

The Madrid System Introduction and Future Developments



Päivi Lähdesmäki, Senior Advisor
The Hague Registry, Brands and Designs Sector
World Intellectual Property Organization

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The Madrid System is Convenient

- Access a centralized filing and management procedure
- File one application, in one language and pay one set of fees for protection in multiple markets
- Expand protection to new markets as your business strategy evolves

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The Madrid System is Cost-Effective

- File an international application, which is the equivalent of a bundle of national applications, effectively saving time and money
- Avoid paying for translations into multiple languages or working through the administrative procedures of multiple IP Offices

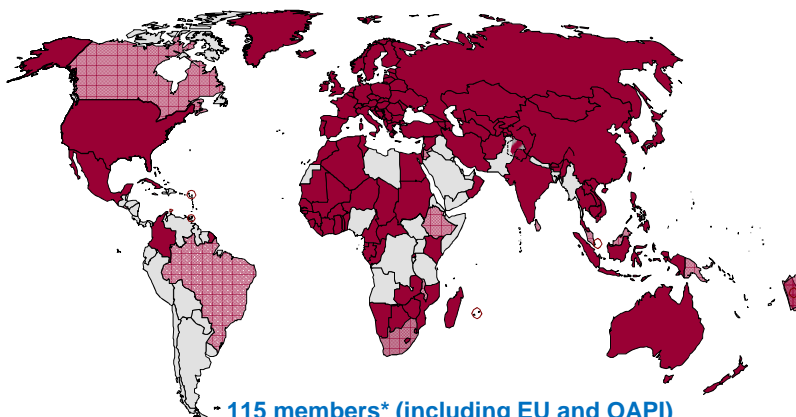
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The Madrid System is Global

- Currently: 117 countries covered by the 101 members
- Markets that represent more than 80% of world trade
- Recent accessions include:
 - 2014: OAPI and Zimbabwe
 - 2015: Algeria, Cambodia, The Gambia and Lao People's Democratic Republic
 - 2016: Brunei Darussalam
 - 2017: Thailand, Indonesia
 - 2018: Islamic Republic of Afghanistan

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Accession Outlook 2018/ 2019



115 members* (including EU and OAPI)
covering 131 countries

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How the Madrid System Works

The International Trademark Registration Process



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Stage 1

Application through your Office of origin

- To be entitled to use the Madrid System, you must:
 - Have a real and effective industrial or commercial establishment in, or
 - Be domiciled in, or
 - Be a national of a member of the Madrid System
- Before filing an international application, you need to have registered or filed an application (**basic mark**) in your Office of origin
- Submit an **international application** through this same IP Office, which will certify and forward it to WIPO

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Stage 2

Formal examination by WIPO

- WIPO conducts a **formalities examination**
- Once requirements have been met, the mark is **recorded in the International Register**
- WIPO sends a **certificate of international registration** to the holder and notifies the IP Offices, of the **designated Contracting Parties (dCP)**, in which protection is sought
- The scope of protection is not known at this stage. It is only determined **after substantive examination** and decision by the IP Offices, as outlined in Stage 3

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Stage 3

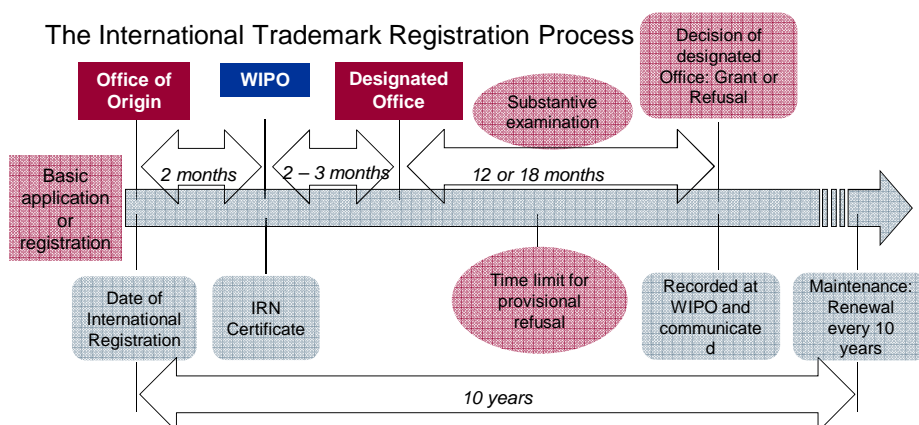
Substantive examination by IP Offices (Office of the dCP)

- IP Offices make a **decision within 12 or 18 months** in accordance with their legislation. WIPO records the decisions and notifies you
- If an IP Office refuses to protect your mark, it will not affect the decisions of other offices. You can contest a refusal decision before the IP Office concerned
- If an IP Office accepts to protect your mark, it will issue **statement of grant of protection**
- The international registration is **valid for 10 years**. Renew directly with WIPO with effect in the dCPs

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Timeline

The International Trademark Registration Process



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Costs

Fees are payable to WIPO in Swiss francs

- Basic fee*
 - 653 Swiss francs – b/w reproduction of mark
 - 903 Swiss francs – color reproduction of mark
- Fees for designated Contracting Parties (dCP)
 - Standard fees – complementary (100 Swiss francs per dCP) and supplementary (100 Swiss francs per class beyond 3)
- OR
- Individual fees where this is declared

* Applicants from [Least Developed Countries](#) benefit from a 90% reduction in the basic fee

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General Profile

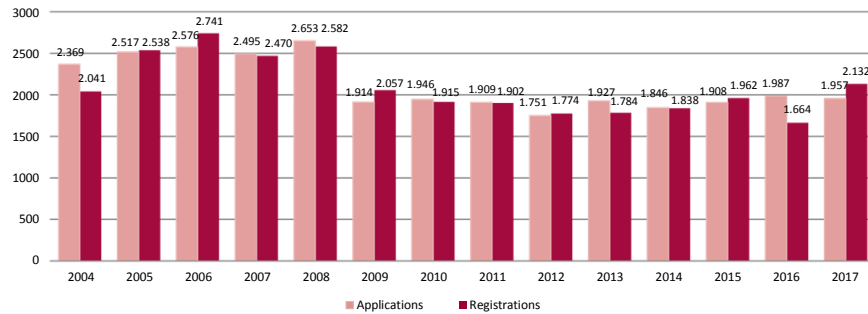
International Registrations

Average Number of Designations	6.7
Average Number of Classes	2.47
Average Fee	CHF 2,968
All Fees	70% < CHF 3,000

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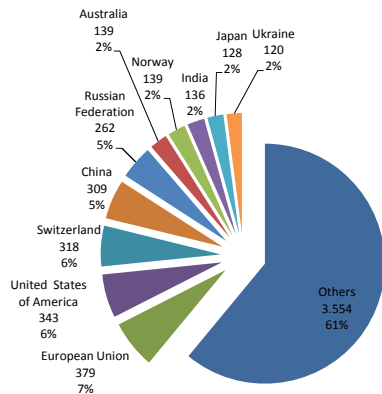
International Applications and Registrations: Benelux

International Applications and Registrations by Office of Origin: Benelux



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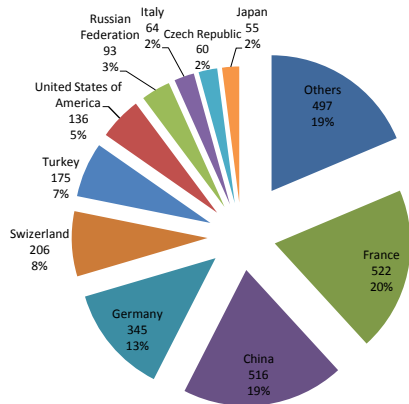
Top Designated Contracting Parties: Belgium Holders



Designations in international registrations & subsequent designations by DCPs, Country of Holder: Belgium (2017)

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Designations of Benelux by Country of Holder



Designations of Benelux in international registrations & subsequent designations by Country of Holder (2017)

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Website and E-Services

- The Madrid Website provides information on how to [search before filing](#), [file an application](#), [monitor](#) and [manage registrations](#), and [how to pay](#) fees.
- [Madrid E-Services](#) are available to assist users at each stage of their mark's lifecycle.



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E-Services

Search



File



Monitor



Manage



Global Brand Database

- search existing marks from national & international sources
- trademarks, appellations of origin and official emblems

Madrid Goods & Services Manager

- compile a list of approved goods & services terms in 18 languages

Member Profiles Database
Fee Calculator

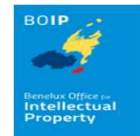
Madrid Monitor

- track real-time status of registration
- watch competitors' marks
- e-alerts
- consult the WIPO Gazette

Madrid Portfolio Manager

- access documents
- request changes
- modify, designate & renew
- pay fees
- obtain extracts

E-filing - Benelux



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Recent Developments

- Accession of Islamic Republic of Afghanistan
- Rule Changes in the Common Regulations
- Classification Guidelines
- WIPO Current Account
- [Madrid Monitor](#) – integrates [ROMARIN](#) (the [WIPO Gazette](#), [Madrid E-Alert](#) and [Real-time Status](#))
- [Member Profiles Database](#)
- [Contact Madrid](#) service (online form) – *Nov. 1, 2017*
- Madrid System webinars

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Classification Guidelines

- Purpose – to decrease irregularities
- Describes WIPO classification practices
- Divided into three sections:
 - General information – Nice Classification and Madrid
 - Classification principles applied by WIPO
 - Practical information on the acceptable format to list indications of goods and services



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WIPO Current Account

- No minimum number of transactions
- Initial payment of CHF 2,000
- Minimum balance – notification sent to users if balance is less than CHF 200
- A form to open the account available on the website
- Email address required
- Account statement sent by email only

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Contact Madrid



Single point of
contact



Standardized input
data

Mandatory fields
Input fields allow better
understanding of needs

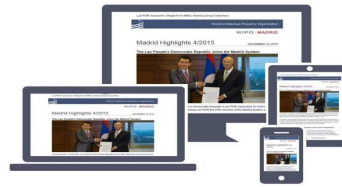


Quick & automated
distribution to
relevant team
Speedy processing
of requests

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Thank you
for your attention



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