

Digital Skills Authority Secures Brilliance Awards Trademark Protection Across 30 Countries

As artificial intelligence reshapes corporate brand integrity, international trademark registrations and blockchain-secured historical collections strengthen the future of the official Brilliance Awards.



BRILLIANCE AWARDS

Wilmington, Delaware Oct 29, 2026 ([Issuewire.com](https://www.Issuewire.com)) - The Digital Skills Authority (DSA) has secured registered trademark protection for the official Brilliance Awards logo across 30 countries, reinforcing its international brand identity as artificial intelligence creates new challenges for corporate

authenticity, intellectual property and digital trust.

The registrations encompass all 27 European Union member states, Argentina, Mexico and Switzerland. Collectively, these markets represent approximately 640 million people, more than 40 million businesses, and US\$24.7 trillion in annual GDP.

In an era when AI-generated content can replicate sophisticated visual identities and communications, robust brand protection has become essential. The registrations strengthen DSA's legal position against imitation, unauthorized commercial use and misleading associations and allow organizations and award recipients to distinguish the authentic Brilliance Awards program.

The trademark milestone follows a deliberate brand development process. In 2023, DSA Founder and President Deborah Collier combined two established visual motifs—a brain and a lightbulb—into a unified concept, which was subsequently developed into the official emblem by DSA's lead multimedia designer under her creative direction.

The announcement coincides with DSA's tenth anniversary and marks 18 years since Collier presented her first Brilliance Award in 2009.

Alongside the trademark expansion, DSA has transitioned its **Heritage Collection (2009–2015)** and **Legacy Collection (2016–2025)** to blockchain-secured award credentials, supporting the preservation, accessibility and verification of historical recognition.

The collections document achievements associated with organizations including Instagram, Uber, Volkswagen, IKEA, PepsiCo, John Lewis, Schneider Electric, Warner Bros., and Swiggy.

Deborah Collier commented:

"I'm proud to lead the Digital Skills Authority's global expansion, protecting the Brilliance Awards brands across 30 countries. Equally important is preserving our Heritage and Legacy Collections through blockchain, honoring past achievements and inspiring future innovation, digital economic growth and global productivity."

The official Brilliance Awards 2027 will expand across nine global regions, with 22 signature categories per region. The program includes US events in January and September, while regional winners will qualify for **Brilliance Awards—Elite Honours 2028**, culminating in a Paris gala.

Innovation. Creativity. Intelligence.

About the Digital Skills Authority

The Digital Skills Authority is a global awarding body for advanced digital and digital business skills, providing professional and leadership certifications, digital governance frameworks and strategic methodologies.

Further information: [Official Brilliance Awards](#) | [2027 Awards Programme](#) | [Digital Skills Authority](#)

BrillianceAwards.com

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