Classification Update
Background

Improving the Madrid Customer Experience

• Started in 2020
• Aims:
  • Provide a positive customer experience
  • Encourage exporters to protect their IP
• Two major streams of work:
  • Classification (getting goods and services right the first time)
  • Public education and awareness
Classification stream

Irregularities Review
- Approximately 40% of Australian applications receive irregularity letter
- Identified many irregularities are due to specificity issues with classification (around 80%)
- Looked at initial ways to fix
  - Website changes
  - Education and training
- No significant change in irregularities rates
Aligning trade mark classification with WIPO

International Goods and Services Consistency Project

• Endorsed in March 2023
• Classification alignment in two parts:
  1. Specificity Practice Update (September 2023)
  2. Madrid Goods and Services Alignment (first half 2024)
Classification alignment

Specificity Practice Update
- Some terms accepted in Australia are too broad or vague to be accepted by WIPO
- Developed a List of terms too broad for classification

MGS list adoption
- Replacing AU picklist with Madrid Goods and Services (MGS) list
- We will exclude terms if needed
- AU picklist contains 60,000 terms; MGS contains 130,000
- Developed a semantic search tool to help find terms
Contact us

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