Marketing and Promotion of the Madrid System
Madrid System Working Group Roundtable
Denis Croze
Director, Madrid Information and Promotion Division, Madrid Registry, Brands and Designs Sector
Geneva
16 November 2023
Agenda

- How the Madrid Registry is helping the Madrid System Members to promote the System in their countries

- How the IP Offices are and can contribute to the marketing and the promotion of the Madrid System in their countries: local experiences and projects
Goals of the Madrid System Promotion

- Make the Madrid System more accessible to its customers through innovative communication and education
- Promote extensively the Madrid system to increase its use throughout the world, in particular among SMEs
- Modernize the Madrid System customer service in order to deliver an exceptional customer experience
A System of Three Players

End Users

WIPO

IP Offices
Activities

- Public Education and Awareness
  - Webinars
  - Practical seminar for advanced practitioners
  - Tutorials, podcast
  - Testimonials and case studies
- Marketing and Promotion
  - Madrid System flyer, market research, marketing campaigns
- Customer service
Public Education Activities (2023)

II. PUBLIC EDUCATION – WEBINARS\(^3\), EVENTS\(^4\) AND DISTANCE LEARNING (DL)\(^5\)

**Sessions**

- Webinars: 44
- Events: 26
- DL sessions: 0

**Participants**

- Webinars participants: 6548
- Events participants: 5897
- DL participants: 0

Webinar video replays, podcasts and podcast streams\(^6\)

- 2979 webinar video replays
- 3 podcasts released
- 3417 podcasts streams

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\(^3\) Webinars organized in the framework of the Madrid public webinar program each month and coordinated by Madrid IPD.

\(^4\) Seminars, workshops and events (online or in-person) coordinated by Madrid IPD or with Madrid IPD speakers.

\(^5\) Distance Learning courses on the Madrid System administered by the WIPO Academy.

\(^6\) Number of podcast streams includes WIPO website plays as well.
Public Webinars – 8 Languages

- **THEMATIC AREA**: The Madrid Filing Procedure in China Trademark Office
- **EDUCATION**: Understanding Procedures at the IP Office of the United Kingdom (UKIPO)
- **EDUCATION**: Official Forms: Managing an international registration
- **EDUCATION**: Official Forms: Managing an international registration
Madrid Distance Learning Course

- Certified and tutored online course
- 6 modules – 15 hours
- Free
- 800 - 1000 participants per session
- With the WIPO Academy

DL-303 Specialized Course on the Madrid System for the International Registration of Marks
In-Person Practical Seminars

When?
November / June

Where?
WIPO HQ,
North America
Asia?

Who should attend?
Advanced users (holders and representatives); not for IP Office staff

Why attend?
- Gain Insightful tips from WIPO experts and guest speakers from Australia, China, Republic of Korea and the USA about examination procedures in these IP Offices
- Master Madrid System online tools and procedures
- Increase your global network

Hear from a past attendee!
“It was a very good combination of presentations and case studies. The format made it much more interesting, informative and entertaining. The low number of participants greatly helped the discussion and interaction among them.”

Michael Best, Partner/Attorney-at-law | BEST Rechtsanwaelte, Germany

Registration fee: 600 Swiss francs
Video Explainers and Tutorials

**Madrid "How-to" videos**

- **Subsequent designation**
  - How to extend the protection of an international registration via the subsequent designation.
  - In this tutorial, you will learn how to expand the geographical coverage of your existing international registration by adding additional countries or regions through a subsequent designation. [About subsequent designations](#).

- **Renewals (1/2)**
  - How to renew international registrations (part 1).
  - This tutorial will go over the renewal process, modifications to international registrations before and after the renewal, and the costs associated with the renewal. [About renewals](#).

- **Introduction to the Madrid System and WIPO**
  - Video: An introduction to the International Trademark System.

- **Benefits and Advantages of the Madrid System**
  - Video: Benefits and advantages of the Madrid System.
Madrid System Podcast

WIPOD – International Trademark System Talks
8th episode

- Spotify
- Apple Podcasts
- Google Podcasts

In this episode, we’ll be taking a closer look at some of the milestone and pivotal 20th-century revisions to the Madrid Agreement that helped to reshape and streamline procedures for the international registration of trademarks.
Testimonials and Case Studies

Madrid System Success Story: M’Simbi – Spreading Self-Love Globally, One Doll at a Time

July 25, 2023

We have just released a new success story highlighting how the Madrid System supports innovative entrepreneurs who want their brand to make a difference even beyond their national borders.

What do you do when society tricks you into believing you do not fit in? You carve your own path and you make your voice heard! This is exactly what M’SimbiMoons – former biostatistician and now full-time entrepreneur from Zambia – did when she realized that her daughter did not feel like she complied with traditional beauty standards.

In 2021, the Zambian Association of Manufactures awarded M’Simbi the Grameen Innovator Award, in recognition of her innovative ideas, her sense of leadership and her positive impact on the manufacturing industry. (Photo: M’Simbi Enterprises)

Her little girl motivated M’Simbi to find a way to manufacture Black dolls, and to set up her own business - M’Simbi-whose mission is to teach young girls to be proud of their cultural identity and aware of their own unique beauty.

M’Simbi products now range from dolls to backpacks, and from clothes to hair accessories, and are exported to the United Kingdom and the United States of America.

International trademark protection in those countries through the Madrid System is what truly allowed M’Simbi to take off, opening up doors to major international e-commerce platforms.

“I would definitely encourage local entrepreneurs to apply for trademark protection both locally and internationally. When PROM (Patents and Companies) Registration Agency in Zambia told us that you can register your trademark in many countries at once with the Madrid System, it really intrigued us.”

— M’Simbi Enterprises

Access the full success story

Madrid System Success Story: HABIBA Jewellery – Timeless Tunisian Jewelry Takes the International Stage by Storm

September 26, 2023

Entrepreneur Sonia Fek’s brand “HABIBA Jewellery” – created as a tribute to her mother – was quick to win the hearts of women across Tunisia. Despite the challenges of the COVID-19 pandemic, the brand’s success grew, spontaneously catching the attention of Egyptian media outlets, in turn raising awareness in the Gulf countries. From there, demand grew in other African countries.

Find out all about Sonia’s journey to success, and how the Madrid System is helping her not just to expand her horizons but also to face the future with confidence.

Sonia’s secret to success?

“When I founded HABIBA Jewellery, I projected myself 15 years into the future. Protecting my trademark – first nationally and then internationally – was one of my top priorities.”

— Sonia Fek, HABIBA Jewellery

Access the full success story
# Testimonials and Case Studies

## Case Studies on Intellectual Property (IP Advantage): Search Results

**Query:** The International Trademark System (Madrid)

82 record(s) found.

<table>
<thead>
<tr>
<th>Title</th>
<th>Country / Territory</th>
<th>Industry</th>
</tr>
</thead>
<tbody>
<tr>
<td>“HABIBA Jewellery”: Timeless Tunisian Jewelry Takes the International Stage by Storm</td>
<td>Tunisia</td>
<td>Clothing and Accessories</td>
</tr>
<tr>
<td>Xiaomi Corporation: Promoting a better life through innovative technology</td>
<td>China</td>
<td>Durable Household Products, Electronic and Electrical Equipment, Software and Computer Services, Technology Hardware and Equipment</td>
</tr>
<tr>
<td>Using Trademarks and Brand Names as a Dialogue for Success</td>
<td>Morocco</td>
<td>Electronic and Electrical Equipment</td>
</tr>
<tr>
<td>USHER – A Universal Structural Health Monitoring System</td>
<td>Philippines</td>
<td>Building Materials and Fixtures, Electronic and Electrical Equipment, Industrial Engineering, Technology Hardware and Equipment</td>
</tr>
<tr>
<td>Traditional Knowledge as a Guide to Success</td>
<td>Lithuania</td>
<td>Food Products</td>
</tr>
<tr>
<td>Toyota Motor Corporation: A Company Born from Innovation</td>
<td>Japan</td>
<td>Industrial Transportation, Software and Computer Services</td>
</tr>
<tr>
<td>The Power of Brands</td>
<td>Italy</td>
<td>Beverages</td>
</tr>
<tr>
<td>The Poetry of Architecture</td>
<td>Iran (Islamic Republic of) United States of America</td>
<td>Building Materials and Fixtures</td>
</tr>
<tr>
<td>The King of Cheese and its IP Crown</td>
<td>Italy</td>
<td>Food Products</td>
</tr>
<tr>
<td>The Fabled Cloth and its IP Future</td>
<td>Netherlands</td>
<td>Clothing and Accessories</td>
</tr>
<tr>
<td>Tailoring Made Easy with U-Dazzle Folding Sewing Ruler</td>
<td>Trinidad and Tobago</td>
<td>Clothing and Accessories</td>
</tr>
</tbody>
</table>
Localized Promotion: Madrid System Flyer

- A tailored two-page “Flyer” on the Madrid System
- To be attached to each certificate of national/regional trademark registration issued by IP Offices of Madrid System Members
- Explaining the key benefits of the Madrid System in non-technical terms
- Translated into the applicable local language by the IP Offices concerned
- To be preferably distributed electronically for environmental and cost saving purposes
Examples of Madrid System Flyers

IPOPHL

Cambodia DIP
Examples of Madrid System Flyers

INPI - Brazil

INAPI - Algeria
Market Research Initiatives and Digital Marketing Campaigns

- Market Research (identifying the barriers to the use of the Madrid System; Increasing the use of the Madrid System)
- Data analysis of trademark registrations in Madrid System Members
- Digital Marketing campaigns/ lead management campaigns
Improving the Customer Experience

- Introducing new services at the Madrid Infoline Unit: live chat, Madrid Digital Assistant (chatbot), round the clock service, free calls, languages, etc.
- Instant feedback, Madrid User Satisfaction Surveys, Madrid Customer Feedback Matrix
- KPIs: handle customer queries within 24 hours
- Statistics: number of call, top calling countries, languages, popular inquiry topics
IP Offices Experiences and Projects
MOLDOVA EXPERIENCE
L’expérience de la République de Moldova dans la promotion du pliant du Système de Madrid

Ludmila COCIERU,
Cheffe de la Section marques internationales,
Direction marques et dessins industriels,
AGEPI
Tél.: +373 22188546
E-mail: ludmila.cocieru@agepi.gov.md
Etapes réalisées

- ajustement de la version anglaise du pliant (AGEPI en collaboration avec l'OMPI)
- traduction du pliant en roumain (AGEPI)
- finalisation/coordination des textes en anglais et en roumain (AGEPI en collaboration avec l'OMPI)
Version anglaise

Protect your Brand Globally

Registering your trademark with the State Agency on Intellectual Property (AGEPI) is an important step in protecting your brand in the Republic of Moldova.

Do you want to expand your business internationally?

If so, you should already consider obtaining trademark protection in other countries to promote your brand’s future and stay ahead of the competition.

Through an international treaty, we have made it possible for you to take advantage of the World Intellectual Property Organization (WIPO) Madrid System to register your trademark in over 129 countries.

The Madrid System helps enterprises of all sizes grow in a competitive global market place.

The Madrid System is your one-stop solution for registering and managing trademarks outside Moldova.

Here is what you need to know about the Madrid System:

- Whether you are a startup or an established business, registering your trademark internationally is the first step in protecting your commercial interests abroad and should be an integral part of any global business strategy.

- Operated by WIPO, a specialized agency of the United Nations, the Madrid System helps you seek protection in over 129 countries, including Romania, Ukraine, Türkiye, Italy, and Germany.

- You save time and money by filing an application through the Madrid System. No matter how many countries you seek to protect your brand in, you can file a single application in one language, with one set of fees.

Make your move now to secure your trademark all over the world. Visit the Madrid System website, contact AGEPI, send us an email (madrid@agepi.gov.md), or call an IP specialist to find out how to protect your brand in key overseas markets.
Protejați-vă marca la nivel global

Înregistrând marca cu Agenția de Stat pentru Proprietatea Intelectuală (AGEPI) faceți un pas important în protecția marcii Dvs. în Republica Moldova.

Doriți să vă extindeți afacerea la nivel internațional?

Dacă da, ar trebui să luați deja în considerare protecția marcii în alte țări pentru a o promova și a face față concurenței.

Protectia internațională a marcii, în peste 129 de țări, poate fi asigurată prin Sistemul de la Madrid al Organizației Mondiale a Proprietății Intelectuale (OMPI) în baza unui tratat internațional.

Sistemul de la Madrid ajută companiile de toate dimensiunile să se devoate pe o piață globală competitivă.

Sistemul de la Madrid este, pentru dumneavoastră, o modalitate centralizată pentru înregistrarea și gestionarea marcilor în afara Republicii Moldova.

IAI îl perpetuează despre Sistemul de la Madrid

- Indiferent dacă sunteți la etapa de start-up sau dispuneți de o afacere stabilă, înregistrarea marcii la nivel internațional este primul pas în protejarea intereselor dumneavoastră comerciale în străinătate și ar trebui să fie o parte integrantă a oricărei strategii de afacere.
- Administrează OMI, a agenție specializată a Națiunilor Unite, Sistemul de la Madrid, vă ajută să obțineți protecție în peste 129 de țări, inclusiv România, Ucraina, Turcia, Italia și Germania.
- Economiza timp și bani prin depunerea unei cereri prin Sistemul de la Madrid. Indiferent în câte țări doriti să protejați marca, puteți trimite o cerere într-o singură limbă cu un singur set de taxe.

Faceți un pas înainte pentru a vă proteja marca în întreaga lume. Vizitați site-ul Sistemului de la Madrid, contactați AGEPI, trimiteți un e-mail (madrid@agepi.gov.md) sau sunați un specialist în PI pentru a afișa cum să protejați marca pe piețele cheie de peste hotare.
Trademarks. International registration

- Flyer - Madrid System promotion
- Importance of International Registration
- The Registration Procedure
- The International Application for Trademark Registration
- Specific Aspects of the International Procedure
Les pliants sont:
- annexés aux certificats des marques nationales (sur papier ou électroniquement)
- distribués pendant les événements (organisés par AGEPI ou auxquels nous participons).
Résultats

Pliants annexés aux certificats:

<table>
<thead>
<tr>
<th></th>
<th>II trim.</th>
<th>III trim.</th>
</tr>
</thead>
<tbody>
<tr>
<td>papier</td>
<td>141</td>
<td>92</td>
</tr>
<tr>
<td>éléctron.</td>
<td>168</td>
<td>158</td>
</tr>
<tr>
<td>total</td>
<td>309</td>
<td>250</td>
</tr>
</tbody>
</table>
Evènements II trimestre:

Dans le cadre d'autres activités organisées par l'AGEPI, 262 pliants ont été distribués :

- Le webinaire dans le domaine de la propriété intellectuelle « Les femmes et la propriété intellectuelle : Accélérer l'innovation et la créativité », 12 avril 2023 (127 pliants ont été envoyés par e-mail);

- Dans le cadre de la participation de l'AGEPI à la Tente du Gouvernement dans le cadre de l'organisation de la Ville Européenne, le 13 mai 2023 (100 pliants sur papier ont été distribués);

- Au bureau de consultation de l'AGEPI, pour les demandeurs qui veulent déposer des marques internationales (35 pliant sur papier).
Evènements III trimestre:

Dans le cadre d'autres activités organisées par l'AGEPI, 92 pliants ont été distribués :

- Le panel dédié au rôle de la propriété intellectuelle dans le développement des entreprises dans le cadre des sessions EU4Culture "Entreprise culturelle et gestion", organisées par GEN Moldavie. AGEPI a participé le 5 juillet 2023 (25 pliants);

- Le salon international spécialisé "MoldMEDIZIN&MoldDENT", organisé par la C.I.E. "MOLDEXPO", AGEPI a participé le 15 septembre 2023 (50 pliants);

- Le cours spécial dans le domaine de la propriété intellectuelle, organisé par l'AGEPI du 25 septembre au 22 décembre 2023 (17 pliants).
USA EXPERIENCE
Took a while but finally SUCCESS!

Posted on USPTO website

Here is what you need to know about the Madrid System

- The Madrid System is your one-stop solution for registering and managing trademarks outside the United States.
- Whether you are a startup or an established business, registering your trademark internationally is the first step in protecting your commercial interests abroad and should be an integral part of any global business strategy.
- Operated by WIPO, a specialized agency of the United Nations, the Madrid System helps you seek protection in over 120 countries.
- You save time and money by filing an application through the Madrid System. No matter how many countries you seek to protect your brand in, you can file a single application in one language, with one set of fees.

Make your move now to secure your trademark all over the world. Visit the WIPO Madrid System website, contact the USPTO, or call an Intellectual Property specialist to find out how to protect your brand in key overseas markets.
Initial start a bit of a rollercoaster

Problems printing paper size A4

**Fixed to U.S. standard 8.5 in x 11 in**

Problems accessing links if have a printed copy

**Fixed – 2 versions: typed web addresses, and one with QR codes**
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WIPO: www.wipo.int/madrid
USPTO: www.uspto.gov/trademarks/laws/madrid-protocol
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**QR Codes**
- [WIPO Madrid System website](https://www.wipo.int/madrid/en)
- [USPTO Madrid Protocol Page](https://www.uspto.gov)
Immediate and unexpected use!
ANTIGUA AND BARBUDA
EXPERIENCE
ABIPCO - WIPO COOPERATION ON CONTENT DEVELOPMENT FOR THE MADRID SYSTEM

PRESENTED BY THE ANTIGUA AND BARBUDA INTELLECTUAL PROPERTY & COMMERCE OFFICE
ABIPCO has partnered with WIPO for the content development of Madrid System webpage!
ABIPCO - WIPO COOPERATION ON CONTENT DEVELOPMENT

Madrid System Content for Antigua and Barbuda Intellectual Property and Company Office (ABIPCO) Website

In line with promotional activities and bilateral cooperation between the WIPO Madrid Registry and ABIPCO, the Madrid Information and Promotion Division has reviewed the proposed structure and content of Madrid System information for inclusion on ABIPCO’s new website.

To ensure the accuracy and consistency of information, and to help trademark holders from Antigua and Barbuda to better understand and easily navigate the Madrid System, we recommend the following amendments.

1. Navigation: About IP/Trademarks
   b. Addition of two hyperlinked sub-navigation items for enhanced navigation:
      - “About the Madrid System” (linking to the ABIPCO hosted webpage on the Madrid System (see page 2)
      - “eMadrid (Digital gateway to international trademark protection)” (linking to https://madrid.wipo.int).

More questions?

If you couldn’t find an answer to your question on this page or through WIPO’s Madrid System website, then feel free to contact us or send your questions to WIPO’s Madrid System customer service team.

Quick links to WIPO resources

- Madrid System website
- Searching before filing an international trademark application
- Filing international trademark applications
- Managing international trademark registrations
- eMadrid – Madrid System online services
- Madrid System legal texts (Protocol, Regulations, Administrative Instructions)
- Guide to the Madrid System

Educational resources

- Madrid System case studies
- WIPO Podcast – International Trademark System Talks
- Madrid System video tutorials
- Madrid System webinars
ABIPCO - WIPO COOPERATION ON CONTENT DEVELOPMENT

**Current Website**

**Madrid Trade Marks**

**How to Protect your TradeMark Internationally**

Register your Trade Mark in Antigua and Barbuda before seeking international protection. Typically, a Trade Mark registered locally will provide protection within the geographical boundaries of Antigua and Barbuda. Alternatively, overseas Trade Mark applications can be pursued in two methods:

1. Application can be filed directly with each intended country,
2. A single international application can be filed through Antigua and Barbuda Intellectual Property and Commerce Office selecting the relevant Madrid Protocol countries where protection is required.

Antigua and Barbuda is the only English speaking Caribbean country that is signatory to the Madrid System. The protocol was signed since the year 2000 and is a one stop solution for managing Trade Marks internationally.

The Madrid system simplifies the process for registering a trademark in multiple countries that are signatories to the protocol. An international registration under Madrid system is the same as an application for registration of the mark filed in each of the countries. Once registered you are protected for ten years.

Trademark applications can consist of a word, combination of words, letters, and numerals. Drawings, symbols, three-dimensional features such as the shape and packaging of goods are accepted.

**New Website**

**The Madrid System**

- What is the Madrid System?
- What are the advantages of the Madrid System?
- How Does The Madrid System Work
- What are the listings of Goods and Services in international application?
- How do I classify trademarks in my international application?
- How do I file an international application through the Madrid System?
- Searching before filing an International Application
- How do I file an international application through the Madrid System?
- How long does the international trademark protection last?
- What are applicable fees concerning international registration through the Madrid system?
- What is a Fee Calculator?
- What are the Madrid System’s online services?
TRINIDAD AND TOBAGO EXPERIENCE
The Madrid System in Trinidad and Tobago

Marketing and Promotion of the Madrid System

Steffi Mohammed
Trademark Systems Specialist (Madrid)
Carnival, in its many forms is hosted in countries around the world.
Fashion is about being glamorous and pretty. And, I believe that I dazzle people’s lives – I leave a statement; I leave a mark! “U-Dazzle” – that’s exactly what I believe I do.

Rhona Jack
CarIPI - Case Study: Trinidad & Tobago Fine Cocoa Company
COLOMBIA EXPERIENCE
Marketing y promoción del Sistema de Madrid
Experiencias y proyectos desarrollados por la oficina colombiana
Superintendencia de Industria y Comercio
Santiago Mosquera Reyes
Noviembre - 2023
Promoción y orientación en la protección internacional de marcas

Proyecto de formación en PI

Capacitación a inventores, innovadores, investigadores, emprendedores y MiPymes respecto a la protección de sus registros marcarios y la internacionalización a través del Protocolo de Madrid.

Consultor privado

Servicios de orientación especializada gratuita en Propiedad industrial. Asistiendo a los distintos usuarios en la presentación de solicitudes de registro internacional (actuando como Oficina de origen).

Oficina de comunicaciones de la SIC

Campaña de divulgación y promoción

Campaña de divulgación, promoción y del Protocolo de Madrid en Colombia para los MiPymes, explicando sus beneficios en diferentes plataformas, redes sociales y medios de comunicación.
Campaña de divulgación y promoción del Protocolo de Madrid en Colombia

La campaña de divulgación estuvo dirigida a hombres y mujeres mayores de 20 años y se realizó dentro del territorio nacional.

Cada pieza gráfica contenía información relacionada con la protección de las marcas en el extranjero orientando el proceso desde Colombia y utilizando el Protocolo de Madrid.

Principales redes sociales
La Superintendencia de Industria y Comercio (SIC) en apoyo con la Organización Mundial para la Propiedad Intelectual (OMPI) lanzaron en el año 2022 un video promocional para las MiPymes **dando a conocer las bondades del Protocolo de Madrid** y destacando aspectos **esenciales** para los usuarios interesados en proteger sus marcas en el extranjero.

Se destaca dentro de su contenido el procedimiento que debe llevar a cabo un usuario para proteger sus marcas en el exterior, desde la presentación de la solicitud nacional, hasta la obtención del registro internacional junto con la facultad de poder extender su derecho a otras Partes Contratantes. **El vídeo utiliza herramientas didácticas, como animación de pizarra, información gráfica complementaria y lenguaje de fácil comprensión que permite que los usuarios entender las bondades del Protocolo de Madrid.**
Conclusiones de la campaña de divulgación y promoción del Protocolo de Madrid en Colombia

1. Las redes sociales como Instagram y Facebook obtuvieron el mayor porcentaje (36,21%) de impresiones entre los usuarios.

2. En un promedio de un mes de divulgación, se estimó que alrededor de 10 millones de personas vieron las publicaciones en diferentes redes sociales incluyendo YouTube.

3. El 35,58% del total de personas que tuvieron acceso a las publicaciones correspondían a personas mayores de 20 años.

4. 67,000 personas aproximadamente vieron una publicación en redes y decidieron dar clic en el enlace para recibir más información.

5. Las edades que representan el 60% de participación de clics en redes sociales como Instagram y Facebook son de edad promedio entre los 55 a 65 años.

6. A diferencia de los demás medios, las publicaciones en Instagram y Facebook era vistas con mayor frecuencia los fines de semana, se refleja en la cantidad de impresiones recibidas.
IP Offices Involvement Opportunities

- Website: support IPOs web content creation
- Madrid System tool kit
- Madrid customized campaigns for SMEs

- Public education and promotion activities
  - Share stories of users: Case Studies
  - Localized promotion: Madrid System Flyer
  - Market researches and data analytics
Stay informed

- **Website**
  Visit the [Madrid System Website](#)

- **Webinars**
  Access [Madrid System Webinars](#) recordings and stay tuned for new topics

- **Tutorials**
  Play our Madrid System “How-to” videos and tutorials

- **Madrid System News**
  Subscribe to [Madrid System News](#)

- **Podcast and YouTube**
  Check our WIPO Madrid System [YouTube](#) playlists and listen our historical podcasts

- **Questions**
  [Contact us](#) online or by phone