MADRID OPERATIONS: Initial Stage (2012-2013)

3235 DESIGNATIONS (Oct 2012 – Nov 2013)

| 26 examiners  | 7 examiners  |
| 4 supervisors | 1 supervisor |
| Madrid Processing Unit | (Madrid Unit) |
MADRID OPERATIONS: Initial Stage (2012-2013)

Examination of IRs assigned to all examiners

22 examiners
4 supervisors
Madrid Processing Unit

74% of total designations (2381/3235) are unexamined with some IRs nearing their 18th month

DIFFICULTY IN MONITORING
Reconstitution of the Madrid Unit (Dec. 2013)

- 7 examiners & 1 supervisor (Madrid head)

- Examination of IRs concentrated in the Unit

- Positive impact on number of pending applications pendency age
MADRID OPERATIONS: Statistics

No. of pending applications in 2013 – 2017

- **DEC. 1, 2013**
  - 73% (2381 out of 3235) UNEXAMINED

- **DEC. 31, 2015**
  - 32% pending; 68% (8690/12715) with SGP

- **DEC. 31, 2016**
  - 19% pending; 81% (14057/17389) with SGP

- **SEP. 30, 2017**
  - 23% pending; 76% (16821/22090) with SGP
MADRID OPERATIONS: Statistics

First Action & Registration Pendency
2013 - 2017

<table>
<thead>
<tr>
<th>Year</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Months</td>
<td>4 months</td>
<td>7.5 months</td>
<td>1.67 months</td>
<td>1.76 months</td>
<td>0.81 months</td>
</tr>
<tr>
<td>Months</td>
<td>5.5 months</td>
<td>10 months</td>
<td>6.47 months</td>
<td>5.47 months</td>
<td>4.39 months</td>
</tr>
</tbody>
</table>
Examination of IRs and other Madrid-related Processes are Concentrated in the Unit

- easier monitoring of status of IRs
- issues are easily resolved through team meetings and/or communication with WIPO
- easier coaching of examiners on Madrid-related procedures
- predictability of TAT
- more efficient workload management/monitoring
- queries relating to Madrid is concentrated in the unit
Venue for Attachment Trainings

- Two attachment trainings in 2015 for DIP Cambodia Madrid Examiners
- September 2016 – DIP Cambodia and Laos Madrid Examiners
- Part of IPOPHL’s contribution as country champion for Madrid Protocol Accession
- IPOPHL is the first office to have a Madrid workflow within IPAS
TIPS TO CONSIDER FROM PH EXPERIENCE

• Set up a Madrid Unit who will be in charge of everything
• Matrix of Responsibilities for each member
• Follow a well-defined schedule

THEN ONCE EVERYTHING IS STABLE

Do the other way around

“CORRECT TIMING IS KEY”
ONCE MADRID UNIT IS STABLE → DO THE OTHER WAY AROUND

Training our national examiners and key admin officers

- June 2015, four (4) national examiners started examining IRs
- September 2016, we trained eight national examiners and two admin officers
- June 2017, four (4) national examiners also started examining IRs

(concentrated IR examination to farming out examination of IRs to all examiners)
ONCE MADRID UNIT IS STABLE → DO THE OTHER WAY AROUND

• Established procedures and practices
• More Madrid-trained examiners to coach national examiners
• “Backlogs” eliminated → monitoring becomes easier
ONCE MADRID UNIT IS STABLE → DO THE OTHER WAY AROUND

From: MADRID UNIT as Madrid examination and processing group

Madrid examination by all examiners

Madrid admin tasks like transmittals to be done by the admin unit

To: MADRID UNIT in charge of:
- Policy matters
- Quality control
- Training
- Point on contact
- Examination
Thank you.

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