




WIPO | MADRID

The International
Trademark System



Deep Dive: The Madrid Goods & Services Manager

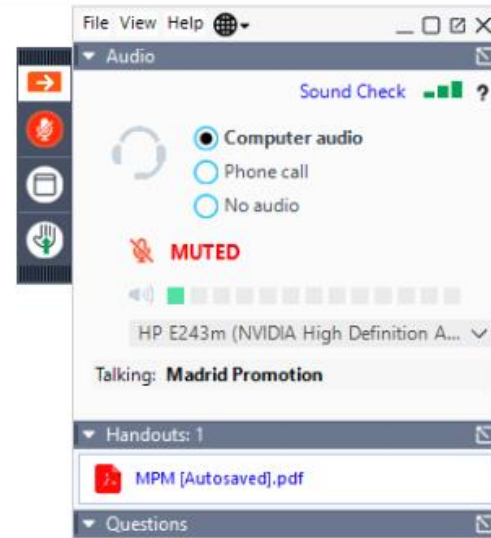
Madrid System Webinar

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How to use GoToWebinar



Structure of the Webinar

- Presentation: interactive questions and demonstration during the webinar
- Question and answer session at the end
- Presentation slides available for download
- Recording will be uploaded on the [Madrid Webinar page](#)
- Short survey to provide feedback

What is Madrid Goods & Services Manager?

- Online tool for identifying and correctly classifying goods and services
- Based on the International Classification of Goods and Services (Nice Classification)

How to use Madrid Goods & Services Manager?

- BROWSE per class to select and compile goods and services from a “picklist” of terms accepted by WIPO
- SEARCH acceptable terms using keywords
- CHECK ACCEPTANCE of terms:
 - by WIPO (free text)
 - by designated Contracting Party (dCP)



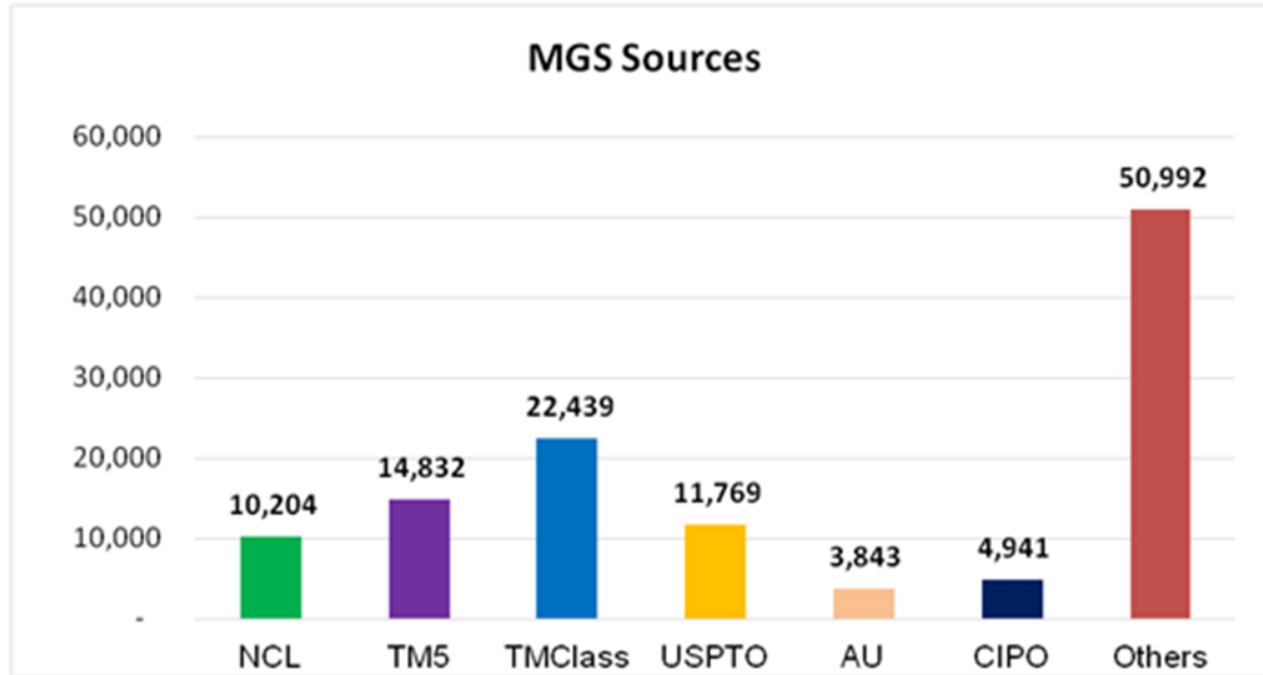
How to use Madrid Goods & Services Manager?

- Translate terms into the three working languages of the Madrid System: English, French and Spanish
- Versions also available in 21 additional languages

Question 1

- Which languages can be used to list the goods and services in filing an international trademark application?
 - a. Arabic, Chinese, Spanish, French, English, Russian
 - b. English, French, Spanish
 - c. All the languages available in MGS
 - d. Any of the languages used by Madrid System Members

What does Madrid Goods & Services Manager contain?



What does Madrid Goods & Services Manager contain?

- Nice Classification alphabetical list of goods and services
- Harmonized terms from different classification databases
- Synonyms and idioms in English, French and Spanish

What does Madrid Goods & Services Manager contain?

- Includes more than 120,000 terms in English, and over 82,000 each in French and Spanish, of goods and services accepted by WIPO

Question 2

- What happens if a term does not appear in MGS?
 - a. WIPO will reject the term
 - b. If the international trademark application has been certified by a Madrid System Member, WIPO will accept the term
 - c. It will be examined by WIPO according to Nice classification

How to use Madrid Goods & Services Manager - Case Study 1

- ABC Group is a medical device and pharmaceutical company based in the European Union
- Ready to rollout products successfully developed to help battle the pandemic
- Plans to initially register its trademark in the European Union plus extend protection via the Madrid System to China, Japan, South Korea and United Kingdom

How to use Madrid Goods & Services Manager - Case Study 2

- XYZ Group is a database technology startup
- High demand for its software products and services across the European market
- Plans to initially register its trademark in the European Union plus extend protection via the Madrid System to Australia, Canada, Russia and United States of America



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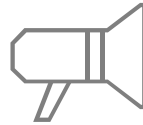
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