



April 26, 2022

TM5 Joint Message for World Intellectual Property Day 2022

IP and Youth: Innovating for a Better Future

The TM5, which is comprised of the China National Intellectual Property Administration, the European Union Intellectual Property Office, the Japan Patent Office, the Korean Intellectual Property Office, and the United States Patent and Trademark Office (the Partner Offices) welcomes the theme of the World Intellectual Property Day 2022 campaign – IP and Youth: Innovating for a Better Future.

The Partner Offices understand that effective communication, collaboration and further empowerment of the world's youth are essential to a robust global trademark system. The Partner Offices will endeavour to welcome young people into the world of trade marks via exposure to an efficient and user-friendly IP system that is accessible to all, in particular, by focusing efforts to:

- Continue to improve trade mark systems and procedures with a view to creating a transparent, accessible, and interoperable trade mark systems to provide users, including young people, with the tools they need to understand and use trademarks;
- Endeavour to further engage all ages in the importance and relevance of trade mark protection, including in the digital environment; and
- Continue to collaborate with respect to the use of emerging technologies and providing quality services.

The Partner Offices reaffirm their efforts to promote trademark systems, in collaboration with the World Intellectual Property Organization, and recognize the importance of younger generations who will carry this progress into the future.

