

# WIPO



WO/GA/26/7

ORIGINAL: English

DATE: August 7, 2000

WORLD INTELLECTUAL PROPERTY ORGANIZATION  
GENEVA

## WIPO GENERAL ASSEMBLY

**Twenty-Sixth (12<sup>th</sup> Extraordinary) Session  
Geneva, September 25 to October 3, 2000**

### NEW WIPO LOGO

#### *Memorandum of the Secretariat*

#### Introduction

1. The demystification of intellectual property is one of the main objectives of the work program of the World Intellectual Property Organization (WIPO). Although much has been accomplished the challenge remains considerable.
2. Part of the demystification process is the creation of a new corporate image for WIPO. This new look is being developed and can be seen in information products created since 1998 as well as in the redesign of older information products. Reaction to the new visual image has been positive. It is seen as better reflecting the new vision, strategy and approaches of the Organization and has contributed to WIPO's being perceived by the press and public at large as dynamic, innovative, open and effective. The subject of intellectual property is now better appreciated by the public as an element of everyday life and by the commercial world as an essential aspect of business strategy.

#### Time for Change

3. As WIPO has been transforming itself in a period of high-paced change, the time is now ripe to consider changing the existing logo, which lies at the heart of the corporate image of the Organization. This logo no longer embodies the transformed Organization or reflects the new technological age.

### Existing Logo

4. The origin of the existing WIPO logo goes back to 1962 when a pictorial image of WIPO's predecessor organization, commonly known by its French acronym BIRPI (*Bureaux internationaux réunis pour la protection de la propriété intellectuelle*) appeared on some publications. That image consisted of a logo similar to the existing WIPO logo, with the acronym UIPI (*Unions Internationales Propriété Intellectuelle*) in the center. In 1963, however, the acronym UIPI was replaced by the acronym BIRPI within the logo. In 1964, the then Director of BIRPI officially communicated the logo, name and abbreviation of BIRPI to the member States of the Paris Union for protection under Article 6<sup>ter</sup> of the Paris Convention. According to research carried out by the WIPO Secretariat, these are the first known instances of the origins of WIPO's existing logo.

5. Again according to records available in WIPO's archives, in July 1970, the WIPO logo, as we know it today, was communicated to the member States of the Paris Union for protection under Article 6<sup>ter</sup> of the Paris Convention for the Protection of Industrial Property. Since 1970, the current WIPO logo has appeared on the Organization's documents and publications.

### New Logo

6. It is proposed that a new WIPO logo be created to replace the existing one. The new logo should be a powerful symbol of WIPO's vision and the recent transformation and revitalization of the Organization. It should reflect the aspirations and expectations of the Member States of WIPO and the public at large. Such a new logo must embody and project dynamism and innovation. It should be simple, memorable and distinctive, as well as suitable for use in different forms, whether in print, on the Internet or in multi-media products.

7. In recent years, many international and national organizations dealing with intellectual property have adopted new logos as part of their new corporate image. All these logos have an attractive, contemporary and distinctive look.

### International Logo Competition

8. If a new WIPO logo is to be created to replace the existing one, it is proposed that an international logo design competition be organized by WIPO. The following steps would have to be taken by the Director General, if so decided:

(i) appointment of an independent jury comprised of the Regional Group Coordinators based in Geneva and several members of the WIPO Secretariat. The decision of the jury will be final;

(ii) establishment of the rules of the competition and their approval by the jury and selection of a chairperson by the members of the jury;

(iii) announcement of the competition via the Permanent Missions of WIPO Member States in Geneva or, where no mission is present in Geneva, via the Ministry of Foreign Affairs;

(iv) selection and announcement of the first, second and third prize-winners by the jury. The jury will be advised and assisted by external experts. The design winning the first prize will, in principle, be chosen as the new WIPO logo, unless there are special considerations dictating otherwise. In the latter case, the jury will take appropriate decisions;

(v) adoption and implementation of the new WIPO logo and its phased incorporation on all WIPO's documentation, stationery and information products.

9. It is suggested that the jury be appointed by the Director General and the rules of competition approved by the jury by the end of 2000.

10. It is suggested that the first, second and third prizes have a value, of 50,000, 25,000 and 10,000 Swiss francs respectively. Such prize monies are considered reasonable in view of several factors: the high level of creativity demanded of the new logo, the high visibility of the new WIPO logo throughout the world and the inestimable value of an image which is intimately linked to the reputation of the Organization.

11. The competition could begin in early 2001 and last for three months. The announcement of the three winners as well as of the new WIPO logo could take place in mid-2001. The introduction of the new logo would commence at the beginning of the 2002-2003 biennium, after the gradual phasing out of all information products, stationery and documentation bearing the existing WIPO logo.

#### Financial Implications

12. It is expected that the cost of the competition itself would be minimal and would be covered by the resources available under the regular budget of the 2000-2001 biennium. The implementation phase would be covered by resources available under the regular budget of the 2002-2003 biennium.

#### Legal Implications

13. There is no legal constraint regarding a change of the WIPO logo, since there is no reference in the WIPO Convention, WIPO's Rules of Procedure or any other documents of the WIPO General Assembly or Conference or of any of the Unions (in the form of a provision, resolution, recommendation or decisions) concerning the creation, adoption or change of the WIPO logo.

*14. The WIPO General Assembly is invited to consider and approve the proposals contained in paragraphs 6 and 8 above, and take note of the suggested action described in paragraphs 9, 10 and 11, above.*

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