

# Summer Session 2 Brand logo search + Vienna assistant

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# Today's agenda

- ❖ Why search logos
- ❖ How to use Brand Logo Search
- ❖ Different search strategies
- ❖ Vienna Classification Assistant

# Brand Logo Search

## Global Brand Database

BRAND NAME BRAND LOGO ADVANCED SEARCH EXPLORE VIENNA ASSISTANT G&S EXPLORER REPORTS

To classify images with Vienna codes, you can use our AI-based tool [Vienna Classification Assistant](#).

Search

Drag & drop your image here, or

Browse

Vienna classification

US designs classification

Owner name

Feature

IP office

Designation country

Nice classification

Goods and services

# Why use it?

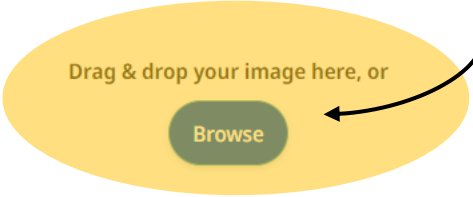
- To see if your new logo design is too similar to existing logos
- To check how logo images look for different products or classes
- To find a specific trademark registration through a logo
- To find all trademarks with a common logo

# First approach: Uploading

## Global Brand Database

BRAND NAME BRAND LOGO ADVANCED SEARCH EXPLORE VIENNA ASSISTANT G&S EXPLORER REPORTS

To classify images with Vienna codes, you can use our AI-based tool [Vienna Classification Assistant](#). Search




Find an existing trademark through a logo image, or see how similar your logo is to other registered trademarks.

Vienna classification	US designs classification
Owner name	Feature
IP office	Designation country
Nice classification	Goods and services

You can add filters before the search to narrow down the results

# First approach: Uploading


To classify images with Vienna codes, you can use our AI-based tool [Vienna Classification Assistant](#). Search



Search strategy

- Conceptual similarity (determined by AI to match similar concepts)
- Shape similarity (similar lines with similar distribution - ignores colors)
- Color similarity (similar colors with similar distribution)
- Composite similarity (composite analysis based on color and edge information)

Edit the shape of the logo



Draw and adjust the shape you want to fill

Cancel / Close editor

Rectangle Ellipse Free polygon

Crop! Fill...

# First approach: Uploading

BRAND NAME BRAND LOGO ADVANCED SEARCH EXPLORE VIENNA ASSISTANT G&S EXPLORER REPORTS

To classify images with Vienna codes, you can use our AI-based tool [Vienna Classification Assistant](#).

Conceptual similarity for

Star

[Edit your search](#)

[TMview](#)

Displaying 1-60 of 313,215 results (Most relevant first)

[Results view](#) [Statistics view](#)

[Change layout](#) [Sort results](#) [Results per page](#) [Download results](#)

Select all


« < Page 1 / 5221 > »

# Second approach: Finding

(ar) STARBUCKS, (en) STARBUCKS

Return to results   Download PDF   Open in a new tab   ←

REGISTERED TRADEMARK - ITDA (Egypt)

210 Serial number EG/093927	220 Application date January 9, 1995	540 Reproduction of the mark
111 Registration number 093927	450 Publication date October 7, 2004	
551 Kind of mark Individual	151 Registration date December 11, 2004	<a href="#">Find similar logos</a>
550 Type of mark Combined	180 Expiry date January 9, 2015	541 Reproduction of the mark where the mark is represented in st characters (ar) STARBUCKS, (en) STARBUCKS
511 Nice classification - NCL 30		

You can upload an image of the brand's logo you want to find similar registrations. Then, refine the search by similarity with the options that will appear to the right. To classify images with Vienna codes, you can use our AI-based tool: [Vienna Classification Assistant](#).



- Search strategy
- Conceptual similarity (determined by AI to match similar concepts)
  - Shape similarity (similar lines with similar distribution - ignores colors)
  - Color similarity (similar colors with similar distribution)
  - Composite similarity (composite analysis based on color and edge information)

Vienna classification - Start typing for suggestions	US designs classification - Start typing for suggestions
Owner name	Designation country - Start typing for suggestions
Nice classification - Start typing for suggestions	Goods and services

You can also add filters before the search to narrow down the results



# Similarity strategies

Original:



• Concept:



AI based similarity

• Shape:



Similar lines,  
ignores color

• Color:



Similar colors with  
similar distribution

• Composite:



Composition based  
on color and lines

# Vienna Classification Assistant

Global Brand Database

[BRAND NAME](#) [BRAND LOGO](#) [ADVANCED SEARCH](#) [EXPLORE](#) **VIENNA ASSISTANT** [G&S EXPLORER](#) [REPORTS](#)

Searching Trademark applications, appellations of origin, emblems and international non-proprietary names. Covering 66,046,443 records from 82 data sources. [Check our data coverage](#) Search

Brand name	Search strategy Embedded (results contain entered term) <span>▼</span>
Owner name	Application / Registration Number

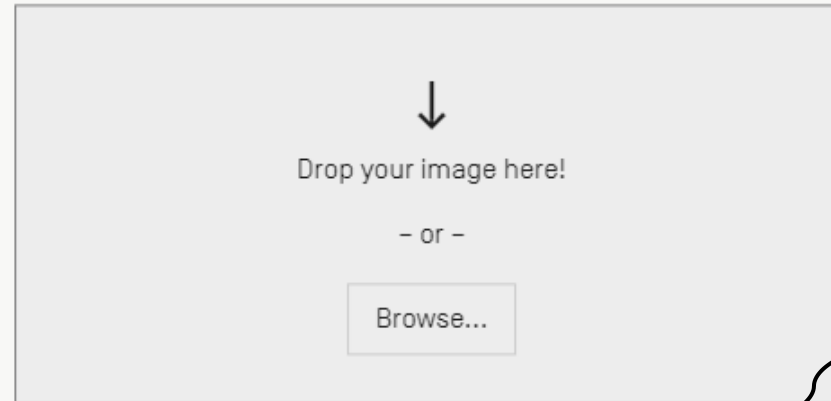
The Vienna Classification is an international classification system that helps classify figurative marks (logos). It uses a hierarchical system that classifies elements into categories, divisions and sections, based on their shape.

It is key to correctly classify a logo to make sure that similar logos do not exist already and avoid trademark infringement.

The Vienna Assistant is a WIPO AI tool to help users classify trademark images according to the Vienna Classification.

# Vienna Classification Assistant

Home > Vienna Classification Assistant



Short video tutorials available here

Vienna Classification edition :  8  9

[What is this / How does it work?](#)

Select the Vienna edition you prefer

# Vienna Classification Assistant

Home > Vienna Classification Assistant



Options

Quick add...

Select suggested sections

or start a manual selection on the right.

1 ★★★★★  
CELESTIAL BODIES,  
NATURAL  
PHENOMENA,...

2 ★  
HUMAN BEINGS

3  
ANIMALS

4  
SUPERNATURAL,  
FABULOUS, FANTASTIC  
OR UNIDENTIFIABLE...

5 ★  
PLANTS

6  
LANDSCAPES

7  
CONSTRUCTIONS,  
STRUCTURES FOR  
ADVERTISEMENTS,...

8  
FOODSTUFFS

9  
TEXTILES, CLOTHING,  
SEWING ACCESSORIES,  
HEADWEAR,...

10  
TOBACCO, SMOKERS'  
REQUISITES, MATCHES,  
TRAVEL GOODS, FAN...

11  
HOUSEHOLD UTENSILS

12  
FURNITURE, SANITARY  
INSTALLATIONS

13  
LIGHTING, WIRELESS  
VALVES, HEATING,  
COOKING OR...

14  
IRONMONGERY, TOOLS,  
LADDERS

15  
MACHINERY, MOTORS,  
ENGINES

16  
TELECOMMUNICATIONS  
SOUND RECORDING OR  
REPRODUCTION,...

17  
HOROLOGICAL  
INSTRUMENTS,  
JEWELRY, WEIGHTS,...

18  
TRANSPORT,  
EQUIPMENT FOR  
ANIMALS

19  
CONTAINERS AND  
PACKING,  
REPRESENTATIONS O...

20  
WRITING, DRAWING OR  
PAINTING MATERIALS,  
OFFICE REQUISITES,...

21  
GAMES, TOYS,  
SPORTING ARTICLES,  
ROUNDAABOUTS

22  
MUSICAL  
INSTRUMENTS AND  
THEIR ACCESSORIES,...

23  
ARMS, AMMUNITION,  
ARMOUR

24 ★★★  
HERALDRY, COINS,  
EMBLEMS, SYMBOLS

25  
ORNAMENTAL MOTIFS,  
SURFACES OR  
BACKGROUNDS WITH...

26 ★  
GEOMETRICAL  
FIGURES AND SOLIDS

27 ★★★  
FORMS OF WRITING,  
NUMERALS

28  
INSCRIPTIONS IN  
VARIOUS CHARACTERS

29 ★  
COLOURS

# Vienna Classification Assistant

Home > Vienna Classification Assistant



Options

Quick add...

Select suggested sections

or start a manual selection on the right.

Back [Esc.]

## 1 - CELESTIAL BODIES, NATURAL PHENOMENA, GEOGRAPHICAL MAPS

CLASSIFICATION	DESCRIPTION Search / filter...	CONFIDENCE
1.1	STARS, COMETS <a href="#">Suggested</a> Note : Including stars which indicate military rank. Note : Not including sparks [1.15.7], star-shaped throwing weapons such as ninja stars [23.1.25], the Star of David [24.11.15] and asterisks [24.17.3].	★★★★★
1.1.9	Stars with four points <a href="#">Suggested</a>	★★★★
1.1.2	One star	★★
1.1.14	Incomplete stars	★
1.1.25	Other representations of stars, not classified in division <a href="#">1.1</a>	★
1.1.12	Stars with uneven points Note : Including sparks consisting of uneven-pointed stars.	★
1.1.1	Stars	★
1.3	SUN Note : Not including representations of the sun consisting solely of a disk without rays, which will be placed in the appropriate sections of division 26.1.	★
1.15	NATURAL PHENOMENA Note : Not including sets of lines evoking sound or electromagnetic waves [A 26.11.22].	★

# Vienna Classification Assistant

Home > Vienna Classification Assistant



Options

Quick add...

Selected

CLASSIFICATION DESCRIPTION

1.1 STARS, COMETS

Export as CSV

Copy to clipboard

Clear selected list

Back [Esc.]

## 1 - CELESTIAL BODIES, NATURAL PHENOMENA, GEOGRAPHICAL MAPS

CLASSIFICATION	DESCRIPTION <small>Search / filter...</small>	CONFIDENCE
✓ 1.1	<b>STARS, COMETS</b> <i>Suggested</i> Note : Including stars which indicate military rank. Note : Not including sparks [1.15.7], star-shaped throwing weapons such as ninja stars [23.1.25], the Star of David [24.11.15] and asterisks [24.17.3].	★★★★★
1.1.9	Stars with four points <i>Suggested</i>	★★★★
1.1.2	One star	★★
1.1.14	Incomplete stars	★
1.1.25	Other representations of stars, not classified in division <a href="#">1.11</a>	★
1.1.12	Stars with uneven points Note : Including sparks consisting of uneven-pointed stars.	★
1.1.1	Stars	★
1.3	SUN Note : Not including representations of the sun consisting solely of a disk without rays, which will be placed in the appropriate sections of division 26.1.	★
1.15	NATURAL PHENOMENA Note : Not including sets of lines evoking sound or electromagnetic waves [A 26.11.22].	★

# Vienna Classification Assistant

Home > Vienna Classification Assistant



Options

Quick add...

Selected

CLASSIFICATION	DESCRIPTION
1.1	STARS, COMETS

Export as CSV   Copy to clipboard   Clear selected list

Back [Esc.]

## 1 - CELESTIAL BODIES, NATURAL PHENOMENA, GEOGRAPHICAL MAPS

CLASSIFICATION	DESCRIPTION	CONFIDENCE
✓ 1.1	<b>STARS, COMETS</b> <i>Suggested</i> Note : Including stars which indicate military rank. Note : Not including sparks [1.15.7], star-shaped throwing weapons such as ninja stars [23.1.25], the Star of David [24.11.15] and asterisks [24.17.3].	★★★★★
1.1.9	Stars with four points <i>Suggested</i>	★★★★
1.1.2	One star	★★
1.1.14	Incomplete stars	★
1.1.25	Other representations of stars, not classified in division <a href="#">1.11</a>	★
1.1.12	Stars with uneven points Note : Including sparks consisting of uneven-pointed stars.	★
1.1.1	Stars	★
1.3	SUN Note : Not including representations of the sun consisting solely of a disk without rays, which will be placed in the appropriate sections of division 26.1.	★
1.15	NATURAL PHENOMENA Note : Not including sets of lines evoking sound or electromagnetic waves (A 26.11.22).	★

# Vienna Classification Assistant

Home > Vienna Classification Assistant



Back [Esc.]

## 1 - CELESTIAL BODIES, NATURAL PHENOMENA, GEOGRAPHICAL MAPS

This section is an auxiliary of the following principal sections :

	CLASSIF.	DESCRIPTION	SCORE
✓	1.1.1	Stars	★
	1.1.15	Comets, stars with tail	

Please select at least one of the principal sections relevant to your image.

Close

CONFIDENCE

★★★★★

stars (23.1.25), the Star of David (24.11.15) and

★★★★

★★

★

★

★

★

★

★

## Selected

CLASSIFICATION DESCRIPTION

1.1 STARS, COMETS

1.1.1 Stars

1.1.9 Stars with four points

[Rows can be rearranged before export, try dragging them]

Export as CSV

Copy to clipboard

Clear selected list

1.1.14 Incomplete stars

1.1.25 Other representations of stars, not classified in division [1.11](#)

1.1.12 Stars with uneven points  
Note : Including sparks consisting of uneven-pointed stars.

✓ 1.1.1 Stars

1.3 SUN  
Note : Not including representations of the sun consisting solely of a disk without rays, which will be placed in the appropriate sections of division 26.1.

1.15 NATURAL PHENOMENA  
Note : Not including sets of lines evoking sound or electromagnetic waves [A 26.11.22].



# Vienna Classification Assistant

Home > Vienna Classification Assistant



Options

Quick add...

## Selected

CLASSIFICATION DESCRIPTION

1.1	STARS, COMETS
1.1.9	Stars with four points
1.1.1	Stars

[Rows can be rearranged before export, try dragging them]

Export as CSV

Copy to clipboard

Clear selected list

Back [Esc.]

## 1 - CELESTIAL BODIES, NATURAL PHENOMENA, GEOGRAPHICAL MAPS

CLASSIFICATION	DESCRIPTION	CONFIDENCE
✓ 1.1	<b>STARS, COMETS</b> <i>Suggested</i> Note : Including stars which indicate military rank. Note : Not including sparks [1.15.7], star-shaped throwing weapons such as ninja stars [23.1.25], the Star of David [24.11.15] and asterisks [24.17.3].	★★★★★
✓ 1.1.9	<b>Stars with four points</b> <i>Suggested</i>	★★★★
1.1.2	One star	★★
1.1.14	Incomplete stars	★
1.1.25	Other representations of stars, not classified in division <a href="#">1.11</a>	★
1.1.12	Stars with uneven points Note : Including sparks consisting of uneven-pointed stars.	★
✓ 1.1.1	<b>Stars</b>	★
1.3	SUN Note : Not including representations of the sun consisting solely of a disk without rays, which will be placed in the appropriate sections of division 28.1.	★
1.15	NATURAL PHENOMENA Note : Not including sets of lines evoking sound or electromagnetic waves [A 26.11.22].	★

# Vienna Classification Assistant

Home > Vienna Classification Assistant



Options

Quick add...

Select suggested sections

or start a manual selection on the right.

<b>1</b> ★★★★★ CELESTIAL BODIES, NATURAL PHENOMENA,...	<b>2</b> ★ HUMAN BEINGS	<b>3</b> ANIMALS	<b>4</b> SUPERNATURAL, FABULOUS, FANTASTIC OR UNIDENTIFIABLE...	<b>5</b> ★ PLANTS
<b>6</b> LANDSCAPES	<b>7</b> CONSTRUCTIONS, STRUCTURES FOR ADVERTISEMENTS,...	<b>8</b> FOODSTUFFS	<b>9</b> TEXTILES, CLOTHING, SEWING ACCESSORIES, HEADWEAR,...	<b>10</b> TOBACCO, SMOKERS' REQUISITES, MATCHES, TRAVEL GOODS, FAN...
<b>11</b> HOUSEHOLD UTENSILS	<b>12</b> FURNITURE, SANITARY INSTALLATIONS	<b>13</b> LIGHTING, WIRELESS VALVES, HEATING, COOKING OR...	<b>14</b> IRONMONGERY, TOOLS, LADDERS	<b>15</b> MACHINERY, MOTORS, ENGINES
<b>16</b> TELECOMMUNICATIONS SOUND RECORDING OR REPRODUCTION,...	<b>17</b> HOROLOGICAL INSTRUMENTS, JEWELRY, WEIGHTS,...	<b>18</b> TRANSPORT, EQUIPMENT FOR ANIMALS	<b>19</b> CONTAINERS AND PACKING, REPRESENTATIONS O...	<b>20</b> WRITING, DRAWING OR PAINTING MATERIALS, OFFICE REQUISITES,...
<b>21</b> GAMES, TOYS, SPORTING ARTICLES, ROUNDAOUBTS	<b>22</b> MUSICAL INSTRUMENTS AND THEIR ACCESSORIES,...	<b>23</b> ARMS, AMMUNITION, ARMOUR	<b>24</b> ★★★ HERALDRY, COINS, EMBLEMS, SYMBOLS	<b>25</b> ORNAMENTAL MOTIFS, SURFACES OR BACKGROUNDS WITH...
<b>26</b> ★ GEOMETRICAL FIGURES AND SOLIDS	<b>27</b> ★★★ FORMS OF WRITING, NUMERALS	<b>28</b> INSCRIPTIONS IN VARIOUS CHARACTERS	<b>29</b> ★ COLOURS	

# Vienna Classification Assistant

Home > Vienna Classification Assistant



Options

Quick add...

Selected

CLASSIFICATION DESCRIPTION

1.1	STARS, COMETS
27.5	LETTERS PRESENTING A SPECIAL FORM OF WRITING
1.1.9	Stars with four points
1.1.15	Comets, stars with tail

[Rows can be rearranged before export, try dragging them]

Export as CSV

Copy to clipboard

Clear selected list

1 ★★★★★

*CELESTIAL BODIES,  
NATURAL PHENOMENA,  
GEOGRAPHICAL MAPS*

2 ★

*HUMAN BEINGS*

3

ANIMALS

4

SUPERNATURAL,  
FABULOUS, FANTASTIC  
OR UNIDENTIFIABLE...

5 ★

PLANTS

6

LANDSCAPES

7

CONSTRUCTIONS,  
STRUCTURES FOR  
ADVERTISEMENTS,...

8

FOODSTUFFS

9

TEXTILES, CLOTHING,  
SEWING ACCESSORIES,  
HEADWEAR, FOOTWEAR

10

TOBACCO, SMOKERS'  
REQUISITES, MATCHES,  
TRAVEL GOODS, FANS,...

11

HOUSEHOLD UTENSILS

12

FURNITURE, SANITARY  
INSTALLATIONS

13

LIGHTING, WIRELESS  
VALVES, HEATING,  
COOKING OR...

14

IRONMONGERY, TOOLS,  
LADDERS

15

MACHINERY, MOTORS,  
ENGINES

16

TELECOMMUNICATIONS,  
SOUND RECORDING OR  
REPRODUCTION,...

17

HOROLOGICAL  
INSTRUMENTS, JEWELRY,  
WEIGHTS AND MEASURES

18

TRANSPORT, EQUIPMENT  
FOR ANIMALS

19

CONTAINERS AND  
PACKING,  
REPRESENTATIONS OF...

20

WRITING, DRAWING OR  
PAINTING MATERIALS,  
OFFICE REQUISITES,...

21

GAMES, TOYS, SPORTING  
ARTICLES,  
ROUNDBOUTS

22

MUSICAL INSTRUMENTS  
AND THEIR  
ACCESSORIES, MUSIC,...

23

ARMS, AMMUNITION,  
ARMOUR

24 ★★★

HERALDRY, COINS,  
EMBLEMS, SYMBOLS

25

ORNAMENTAL MOTIFS,  
SURFACES OR  
BACKGROUNDS WITH,...

26 ★

*GEOMETRICAL FIGURES  
AND SOLIDS*

27 ★★★

*FORMS OF WRITING,  
NUMERALS*

28

INSCRIPTIONS IN  
VARIOUS CHARACTERS

29 ★

*COLOURS*

# Vienna Classification Assistant

Home > Vienna Classification Assistant



yellow X

29.1.2 Yellow, gold

## Selected

CLASSIFICATION

DESCRIPTION

<span>Remove</span>	STARS, COMETS
1.1.9	Stars with four points
1.1.1	Stars

(Rows can be rearranged before export, try dragging them)

Export as CSV

Copy to clipboard

Clear selected list

**1** ★★★★★

CELESTIAL BODIES,  
NATURAL PHENOMENA,  
GEOGRAPHICAL MAPS ✓

**2** ★

HUMAN BEINGS

**3**

ANIMALS

**4**

SUPERNATURAL,  
FABULOUS, FANTASTIC  
OR UNIDENTIFIABLE...

**5** ★

PLANTS

**6**

LANDSCAPES

**7**

CONSTRUCTIONS,  
STRUCTURES FOR  
ADVERTISEMENTS,...

**8**

FOODSTUFFS

**9**

TEXTILES, CLOTHING,  
SEWING ACCESSORIES,  
HEADWEAR, FOOTWEAR

**10**

TOBACCO, SMOKERS'  
REQUISITES, MATCHES,  
TRAVEL GOODS, FANS,...

**11**

HOUSEHOLD UTENSILS

**12**

FURNITURE, SANITARY  
INSTALLATIONS

**13**

LIGHTING, WIRELESS  
VALVES, HEATING,  
COOKING OR...

**14**

IRONMONGERY, TOOLS,  
LADDERS

**15**

MACHINERY, MOTORS,  
ENGINES

**16**

TELECOMMUNICATIONS,  
SOUND RECORDING OR  
REPRODUCTION,...

**17**

HOROLOGICAL  
INSTRUMENTS, JEWELRY,  
WEIGHTS AND MEASURES

**18**

TRANSPORT, EQUIPMENT  
FOR ANIMALS

**19**

CONTAINERS AND  
PACKING,  
REPRESENTATIONS OF...

**20**

WRITING, DRAWING OR  
PAINTING MATERIALS,  
OFFICE REQUISITES,...

**21**

GAMES, TOYS, SPORTING  
ARTICLES,  
ROUNDAOUBTS

**22**

MUSICAL INSTRUMENTS  
AND THEIR  
ACCESSORIES, MUSIC...

**23**

ARMS, AMMUNITION,  
ARMOUR

**24** ★★★

HERALDRY, COINS,  
EMBLEMS, SYMBOLS

**25**

ORNAMENTAL MOTIFS,  
SURFACES OR  
BACKGROUNDS WITH...

**26** ★

GEOMETRICAL FIGURES  
AND SOLIDS

**27** ★★★

FORMS OF WRITING,  
NUMERALS

**28**

INSCRIPTIONS IN  
VARIOUS CHARACTERS

**29** ★

COLOURS

# Vienna Classification Assistant

Home > Vienna Classification Assistant



Quick add...

Vienna Classification Assistant interface showing a grid of classification categories with their respective scores. A modal window is open over the grid.

**Grid Categories:**

- 1: CELESTIAL BODIES, NATURAL PHENOMENA, GEOGRAPHICAL MAPS (49%)
- 2: HUMAN BEINGS (1%)
- 3: ANIMALS (0.2%)
- 4: SUPERNATURAL, FABULOUS, FANTASTIC OR UNIDENTIFIABLE...
- 5: PLANTS (0.7%)
- 6: ...
- 7: ...
- 8: ...
- 9: TEXTILES, CLOTHING, SEWING ACCESSORIES, HEADWEAR, FOOTWEAR
- 10: TOBACCO, SMOKERS' REQUISITES, MATCHES, TRAVEL GOODS, FANS,...
- 14: IRONMONGERY, TOOLS, LADDERS
- 15: MACHINERY, MOTORS, ENGINES (0.2%)
- 19: CONTAINERS AND PACKING, REPRESENTATIONS OF...
- 20: WRITING, DRAWING OR PAINTING MATERIALS, OFFICE REQUISITES,...
- 21: GAMES, TOYS, SPORTING ARTICLES, ROUNDABOUTS
- 22: MUSICAL INSTRUMENTS AND THEIR ACCESSORIES, MUSIC...
- 23: ARMS, AMMUNITION, ARMOUR (0.2%)
- 24: HERALDRY, COINS, EMBLEMS, SYMBOLS (14%)
- 25: ORNAMENTAL MOTIFS, SURFACES OR BACKGROUNDS WITH... (0.5%)
- 26: GEOMETRICAL FIGURES AND SOLIDS (5%)
- 27: FORMS OF WRITING, NUMERALS (21%)
- 28: INSCRIPTIONS IN VARIOUS CHARACTERS
- 29: COLOURS (1%)

**Modal Window:**

Vienna Classification edition :  8  9

- After dropping an image, auto-select suggested sections
- Display classifier's confidence
- Display principal sections (if any)

(Categories > Divisions > Sections)

Classify using :

Close options

## Selected

CLASSIFICATION	DESCRIPTION
1.1	STARS, COMETS
1.1.9	Stars with four points
1.1.1	Stars

(Rows can be rearranged before export, try dragging them)

Export as CSV | Copy to clipboard | Clear selected list

# Vienna Classification Assistant

Home > Vienna Classification Assistant



Options

yellow X

29.1.2 Yellow, gold

## Selected

CLASSIFICATION DESCRIPTION

1.1	STARS, COMETS
1.1.9	Stars with four points
1.1.1	Stars

(Rows can be rearranged before export, try dragging them)

Export as CSV

Copy to clipboard

Clear selected list

1 ★★★★★

CELESTIAL BODIES,  
NATURAL PHENOMENA,  
GEOGRAPHICAL MAPS ✓

2 ★

HUMAN BEINGS

3

ANIMALS

4

SUPERNATURAL,  
FABULOUS, FANTASTIC  
OR UNIDENTIFIABLE...

5 ★

PLANTS

6

LANDSCAPES

7

CONSTRUCTIONS,  
STRUCTURES FOR  
ADVERTISEMENTS,...

8

FOODSTUFFS

9

TEXTILES, CLOTHING,  
SEWING ACCESSORIES,  
HEADWEAR, FOOTWEAR

10

TOBACCO, SMOKERS'  
REQUISITES, MATCHES,  
TRAVEL GOODS, FANS,...

11

HOUSEHOLD UTENSILS

12

FURNITURE, SANITARY  
INSTALLATIONS

13

LIGHTING, WIRELESS  
VALVES, HEATING,  
COOKING OR...

14

IRONMONGERY, TOOLS,  
LADDERS

15

MACHINERY, MOTORS,  
ENGINES

16

TELECOMMUNICATIONS,  
SOUND RECORDING OR  
REPRODUCTION,...

17

HOROLOGICAL  
INSTRUMENTS, JEWELRY,  
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CONTAINERS AND  
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WRITING, DRAWING OR  
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OFFICE REQUISITES,...

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GAMES, TOYS, SPORTING  
ARTICLES,  
ROUNDBOUTS

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MUSICAL INSTRUMENTS  
AND THEIR  
ACCESSORIES, MUSIC...

23

ARMS, AMMUNITION,  
ARMOUR

24 ★★★

HERALDRY, COINS,  
EMBLEMS, SYMBOLS

25

ORNAMENTAL MOTIFS,  
SURFACES OR  
BACKGROUNDS WITH...

26 ★

GEOMETRICAL FIGURES  
AND SOLIDS

27 ★★★

FORMS OF WRITING,  
NUMERALS

28

INSCRIPTIONS IN  
VARIOUS CHARACTERS

29 ★

COLOURS

Thank you for your attention.  
Time for the Q&A!

You can also address your  
questions about the GBD to  
*[gbd@wipo.int](mailto:gbd@wipo.int)*

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