

Universal Multiple-Octet Coded Character Set  
 International Organization for Standardization  
 Organisation Internationale de Normalisation  
 Международная организация по стандартизации

**Title: Proposal to encode a German trademark symbol in the UCS**

**Source: Karl Pentzlin**

**Status: Individual Contribution**

**Action: For consideration by JTC1/SC2/WG2 and UTC**

**Date: 2009-01-25 – revised 2009-02-27 to reflect the decisions of UTC #118**

### Addition for German dictionary use



U+1F12E CIRCLED WZ

- consisting of a capital W and a small z
- from the German term "Warenzeichen"
- used to indicate a trademarked term without making a legal claim of trademark status
- 00AE registered sign
- 2122 trade mark sign

Properties:

1F12E;CIRCLED WZ;So;0;ON;;;;;N;;;;;

## 1. The Wz symbol

The Wz symbol is used in German dictionaries to identify entries as being trademarks, as e.g. is shown by [1].

As the use of the "registered trademark" symbol ® is subject to legal rules and legal claims of the trademark owners in Germany and Austria, the use of this symbol is avoided by some publishers, including the publisher of Germany's most popular dictionary, the "Duden" [1].

The Wz symbol, however, is used without any legal implications and therefore is preferred by these publishers. This implies also a semantic difference: The ® symbol implies a legal fact, while die Wz symbol gives the information that a word may be considered to be used as a trademark without claiming this as a legal fact. (It is also not comparable with the ™ symbol which also implies a legal claim, only without registering.)

Furthermore, the Wz symbol is used in certain electronic reference works, as evidenced by its appearance in the Verdana Reference font shipped with Microsoft Bookshelf products and some Microsoft Office versions ([2], p.3).

The proposed name was selected for consistency with other circled letter symbols already contained in the UCS. However, the Wz symbol is commonly depicted by the letter combination Wz enclosed in a horizontal ellipse rather than in an exact circle; this is reflected in the selection of the proposed reference glyph.

## 2. References

[1] Duden, Die deutsche Rechtschreibung (German Orthography), Vol. 1, 20th edition, Mannheim 1991. ISBN 3-411-04010-6 (*the most popular German dictionary*).

[2] Asmus Freytag: What is this character? Revision of 2003-02-01,  
[http://www.unicode.org/~asmus/what\\_is\\_this\\_character.pdf](http://www.unicode.org/~asmus/what_is_this_character.pdf) (as of 2009-01-25)

### 3. Acknowledgements

Special thanks to Asmus Freytag for thoroughly discussing this subject and for valuable hints.

### 4. Examples

Ⓜ Das Zeichen Ⓜ macht als Warenzeichen geschützte Wörter (Bezeichnungen, Namen) kenntlich. Sollte dieses Zeichen einmal fehlen, so ist das keine Gewähr dafür, daß das Wort als Handelsname frei verwendet werden darf.

Fig. 1: Scan from [1], p. 9, giving the explanation for the Wz symbol.

For|mal|lie [...iə], die; -, -n meist  
Plur. (formale Einzelheit, Äußerlichkeit)  
For|mal|lin Ⓜ, das; -s (ein Konservierungs-, Desinfektionsmittel)  
for|mal|li|sie|ren <franz.> (in [strenge] Form bringen; formal dar-

Molekulargewicht angibt);  
Gram|mo|phon Ⓜ, das; -s, -e  
<griech.> (Gerät zum Abspielen von Schallplatten)  
gram.ne|ga|tiv, ...po|si|tiv († R 136); vgl. Gram-Färbung  
gram|voll

Fig. 2: Two scans from [1] (p. 277; p. 312), both showing examples of the Wz symbol.

**ISO/IEC JTC 1/SC 2/WG 2  
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://www.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://www.dkuug.dk/JTC1/SC2/WG2/docs/summaryform.html>.

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

**A. Administrative**

1. Title:	<b>Proposal to encode a German trademark symbol in the UCS</b>
2. Requester's name:	<i>Karl Pentzlin</i>
3. Requester type (Member body/Liaison/Individual contribution):	<i>Individual Contribution</i>
4. Submission date:	<i>2008-01-25</i>
5. Requester's reference (if applicable):	
6. Choose one of the following:	
This is a complete proposal:	<input checked="" type="checkbox"/> <b>Yes</b>
(or) More information will be provided later:	<input type="checkbox"/>

**B. Technical – General**

1. Choose one of the following:	
a. This proposal is for a new script (set of characters):	<input type="checkbox"/> <b>No</b>
Proposed name of script:	
b. The proposal is for addition of character(s) to an existing block:	<input checked="" type="checkbox"/> <b>Yes</b>
Name of the existing block:	<i>Enclosed Alphanumeric Supplement</i>
2. Number of characters in proposal:	<input type="checkbox"/> <b>1</b>
3. Proposed category (select one from below - see section 2.2 of P&P document):	
A-Contemporary <input checked="" type="checkbox"/> <b>A</b>	B.1-Specialized (small collection) <input type="checkbox"/>
C-Major extinct <input type="checkbox"/>	D-Attested extinct <input type="checkbox"/>
F-Archaic Hieroglyphic or Ideographic <input type="checkbox"/>	B.2-Specialized (large collection) <input type="checkbox"/>
	E-Minor extinct <input type="checkbox"/>
	G-Obscure or questionable usage symbols <input type="checkbox"/>
4. Is a repertoire including character names provided?	<input checked="" type="checkbox"/> <b>Yes</b>
a. If YES, are the names in accordance with the "character naming guidelines" in Annex L of P&P document?	<input type="checkbox"/>
b. Are the character shapes attached in a legible form suitable for review?	<input checked="" type="checkbox"/> <b>Yes</b>
5. Who will provide the appropriate computerized font (ordered preference: True Type, or PostScript format) for publishing the standard?	
If available now, identify source(s) for the font (include address, e-mail, ftp-site, etc.) and indicate the tools used:	<i>contained in versions of the "Verdana Ref" font available from Microsoft</i>
6. References:	
a. Are references (to other character sets, dictionaries, descriptive texts etc.) provided?	<input checked="" type="checkbox"/> <b>Yes</b>
b. Are published examples of use (such as samples from newspapers, magazines, or other sources) of proposed characters attached?	<input checked="" type="checkbox"/> <b>Yes</b>
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)?	<input type="checkbox"/> <b>No</b>

**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 <http://www.unicode.org/Public/UNIDATA/UCD.html> 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: N3152-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)

**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:	see text
4. The context of use for the proposed characters (type of use; common or rare) Reference:	common
5. Are the proposed characters in current use by the user community? If YES, where? Reference:	yes see text
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:	no
10. Can any of the proposed character(s) be considered to be similar (in appearance or function) to an existing character? If YES, is a rationale for its inclusion provided? If YES, reference:	no
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 character(s)? If YES, is the equivalent corresponding unified ideographic character(s) identified? If YES, reference:	no