



## THE REPUBLIC OF UGANDA

UGANDA REGISTRATION SERVICES BUREAU

Date: 5<sup>th</sup> March 2012

### **PROTECTION OF NAMES OF STATES AND NATION BRANDING.**

Reference is made to your letter dated 5<sup>th</sup> March 2012 and referenced GVA-UN/TECH/130 inviting us to submit information on our activities relating to the above captioned subject matter vis a- vis the Law on Trademarks , Industrial Designs and Geographical Indications. Kindly be advised as follows;

#### **Laws that relate to Nation Branding:**

Uganda currently has no specific law on protection of names of states and nation branding *as such*. However, there are some laws that provide for protection of national flag and armorial Ensigns and others that relate to branding.

i. *The National Flag And Armorial Ensigns Act Cap 254:*

This law makes provision for and in connection with the declaration of the national flag and armorial ensigns of Uganda and protection against disrespect and misuse.

ii. *The Paris Convention*

Internationally Uganda acceded to the Paris Convention for protection of Industrial Designs in 1965. The convention under *Article 6ter* of the Paris Convention, prohibits marks concerning State Emblems, Official Hallmarks, and Emblems of Intergovernmental Organizations.

iii. *Geographical Indications Draft Bill*

There is no specific law in Uganda governing Geographical Indications, and this is a challenge. However, Uganda has a Geographical Indications Bill which provides for protection and registration of geographical indications which will eventually be a tool for branding the nation among others.

Further, by virtue of Uganda being signatory to the WTO TRIPS Agreement, the provisions of that Treaty on Geographical indications may be said to be applicable. Technically, however, those provisions require domestication into Ugandan law by appropriate legislation.

#### **Other Branding initiatives in Uganda**

- i. *The WIPO branding project in Uganda:* The World Intellectual Property Organisation (WIPO) embarked on a branding mission where products with unique qualities in Uganda were identified. These products include among others Vanilla, Cotton, Shear Butter, Coffee etc.

- ii. *The Uganda Private Sector Foundation initiatives:* The Uganda Private sector Foundation has initiated a campaigns on branding Uganda with use of a slogan which may appear on Uganda products. The slogan is” *Proudly Ugandan*”.
- iii. *Gifted by nature:* Uganda has branded itself as a state gifted by nature through use of the slogan” *Gifted by nature*” and as the Pearl of Africa through promotions and campaigns.
- iv. *Trade and investment initiatives:* Uganda has also embarked on Branding through Tourism promotion, encouraging foreign Direct Investments, and export promotion among others.