



Belize joins TMclass

Trademark as an intellectual property, is a very critical element in today's competitive market place and digital market space. Business enterprises use trademarks as effective marketing tools to communicate a strong and focused message about their products and services. And so, securing a registered trademark offers the protection necessary to have exclusive rights and provides them with the tools to prevent someone from using their brand or similar brand and riding off the back of your business.

The Government of Belize appreciates the importance of obtaining a registered trademark, and through the Belize Intellectual Property Office ("BELIPO"), is continuing to build a modern intellectual property system that values and protects the vibrant creative culture of Belize.

In making the application process to register a trademark easier, BELIPO, and by extension, The Attorney General's Ministry is excited to introduce the adoption of the Harmonized Database ("HDB") in TMclass as the database that should be used **effective September 27th 2021** to classify goods and services in all trademark applications.

TMclass is a search tool that enables you to find the appropriate term and the corresponding class or classes to describe your goods and services for your trademark application. It is the interface to the Harmonised Database and a portal from which you will be able to access the classification database of The Belize Intellectual Property Office.

This is a great achievement for Belize and the users of our services since the database contains more than 78 000 acceptable terms from which applicants can use to identify the goods and services they wish to seek protection for. Users now have a broader option to choose from and can be assured that once their application includes terms from the BELIPO database, their classification will be accepted. The TMclass is designed to be a user-friendly tool and offers advanced features to browse and search. It is accessible anytime, anywhere and at no cost.

The adoption of the HDB by BELIPO is a concrete result of the CARIFORUM Intellectual Property and Innovation Project funded under the 11th European Development Fund and implemented by the European Union Intellectual Property Office (EUIPO).

We encourage you to embrace this new development since it will definitely make the preparation of trademark applications easier, and by extension, enhance BELIPO's skills and efficiency in serving you.

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