



Australian Government

IP Australia

THE MADRID SYSTEM FOR AUSTRALIAN USERS

September 2020

IP AUSTRALIA

WORLD INTELLECTUAL PROPERTY ORGANIZATION



Patents



Trade Marks



Designs



Plant Breeder's Rights



SPEAKERS

- Janette Yeung (IP Australia)
- Ian Arentz (WIPO)

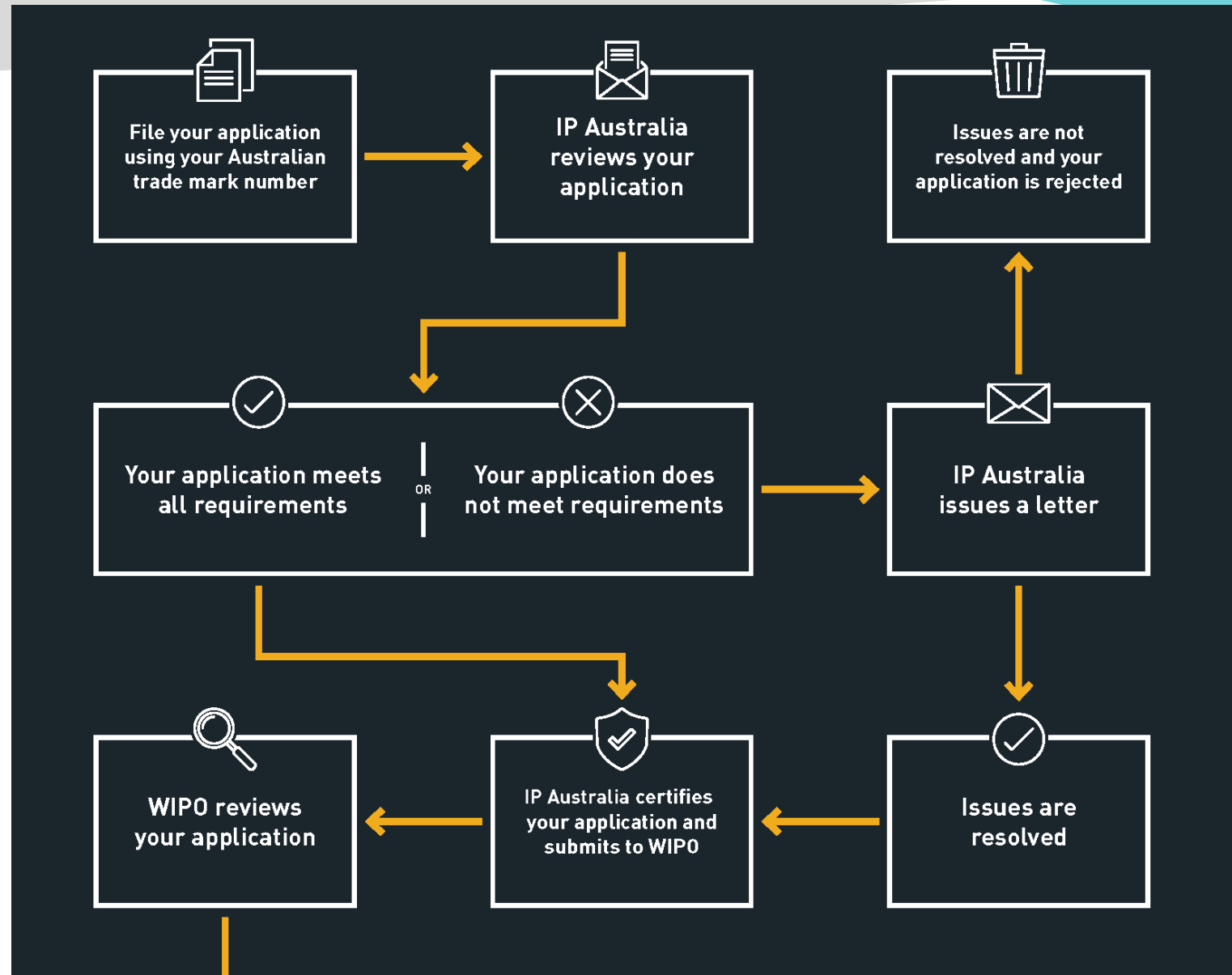


AUSTRALIAN FILINGS OVERSEAS

- Australian residents filed in a total of **43,522** classes overseas in 2018, an increase of six per cent on the level observed in 2017.
- In 2019, around **2,150** trade mark applications were filed through the Madrid System with Australia as the Office of Origin – this represents a steady increase year on year since 2011.
- Top 3 designations through Madrid system – US, EUIPO, China

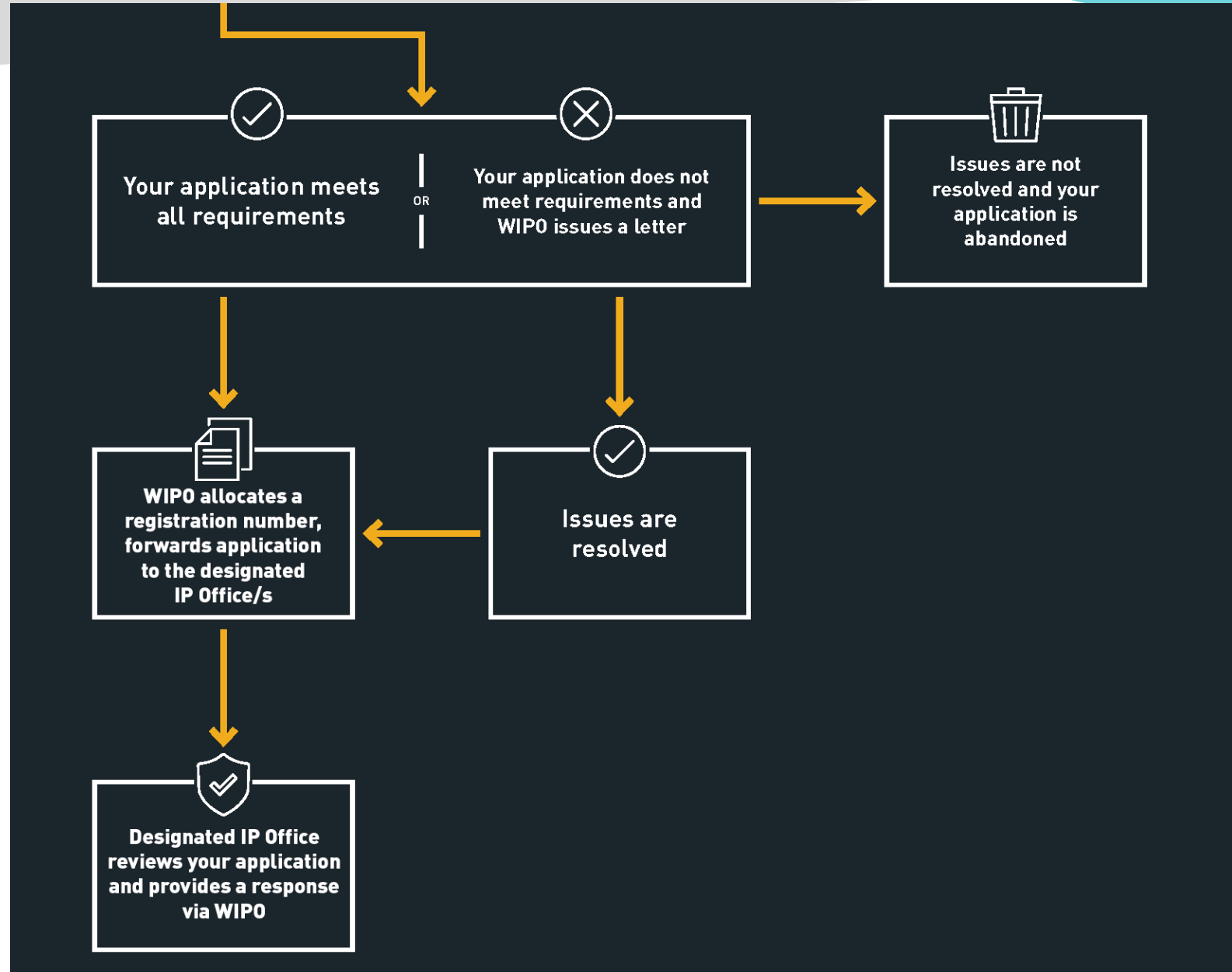


FILING PROCESS





FILING PROCESS





GETTING IT RIGHT

- Time/Cost benefits
- Classification tools
 - WIPO's Madrid Goods and Services Manager (MGS)
 - IP Australia's Trade Marks Classification Search