Effective Use of the Madrid System: Case Studies

Honda Motor Co., Ltd.
Toshiyuki Matsudaira

We are needing a global trademark protecting system.
Introduction of Honda

Respect for the Individual

The Three Joys

Company Name: Honda Motor Co., Ltd.
Head Office: Tokyo, Japan
Established: September 24, 1948
President & CEO: Takanobu Ito
Capital: ¥86 billion (as of March 31, 2011)
Sales (2011):
- Consolidated: ¥8,936,867 million
- Unconsolidated: ¥2,915,416 million
Total number of employees:
- Consolidated: 179,060 (as of March 31, 2011)
- Unconsolidated: 25,673 (as of March 31, 2011)
Consolidated subsidiaries: 382 subsidiaries (March 31, 2011)
Chief Products: Motorcycles, automobiles, power products

Do you know Honda?
Do you know Honda?

After the Super Cub was launched in 1958, many satisfied customers have been attracted by the Super Cub as a reliable personal vehicle that anyone can easily operate, regardless of age or gender. In every corner of the country, customers wanted to own and ride a Super Cub in their daily lives.

Worldwide motorcycle unit sales (Jan.-Dec. 2010)(unit:1,000 vehicles)

- **Asia & Oceania**: 14,378
- **China**: 1,285
- **Europe, Middle East And Africa**: 258
- **Japan**: 196
- **North America**: 192
- **South America**: 1,640

**Global Total**: 17,952
Do you know Our Brand?

Corporate Symbol

Product Mark (Automobile as Honda brand)

Product Mark (Motorcycle)

Product Mark (Automobile as ACURA brand)

Do you know Our Brand?

BLUE SKIES FOR OUR CHILDREN
Honda Brand Strategy

New value creation to earn people's appreciation

Honda brand is only one in the world.
We need a strong protection of Honda brand all of the world.
What happened to Honda?

How should we protect our brand?

Q. We need an effective, useful and reasonable system to protect Honda brand. How should we protect it?

A. The clear answer is a Madrid system.
Madrid system has a great benefit for users.

The advantage of Madrid system

- Single application in the Contracting Parties
- Automatically enjoy protection
- Easy extension
- Just one single expiry date
- Cost-effective administration
Difference of Filing Fee

- Low Cost!
- Domestic Attorney’s Fee
- Official Fee
- Overseas Attorney’s Fee
- Domestic Attorney’s Fee
- Official Fee

Madrid System
Normal Application

Filing Procedure

To designate the country which we hope to file an application in...

- Check only FR France
### Expiring Date

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<tr>
<th>Country</th>
<th>Madrid system (10years)</th>
<th>Normal system (10years)</th>
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Renewal timing depends on each country's trademark system.

### Filing Priority

- **High Priority!**
  - Member States
    - High-Important
    - Middle-Important
  - Madrid System Application
  - Non-Member States
    - High-Important
    - Middle-Important

- **Low Priority…**
  - Member States
    - Low-Important
  - Non-Filing
    - Non-Member States
    - Low-Important

Market Importance: High, Middle, Low
Our use case of Madrid system

In order to protect the mark in world wide, we have to use two ways of application system.

- Madrid system applications
- Normal applications

The Member States

Asia, Pacific, Middle East, South America, and Africa...
Our important market has not yet entered into Madrid Protocols.
Japanese use of Madrid system

The Madrid system has also a great benefit for the member states.
Entered Effect

High Priority!

Low Priority…

Madrid Protocols

Member

Non-Member

High-Important Member State

Middle-Important Member State

Low-Important Member State

High-Important Non-Member State

Middle-Important Non-Member State

Low-Important Non-Member State

High Market Importance

Middle Market Importance

Low Market Importance

China’s Case

Annual Development Report on China’s Trademark Strategy 2010

Amount of applications

120,000

100,000

80,000

60,000

40,000

20,000

0


Year

Madrid system applications

Overseas applications

China’s Case
Conclusion

All Japanese companies including Honda strongly hope that all states in the world would enter into the Madrid Protocol.

We are fairly convinced that entering the Madrid Protocol effects well not only for users but the member states.

Thank you for your attention.