

## Proposal to encode the Marca Registrada sign into the UTC

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WG2 N4821

I'm proposing the encoding of the MARCA REGISTRADA SIGN in U+1F16C, on the Enclosed Alphanumeric Supplement block.

1. Character properties: 1F16C;RAISED MR SIGN;So;0;ON; <super> 004D 0052;;;;N;;;;;

2. Current situation: In order to indicate that a brand is a registered trademark, Unicode provides U+00AE REGISTERED SIGN for which the glyph is a circled letter R; other variations of the glyph would have in a superscript position and so forth.

However in Spanish and Portuguese speaking societies a very different glyph is used, it can be approximated with the superscript function like this: <sup>MR</sup> or <sup>M.R.</sup>, (some instances have it in the subscript <sub>MR</sub> or <sub>M.R.</sub>) however that does not allow us to treat as a unit or to use a circled glyph, the current paradigm is to treat the Marca Registrada sign as either a character sequence with formatting or as a glyphic variant of U+00AE, however I explain how this is not optimal.

3. Variation and name: One tentative name would be to name it RAISED MR SIGN, however this is misleading, since it is observed that the sign appears in at least 6 forms (see figure 1). So naming RAISED MR SIGN would be problematic since that only describes its representative glyph (why not lowered MR?), if it must be named that way then an annotation must be added explaining the glyphic variety.

I originally proposed naming it MR SIGN since that is language independent and it respects the glyphic variety. But the script ad hoc committee rejected such a name.

1F16C <sup>MR</sup> RAISED MR SIGN

= marca registrada

\* used primarily in Spanish and Portuguese speaking societies to indicate a registered trademark

\* Note that the glyph and name of this character is not to be taken as ruling on its form. Other forms are attested such as a circled glyph and also in subindex positions

≈ <super> 004D M 0052 R

Its use is attested to some extent in a Brazilian context, which makes sense since the spelling of the words is identical in both languages (Portuguese and Spanish). Its use in other languages is currently not confirmed, for example Catalan spells trademark the same way, so it is highly likely they would use it as well. Galician spells it: Marca Rexistrada, but since its initials are M and R, they could use it.

Since Spanish and Portuguese combined make such a high percentage of the speaker population, using that spelling is appropriate to have the most representative name if it were to be used, but it is okay to keep it a normative alias.

4. Precedent: Two signs that mean registered and trademark respectively are encoded for the convenience of the Canadian community U+1F16A RAISED MC SIGN and U+1F16B RAISED MD SIGN (<http://www.unicode.org/L2/L2010/10079r-canadian-legal.pdf>), instead of using the already existing registered and trademark signs or character sequences with superscript. This is due to their contrastive usage between the French and English spoken within the same country. The only difference between that proposal and mine is that they do not suffer from glyphic variance, and so they could be approximated with the superscript function fully. Our character not only has contrastive usage between different products in the same store but it has glyphs like the circled MR that cannot be approximated at all in Unicode.

5. Usage: At least in Mexico the MR glyph is used interchangeably with the circled R, although the latter is much more common. However things like the Spanish legislation on trademark, mentions the symbol separate from the circled R ([http://www.oepm.es/es/propiedad\\_industrial/preguntas\\_frecuentes/FaqSignos46.html](http://www.oepm.es/es/propiedad_industrial/preguntas_frecuentes/FaqSignos46.html)) as well as a mention in a Peruvian publication (<http://www.anuarioandino.com/Anuarios/Anuario08/art08/ANUARIO%20ANDINO%20ART08.pdf>) describing the use of the symbols within Peru proving that it is spread across the whole language community and that they consider them separate entities. The symbol is also mentioned in Wikipedia in both Spanish and Portuguese versions: [https://es.wikipedia.org/wiki/Marca\\_\(registro\)](https://es.wikipedia.org/wiki/Marca_(registro)) [https://pt.wikipedia.org/wiki/Marca\\_registrada](https://pt.wikipedia.org/wiki/Marca_registrada)

Note that the illustration in the Portuguese version includes both symbols.

I could also confirm its use in old Brazilian bottles of soda and from my understanding of the situation, the glyph is no longer used there, so its use in Portuguese speaking communities maybe limited.

All of the products depicted here, were captured recently in stores in Mexico, except for the soda bottles.

6. Glyph design and alias: We could not determine what the most representative form of the character was, it may be desirable to use the raised MR form, since that would make it consistent with their neighbors on the code chart and the equivalent registered sign and trademark.

Note that the circled glyph requires the letters to be smaller or the symbol to be bigger.

7. The case for disunification: Even though the legislation treats it as merely a glyphic variant, and that to our knowledge it is not legally distinct anywhere (including Mexico), that is not enough reason not to encode it. It can serve for instance to contrast products from Spain to products from the UK (if the producer so chooses to use the sign which will be facilitated by its encoding), it aids a wide language community to get their preferred glyph, there is precedent to encode it separately instead of requiring some markup scheme, and it contains different letters, which means it can have a correct collation, with their similar counterparts.

8. Possible translation issue: The phrase “marca registrada”, translates to “trademark”, but it is a mistake to say that it is interchangeable with the trademark symbol “™” in English contexts, since that symbol applies to a broad range of brands with different registration status, but marca registrada is usually only used for brands that have gone through the entire process, just like the registered sign.



Figure 1. Different glyphic variants

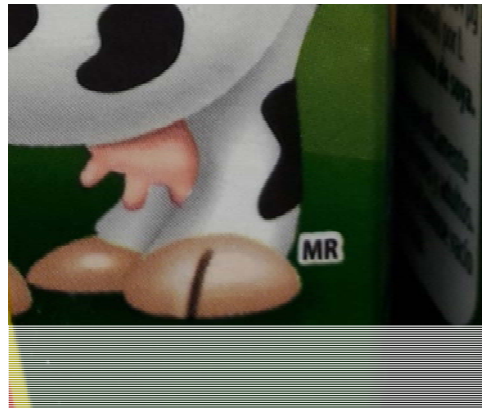


Figure 2. Note how the circled R is used for the name of the brand but the MR sign is used for the character

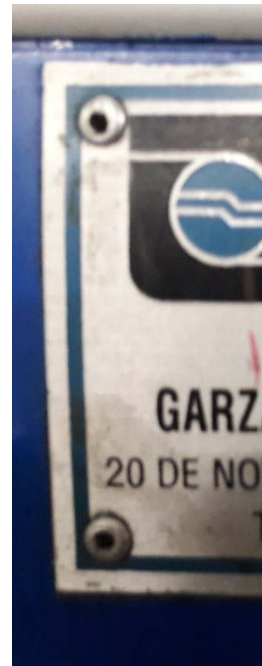


Figure 3. Note how it can be used below instead of above the brand.



Figure 4. Example of its use with periods after the letters.



Figure 5. Example of the circled glyph.





Figures 6, 7 and 8. Example of a business using three different glyphs.



Figures 9, 10 and 11. Examples of old Brazilian soda bottles with the MARCA REGISTRADA SIGN.

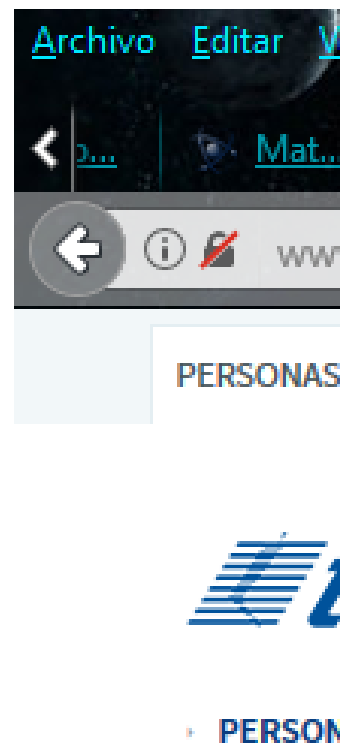


Figure 12. Use on a website of a Mexican company.



Figure 13. An extra example of the circled glyph but lowered.





**PROPOSAL SUMMARY FORM TO ACCOMPANY SUBMISSIONS  
FOR ADDITIONS TO THE REPERTOIRE OF ISO/IEC 10646<sup>1</sup>**

Please fill all the sections A, B and C below.

Please read Principles and Procedures Document (P & P) from <http://std.dkuug.dk/JTC1/SC2/WG2/docs/principles.html> for guidelines and details before filling this form.

Please ensure you are using the latest Form from <http://std.dkuug.dk/JTC1/SC2/WG2/docs/summaryform.html>.

See also <http://std.dkuug.dk/JTC1/SC2/WG2/docs/roadmaps.html> for latest Roadmaps.

**A. Administrative**

1. Title: **Proposal to encode the Marca Registrada sign into the UTC**

2. Requester's name: *Eduardo Marin Silva*

3. Requester type (Member body/Liaison/Individual contribution): *Individual contribution*

4. Submission date: *01/03/2017*

5. Requester's reference (if applicable):

6. Choose one of the following:

This is a complete proposal: *Complete*

(or) More information will be provided later:

**B. Technical – General**

1. Choose one of the following:

a. This proposal is for a new script (set of characters): *No*

Proposed name of script:

b. The proposal is for addition of character(s) to an existing block: *Yes*

Name of the existing block: *Enclosed Alphanumeric Supplement*

2. Number of characters in proposal: *1*

3. Proposed category (select one from below - see section 2.2 of P&P document):

A-Contemporary  B.1-Specialized (small collection)  B.2-Specialized (large collection)

C-Major extinct  D-Attested extinct  E-Minor extinct

F-Archaic Hieroglyphic or Ideographic  G-Obscure or questionable usage symbols

4. Is a repertoire including character names provided? *Yes*

a. If YES, are the names in accordance with the “character naming guidelines” in Annex L of P&P document? *Yes*

b. Are the character shapes attached in a legible form suitable for review? *Yes*

5. Fonts related:

a. Who will provide the appropriate computerized font to the Project Editor of 10646 for publishing the standard?

b. Identify the party granting a license for use of the font by the editors (include address, e-mail, ftp-site, etc.):

6. References:

a. Are references (to other character sets, dictionaries, descriptive texts etc.) provided?

b. Are published examples of use (such as samples from newspapers, magazines, or other sources) of proposed characters attached? *Yes*

7. Special encoding issues:

Does the proposal address other aspects of character data processing (if applicable) such as input, presentation, sorting, searching, indexing, transliteration etc. (if yes please enclose information)?

8. Additional Information:

Submitters are invited to provide any additional information about Properties of the proposed Character(s) or Script that will assist in correct understanding of and correct linguistic processing of the proposed character(s) or script. Examples of such properties are: Casing information, Numeric information, Currency information, Display behaviour information such as line breaks, widths etc., Combining behaviour, Spacing behaviour, Directional behaviour, Default Collation behaviour, relevance in Mark Up contexts, Compatibility equivalence and other Unicode normalization related information. See the Unicode standard at <http://www.unicode.org> for such information on other scripts. Also see Unicode Character Database ( <http://www.unicode.org/reports/tr44/> ) and associated Unicode Technical Reports for information needed for consideration by the Unicode Technical Committee for inclusion in the Unicode Standard.

<sup>1</sup> Form number: N4502-F (Original 1994-10-14; Revised 1995-01, 1995-04, 1996-04, 1996-08, 1999-03, 2001-05, 2001-09, 2003-11, 2005-01, 2005-09, 2005-10, 2007-03, 2008-05, 2009-11, 2011-03, 2012-01)

### C. Technical - Justification

1. Has this proposal for addition of character(s) been submitted before? If YES explain	No
2. Has contact been made to members of the user community (for example: National Body, user groups of the script or characters, other experts, etc.)? If YES, with whom? If YES, available relevant documents:	No
3. Information on the user community for the proposed characters (for example: size, demographics, information technology use, or publishing use) is included? Reference:	No
4. The context of use for the proposed characters (type of use; common or rare) Reference:	Rare
5. Are the proposed characters in current use by the user community? If YES, where? Reference:	Yes
6. After giving due considerations to the principles in the P&P document must the proposed characters be entirely in the BMP? If YES, is a rationale provided? If YES, reference:	No
7. Should the proposed characters be kept together in a contiguous range (rather than being scattered)?	n/a
8. Can any of the proposed characters be considered a presentation form of an existing character or character sequence? If YES, is a rationale for its inclusion provided? If YES, reference:	No
9. Can any of the proposed characters be encoded using a composed character sequence of either existing characters or other proposed characters? If YES, is a rationale for its inclusion provided? If YES, reference:	Yes Yes <i>It has glyphic differences that can only be captured if it's a unit</i>
10. Can any of the proposed character(s) be considered to be similar (in appearance or function) to, or could be confused with, an existing character? If YES, is a rationale for its inclusion provided? If YES, reference:	Yes Yes <i>The registered sign is similar in function, but this character allows for customization of the presentation of the glyph</i>
11. Does the proposal include use of combining characters and/or use of composite sequences? If YES, is a rationale for such use provided? If YES, reference: Is a list of composite sequences and their corresponding glyph images (graphic symbols) provided? If YES, reference:	No
12. Does the proposal contain characters with any special properties such as control function or similar semantics? If YES, describe in detail (include attachment if necessary)	No
13. Does the proposal contain any Ideographic compatibility characters? If YES, are the equivalent corresponding unified ideographic characters identified? If YES, reference:	No