

STRENGTHENING INTELLECTUAL PROPERTY AWARENESS WITHIN THE CREATIVE INDUSTRIES

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A NEW ARTIST PAGE IN DEVELOPMENT AT BIP SXM

The Bureau is currently developing a dedicated Artist Page on its website to support individuals and businesses active within the creative industries. This initiative forms part of the Bureau's broader efforts to strengthen intellectual property (IP) awareness in sectors where creativity, originality, and brand identity play an increasingly important role.

The Artist Page is being designed as a clear and practical reference point that brings together relevant IP information in one place. By presenting this information in an accessible format, the Bureau aims to improve understanding of how IP relates to creative work and how it supports the sustainable growth of creative activities.



THE ROLE OF CREATIVE INDUSTRIES IN THE IP LANDSCAPE

Creative industries are closely intertwined with the IP system. Sectors such as the arts, design, media and entertainment, and publishing and literature depend on IP rights to protect original expression, support commercial engagement, and preserve the value generated through creative output.

In these sectors, IP is not only a legal mechanism but also a key element of identity and recognition. Trademarks, in particular, play an important role in distinguishing creative goods and services, supporting branding strategies, and strengthening trust and visibility in competitive and digital markets. As creative activities increasingly operate across online platforms and international boundaries, the need for clear and practical IP information continues to grow.

PURPOSE AND SCOPE OF THE ARTIST PAGE

Responding to this growing need, the upcoming Artist Page will address a broad range of creative sectors, including arts, design, media and entertainment, and publishing and literature. It will offer general guidance on the types of IP most commonly associated with creative work, with attention to how different rights function alongside one another in practice.

The page is intended as an entry point rather than a technical guide. Its focus is on explaining how IP supports creative work in real-world settings, contributes to professional visibility, and adds long-term value to creative output and brand development.

SUPPORTING A MORE INFORMED CREATIVE SECTOR

By bringing relevant IP information together in a single, dedicated space, the Artist Page aims to support a more informed creative sector. Greater awareness of IP rights enables creatives to better recognize the value of their work and the importance of protecting and managing that value appropriately.

From a broader perspective, improved understanding at the creative level also contributes to more informed engagement across the IP ecosystem. This shared awareness supports consistency and clarity among stakeholders, including professionals active in trademark and brand-related services.

NEXT STEPS IN DEVELOPMENT

The Artist Page is currently under development and is expected to launch soon. As the project progresses, further updates will be shared with stakeholders.

The Bureau looks forward to introducing this new resource as part of its continued efforts to enhance IP awareness and accessibility within the creative industries.

About the Author

Amanda Ramirez is responsible for the Bureau's public relations, including social media management and event coordination. She also serves as the primary contact for specialized campaigns aimed at increasing IP awareness.

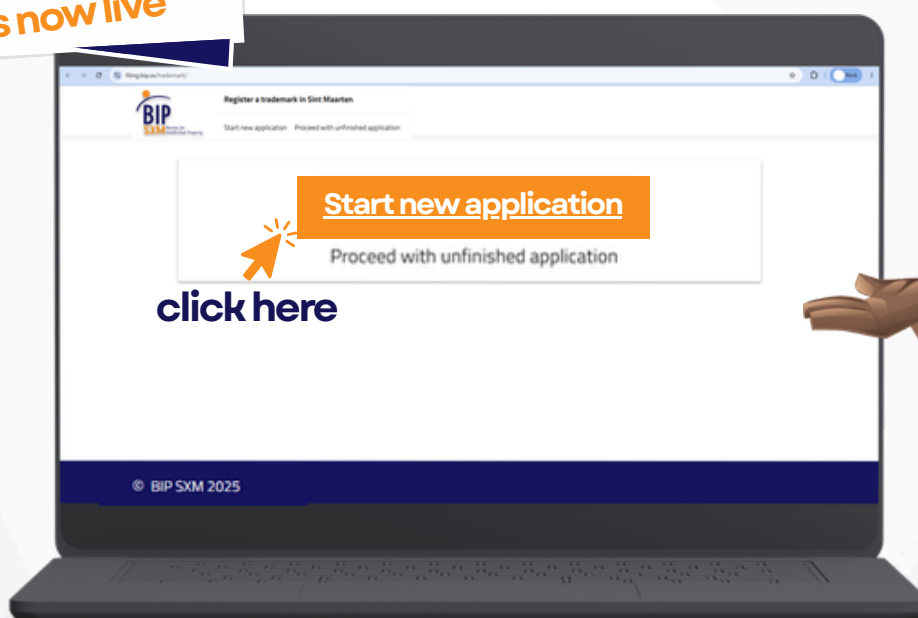


Amanda Ramirez
Public Relations Officer BIP SXM



WHATS NEW!

BIP SXM DIGITAL E-FILING SYSTEM IS IN FULL EFFECT





UPCOMING EVENTS

Vol 2 2026 Event Calendar

July

1st - 31st

WIPO various workshops & webinars

Note: kindly select the month of July to view all the workshops and seminars scheduled.

Location: [In-person, hybrid & virtual](#)

[wipo.int](#)2nd

INTA Roundtable: 2026 Seminar for Paralegals

Location: [Germany \(Munich\)](#)

[inta.com](#)8th

INTA Roundtable: Beyond Trademarks- Other IP Enforcement Tools for Your Brand

Location 2: [New York, NY](#)

[inta.com](#)

August

1st - 28th

WIPO various workshops & webinars

Note: kindly select the month of August to view all the workshops and seminars scheduled.

Location: [In-person, hybrid & virtual](#)

[wipo.int](#)20th

The IPR Gorilla: The Global Virtual Conference on IP Licensing & Litigation

Location: [Virtual](#)

[theiprgorilla.com](#)

September

1st - 30th

WIPO various workshops & webinars

Note: kindly select the month of September to view all the workshops and seminars scheduled.

Location: [In-person, hybrid & virtual](#)

[wipo.int](#)24th

INTA: Professional Development Session 3 – Neuro-Journey –Neuro-Communication

Location: [Virtual](#)

[inta.com](#)27th - 29th

INTA: 2026 Trademark Administrators and Practitioners (TMAP) Meeting

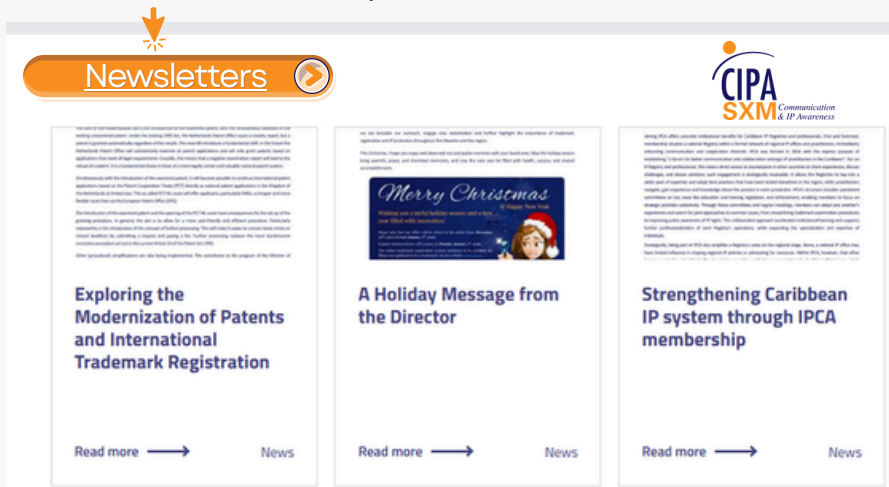
Location: [Baltimore, Maryland, USA](#)

[inta.com](#)

- This list is not exhaustive.

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Disclaimer:

The Bureau is not a regulatory body and therefore does not have any law enforcing authorities. By law the Bureau carries out tasks pertaining to the registration of trademarks, provides information to the public regarding intellectual property rights, and thereto related matters. The Bureau's position is neutral. Given the fact that the Bureau has to serve all entrepreneurs, it cannot take the side of one party in a conflict, since this would automatically result in no longer being able to serve all. The Bureau cannot act against any infringement of intellectual property rights or the suspicion thereof. Furthermore, the law does not provide for any instruments for the Bureau to conduct any procedures in relation to infringement or dispute settlement. In the event of any (suspected) infringement, a lawsuit should be filed with the civil court by the owner of the intellectual property rights.