



GENERAL OVERVIEW AND DIRECTION OF PRODUCTS AND SERVICES IN TANZANIA MARKET: REMARKS ON TANZANIA INDUSTRIAL PROPERTY JOURNALS

1.0 Introduction.

On June 14, 1999 Tanzania adopted the Nice Agreement 1957 which provides for the International classification of Goods and Services (Nice Classification) for the purposes of registration of Marks. The Nice Agreement was concluded at the Nice Diplomatic Conference, on June 15, 1957, and was revised at Stockholm, in 1967, and at Geneva, in 1977. The Agreement was into force in Tanzania, on September 14, 1999.

The advantage of this classification it has simplified the application system for registration of trademarks in Tanzania. The registration system in Tanzania is similar to other countries which follows the Nice Classification.

Procedurally, after the application for registration, if the application meets the registration criteria in accordance with the laws of Tanzania will be accepted for publication by the Registrar of Trade and Service mark. The publication is done by Business Registration and Licensing Agency (BRELA) through its respective journals released each month.

This report focuses on the class with most publications for the months of January, February, March and April, 2021 in the Tanzania Industrial Property Journals.

2.0. Findings

The class with the most publications is **class 41**. This class is classified for education; providing of training; entertainment; sporting and cultural activities. Basing on the data available in the Tanzania Industrial Property Journals, the following is a trend as to how class 41 has most appeared in the above months respectively.

| Month | Appearance |
|-------------------------|------------|
| January | 7 |
| February | 12 |
| March | 15 |
| April | 3 |
| TOTAL Appearance | 37 |

3.0 Most of the Services Sought

The most of the services sought by the proprietors were observed in the journals as follows:-

- a. **Educational services** e.g., conducting of online classes and conferences, workshops, podcasts and seminars, network leadership, online presentations, training on agriculture art, e- learning, religion education etc.



b. Gaming and betting.



- c. Entertainment services** e.g., providing entertainment programs & content through television satellite, the internet wireless networks, providing of non-downloadable online publications, entertainment information and online gaming, providing online music that is not downloadable, online videos that are not downloadable etc.



4.0 General Observation

It seems that class 41 is doing the best in the market of Tanzania comparing to other classes, the services sought by the proprietors to acquire and protect their rights in the market under class 41, rose from 7 to 12 in the months of January to February and 15 to 3 in the months of March and April respectively. It is our considered view that with the following trend there is an implications that class 41 currently controlling the market with big numbers of proprietors who are seeking to be registered in this class.