



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

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

REVISED PROPOSAL BY THE DELEGATIONS OF COLOMBIA, ECUADOR AND
PERU CONCERNING TOPICS FOR AN INFORMATION SESSION ON THE
PROTECTION OF NATION BRANDS IN MEMBER STATES

Document prepared by the Secretariat

In a communication dated March 15, 2022, the Delegation of Peru transmitted to the International Bureau of the World Intellectual Property Organization the proposal contained in document SCT/45/6.

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

In a communication dated November 2, 2022, the Delegations of Colombia, Ecuador and Peru transmitted to the International Bureau of the World Intellectual Property Organization the revised proposal contained in the Annex to the present document.

[Annex follows]

Proposal by the Delegations of Colombia, Ecuador and Peru

Informative Session – Nation Brand

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

In response to the aforementioned invitation, the Delegation of Peru formally presented at the forty-fifth session of the SCT, under agenda item 6, Trademarks, the proposal SCT/45/6, which received the co-sponsorship from Colombia and Ecuador. A revised version of such proposal was also issued during the said session as SCT/45/6 REV.2.

After considering the comments of the Members, Colombia, Ecuador, and Peru jointly submit the following revised proposal for consideration at the forty-sixth session of the SCT:

Information Session 1 (to be held at the session following the adoption session):

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

Information Session 2 (to be held at the session following the Information Session 1):

- 2.1. Experiences on nation brand protection
- 2.2. Current nation brand protection mechanisms

[End of Annex and of document]