



# PROPOSAL FOR THE CREATION OF A NEW WIPO STANDARD FOR USING 3DMODELS AND IMAGES IN APPLICATION AND PUBLICATION DOCUMENTS



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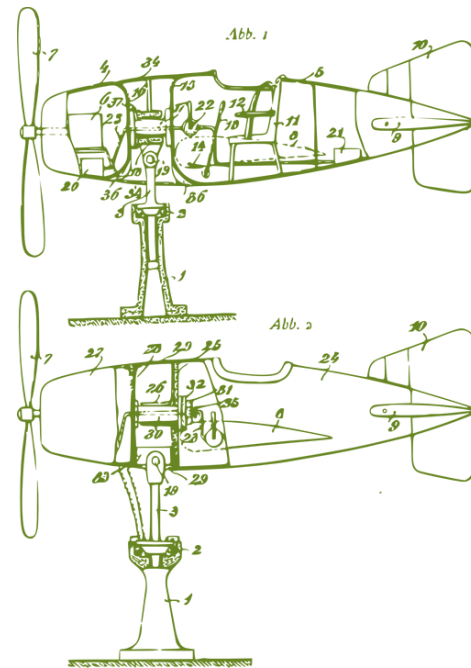


## Traditional tools

One of the main goals of any IPO is accurate and complete representation of objects of IP rights.

Traditional description tools: texts, images

New ones: sound files, multimedia objects, etc.





## New tools

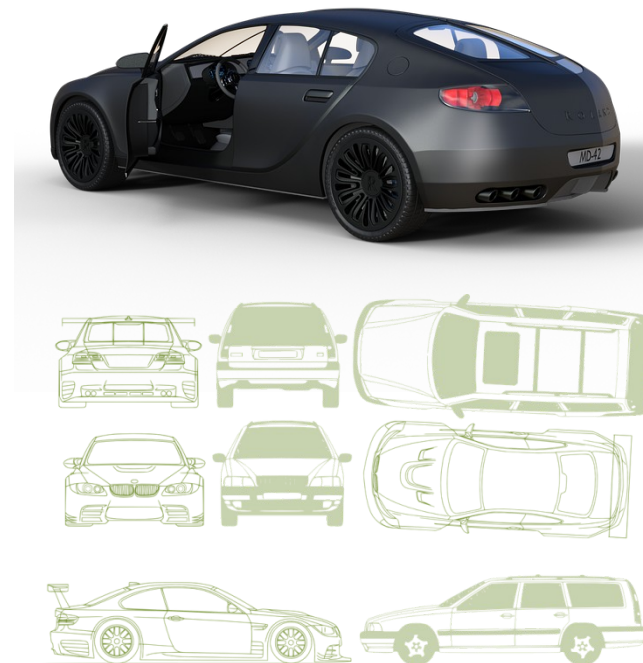
- 3D images
- 3D models
- Engineering and design software for developing new products in 3D formats





## Benefits

- More applicant-friendly
- More clear for those who are interested in IP objects for their business needs
- No need to convert 3D to 2D





## Scope

- Representation of inventions
- Representation of industrial designs
- Representation of trade marks (including 3D marks, packaging, etc.)



## Practice

- Some IPOs already use 3D representation of IP objects and other ones have future plans for it
- Needs for changing regulations for using 3D representation
- Needs for exchange of knowledge and experience between IPOs





## Future developments

- Developing system for representation and search of IP objects in 3D formats
- New regulations for representation in 3D formats





## Proposals

- Recommendations for IPOs for using 3D format in:
  - applications
  - storage
  - exchange
  - publication
- Possibilities of searching in an array of 3D