

# EIP



## First multimedia 'motion' trademark registered in UK

Toshiba has become the first organisation to register a 'motion' trademark in the UK after submitting a multimedia file.

While it has been possible to register motion marks before, submissions were required to be illustrated graphically. Following changes to UK trademark law in January 2019 applicants can now submit their motion, hologram or sound trademark using a multimedia file.

Tim Moss, chief executive of the UK Intellectual Property Office, said: "Trademarks are likely to become increasingly innovative in the digital age, as organisations explore imaginative ways of reflecting their distinctive brand personalities using creative intellectual property.

"Under the amended trademark law, submission of motion marks, hologram trademarks and sound marks via multimedia format now enables examiners to see exactly what the creator of the mark intended."

[View the Toshiba registered multimedia motion mark.](#)