



TM5 Joint Vision Statement

at the 10th Anniversary of the Cooperation

The five major trademark offices that comprise TM5 look back on a decade of cooperation which has grown stronger and deeper since its founding. The Partners have collaborated on a diverse range of cooperative projects that aim to enhance the quality of trademark services and strengthen the global intellectual property (IP) environment.

The Partners have worked together to ensure that the interests of stakeholders, including small and medium-sized enterprises (SMEs) and other IP rights holders, are protected and have built a stronger trademark system that has contributed to economic development.

Sharing information and using common tools and practices facilitated work and knowledge-sharing, increased efficiency, enhanced quality, reduced workload, and realized cost savings for the Partners as well as for the user community. The increasingly greater involvement of users in the work of TM5 resulted in projects that helped global users, from large user associations to SMEs, and from entrepreneurs to young people learning about the benefits of protecting trademarks.

Building on these achievements at its 10-year celebration, the TM5 Partners recognize their responsibility and the great value of cooperation for the global user community and the world economy. For that reason, in the coming decade, the Partners set out to work toward:

- Transparent, accessible and, if possible, interoperable trademark systems that are adaptable to the changing trademark landscape and the changing needs of users, including issues relating to digital and new emerging technologies;
- To the greatest extent possible, improved and harmonized trademark practices and procedures, and aligned, high-quality services for the benefit of users; and
- Continued cooperation with a widening group of users, promoting the importance and raising the visibility of TM5 cooperation.

The TM5 Partners, together with WIPO, are committed to improving the global trademark system over the next 10 years, in anticipation of rapidly changing technologies and a growing and increasingly diverse user base. The Partners recognize that trademark offices must continuously evolve to best serve the global economy and that TM5 must continue cooperative efforts to promote innovation and support all people seeking to protect their ideas, creations and brands.

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