Institutional Considerations when joining the Madrid System

Neil WILSON
Director, Functional Support Division
Brands & Designs

March, 2012
Not a one person race – there are multiple swim lanes
A series of separate, but related considerations
Madrid Considerations

- Operational and Procedural
- Institutional and Organizational
- IT and Automation
- Legal
- Verification
A coordinated and managed effort …..

…. planning a quality outcome
So let’s take the plunge ……
Operational and Procedural Considerations

- Are there reliable and repeatable domestic trademark registration processes?

- How do domestic trademark registration processes map to Madrid processes?

- Can I process all InBound Madrid notifications?

- How do I prepare my OutBound Madrid Communications?

- Can automation help?
Processing InBound Madrid Notifications

- **Births** (international registrations/subsequent designations)
- **Renew**
- **Death** (non renewal/cancellation/ceasing of effect)
- **NewNames** (name change/transfer/appoint agent/partial transfer)
- **Restrict** (Partial ceasing of effect/partial cancellation/limitation)
Preparing OutBound Madrid Communications

- International Applications

- Requests for the recordal of a change

- Refusals (office actions/objection letters)

- Oppositions

- Grants of Protection/Final Decisions (certificates)
Institutional and Organizational Considerations

- Segregate or Integrate Madrid processes with domestic processes
- Staff training (all or some -> specialize)
- Industry awareness (which industries would benefit – marketing)
- The legal profession - consultations
- Treaty obligations – pendancy – 18 months
IT and Automation Considerations

- Do I have an IT system (bespoke or IPAS or none)
- Will my IT system require modification to handle Madrid
- How will I communicate with the IB (paper/image/XML)
Legal Considerations

- National Legislation
- Implementing regulations
- Compliance check (Paris/Madrid)
- Declarations
- IB advice
Verification and assistance by WIPO

- Process audits
- National IP Strategies
- Global infrastructure support
- Awareness programs
- Review legislation
- Seminars and Workshops
- Staff training
Dont go too fast

Please
Thank You