



WIPO General Assemblies

Iceland 2021

General Statement

Iceland would like to begin by sincerely thanking the Director General and the WIPO team for making the Assemblies of the Member States of the World Intellectual Property Office possible during these still challenging times. Under the circumstances, the hybrid format of the meeting is now a sensible approach and undoubtedly these will be more appreciated in the future. We also like to thank the Office for continued support and fruitful co-operation and congratulate Mr. Daren Tang on his achievements during his first year in Office as Director General. We are impressed to see how all WIPO services have continued to run smoothly despite the unusual circumstances.

The operations of the ISIPO have like elsewhere been influenced by the Covid-19 pandemic. However, this has provided the Office with the opportunity to participate more actively in WIPO events, both Working Group Meetings and seminars, such as Madrid and Hague Working Groups and Madrid and PCT seminars. Furthermore, one employee follows the sharing sessions of *Women and Intellectual Property*.

Looking into filing numbers during this period, the 2020 numbers were quite positive with a slight increase in both national trademark and patent filings. International trademark filing numbers were and continue to be quite stable and in 2020 Icelandic PCT filings increased by a remarkable total of 33% from previous year. Unfortunately, the same cannot be said for Design filings and we would thus like to see discussions on a future DLT moving forward.

In October 2020 Iceland was proud to become the first Nordic country to introduce Madrid e-Filing. It is safe to say that this paper-free, secure and efficient system has been most welcomed by our users and the system has already proven to reduce application processing time and irregularities. The ISIPO is constantly seeking ways to introduce digital and more user-friendly solutions and services. Accordingly, the Office's strategic policy was updated in May 2021 with an emphasis on digital transformation for the benefit of both users and case handling of the ISIPO. WIPO's recent work in digital services, such as the WIPO IP Diagnostics, will undoubtedly give further opportunities to create a comprehensive online service platform for small businesses looking to identify and protect their intellectual property.

Changes in national legislation have also aimed at modernizing the case handling of the ISIPO and in September 2020 substantive changes of the Trademark Act entered into force, providing users with the opportunity to file for all types of trademarks. Changes to the Patent Act also entered into force in June 2021, introducing exemption from SPC protection in line with EU legislation thereon and recently Act on Trade Secrets and Act on the .is Domain name entered into force.

Considering recent ecological developments and the AR6 Climate Change 2021 report by the IPCC, it is evident that innovation and sustainable solutions are now more important than ever. While the facts are sobering, it is evident that intellectual property rights, and our work in highlighting their importance, will play a key role in spurring the necessary innovation to overcome these enormous challenges. With this in mind, we would like to use the opportunity to praise WIPO for the chosen theme for World IP Day 2022: *IP and youth – innovating for a better future*. We welcome the focus on IP and youth in the context of driving sustainable

innovation and believe that a sustained and coordinated effort will serve to raise public awareness about the interrelation between innovation, IP and sustainability. The ISIPO stands ready to contribute to those efforts. In that context, we would like to highlight the ISIPO's hybrid conference in on 4 November, *IP and sustainability: Innovation for a brighter future*, which will focus on how innovation and intellectual property can play a role in creating a more sustainable and prosperous future.