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**Committee on WIPO Standards (CWS)**

**Fifth Session**

**Geneva, May 29 to June 2, 2017**

Report on the Preparation of a new WIPO Standard for the electronic management of motion and multimedia marks

*Document prepared by the Secretariat*

1. The Committee on WIPO Standards (CWS) at its reconvened fourth session held from March 21 to 24, 2016, noted the results of the discussion of the Trademark Standardization Task Force, in particular, the need to monitor the developments in the area of electronic management of motion and multimedia marks. It requested the Task Force to report on the progress in the preparation of the recommendation under Task No. 49 at the fifth session of the CWS (see paragraphs 88 and 89 of document CWS/4BIS/16).
2. In July 2016, the Trademark Standardization Task Force conducted a survey among its members on the practices related to motion and multimedia marks. The summary of survey results is presented as the Annex to this document.
3. The Task Force also revisited the definition of “multimedia mark”, in particular, whether the scope of “multimedia mark” should be limited to the combination of movement and sound only, or it may include other elements.
4. Some Task Force members proposed to postpone the development of the recommendations on electronic management of motion and multimedia marks until the implementation of the directive 2008/95/EC of October 22, 2008, by industrial property offices concerned. The implementation of this directive is planned for the year 2019 (see paragraphs 2 and 10 (a) of the Annex to this document). Considering the lack of experience with motion and multimedia marks (see paragraph 3 of the Annex to this document), other Task Force members did not object to this proposal.
5. *The CWS is invited to*

*(a) note the content of the present document and its Annex, in particular, comments and proposals listed in paragraph 10 of the Annex; and*

 *(b) consider and decide on the postponement of the development of the recommendations on electronic management of motion and multimedia marks until 2019 (see paragraph 4 above) and whether the Task No. 49 should be held in abeyance until then.*

[Annex follows]