



Madrid - Operational aspects

Geneva
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■ Overview - Operations

■ A follow up from last year

Figures - 2011

■ Applications	+ 6.5 %
■ Registrations	+ 8.5 %
Other processing figures;	
■ Subsequent designations	+ 13.1%
■ Decisions by Offices	+ 29.8%
■ Modifications	+ 4.2%

Figures – processing time

- Processing time in 2011
 - Applications - 32 days
 - Decisions - 18 days

 - Modifications - 45 days on average
 - 24 different types of modifications
 - Limitations - 45 days

More figures

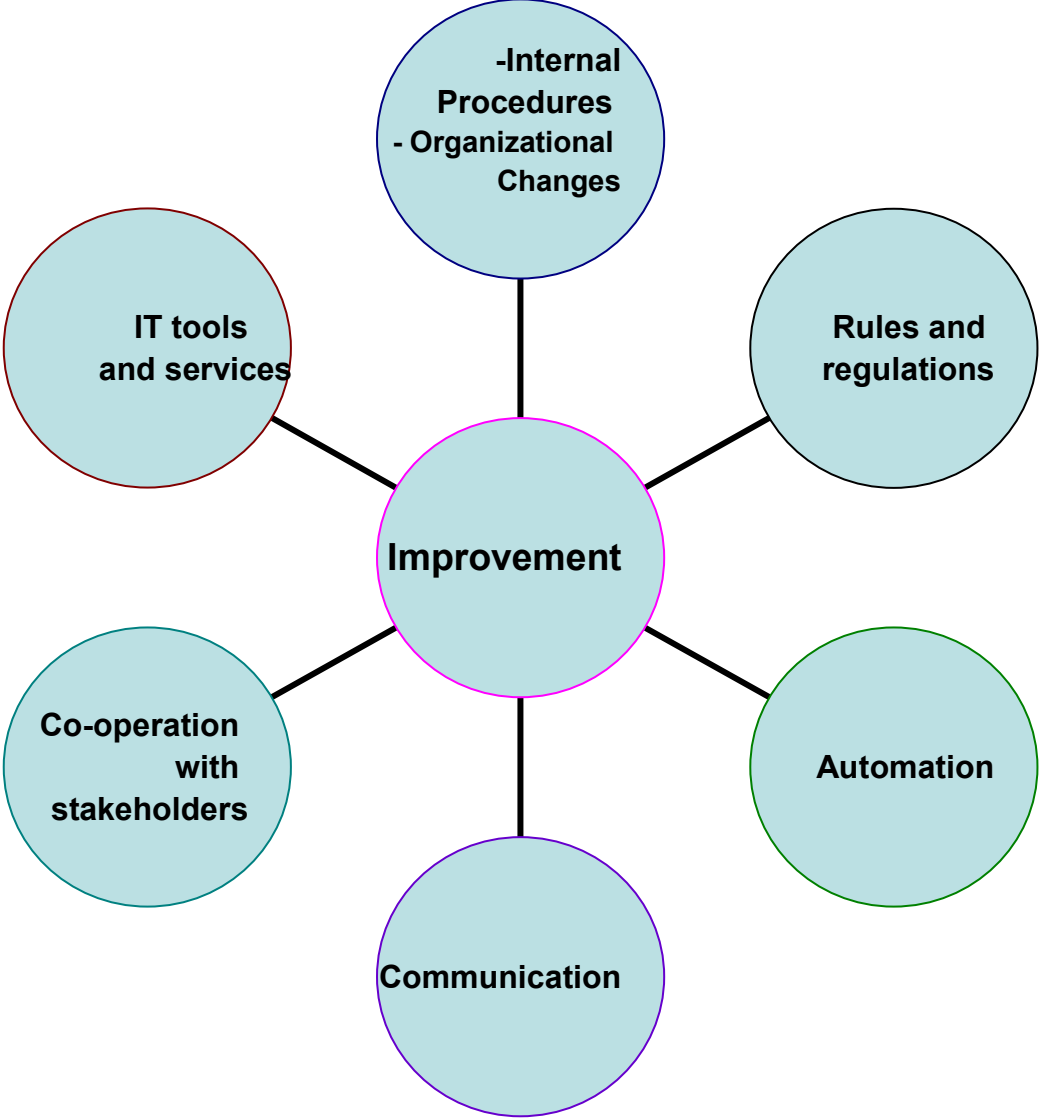
- Irregularities - over 33% of all applications
- over 15.000 letters in 2011
- Average length of lists of goods and services more than 170 words
- Longest list over 100.000 words
- Applications
75.4 % in English
22.2% in French
2.4% in Spanish

A follow up from last year

Challenges

- Increased number of applications or requests
- More Member states
- Increased demand for services
 - Better communications
 - New communication methods
 - More information
- We need to increase *operational productivity* and expand our portfolio of *client services* whilst at the same time modernize our *IT capacity*

Operational and Procedural Improvement



Goals

- Improve customer satisfaction
- Improve quality
- Improve availability of information and improve communication

Objectives

- Decreasing the pendency time
- Decreasing the number of corrections
- Decreasing the number of irregularities
- Harmonising internal practices – Consistent practices
- Communicating with our customers in a timely manner

Strategic plan

- Increased automation
- Exhaustive training
- Documenting practices
- Evaluating our practices, simplifying procedures
- Increased internal communication
- Increased communication and cooperation with users and National Offices

Organizational changes

- Organizational changes, to:
 - Improve our services
 - Improve communication

- New processing teams
 - Centralized knowledge and services – according to Member states
 - Multi - tasking examiners
 - Direct contact to processing teams

- New Section – Quality and planning

Team 1

- **AM** *Armenia*
- **AG** *Antigua and Barbuda*
- **BG** *Bulgaria*
- **BQ** *Bonaire, Saint Eustatius and Saba*
- **CH** *Switzerland*
- **CO** *Colombia*
- **CU** *Cuba*
- **CW** *Curaçao*
- **CZ** *Czech Republic*
- **DZ** *Algeria*
- **EG** *Egypt*
- **EM** *European Union*
- **ES** *Spain*
- **FR** *France*
- **HU** *Hungary*
- **KP** *Democratic People's Republic of Korea*
- **LI** *Liechtenstein*
- **MA** *Morocco*
- **MC** *Monaco*
- **MD** *Republic of Moldova*
- **MG** *Madagascar*
- **MK** *The former Yugoslav Republic of Macedonia*
- **MN** *Mongolia*
- **MZ** *Mozambique*
- **PL** *Poland*
- **PT** *Portugal*
- **RO** *Romania*
- **SX** *Saint-Martin*
- **SY** *Syrian Arab Republic*
- **ST** *Sao Tome and Principe*

Team 2

- **AL** *Albania*
- **AT** *Austria*
- **AZ** *Azerbaijan*
- **BA** *Bosnia and Herzegovina*
- **BX** *Benelux*
- **BY** *Belarus*
- **DE** *Germany*
- **EE** *Estonia*
- **GE** *Georgia*
- **GH** *Ghana*
- **HR** *Croatia*
- **IR** *Iran (Islamic Republic of)*
- **IT** *Italy*
- **KG** *Kyrgyzstan*
- **KZ** *Kazakhstan*
- **LR** *Liberia*
- **LS** *Lesotho*

- **LT** *Lithuania*
- **LV** *Latvia*
- **ME** *Montenegro*
- **NA** *Namibia*
- **RS** *Serbia*
- **RU** *Russian Federation*
- **SD** *Sudan*
- **SI** *Slovenia*
- **SK** *Slovakia*
- **SL** *Sierra Leone*
- **SM** *San Marino*
- **SZ** *Swaziland*
- **TJ** *Tajikistan*
- **TM** *Turkmenistan*
- **UA** *Ukraine*
- **UZ** *Uzbekistan*
- **ZM** *Zambia*

Team 3

- **AU** *Australia*
- **BH** *Bahrain*
- **BT** *Bhutan*
- **BW** *Botswana*
- **CN** *China*
- **CY** *Cyprus*
- **DK** *Denmark*
- **FI** *Finland*
- **GB** *United Kingdom*
- **GR** *Greece*
- **IE** *Ireland*
- **IL** *Israel*
- **IS** *Iceland*
- **JP** *Japan*
- **KE** *Kenya*
- **KR** *Republic of Korea*
- **NO** *Norway*
- **OM** *Oman*
- **PH** *Philippines*
- **SE** *Sweden*
- **SG** *Singapore*
- **TR** *Turkey*
- **US** *United States of America*
- **VN** *Viet Nam*

Communication - requests and queries

General queries: **Madrid Customer Service**
intreg.mail@wipo.int
+41 22 338 8686

Questions regarding a specific International registration :

Team 1

madrid.team1@wipo.int
phone +41 22 338 750 1

Team 2

madrid.team2@wipo.int
phone +41 22 338 750 2

Team 3

madrid.team3@wipo.int
phone +41 22 338 750 3

Rules and regulations - Translation

- Three working languages – English, French, Spanish
- Applications
 - 75.4 % in English
 - 22.2 % in French
 - 2.4% in Spanish
- Over 81 % of the translation - applications

42 270 registrations - 81 001 Translation transactions
 75.4% From English > 22.2% From French > 2.4% From Spanish

NEW APPLICATIONS 2011	TRANSACTIONS	WORDS
<i>SOURCE LANGUAGE > ENGLISH</i>	61039	9863936
<i>SOURCE LANGUAGE > FRENCH</i>	17994	3671456
<i>SOURCE LANGUAGE > SPANISH</i>	1968	316579
TOTAL	81001	13851971

Average number of words/Transaction: 162 [English] 204 [French] 160 [Spanish]

Total translated words in 2011 = 13 851 971

Translation

- 13 other types of transactions
- More than 16 million translated words in 2011
- Everything available in the three languages ; international applications and registrations, for the procedural purposes of filing, recording, publication, communication and notification

Translation

- Changed practice from January 2012, regarding translation of goods and services;
- Limitations and statements of grant of protection following a provisional refusal (final decisions) - published in the filing language of the application and the language of designated Office (s).
Additional translation always available upon request
- Request form under *Online services* on our website

Online form

Translation Request

Since January 1, 2012, some documents have only been translated into the language of the international application and/or the language of communication chosen by the Office(s) concerned. Translation into other official Madrid working languages may be requested by completing the form below. The requested translations will be published in Romarin within 2 weeks.

All fields marked with * are mandatory.

International Registration Number *	<input type="text"/>
Translate into *	Select language ▾
Type of operation *	Select type of operation ▾
Country affected *	Select country ▾
E-mail address *	<input type="text"/>
Verification: *	<div style="border: 1px solid black; padding: 5px; text-align: center;">h e q e h</div> <p>Please enter below the characters displayed above.</p> <input type="text"/>
	<input type="submit" value="Submit"/>

http://www.wipo.int/madrid/en/services/translation_form.jsp

The impact – limitations (after registration)

■ Jan - July 2011

56058 words for translation

■ Jan - July 2012

8359 words for translation

= 85% less

No translation of limitations
pending

Very few requests for
translation

Automation and IT development

- Looking into all possibilities
- Examination and translation
- In 2011 on average 30% automatically translated
- Standard list of goods and services

Co-operation with Member states

- Improvement of the system is in the interest of all stakeholders
- Impossible without co-operation
- Co-operating on reducing number of irregularities
- Communication to users
- Knowledge sharing – improving our capacity
 - Visits to National Offices
 - Exchange program for examiners