

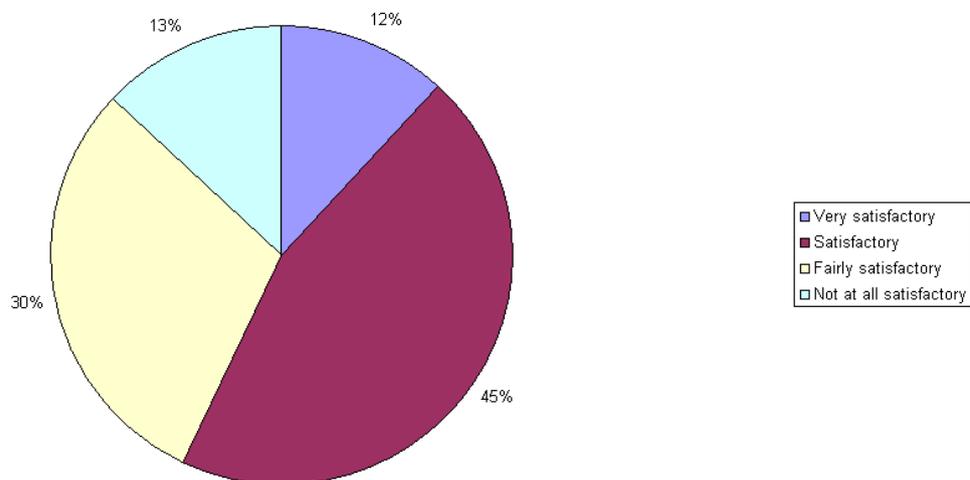
ROMARIN: customer satisfaction survey results

A customer satisfaction web survey of the ROMARIN online database was conducted between July 29 and September 14, 2011, to verify its user-friendliness and identify areas for improvement. The survey was completed by 454 users and the results indicate good overall customer satisfaction with the ROMARIN database.

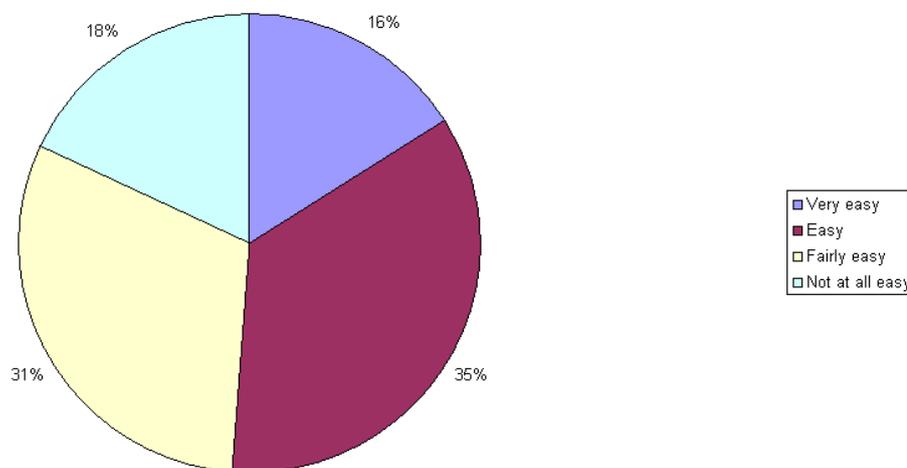
Results

- Most responses came from representatives of law firms (43%), applicants (16%) and holders (12%) of trademarks and representatives of national offices (9%);
- Very few (16%) ROMARIN users are not familiar with the Madrid system while 63% are familiar or very familiar with the system;
- Most (87%) users are satisfied with the accessibility to the ROMARIN database;
- Most (82%) users can perform searches with ease.

Question 3:
How is your experience of the accessibility to the ROMARIN database?



Question 4:
Do you find it easy to make searches in the ROMARIN database?



Comments from the survey helped us identify the following areas for improvements:

- Provide online tutorial sessions on the:
 - selection of the appropriate search criteria,
 - search for multiple trademarks,
 - use of the advanced search.
- Improve:
 - access to the database,
 - navigation within the ROMARIN database,
 - speediness of the search time,
 - display of the search criterions.
- Provide new functionalities:
 - search by interested contracting party,
 - help function with dynamic search samples.

In response to this customer feed back we have:

- Implemented the top-two improvements suggested, namely:
 - display of all 14 search preferences,
 - pre-defined search selection remains from one consultation to another.
- Added a new functionality under the “simple search results” page, enabling users to select specific search criterion on the drop down list of the toolbar menu.

Other suggestions that we will shortly implement include:

- Maintaining the initially selected search criteria as the default for subsequent searches;
- Aiding users to navigate the database by supplying a search example for each search criteria of the simple search;
- Adding an indication of the protection of the International Registration in each contracting party;
- Highlighting the search criteria in the details of the International Registrations when searching by key word of products or services;
- Organizing web tutorials on search possibilities;
- Simplifying error messages.