



World Association for Small and Medium Enterprises

Comprehensive Report
on
Forty-Eighth Session of the WIPO Standing Committee
on the Law of Trademarks, Industrial Designs,
and Geographical Indications

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Organizer: World Intellectual Property Organization (WIPO)

Date: March 24–27, 2025

Venue: United Nations Headquarters, Geneva, Switzerland (Hybrid Mode)

**Participant from India: Dr. Sanjiv Layek, Executive Secretary,
WASME (participated virtually)**

Introduction

The Forty-Eighth Session of the Standing Committee on the Law of Trademarks, Industrial Designs, and Geographical Indications (SCT/48) was convened by the World Intellectual Property Organization (WIPO) from March 24 to 27, 2025, at the UN Headquarters in Geneva, Switzerland. As an international organization advocating for Small and Medium Enterprises (SMEs), WASME participated as an observer, represented virtually by Dr. Sanjiv Layek, Executive Secretary.

Key Discussion Points:

Advancements in Trademarks and Industrial Designs Regulation

- Examination of current global challenges and best practices in trademark and industrial design laws.
- Strategies for harmonizing international trademark procedures.

Geographical Indications (GIs) and Their Economic Impacts

- Strengthening protection frameworks for geographical indications.
- Exploring GIs as a tool for empowering SMEs and regional economies.

Digitalization and Intellectual Property (IP) Enforcement

- Adoption of AI-driven IP management systems.
- Addressing the challenges posed by counterfeiting in the digital space.

IP Policies Supporting MSMEs

- Special emphasis on policies fostering innovation among MSMEs globally.
- Discussion on cost-effective IP registration mechanisms for small enterprises.

WASME's Contribution & Observations:

Promoting IP Awareness for MSMEs

- Dr. Sanjiv Layek emphasized the importance of IP literacy among MSMEs, particularly in

developing countries.

- WASME advocated for tailored capacity-building initiatives to help MSMEs leverage IP protections effectively.

Geographical Indications and MSMEs

- WASME highlighted the role of GIs in enhancing brand value for locally produced goods.
- Proposed collaboration opportunities between WIPO and SME associations for better GI registration support.

Global Trade and MSMEs

- Addressed the necessity of simplifying international trademark registration procedures to facilitate MSME participation in global markets.
- Recommended policy frameworks to enhance MSME competitiveness through robust IP strategies.

Key Takeaways for WASME and MSMEs:

- Enhanced cooperation with WIPO to develop IP capacity-building programs tailored for SMEs.
- Continued advocacy for accessible and affordable IP registration systems for MSMEs.
- Strengthening collaboration with national IP offices to provide localized support for small businesses.

Conclusion

The participation of WASME in this high-level WIPO session reaffirmed its commitment to supporting MSMEs in navigating the complexities of intellectual property rights. By actively engaging in global discussions, WASME aims to bridge the gap between SMEs and international IP frameworks, ensuring equitable access to IP protections that foster business growth and innovation.

For further collaboration and information, WASME remains dedicated to advocating for MSME-friendly IP policies at national and international levels.