



INTERNATIONAL  
INVESTMENT  
BANK

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## **IIB's trademark registered in European Union**

October 20, 2016

[The World Intellectual Property Organisation \(WIPO\)](#) registered the name of the International Investment Bank (IIB) as a protected trademark in the European Union under the Madrid Agreement Concerning the International Registration of Marks. The trademark holder's rights are certified until the end of 2025 and the certification could be further extended.

The WIPO Certificate of Registration describes graphic features of IIB's logo, as well as the list of goods and services, which are protected under the institution's application as intellectual property with respect to the Bank's EU trademark.

The main colour of IIB's brand-book, renewed in 2014, is green - this reflects the environmental aspect in the Bank's activities. The new logo was developed following the general features of the old one whilst being oriented towards modern principles of design, functionality and recognisability. The trademark's base form is an emerald symbolising wisdom, transparency, firmness, versatility - qualities corresponding to the values of IIB's mission as a multilateral development institution.

In many aspects, registration of IIB's trademark in the European Union represents the completion of the Bank's global rebranding. Madrid Agreement Concerning the International Registration of Marks has several important advantages, avoiding repeated registration procedures in Europe, where the most of the institution's shareholder countries are located and where it implements the largest number of its projects.