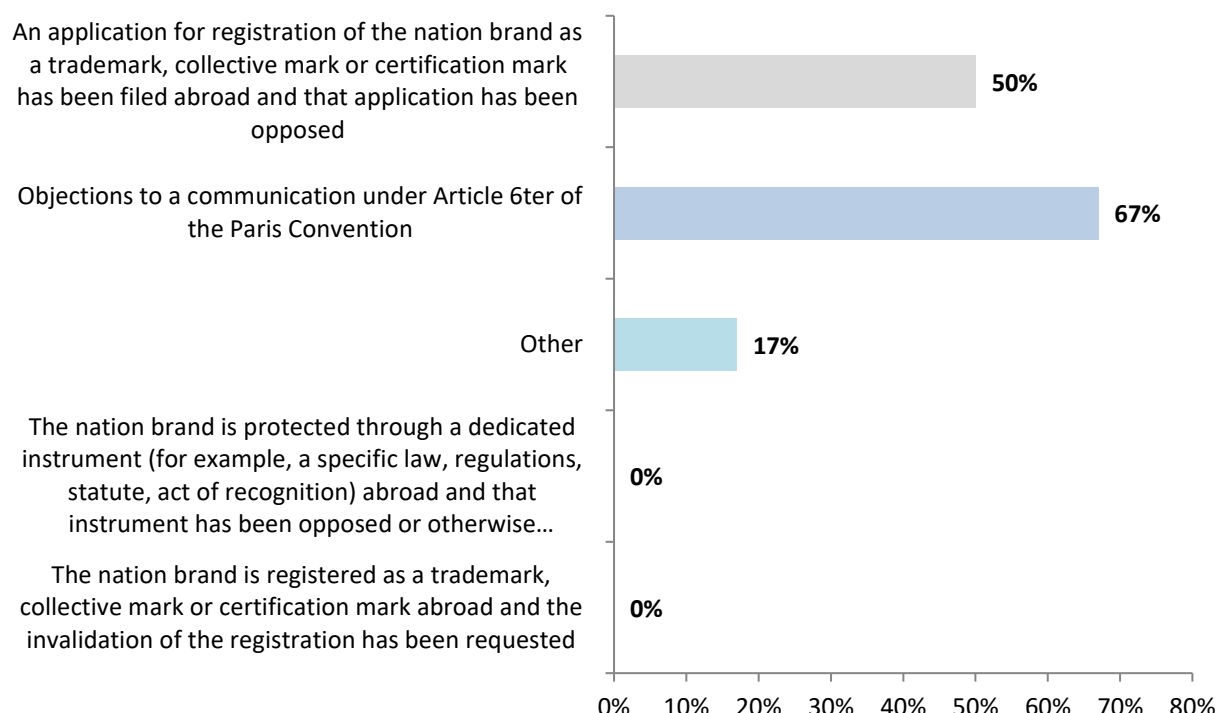
**QUESTION 21 – HAS THE PROTECTION OF THE RESPONDENT’S NATION BRAND BEEN CHALLENGED ABROAD?**



| ANSWER CHOICES           | RESPONSES |           |
|--------------------------|-----------|-----------|
| No                       | 47%       | 9         |
| Yes                      | 32%       | 6         |
| Not applicable           | 21%       | 4         |
| <b>TOTAL RESPONDENTS</b> |           | <b>19</b> |

**IF YES, PLEASE INDICATE HOW IT HAS BEEN CHALLENGED:**

(More than one answer is possible)

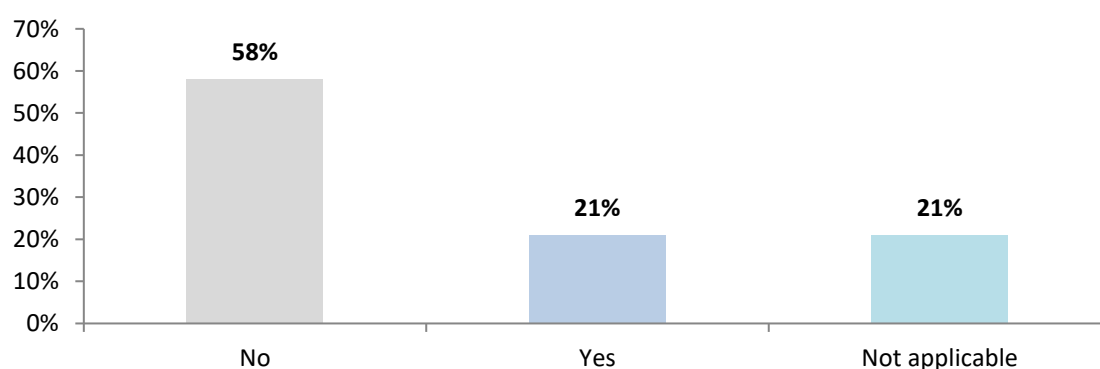


| ANSWER CHOICES  | RESPONSES |          |
|---|-----------|----------|
| An application for registration of the nation brand as a trademark, collective mark or certification mark has been filed abroad and that application has been opposed – please indicate the outcome in the space below <sup>1</sup>                       | 50%       | 3        |
| Objections to a communication under Article 6ter of the Paris Convention – please indicate the outcome in the space below <sup>2</sup>  | 67%       | 4        |
| Other – please specify in the space below <sup>3</sup>  | 17%       | 1        |
| The nation brand is registered as a trademark, collective mark or certification mark abroad and the invalidation of the registration has been requested – please indicate the outcome in the space below  | 0%        | 0        |
| The nation brand is protected through a dedicated instrument (for example, a specific law, regulations, statute, act of recognition) abroad and that instrument has been opposed or otherwise challenged – please indicate the outcome in the space below | 0%        | 0        |
| <b>TOTAL RESPONDENTS</b>  |           | <b>6</b> |

| PLEASE SPECIFY   | COUNTRY    |
|--|------------|
| 1. <sup>2</sup> The objection was lodged in the United States on September 29, 2015. | Costa Rica |
| 2. <sup>1</sup> Still pending.   | Iceland    |

|    |   |                     |
|----|---|---------------------|
| 3. | <sup>2</sup> The United States of America raised an objection to the submitted communication, which is why they did not grant us protection under Article 6 <sup>ter</sup> .  | Peru                |
| 4. | <sup>1</sup> With reference to international application IR 1523813 2 total provisional refusals of protection have been issued. One of the provisional refusals was issued based on formal reasons, and the other based on the conflict with an earlier trademark and the lack of permission from Government of the Republic of Moldova to use the name "Moldova". | Republic of Moldova |
| 5. | <sup>2</sup> Objection EEUU 29/09/2015.   | Spain               |
| 6. | <sup>2</sup> The objection was abandoned based on the reply of Turkish Patent and Trademark Office.   | Türkiye             |

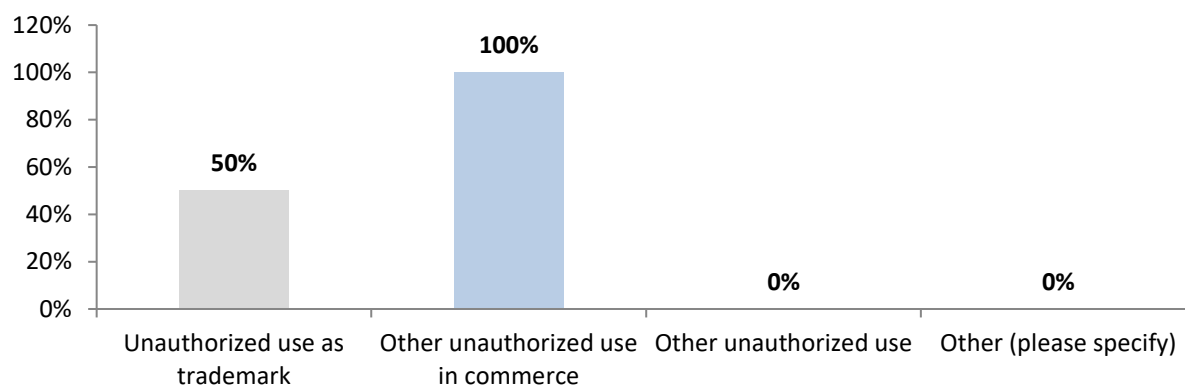
**QUESTION 22 – IF THE RESPONDENT’S NATION BRAND IS PROTECTED ABROAD, HAS THE RESPONDENT EXPERIENCED WHAT IT CONSIDERS AS AN INFRINGING USE OR UNAUTHORIZED USE OF ITS NATION BRAND ABROAD?**



| ANSWER CHOICES           | RESPONSES |           |
|--------------------------|-----------|-----------|
| No                       | 58%       | 11        |
| Yes                      | 21%       | 4         |
| Not applicable           | 21%       | 4         |
| <b>TOTAL RESPONDENTS</b> |           | <b>19</b> |

**IF YES, PLEASE SPECIFY THE NATURE OF THE USE:**

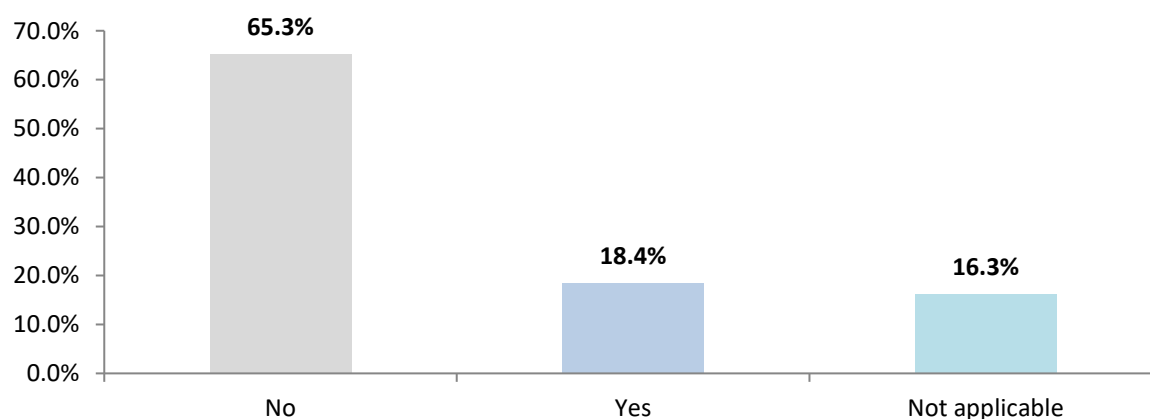
(More than one answer is possible)



| ANSWER CHOICES                     | RESPONSES |          |
|------------------------------------|-----------|----------|
| Unauthorized use as trademark      | 50%       | 2        |
| Other unauthorized use in commerce | 100%      | 4        |
| Other unauthorized use             | 0%        | 0        |
| Other (please specify)             | 0%        | 0        |
| <b>TOTAL RESPONDENTS</b>           |           | <b>4</b> |

**PART VI: USE OF ARTICLE 6TER OF THE PARIS CONVENTION TO PROTECT THE RESPONDENT'S NATION BRAND**

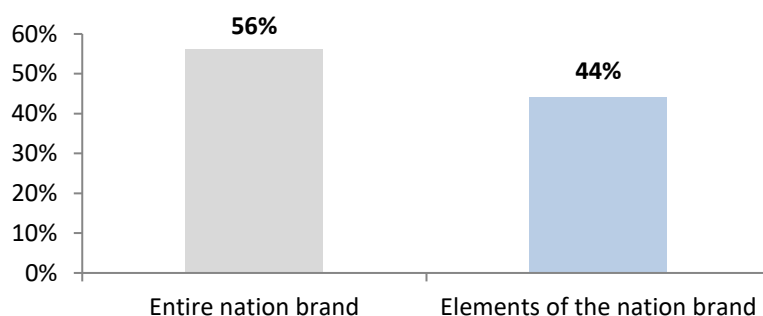
**QUESTION 23 – HAS THE RESPONDENT'S NATION BRAND OR ELEMENTS OF THE RESPONDENT'S NATION BRAND BEEN THE SUBJECT OF A COMMUNICATION UNDER ARTICLE 6TER OF THE PARIS CONVENTION?**



| ANSWER CHOICES | RESPONSES |    |
|----------------|-----------|----|
| No             | 65.3%     | 32 |
| Yes            | 18.4%     | 9  |

|                          |       |           |
|--------------------------|-------|-----------|
| Not applicable           | 16.3% | 8         |
| <b>TOTAL RESPONDENTS</b> |       | <b>49</b> |

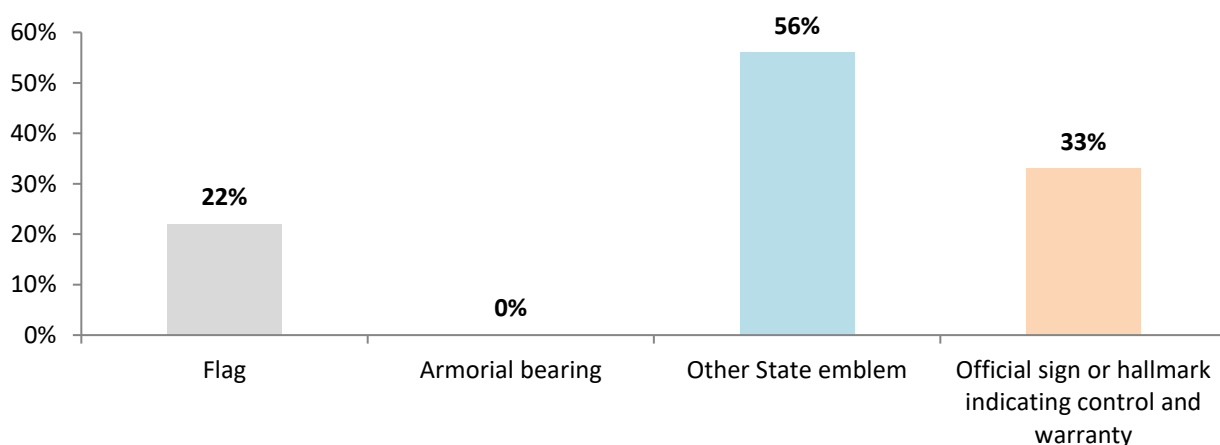
**IF YES, DID THE COMMUNICATION COVER THE ENTIRE NATION BRAND OR ONLY ELEMENTS OF IT?**



| ANSWER CHOICES               | RESPONSES |          |
|------------------------------|-----------|----------|
| Entire nation brand          | 56%       | 5        |
| Elements of the nation brand | 44%       | 4        |
| <b>TOTAL RESPONDENTS</b>     |           | <b>9</b> |

**IF YES, UNDER WHICH CATEGORY OF SIGNS COVERED BY ARTICLE 6TER OF THE PARIS CONVENTION?**

(more than one answer is possible)



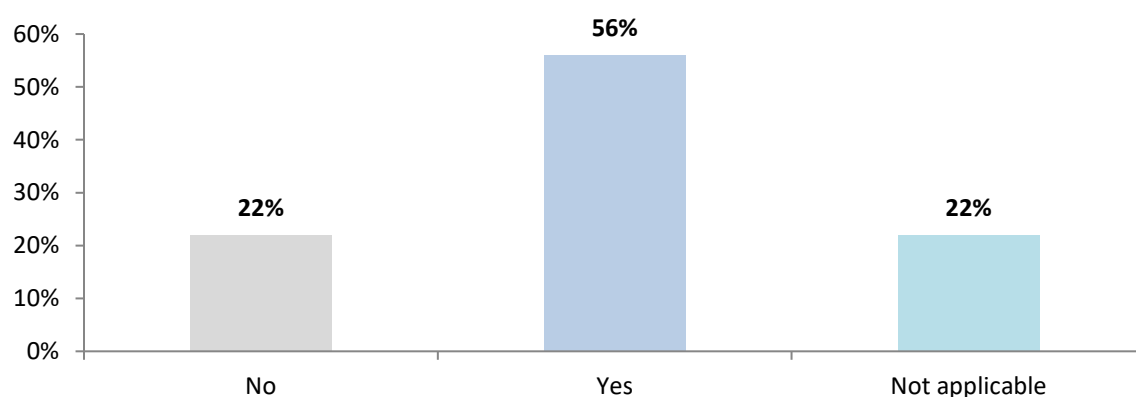
| ANSWER CHOICES     | RESPONSES |   |
|--------------------|-----------|---|
| Flag               | 22%       | 2 |
| Armorial bearing   | 0%        | 0 |
| Other State emblem | 56%       | 5 |

|   |     |          |
|---|-----|----------|
| Official sign or hallmark indicating control and warranty | 33% | 3        |
| <b>TOTAL RESPONDENTS</b>                                  |     | <b>9</b> |

**IF YES, PLEASE INDICATE THE REFERENCE NUMBER(S) OF THE SIGN(S) INCLUDED IN THE ARTICLE 6TER EXPRESS DATABASE.**

|    | <b>RESPONSES</b>             | <b>COUNTRY</b> |
|----|------------------------------|----------------|
| 1. | CA2                          | Canada         |
| 2. | Publication Date: 30/09/2014 | Costa Rica     |
| 3. | 26.01.01, 26.04.09, 29.01.15 | Ecuador        |
| 4. | No comment                   | France         |
| 5. | PE8                          | Peru           |
| 6. | SG27                         | Singapore      |
| 7. | ES11                         | Spain          |
| 8. | CH66                         | Switzerland    |
| 9. | TR1                          | Türkiye        |

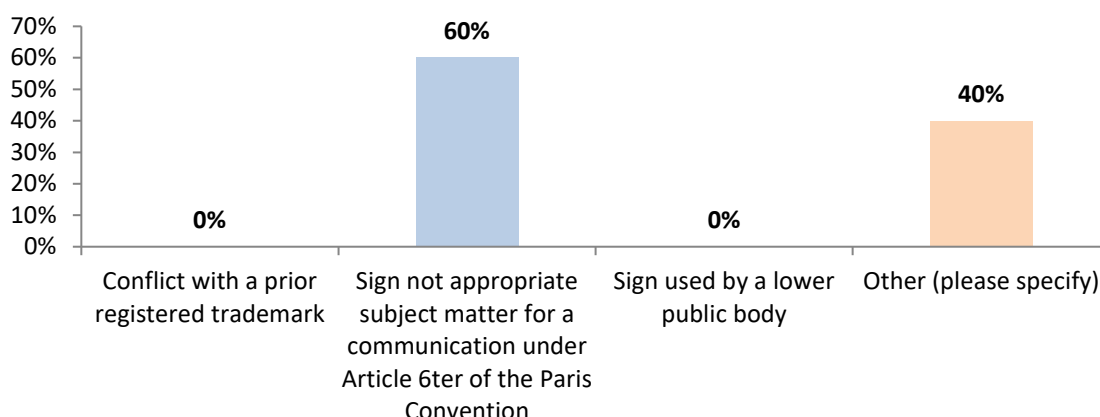
**QUESTION 24 – IF THE RESPONDENT’S NATION BRAND HAS BEEN COMMUNICATED UNDER ARTICLE 6TER OF THE PARIS CONVENTION, WAS SUCH COMMUNICATION OBJECTED AS PER ARTICLE 6TER(4) OF THE PARIS CONVENTION?**



| <b>ANSWER CHOICES</b>    | <b>RESPONSES</b> |          |
|--------------------------|------------------|----------|
| No                       | 22%              | 2        |
| Yes                      | 56%              | 5        |
| Not applicable           | 22%              | 2        |
| <b>TOTAL RESPONDENTS</b> |                  | <b>9</b> |

**IF YES, THE OBJECTIONS WERE BASED ON THE FOLLOWING GROUND(S):**

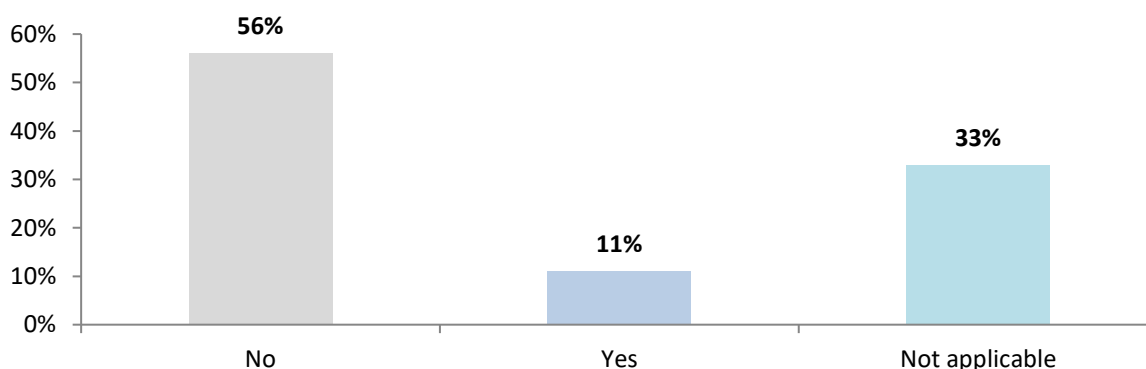
(More than one answer is possible)



| ANSWER CHOICES   | RESPONSES |          |
|--|-----------|----------|
| Conflict with a prior registered trademark   | 0%        | 0        |
| Sign not appropriate subject matter for a communication under Article 6ter of the Paris Convention | 60%       | 3        |
| Sign used by a lower public body   | 0%        | 0        |
| Other (please specify)   | 40%       | 2        |
| <b>TOTAL RESPONDENTS</b>   |           | <b>5</b> |

| OTHER (PLEASE SPECIFY)   | COUNTRY    |
|--|------------|
| 1. Objection lodged in the United States of America on September 29, 2015.     | Costa Rica |
| 2. Necessity of specification of the goods and services subject to protection. | Türkiye    |

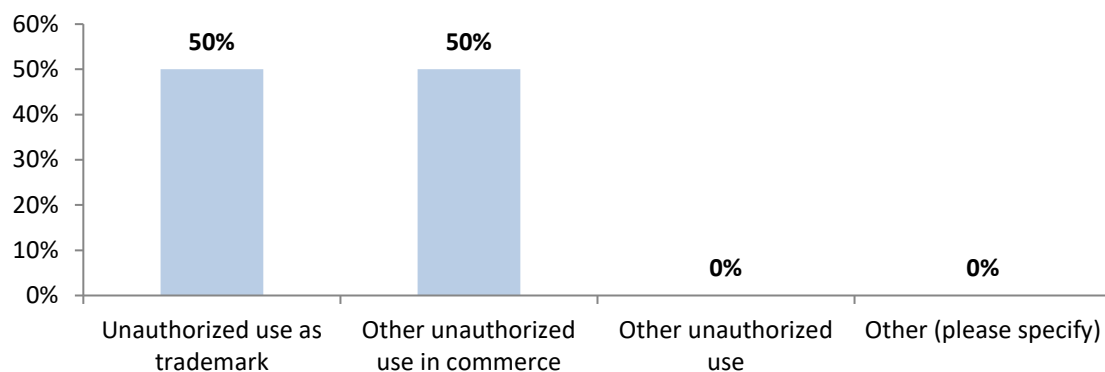
**QUESTION 25 - IF THE RESPONDENT'S NATION BRAND HAS BEEN COMMUNICATED UNDER ARTICLE 6TER OF THE PARIS CONVENTION, HAS IT BEEN CONFRONTED WITH ANY FORM OF UNAUTHORIZED USE ABROAD?**



| ANSWER CHOICES           | RESPONSES |          |
|--------------------------|-----------|----------|
| No                       | 56%       | 5        |
| Yes                      | 11%       | 1        |
| Not applicable           | 33%       | 3        |
| <b>TOTAL RESPONDENTS</b> |           | <b>9</b> |

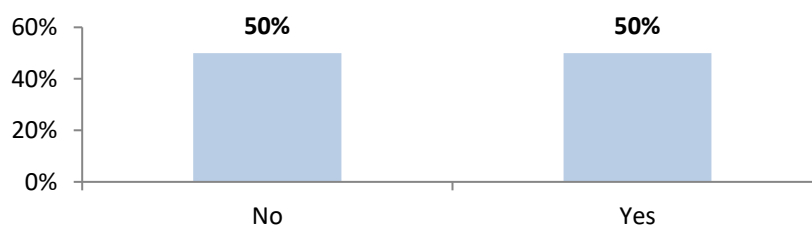
**IF YES, PLEASE SPECIFY:**

(More than one answer is possible)



| ANSWER CHOICES                     | RESPONSES |          |
|------------------------------------|-----------|----------|
| Unauthorized use as trademark      | 50%       | 1        |
| Other unauthorized use in commerce | 50%       | 1        |
| Other unauthorized use             | 0%        | 0        |
| Other (please specify)             | 0%        | 0        |
| <b>TOTAL RESPONDENTS</b>           |           | <b>2</b> |

**IF YES, WAS SUCH USE SUCCESSFULLY CHALLENGED UNDER ARTICLE 6TER OF THE PARIS CONVENTION?**

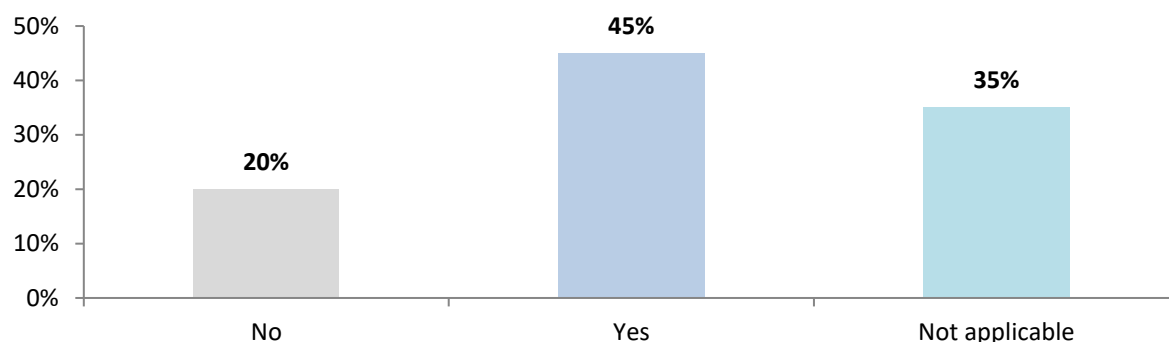


| ANSWER CHOICES           | RESPONSES |          |
|--------------------------|-----------|----------|
| No                       | 50%       | 1        |
| Yes                      | 50%       | 1        |
| <b>TOTAL RESPONDENTS</b> |           | <b>2</b> |



*PART VII: MONITORING AND ENFORCEMENT OF RESPONDENT'S NATION BRAND*

**QUESTION 26 – IS THE USE OF THE RESPONDENT'S NATION BRAND MONITORED IN THE RESPONDENT'S JURISDICTION?**



| ANSWER CHOICES           | RESPONSES |           |
|--------------------------|-----------|-----------|
| No                       | 20%       | 10        |
| Yes                      | 45%       | 22        |
| Not applicable           | 35%       | 17        |
| <b>TOTAL RESPONDENTS</b> |           | <b>49</b> |

**IF YES, HOW AND BY WHOM?**

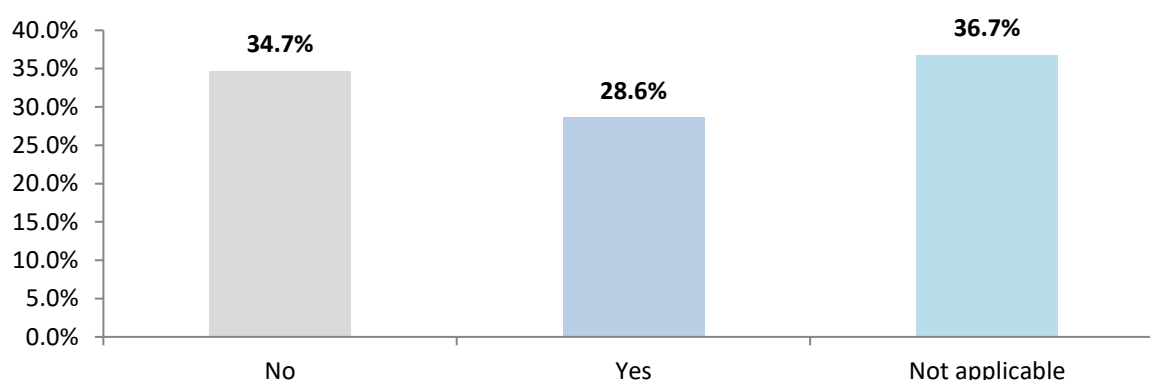
|    | RESPONSES  | COUNTRY    |
|----|--|------------|
| 1. | National Nation Brand Directorate, oversight and usage control   | Argentina  |
| 2. | The Ministry of Economy  | Azerbaijan |
| 3. | The registration holder, namely, the foreign trade fiduciary, FIDUCOLDEX, acting on behalf of the government agency for export promotion, ProColombia, is responsible for monitoring the use of the nation brand in Colombia. On entering into a brand use licensing contract, authorized persons are provided with an internal procedure for the approval of labels and final artwork. ProColombia is authorized to terminate the contract in the event of non-compliance with any of its provisions. | Colombia   |

Any identified cases of unauthorized use have been addressed by means of cease-and-desist letters. However, the applicable legislation authorizes the brand holder to bring legal proceedings before the civil jurisdictional authorities for infringement of rights (it authorizes the request of precautionary measures) and unfair competition. It may also be possible to take criminal measures for the crime of misappropriation of industrial property rights and apply for border measures to suspend customs operations. Moreover, the

|   |             |
|---|-------------|
| national legislation grants powers to certain administrative authorities to protect consumer rights, which may be affected by the misuse of a mark.   |             |
| In addition to the above and in the case of nation brands protected under the procedure set forth in Decision No. 876, it is provided that, where the competent national office "(...) becomes aware of the infringement of a nation brand protected in the territory under its jurisdiction, it shall initiate ex officio the pertinent administrative procedure to prevent or stop any use or imminent use of a sign identical or similar to a protected nation brand, when such use or imminent use is made without the express and written authorization of the owner or rights holder of the brand". |             |
| 4. In accordance with Article 10 of the Nation Brand Licensing Regulations for the Promotion of Tourism in Costa Rica, the Costa Rican Tourism Board (ICT) may take legal action for improper or unauthorized use of the nation brand, both against licensees and natural or legal persons who use the trademark without prior authorization.   | Costa Rica  |
| 5. Ministry of Tourism, through the following regulation:<br><a href="https://www.wipo.int/edocs/lexdocs/laws/es/ec/ec070es.pdf">https://www.wipo.int/edocs/lexdocs/laws/es/ec/ec070es.pdf</a>  | Ecuador     |
| 6. The institutions that administer it.   | El Salvador |
| 7. By owner of the protected trade marks Enterprise Estonia (EAS) (national marks)  | Estonia     |
| 8. Monitoring among the trademark filings, by the APIE service, in connection with the Government Information Service.  | France      |
| 9. Monitoring is organized by the LEPL National Tourism Administration, using usual methods, checking internet, getting information from third parties etc.   | Georgia     |
| 10. By an independent law firm.   | Germany     |
| 11. Through a world-wide watch services administered by the Ministry for Foreign Affairs.   | Iceland     |
| 12. Jamaica Tourist Board   | Jamaica     |
| 13. By surveillance in the market   | Kenya       |
| 14. Monitored by the brand owner.   | Morocco     |
| 15. Yellow Brand Protection and use of various intellectual property lawyers  | New Zealand |
| 16. Ministry of Commerce and Industry.  | Oman        |
| 17. The Peruvian Commission for the Promotion of Exports and Tourism (PROMPERÚ) supervises, directly or through persons or entities expressly designated for the purpose, the proper application of the Regulations Governing the Use of the Nation Brand and proper use of the nation brand. For such purpose, it may:<br>a) Supervise the proper use of the nation brand<br>b) Ensure compliance with the conditions justifying the granting of the nation brand user license   | Peru        |

|   |                     |
|---|---------------------|
| c) Require information from licensees, or third parties linked to them, to verify the proper use of the nation brand.   |                     |
| 18. On the territory of the Republic of Moldova the Investment Agency monitors only the use of nation brand by persons who have signed an agreement with the Agency for the use of the brand.                         | Republic of Moldova |
| 19. The Singapore Brand Office (SGB0) under the Ministry of Communications and Information, are brand guardians to Brand Singapore. SGB0 adopts a reactive instead of proactive approach when it comes to governance. | Singapore           |
| 20. By the owner and/or its representative.   | Slovenia            |
| 21. By the Ministry of Culture and Information Policy of Ukraine <a href="https://mkip.gov.ua/">https://mkip.gov.ua/</a> .  | Ukraine             |
| 22. The Vietnam Trade Promotion Agency, the Ministry of Industry and Trade.   | Viet Nam            |

#### QUESTION 27 – IS THE USE OF THE RESPONDENT’S NATION BRAND MONITORED ABROAD?



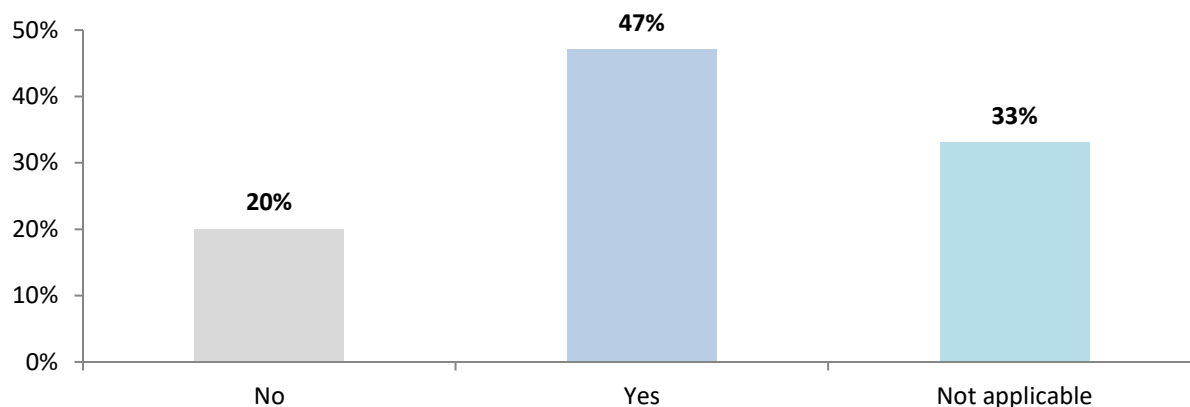
| ANSWER CHOICES           | RESPONSES |           |
|--------------------------|-----------|-----------|
| No                       | 34.7%     | 17        |
| Yes                      | 28.6%     | 14        |
| Not applicable           | 36.7%     | 18        |
| <b>TOTAL RESPONDENTS</b> |           | <b>49</b> |

#### IF YES, HOW AND BY WHOM?

| RESPONSES  | COUNTRY    |
|--|------------|
| 1. National Nation Brand Directorate, together with the Ministry of Foreign Affairs, International Trade and Religious Affairs | Argentina  |
| 2. The Ministry of Economy   | Azerbaijan |
| 3. Canada's international network of Embassies and Missions.   | Canada     |

|     |  |             |
|-----|--|-------------|
| 4.  | The registration holder, namely, the foreign trade fiduciary, FIDUCOLDEX, acting on behalf of the government agency for export promotion, ProColombia, is responsible for monitoring the use of the nation brand abroad. ProColombia therefore carries out this monitoring abroad through local lawyers and correspondents.  | Colombia    |
|     | Under Decision No. 876 of 2021 (Common Nation Brand Regime of the Andean Community), a new legal category concerning the infringement of nation brands was established. Under Article 20 of the Decision, the competent national office may initiate ex officio the relevant administrative procedure, "(...) to prevent or stop any use or imminent use of a sign identical or similar to a protected nation brand, when such use or imminent use is made without the express and written authorization of the owner or rights holder of the brand". The said office, therefore, may order that measures be taken to prevent the unauthorized use or imminent use of a nation brand or impose an injunction in order to achieve that objective. |             |
| 5.  | Where illicit use is detected abroad, the public institutions concerned with nation brand matters (ministries of foreign affairs, the Costa Rican Tourism Institute and Procomer) shall take the appropriate legal action in conjunction with the Ministry of Foreign Affairs.   | Costa Rica  |
| 6.  | by an independent law firm   | Germany     |
| 7.  | Through a world-wide watch services administered by the Ministry for Foreign Affairs.  | Iceland     |
| 8.  | Jamaica Tourist Board  | Jamaica     |
| 9.  | Monitored by the brand owner.  | Morocco     |
| 10. | Yellow Brand Protection and various intellectual property lawyers  | New Zealand |
| 11. | The Peruvian Commission for the Promotion of Exports and Tourism (PROMPERÚ), through the commercial offices abroad and law firms appointed for the registration of the nation brand of Peru.   | Peru        |
| 12. | SGBO will determine on a case-by-case basis whether to take action (whether in court or otherwise) against unauthorized users.   | Singapore   |
| 13. | By the owner and/or its representative.  | Slovenia    |
| 14. | Ministry of Trade  | Türkiye     |
| 15. | The Vietnam Trade Promotion Agency, the Ministry of Industry and Trade.  | Viet Nam    |

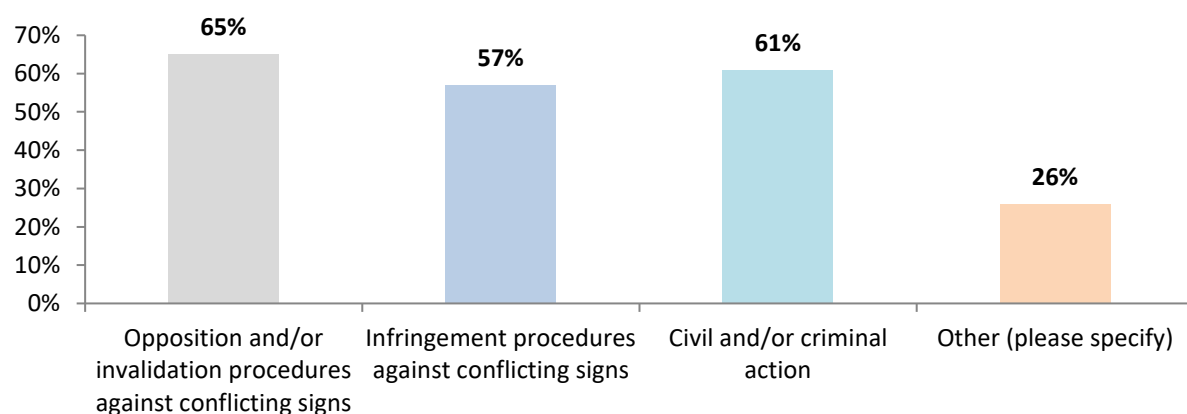
# **QUESTION 28 – IS THE RESPONDENT’S NATION BRAND ENFORCED IN THE RESPONDENT’S JURISDICTION?**



| ANSWER CHOICES           | RESPONSES |           |
|--------------------------|-----------|-----------|
| No                       | 20%       | 10        |
| Yes                      | 47%       | 23        |
| Not applicable           | 33%       | 16        |
| <b>TOTAL RESPONDENTS</b> |           | <b>49</b> |

## **IF YES, HOW?**

(More than one answer is possible)



| ANSWER CHOICES  | RESPONSES |           |
|---|-----------|-----------|
| Opposition and/or invalidation procedures against conflicting signs | 65%       | 15        |
| Infringement procedures against conflicting signs                   | 57%       | 13        |
| Civil and/or criminal action  | 61%       | 14        |
| Other (please specify)  | 26%       | 6         |
| <b>TOTAL RESPONDENTS</b>  |           | <b>23</b> |

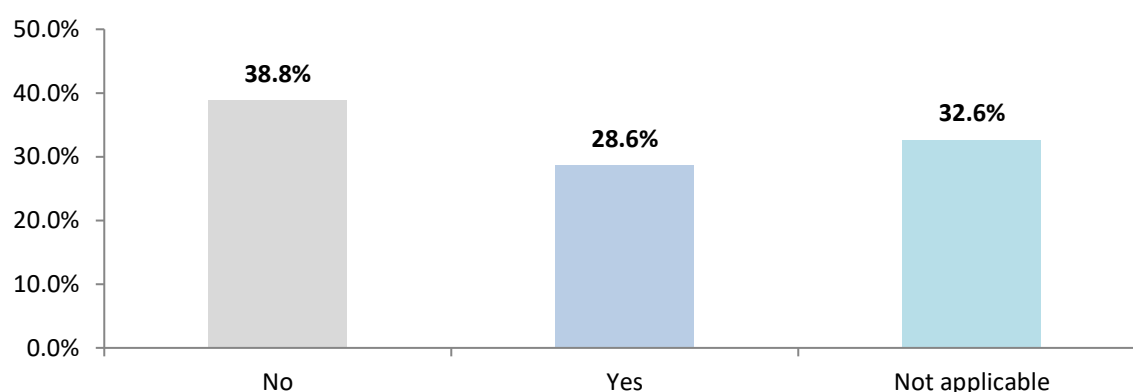
|    | OTHER (PLEASE SPECIFY)  | COUNTRY  |
|----|---|----------|
| 1. | Non-registrable as the mark is a prohibited sign in Canada under the Trademarks Act.  | Canada   |
| 2. | The national legislation grants powers to certain administrative authorities to protect consumer rights, which may be affected by the misuse of a mark.     | Colombia |
| 3. | They are registered and disclosed.  | Iraq     |
| 4. | A complaint filed before the competent authority, prior to litigation.  | Oman     |
| 5. | Should a distinctive sign conflict with one of the nation brands, absolute grounds for refusal may be applied officially during the registration procedure. | Spain    |

#### IF YES, BY WHOM?

|    | RESPONSES   | COUNTRY    |
|----|---|------------|
| 1. | National Nation Brand Directorate and the Ministry of Tourism and Sport   | Argentina  |
| 2. | The Ministry of Economy   | Azerbaijan |
| 3. | The Government of Canada has the ability to enforce their mark before the Canadian judiciary against unauthorized use.  | Canada     |
| 4. | <p>The registration holder, namely, the foreign trade fiduciary, FIDUCOLDEX, acting on behalf of the government agency for export promotion, ProColombia, is responsible for enforcing the nation brand. The holder therefore carries out the monitoring to identify possible unauthorized use and take legal action pursuant to Colombian law.</p> <p>Information regarding the filing of notices of opposition is available during the procedure for the registration of conflicting signs. However, no notice is given regarding the filing of other civil, criminal or administrative proceedings, which are nevertheless provided for in national law. The registration holder takes action through a legal representative specializing in industrial property matters.</p> <p>In addition to the above and in the case of nation brands protected under the procedure set forth in Decision No. 876, it is provided that, where the competent national office "(...) becomes aware of the infringement of a nation brand protected in the territory under its jurisdiction, it shall initiate ex officio the pertinent administrative procedure to prevent or stop any use or imminent use of a sign identical or similar to a protected nation brand, when such use or imminent use is made without the express and written authorization of the owner or rights holder of the brand".</p> | Colombia   |
| 5. | The Costa Rican Tourism Board.  | Costa Rica |
| 6. | By the owner of the trade mark i.e. public entity   | Croatia    |

|     |  |             |
|-----|--|-------------|
| 7.  | SENADI (Ecuador's national IP rights office), legal office in the event of an infringement occurring in the legal sphere.  | Ecuador     |
| 8.  | The institutions that administer it.   | El Salvador |
| 9.  | By the owner and the competent public authorities  | Germany     |
| 10. | By Promote Iceland.  | Iceland     |
| 11. | The Trademark Office   | Iraq        |
| 12. | Appeals Council of Kyrgyzpatent  | Kyrgyzstan  |
| 13. | By the brand owners.   | Morocco     |
| 14. | New Zealand Story Group  | New Zealand |
| 15. | Ministry of Commerce and Industry.   | Oman        |
| 16. | The Peruvian Commission for the Promotion of Exports and Tourism (PROMPERÚ) will take available administrative and legal action to avoid or stop any unauthorized use or reproduction of the nation brand. PROMPERÚ may request the National Institute for the Defense of Competition and Protection of Intellectual Property (INDECOPI) to take action for the infringement of intellectual property rights, and take the appropriate precautionary measures. | Peru        |
| 17. | By the owners and co-owners of the recorded Logograms, Article 6ter and trade marks.   | Singapore   |
| 18. | By the owner and competent public authorities.   | Slovenia    |
| 19. | Spanish Patent and Trademark Office.   | Spain       |
| 20. | It is registered as a brand in the Trademark Register.   | Uruguay     |
| 21. | Judicial authorities and by Ministry of Justice of Uzbekistan  | Uzbekistan  |
| 22. | The Vietnam Trade Promotion Agency   | Viet Nam    |

#### QUESTION 29 – IS THE RESPONDENT'S NATION BRAND ENFORCED ABROAD?

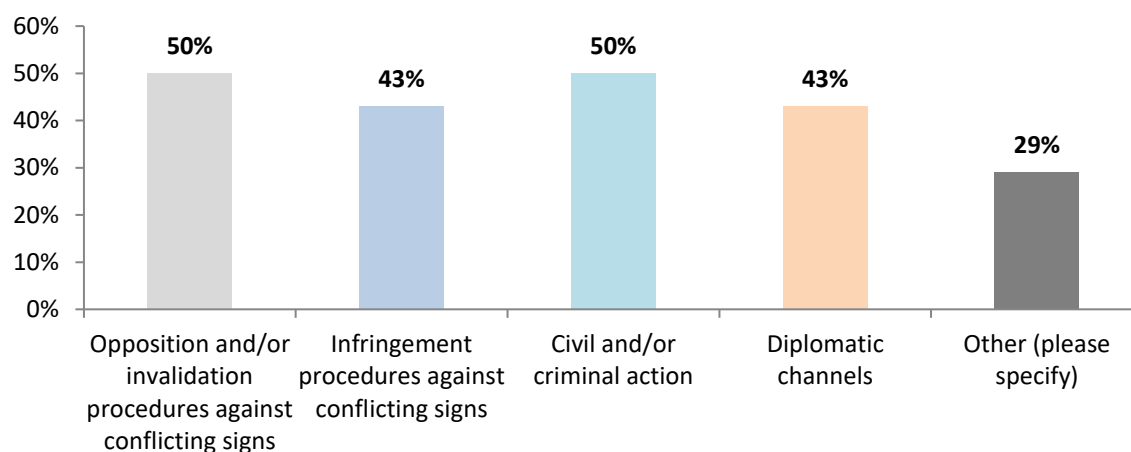


| ANSWER CHOICES | RESPONSES |    |
|----------------|-----------|----|
| No             | 38.8%     | 19 |

|                          |       |           |
|--------------------------|-------|-----------|
| Yes                      | 28.6% | 14        |
| Not applicable           | 32.6% | 16        |
| <b>TOTAL RESPONDENTS</b> |       | <b>49</b> |

### IF YES, HOW?

(More than one answer is possible)



| ANSWER CHOICES  | RESPONSES |           |
|---|-----------|-----------|
| Opposition and/or invalidation procedures against conflicting signs | 50%       | 7         |
| Infringement procedures against conflicting signs                   | 43%       | 6         |
| Civil and/or criminal action  | 50%       | 7         |
| Diplomatic channels   | 43%       | 6         |
| Other (please specify)  | 29%       | 4         |
| <b>TOTAL RESPONDENTS</b>  |           | <b>14</b> |

| OTHER (PLEASE SPECIFY)  | COUNTRY    |
|---|------------|
| 1. The Intellectual Property Trade Policy Division of Global Affairs Canada in consultation with Canada's network of Embassies and Missions abroad addresses instances of unauthorized use of Canada's protected symbols, including elements of a nation brand that has been communicated under Article 6ter of the Paris Convention. | Canada     |
| 2. In each case, the applicable measure or action (opposition, infringement, civil or criminal action, etc.) is determined according to the provisions and actions provided for in each of the jurisdictions in which the registers are located, and the details of each specific case.   | Colombia   |
| 3. Given that it is an official sign communicated under Article 6ter of the Paris Convention, States are obliged to prevent, annul or prohibit the use of a registration that affects the nation brand.   | Costa Rica |



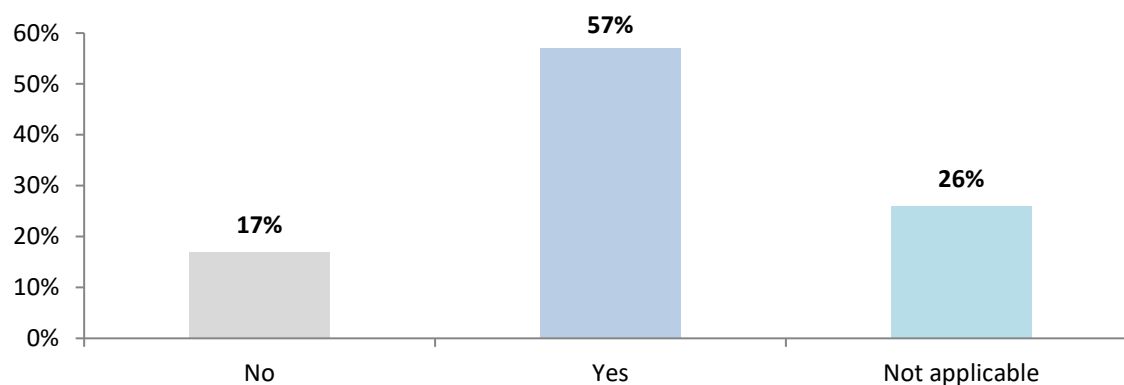
|    |   |      |
|----|---|------|
| 4. | Notarial letters are sent requesting recipients to refrain from using the nation brand. | Peru |
|----|---|------|

**IF YES, BY WHOM?**

|     | <b>RESPONSES</b>   | <b>COUNTRY</b> |
|-----|--|----------------|
| 1.  | The Ministry of Foreign Affairs, International Trade and Religious Affairs   | Argentina      |
| 2.  | The Ministry of Economy  | Azerbaijan     |
| 3.  | The Intellectual Property Trade Policy Division of Global Affairs Canada in consultation with Canada's network of Embassies and Missions abroad addresses instances of unauthorized use of Canada's protected symbols, including elements of a nation brand that has been communicated under Article 6 <sup>ter</sup> of the Paris Convention. | Canada         |
| 4.  | The registration holder, namely, the foreign trade fiduciary, FIDUCOLDEX, acting on behalf of the government agency for export promotion, is responsible for enforcing the nation brand abroad. ProColombia carries out this process through local lawyers and correspondents.   | Colombia       |
|     | Similarly, the competent national offices have the power to initiate ex officio the relevant administrative procedures under Decision No. 876 of 2021 of the Andean Community where there is evidence of unauthorized use of a protected nation brand.   |                |
| 5.  | States that received a communication under Article 6 <sup>ter</sup> of the Paris Convention.   | Costa Rica     |
| 6.  | Ministry of Tourism and the Ministry of Foreign Affairs and Human Mobility.  | Ecuador        |
| 7.  | by the owner and the competent public authorities  | Germany        |
| 8.  | By Promote Iceland.  | Iceland        |
| 9.  | By the brand owners.   | Morocco        |
| 10. | Yellow Brand Protection and various intellectual property lawyers  | New Zealand    |
| 11. | The Peruvian Commission for the Promotion of Exports and Tourism (PROMPERÚ), through the commercial offices abroad and law firms appointed to send the notarial letters.   | Peru           |
| 12. | By the owner and competent public authorities.   | Slovenia       |
| 13. | Uruguay XXI (Investment, Export and Country Brand Promotion Agency).   | Uruguay        |

**PART VIII: PROTECTION OF OTHER COUNTRIES' NATIONS BRANDS**

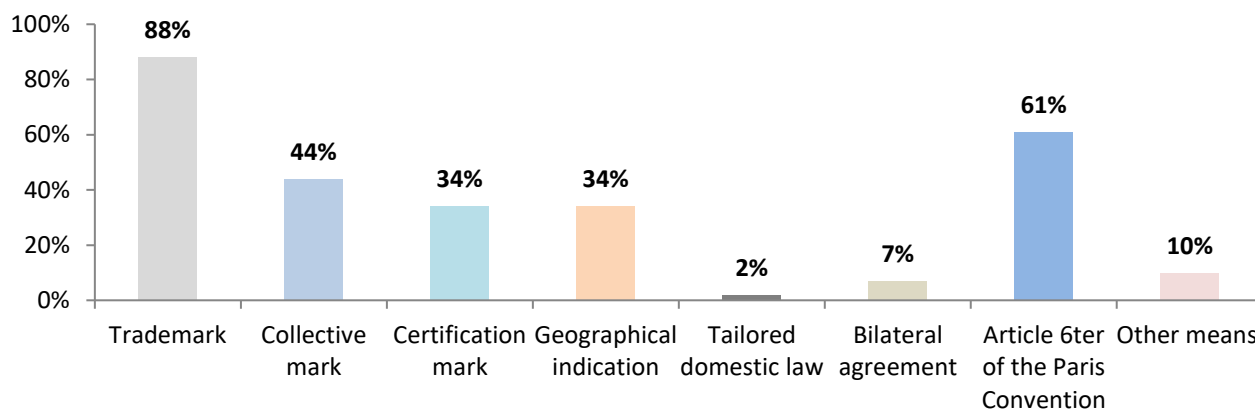
### QUESTION 30 – ARE OTHER COUNTRIES' NATION BRANDS PROTECTED IN THE RESPONDENT'S JURISDICTION?



| ANSWER CHOICES           | RESPONSES |           |
|--------------------------|-----------|-----------|
| No                       | 17%       | 12        |
| Yes                      | 57%       | 41        |
| Not applicable           | 26%       | 19        |
| <b>TOTAL RESPONDENTS</b> |           | <b>72</b> |

### IF YES, HOW?

(More than one answer is possible)

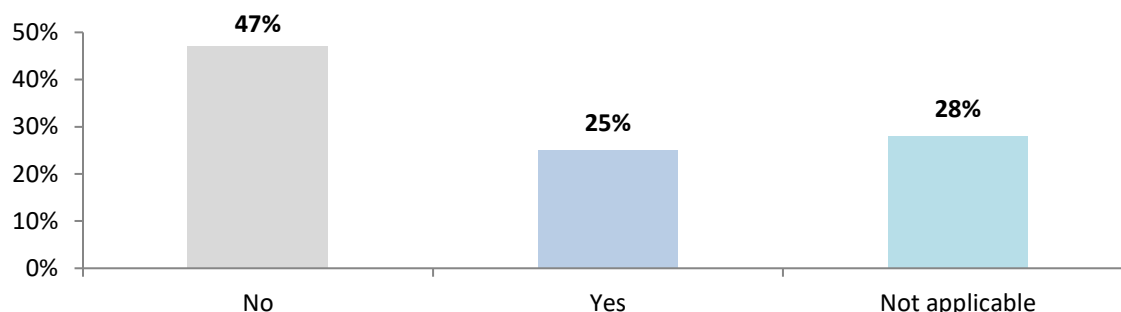


| ANSWER CHOICES          | RESPONSES |    |
|-------------------------|-----------|----|
| Trademark               | 88%       | 36 |
| Collective mark         | 44%       | 18 |
| Certification mark      | 34%       | 14 |
| Geographical indication | 34%       | 14 |
| Tailored domestic law   | 2%        | 1  |

|                                      |     |           |
|--------------------------------------|-----|-----------|
| Bilateral agreement                  | 7%  | 3         |
| Article 6ter of the Paris Convention | 61% | 25        |
| Other means (please specify)         | 10% | 4         |
| <b>TOTAL RESPONDENTS</b>             |     | <b>41</b> |

| <b>OTHER MEANS (PLEASE SPECIFY)</b>  | <b>COUNTRY</b> |
|--|----------------|
| 1. Through the protection mechanism established under Decision No. 876 of 2021 of the Andean Community.  | Colombia       |
| 2. Although the target of “nation brands” is not clear enough, it would be protected by the relevant Japanese laws, depending on the category of the object referred to as “nation brands” in the questionnaire. | Japan          |
| 3. Protection is granted only to brands that are eligible for protection within the territory of the Sultanate of Oman, with the exception of well-known marks, which are protected under the Paris Convention.  | Oman           |
| 4. Nation brand.   | Peru           |

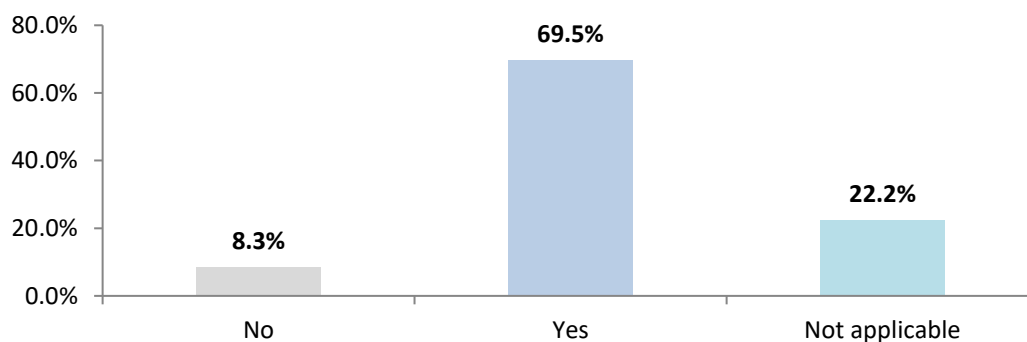
**QUESTION 31 – HAS THE RESPONDENT’S INTELLECTUAL PROPERTY OFFICE EVER REFUSED THE REGISTRATION OF A TRADEMARK CONTAINING A COUNTRY NAME ON THE BASIS OF A NATION BRAND COMMUNICATED BY A THIRD COUNTRY UNDER ARTICLE 6TER OF THE PARIS CONVENTION?**



| <b>ANSWER CHOICES</b>    | <b>RESPONSES</b> |           |
|--------------------------|------------------|-----------|
| No                       | 47%              | 34        |
| Yes                      | 25%              | 18        |
| Not applicable           | 28%              | 20        |
| <b>TOTAL RESPONDENTS</b> |                  | <b>72</b> |

## PART IX: SCOPE OF PROTECTION

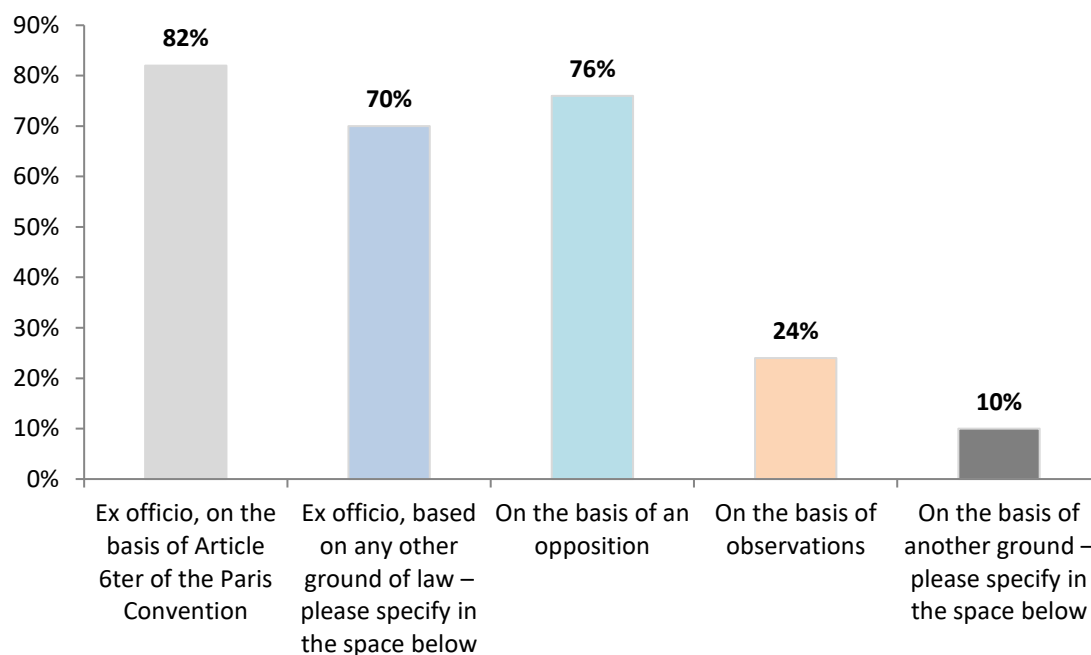
### QUESTION 32 – IN THE RESPONDENT’S JURISDICTION, CAN THE INTELLECTUAL PROPERTY OFFICE REJECT A TRADEMARK APPLICATION BECAUSE OF A PREEXISTENT NATION BRAND?



| ANSWER CHOICES           | RESPONSES |           |
|--------------------------|-----------|-----------|
| No                       | 8.3%      | 6         |
| Yes                      | 69.5%     | 50        |
| Not applicable           | 22.2%     | 16        |
| <b>TOTAL RESPONDENTS</b> |           | <b>72</b> |

#### IF YES, HOW?

(More than one answer is possible)



| ANSWER CHOICES  | RESPONSES |    |
|---|-----------|----|
| <i>Ex officio</i> , on the basis of Article 6ter of the Paris Convention                              | 82%       | 41 |
| <i>Ex officio</i> , based on any other ground of law – please specify in the space below <sup>1</sup> | 70%       | 35 |
| On the basis of an opposition   | 76%       | 38 |
| On the basis of observations  | 24%       | 12 |
| On the basis of another ground – please specify in the space below <sup>2</sup>                       | 10%       | 5  |
| <b>TOTAL RESPONDENTS</b>  | <b>50</b> |    |

| PLEASE SPECIFY  | COUNTRY     |
|---|-------------|
| 1. <sup>1</sup> According to paragraph (3) of article (3) of Law No. (6) of 2014 approving the law (system) of Trade Marks of the GCC countries: It is not considered a trademark or part thereof, and it is not permissible to register with this description: - Public slogans, flags, military and honorary insignia, national and foreign medals, coins and banknotes, and symbols of any of the GCC states or any other country, or Arab or international organizations. | Bahrain     |
| 2. <sup>1</sup> The Trademarks Act  | Belarus     |
| 3. <sup>1</sup> A trademark application can be refused on the basis of confusion with a previously registered trademark (s. 12(1)(d) of the Trademarks Act). This could include nation brands protected in Canada as registered trademarks. A trademark application can be refused on the basis that the mark is clearly descriptive (s. 12(1)(b) of the Trademarks Act).   | Canada      |
| 4. Article 6ter of the Paris Convention must relate to Article 7(n) of the Law on Trademarks, through which a trademark may be rejected if it is a State's official sign. It may also be rejected due to the prior registration of a nation brand, as in the example of Peru.   | Costa Rica  |
| 5. On the basis of a total prohibition of registration.   | El Salvador |
| 6. <sup>1</sup> Finnish Trade Marks Act 544/2019, Sections 12 and 13  | Finland     |

#### Section 12 Absolute grounds for refusal and invalidity

A trade mark may not be registered or, if registered, shall be invalidated if: --

4) trade mark which is contrary to law, public policy or accepted principles of morality;

5) trade mark which is of such a nature as to deceive the public;

6) trade mark which, without proper consent, includes a state escutcheon, state flag or other state emblem, the escutcheon of a Finnish municipality, or the flag, escutcheon or other badge or emblem of an international intergovernmental organization, or some other protected badge based on an international treaty that is binding on Finland;

- 
- 7) trade mark which, without the proper consent, includes an official certification or guarantee mark, or official sign or hallmark, for goods for which the mark is to be registered or for goods similar to them;
  - 8) trade mark which, without the proper consent, includes something, the inclusion of which in the mark may cause a risk of the public confusing the trade mark with the sign, flag, escutcheon, badge, emblem or hallmark referred to in paragraphs 6 or 7;
  - 9) trade mark which is excluded from registration in Finland or in the European Union pursuant to a provision concerning protection of designations of origin and geographical indications, traditional terms for wine, or traditional specialities guaranteed; --
  - 11) trade mark for which an earlier collective mark application or collective mark registration concerning the identical sign already exists in the Register of Trademarks for identical goods or services;
  - 12) trade mark for which an earlier certification mark application or certification mark registration concerning the identical sign already exists in the Register of Trademarks for identical goods or services or such a certification mark registration, the validity of which has expired due to lack of renewal, has existed in the Register of Trademarks.

A trade mark shall also be invalidated when the application for registration of the trade mark was filed in bad faith by the proprietor of the trade mark.

#### Section 13 Relative grounds for refusal and invalidation

A trade mark may not be registered or, if registered, shall be invalidated if:

- 1) the trade mark is identical with an earlier trade mark that has been registered or become established for identical goods or services;
- 2) the trade mark causes a likelihood of confusion on the part of the public because of its identity with, or similarity to, the earlier trade mark that has been registered or become established for identical or similar goods or services;
- 3) the trade mark is identical with or similar to an earlier trade mark that has a reputation in Finland or in the European Union regardless of whether used for identical or similar goods or services if:
  - a) the use of the trade mark without due cause would take unfair advantage of the distinctive character or the repute of the trade mark that has a reputation; or
  - b) the use of the trade mark without due cause would be detrimental to the distinctive character or the repute of the trade mark that has a reputation --
- 9) an application for a designation of origin or a geographical indication under the legislation of Finland or the European Union has been submitted prior to the date of filing or the date of priority of the trade mark, provided that the said designation or indication is subsequently registered and the registration confers the right to prohibit the use of the later trade mark.

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<sup>2</sup> On the basis of another ground - on the basis of a cancellation.

|    |  |         |
|----|--|---------|
| 7. | <sup>1</sup> Our office provides examination of trademarks on both absolute and related grounds <i>ex officio</i> .  | Georgia |
| 8. | <sup>1</sup> Not on the sole basis that a mark is a nation brand. The protection of a mark may be refused on the basis of national Trademark legislation, i.e. lack of distinctiveness, descriptive, confusingly similar to other marks etc.   | Iceland |
| 9. | <sup>1</sup> TRADE MARKS ORDINANCE [NEW VERSION], 5732-1972 Article 8: Marks eligible for registration 8. (a) No mark is eligible for registration as a trademark unless it is adapted to distinguish the goods of the proprietor of the mark from those of other persons (a mark so adapted being hereinafter referred to as a “distinctive mark”). (b) In determining whether a trademark is distinctive, the Registrar or the Court may, in the case of a trademark in actual use, take into consideration the extent to which such use has rendered such trademark in fact distinctive for goods in respect of which it is registered or intended to be registered. Article 11: Marks ineligible for registration 11. The following marks are not eligible for registration: (1) A mark referring to some connection with the President of the State or his household or to presidential patronage or a mark from which any such connection or patronage might be inferred; (2) Flags and emblems of the State or its institutions, flags and emblems of foreign states or international organizations, and any mark resembling any of these; (3) Public armorial bearings, official signs or seals used by any State to indicate control or warranty, and any sign resembling any of these and any sign from which it might be inferred that its proprietor enjoys the patronage of or supplies goods or renders services to a head of State or a Government, unless it is proved to the Registrar that the proprietor of the mark is entitled to use it; (4) Marks in which the following words appear – “patent”, “patented”, “by royal letters patent”, “registered”, “registered design”, “copyright”, “to counterfeit this is forgery” or words to like effect; (5) Marks which are or may be injurious to public policy or morality; (6) Marks likely to deceive the public, marks which contain false indications of origin and marks which encourage unfair trade competition; (6A) A mark containing a geographical marking in relation to goods that do not originate in the geographical area indicated, or a geographical marking that could be misleading in relation to the genuine geographical area of the origin of the goods; (6B) A mark containing a geographical marking that is verbally correct but contains a false representation to the effect that the goods originate in another geographical area; (7) Marks identical with or similar to emblems of exclusively religious significance; (8) A mark on which the representation of a person appears, unless the consent of such person has been obtained; in the case of the representation of a deceased person, the Registrar shall request the consent of his survivors unless, in his opinion, reasonable grounds exist for not doing so; (9) A mark identical with one belonging to a different proprietor, which is already on the register in respect of the same goods or description of goods, or so nearly resembling such a mark as to be calculated to deceive; (10) A mark consisting of numerals, letters or words which are in common use in trade, to distinguish or describe goods or classes of goods or which bear direct reference to their character and quality, unless the marks have a distinctive character within the meaning of Section 8(b) or 9; (11) A | Israel  |

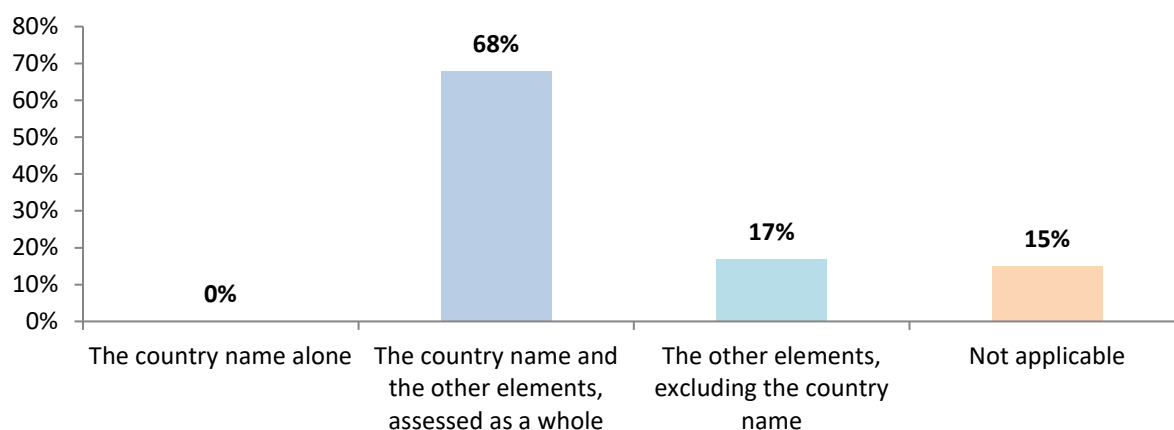
|   |   |            |
|---|---|------------|
| <p>mark whose ordinary signification is geographical or a surname, unless represented in a special manner or unless having a distinctive character within the meaning of Section 8(b) or 9; (12) A mark that identifies wine or an alcoholic drink containing a geographical signification, if the origin of the wine or alcoholic drink is not in that same geographical area; (13) A mark that is identical to or resembles so as to deceive, a well known mark even if it is not a registered trademark, in relation to goods in respect of which the mark is well known or in respect of goods of the same description; (14) A mark that is identical to or resembles a well known trademark that is a registered trademark, and this even if it is in respect of goods that are not of the same description, if the mark whose registration is being requested could indicate a connection between the goods in respect of which the mark is required and the proprietor of the registered mark, and the proprietor of the mark is liable to be adversely affected as a result of the use of the requested mark.</p> |   |            |
| 10.   | <sup>1</sup> <i>Ex officio</i> , based on any other ground of law - unregistered mark/passing off; misleading/deceptive   | Jamaica    |
| 11.   | <sup>1</sup> The consideration will be based on whether or not it falls under the reasons for refusal of the Japanese Trademark Act. Examples:<br>Article 4(1)(vi) (Famous mark indicating a state or a local public entity)<br>Article 4(1)(vii) (Contravention of public order or morality)<br>Article 4(1)(x) (Well- known trademark of another person)<br>Article 4(1)(xi) (Another person's registered trademark applied for prior to the filing date of the trademark application concerned)<br>Article 4(1)(xv) (Confusion over the source of goods and services)<br>Article 4(1)(xvi) (Misleading as to the quality of the goods or services)<br><a href="https://www.jpo.go.jp/e/system/laws/rule/guideline/trademark/kijun/document/index/all.pdf">https://www.jpo.go.jp/e/system/laws/rule/guideline/trademark/kijun/document/index/all.pdf</a>  | Japan      |
| 12.   | <sup>1</sup> Law N456 of the Republic of Kazakhstan dated July 26, 1999 "On Trademarks, Service Marks, Geographical Indications and Appellations of Origin of Goods".   | Kazakhstan |
| 13.   | <sup>1</sup> If it does not meet the requirements of our national laws.   | Kenya      |
| 14.   | <sup>1</sup> Extract from Trademarks Law of the Republic of Lithuania Article 7. Absolute Grounds for Refusal of Registration or Invalidation of a Mark<br>1. A mark shall be refused registration or the registration of a trade mark shall be declared invalid if: 8) the mark consists of or contains the official symbols of the Republic of Lithuania, or it imitates them, unless the permission has been issued according to the established procedure by the Minister for Justice of the Republic of Lithuania; 9) the mark consists of other coats of arms or other insignias under the Law on the National Coat of Arms, Coat of Arms, and Other Insignias of the Republic of Lithuania, or is composed of or contains distinguishing marks of the public institutions the official use of which is governed by the law, unless consent has been obtained from the competent authorities; 10) it consists of signs the registration of which has not been authorized by the competent authorities of other states or international organizations and the registration of which is to be refused or invalidated pursuant to Article 6 <sup>ter</sup> of the Paris Convention for the Protection of Industrial Property of 20 March 1883, as revised at Stockholm on July 14, 1967, and amended on September 28, 1979 (hereinafter referred to as the Paris Convention), or contains such | Lithuania  |



|     |   |             |
|-----|---|-------------|
|     | signs; 11) it consists of or contains a sign of high symbolic value, in particular a religious symbol; <a href="https://vpb.lrv.lt/en/structure-and-contacts-1/legal-acts">https://vpb.lrv.lt/en/structure-and-contacts-1/legal-acts</a>  |             |
| 15. | <sup>1</sup> The Trade Marks Act 2002 provide a variety of grounds for refusing to registration for signs that are identical or confusingly similar to foreign nation brands.   | New Zealand |
| 16. | <sup>1</sup> “Article 2: The following may not be registered as marks:... (b) coats of arms, badges, emblems or names used by the State, other legal entities under public law or international organizations, unless applied for by those entities;... (i) signs that have been registered, or the registration of which has been applied for, by persons who have no legitimate interest therein or who knew or should have known that the signs belonged to third parties;...”   | Paraguay    |
| 17. | <p><sup>1</sup>Ex officio, based on any other ground of law – Registration prohibitions set forth in the internal regulations (Decision No. 486):</p> <p>(a) Article 135(m) - Signs may not be registered as marks that reproduce or imitate, without the permission of the competent authorities, either as marks or as elements of marks, coats of arms, flags, emblems or official signs and marks denoting control and warranty adopted by States, and any imitation thereof from the heraldic point of view, and also the coats of arms, flags and other emblems, names or abbreviated names of any international organizations.</p> <p>(b) Article 136(a) - Signs may not be registered as marks whose use in trade would unduly harm a third-party right, especially where they are identical or similar to a mark previously filed for registration or registered by a third party in respect of the same goods or services, or for goods or services regarding which the use of the mark could cause a risk of confusion or association.</p> <p>(c) Article 137 - Where the competent national office has reasonable grounds to believe that registration has been applied for in order to perpetrate, facilitate or consolidate an act of unfair competition, it may refuse registration.</p> <p>Registration prohibitions set forth in the internal regulations (Decision No. 876):</p> <p>Article 15 - The competent national office shall refuse the registration of any distinctive sign identical or similar to a nation brand protected under this Decision either ex officio or at the request of a party.</p> <p>Each Member State shall stipulate that its competent national office shall consult the nation brands communicated under this Decision and consider them when making decisions on the registration of distinctive signs, in accordance with its internal procedures.</p> <p>This provision shall not apply where the owner, the person exercising the rights of the nation brand or any specifically authorized person files the registration of the distinctive sign themselves.</p> | Peru        |
| 18. | <sup>1/2</sup> <i>Ex officio</i> or through opposition and cancellation on the grounds that it would falsely suggest a connection with national symbols [Sec. 123.1(a), IP Code]; that it consists of an insignia of a foreign nation [Sec. 123.1(b), IP Code]; or it is likely to mislead the public particularly  | Philippines |

|     |   |                     |
|-----|---|---------------------|
|     | as to the quality, characteristics or geographical origin of the goods or services [Sec. 123.1(g), IP Code]. Through a petition under Sec. 169 of the IP Code on False Designation of Origin, False Description or Representation.  |                     |
| 19. | <sup>1</sup> Article 232. <sup>o</sup> of the Portuguese Industrial Property Code (Reproduction of a trade mark previously registered by another party for identical products or services).   | Portugal            |
| 20. | <sup>1</sup> Based on the Trademark examination guidelines  | Republic of Korea   |
| 21. | <sup>1</sup> <i>Ex officio</i> , based on any other ground of law art.7(1)(i) from the Law on the protection of trademarks No. 38/2008 ( <a href="https://wipolex.wipo.int/en/text/425803">https://wipolex.wipo.int/en/text/425803</a> )<br><sup>2</sup> On the basis of another ground art.7(1)(l) from the Law on the protection of trademarks No. 38/2008  | Republic of Moldova |
| 22. | <i>Ex-officio</i> : If the nation brand has been applied for or registered in Singapore as a trade mark, certification or collective mark, IPOS may raise Absolute grounds objections and/or Relative grounds objections against any later filed trade marks which contain the nation brand or are deemed similar to the nation brand. If the nation brand has been recorded as a Logogram under Rule 13 of the Trade Marks Rules (recordal of Logograms are usually only open to our government agencies), IPOS may cite it against trademark applications which contain or consists of the Logogram and request for the relevant consent to be sought. Registered marks under the Trade Marks Act may also be invalidated or revoked under the grounds provided by the Trade Marks Act and Rules. | Singapore           |
| 23. | <sup>1</sup> Absolute grounds for refusal set out in Art 43 of Industrial Property Act (Official Gazette RS, No 51/2006-UPB, No 100/2013 and No 23/2020).   | Slovenia            |
| 24. | <sup>1</sup> On the basis of absolute grounds for the refusal to register marks.  | Spain               |
| 25. | <sup>1</sup> Consisting of national emblems and flags of foreign states, international organizations and any characteristics under the Trademark Act, Article 8(6)  | Thailand            |
| 26. | <sup>1</sup> Please visit section 8 of the Trade Marks Act No. 8 of 2015.   | Trinidad and Tobago |
| 27. | <sup>1</sup> Article 5 of the Industrial Property Law 6769 regulating the Absolute Grounds for Refusal.   | Türkiye             |
| 28. | <sup>1</sup> Law of Ukraine «On protection of rights to the signs for goods and services»   | Ukraine             |
| 29. | <sup>1</sup> <i>Ex officio</i> , for being conflicting prior art.   | Uruguay             |
| 30. | <sup>2</sup> According to article 10.9 of the Law on Trademarks, service marks and the appellations of origin: “false designations or those that mislead consumers as its manufacturer”   | Uzbekistan          |

**QUESTION 33 – IF A PROTECTED NATION BRAND IN THE RESPONDENT’S JURISDICTION CONTAINS THE COUNTRY NAME, TOGETHER WITH OTHER ELEMENTS, DOES THE PROTECTION EXTEND TO:**



| ANSWER CHOICES   | RESPONSES |           |
|--|-----------|-----------|
| The country name alone                                       | 0%        | 0         |
| The country name and the other elements, assessed as a whole | 68%       | 49        |
| The other elements, excluding the country name               | 17%       | 12        |
| Not applicable   | 15%       | 11        |
| <b>TOTAL RESPONDENTS</b>                                     |           | <b>72</b> |

[End of Annex and of document]