

STANDARD ST.69

RECOMMENDATION FOR THE ELECTRONIC MANAGEMENT OF MOTION AND MULTIMEDIA MARKS

*Adopted by the Committee on WIPO Standards (CWS)
at its eighth session on December 4, 2020*

INTRODUCTION

1. This Standard provides recommendations on presentation of applications for the protection of motion and multimedia marks, submitted electronically or on paper, their electronic processing and publication.
2. The Standard is aimed at facilitating data processing and exchange of information regarding motion or multimedia marks among industrial property offices, by providing guidance on electronic management of the recording of the movement or multimedia constituting the mark as well as its graphical representation and textual description.

DEFINITIONS

3. For the purpose of this Standard, the expression:
 - (a) "mark" means trademark or service mark as defined in the legislation concerned;
 - (b) "motion mark" is a type of mark constituted by movement;
 - (c) "multimedia mark" is a type of mark which combines elements of movement and sound, hereinafter this combination is referred to as 'multimedia';
 - (d) "gazette" means an official publication containing announcements relating to marks and made in accordance with requirements under national industrial property laws or international industrial property conventions or treaties;
 - (e) "entry in a gazette" means a comprehensive announcement, including bibliographic data, made in a gazette regarding an application for the registration of a mark or a registration of a mark;
 - (f) "Moving Picture Experts Group (MPEG)" is a set of standards for audio and video compression and transmission developed by the International Organization for Standards (ISO) and the International Electrotechnical Commission (IEC);
 - (g) "codec" means a software method for encoding and decoding data such as video or audio to compress the data for storage. Video codecs covered in this Standard:
 - MPEG-1, standardized as ISO/IEC-11172-2;
 - MPEG-2 Part 2, standardized as ISO/IEC 13818-2 and as ITU-T Recommendation H.262;
 - Advanced Video Coding (AVC) also known as H.264, standardized as MPEG-4 Part 10 in ISO/IEC 14496-10 and as ITU-T Recommendation H.264;
 - High Efficiency Video Coding (HEVC) also known as H.265, standardized as MPEG-H Part 2 in ISO/IEC 23008-2 and as ITU-T Recommendation H.265;
 - VP8, an open specification and reference implementation released by Google;
 - VP9, an open specification and reference implementation released by Google and used by Netflix and YouTube; and
 - AOM Video 1 (AV1), an open specification released by the industry consortium Alliance for Open Media. Not to be confused with AVI (Audio Video Interleave), a proprietary format from Microsoft.

(h) "container" means a format for storing various data and metadata elements. For multimedia files, a container usually contains video data formatted with a video codec, audio data formatted with an audio codec, and one or more metadata elements. Container formats covered by this Standard include:

- MP4 containers (.mp4) standardized as MPEG-4 Part 14 in ISO/IEC 14496-14; and
- WebM, an open specification container designed for royalty-free use particularly on the web.

REFERENCES

4. The following Standards and documents are of relevance to this Standard:

WIPO Standard ST.60	Bibliographic Data Relating to Marks
WIPO Standard ST.63	Content and Layout of Trademark Gazettes
WIPO Standard ST.64	Search Files for Trademark Search
WIPO Standard ST.66	Recommendation for the Processing of Trademark Information using XML
WIPO Standard ST.67	Recommendation for the Electronic Management of the Figurative Elements of Trademarks
WIPO Standard ST.68	Recommendation for the Electronic Management of Sound Marks
WIPO Standard ST.96	Recommendation for the Processing of Intellectual Property Information using XML

GENERAL RECOMMENDATIONS

5. It is recommended that an application for the registration of a motion or multimedia mark contain a graphical representation of the movement or multimedia constituting the mark, optionally with a textual description of that movement or multimedia, or a recording of that movement or multimedia, according to the requirements of the Industrial Property Office (IPO) receiving the application.

6. Applicants should not submit a sound component with a motion mark, unless the protection is sought for a combination of motion and sound, in which case the application should be filed for a multimedia mark. Otherwise, if the protection is sought for motion and sound components independently, the applicant should submit separate applications for a motion mark and a sound mark (see [WIPO Standard ST.68](#)).

7. It is recommended that the indication "motion mark" or "multimedia mark" be included in the applications.

8. When applicants provide the motion or multimedia mark in electronic format, the characteristics of the file provided should be in conformity with the corresponding regulations established by the IPO concerned as per this Standard.

9. The changes to the requirements regarding motion or multimedia mark applications should be announced by the IPO as necessary. It is also recommended that the said requirements be available on the IPO website or announced in official publications at regular intervals.

RECOMMENDATIONS FOR THE GRAPHICAL REPRESENTATION OF MOTION MARKS

10. Electronic management of the graphical representation of the movement constituting the mark should follow relevant recommendations of the WIPO Standard ST.67.

11. Depending on the requirements established by the IPO, the representation of a motion mark may consist of either:

- (a) one single image depicting multiple stages of the movement constituting the mark; or
- (b) a series of selected images that depict the movement and have the same format and size.

12. Format and size of the image(s) in the graphical representation of a motion mark should follow relevant recommendations of WIPO Standard ST.67 (see paragraphs 7 to 12 thereof).

13. If the graphical representation of a motion mark consists of a series of selected images, as per paragraph 11(b) above, the IPO may limit the number of images submitted.

RECOMMENDATIONS FOR THE GRAPHICAL REPRESENTATION OF MULTIMEDIA MARKS

14. It is recommended that the graphical representation of multimedia marks consist of separate graphical representations of elements of movement and sound constituting the mark.

15. It is recommended that the graphical representation of multimedia marks follow relevant recommendations for graphical representation of the sound as provided in [WIPO Standard ST.68](#) (see paragraphs 9 and 10 thereof) and of the motion (see paragraphs 10 to 13 above).

RECOMMENDATIONS FOR THE RECORDING OF MOTION OR MULTIMEDIA MARKS

16. It is recommended that the recording of the motion or multimedia constituting the mark be filed and processed in electronic format. The file should only contain the motion or multimedia mark for which the protection is sought.

17. Files containing motion or multimedia marks should use one of these preferred formats¹: MP4 container files (.mp4) with one of the following video codecs: AVC/H.264 or MPEG-2/H.262.²

18. Where supported by the IPO, motion or multimedia marks may use one of these alternative formats instead: WebM³ or MP4 container files with one of the following video codecs: VP9 or AV1⁴.

19. Motion or multimedia marks should not use video container or codec formats other than the formats in paragraphs 17 and 18. For instance, the formats MPEG-1⁵, VP8⁶, and HEVC/H.265⁷ should not be used.

20. IPOs should accept at least one of the preferred or alternative formats for filing, and should accept all of the preferred and alternative formats for data exchange with other IPOs. For filing, IPOs may accept formats other than preferred or alternative formats at their discretion as long as they convert the video to one of the preferred or alternative formats for data exchange and publication. However, it is preferable to avoid conversions altogether as described in paragraph 22.

21. IPOs should announce what container and codec formats are accepted by the IPO. IPOs should also verify that submitted multimedia files use a container and codec format accepted by the IPO. Such checks can be performed in software at the time of submission. Simply checking the file extension or container format is not sufficient, as some containers (particularly MP4) can use dozens of different codecs. If a submitted file does not use an accepted format, the file should be rejected⁸.

22. It is recommended that IPOs do not convert multimedia files to a different format, as this can introduce errors, artifacts, or reduction in quality. Conversion may be required in certain instances for publication or data exchange, such as where an IPO accepts formats not recommended by this Standard. In these cases, IPOs should verify that the converted format faithfully reproduces the relevant features of the original format. IPOs should preserve the multimedia file originally submitted by the applicant for the duration of the IP right. If format conversions are done for publication or data exchange, the original format should also be made available online or on request.

23. Multimedia files should not exceed 20 MB in size.

RECOMMENDATIONS FOR THE TEXTUAL DESCRIPTION OF MOTION OR MULTIMEDIA MARKS

24. Textual description of the movement or multimedia constituting the mark should not be the sole representation of the motion or multimedia mark, but may supplement the other accepted way of representation if the Office allows.

25. The textual description of the motion mark may contain the description of the chronological order of images (see paragraph 11(b) above), the duration, the direction(s) and the frequency of the movement, as well as any other characteristics of the motion mark which the applicant wishes to specify.

¹ The recommended formats may be updated in the future as conditions change.

² These formats are ISO standards and have the widest hardware and software support. There are known patent pools covering these formats from the MPEG Licensing Administration, including for video playback, but common platforms such as Windows, Mac OS, Android, and iOS include licenses for playback at this time.

³ WebM is supported by most web browsers, though other platforms may require installing software to play.

⁴ These codecs are designed for royalty-free use and supported by most web browsers. Both codecs are also supported within MP4 containers. At this time industry use of AV1 appears limited, however major platforms are planning to adopt it in the near future.

⁵ Superseded by newer formats and not supported by MP4 containers.

⁶ Superseded by VP9 and not supported by MP4 containers.

⁷ Not widely supported at this time, covered by multiple competing patent pools.

⁸ The Office may choose how to handle this situation, for instance, whether to reject the entire application, or to accept the application and require the applicant to replace the rejected files.

26. The textual description of the sound should follow relevant recommendations for sound marks as provided in [WIPO Standard ST.68](#) (see paragraphs 17 and 18 thereof).

RECOMMENDATIONS FOR THE PUBLICATION OF MOTION OR MULTIMEDIA MARKS

27. It is recommended that the electronic publication of a motion or multimedia mark contain all representations of this mark accepted by the IPO.

28. It is recommended that the physical (paper) publication contain a graphical representation and/or textual description of the movement or multimedia if they are accepted by the IPO, as well as, if it is accepted, a reference to the recording of the movement or multimedia available for public inspection.

29. Publication of multimedia files should be done in one of the preferred or alternative formats given above. It is recommended that IPOs do not convert multimedia files to a different format, as this can introduce errors, artifacts, or reduction in quality. If any conversions are performed, then the original submission should also be made available. For example, conversions could be necessary if an IPO accepts submissions in formats other than the preferred or alternative formats recommended by this standard.

[End of Standard]