Our speaker

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WIPO

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IP for Business Division (IPBD)
WIPO
Program

- Presentation + Interactive questions
- Introduction to the Madrid System
- Live demonstration of IP tools for SMEs
- Q&A
Question

In which region of the world are you currently based?

- Americas
- Asia Pacific
- Europe
- Middle East & Africa
A trademark and a plan to export

By Sally
Protection Options

…Then a choice must be made regarding the best way to protect your trademark/s abroad:

- **The national route** – file trademark application/s with the IP Office of each country in which you want protection

- **The regional route** – apply through a regional trademark registration system with effect in all member states (BOIP, EUIPO and OAPI)

- **The international route** – file through the Madrid System
Market by Market Filing

- **Japan**
  - Representative
  - Form
  - Language: JA
  - Fee: JPY
  - Registration
  - Maintenance

- **Germany**
  - Representative
  - Form
  - Language: DE
  - Fee: EUR
  - Registration
  - Maintenance

- **Brazil**
  - Representative
  - Form
  - Language: PT
  - Fee: BRL
  - Registration
  - Maintenance

- **China**
  - Representative
  - Form
  - Language: ZH
  - Fee: CNY
  - Registration
  - Maintenance
Madrid System

* optional
Members of the Madrid System

114 members (including EU and OAPI)
covering 130 countries
Accession Outlook - 2023/24

- **Africa**: South Africa
- **Arab region**: Saudi Arabia
- **Asia**: Bangladesh, Papua New Guinea, Sri Lanka, Fiji
- **Europe**: Malta
Individual entrepreneurs, small and large businesses find the Madrid System to be a convenient and cost-effective means to protect marks in key markets throughout the world.
The Madrid System: Key Benefits

THE MADRID SYSTEM: PROTECTING TRADEMARKS ABROAD

ONE-STOP SHOP
- One application
- One set of fees
- One filing language
- Centralized management

GLOBAL REACH
- 114 members
- 130 countries
- Over 80% of world trade
- And growing

The Madrid System is the convenient and cost-effective way to protect your brand internationally.

Register and manage your trademarks in multiple countries through one system.
Costs comparison - Applications

Madrid System

Designating Brazil, China, Germany and Japan, for a mark in color for 2 classes of goods/services

= CHF 2,116

National Route

- Official fees for 4 countries
- Additional costs:
  - 4 x translations
  - 4 x local attorney fees

* Applicants from LDCs pay only 10% of basic fee
Can you file your international application directly at WIPO?

- Yes
- No
How the Madrid System Works

The International Trademark Registration Process

Stage 1: Applicant
- Basic application/registration “Basic Mark”
- Certifies the international application and forwards it to WIPO

Stage 2: WIPO
- Formal examination; registers the mark in the International Register and publishes the international registration in the Gazette.
- Issues a certificate of registration and notifies the designated Contracting Parties

Stage 3: Office of the designated Contracting Party
- Scope of protection of the international registration will be determined by substantive examination under domestic law, within 12/18 months
IP & INNOVATION ECOSYSTEMS SECTOR (IES)

Office of the ADG

Department for Economics and Data Analytics
- Data analytics
- GII, WIPR, WIPI
- Economic research (Creative and Innovation Economy)

Judicial Institute
- Judicial Institute
- Case law databases
- Wipo lex

IP for Innovators Department
- TISCs
- Academic support
- Tech Transfer
- Patent Analytics
- Selected CDIP/Regional projects

IP for Business Division
- Develop Tools and Materials for Businesses
- Work with SMEs Intermediaries and National IP offices
- IP Management Clinics
- Inventor Assistance Program
- Patent Drafting Programs
- IP Financing & valuation
- IP Commercialization

Arbitration and Mediation Center
- IP Disputes
- Internet IP Disputes
- ADR Collaborations
- ADR Business development
Maximizing your potential through IP

- Secured competitive advantages
- Visibility in crowded markets
- Source of competitive intelligence
- Additional revenue streams and partnerships
- Access to financing and attracting investors
- Avoiding and mitigating risks
Have you ever experienced difficulties in identifying your intellectual property assets?

- Yes
- No
Protect your competitive edge with IPR

IP Rights give you control, deciding who can do what with your invention, creation, or brand

An invention
- patents, utility models or trade secrets

A creative work
- copyright, design rights

MY COMPANY
- Brand name or logo
  - trademark, copyright, design rights

Confidential information
- trade secrets

A design
- design rights, copyrights, patents*

Geographical Indications

* Geographical Indications are subject to specific jurisdictional requirements.
A self-evaluation tool targeting IP strategy for SMEs. It allows you to receive personalized reports instantly on your IP situation.

Try it for yourself by scanning the QR code!
Background

What is its purpose?

• Support young enterprises in developing their capital and strategy in terms of IP.
• Help expand their commercial opportunities.
• Give preliminary advice on IP assets.
• Provide information on business activities that may be affected by IP.

For whom?

Any individual or SME that seeks to understand at a glance all the IP components included in its business.

IMPORTANT! The tool does not replace the advice of a specialized legal counsel.
How does it work?

**AVAILABLE IN 7 LANGUAGES**
Arabic, English, Spanish, French, Chinese, Russian and Japanese and more to come...

**PRE-ASSESSMENT QUESTIONNAIRE**
A set of ten basic questions, to best tailor the remaining questions to the users’ needs.

**USER FRIENDLY AND FREE OF CHARGE**
Available on computer and mobile phone. It will take a maximum of one hour to complete the assessment, the users can do it at their own pace, save it and come back as many times as they need to complete it.

**A SET OF 10 SECTIONS ON DIFFERENT IP TOPICS**
(e.g. innovative products, trademarks, licensing, designs, internationalization, etc.) WIPO IP Diagnostics has ten sections; the users complete only those sections that they consider relevant to their businesses.
Understand the IP in your business
• IP rights (patents, trademarks, designs, copyright and trade secrets).
• IP management aspects (maintaining a website, engaging in international trade, dealing with employees, external suppliers and contractors, and licensing, protecting, and defending your IP).

Develop an IP management strategy
• The report can then be used as a starting point for developing an IP management strategy relevant to your business.

Gateway to IP advisory services
• The report can serve as a basis for the discussion with an IP expert on how to protect identified IP assets and integrate an IP Strategy into the users' business.
Hypothetical case

By Sally

✓ Logo and attractive design
✓ Use external providers for certain components
✓ Website
✓ Employees (15)
✓ Intend to sell product locally and internationally
✓ Confidential information
STEP 1 – Access the WIPO IP Diagnostics Webpage

Access the page [WIPO IP Diagnostics](#) and click on start WIPO IP diagnostics.

No registration required.
STEP 2 – Pre – assessment questionnaire

- Preliminary assessment
- Personalized questionnaire
- No time limit for use (resume at convenience)
- Max 1h to achieve

<table>
<thead>
<tr>
<th>Question</th>
<th>Yes</th>
<th>No</th>
</tr>
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<tbody>
<tr>
<td>Have you developed a product, process, service or a technical modification that you consider new, innovative or unique?</td>
<td></td>
<td></td>
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<tr>
<td>Do you generate materials like manuals, pamphlets, labels, or produce videos, software, newsletters, music clips, etc.?</td>
<td></td>
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<tr>
<td>Do you use features like patterns, lines, colors or shapes to make the external appearance or the packaging of your product attractive?</td>
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</table>
STEP 3 – Sections

Sections cover the majority of IP rights.

The tool explores IP in all areas of business activity.
STEP 4 – Download your reports

• Report for each completed section
• Can be downloaded (PDF)
• Questionnaire to be redone several times

• IMPORTANT! The tool does not replace the advice of a specialized legal counsel.
Conclusion and final notes

- A simple and accessible tool
- Pre-assessment that determines the next steps of the analysis
- Individual questionnaires on 10 IP topics applicable to the company
- Immediately downloadable individual reports tailored to the user's information needs
- Capable of responding to different scenarios
- Free of charge
- Enables the establishment of a real IP strategy
- Guides conversation with an advisor
More than 1.5 Million International Registrations

- This LONGINES mark is the oldest trademark still in effect
- Registered in Switzerland in 1889, internationally in 1893

- COLTEJER is international trademark registration 1.5 million
- Registered in Colombia in 2009, internationally in 2019
International Applications (2007-2021)

<table>
<thead>
<tr>
<th>Application Year</th>
<th>MADRID Applications</th>
<th>Growth Rate (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>10.1</td>
<td>-13.8</td>
</tr>
<tr>
<td>2008</td>
<td>3.5</td>
<td></td>
</tr>
<tr>
<td>2009</td>
<td>10.7</td>
<td>5.8</td>
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<tr>
<td>2010</td>
<td>5.8</td>
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<td>2011</td>
<td>5.4</td>
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<td>1.1</td>
<td>9.2</td>
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<tr>
<td>2013</td>
<td>7.4</td>
<td>6.0</td>
</tr>
<tr>
<td>2014</td>
<td>6.0</td>
<td>5.3</td>
</tr>
<tr>
<td>2015</td>
<td>1.1</td>
<td>-0.4</td>
</tr>
<tr>
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<td>9.2</td>
<td>14.4</td>
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<td></td>
</tr>
<tr>
<td>2020</td>
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<td></td>
</tr>
<tr>
<td>2021</td>
<td>6.0</td>
<td></td>
</tr>
</tbody>
</table>

MADRID APPLICATIONS
GROWTH RATE (%)
Top 20 Filing Origin 2022

United States of America: 12,447
Germany: 7,689
China: 4,992
France: 4,394
United Kingdom: 4,185
Switzerland: 3,749
Japan: 3,115
Italy: 2,837
Turkey: 2,350
Australia: 2,343
Republic of Korea: 2,024
Netherlands: 1,799
Spain: 1,574
Russian Federation: 1,438
Sweden: 1,154
Austria: 1,108
Canada: 918
Singapore: 867
Belgium: 743
Denmark: 726

Madrid System Member

WIPO | MADRID
The International Trademark System
International Applications by Region - 2011 and 2021

2011:
- 71.5% Europe
- 13.9% Asia
- 11.8% North America
- 2.3% Oceania
- 0.1% LAC
- 0.4% Africa
- 0.0% Unknown

2021:
- 54.1% Europe
- 20.9% Asia
- 19.6% North America
- 4.3% Oceania
- 0.6% LAC
- 0.3% Africa
- 0.2% Unknown

WIPO | MADRID
The International Trademark System
Top 20 Designated Madrid System Members 2022

Madrid System Member
Madrid System User Group

Help us shape the future of our Madrid System online services under eMadrid!

Sign up to our Madrid System User Group
Webinars

- How to File an International Trademark Application
- In-depth Look at the Change in Ownership
- How to Correct Errors in the International Register
- New Online Transactions of the Madrid System

Webinar recordings library
Questions?
Certificates of Attendance

- Share your certificate on LinkedIn, Twitter and other social media channel.

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Testimonials and Case Studies

Madrid System Case Study Highlight: Panasonic, Branding for Further Growth and Greater Value

October 5, 2021

We continue with our highlights of key case studies giving you practical insights on how companies across various industries use the Madrid System globally to their advantage. Our latest study focuses on Panasonic, the renowned Japanese electronics corporation.

Panasonic provides a wide range of products and services that are used in consumers’ daily lives worldwide. These include home appliances, the electronic components used in them, housing and various services.

With more than a hundred years of experience, the company has been thoroughly committed to creating a better life for its users under the brand slogan of “A Better Life, A Better World”.

Over the years, Panasonic introduced several business brands to achieve further growth and greater brand value in each area of business. In 2008, the corporation changed its name from the Matsushita Electric Industrial Co., Ltd. to the Panasonic Corporation, consolidating its brand identity.

Discover how, with such a varied portfolio and an expansion strategy geared internationally, Panasonic uses the Madrid System to simplify the administrative procedures and greatly reduce costs.

Read the full Panasonic case study

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Micromax on How WIPO’s Madrid System Supports its International Growth Strategy
World Intellectual Property Organization – WIPO

MixMediaWorx on the Benefits of Using the Madrid System
World Intellectual Property Organization – WIPO
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