



The Madrid System Goods and Services Database

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Madrid Goods & Services Database Project

Brands and Design Sector

Geneva, July 7, 2011

Project approved in 2009

Direct beneficiaries

- Trademark owners / applicants
- Offices of the Madrid Union Members
- The International Bureau of WIPO

TM applicants

- Possibility to select correctly classified indications (accepted by the International Bureau)
- Reduction of Irregularity notices received under Rule 12 and 13 of Common regulations
- Database also beneficial if they can find information on acceptability by Designated Contracting Parties

Offices

- Will see a reduction of Irregularity notices received from WIPO
- Could promote use of the database for national applications
- Would benefit as Designated offices if they accept to give their acceptability of indications stored in the Madrid database

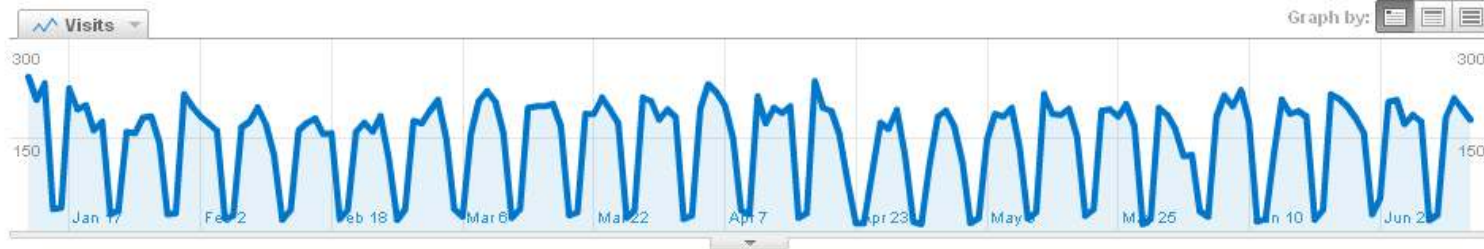
International Bureau –WIPO

- Reduction in the number of Irregularity notices to send
- Reduction in examination and translation workload in the Operations Service
- Increased consistency and quality

G&S MANAGER – Usage Statistics

Dashboard

Jan 12, 2011 - Jul 7, 2011



Site Usage



24,558 Visits



32,025 Pageviews



1.30 Pages/Visit



82.88% Bounce Rate

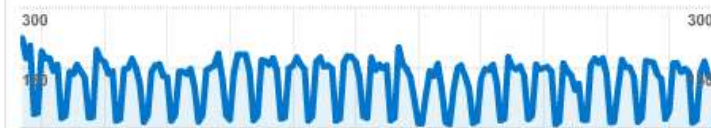


00:01:30 Avg. Time on Site



22.17% % New Visits

Visitors Overview



6,596 Visitors

[view report](#)

Map Overlay



24,558 visits came from 138 countries/territories

Dashboard

Jun 1, 2011 - Jun 30, 2011



Site Usage



4,307 Visits



5,665 Pageviews



1.32 Pages/Visit



83.31% Bounce Rate



00:01:43 Avg. Time on Site



17.90% % New Visits

Visitors Overview



1,251 Visitors

[view report](#)

Map Overlay



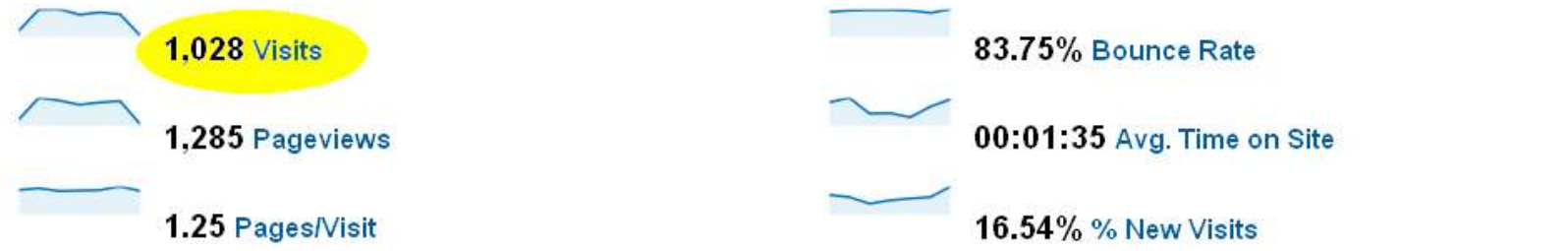
4,307 visits came from 102 countries/territories

Dashboard

Jun 26, 2011 - Jul 2, 2011



Site Usage



Visits
24,558

% of Site Total: 100.00%

Pages/Visit

1.30

Site Avg: 1.30 (0.00%)

Avg. Time on Site

00:01:30

Site Avg: 00:01:30 (0.00%)

% New Visits

22.20%

Site Avg: 22.17% (0.11%)

Bounce Rate

82.88%

Site Avg: 82.88% (0.00%)

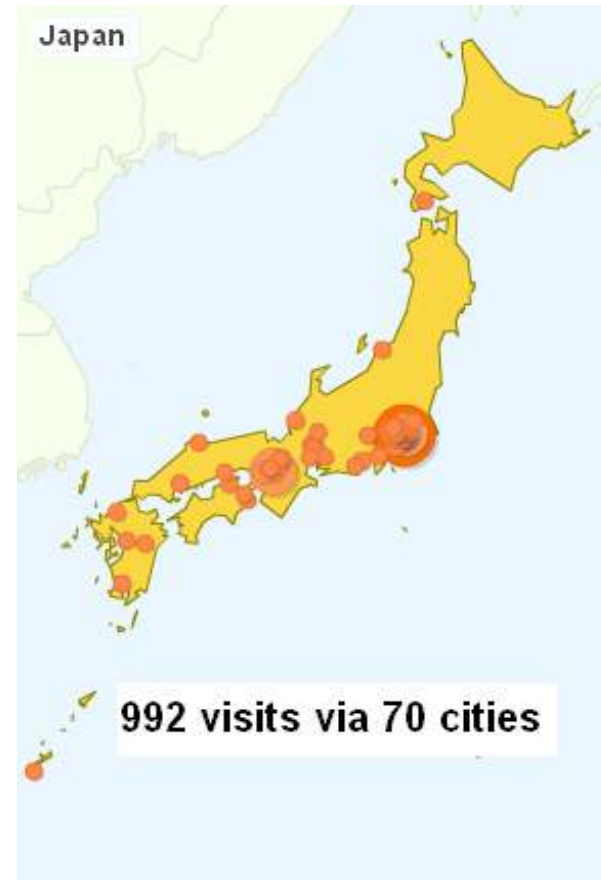
Detail Level: Country/Territory ▾		Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1.	France	4,209	1.22	00:01:04	19.65%	85.93%
2.	Russia	3,013	1.45	00:02:27	18.25%	78.23%
3.	Germany	1,247	1.18	00:00:39	30.87%	87.73%
4.	Japan	1,116	1.30	00:01:45	13.80%	81.81%
5.	Italy	1,082	1.26	00:01:14	21.90%	84.38%
6.	Switzerland	969	1.33	00:01:12	25.08%	82.35%
7.	Spain	924	1.58	00:01:23	28.25%	71.97%
8.	Singapore	856	1.09	00:00:49	23.83%	92.52%
9.	Ukraine	725	2.20	00:02:42	14.76%	56.97%
10.	Australia	602	1.24	00:01:13	19.44%	83.39%
11.	United States	586	1.12	00:00:34	39.42%	90.10%
12.	Turkey	580	1.12	00:00:51	16.55%	91.03%
13.	Denmark	455	1.34	00:01:40	16.70%	82.86%
14.	United Kingdom	398	1.23	00:01:23	26.88%	85.43%
15.	Belarus	398	1.47	00:02:14	27.14%	70.10%
16.	Austria	393	1.62	00:06:29	26.21%	76.59%
17.	Israel	380	1.22	00:01:29	18.42%	85.00%
18.	Peru	307	1.21	00:01:17	5.54%	85.02%
19.	Norway	280	1.14	00:00:37	47.14%	87.50%
20.	Netherlands	270	1.26	00:00:56	16.67%	82.96%
21.	South Korea	256	1.18	00:01:49	14.06%	84.38%
22.	China	236	1.12	00:00:44	41.10%	92.37%
23.	Slovakia	231	1.48	00:02:03	39.83%	77.49%
24.	Serbia	227	1.48	00:01:43	5.73%	74.01%
25.	Poland	203	1.09	00:00:32	39.41%	92.12%





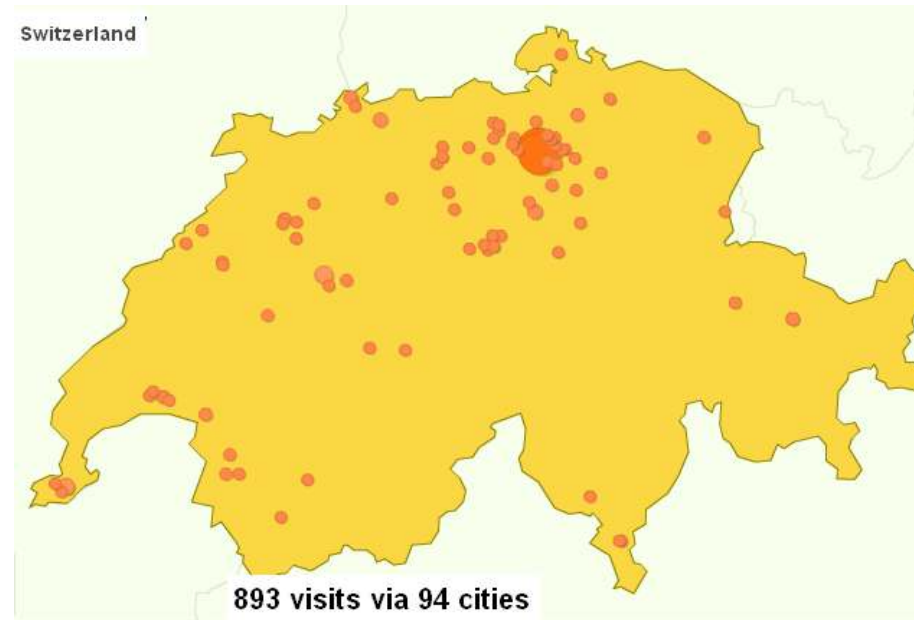
Germany

1,179 visits via 206 cities



Japan

992 visits via 70 cities



	NICE Alphabetical List in database format		Available TOTAL (NICE + non-NICE)				MoU / MoC	
	DRAFT	FINAL	DRAFT (Terms)	DRAFT (Concepts)	FINAL (Terms)	FINAL (Concepts)	Pending	Signed
English		YES			30,491	19,981		
French		YES			24,149	18,996		
Spanish		YES			23,857	18,996		
Russian *		YES			16,730	16,670		YES
Arabic *	YES						With Gov.	
Chinese Simplified *		YES	20,560	18,996				YES
Chinese Traditional		YES	20,560	18,996				
Dutch *								YES
German *		YES						
Hebrew		YES			19,189	18,996		
Italian *		YES						YES
Japanese *	YES						With Gov.	
Korean		YES						
Norwegian		YES						
Portuguese *		YES						YES
Turkish								
Ukrainian								

* Eight languages selected in Sept. 2009 for Phase I of the pilot project on introduction of additional filing languages in the Madrid System.

Next developments

- EXPORT to / IMPORT from WORD documents
- EXPORT to / IMPORT from MM application form
- Integration to Madrid Electronic filing services
- Display ACCEPTANCE STATUS by Designated Contracting Parties

(The I.B. will assess the need for such function aimed at reducing volume of refusals)

Database Structure

Indications grouped by concept

Example in Class 3

- hair bleaching preparations (Trilateral)
- hair decolorants (Trilateral)
- hair bleaches (USPTO)
- hair color removers (USPTO)
- hair colour removers (WIPO)

- préparations pour la décoloration des cheveux
- produits de décoloration capillaire

- decolorantes para el cabello
- preparaciones para decolorar el cabello

Thank you for your
attention!

Please, Answer our
User Satisfaction Survey

