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| CWS/4BIS/9 |
| ORIGINAL: English |
| DATE: FEBRUARY 22, 2016  |

**Committee on WIPO Standards (CWS)**

**Reconvened Fourth Session**

**Geneva, March 21 to 24, 2016**

NEW WIPO STANDARD ON THE ELECTRONIC MANAGEMENT OF SOUND MARKS

*Document prepared by the Secretariat*

## Introduction

1. The Committee on WIPO Standards (CWS), at its third session held in April 2013, agreed to create the following two Tasks of the CWS Work Program and to establish a Trademark Standardization Task Force to handle these tasks (see paragraphs 55 to 62 of document CWS/3/14):
* Task No. 48: “Prepare a recommendation for the electronic management of sound marks for adoption as a WIPO standard”; and
* Task No. 49: “Prepare a recommendation for the electronic management of motion or multimedia marks for adoption as a WIPO standard”.
1. At the fourth session of the CWS held in May 2014, the status report on the preparation of recommendations for the electronic management of sound marks and motion or multimedia marks for adoption as WIPO standard(s) was presented for consideration by the CWS along with the calendar for the development of new WIPO standard(s) (see document CWS/4/10).
2. Since May 2014, the Trademark Standardization Task Force held a meeting in Geneva
(in June 2015) and conducted four rounds of discussion regarding sound marks (Task No. 48) and two rounds of discussion on motion and multimedia marks (Task No. 49).

## Sound marks

1. Within the framework of Task No. 48, the Task Force prepared draft recommendations for the electronic management of sound marks for consideration and adoption by the CWS as a new WIPO standard. The proposed name of the new standard is “WIPO Standard ST.68 – Recommendations for the Electronic Management of Sound Marks”. The draft new WIPO Standard ST.68, which consists of the main body and Annex, is reproduced in the Annex to the present document.

## Motion and multimedia marks

1. Within the framework of Task No. 49, the Task Force discussed the experience and plans of industrial property offices (IPOs) regarding the standardization of motion and multimedia marks. The discussion was based on the initial draft new standard prepared by the Task Force Leader. Despite the effort and willingness of the Task Force members, due to the lack of experience in the IPOs with respect to motion and multimedia marks, the Task Force agreed to take more time to monitor the developments in the area of electronic management of motion and multimedia marks, in particular, changes in relevant national legislation. The Task Force will report on the progress in the preparation of the recommendation under Task No. 49 at the next session of the CWS.
2. *The CWS is invited to:*
	1. *note the content of the present document; and*
	2. *consider and adopt WIPO Standard ST.68, as reproduced in the Annex to the present document.*

[Annex follows]