

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: International Federation of Intellectual Property Attorneys (FICPI) and 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 the 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. Following the forty-sixth session of the SCT, the Secretariat was requested to re-open one more time the survey tool on the Questionnaire until May 3, 2023, for further replies by delegations, and to finalize document SCT/43/8 Rev.4 thereafter and present it for consideration at the forty-seventh session of the SCT (document SCT/46/8, paragraph 22).
13. New replies were received from Bosnia and Herzegovina, Burundi, Congo, Egypt, Guatemala and Luxembourg (6), while updated replies were received from Algeria, Argentina, Brazil, China, Ecuador, Estonia, Iraq, Kyrgyzstan, Montenegro, Myanmar, Peru, Russian Federation, Thailand and Uzbekistan (14). This brings the overall number of returns to 78.

14. The Annex to the present document contains a presentation of all returns received to the Questionnaire, in statistical data format.

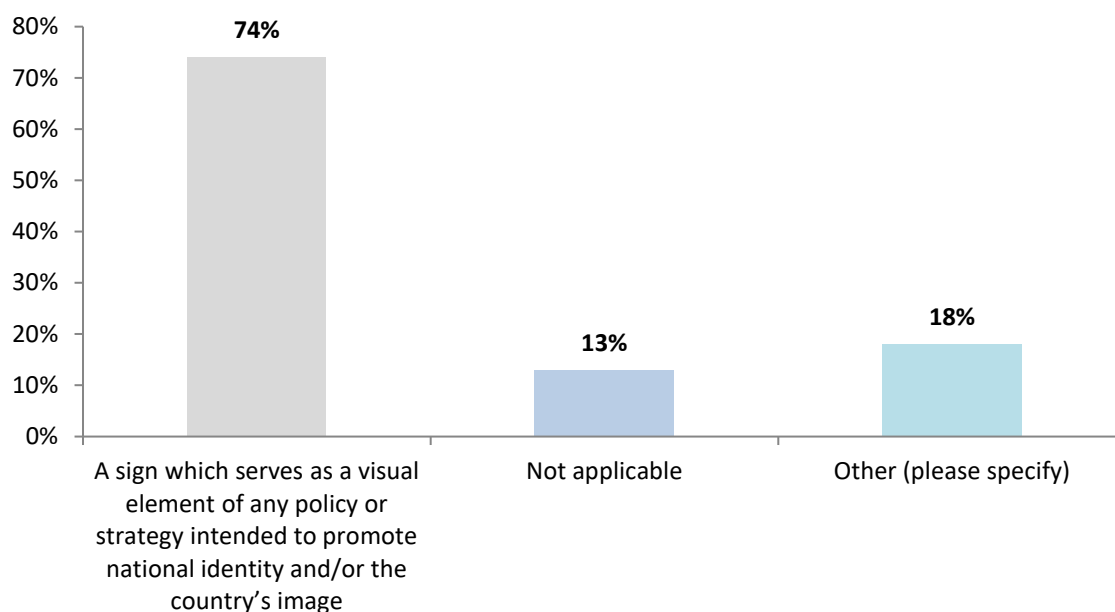
[Annex follows]

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)

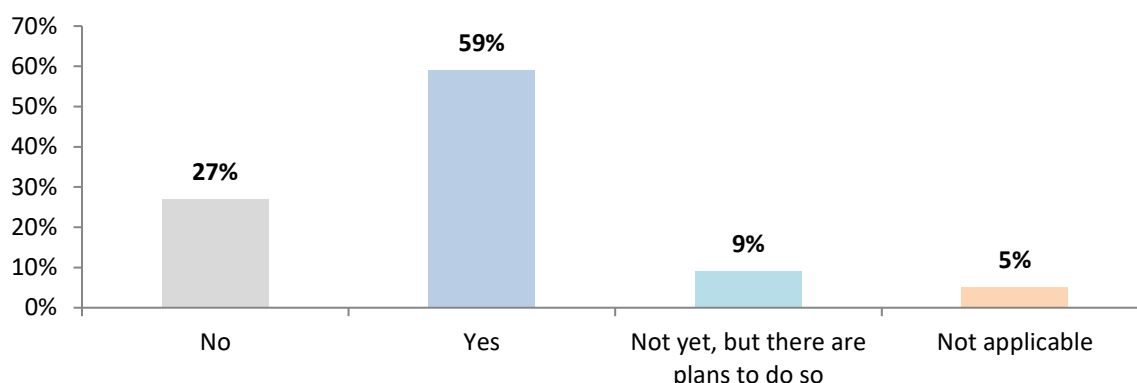


ANSWER CHOICES	RESPONSES	
A sign which serves as a visual element of any policy or strategy intended to promote national identity and/or the country’s image	74%	58
Not applicable	13%	10
Other (please specify)	18%	14
TOTAL RESPONDENTS		78

	OTHER (PLEASE SPECIFY)	COUNTRY
1.	To assist the Canadian food and agriculture industry to differentiate their products domestically and internationally as Canadian.	Canada
2.	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
3.	To better identify the State’s actions and statements, with the aim of making that information clear and understandable for citizens (State brand)	France
4.	Filed as an ordinary trademark.	Guatemala

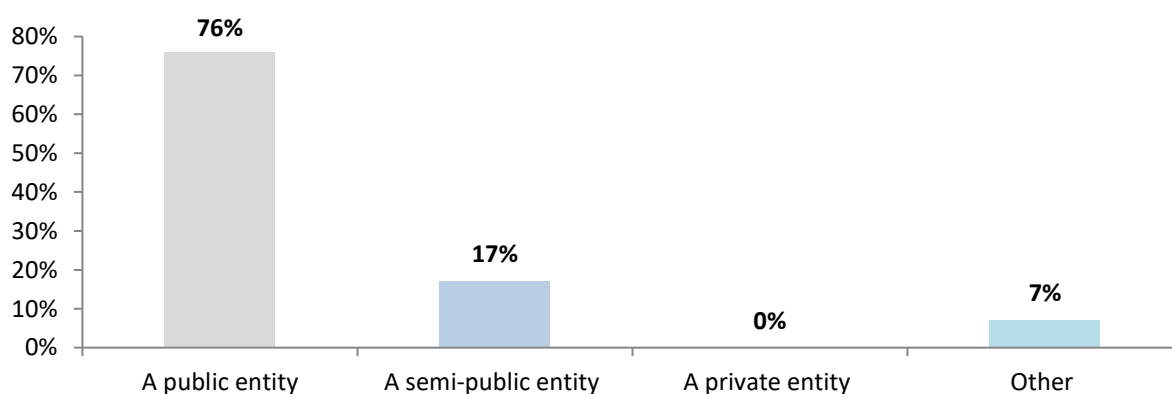
5.	A sign which serves as a visual element of any policy or strategy intended to promote national identity and/or the country's image, goods, services, people and other elements of national culture and heritage.	Jamaica
6.	We refer Nation brand not only as a visual sign or designed identity of a country's 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
7.	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
8.	Nation brand is a set of tangible and intangible values, natural and economic potential, products and services of Montenegrin origin, business and life opportunities in Montenegro, cultural-historical and natural heritage, human potential, resources and activities that create recognition, competitive advantage and contribute to the good reputation and sustainable image of Montenegro. Nation brand is represented by a visual identity that contains name, logo and slogan.	Montenegro
9.	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
10.	A trademark is a sign used to distinguish the goods or services of one enterprise from other goods and services in the market.	Oman
11.	The nation brand allows consumers easier and faster recognition of goods and services country origin and serves as global communication device underlining a connection between the goods and services and the country.	Slovenia
12.	A sign used in a policy or strategy intended to promote the national identity and/or image of the country.	Spain
13.	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
14.	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	27%	21
Yes	59%	46
Not yet, but there are plans to do so	9%	7
Not applicable	5%	4
TOTAL RESPONDENTS		78

IF YES, THE DECISION WAS TAKEN BY:



ANSWER CHOICES	RESPONSES	
A public entity – please specify in the space below	76%	35
A semi-public entity – please specify in the space below	17%	8
A private entity – please specify in the space below	0%	0
Other – please specify in the space below	7%	3
TOTAL RESPONDENTS		46

	PLEASE SPECIFY	COUNTRY
1.	The 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 Brazilian Agency for the Promotion of International Tourism (Embratur) and the Brazilian Agency for the Promotion of Exports and Investments (ApexBrasil), entities that manage the promotion of international tourism and foreign trade, respectively.	Brazil
4.	A semi-public entity, the Burundian Office for Standardization and Quality Control.	Burundi
5.	Government of Canada: Agriculture and Agri-Food Canada (AAFC)	Canada
6.	The Government decided to adopt a nation brand strategy in 2004.	Colombia
7.	Ministry of Tourism and Sport Croatian Chamber of Commerce	Croatia
8.	Decision taken by VisitDenmark	Denmark
9.	ProDominicana, in cooperation with the Ministry of Tourism.	Dominican Republic
10.	The State of Ecuador	Ecuador
11.	Government ministries, agencies and authorities.	Egypt
12.	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
13.	Joint organization of KredEx and Enterprise Estonia; https://www.eas.ee/	Estonia
14.	French Government Information Service (under the authority of the Prime Minister)	France
15.	LEPL National Tourism Administration	Georgia
16.	Federal Government	Germany
17.	The Guatemalan Tourism Institute (INGUAT)	Guatemala
18.	Hungarian Tourism Agency	Hungary
19.	A public-private entity, Promote Iceland, in cooperation with the Ministry for tourism.	Iceland
20.	Ministry of Foreign Affairs, Public Diplomacy Division	Israel
21.	Jamaica Tourist Board	Jamaica
22.	The brand "Kyrgyzstan: so much to discover" http://discoverkyrgyzstan.org/	Kyrgyzstan

	The brand “Kyrgyzstan – the land of celestial mountains”, created by the Ministry of Culture and Tourism: https://www.ktrk.kg/kg/post/2375/ru	
23.	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
24.	Brand Image Promotion Unit, Ministry of Foreign and European Affairs. The initiative to promote the brand image was launched in 2013. Piloted by an interministerial and interinstitutional committee. Extract from page 35 of the Government Program 2013-2018: “Positive values spread by the image of Luxembourg shall be established and used by different stakeholders and in official media campaigns; the Government shall make available the necessary resources available for that purpose.”	Luxembourg
25.	Ministry of Economic Development and Tourism. In 2016, Ministry of Economic Development and Tourism chose the visual identity of the nation brand through a public competition. However, after adoption of Law on nation branding in 2017, Ministry was obliged to choose new visual identity. In the period 2019-2020 Ministry announced two contests with the aim of choosing a new visual identity, but they were unsuccessful. At the moment, Ministry is in the process of defining best way to choose new visual identity.	Montenegro
26.	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
27.	The New Zealand Government	New Zealand
28.	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
29.	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
30.	The Peruvian Commission for the Promotion of Exports and Tourism (PROMPERÚ).	Peru
31.	Korean Culture and Information Service	Republic of Korea
32.	Over the years, several national brands have been developed and protected as trademarks (no. 21864, 26104, 32253 http://www.db.agepi.md/marcireprezentanti/Search.aspx). 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

33.	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
34.	Ministry of Foreign and European Affairs of the Slovak Republic	Slovakia
35.	The Government Communication Office (under the authority of the Prime Minister).	Slovenia
36.	The Government of Spain, through the Ministry of Foreign Affairs, the European Union and Cooperation (MAEUEC).	Spain
37.	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
38.	A public entity – Ministry of Agriculture and Cooperatives, Ministry of Commerce, etc. A semi-public entity – Tourism Authority of Thailand, Amazing Thailand, etc.	Thailand
39.	A public entity: Ministry of Economy, which operates as Ministry of Trade today.	Türkiye
40.	Cabinet of Ministers of Ukraine	Ukraine
41.	Ministry of Tourism and Cultural Heritage of the Republic of Uzbekistan	Uzbekistan
42.	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



5. Canada



6. Colombia



7. Costa Rica



8. Croatia

FULL OF LIFE

HRVATSKA, PUNA ŽIVOTA



9. Denmark



10. Dominican Republic



11. Ecuador



12. Egypt



13. Estonia



e-Residency

ESTCOIN



NOVEST



International House of
Tallinn

14. France



State Brand :



15. Georgia



16. Germany



17. Guatemala



18. Hungary



19. Iceland

INSPIRED BY ICELAND

20. 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.



21. Jamaica



22. Kenya



23. Kyrgyzstan



24. Luxembourg



25. Morocco



26. New Zealand



27. Paraguay



28. Peru



29. Republic of Moldova



30. Singapore





31. Slovakia



32. Slovenia



33. Spain



34. Switzerland



35. Türkiye



36. Ukraine



37. Uruguay



38. Uzbekistan

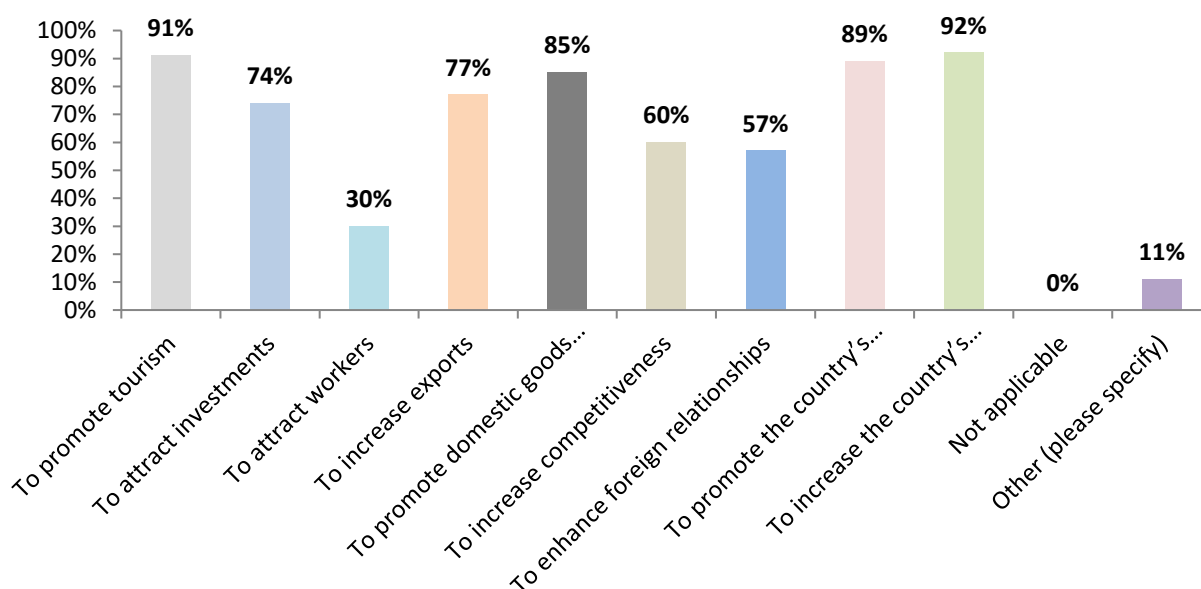


39. Viet Nam



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)

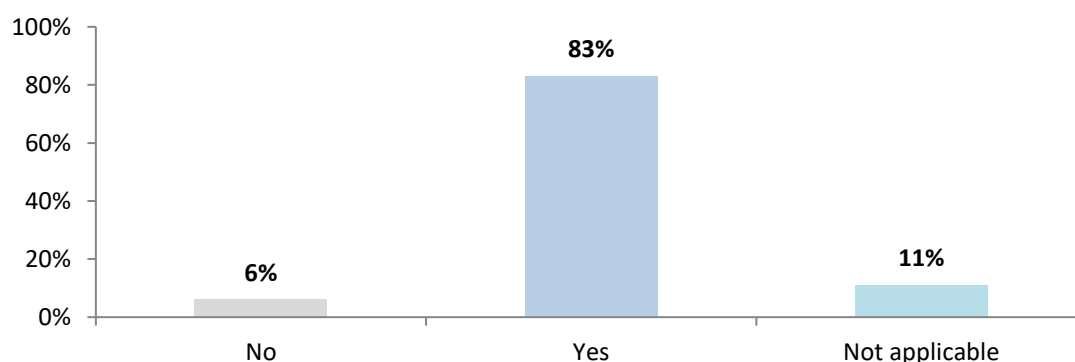


ANSWER CHOICES	RESPONSES	
To promote tourism	91%	48
To attract investments	74%	39
To attract workers	30%	16
To increase exports	77%	41
To promote domestic goods and/or services	85%	45
To increase competitiveness	60%	32
To enhance foreign relationships	57%	30
To promote the country's culture, traditions, values or positive aspects domestically and abroad	89%	47
To increase the country's visibility	92%	49
Not applicable	0%	0
Other (please specify)	11%	6
TOTAL RESPONDENTS		53

	OTHER (PLEASE SPECIFY)	COUNTRY
1.	To promote environmental preservation policies.	Brazil
2.	Make statements by the State more visible and clearer for the citizen (France Brand and State brand).	France
3.	To attract graduates and doctoral candidates.	Germany
4.	Promote the image of the country abroad.	Luxembourg

5.	To promote Spanish.	Spain
6.	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)?

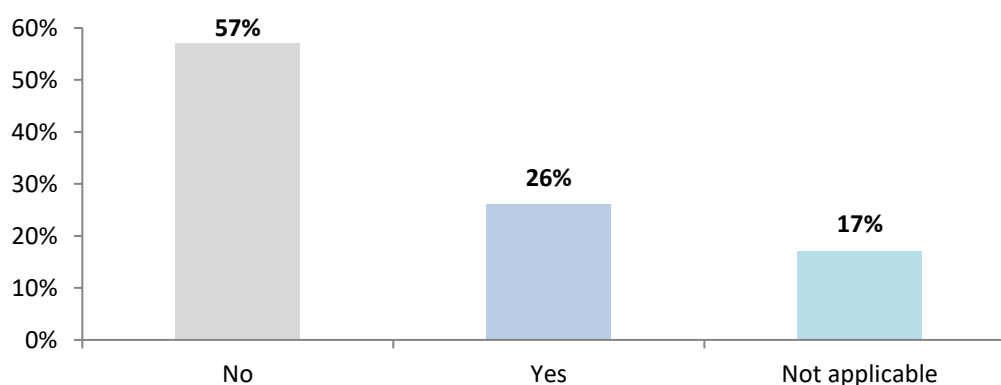


ANSWER CHOICES	RESPONSES	
No	6%	3
Yes	83%	44
Not applicable	11%	6
TOTAL RESPONDENTS		53

IF NO, WHY?

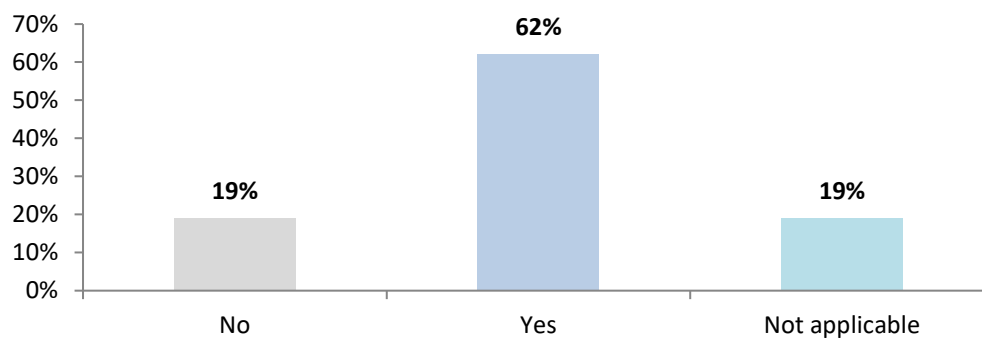
	RESPONSES	COUNTRY
1.	It was filed as an ordinary trademark in design.	Guatemala
2.	The country name appears in other nation brands of the same owner. In real use, the brand is currently used with the country name.	Switzerland
3.	It consists of unification of the words "Turkish" and "quality".	Türkiye

(B) DOES THE NATION BRAND CONSIST OF, IN WHOLE OR IN PART, SIGN(S) COMMUNICATED UNDER ARTICLE 6^{TER} OF THE PARIS CONVENTION FOR THE PROTECTION OF INDUSTRIAL PROPERTY (HEREINAFTER, "THE PARIS CONVENTION")?



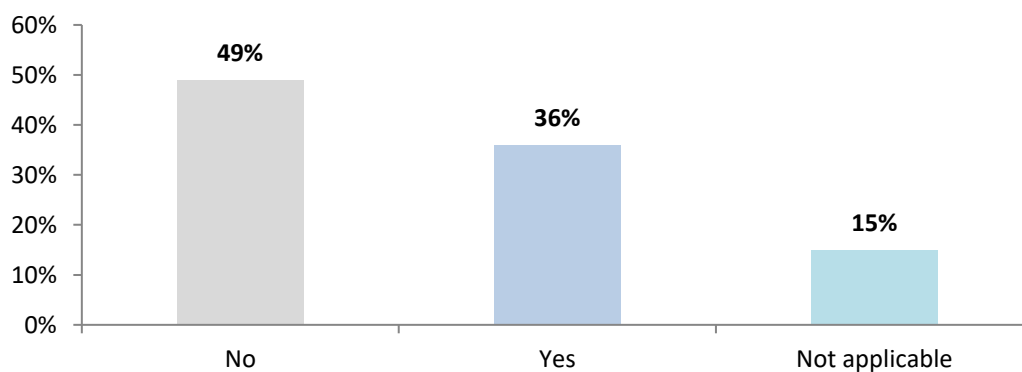
ANSWER CHOICES	RESPONSES	
No	57%	30
Yes	26%	14
Not applicable	17%	9
TOTAL RESPONDENTS		53

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



ANSWER CHOICES	RESPONSES	
No	19%	10
Yes	62%	33
Not applicable	19%	10
TOTAL RESPONDENTS		53

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



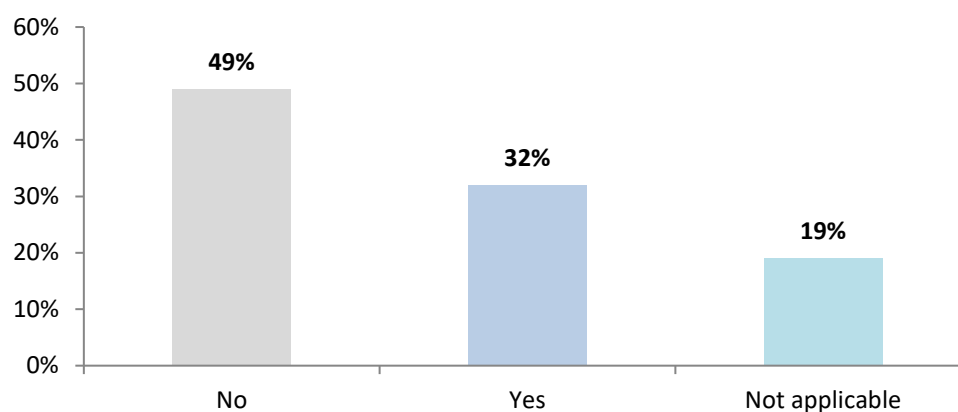
ANSWER CHOICES	RESPONSES	
No	49%	26
Yes	36%	19
Not applicable	15%	8
TOTAL RESPONDENTS		53

IF YES, PLEASE SPECIFY

	RESPONSES	COUNTRY
1.	Coat of arms/Animals/Monuments	Algeria
2.	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
3.	A heart-shaped element with colors and shape which resembles the Danish flag	Denmark
4.	A nation brand may consist of special typography, colors, shapes or a combination of shapes.	Dominican Republic
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.	We use a specific writing style and various design elements in our national brand trade marks.	Estonia
7.	A symbol contains crosses, which can be considered as part of the Georgian flag.	Georgia
8.	Dahlia in the national colors of Germany	Germany
9.	The colors of the national flag, but not in the form of a flag.	Hungary
10.	An X, formed of four two-directional arrows: two red ones and two blue ones. The blue arrow always starts in the bottom left corner and ends in the top right, while the red arrow begins in the top left and ends in the bottom right.	Luxembourg
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 images of a monument and nature.	Uzbekistan

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



ANSWER CHOICES	RESPONSES	
No	49%	26
Yes	32%	17
Not applicable	19%	10
TOTAL RESPONDENTS	53	

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

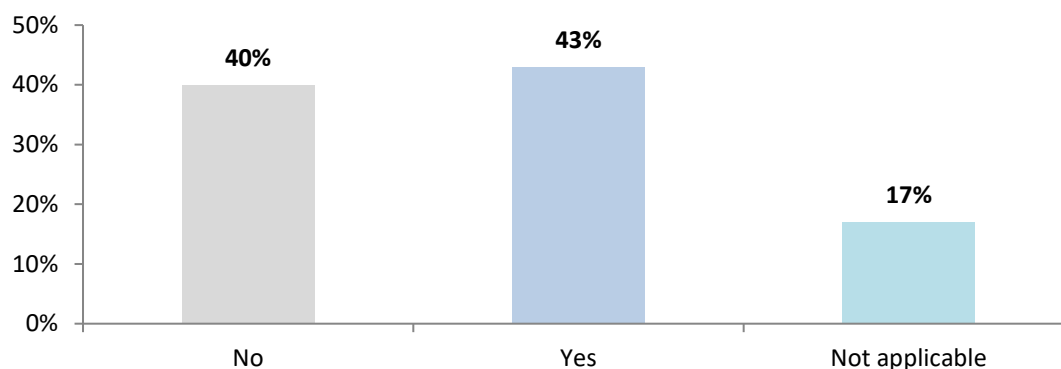
	RESPONSES	COUNTRY
1.	3 replacements, the most recent in 2021.	Argentina
2.	The nation brand has been changed twice in recent years. It has been changed in 2019, replacing the nation brand created in 2005. Then, in 2023, the 2019 nation brand ceased to be used and the use of the 2005 brand was resumed. Both changes were due to a strategy to reposition the country's image, the latter being focused on environmental sustainability.	Brazil
3.	The nation brand was modified once in 2012. 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. 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	Colombia

	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.	
4.	National brand trade marks are periodically updated.	Estonia
5.	Concerning the France brand: – creation of the logo France.fr in 2008; – creation in 2019 of the France brand and its subsidiary sector-based brands Concerning the State brand: – creation of a governmental brand in 1999, bringing together all the governmental bodies under an adjustable Marianne logo; 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.	France
6.	Symbol was changed several times, and the reasons for that was updating and complying with modern standards.	Georgia
7.	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
8.	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
9.	Different taglines every few years but same nation brand.	Jamaica
10.	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
11.	In 2016, Ministry of Economic Development and Tourism chose the visual identity of the nation brand through a public competition. However, after adoption of Law on nation branding in 2017, Ministry was obliged to choose new visual identity. In the period 2019-2020 Ministry announced two contests with the aim of choosing a new visual identity, but they were unsuccessful. At the moment Ministry is in the process of defining best way to choose new visual identity.	Montenegro
12.	Changes were made once, two years after the creation of the original version, in order to give the logo a more current and attractive appearance.	Paraguay
13.	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
14.	There were some tourism and business brands that Singapore has had over the years. 1970s – Surprising Singapore	Singapore

	1996 – Singapore New Asia 2004 – Uniquely Singapore 2010 – YourSingapore (Tourism) / Future Ready 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.	
15.	Created in 2006; modernized in 2017.	Slovenia
16.	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
17.	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)?



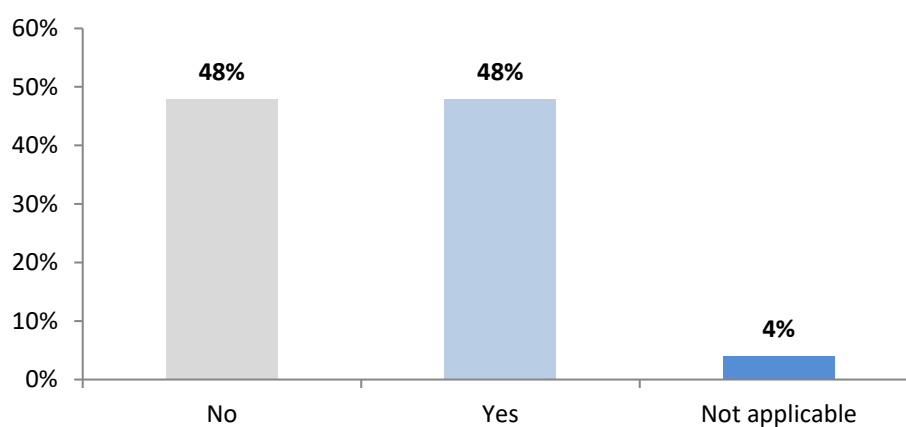
ANSWER CHOICES	RESPONSES	
No	40%	21
Yes	43%	23
Not applicable	17%	9
TOTAL RESPONDENTS		53

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

	RESPONSES	COUNTRY
1.	Decree No. 460/2021	Argentina
2.	Decree	Algeria
3.	http://www.e-qanun.az/framework/33825	Azerbaijan
4.	https://info.commerce.bi	Burundi
5.	Trademarks Act, s. 9 (1) (n).	Canada
6.	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
7.	<ul style="list-style-type: none"> - 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. - Nation Brand Licensing Regulations for the Promotion of Tourism in Costa Rica, Executive Decree No. 38271-MP-TUR (Art. 3 (d)) - Regulations governing the use of the nation brand. 	Costa Rica
8.	https://www.retsinformation.dk/eli/lta/2019/243	Denmark
9.	Pursuant to Decree No. 466-20, issued by President Luis Abinader.	Dominican Republic
10.	The nation brand will be announced by executive decree.	Ecuador
11.	https://brand.estonia.ee/?lang=en	Estonia
12.	https://net.jogtar.hu/jogszabaly?docid=A17H1725.KOR&txtreferer=00000001.txt	Hungary
13.	http://madeinkenya.brandkenya.go.ke/mkbrand	Kenya
14.	https://lmih.lu/ https://www.bing.com/ck/a?!&&p=e9a7c87d289f5574JmltdHM9MTY4MjY0MDAwMCZpZ3VpZD0zOTQwZjE0Mi1kNzcwLTYzMWUtMTAzZS1IMzJmZDZkYjYyNTkmaW5zaWQ9NTMxNQ&ptn=3&hsh=3&fclid=3940f142-d771-631e-103e-e32fd6db6259&psq=programme+gouvernemental+2013-2018&u=a1aHR0cHM6Ly9nb3V2ZXJuZW1lbnQubHUvZGFtLWFzc2V0cy9mci9hY3R1YWxpZGVzL2FydGlibGVzLzlwMTMvMTEtbm92ZW1icmUvMjktc2lnbmF0dXJlL1Byb2dyYW1tZS1nb3V2ZXJuZW1lbnRhbC5wZGY&ntb=1https://www.bing.com/ck/a?!&&p=bebeec05063fb348JmltdHM9MTY4MjY0MDAwMCZpZ3VpZD0zOTQwZjE0Mi1kNzcwLTYzMWUtMTAzZS1IMzJmZDZkYjYyNTkmaW5zaWQ9NTMzNA&ptn=3&hsh=3&fclid=3940f142-d771-631e-103e-e32fd6db6259&psq=programme+gouvernemental+2013-2018&u=a1aHR0cHM6Ly9nb3V2ZXJuZW1lbnQubHUvZGFtLWFzc2V0cy9kb2N1bWVudHMvYWN0dWFsaXRlcy8yMDE4LzEyLWRIY2VtYnJlL0FjY29yZC1kZS1jb2FsaXRpb24tMjAxOC0yMDIzLnBkZg&ntb=1	Luxembourg

	https://lmih.lu/wp-content/uploads/STRATEGIE-ET-BASES-DE-PLAN-DACTION-2021-2025_PROMOTION-DE-LIMAGE-DE-MARQUE_11.06.21.pdf	
15.	https://me.propisi.net/zakon-o-nacionalnom-brendu/	Montenegro
16.	The legal instrument is the Trademark Registration Certificate.	Oman
17.	www.snin.gov.py	Paraguay
18.	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,Legal%20Diario%20Oficial%20El%20Peruano&text=vertimientos%20de%20agua%20residual%20tratada%20para%20el%20a%C3%B1o%202012.&text=respectiva%20orden%20de%20riego.&text=su%20dotaci%C3%B3n%20de%20agua	Peru
19.	https://www.slovenia.info/uploads/dokumenti/brand_10128.pdf	Slovenia
20.	https://www.boe.es/buscar/pdf/2012/BOE-A-2012-8672-consolidado.pdf	Spain
21.	It is protected under Industrial Property Law 6769, which regulates the protection of industrial property rights in Türkiye. https://www.turkpatent.gov.tr/en/laws-and-regulations	Türkiye
22.	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» https://zakon.rada.gov.ua/laws/show/416-2018-%D0%BF#Text	Ukraine
23.	https://marcapaisuruguay.gub.uy/convenios/	Uruguay
24.	https://lex.uz/docs/4138992	Uzbekistan
25.	http://vanban.chinhphu.vn/portal/page/portal/chinhphu/hethongvanban?%20class_id=2&_page=1&mode=detail&document_id=198011	Viet Nam

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



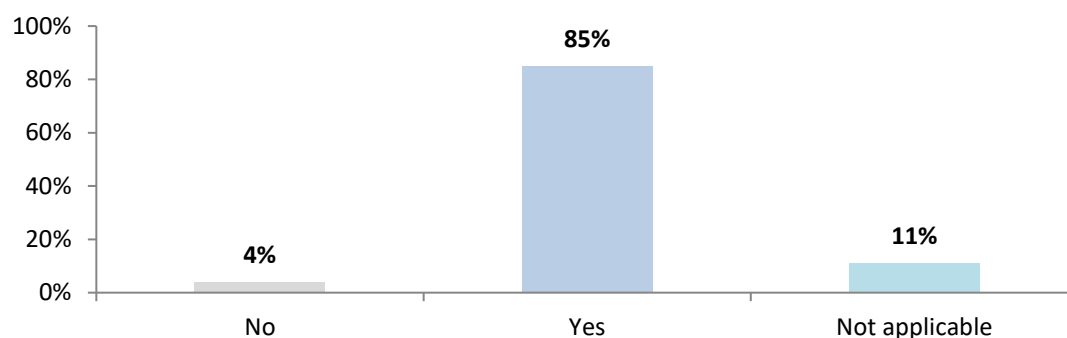
ANSWER CHOICES	RESPONSES	
No	48%	12
Yes	48%	12
Not applicable	4%	1
TOTAL RESPONDENTS		25

IF YES, PLEASE PROVIDE THE DEFINITION.

	RESPONSES	COUNTRY
1.	The “Argentina Nation Brand” is established as the official brand of the Republic of Argentina, with the aim of regularizing and standardizing the image of the country around the world.	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"> – 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.” – 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.” – 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.” 	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.	Organic Code of the Social Economy of Knowledge, Creativity and Innovation (COESCCI), Art. 412.- Announcement of the nation brand – The nation brand shall be announced by executive decree and shall remain in force until such time as it is changed.	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.	https://lmih.lu/univers-visuel/introduction/	Luxembourg

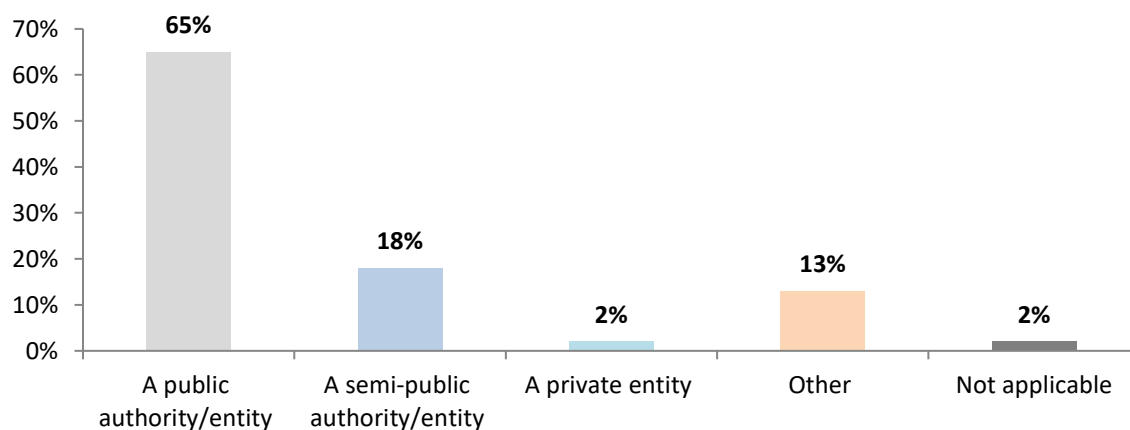
<p>8. Nation brand is a set of tangible and intangible values, natural and economic potential, products and services of Montenegrin origin, business and life opportunities in Montenegro, cultural-historical and natural heritage, human potential, resources and activities that create recognition, competitive advantage and contribute to the good reputation and sustainable image of Montenegro. Nation brand is represented by a visual identity that contains name, logo and slogan.</p>	<p>Montenegro</p>
<p>9. 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.</p>	<p>Paraguay</p>
<p>10. Distinguishing symbol of Peru aimed at establishing a positive image of the country abroad, as well as differentiating it from other countries in the region and around the world, further promoting inbound tourism, increasing the competitiveness of our export products and boosting the flow of investment capital, aims that contribute to the country’s well-being and development.</p>	<p>Peru</p>
<p>11. 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.</p>	<p>Slovenia</p>
<p>12. 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.</p>	<p>Uruguay</p>

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



ANSWER CHOICES	RESPONSES	
No	4%	2
Yes	85%	45
Not applicable	11%	6
TOTAL RESPONDENTS		53

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



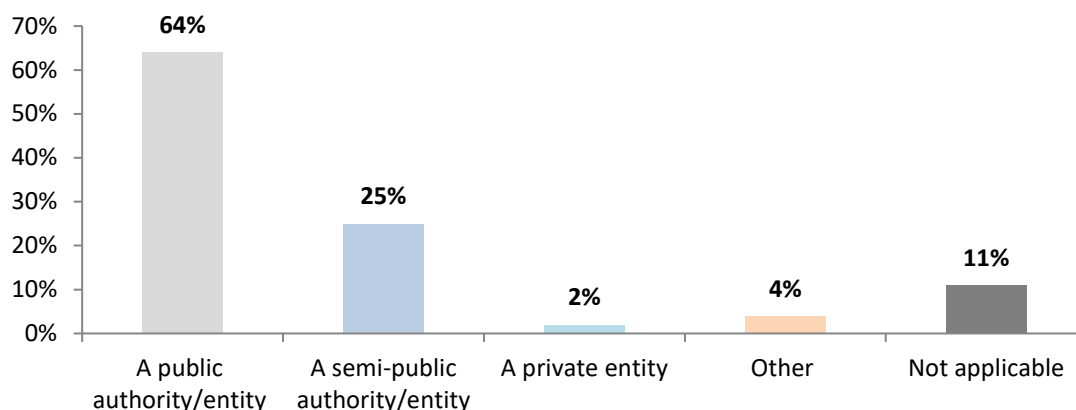
ANSWER CHOICES	RESPONSES	
A public authority/entity – please provide the name and website in the space below	65%	29
A semi-public authority/entity – please provide the name and website in the space below	18%	8
A private entity – please provide the name and website in the space below	2%	1
Other – please specify in the space below	13%	6
Not applicable	2%	1
TOTAL RESPONDENTS		45

PLEASE SPECIFY	COUNTRY
1. Ministry of Culture and Handicrafts	Algeria
2. http://azpromo.az/	Azerbaijan
3. Ministry of Economy and Energy	Bulgaria
4. The Burundian Office for Standardization and Quality Control https://www.bbnburundi.org	Burundi
5. Government of Canada: AAFC https://brandcanada.agr.gc.ca/intro/join-joignez-eng.html	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 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: https://procolombia.co/	Colombia
7. Holders: the Costa Rican Tourism Board (https://www.ict.go.cr/en/) and the Costa Rican Foreign Trade Promotion Agency (PROCOMER) (https://www.procomer.com/)	Costa Rica
8. Ministry of Tourism and Sport, https://mint.gov.hr/en Croatian Chamber of Commerce, https://www.hgk.hr/	Croatia
9. Partly financed by public means	Denmark
10. Ministry of Tourism of the Dominican Republic. https://www.mitur.gob.do/ https://www.marcapais.do/	Dominican Republic
11. The State of Ecuador	Ecuador
12. Government ministries, agencies and authorities.	Egypt
13. The French State, represented by the Prime Minister – Government Information Service (https://www.gouvernement.fr/service-d-information-du-gouvernement-sig)	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. land-der-ideen.de	Germany
16. The Guatemalan Tourism Institute.	Guatemala
17. Hungarian Tourism Agency https://mtu.gov.hu/	Hungary
18. Íslandsstofa / Promote Iceland www.islandsstofa.com	Iceland
19. The State of Israel/ Ministry of Foreign Affairs	Israel
20. Jamaica Tourist Board	Jamaica
21. http://madeinkenya.brandkenya.go.ke/mkbrand	Kenya

22. Tourism Agency under the Culture, Information and Tourism Ministry of KR, Official Tourism Information and Promotion Site of the Kyrgyz Republic.	Kyrgyzstan
23. The Grand Duchy of Luxembourg	Luxembourg
24. Property of the state of Montenegro	Montenegro
25. Examples: – Department of Craft Industry: https://mtataes.gov.ma/fr/artisanat/ – Department of Agriculture: http://www.agriculture.gov.ma/en/pages/organismes-sous-tutelle/eacce	Morocco
26. The New Zealand Story Group	New Zealand
27. The national brand owner may be a public or private entity. Eligible owners of trademarks are specified under the GCC Unified Trademark Law.	Oman
28. The State of Paraguay	Paraguay
29. Peruvian Commission for the Promotion of Exports and Tourism (PROMPERÚ) (https://www.promperu.gob.pe/ and https://peru.info/es-pe/marca-peru)	Peru
30. Korean Culture and Information Service	Republic of Korea
31. The Moldovan Investment Agency, http://invest.gov.md/moldovan-investment-agency	Republic of Moldova
32. The co-owners (1) and (2) are semi-public authorities/entities while (3) is a public authority/entity: 1) Singapore Tourism Board (https://www.stb.gov.sg/content/stb/en.html) 2) Economic Development Board (https://www.edb.gov.sg) 3) Ministry of Communications and Information (https://www.mci.gov.sg)	Singapore
33. Ministry of Foreign and European Affairs of the Slovak Republic	Slovakia
34. The Communication Office of the Government of the Republic of Slovenia (UKOM) https://www.gov.si/en/state-authorities/government-offices/government-communicationoffice/	Slovenia
35. The Ministry of Foreign Affairs	Spain
36. Switzerland Tourism https://www.myswitzerland.com/fr-ch/	Switzerland
37. A public authority/entity – Ministry of Agriculture and Cooperatives, Ministry of Commerce etc. A semi-public authority/entity – Tourism Authority of Thailand etc.	Thailand
38. Ministry of Trade https://www.trade.gov.tr/	Türkiye
39. The Ministry for Informational Policy of Ukraine has submitted an application for registration of the mark (brand) as a trademark.	Ukraine
40. A semi-public entity: Uruguay XXI (Investment, Export and Country Brand Promotion Agency), Office of the President of the Republic.	Uruguay
41. www.moit.gov.vn	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	64%	34
A semi-public authority/entity – please provide the name and website in the space below	25%	13
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	11%	6
TOTAL RESPONDENTS		53

PLEASE SPECIFY	COUNTRY
1. Ministry of Culture and Handicrafts	Algeria
2. Interministerial Committee for the Argentina Nation Brand. The technical, administrative and operational management of the “Argentina Nation Brand” will be carried out by the Ministry of Tourism and Sport - https://www.argentina.gob.ar/turismoydeportes/marca-pais#:~:text=La%20Marca%20Pa%C3%ADs%20Argentina%20esla%20construcci%C3%B3n%20de%20nuestra%20identidad	Argentina
3. http://azpromo.az/	Azerbaijan
4. Embratur and ApexBrasil, https://embratur.com.br , https://apexbrasil.com.br	Brazil
5. Ministry of Economy and Energy	Bulgaria
6. The Burundian Office for Standardization and Quality Control https://www.bbnburundi.org	Burundi
7. Government of Canada: AAFC https://brandcanada.agr.gc.ca/intro/join-joignez-eng.html	Canada

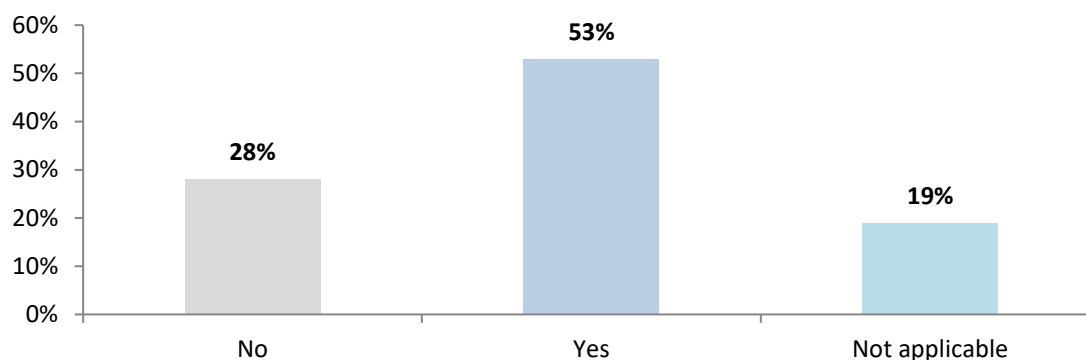
8.	The foreign trade fiduciary, FIDUCOLDEX as administrator of the government agency for export promotion, ProColombia, within the framework of the commercial trust contract drawn up between the Ministry of Trade, Industry and Tourism and in accordance with the above answer. Website: https://procolombia.co/	Colombia
9.	Holders: the Costa Rican Tourism Board (https://www.ict.go.cr/en/) and the Costa Rican Foreign Trade Promotion Agency (PROCOMER) (https://www.procomer.com/).	Costa Rica
10.	Ministry of Tourism and Sport, https://mint.gov.hr/en Croatian Chamber of Commerce, https://www.hgk.hr/	Croatia
11.	Public Sector: Luis Abinader, President of the Dominican Republic and President of the commission; David Collado, Minister of Tourism and coordinator of the commission; Roberto Álvarez Gil, Minister for Foreign Affairs; Victor Bisonó, Minister of Industry, Commerce and SMEs; Carmen Heredia, Minister of Culture; and Bivania Riveiro, Director of ProDominicana and secretary-general of the commission. Private Sector: 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 Ámanzar Melgen, Celso José Marranzini Pérez, Luciano Carrillo, Roberto Herrera, Eduardo Martínez Lima and Edgar Rafael del Toro Gómez.	Dominican Republic
12.	The Ministry of Tourism	Ecuador
13.	Government ministries, agencies and authorities.	Egypt
14.	Salvadoran Coffee Council, Export and Investment Promotion Agency of El Salvador (PROESA)	El Salvador
15.	Joint organization of KredEx and Enterprise Estonia	Estonia
16.	The French State, represented by the Prime Minister – Government Information Service (https://www.gouvernement.fr/service-d-information-du-gouvernement-sig)	France
17.	LEPL National Tourism Administration	Georgia
18.	Deutschland- Land der Ideen e.V.	Germany
19.	The Guatemalan Tourism Institute.	Guatemala
20.	Hungarian Tourism Agency https://mtu.gov.hu/	Hungary
21.	Íslandsstofa / Promote Iceland	Iceland
22.	Public Diplomacy Division, Ministry of Foreign Affairs https://mfa.gov.il/MFA/AboutTheMinistry/Pages/default.aspx https://www.gov.il/he/departments/Units/media_and_public_affairs	Israel
23.	Jamaica Tourist Board	Jamaica

24. The public authority name: Kenya Export Promotion and Branding Agency (KEPROBA)	Kenya
25. Tourism Agency under the Culture, Information and Tourism Ministry of KR, Official Tourism Information and Promotion Site of the Kyrgyz Republic.	Kyrgyzstan
26. 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://lv.lit/en/	Lithuania
27. Ministry of Foreign and European Affairs, Brand Image Promotion Unit	Luxembourg
28. Ministry of Economic Development and Tourism, https://www.gov.me/mek	Montenegro
29. The New Zealand Story Board provides governance and oversight over the use of the logo. https://www.nzstory.govt.nz/about-us/our-board/	New Zealand
30. Intellectual Property Directorate, Ministry of Commerce and Industry	Oman
31. The Ministry of Industry and Trade (www.mic.gov.py) and the Ministry of Information and Communication Technologies (www.mitic.gov.py).	Paraguay
32. Peruvian Commission for the Promotion of Exports and Tourism (PROMPERÚ) (https://www.promperu.gob.pe/ and https://peru.info/es-pe/marca-peru).	Peru
33. Korean Culture and Information Service	Republic of Korea
34. The Moldovan Investment Agency, http://invest.gov.md/moldovan-investment-agency . By Government Decision No. 322/2018 on the organization and functioning of the Investment Agency, was established the fact that the Agency has responsibilities for the administration and promotion of the country brand and sectoral brands https://www.legis.md/cautare/getResults?doc_id=119170&lang=ro	Republic of Moldova
35. 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: 1) Singapore Tourism Board (https://www.stb.gov.sg/content/stb/en.html) 2) Economic Development Board (https://www.edb.gov.sg) 3) Ministry of Communications and Information (https://www.mci.gov.sg)	Singapore
36. The Communication Office of the Government of the Republic of Slovenia (UKOM) https://www.gov.si/en/state-authorities/government-offices/government-communicationoffice/	Slovenia
37. 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	Spain

España Global. http://www.exteriores.gob.es/Portal/es/PoliticaExteriorCooperacion/MarcaEsp/Paginas/Inicio.aspx	
38. Switzerland Tourism https://www.myswitzerland.com/fr-ch/	Switzerland
39. A public authority/entity – Ministry of Agriculture and Cooperatives, Ministry of Commerce etc. A semi-public authority/entity – Tourism Authority of Thailand etc. A semi-public authority/entity - Tourism Authority of Thailand etc.	Thailand
40. Ministry of Trade, https://www.trade.gov.tr/	Türkiye
41. the Ministry for Culture and Information Policy of Ukraine https://mkip.gov.ua/	Ukraine
42. https://www.uruguayxxi.gub.uy/es/	Uruguay
43. Ministry of Tourism and Cultural Heritage of the Republic of Uzbekistan	Uzbekistan
44. 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	28%	15
Yes	53%	28
Not applicable	19%	10
TOTAL RESPONDENTS		53

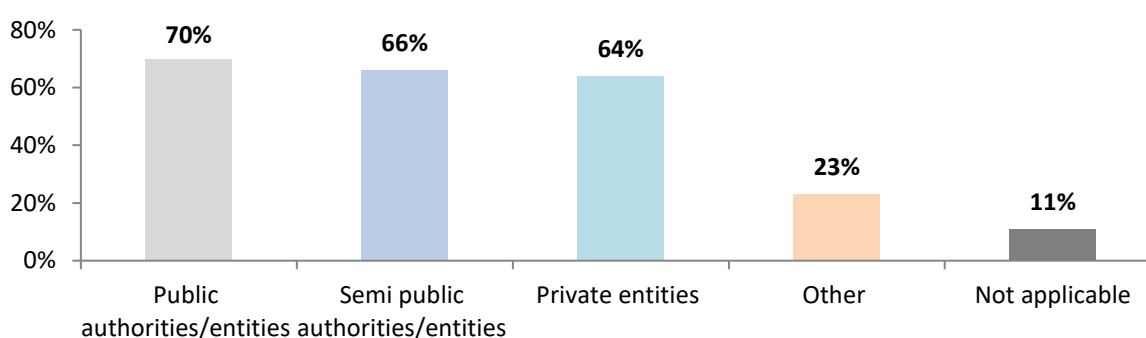
IF YES, PLEASE PROVIDE THE LINK TO THE RELEVANT LAWS OR RULES.

	PLEASE SPECIFY	COUNTRY
1.	Argentina Nation Brand Regulation – Resolution No. 60/2021 – Tourism Promotion Secretariat, https://www.argentina.gob.ar/normativa/nacional/resoluci%C3%B3n-60-2021-356259	Argentina
2.	http://www.e-qanun.az/framework/33978	Azerbaijan
3.	https://info.commerce.bi/	Burundi
4.	https://brandcanada.agr.gc.ca/pdf/marquecanadabrand-eng.pdf	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. https://www.fiducoldex.com.co/sites/default/files/invitaciones-archivospdf/Manual%20Identidad%20Visual%20CO.pdf Rules to be observed when using the nation brand are also set out in Decision No. 876 of 2021. http://www.comunidadandina.org/DocOficialesFiles/Gacetas/Gaceta%204216.pdf	Colombia
6.	Nation Brand Licensing Regulations for the Promotion of Tourism in Costa Rica, Executive Decree No. 38271-MP-TUR. Regulations governing the use of the nation brand.	Costa Rica
7.	Danish trademark act https://www.retsinformation.dk/eli/lta/2019/88	Denmark
8.	https://www.telecomunicaciones.gob.ec/wp-content/uploads/2016/12/CODIGO-ORGANICO-DE-LA-ECONOMIA-SOCIAL-DE-LOS-CONOCIMIENTOS.pdf https://www.comunidadandina.org/DocOficialesFiles/Gacetas/Gaceta%204216.pdf	Ecuador
9.	Act No. 82 of 2002 and its implementing regulations. http://www.itda.gov.eg/pdf/lowtm/636442773574677139_%D9%82%D8%A7%D9%86%D9%88%D9%86%20%D8%B1%D9%82%D9%85%2082%20%D9%84%D8%B3%D9%86%D8%A9%202002.pdf	Egypt
10.	https://brand.estonia.ee/?lang=en	Estonia
11.	Use of the nation brand is subject to compliance with the European Union legislation on branding of products/services.	France
12.	It was filed as an ordinary trademark and therefore falls under the Intellectual Property Act.	Guatemala
13.	https://www.jtbonline.org/wp-content/uploads/JTB-Heartbeat-Brand-Guidelines-Quick-Reference-Guide_FINAL-V1_EXTERNAL.pdf	Jamaica
14.	The rules are not provided online	Kenya
15.	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
16.	https://lmih.lu/univers-visuel/introduction/	Luxembourg

17. https://me.propisi.net/zakon-o-nacionalnom-brendu/	Montenegro
18. Use of the logo is regulated through licensing agreements.	New Zealand
19. https://sites.peru.info/Portals/0/Images/Licenciatario/reg_ES_oficial.pdf	Peru
20. Trademark Act	Republic of Korea
21. Industrial Property Act, 2014	Seychelles
22. There are brand usage guidelines which are not law. However, there are 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 https://www.ipos.gov.sg/resources/ip-legislation .	Singapore
23. Industrial Property Act (Official Gazette RS, No. 51/2006-UPB, No.100/2013 and No. 23/2020).	Slovenia
24. https://www.turkpatent.gov.tr/en/laws-and-regulations	Türkiye
25. Rules of using the sign (brand) of Ukraine are determined by the technical standard (brandbook) https://mkip.gov.ua/files/UkraineNOW-brandbook.pdf	Ukraine
26. Agreement and handbook https://marcapaisuruguay.gub.uy/convenios/ https://marcapaisuruguay.gub.uy/manual-de-marca/	Uruguay
27. https://lex.uz/ru/docs/5016862	Uzbekistan
28. 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	70%	37
Semi-public authorities/entities – please specify in the space below	66%	35
Private entities – please specify in the space below	64%	34
Other – please specify in the space below	23%	12
Not applicable	11%	6

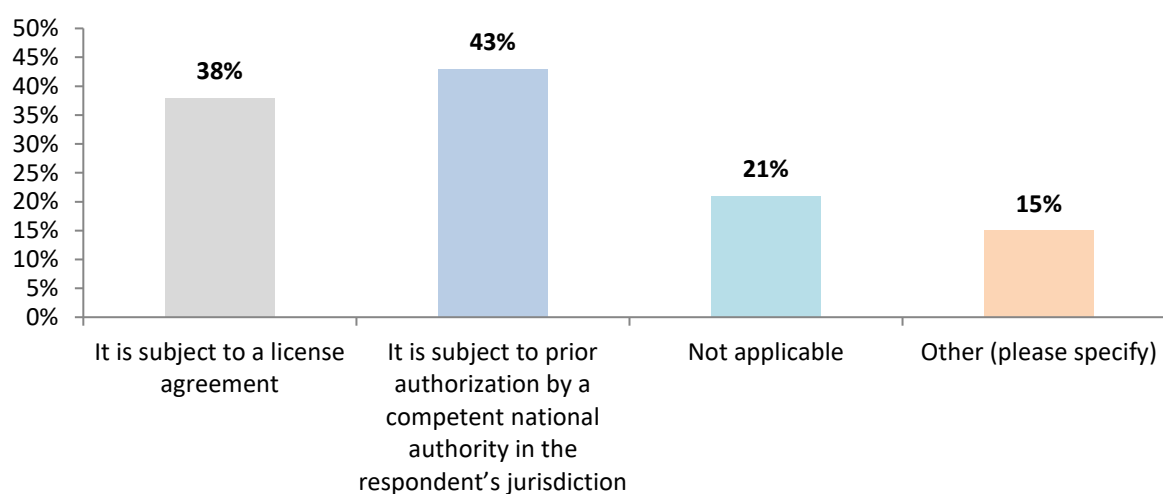
TOTAL RESPONDENTS		53
PLEASE SPECIFY	COUNTRY	
1. Authorized craftspeople	Algeria	
2. Semi public authorities/entities – Embratur and ApexBrasil	Brazil	
3. Ministry of Economy and Energy	Bulgaria	
4. The Canada Brand is open to Canadian entities that have a role in producing, promoting or supporting Canadian food and agriculture products. To be eligible to use the Canada Brand, at least one of the two conditions must apply: – Ingredients or inputs are originally grown, raised or harvested in Canada. – Ingredients (either domestic, foreign, or a combination) have been transformed into a new product in Canada.	Canada	
5. 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	
6. 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	
7. Other authorities/entities might be able to use the nation brand according to specific agreements.	Denmark	
8. The multisectoral nation brand commission is preparing the workplan to implement the nation brand strategy.	Dominican Republic	
9. All natural or legal persons, whether public or private, domestic or foreign, that apply for and obtain a license to use the nation brand, and the Ministry of Tourism, which is responsible for administration of the nation brand.	Ecuador	
10. Government ministries, agencies and authorities.	Egypt	
11. Public and private bodies that meet the requirements established by the nation brand administrators.	El Salvador	

<p>12. 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.</p> <p>For the State brand and the France brand: the State operators as defined in the "State Operators" Annex of the draft budget bill.</p> <p>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.</p>	France
<p>13. All those entities and persons which promote Georgia.</p>	Georgia
<p>14. Hungarian Tourism Agency</p>	Hungary
<p>15. 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.</p>	Israel
<p>16. With permission</p>	Jamaica
<p>17. Policy of use (concept of Regulations on use of the nation brand) is in the process of drafting.</p>	Lithuania
<p>18. All stakeholders (administration, embassies, promotional agencies, associations, sports clubs, private individuals) actively involved in promoting Luxembourg internationally, under certain conditions.</p>	Luxembourg
<p>19. All stakeholders that fulfil the required conditions can use the nation brand.</p>	Madagascar
<p>20. Public authorities/entities – state authorities, state bodies, local self-government authorities, local administration bodies, courts, state prosecutor's office, diplomatic and consular representations of Montenegro abroad, and institutions and services founded by Montenegro and or municipality;</p> <p>Semi-public authorities/entities – companies majority-owned by the state or municipality;</p> <p>Private entities – legal person and entrepreneurs;</p> <p>Other – natural person, other organizations and associations</p>	Montenegro
<p>21. The natural or legal persons who have obtained licensing or been certified by the owner of the brand (case of certification marks).</p>	Morocco
<p>22. A national brand may be used by all the above.</p>	Oman
<p>23. Government bodies and authorities, public limited companies in which the State is a majority shareholder and binational authorities (the Paraguayan side)</p>	Paraguay
<p>24. 1. Any domestic or foreign legal person under public law.</p> <p>2. Any domestic or foreign legal person, whether or not they are domiciled in the country, that engages in for profit or non-profit economic activities.</p> <p>3. Any domestic or foreign legal person under private law, whether or not they are domiciled in the country, that engages in for profit or non-profit economic activities.</p> <p>4. Any domestic or foreign natural or legal person, whether or not they are domiciled in the country, that engages in for profit or non-profit economic activities.</p>	Peru

25. Any public authorities who gets the permission of use from the owner of rights.	Republic of Korea
26. 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
27. 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
28. Authorization is granted by the Department for España Global, provided that there is collaboration with the relevant entity.	Spain
29. The brand owner.	Switzerland
30. Exporters certified in the Turquality Program which provides support for brand building and promotion.	Türkiye
31. State authorities, local self-government authorities, enterprises, entities and organizations of any form of property.	Ukraine
32. All state organizations, the administrative authority and all persons subject to private law who are granted a user license.	Uruguay
33. 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?

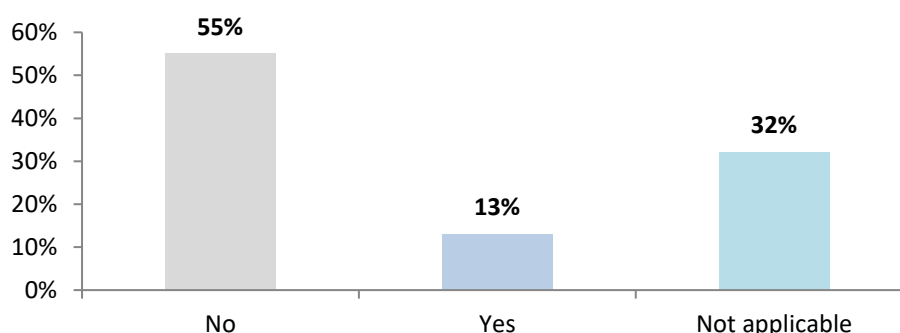
(More than one answer is possible)



ANSWER CHOICES	RESPONSES	
It is subject to a license agreement	38%	20
It is subject to prior authorization by a competent national authority in the respondent's jurisdiction	43%	23
Not applicable	21%	11
Other (please specify)	15%	8
TOTAL RESPONDENTS		53

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. There are specific licensing procedures that must be certified by the competent authority, which is the Intellectual Property Directorate at the Ministry.	Oman
7. 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
8. A sign (brand) of Ukraine in free use	Ukraine

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



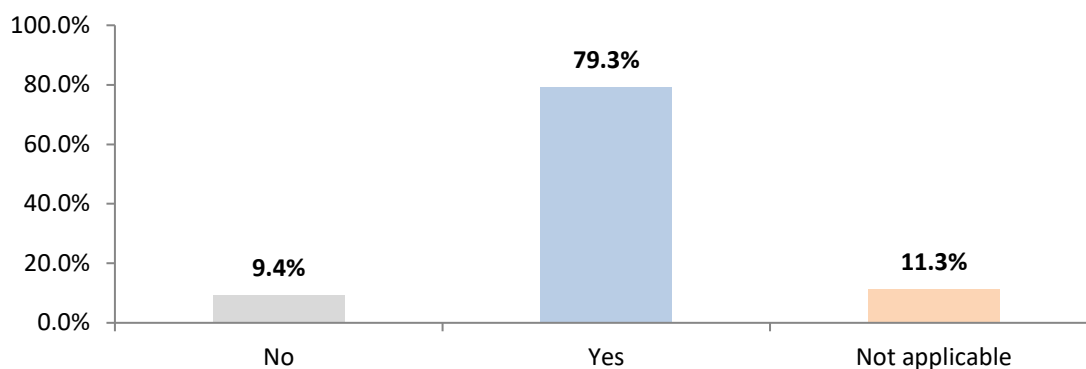
ANSWER CHOICES	RESPONSES	
No	55%	29
Yes	13%	7
Not applicable	32%	17
TOTAL RESPONDENTS	53	

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

RESPONSES	COUNTRY
1. 250,000 Burundi francs to the Burundian Office for Standardization and Quality Control	Burundi
2. We are subject to regulations and agreements between the government ministries, agencies and authorities that own the nation brand and users.	Egypt
3. The fee is paid to the owner.	Germany
4. A fee is paid to Promote Iceland under a certain part of the project, in most cases however, no fee is required.	Iceland
5. 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
6. 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
7. 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

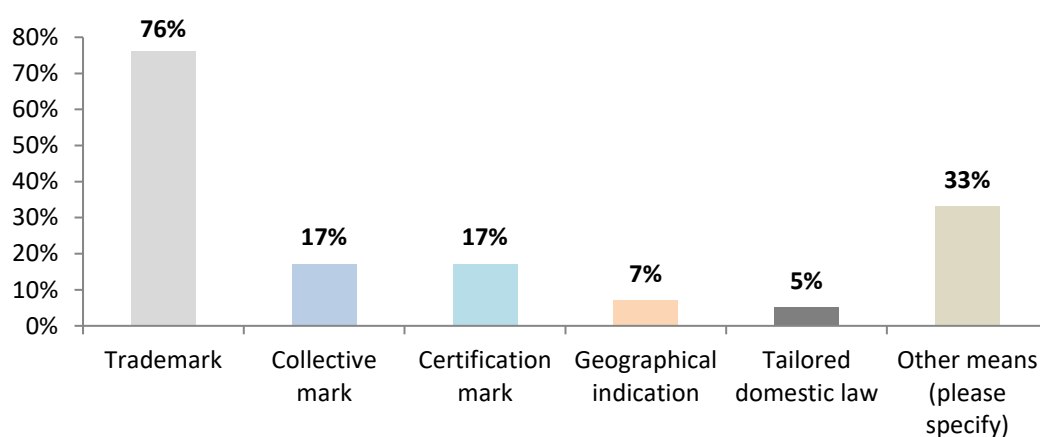
QUESTION 14 – IS THE NATION BRAND PROTECTED IN THE RESPONDENT'S COUNTRY?



ANSWER CHOICES	RESPONSES	
No	9.4%	5
Yes	79.3%	42
Not applicable	11.3%	6
TOTAL RESPONDENTS		53

IF YES, PLEASE INDICATE BY WHAT MEANS OF PROTECTION:

(More than one answer is possible)



ANSWER CHOICES	RESPONSES	
Trademark	76%	32
Collective mark	17%	7
Certification mark	17%	7
Geographical indication	7%	3

Tailored domestic law	5%	2
Other means (please specify)	33%	14
TOTAL RESPONDENTS		42

	OTHER MEANS (PLEASE SPECIFY)	COUNTRY
1.	Presidential Decree	Argentina
2.	Official mark. Subparagraph 9(1)(n) of the Trademarks Act: 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 (i) adopted and used by any of Her Majesty's Forces as defined in the National Defence Act. (ii) of any university, or (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;	Canada
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 https://search.vpb.lt/pdb/trademark/details/2008_2745b	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

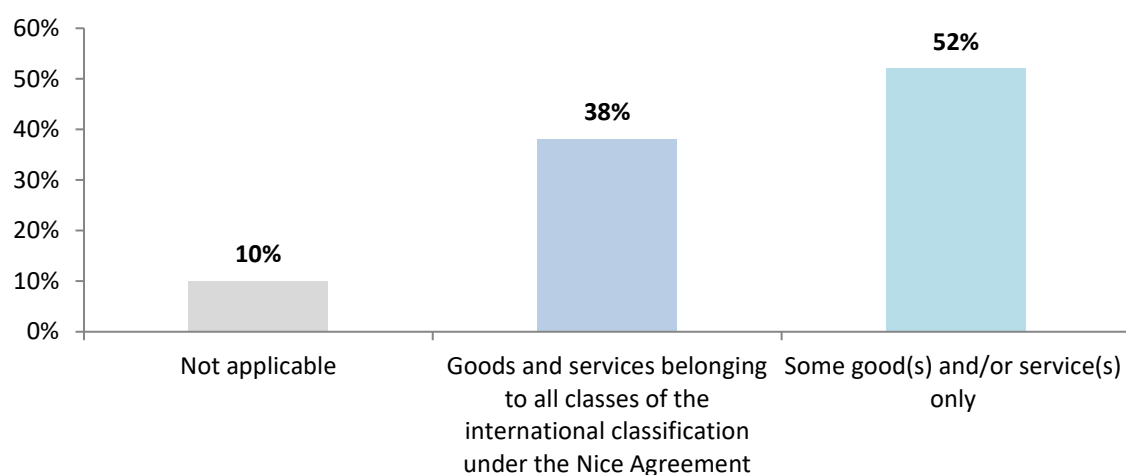
PLEASE PROVIDE THE LINK TO THE CORRESPONDING REGISTRATION OR CERTIFICATE, IF ANY.

	PLEASE SPECIFY	COUNTRY																																							
1.	https://portal.bpo.bg/bpo_online/-/bpo/mark-detail	Bulgaria																																							
2.	https://info.commerce.bi/	Burundi																																							
3.	<table border="1"> <thead> <tr> <th>File No.</th> <th>Certificate No.</th> <th>Sign</th> </tr> </thead> <tbody> <tr> <td>12141200</td> <td>468472</td> <td>Collective mark</td> </tr> <tr> <td>12141204</td> <td>468474</td> <td>Collective mark</td> </tr> <tr> <td>12141208</td> <td>468478</td> <td>Collective mark</td> </tr> <tr> <td>12141212</td> <td>468477</td> <td>Collective mark</td> </tr> <tr> <td>SD2017/0064968</td> <td>598668</td> <td>Goods Trademark</td> </tr> <tr> <td>SD2017/0064980</td> <td>586023</td> <td>Goods Trademark</td> </tr> <tr> <td>SD2017/0064986</td> <td>586011</td> <td>Goods Trademark</td> </tr> <tr> <td>SD2017/0064991</td> <td>586012</td> <td>Goods Trademark</td> </tr> <tr> <td>SD2019/0001810</td> <td>640097</td> <td>Services Trademark</td> </tr> <tr> <td>SD2019/0001813</td> <td>640099</td> <td>Services Trademark</td> </tr> <tr> <td>SD2019/0047705</td> <td>636155</td> <td>Services Trademark</td> </tr> <tr> <td>SD2019/0047711</td> <td>636156</td> <td>Services Trademark</td> </tr> </tbody> </table>	File No.	Certificate No.	Sign	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	Colombia
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4.	"Essential Costa Rica" registration No. 228803 "Esencial Costa Rica" registration No. 229122 "Esencial Costa Rica" registration No. 229857 "Essential Costa Rica" registration No. 232668	Costa Rica																																							
5.	https://it-app.dziv.hr/Pretrage/hr/z/Detaljno.aspx/20150201 https://it-app.dziv.hr/Pretrage/hr/z/Detaljno.aspx/20150199 https://it-app.dziv.hr/Pretrage/hr/z/Detaljno.aspx/20150359 https://it-app.dziv.hr/Pretrage/hr/z/Detaljno.aspx/20150358 https://it-app.dziv.hr/Pretrage/hr/z/Detaljno.aspx/20160881 https://it-app.dziv.hr/Pretrage/hr/z/Detaljno.aspx/20160880	Croatia																																							

6.	https://euipo.europa.eu/eSearch/#details/trademarks/004325536	Denmark
7.	Registration No. 279678	Dominican Republic
8.	https://www.sakpatenti.gov.ge/en/search_engine/view/87826/3/	Georgia
9.	It was filed as an ordinary trademark under the Intellectual Property Act.	Guatemala
10.	https://www.hugverk.is/trademark/v0080982 https://www.hugverk.is/trademark/v0082578	Iceland
11.	Kenya Industrial Property Institute, TM No. 101496	Kenya
12.	https://www.boip.int/fr/registre-des-marques?app=%2Fitem%2Fbx1341613	Luxembourg
13.	The trademark link (as an example): http://search.ompic.ma/web/pages/consulterMarque.do?id=2653531&debutRes=0&finRes=10	Morocco
14.	https://www.fernmark.nzstory.govt.nz/sites/all/themes/FernMark/assets/files/FM_Schedule_of_Trademarks_March2020.pdf	New Zealand
15.	Certificate P000179302 https://www.indecopi.gob.pe/documents/1574126/51111065/P000179302.pdf/ Certificate T00002566 https://www.indecopi.gob.pe/documents/1574126/51111065/T00002566.pdf/ Copyright https://drive.google.com/file/d/1gH0b8fcFP3Lli4tAMEX-2UIV1fEx-HiJ/view	Peru
16.	Trademark 27307 - http://www.db.agepi.md/marcireprezentanti/Details.aspx?id=15oFtT17iufI5YQ2WpZNec Application 044733 - http://www.db.agepi.md/marcireprezentanti/Details.aspx?id=15oFtT17ivfI5daGwRdLKe Application 044734 - http://www.db.agepi.md/marcireprezentanti/Details.aspx?id=15oFtT17ivfI5daGwRdxU2	Republic of Moldova
17.	Registered TM Numbers: 40201804356V, 40201804358Y, 40201804360Y, 40201804361T. Logogram: L202005646P State Emblem (Article 6ter No. SG27): A202007812T Details of trade marks, Logograms and Article 6ter are available at our e-filing and search platform - https://www.ip2.sg/RPS/WP/CM/SearchSimple/IP.aspx	Singapore
18.	https://wbr.indprop.gov.sk/WebRegistre/OchrannaZnamka/Detail/518-2016	Slovakia

19. SIPO-DS (Databases of IP Rights in Slovenia) http://www2.uil-sipo.si/dse.htm 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: http://consultas2.oepm.es/ceo/jsp/busqueda/busqRapida.xhtml Brand España Global: http://consultas2.oepm.es/ceo/jsp/busqueda/busqRapida.xhtml	Spain
21. https://www.swissreg.ch/srclient/de/tm/738275	Switzerland
22. https://www3.wipo.int/branddb/en/showData.jsp?ID=THTM.620026 https://www3.wipo.int/branddb/en/showData.jsp?ID=THTM.757678	Thailand
23. https://zakon.rada.gov.ua/laws/show/416-2018-%D0%BF#Text	Ukraine
24. http://wipopublish.noip.gov.vn/wopublish-search/public/trademarks;jsessionid=5E275F9D0697F2A662607A5BE00EA1F6?0#	Viet Nam

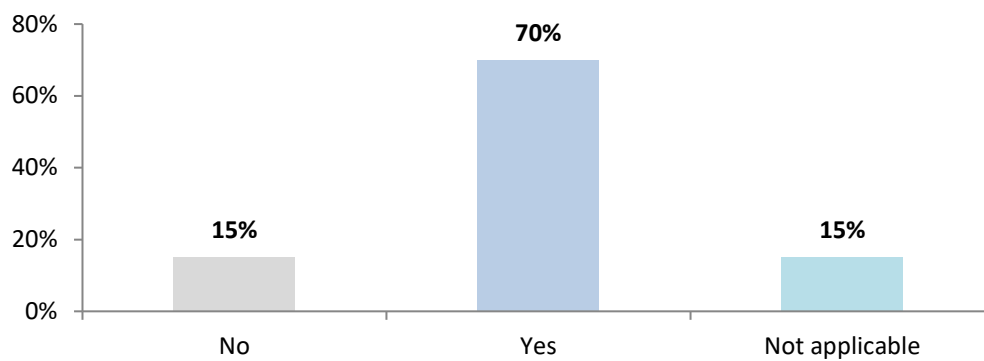
QUESTION 15 – PROTECTION OF THE NATION BRAND IN THE RESPONDENT’S JURISDICTION COVERS THE FOLLOWING GOODS/SERVICES:



ANSWER CHOICES	RESPONSES	
Not applicable	10%	4
Goods and services belonging to all classes of the international classification under the Nice Agreement	38%	16
Some good(s) and/or service(s) only – please indicate the corresponding class(es) of the international classification under the Nice Agreement, if appropriate.	52%	22
TOTAL RESPONDENTS		42

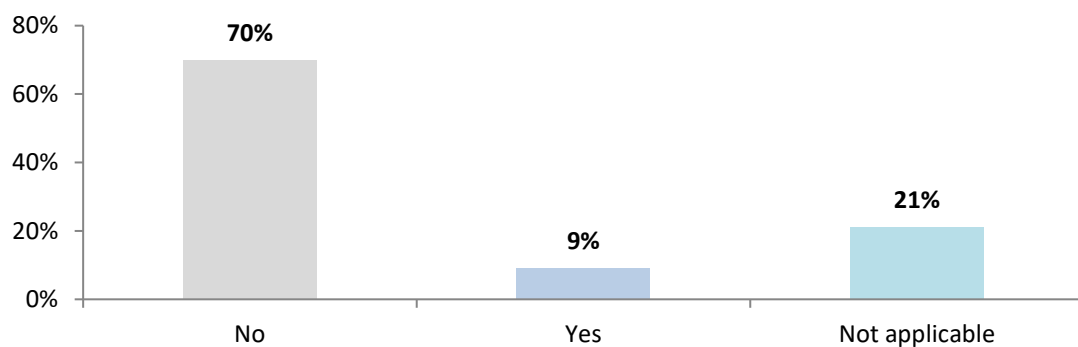
SOME GOOD(S) AND/OR SERVICE(S) ONLY – THE CORRESPONDING CLASS(ES) OF THE INTERNATIONAL CLASSIFICATION UNDER THE NICE AGREEMENT	COUNTRY
1. Classes 16, 18, 21, 25, 35 and 41	Colombia
2. Protection for almost all classes of the international classification under the Nice Agreement.	Costa Rica
3. Classes 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 21, 25 and 35	Ecuador
6. For the France brand: 9, 16, 35, 36, 38, 39, 41, 42, 43, 44, 45 For the State brand: 16, 35, 41, 42, 44	France
7. Classes 35, 39, 41, 43 and 44	Georgia
8. Classes 8, 16, 21, 25, 35, 41, 42, and 45	Germany
9. Classes 35, 38 and 41, and as an advertising slogan.	Guatemala
10. V0080982: 16, 35, 39 (appeal case pending) V0082578: 29-33, 43 (appeal case pending)	Iceland
11. Classes 9, 16, 18, 25, 28, 35, 39, 41 and 43	Jamaica
12. Will be defined later. Previous not in use brand was protected for services belonging to classes 35, 39 and 41	Lithuania
13. Classes 2, 3, 4, 6, 9, 12, 14, 16, 17, 18, 20, 21, 22, 24, 25, 26, 27, 28, 29, 30, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45.	Luxembourg
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 <i>ter</i> 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	15%	8
Yes	70%	37
Not applicable	15%	8
TOTAL RESPONDENTS		53

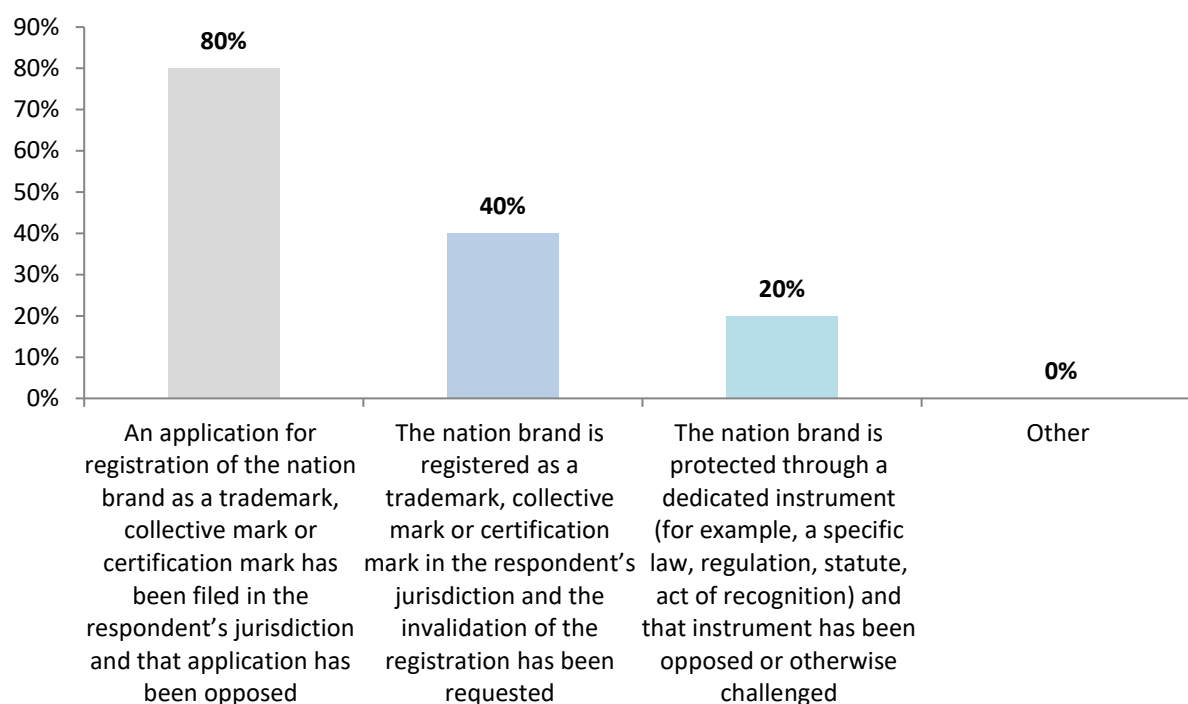
QUESTION 17 – HAS THE PROTECTION OF THE RESPONDENT’S NATION BRAND BEEN CHALLENGED IN THE RESPONDENT’S JURISDICTION?



ANSWER CHOICES	RESPONSES	
No	70%	37
Yes	9%	5
Not applicable	21%	11
TOTAL RESPONDENTS		53

IF YES, PLEASE INDICATE HOW IT HAS BEEN CHALLENGED:

(More than one answer is possible)

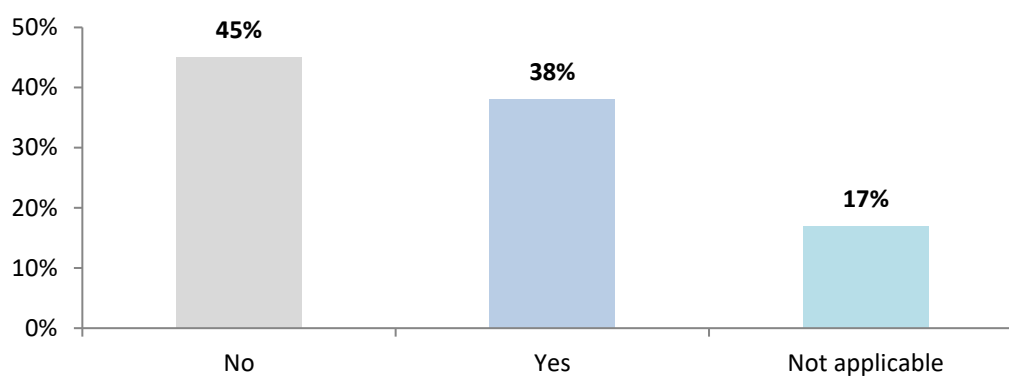


ANSWER CHOICES	RESPONSES	
An application for registration of the nation brand as a trademark, collective mark or certification mark has been filed in the respondent's jurisdiction and that application has been opposed – please indicate the outcome in the space below ¹	80%	4
The nation brand is registered 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 ²	40%	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	20%	1
Other – please specify in the space below ³	0%	0
TOTAL RESPONDENTS		5

PLEASE SPECIFY	COUNTRY
1. ² Two appeal cases concerning both registrations are pending before the Icelandic Board of Appeal for Industrial Intellectual Property Rights.	Iceland
2. ¹ The oppositions were rejected.	Spain
3. ¹ 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

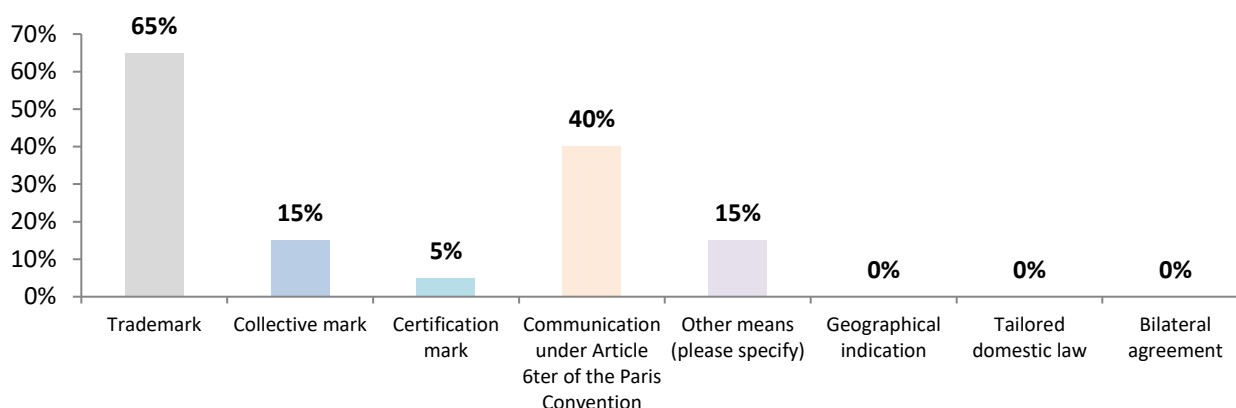
QUESTION 18 – IS THE RESPONDENT'S NATION BRAND PROTECTED BY COUNTRIES/REGIONS OTHER THAN ITS OWN (HEREINAFTER REFERRED TO AS "PROTECTED ABROAD")?



ANSWER CHOICES	RESPONSES	
No	45%	24
Yes	38%	20
Not applicable	17%	9
TOTAL RESPONDENTS		53

IF YES, PLEASE INDICATE THE MEANS OF PROTECTION:

(More than one answer is possible)



ANSWER CHOICES	RESPONSES	
Trademark	65%	13
Collective mark	15%	3
Certification mark	5%	1
Communication under Article 6ter of the Paris Convention	40%	8
Other means (please specify)	15%	3
Geographical indication	0%	0
Tailored domestic law	0%	0
Bilateral agreement	0%	0
TOTAL RESPONDENTS		20

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 (under Decision No. 876)	Peru

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

RESPONSES	COUNTRY
1. Article 6ter of the Paris Convention: https://6ter.wipo.int/result-detail?offset=8&limit=1&keywords=%7B%22offset%22:0,%22limit%22:25,%22searchText%22:%22*%22,%22sortBy%22:%22KEY%22,%22	Brazil

22searchFields%22:%5B%7B%22key%22:%22CC%22,%22val%22:
%22BR%22,%22operator%22:%22AND%22%7D%5D%7D&queryTy
pe=STRUCT&sortBy=KEY

2. Argentina Colombia

CO COLOMBIA Class 35

<https://portaltramites.inpi.gob.ar/MarcasConsultas/Resultado?acta=3467019>

CO COLOMBIA Class 41

<https://portaltramites.inpi.gob.ar/MarcasConsultas/Resultado?acta=3467020>

Brasil CO COLOMBIA Class 35

<https://gru.inpi.gov.br/pePI/servlet/MarcasServletController?Action=detail&CodPedido=3300928>

Canada

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

Chile

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

Costa Rica

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

Ecuador

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

Mexico CO COLOMBIA Class 35. File. No. 1533623

Panama

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

Peru

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

China, European Union Intellectual Property Office (EUIPO), Israel, Japan, Republic of Korea, Russian Federation, Singapore, Switzerland, United Kingdom, United States of America

International Registration No.1188605- CO COLOMBIA

<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.1172086>

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).		
3.	Publication Date: 30/09/2014 Vienna Classification: 27.05.01, 29.01.03	Costa Rica
4.	https://euipo.europa.eu/eSearch/#details/trademarks/004325536	Denmark
5.	EUTM, filing number: 011102753 https://euipo.europa.eu/eSearch/#details/trademarks/011102753	Germany
6.	International Registration No. 1094966	Iceland
7.	https://euipo.europa.eu/eSearch/#details/trademarks/018351146 https://branddb.wipo.int/en/quicksearch/brand/WO500000001615041 https://branddb.wipo.int/en/quicksearch/brand/WO500000001621306	Luxembourg
8.	The trademark link (as an example): https://www3.wipo.int/madrid/monitor/fr/showData.jsp?ID=ROM.1260278	Morocco
9.	https://www.fernmark.nzstory.govt.nz/sites/all/themes/FernMark/assets/files/FM_Schedule_of_Trademarks_March2020.pdf	New Zealand
10.	Article 6ter of the Paris Convention: https://6ter.wipo.int/result-detail?offset=7&limit=1&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:%22PE%22,%22operator%22:%22AND%22%7D%5D%7D&queryType=STRUCT&sortBy=KEY Trademarks: 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://marcia.impi.gob.mx/marcas/search/details/RM201101237173?s=6ec86749-8b63-4c33-91ef-06b76751a0a3&m=l	Peru

<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=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=1575883

https://servicios.dinapi.gov.py/agente/procesar_busqueda_mov_expediente_v2.php?id=1575886

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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=1575874

https://servicios.dinapi.gov.py/agente/procesar_busqueda_mov_expediente_v2.php?id=1575876

<https://busca.inpi.gov.br/pePI/servlet/MarcasServletController?Action=detail&CodPedido=2826461>

<https://busca.inpi.gov.br/pePI/servlet/MarcasServletController?Action=detail&CodPedido=2828445>

<https://busca.inpi.gov.br/pePI/servlet/MarcasServletController?Action=detail&CodPedido=2826710>

<https://busca.inpi.gov.br/pePI/servlet/MarcasServletController?Action=detail&CodPedido=2826142>

<https://busca.inpi.gov.br/pePI/servlet/MarcasServletController?Action=detail&CodPedido=2825704>
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<https://busca.inpi.gov.br/pePI/servlet/MarcasServletController?Action=detail&CodPedido=2826703>
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<https://busca.inpi.gov.br/pePI/servlet/MarcasServletController?Action=detail&CodPedido=2828328>
<https://sipi.sic.gov.co/sipi/Extra/IP/Mutual/Browse.aspx?sid=638186028624482917>
<https://branddb.wipo.int/en/similarname/brand/CL502012001039350>
<https://branddb.wipo.int/en/similarname/brand/CL502012001039354>
<https://branddb.wipo.int/en/similarname/brand/CL502012001039343>
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<https://pamp.miem.gub.uy/pamp/mark/show?seq=MA&type=M&series=1&number=476631>
<https://pamp.miem.gub.uy/pamp/mark/show?seq=MA&type=M&series=1&number=476632>
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<https://pamp.miem.gub.uy/pamp/mark/show?seq=MA&type=M&series=1&number=476640>
<https://euipo.europa.eu/eSearch/#details/trademarks/010491521>
<https://branddb.wipo.int/en/similarname/brand/CR502011000011736>
<https://search.ipaustralia.gov.au/trademarks/search/view/1655651?s=ed8f3c98-aa3d-4c40-8dce-0450d27cb241>
<https://cloud.tipo.gov.tw/S282/SS0/SS0201.jsp?showType=2&caseNo=XpJ13RyT4OWxJOXM2bnIKVG1SeDhldmVtT1F3QT09&caseTyp>

	e=1&l6=en_US&isReadBulletinen_US=true&isReadBulletinzh_TW=true	
11.	International trademark IR1523813 https://www3.wipo.int/madrid/monitor/en/	Republic of Moldova
12.	https://www3.wipo.int/madrid/monitor/en/showData.jsp?ID=ROM.947489 https://euipo.europa.eu/eSearch/#details/trademarks/W00947489 https://euipo.europa.eu/eSearch/#details/trademarks/018229694	Slovenia
13.	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	Spain
14.	https://6ter.wipo.int/result-detail?offset=0&limit=1&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&queryType=STRUCT&sortBy=KEY	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.	Algeria	ARTISANAT D'ALGERIE
2.	Colombia	Argentina, Brazil, Canada, Chile, China, Costa Rica, Ecuador, European Union, Israel, Japan, Mexico, Panama, Peru, Republic of Korea, Russia Federation, Singapore. Switzerland, United Kingdom, United States of America.
3.	Denmark	European Union Trademark
4.	Estonia	Estonia, European Union, United Kingdom
5.	Germany	Scope of the European Union Trademark Registration
6.	Iceland	European Union and Norway on the basis of IR 1094966. Invalidated in the United States of America in 2019.
7.	Jamaica	Canada, United Kingdom, United States of America
8.	Luxembourg	Benelux, Canada, European Union, Japan, Mexico, Singapore, Switzerland, United Kingdom, United States of America
9.	New Zealand	Registered trade marks as outlined in https://www.fernmark.nzstory.govt.nz/sites/all/themes/FernMark/assets/files/FM_Schedule_of_Trademarks_March2020.pdf
10.	Peru	Argentina, Australia, Bolivia, Brazil, Chile, China, Colombia, Costa Rica, Ecuador, European Union, Mexico, Paraguay, Taiwan and Uruguay

11. Republic of Moldova	Belarus, Canada, China, European Union, Russian Federation, Switzerland, Türkiye, Ukraine, United Kingdom, United States of America.
12. Slovenia	https://www.tmdn.org/tmview/welcome#/tmview/results?page=1&pageSize=30&criteria=C&basicSearch=i%20feel%20slovenia
13. Switzerland	China, Democratic People's Republic of Korea, Egypt, European Union, Liechtenstein, Republic of Korea, Russian Federation, United States of America.

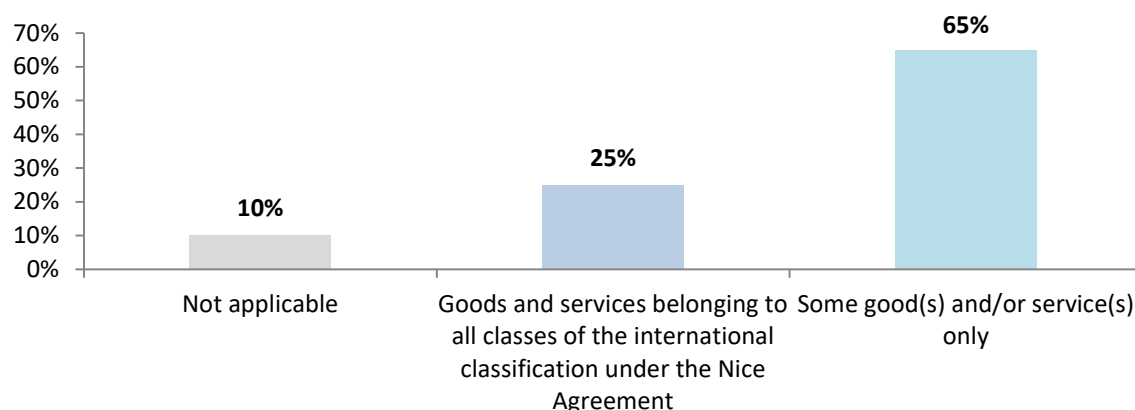
	RESPONDENT	COLLECTIVE MARK
1.	Colombia	Argentina, Brazil, Canada, Chile, China, Costa Rica, Ecuador, European Union, Israel, Japan, Mexico, Panama, Peru, Republic of Korea, Russian Federation, Singapore, Switzerland, United Kingdom, United States of America.
2.	Luxembourg	Benelux, European Union

	RESPONDENT	CERTIFICATION MARK
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.

	RESPONDENT	COMMUNICATION UNDER ARTICLE 6TER OF THE PARIS CONVENTION
1.	Algeria	Contracting Parties to the Paris Convention
2.	Brazil	All States party to the Paris Convention, except United States of America (objection presented on 25.03.2011)
3.	Costa Rica	Africa, America, Asia, Europe and Oceania
4.	France	Contracting Parties to the Paris Convention
5.	Peru	All Contracting Parties to the Paris Convention, except for the United States of America
6.	Singapore	State Emblem (Article 6ter No. SG27)
7.	Spain	Contracting Parties to the Paris Convention
8.	Türkiye	WIPO emblem, also indicated in the records of Canada, Singapore and the United States of America.

	RESPONDENT	OTHER MEANS
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	Nation Brand: Bolivia, Ecuador and Colombia.

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

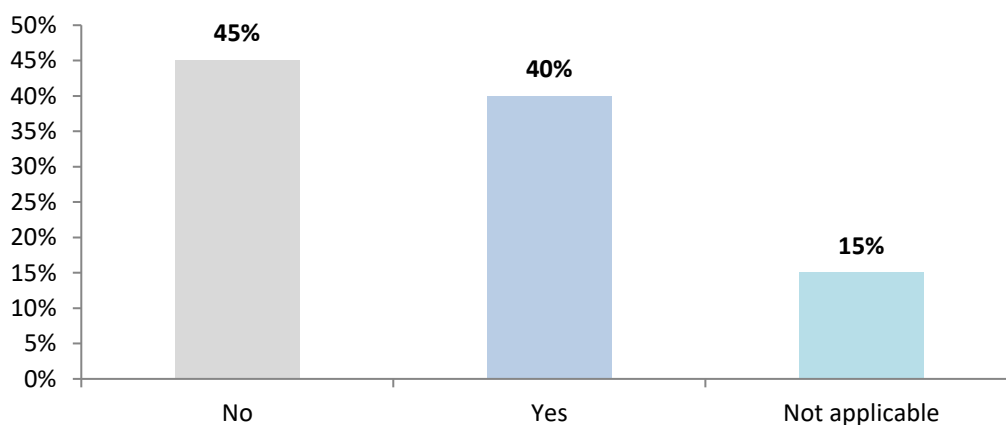


ANSWER CHOICES	RESPONSES	
Not applicable	10%	2
Goods and services belonging to all classes of the international classification under the Nice Agreement	25%	5
Some good(s) and/or service(s) only – please indicate the corresponding class(es) of the international classification under the Nice Agreement, if appropriate.	65%	13
TOTAL RESPONDENTS		20

RESPONSES FOR SOME GOOD(S) AND/OR SERVICE(S) ONLY	COUNTRY
1. Classes 35 and 39	Brazil
2. Classes 35 and 41	Colombia
3. Classes 16, 35, 39 and 41	Denmark
4. We have registered several trademarks and they are protected in different classes: 9, 16, 20, 21, 24, 25, 30, 32, 33, 35, 39, 41 and 45.	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. Benelux: classes 2 to 45 (trademarks 1341615 and 1341613); Canada: classes 35, 39, 41 (1621306 trademark application) and classes 09,16, 25, 35, 36, 39, 41 (1615041 trademark application); European Union: classes 1 to 45 (trademarks 018351146 and 018351141); Japan: Classes 35, 39 (trademark 1621306) and classes 09,16, 25, 35, 36, 39, 41 (trademark 1615041); Mexico: Classes 35, 39, 41 (1621306 trademark application) and classes 09,16, 25, 35, 36, 39, 41 (trademark 1615041);	Luxembourg

Singapore: classes 35, 39, 41 (trademark 1621306) and classes 09,16, 25, 35, 36, 39, 41 (trademark 1615041);	
Switzerland: classes 35, 39, 41 (trademark 1621306) and classes 09,16, 25, 35, 36, 39, 41 (trademark 1615041).	
United Kingdom: classes 35, 39, 41 (trademark 1621306) and classes 09,16, 25, 35, 36, 39, 41 (trademark 1615041);	
United States of America: classes 35, 39, 41 (trademark 1621306) and classes 9, 16, 25, 35, 39, 41 (trademark 1615041);	
9. 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
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

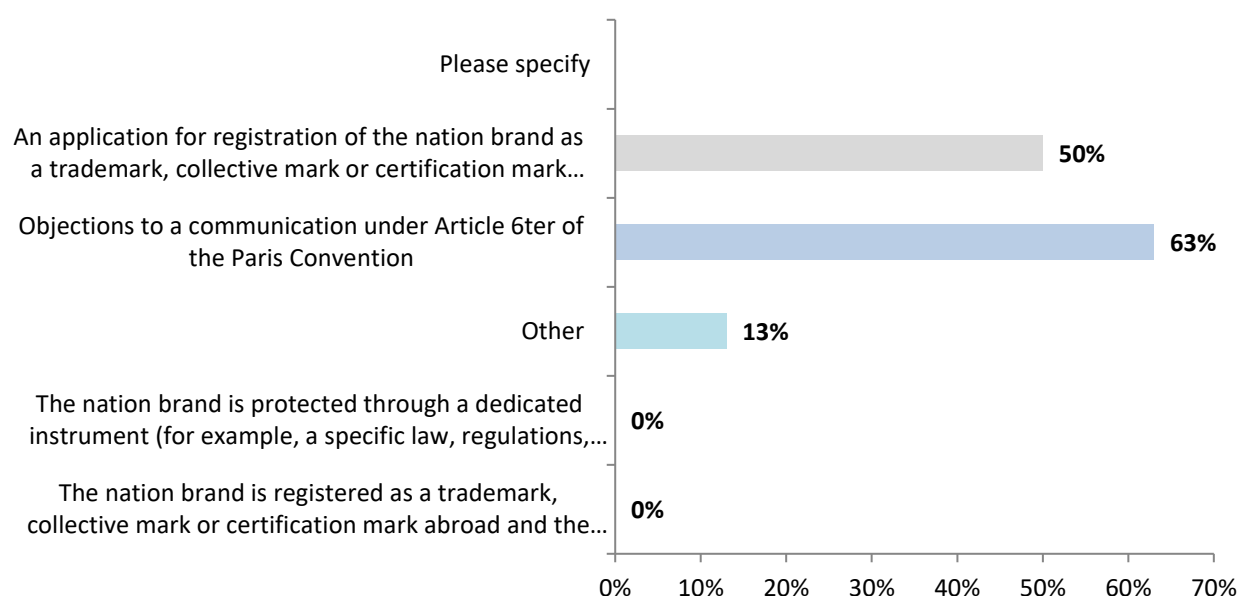
QUESTION 21 – HAS THE PROTECTION OF THE RESPONDENT’S NATION BRAND BEEN CHALLENGED ABROAD?



ANSWER CHOICES	RESPONSES	
No	45%	9
Yes	40%	8
Not applicable	15%	3
TOTAL RESPONDENTS		20

IF YES, PLEASE INDICATE HOW IT HAS BEEN CHALLENGED:

(More than one answer is possible)

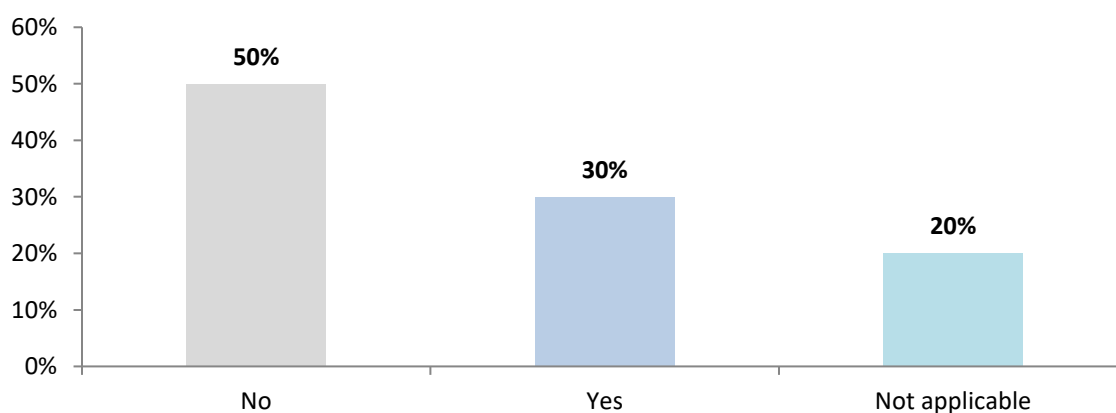


ANSWER CHOICES	RESPONSES	
An application for registration of the nation brand as a trademark, collective mark or certification mark has been filed abroad and that application has been opposed – please indicate the outcome in the space below ¹	50%	4
Objections to a communication under Article 6ter of the Paris Convention – please indicate the outcome in the space below ²	63%	5
Other – please specify in the space below ³	13%	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
TOTAL RESPONDENTS		8

PLEASE SPECIFY	COUNTRY
1. ² The United States of America issued an objection to the protection of the sign. The objection was not withdrawn.	Brazil
2. ² The objection was lodged in the United States of America on September 29, 2015.	Costa Rica
3. ¹ Still pending.	Iceland

4. A number of provisional rejections issued by the authorities of Canada, China, Japan, Mexico and the United States of America. Some have been overturned following our responses. One filing has been abandoned (China). Filings in Canada and Mexico are ongoing. Information provided.	Luxembourg
5. ¹ In the case of Argentina, the opposing party was convinced to withdraw their opposition under class 35 of the International Classification and registration of the nation brand went ahead. ² The United States filed an objection to the communication submitted on the grounds that the country did not award the protection granted on the basis of article 6ter. ³ In the case of Brazil, the intellectual property office rejected registration of the nation brand under class 39 on the grounds that it could be confused with the LAN PERU brand previously registered in Brazil. However, in China, the national intellectual property office objected to the registration of the nation brand, but this objection was challenged by Peru; the nation brand registration was ultimately granted to Peru under classes 29 and 30.	Peru
6. ¹ 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
7. ² Objection EEUU 29/09/2015.	Spain
8. ² The objection was abandoned based on the reply of Turkish Patent and Trademark Office.	Türkiye

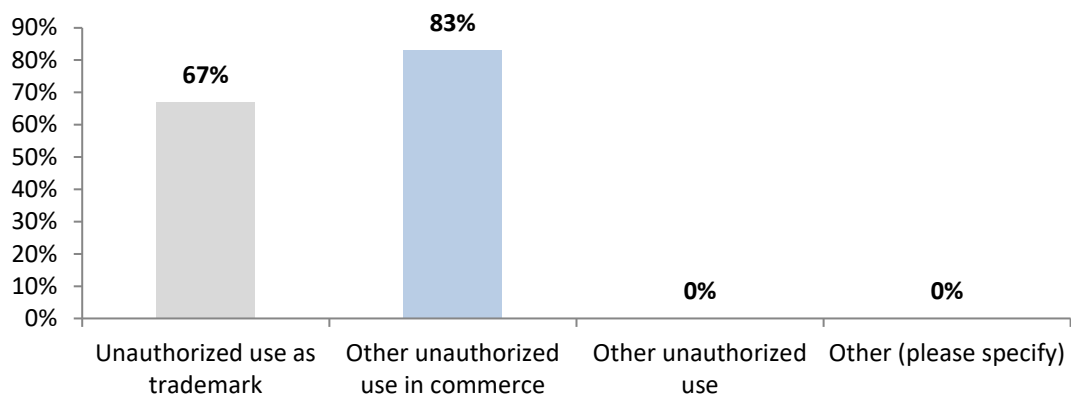
QUESTION 22 – IF THE RESPONDENT’S NATION BRAND IS PROTECTED ABROAD, HAS THE RESPONDENT EXPERIENCED WHAT IT CONSIDERS AS AN INFRINGING USE OR UNAUTHORIZED USE OF ITS NATION BRAND ABROAD?



ANSWER CHOICES	RESPONSES	
No	50%	10
Yes	30%	6
Not applicable	20%	4
TOTAL RESPONDENTS		20

IF YES, PLEASE SPECIFY THE NATURE OF THE USE:

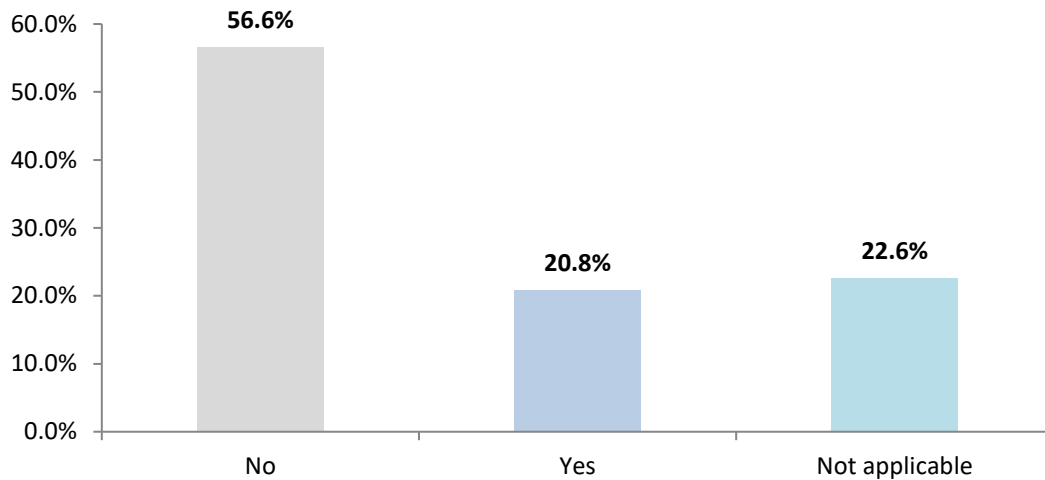
(More than one answer is possible)



ANSWER CHOICES	RESPONSES	
Unauthorized use as trademark	67%	4
Other unauthorized use in commerce	83%	5
Other unauthorized use	0%	0
Other (please specify)	0%	0
TOTAL RESPONDENTS		6

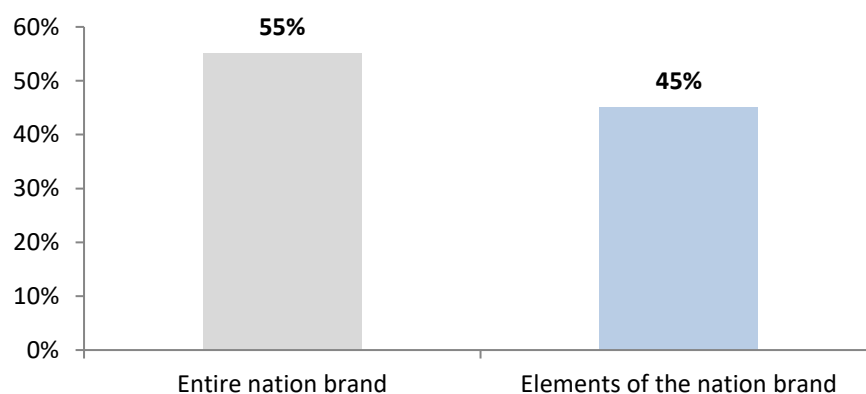
PART VI: USE OF ARTICLE 6TER OF THE PARIS CONVENTION TO PROTECT THE RESPONDENT'S NATION BRAND

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	56.6%	30
Yes	20.8%	11
Not applicable	22.6%	12
TOTAL RESPONDENTS		53

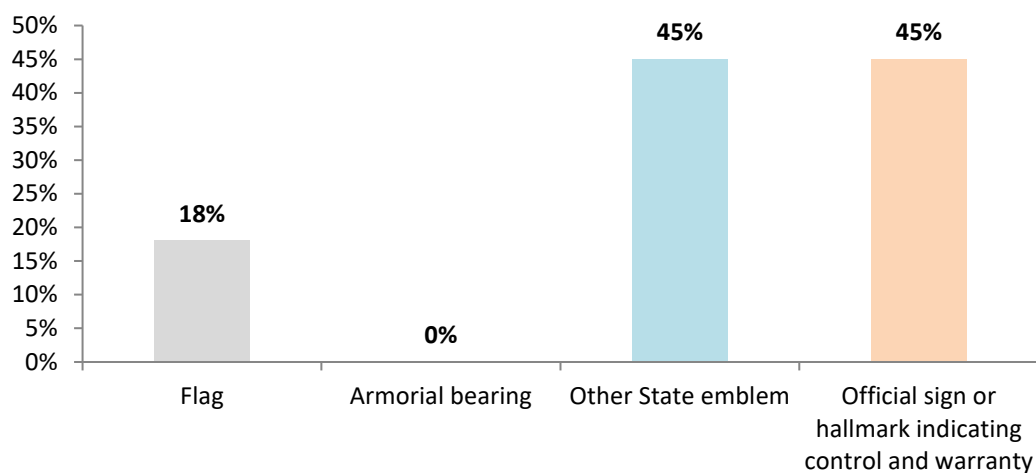
IF YES, DID THE COMMUNICATION COVER THE ENTIRE NATION BRAND OR ONLY ELEMENTS OF IT?



ANSWER CHOICES	RESPONSES	
Entire nation brand	55%	6
Elements of the nation brand	45%	5
TOTAL RESPONDENTS		11

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

(more than one answer is possible)



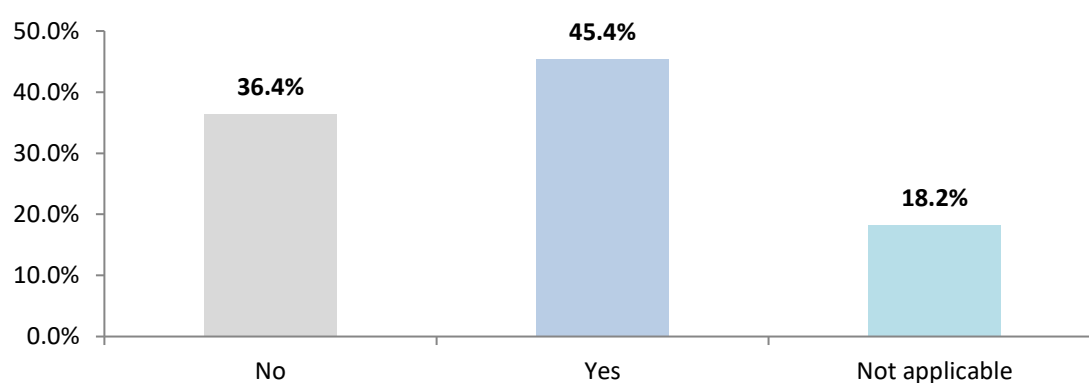
ANSWER CHOICES	RESPONSES	
Flag	18%	2
Armorial bearing	0%	0
Other State emblem	45%	5
Official sign or hallmark indicating control and warranty	45%	5
TOTAL RESPONDENTS		11

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

RESPONSES	COUNTRY
1. Circular 1655	Algeria
2. Official sign/Hallmark: BR0006, BR0007, BR0008, BR0009, BR0010, BR0011, BR0012, BR0013, BR0014	Brazil
3. CA2	Canada
4. CR1	Costa Rica
5. A201513735Q	Ecuador
6. FR4	France

7. PE8	Peru
8. SG27	Singapore
9. ES11	Spain
10. CH66	Switzerland
11. TR1	Türkiye

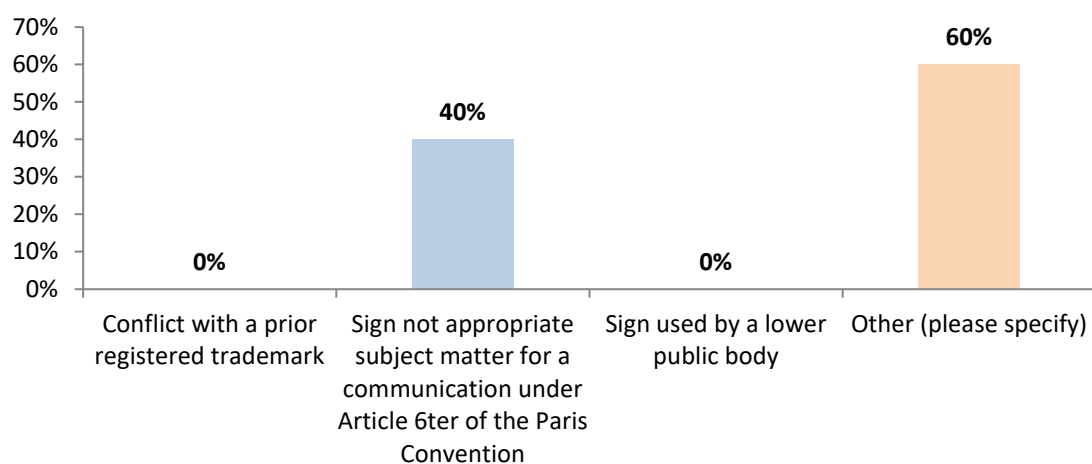
QUESTION 24 – IF THE RESPONDENT’S NATION BRAND HAS BEEN COMMUNICATED UNDER ARTICLE 6TER OF THE PARIS CONVENTION, WAS SUCH COMMUNICATION OBJECTED AS PER ARTICLE 6TER(4) OF THE PARIS CONVENTION?



ANSWER CHOICES	RESPONSES	
No	36.4%	4
Yes	45.4%	5
Not applicable	18.2%	2
TOTAL RESPONDENTS		11

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

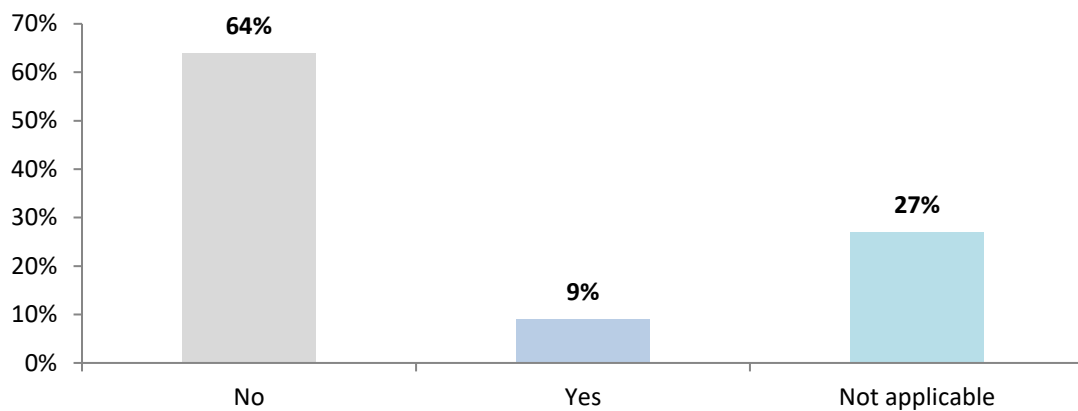
(More than one answer is possible)



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	40%	2
Sign used by a lower public body	0%	0
Other (please specify)	60%	3
TOTAL RESPONDENTS		5

OTHER (PLEASE SPECIFY)	COUNTRY
1. We could not retrieve the record of the objection and its basis.	Brazil
2. Objection lodged in the United States of America on September 29, 2015.	Costa Rica
3. Necessity of specification of the goods and services subject to protection.	Türkiye

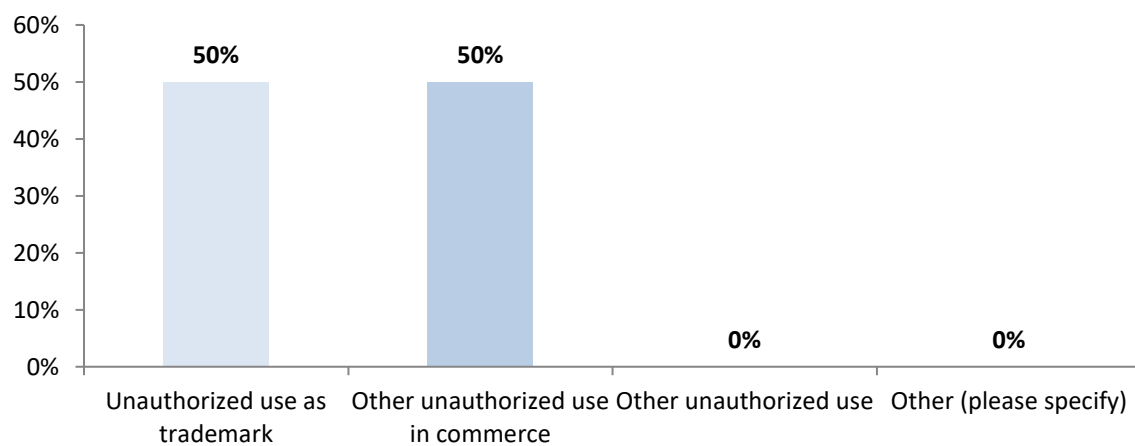
QUESTION 25 - IF THE RESPONDENT'S NATION BRAND HAS BEEN COMMUNICATED UNDER ARTICLE 6TER OF THE PARIS CONVENTION, HAS IT BEEN CONFRONTED WITH ANY FORM OF UNAUTHORIZED USE ABROAD?



ANSWER CHOICES	RESPONSES	
No	64%	7
Yes	9%	1
Not applicable	27%	3
TOTAL RESPONDENTS		11

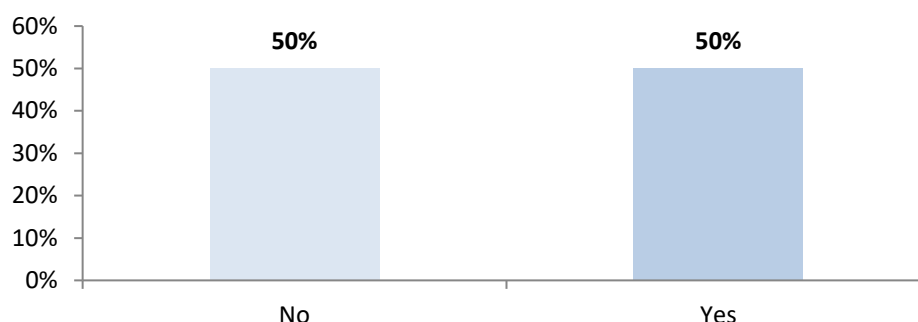
IF YES, PLEASE SPECIFY:

(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
TOTAL RESPONDENTS		2

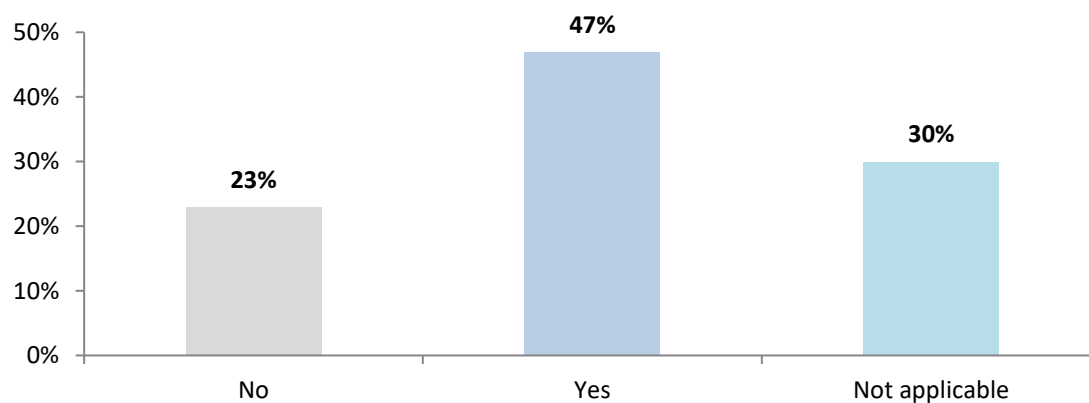
IF YES, WAS SUCH USE SUCCESSFULLY CHALLENGED UNDER ARTICLE 6 TER OF THE PARIS CONVENTION?



ANSWER CHOICES	RESPONSES	
No	50%	1
Yes	50%	1
TOTAL RESPONDENTS		2

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?



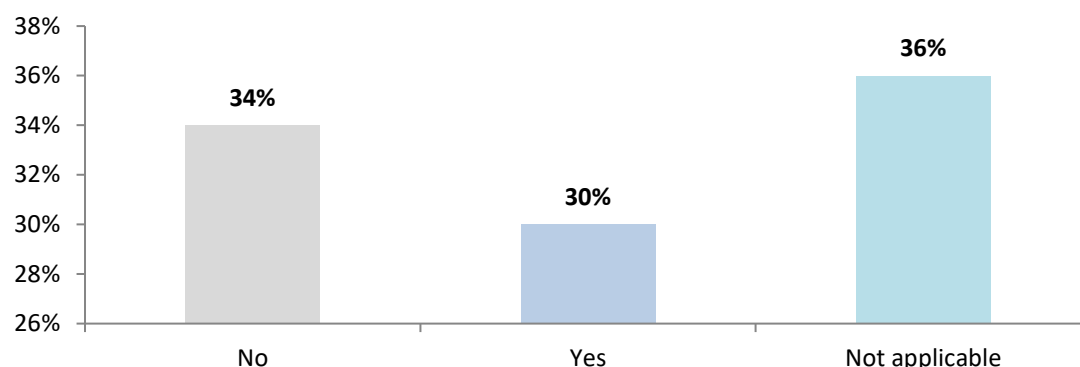
ANSWER CHOICES	RESPONSES	
No	23%	12
Yes	47%	25
Not applicable	30%	16
TOTAL RESPONDENTS		53

IF YES, HOW AND BY WHOM?

RESPONSES	COUNTRY
1. The Ministry of Economy	Azerbaijan
2. By verifying the standards of products certified by the Office's experts.	Burundi
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
<p>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.</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>	
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. The Ministry of Tourism under the relevant regulations governing use.	Ecuador
6. In line with domestic law, by the government ministries, agencies and authorities that own the nation brand.	Egypt
7. The institutions that administer it.	El Salvador
8. The trademarks are monitored by their owner.	Estonia
9. Monitoring among the trademark filings, by the APIE service, in connection with the Government Information Service.	France

10. Monitoring is organized by the LEPL National Tourism Administration, using usual methods, checking internet, getting information from third parties etc.	Georgia
11. By an independent law firm.	Germany
12. Through a world-wide watch services administered by the Ministry for Foreign Affairs.	Iceland
13. Jamaica Tourist Board	Jamaica
14. By surveillance in the market	Kenya
15. By the Ministry of Foreign and European Affairs, Brand Image Promotion Unit, which uses an external company specializing in brand filing and monitoring.	Luxembourg
16. The user of the visual identity of the nation brand is obliged to submit a report to the Ministry of Economic Development and Tourism about the use of the visual identity of nation brand for previous year, until March 31 of the current year. In case of non-delivery of the report, the user loses the right to use the visual identity of nation brand.	Montenegro
17. Monitored by the brand owner.	Morocco
18. Yellow Brand Protection and use of various intellectual property lawyers	New Zealand
19. Ministry of Commerce and Industry.	Oman
20. The Peruvian Commission for the Promotion of Exports and Tourism (PROMPERÚ) supervises, directly or through persons or entities expressly appointed for that purpose, the proper application of the Regulations for Use of the Nation Brand and the correct use of the nation brand. To that end, it can: a) Supervise the correct use of the nation brand b) Verify that there is continued compliance with the conditions on the basis of which the license to use the nation brand was granted c) Request from the licensees or related third parties the information needed to verify the correct use of the nation brand	Peru
21. 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
22. 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
23. By the owner and/or its representative.	Slovenia
24. By the Ministry of Culture and Information Policy of Ukraine https://mkip.gov.ua/ .	Ukraine
25. 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?



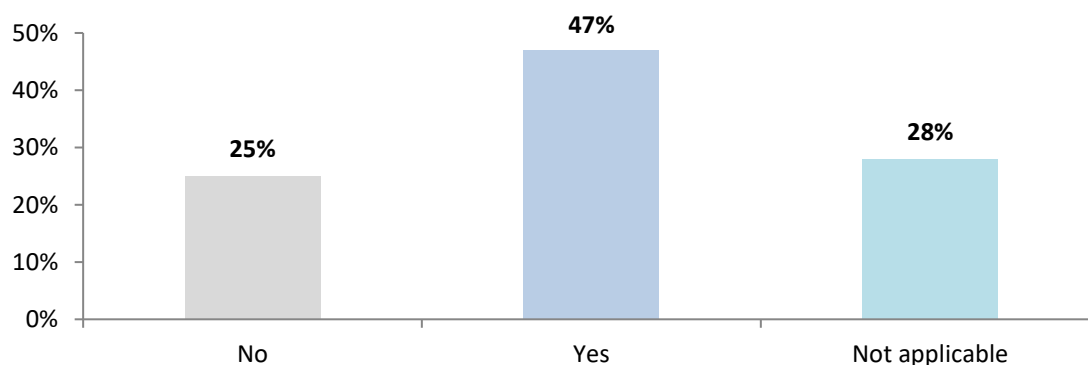
ANSWER CHOICES	RESPONSES	
No	34%	18
Yes	30%	16
Not applicable	36%	19
TOTAL RESPONDENTS		53

IF YES, HOW AND BY WHOM?

RESPONSES	COUNTRY
1. National Nation Brand Directorate	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. 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.	Colombia
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. The trademarks are monitored by their owner.	Estonia
7. By an independent law firm	Germany
8. Through a world-wide watch services administered by the Ministry for Foreign Affairs.	Iceland
9. Jamaica Tourist Board	Jamaica
10. By the Ministry of Foreign and European Affairs, Brand Image Promotion Unit, which uses an external company specializing in brand filing and monitoring.	Luxembourg
11. Monitored by the brand owner.	Morocco
12. Yellow Brand Protection and various intellectual property lawyers	New Zealand
13. The Peruvian Commission for the Promotion of Exports and Tourism (PROMPERÚ), through trade offices abroad and the studies or lawyers retained for the registration of the Peru nation brand.	Peru
14. SGBO will determine on a case-by-case basis whether to take action (whether in court or otherwise) against unauthorized users.	Singapore
15. By the owner and/or its representative.	Slovenia
16. Ministry of Trade	Türkiye
17. The Vietnam Trade Promotion Agency, the Ministry of Industry and Trade.	Viet Nam

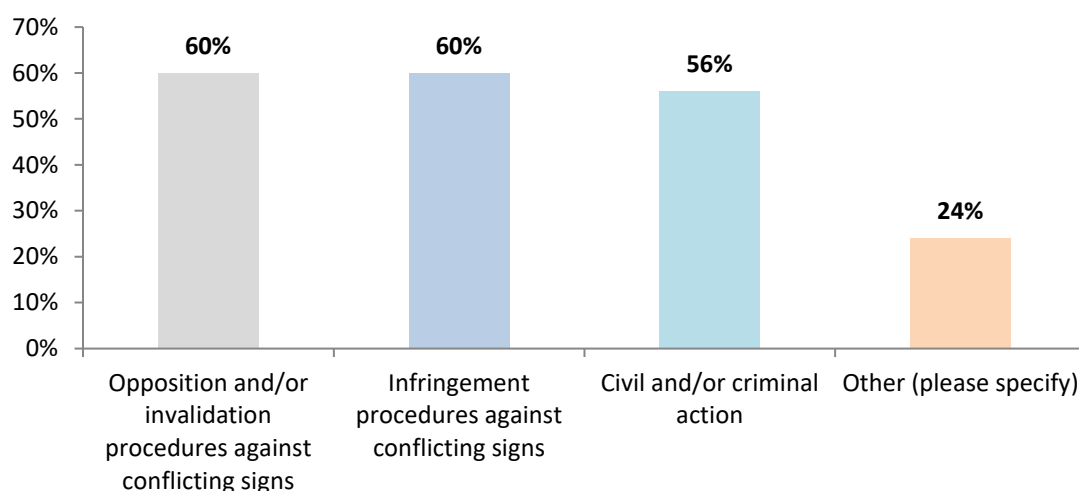
QUESTION 28 – IS THE RESPONDENT’S NATION BRAND ENFORCED IN THE RESPONDENT’S JURISDICTION?



ANSWER CHOICES	RESPONSES	
No	25%	13
Yes	47%	25
Not applicable	28%	15
TOTAL RESPONDENTS		53

IF YES, HOW?

(More than one answer is possible)



ANSWER CHOICES	RESPONSES	
Opposition and/or invalidation procedures against conflicting signs	60%	15
Infringement procedures against conflicting signs	60%	15
Civil and/or criminal action	56%	14
Other (please specify)	24%	6
TOTAL RESPONDENTS		25

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. In line with domestic law, by the government ministries, agencies and authorities that own the nation brand.	Egypt
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?

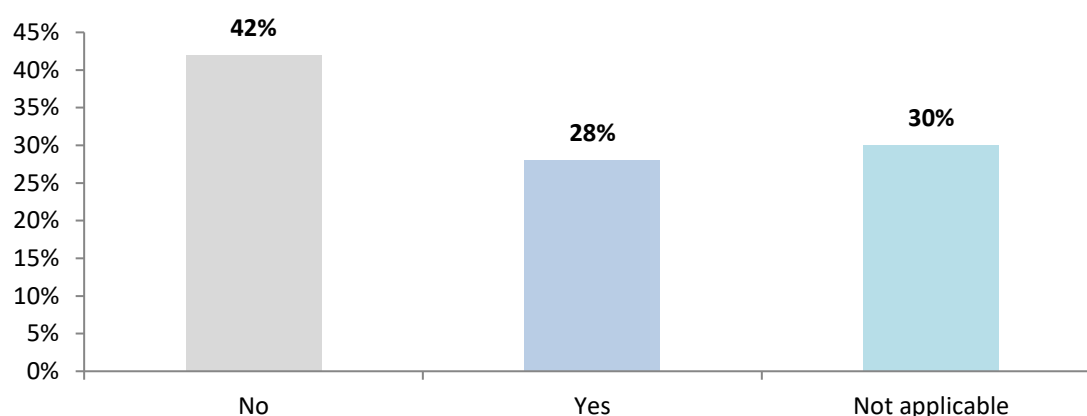
RESPONSES	COUNTRY
1. National Nation Brand Directorate	Argentina

2.	The Ministry of Economy	Azerbaijan
3.	By the Office	Burundi
4.	The Government of Canada has the ability to enforce their mark before the Canadian judiciary against unauthorized use.	Canada
5.	<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
6.	The Costa Rican Tourism Board.	Costa Rica
7.	By the owner of the trade mark i.e. public entity	Croatia
8.	The National Intellectual Rights Service (SENADI).	Ecuador
9.	The government ministries, agencies and authorities that own the nation brand.	Egypt
10.	The institutions that administer it.	El Salvador
11.	By the owner and the competent public authorities	Germany
12.	The holder, namely the Guatemalan Tourism Institute (INGUAT).	Guatemala
13.	By Promote Iceland.	Iceland
14.	<p>By the Ministry of Foreign and European Affairs – Brand Image Promotion, Filipa Mendes, Brand manager.</p> <p>Direct contact recommended for amicable resolution.</p> <p>Formal opposition to filings through an external service provider.</p> <p>Legal action as a last resort.</p>	Luxembourg
15.	By the brand owners.	Morocco
16.	New Zealand Story Group	New Zealand
17.	Ministry of Commerce and Industry.	Oman
18.	The Peruvian Commission for the Promotion of Exports and Tourism (PROMPERÚ) will launch or promote the available administrative or legal actions to avoid or put an end to any unauthorized use or	Peru

reproduction of the nation brand. Moreover, PROMPERÚ may request that the National Institute for the Defense of Competition and Protection of Intellectual Property (INDECOPI) launch actions for infringement of intellectual property rights, as well as take the relevant precautionary measures.

19. By the owners and co-owners of the recorded Logograms, Article 6 ^{ter} and trade marks.	Singapore
20. By the owner and competent public authorities.	Slovenia
21. Spanish Patent and Trademark Office.	Spain
22. It is registered as a brand in the Trademark Register.	Uruguay
23. Ministry of Justice	Uzbekistan
24. The Vietnam Trade Promotion Agency	Viet Nam

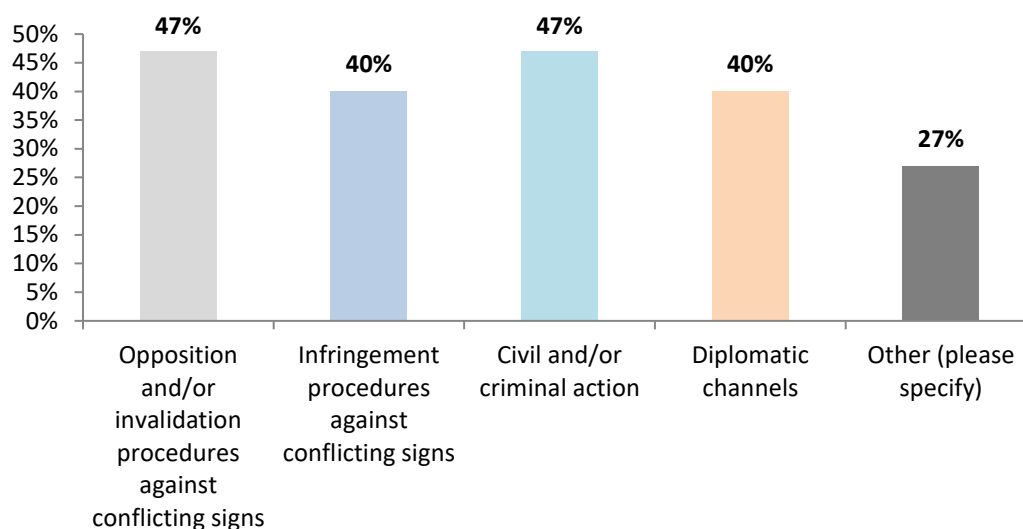
QUESTION 29 – IS THE RESPONDENT’S NATION BRAND ENFORCED ABROAD?



ANSWER CHOICES	RESPONSES	
No	42%	22
Yes	28%	15
Not applicable	30%	16
TOTAL RESPONDENTS		53

IF YES, HOW?

(More than one answer is possible)



ANSWER CHOICES	RESPONSES	
Opposition and/or invalidation procedures against conflicting signs	47%	7
Infringement procedures against conflicting signs	40%	6
Civil and/or criminal action	47%	7
Diplomatic channels	40%	6
Other (please specify)	27%	4
TOTAL RESPONDENTS		15

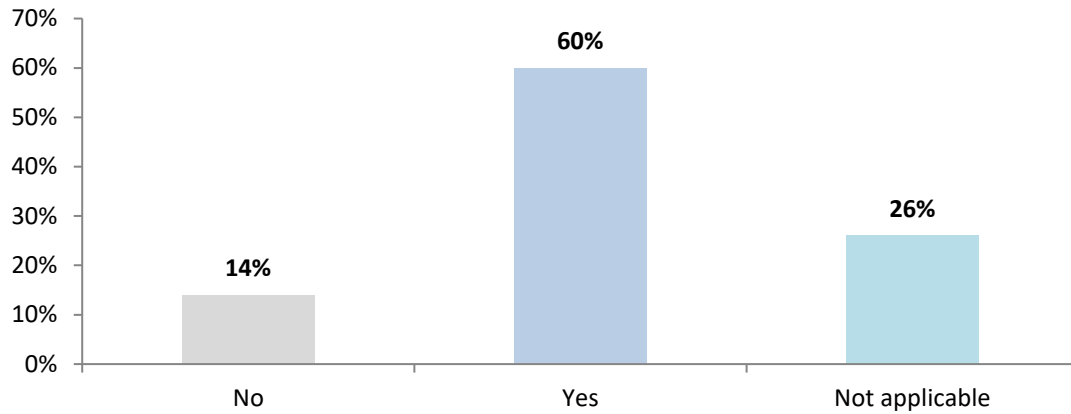
OTHER (PLEASE SPECIFY)	COUNTRY
1. The Intellectual Property Trade Policy Division of Global Affairs Canada in consultation with Canada's network of Embassies and Missions abroad addresses instances of unauthorized use of Canada's protected symbols, including elements of a nation brand that has been communicated 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. Sending of notarized letters requesting that the recipient refrain from using the nation brand.	Peru

IF YES, BY WHOM?

	RESPONSES	COUNTRY
1.	National Nation Brand Directorate – Ministry of Foreign Affairs, International Trade and Worship.	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 ^{ter} 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 ^{ter} of the Paris Convention.	Costa Rica
6.	The National Intellectual Rights Service (SENADI), Ministry of Foreign Affairs.	Ecuador
7.	by the owner and the competent public authorities	Germany
8.	By Promote Iceland.	Iceland
9.	By the Ministry of Foreign and European Affairs – Brand Image Promotion, Filipa Mendes, Brand manager. Direct contact recommended for amicable resolution. Formal opposition to filings through an external service provider. Legal action as a last resort.	Luxembourg
10.	By the brand owners.	Morocco
11.	Yellow Brand Protection and various intellectual property lawyers	New Zealand
12.	The Peruvian Commission for the Promotion of Exports and Tourism (PROMPERÚ), through trade offices abroad and the studies or lawyers retained for the sending of notarized letters.	Peru
13.	By the owner and competent public authorities.	Slovenia
14.	Uruguay XXI (Investment, Export and Country Brand Promotion Agency).	Uruguay

PART VIII: PROTECTION OF OTHER COUNTRIES' NATIONS BRANDS

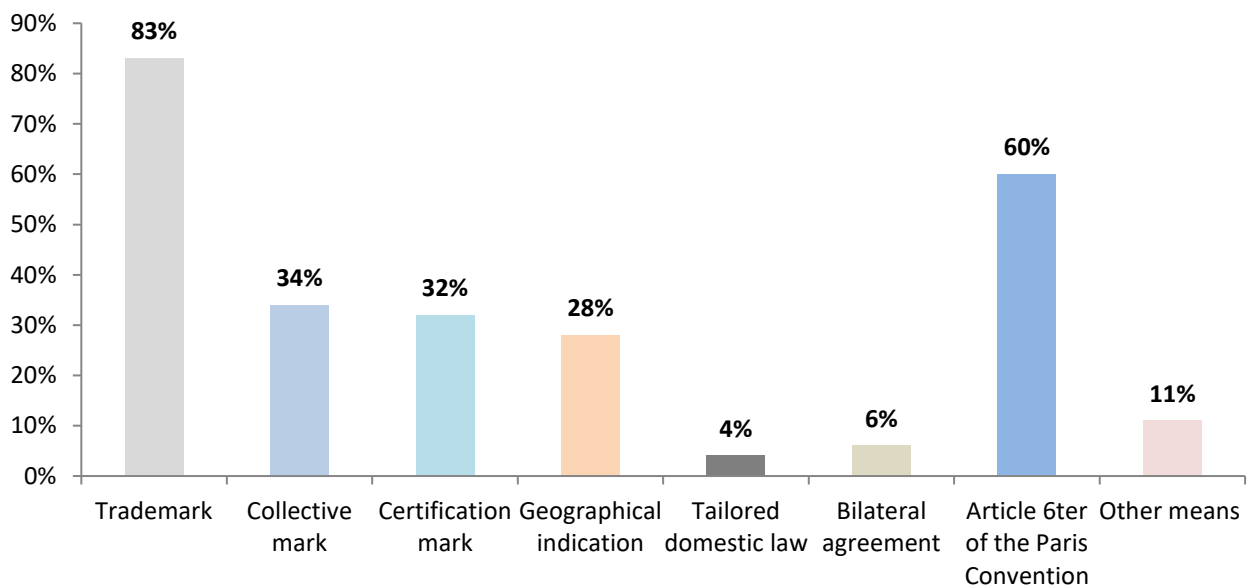
QUESTION 30 – ARE OTHER COUNTRIES' NATION BRANDS PROTECTED IN THE RESPONDENT'S JURISDICTION?



ANSWER CHOICES	RESPONSES	
No	14%	11
Yes	60%	47
Not applicable	26%	20
TOTAL RESPONDENTS		78

IF YES, HOW?

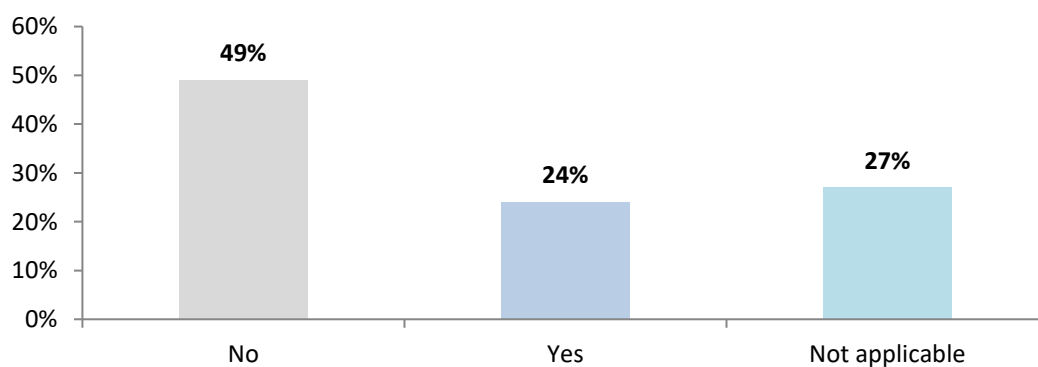
(More than one answer is possible)



ANSWER CHOICES	RESPONSES	
Trademark	83%	39
Collective mark	34%	16
Certification mark	32%	15
Geographical indication	28%	13
Tailored domestic law	4%	2
Bilateral agreement	6%	3
Article 6ter of the Paris Convention	60%	28
Other means (please specify)	11%	5
TOTAL RESPONDENTS		47

OTHER MEANS (PLEASE SPECIFY)	COUNTRY
1. Nation brand.	Peru
2. 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
3. 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
4. Decision No. 876.	Ecuador
5. Through the protection mechanism established under Decision No. 876 of 2021 of the Andean Community.	Colombia

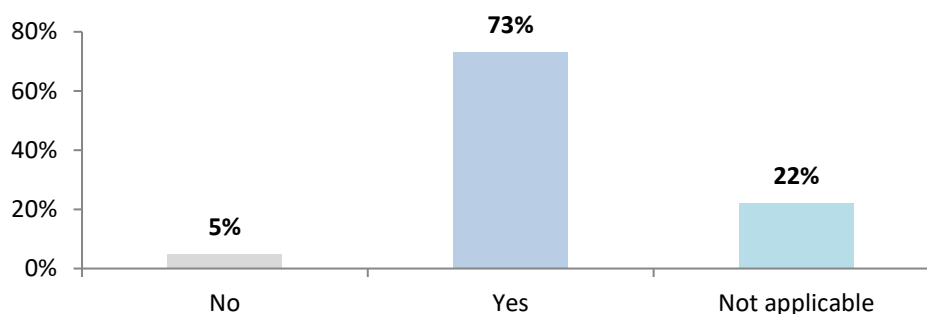
QUESTION 31 – HAS THE RESPONDENT’S INTELLECTUAL PROPERTY OFFICE EVER REFUSED THE REGISTRATION OF A TRADEMARK CONTAINING A COUNTRY NAME ON THE BASIS OF A NATION BRAND COMMUNICATED BY A THIRD COUNTRY UNDER ARTICLE 6TER OF THE PARIS CONVENTION?



ANSWER CHOICES	RESPONSES	
No	49%	38
Yes	24%	19
Not applicable	27%	21
TOTAL RESPONDENTS	78	

PART IX: SCOPE OF PROTECTION

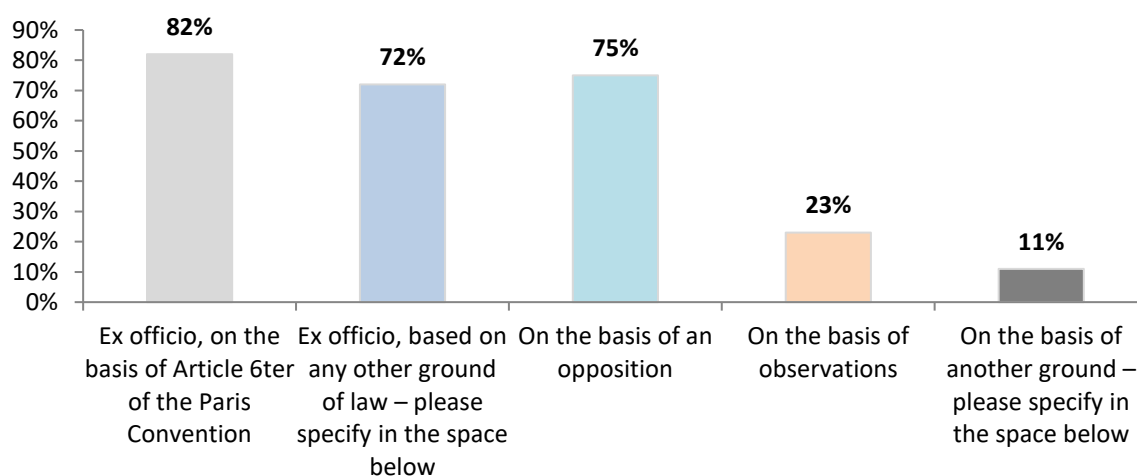
QUESTION 32 – IN THE RESPONDENT’S JURISDICTION, CAN THE INTELLECTUAL PROPERTY OFFICE REJECT A TRADEMARK APPLICATION BECAUSE OF A PREEXISTENT NATION BRAND?



ANSWER CHOICES	RESPONSES	
No	5%	4
Yes	73%	57
Not applicable	22%	17
TOTAL RESPONDENTS	78	

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%	47
<i>Ex officio</i> , based on any other ground of law – please specify in the space below ¹	72%	41
On the basis of an opposition	75%	43
On the basis of observations	23%	13
On the basis of another ground – please specify in the space below ²	11%	6
TOTAL RESPONDENTS		57

PLEASE SPECIFY	COUNTRY
1. ¹ 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. ¹ The Trademarks Act	Belarus
3. ¹ Based on any other grounds of law: <ul style="list-style-type: none"> - Article 124, I, of the Brazilian IP Law – are not registrable as marks: “official, public, national, foreign, or international coat of arms, weapons, medal, flag, emblem, badge, and monument, as well as their respective designation, image, or imitation”. - Article 124, IX, of the Brazilian IP Law – are not registrable as marks: “geographical indication, its imitation likely to cause confusion or sign that may falsely induce geographical indication”. - Article 124, XIX, of the Brazilian IP Law – are not registrable as marks: “reproduction or imitation, in whole or in part, even with an addition, of a registered trademark, to distinguish or certify an 	Brazil

	identical, similar or related product or service, likely to cause confusion or association with another's trademark".	
4.	¹ 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
5.	On the basis of confusion or visual similarity between the two signs, and on the basis of being contrary to public order or morality.	Congo
6.	Article 6 <i>ter</i> 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
7.	Act No. 82 of 2002	Egypt
8.	On the basis of a total prohibition of registration.	El Salvador
9.	One basis for refusal may be bad faith. Trade Mark Act §9 (1)(10).	Estonia
10.	¹ 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.

²On the basis of another ground - on the basis of a cancellation.

11. ¹ Our office provides examination of trademarks on both absolute and related grounds <i>ex officio</i> .	Georgia
12. ¹ 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
13. ¹ 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	Israel

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 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.

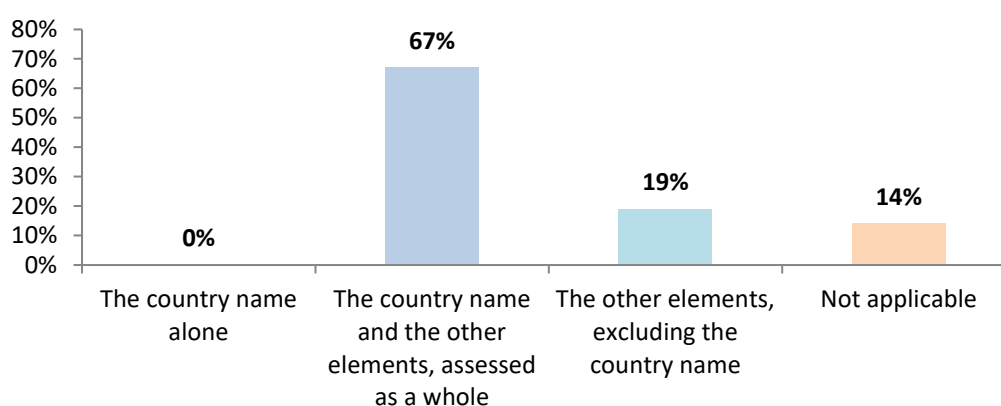
14. ¹ <i>Ex officio</i> , based on any other ground of law - unregistered mark/passing off; misleading/deceptive	Jamaica
15. ¹ The consideration will be based on whether or not it falls under the reasons for refusal of the Japanese Trademark Act. Examples: Article 4(1)(vi) (Famous mark indicating a state or a local public entity)	Japan

<p>Article 4(1)(vii) (Contravention of public order or morality) Article 4(1)(x) (Well- known trademark of another person) Article 4(1)(xi) (Another person’s registered trademark applied for prior to the filing date of the trademark application concerned) Article 4(1)(xv) (Confusion over the source of goods and services) Article 4(1)(xvi) (Misleading as to the quality of the goods or services) https://www.jpo.go.jp/e/system/laws/rule/guideline/trademark/kijun/document/index/all.pdf</p>	
<p>16. ¹Law N456 of the Republic of Kazakhstan dated July 26, 1999 "On Trademarks, Service Marks, Geographical Indications and Appellations of Origin of Goods".</p>	Kazakhstan
<p>17. ¹If it does not meet the requirements of our national laws.</p>	Kenya
<p>18. ¹ Extract from Trademarks Law of the Republic of Lithuania Article 7. Absolute Grounds for Refusal of Registration or Invalidation of a Mark 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^{ter} 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 signs; 11) it consists of or contains a sign of high symbolic value, in particular a religious symbol; https://vpb.lrv.lt/en/structure-and-contacts-1/legal-acts</p>	Lithuania
<p>19. ¹ 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.</p>	New Zealand
<p>20. ¹ “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;...”.</p>	Paraguay
<p>21. ¹ 1. Registration prohibitions established in Decision No. 486: (a) Article No. 135 (m): Signs that reproduce or imitate, without the permission of the relevant authorities, either as trademarks or as elements of such trademarks, coats of arms, flags, emblems, official signs and hallmarks of control and warranty of States and any imitation related to heraldry, as well as coats of arms, flags and other</p>	Peru

<p>emblems, or abbreviations or names of any international organization, may not be registered as trademarks.</p> <p>(b) Article 136 (a): Signs the use of which shall unduly affect a right of a third party, in particular when they are identical or similar to a trademark previously filed for registration or registered by a third party for the same products or services, or for products or services in respect of which the use of the trademark may create a risk of confusion or association, may not be registered as trademarks.</p> <p>(c) Article 137: When the relevant national office has reasonable evidence to believe that a registration has been filed to perpetrate, facilitate or consolidate an act of unfair competition, it may reject the registration in question.</p> <p>2. The prohibition established in Decision No. 876, Article 15 – The relevant national office shall reject, <i>ex officio</i> or at the request of a party, the registration of any distinctive sign that is identical or similar to a nation brand protected under the present Decision. Each Member State shall ensure that its relevant national office consults the nation brands communicated under this Decision and bears them in mind when adopting decisions on the registration of distinctive signs, in accordance with its internal procedures. This provision shall not be applicable when the registration of a distinctive sign is filed by the same holder or by whomsoever exercises the rights of the nation brand or any expressly authorized person.</p>	
<p>22. ^{1/2} <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 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.</p>	Philippines
<p>23. ¹ Article 232.^o of the Portuguese Industrial Property Code (Reproduction of a trade mark previously registered by another party for identical products or services).</p>	Portugal
<p>24. ¹ Based on the Trademark examination guidelines</p>	Republic of Korea
<p>25. ¹ <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 (https://wipolex.wipo.int/en/text/425803) ² On the basis of another ground art.7(1)(l) from the Law on the protection of trademarks No. 38/2008</p>	Republic of Moldova
<p>26. <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</p>	Singapore

	may also be invalidated or revoked under the grounds provided by the Trade Marks Act and Rules.	
27.	¹ 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
28.	¹ On the basis of absolute grounds for the refusal to register marks.	Spain
29.	¹ Consisting of national emblems and flags of foreign states, international organizations and any characteristics under the Trademark Act, Article 8(6).	Thailand
30.	¹ Please visit section 8 of the Trade Marks Act No. 8 of 2015.	Trinidad and Tobago
31.	¹ Article 5 of the Industrial Property Law 6769 regulating the Absolute Grounds for Refusal.	Türkiye
32.	¹ Law of Ukraine «On protection of rights to the signs for goods and services»	Ukraine
33.	¹ <i>Ex officio</i> , for being conflicting prior art.	Uruguay

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	67%	52
The other elements, excluding the country name	19%	15
Not applicable	14%	11
TOTAL RESPONDENTS		78