

CERTIFICATION MARKS IN PRACTICE

Part 1: Applications and Registrations

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Certification marks play a key role in modern business strategies, serving as a powerful tool to differentiate products, create product awareness and enhance consumer trust. Drawing on data from the trade marks register, this two-part article examines how the certification marks regime is used in Singapore. Part 1 analyses trends in certification mark applications and registrations from 15 January 1999 to 31 December 2024. It provides findings on application rates, outcomes and pendency periods, and the characteristics of registered marks. Part 2 complements this analysis with empirical insights from the regulations governing the use of these marks.

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I. Introduction

1 Certification marks indicate that certain characteristics of goods or services have been certified by an independent and qualified person to meet specified standards or other criteria.² A common example is the “Palm Oil Free” certification mark, which indicates that the goods bearing the mark contain no palm

1 The author thanks Francesca Long and Xavier Le Lievre for their excellent research assistance. He is also thankful for the helpful correspondence with the Intellectual Property Office of Singapore, particularly with Joanne Heng. The author gratefully acknowledge funding from the Nicholas Tarling Charitable Trust.

2 Trade Marks Act 1998 (2020 Rev Ed) s 61.

oil or palm oil derivatives.³ Although less prevalent than other types of trade marks, certification marks offer significant value to both consumers and businesses. Consumers regard them as assurances of quality or compliance with specific attributes, while businesses use them to build trust, enhance product recognition, and strengthen goodwill and reputation.

2 The trade marks register contains key information about registered marks, including graphical representations, filing and registration dates, associated goods or services, and details about the proprietor.⁴ For certification marks, the register also includes the regulations governing the use of the marks.⁵ These regulations set out the standards and criteria for certification, as well as the procedures for testing and monitoring compliance, any applicable fees and their structure, and dispute settlement procedures.⁶ By making this information publicly available, all interested parties can understand the significance of the mark and the requirements for its use. However, the practical use of the certification marks regime in Singapore has received little scholarly attention.

3 Drawing from data in the trade marks register, this two-part article examines the use of the Singapore certification mark regime. Part 1 focuses on the registration process. Between 15 January 1999 and 31 December 2024, 600 were applications filed. Based on these findings, Part 2 turns to governance, examining how certification marks are used in practice by analysing the regulations governing their use, in particular the implementation of use conditions.

3 See regulations for SG TM No 40201707840R, filed on 11 December 2016 (registered on 1 August 2019).

4 Trade Marks Act 1998 (2020 Rev Ed) s 66; Trade Marks Rules (2008 Rev Ed) r 42(1).

5 Trade Marks Act 1998 (2020 Rev Ed), Second Schedule, para 10.

6 Trade Marks Act 1998 (2020 Rev Ed), Second Schedule, para 6(2).

II. Certification marks

A. Distinct function

4 Brand elements such as the brand name, logo and slogan are typically protected as ordinary trade marks. These marks serve as a “badge of origin”, indicating where the goods or services originate and distinguishing them from those of other traders.⁷ By acting as shorthand for product information, ordinary trade marks enhance economic efficiency and reduce consumers’ search costs.⁸ These marks also embody the goodwill tied to the proprietor’s reputation. When goods are marketed under a trade mark, the proprietor assumes responsibility for their quality, and consumers come to associate the mark with a consistent standard based on prior experience.⁹ In this way, ordinary trade marks thus serve as a reliable signal that the goods meet a consistent level of quality determined and maintained by the proprietor.

5 This function differs from certification marks, which indicate that certain characteristics have been certified to meet specified standards and criteria. In terms of quality, certification marks represent an absolute level of quality, reflecting compliance with objective, measurable standards or criteria. Additionally, the certified characteristics may not only include quality, but also other attributes, such as origin or compliance with regulatory standards.

B. Singapore’s certification marks regime

6 While there has been significant harmonisation in the field of trade marks, there remains a lack of international harmonisation in the area of certification marks. Nonetheless, most countries protect certification marks on the national

7 See *Scandecor Developments AB v Scandecor Marketing AB* [2001] UKHL 21; [2002] FSR 7 at [16], per Lord Nicholls. See also the definition of “trade mark” in s 2(1) of the Trade Marks Act 1998 (2020 Rev Ed).

8 See, Frank I Schechter, “The Rational Basis of Trademark Protection” 40(6) Harv L Rev 815 at 818.

9 See *Aristoc Ltd v Rysta Ltd* [1945] AC 68 at 102, per Lord Wright.

level.¹⁰ In Singapore, such protection is governed by the Trade Marks Act 1998¹¹ (“TMA”). The Act came into force on 15 January 1999 and is largely modelled on the UK Trade Marks Act 1994¹² and the Australian Trade Marks Act 1995 (Cth). It establishes a comprehensive regime for the registration and protection of trade marks, including both ordinary and certification marks.

7 In parallel with the regime under the TMA, the Singapore Food Agency Act 2019¹³ gives the Singapore Food Agency (“SFA”) the power “to establish, manage and administer any accreditation, certification or inspection scheme or a register, for any purpose relating to any function of the Agency”.¹⁴ As of this writing, the SFA oversees nine certification marks in relation to food quality, safety, and sustainability standards.¹⁵ However, certification marks governed under this framework fall outside the scope of this article.

8 The definition of a certification mark in the TMA closely aligns with those in other common law countries.¹⁶ The TMA defines a certification mark as:¹⁷

... a sign used, or intended to be used, to distinguish goods or services —

- (a) dealt with or provided in the course of trade; and
- (b) certified by the proprietor of the certification mark in relation to origin, material, mode of manufacture of goods or performance of services, quality, accuracy or other characteristics,

10 Standing Committee on the Law of Trademarks, Industrial Designs and Geographical Indications, World Intellectual Property Organization, *Technical and Procedural Aspects Relating to the Registration of Certification and Collective Marks* (WIPO/Strad/INF/6, 30 August 2010).

11 2020 Rev Ed. The 1998 Act retains protection for certification marks protected under the old Act of 1939: Trade Marks Act 1998 (2020 Rev Ed), Third Schedule, para 2(2).

12 c 26 (UK).

13 2020 Rev Ed.

14 Singapore Food Agency Act 2019 (2020 Rev Ed) s 6(2)(r).

15 Singapore Food Agency (Certification Marks) Notification 2019.

16 Cf Trade Marks Act 2002 (NZ) s 5(1), definition of “certification trade mark”; Trade Marks Act 1995 (Cth) s 169; Trade Marks Act 1994 (UK) s 50.

17 Trade Marks Act 1998 (2020 Rev Ed) s 61.

from other goods or services dealt with or provided in the course of trade but not so certified.

9 Applications for the registration of ordinary and certification marks are submitted to the Intellectual Property Office of Singapore (“IPOS”). The Registrar examines each application against both absolute and relative grounds for refusal and maintains a record in the trade marks register.¹⁸ While certification marks are subject to many of the same provisions as ordinary marks, they are also governed by additional, more stringent requirements.¹⁹ This is because inappropriate registration of certification marks may lead to confusing or deceptive messaging, bias in the certification process and unfair competition. The Second Schedule to the Act provides exceptions to some of the general provisions and outlines additional requirements that must be considered by the Registrar when deciding whether to register a certification mark.

C. Provisions of Second Schedule

10 A distinction between certification marks and ordinary trade marks lies in their treatment of geographical names.²⁰ While ordinary trade marks are generally refused registration if they designate a geographical origin that other traders may wish to use, certification marks may incorporate geographical names, provided the name possesses sufficient distinctive character. Because certification marks serve a different function, assessing their distinctiveness presents unique challenges. In cases involving geographical origin, the IPOS Work Manual: Certification Marks²¹ (“Work Manual”) states that the Registrar will consider “existing practices in the market” and whether, “due to custom and

18 Trade Marks Act 1998 (2020 Rev Ed) s 66; Trade Marks Rules (2008 Rev Ed) r 42(1).

19 Trade Marks Act 1998 (2020 Rev Ed) s 61(2) and Second Schedule, para 1(1).

20 The proprietor is not entitled to prohibit the use of the sign by a third party in accordance with honest practices in industrial or commercial matters: Trade Marks Act 1998 (2020 Rev Ed), Second Schedule, para 3.

21 *Work Manual: Certification Marks* (Intellectual Property Office of Singapore, Version 4.2, 2024) <[https://www.ipos.gov.sg/docs/default-source/resources-library/trade-marks/infopacks/16-certification-marks-\(legislative-amendments-only\)-\(nov-2022\).pdf](https://www.ipos.gov.sg/docs/default-source/resources-library/trade-marks/infopacks/16-certification-marks-(legislative-amendments-only)-(nov-2022).pdf)> (accessed 19 August 2025) (“Work Manual”).

practice”, the geographical name is capable of distinguishing the certified goods or services from those which are not.²²

11 Paragraph 5(1) of the Second Schedule to the TMA provides that: “A certification mark must not be registered if the public is liable to be misled as regards the character or significance of the mark, in particular if it is likely to be taken to be something other than a certification mark.” This reflects the broader concern that improper registration of certification marks could cause confusion and undermine the certification system. When there is a risk that a certification mark could be mistaken for an ordinary trade mark, the Registrar may require that the mark clearly indicate that it is a certification mark. According to the Work Manual, this can be achieved either by amending the mark’s representation to include the words “certification mark” or by including a use condition in the regulations that govern the use of the mark.²³

12 Certification marks are not used by the proprietor but by authorised users who meet the standards and criteria outlined in the regulations that govern the use of the mark.²⁴ Instead, the proprietor is responsible for governing the mark, including setting the standards and criteria for certification, ensuring compliance, and authorising the use of the mark. In practice, certification marks are often registered by industry associations or government bodies. As in other common law countries, proprietors are prohibited from using the certification mark themselves. To avoid conflicts of interest and ensure impartiality, registration is refused if the proprietor “carries on a business involving the supply of goods or services of the kind certified”.²⁵ If the proprietor begins engaging in such business after registration, the mark may be subject to revocation.²⁶

22 Work Manual at p 11.

23 Work Manual at p 14.

24 In relation to the goods or services certified. Nothing prevents the proprietor, for instance, from using the mark for certification services under Class 42.

25 Trade Marks Act 1998 (2020 Rev Ed), Second Schedule, para 4. A registered certification mark may be declared invalid if it was registered in breach of para 4: Trade Marks Act 1998 (2020 Rev Ed), Second Schedule, para 16.

26 Trade Marks Act 1998 (2020 Rev Ed), Second Schedule, para 15.

13 The proprietor must also be competent to certify the goods or services for which the mark is registered.²⁷ The Work Manual states that this competency extends to the broader responsibility of operating the certification scheme but does not specify the exact information that must be provided to demonstrate it. In practice, the threshold appears to be relatively low, and a description of the applicant's history in a particular field is often sufficient.²⁸ Many functions, such as auditing and testing, are commonly carried out by third parties, including certification bodies or other specialised organisations.

14 At the heart of the certification regime are the regulations that govern the use of the mark. These regulations determine how the mark is to be governed, controlled and maintained. An applicant for a certification mark must file a copy of the regulations within nine months of the date of application for registration of the mark.²⁹ Once filed, the Registrar considers whether the regulations comply with the conditions set out in para 6(2) of the Second Schedule to the Act and “are not contrary to public policy or to accepted principles of morality”.³⁰ Paragraph 6(2) requires that the regulations specify who is authorised to use the mark, the characteristics being certified, how the certifying body will test those characteristics and supervise the mark's use, any applicable fees, and the procedures for resolving disputes.³¹

15 If the Registrar is satisfied with the regulations and other statutory conditions are met, the application is accepted and published, allowing a two-month period for third parties to oppose.³² If no opposition is filed, or if all opposition proceedings are withdrawn or decided in favour of the applicant, the Registrar

27 Trade Marks Act 1998 (2020 Rev Ed), Second Schedule, para 7(1)(b).

28 Work Manual at p 17.

29 Trade Marks Rules (2008 Rev Ed) r 63.

30 Trade Marks Act 1998 (2020 Rev Ed), Second Schedule, paras 7(1)(a) and 8(1). The regulations that govern the use of the mark must also comply with any further requirements imposed by rules made under the current Act.

31 Trade Marks Act 1998 (2020 Rev Ed), Second Schedule, para 6(2).

32 Trade Marks Act 1998 (2020 Rev Ed), Second Schedule, para 10; Trade Marks Rules (2008 Rev Ed) r 65.

proceeds to register the mark.³³ Any subsequent amendments to the regulations or assignment of the certification mark require prior approval from the Registrar.³⁴

III. Data and method

16 This article analyses certification mark application data obtained from IPOS for the period between 15 January 1999 and 31 December 2024. This 25-year timeframe was selected to align with the commencement of the Trade Marks Act 1998,³⁵ which came into force on 15 January 1999. Certification mark applications were identified using the IPOS Digital Hub’s Advanced Search, by selecting “Certification Mark” and “Collective Mark / Certification Mark / Guarantee Mark” as the application types. This search yielded 600 applications. Application statuses were recorded as of 8 January 2025.

17 Applications filed on the same date for identical marks, but in different classes of goods and service, were grouped and categorised as “unique marks”. Additionally, inductive coding was applied to categorise features that objectively indicate that the mark is a certification mark. The dataset was analysed to reveal trends in application and registration frequency, pendency duration, goods and services classes claimed, renewal rates, and intrinsic features of registered certification marks.

IV. Findings and analysis

A. Application rate

18 The application rate for certification marks is significantly lower than that for ordinary trade marks, representing only a small fraction of total trade mark filings with IPOS. For the period spanning 1999 to 2024, IPOS received 600 certification mark applications, compared to 612,702 ordinary trade mark

33 Trade Marks Act 1998 (2020 Rev Ed), Second Schedule, para 15(1).

34 Trade Marks Act 1998 (2020 Rev Ed), Second Schedule, paras 11–12.

35 Act 46 of 1998.

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applications.³⁶ These 600 applications collectively claimed 1,165 classes of goods and services, averaging 1.9 classes per application. Of the total, 464 were classified as unique marks, while the remaining 136 comprised identical marks filed separately on the same date across different classes.

19 As illustrated in Figure 1 below, the number of certification mark applications per year fluctuated, averaging 23 applications per year. The highest volume occurred in 2002, with 82 applications covering 82 classes. This peak is attributable to a high number of applications for identical marks in separate classes (as reflected in the lower number of unique applications). Prior to a legislative amendment in 2007, applicants seeking to register a trade mark in multiple classes of goods or services were required to submit separate applications for each class of goods or services. As shown in Figure 2, all applications before 2007 were single-class filings. Following the amendment, multi-class applications became more common, with an average of 2.5 classes per application from 2007 to 2024.

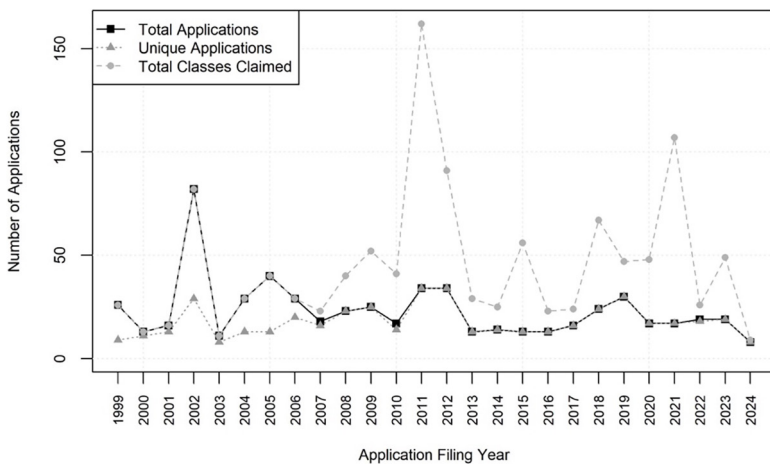


Figure 1: Number of applications and classes claimed

36 The same query for ordinary trade marks resulted in 612,702 applications based on the “trade mark type” parameter “trade mark”, excluding “logogram” and “Article 6ter”.

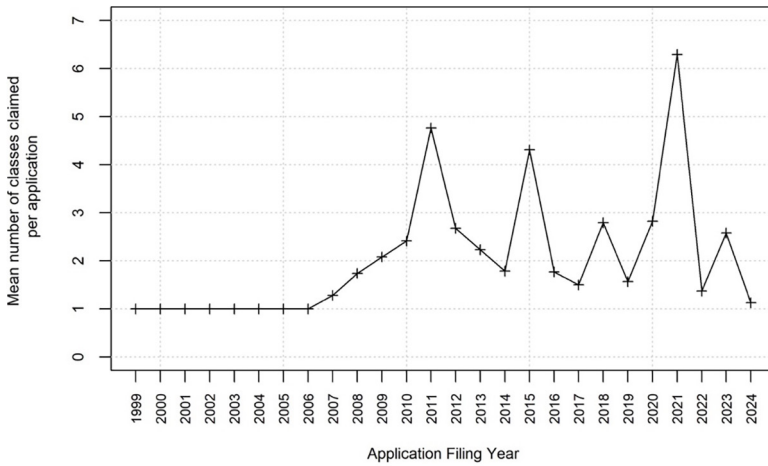


Figure 2: Average number of classes claimed per application

20 A comparison of Figures 1 and 2 shows that between 1999 and 2007, the number of classes claimed closely matched the number of filings, indicating that each application typically covered a single class. During this period, there was also a noticeable gap between total applications and unique applications, reflecting the practice of filing the same mark separately across different classes. Following the 2007 legislative change, this gap narrowed as total and unique applications began to converge, while the number of classes claimed per application increased. Despite the growing prevalence of multi-class filings, it remains common practice to submit separate applications for the same mark in different classes.

B. Application outcomes

21 Table 1 summarises the status of certification mark applications at the time of data collection. Of the 600 applications filed, 244 (40%) achieved registration. Among these, 181 remain currently registered, while the rest have either expired (15), been cancelled (5), or were removed from the register (43).

22 More than half of the applications (53%) did not result in registration. However, this does not necessarily indicate a high refusal rate by IPOS. In fact, 79 applications (13%) were abandoned

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by the applicant, and 242 applications (40%) were either formally withdrawn or treated as withdrawn by IPOS. An application is treated as withdrawn if the applicant fails to submit the required regulations within the stipulated time or does not respond to objections raised by the Registrar. Notably, no applications were formally refused. While the Registrar has the discretion to refuse an application where objections are not adequately addressed or amended regulations remain non-compliant, the data suggests that such cases are generally resolved through withdrawal rather than refusal.

23 At the time of data collection, 35 applications remained pending – 34 under examination and one published for opposition.

| Trade Mark Status | Number | % of Total |
|--------------------------|---------------|-------------------|
| Abandoned | 79 | 13.2 |
| Cancelled | 5 | 0.8 |
| Expired | 15 | 2.5 |
| Published | 1 | 0.2 |
| Refused | 0 | 0.0 |
| Registered | 181 | 30.2 |
| Removed | 43 | 7.2 |
| Treated as withdrawn | 219 | 36.5 |
| Under examination | 34 | 5.7 |
| Withdrawn | 23 | 3.8 |
| Total | 600 | 100.0 |

Table 1: Trade mark status

24 The proportion of certification marks that achieved registration has varied considerably over the years. Figure 3 illustrates annual registration rates by filing year, alongside the proportion of marks that remain registered. Registration rates fluctuated, with notable peaks in 2005, 2015, and 2017, during which 69% to 77% of applications were successfully registered. The decline observed from 2018 onward is largely due to a significant number of applications still undergoing examination and therefore not yet eligible for registration.

25 Renewal data offers further insight into the longevity of registered marks. Of those registered between 1999 and 2004, 68% were renewed for a second ten-year term, and 46% for a third. For marks registered between 2005 and 2014, 75% were renewed for at least one additional ten-year period. Notably, all certification marks registered since 2015 remain active, with none cancelled or removed prior to the expiration of their initial term.

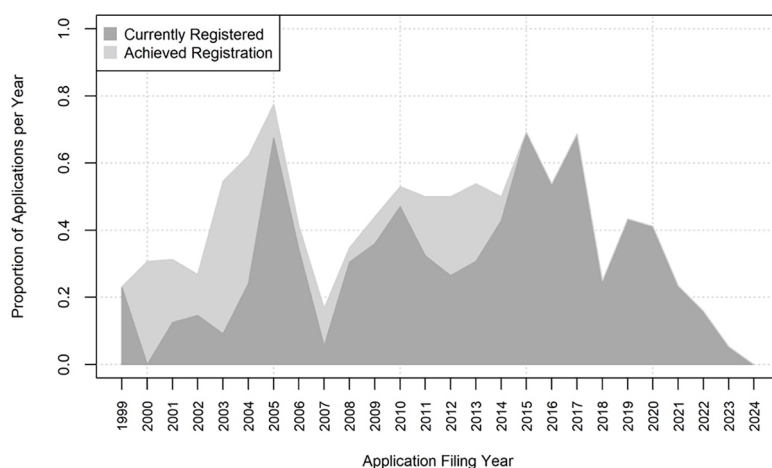


Figure 3: Proportion of marks that achieved registration against those currently registered

C. *Application pendency*

26 Given the nature of the available data, pendency was measured from the filing date to two key milestones in the lifecycle of registered trade marks: the date of publication for opposition and the date of completion of registration. The time required to obtain registration has varied considerably over the years. On average, IPOs took 40.6 months to examine and publish certification mark applications and 43 months to complete the registration process.

27 As shown in Figure 4, pendency periods fluctuated significantly, with peaks in 2000, 2008, and 2010, when the average time from filing to publication ranged between six and seven years (84, 70, and 72 months, respectively). These

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delays were largely driven by prolonged examination processes for specific applications. Notably, two applications filed in 2000 took more than a decade to be published and registered.

28 In contrast, shorter pendency periods were observed in 2001, 2005, and from 2020 onward. However, many recent applications, particularly those filed from 2020 onward, remain under examination and have not yet reached the publication stage. Among these, the oldest pending applications date back to 2017, with two still under review after an extended period of 96 months (eight years).

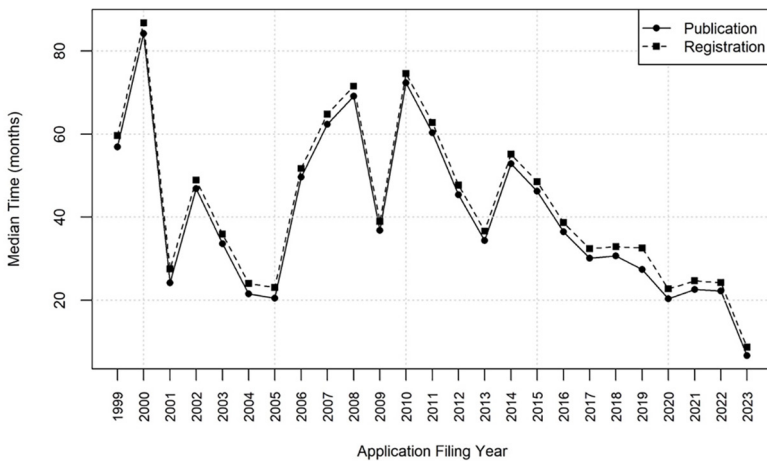


Figure 4: Average application pendency

29 The time between publication and registration has generally remained consistent at approximately two months, providing a standard window for third-party opposition. An exception occurred in 2019, when the average duration extended to over five months. This overall consistency suggests that prolonged opposition proceedings have been rare.

D. Intrinsic features of the mark

30 Of the 244 marks that achieved registration, 193 (79%) lacked any features that may indicate they are certification marks or serve an assurance function. In such cases, the Registrar could have objected to their registration and required the inclusion

of the term “certification mark” to clarify their nature and significance. However, only a small number of marks include this designation.

31 As shown in Table 2, only two marks (1%) explicitly indicate that they are certification marks by including the term “certification mark” or its abbreviation. Both marks include the abbreviation “CM”. Additionally, 37 marks (15%) contain the word “certified” or a variation thereof. It is unclear, however, whether IPOS considers this wording sufficient to convey the nature and significance of the mark or to prevent confusion with ordinary trade marks. The remaining marks use alternative descriptors such as “accredited”, “approved”, “assured”, “registered”, or “standard”.

| Identified feature | Number | Proportion |
|--------------------|------------|-------------|
| No feature | 193 | 0.79 |
| Certification mark | 0 | 0.00 |
| Cert TM/CM | 2 | 0.01 |
| Certified | 37 | 0.15 |
| Accredited | 3 | 0.01 |
| Approved | 2 | 0.01 |
| Assured | 2 | 0.01 |
| Registered | 3 | 0.01 |
| Standard | 2 | 0.01 |
| Total | 244 | 1.00 |

Table 2: Intrinsic features of certification marks

E. Goods and services

32 Singapore acceded to the Nice Agreement on 18 December 1998, thereby formally adopting the Nice classification system for trade mark registration.³⁷ As shown in Table 3 below, certification marks are most frequently registered under Class 29 (meats and processed foods) and Class 42 (computer and scientific services).

37 The Nice agreement entered into force on 18 March 1999. Before formally acceding to the Nice Agreement, Singapore had already been applying the Nice Classification system in practice.

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The high volume of applications under Class 42 is primarily due to applicants including this class for certification and related services, rather than solely for the goods or services being certified.

33 The proportion of currently registered or protected marks varies across Nice classes. For example, 59% of the marks filed under Class 6 (metal goods), *ie*, 10 out of 17 applications, are currently registered. Similarly, 55% of the marks filed under Class 20 (furniture), *ie*, 11 out of 20 applications, have achieved registration. In contrast, no certification marks remain registered under Class 13 (firearms) or Class 43 (hotels and restaurants).

| Goods and Services Class | Applications | Proportion Registered |
|---------------------------------------|---------------------|------------------------------|
| 1 Chemicals | 26 | 0.42 |
| 2 Paints | 15 | 0.40 |
| 3 Cosmetics and cleaning preparations | 27 | 0.22 |
| 4 Lubricants and fuels | 14 | 0.29 |
| 5 Pharmaceuticals | 29 | 0.17 |
| 6 Metal goods | 17 | 0.59 |
| 7 Machinery | 25 | 0.44 |
| 8 Hand tools | 4 | 0.25 |
| 9 Electrical and scientific apparatus | 63 | 0.38 |
| 10 Medical apparatus | 13 | 0.38 |
| 11 Environmental control apparatus | 30 | 0.43 |
| 12 Vehicles | 10 | 0.40 |
| 13 Firearms | 3 | 0.00 |
| 14 Jewellery | 10 | 0.10 |
| 15 Musical instruments | 7 | 0.43 |
| 16 Paper goods | 37 | 0.41 |
| 17 Rubber goods | 22 | 0.45 |
| 18 Leather goods | 10 | 0.40 |
| 19 Non-metallic building materials | 32 | 0.38 |
| 20 Furniture | 20 | 0.55 |

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| | | | |
|--------------|---|--------------|----------|
| 21 | Housewares and glass | 13 | 0.46 |
| 22 | Cordage and fibres | 12 | 0.33 |
| 23 | Yarns and threads | 7 | 0.29 |
| 24 | Fabrics | 22 | 0.41 |
| 25 | Clothing | 17 | 0.24 |
| 26 | Fancy goods | 6 | 0.33 |
| 27 | Floor coverings | 15 | 0.20 |
| 28 | Toys and sporting goods | 16 | 0.38 |
| 29 | Meats and processed foods | 85 | 0.27 |
| 30 | Staple foodstuffs | 69 | 0.26 |
| 31 | Natural agricultural products | 52 | 0.31 |
| 32 | Beers and other non-alcoholic beverages | 29 | 0.28 |
| 33 | Alcoholic beverages (except beers) | 24 | 0.33 |
| 34 | Smokers' articles | 9 | 0.22 |
| 35 | Advertising and business | 66 | 0.24 |
| 36 | Insurance and financial | 36 | 0.36 |
| 37 | Building construction and repair | 27 | 0.22 |
| 38 | Telecommunications | 14 | 0.43 |
| 39 | Transport and storage | 19 | 0.32 |
| 40 | Treatment of materials | 13 | 0.23 |
| 41 | Education and entertainment | 57 | 0.21 |
| 42 | Computer and scientific services | 86 | 0.22 |
| 43 | Hotels and restaurants | 16 | 0.00 |
| 44 | Medical, beauty and agricultural | 20 | 0.15 |
| 45 | Personal and legal | 21 | 0.38 |
| Total | | 1,165 | - |

Table 3: Goods and services claimed

V. Conclusion

34 Although certification marks are less common than ordinary trade marks, applications rates have remained relatively consistent over the past 25 years. Between 1999 and 2024, IPOS received 600 certification mark applications, averaging approximately 23 filings per year. However, registration success rates are relatively low, with many applications being abandoned. This may be attributed to the more stringent requirements in relation to registration, governance, and use, as well as the prolonged processing times. On average, successful applications took 43 months from filing to publication of acceptance. Only 40% of applications ultimately achieved registration. Nevertheless, once registered, certification marks are rarely cancelled or withdrawn. A majority of these marks are renewed beyond their initial ten-year term, indicating their continued relevance and use.

35 The data suggests a need for further inquiry into the effectiveness of existing policies aimed at preventing certification marks from misleading the public about their character or function. The Registrar has the authority to require a mark to indicate its certification status, either by amending its graphical representation or by including a use condition in the regulations governing its use. As the findings show, few registered certification marks include the term “certification mark” or its abbreviation, raising important questions about when and how such use conditions are implemented. These issues will be explored in Part 2 of this article.