

Application Guidelines

To participate in the 2027 WIPO IP Moot Court Competition, your team must fill-out and submit an application form available on [WIPO webpage](#)

On the application form, please upload:

- (1) a pre-recorded video argument (please see video submission requirements below); and,
- (2) a declaration form duly signed by the applicants, their coach (if applicable) , and the Dean of the Students/Faculty Representative

Video submission requirements

Teams are required to prepare a video not to exceed **5 minutes**, responding to one of the following two questions based on the following scenario:

In August 2025, Artstation, a small stationery company, launched Smellmorables, a premium line of agendas, in Divinia, a developed country. The agendas are infused with a distinctive sandalwood and jasmine scent. The fragrance is not intended to mask odors or improve the planners' functionality; rather, it is used consistently in stores, on packaging, and in advertising as part of the company's brand identity. Over time, customers begin to associate the scent with Artstation's Smellmorables and ask for "the agendas with the sandalwood and jasmine fragrance."

In September 2026 the company decides to seek intellectual property protection for Smellmorables.

Assessment Questions

1. What form of intellectual property protection could the company consider for the perfumed agendas?
2. What challenges might the company encounter in seeking protection for the smell associated with the product?

Video content

To be considered, a video must meet the following requirements:

- The video should not exceed 5 minutes in length. Any content beyond the five-minute mark will not be reviewed.
- The video must be submitted and played at normal speed (1.0×). Videos that have been accelerated or otherwise edited to alter the natural pace of the presentation will not be accepted.
- Both members of the team must participate in the video.
- The video must include the six elements listed below.

1. Team Introduction

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- Introduce both team members.
- Indicate each member's role (e.g., first oralist, second oralist).

2. Issue Overview

- Clearly present the question and your team's position.
- Provide a concise explanation of why the issue matters in today's IP environment, including references to your jurisdiction where appropriate.

3. Legal Framework

- Identify the relevant legal frameworks. If appropriate, refer to key national or regional legislation, international treaties, or jurisprudence.

4. Substantive Legal Arguments

- Present at least two core arguments supporting your position.
- Ground your reasoning in legal principles while linking to real-world disputes and technologies.

5. Counterarguments

- Briefly raise or make mention of at least one counterargument and your response.

6. Conclusion

- Summarize your key points in a clear, structured manner.

Tips From the Judges: Do not read from a script. Present as if addressing a court. Teams should demonstrate courtroom decorum, including the use of formal legal language, structured reasoning, and professional delivery. Teams should also balance depth of analysis with clarity and conciseness.

Technical requirements

- Language: English
- Maximum duration: 5 minutes at 1x0 speed.
- File format: MP4 or MOV
- Maximum file size: 400 MB
- Video naming convention: [University Name, Country, Speakers Last Names] e.g. (University of Earth_Gondwanaland_Dore and Dore)
- Submission method: Upload your video to Tresorit via [this link](#)

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Evaluation Criteria

The video submissions will be judged on the following criteria:

1. Clarity and structure of argument (20%) – Logical organization and coherence of presentation.
2. Understanding of legal issues (30%) – Depth of knowledge of industrial property law and its applications.
3. Persuasiveness (20%) – Effectiveness in convincing the judges of the team's position.
4. Use of legal frameworks and authorities (20%) – Appropriateness and accuracy of references to laws, treaties, and case law.
5. Professionalism and presentation (10%) – Courtroom-style delivery, confidence, and teamwork.

We appreciate your interest in participating in the 2027 WIPO IP Moot Court Competition!

Should you have any questions about the application process or the competition itself, please contact ipmoot@wipo.int