Trademark Attorney Perspective: Making the Most of the Madrid System
International Registration Systems

a. International Registration under the Madrid Protocol (WIPO)
b. National Registration
c. Community Registration
   i) EUIPO
   ii) Benelux
   iii) OAPI
   iv) ARIPO
Considerations When Selecting Methods for Foreign Trademark Applications

- Economic reasons
- The Strength of the Basic Mark
- Examination/Registration Process
- Different Use of the Trademark
Advantages of Filing an Application through the Madrid Protocol via WIPO

- Single authority, Single Language, Single Application
- No Obligation to Work with Foreign Representatives
- Cost Efficiency
- Simplified Filng Requirement & Registration Process
- Centralized Management of Updates (address changes, company name changes, renewals, etc.)
- Additional Countries Can Be Included
- Transformation into national filings
Considerations When Selecting Methods for Foreign Trademark Applications

The Protocol came into effect in Türkiye on **January 1, 1999** (Approval date: 1997).

Since that date, Türkiye has been accepting international trademark registration applications under the Madrid Protocol and acting as the Office of Origin by submitting applications.
International Trademark Applications to be filed from Turkey

- Madrid e-filing System to WIPO
- Filing to TURKPATENT (by submitting MM2 form)
Examination Conducted by TURKPATENT

- Substantive Registration or Eligibility for Application (Trademark Sample, Applicant Information, Product/Service)
- Entitlement Examination
- Official Fee of TURKPATENT
- MM18 Form for applications designated to USA
The International Trademark Registration Process Scheme Obtained From WIPO

Applicant → Office of Origin

- Certifies the international application and forwards it to 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

WIPO

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
- Office of the designated Contracting Party
- Office of the designated Contracting Party
International Registration Certificate

It does not imply the trademark has been registered; it means the formal examination has been completed, and notifications will be sent to the designated countries.
Recordal of Changes That Can Be Made through WIPO

- Changes occurring in international registration/application are filed to WIPO (changes in owner information, transfer, etc.)
- WIPO e-renewal
- After making the necessary adjustments in the WIPO register, notifications regarding the changes are sent to national offices.
An internationally registered trademark remains dependent on the basic mark, which has been applied for or registered in the Office of Origin, for a period of five years from the date of international registration.

In cases of complete or partial refusal/cancellation of the international registration in the Office of Origin, the international registration may be transformed into national or regional applications in all or some of the designated Contracting Parties.
The Key Points of a WIPO Application

- "Examine Country Restrictions and Profiles of Member Countries
  
  https://www.wipo.int/madrid/memberprofiles/selectmember

- Classification (MGS)
  
  https://webaccess.wipo.int/mgs/

- Research Databases (Global Brand Database, Madrid Monitor)"
Madrid Member Profile

Madrid Member Profiles

1 Select members
2 Select details
3 Member information

Türkiye

Last update on: Sep 5, 2022

Information on procedures as a designated Contracting Party

https://www.wipo.int/madrid/memberprofiles/selectmember#/
Coffee, tea, cocoa and artificial coffee; rice, tapioca and sago; flour and preparations made from cereals; bread, pastries and confectionery; edible ices; sugar, honey; powder; salt; mustard, vinegar, sauces [condiments]; spices; ice [frozen water].

https://webaccess.wipo.int/mgs/?lang=en
Global Brand Database

Searching Trademark applications, appellations of origin, emblems and international non-proprietary names. Covering 63,641,467 records from 76 data sources. Check our data coverage.

BBrand name | Owner | Number | Combined |
--- | --- | --- | --- |
Search by brand name ...
Ex: wipo, wip*, w?po

GLOBAL BRAND DATABASE
SUrvey
Help us improve by taking our less than 5 mins survey.

November 1, 2023

Madrid Monitor

Keep up to date with your international registrations. Follow the status of your international application or trademark registration; access detailed information on all trademarks registered through the Madrid System; and keep an eye on competitors’ trademarks.

New: Use the 'Designation status' tab to easily check the status of protection of your international trademark registration in designated Madrid System Members; download unofficial certificates of protection; and more. Find out more and send us your feedback.

Switch to the old version of Madrid Monitor.

https://www3.wipo.int/madrid/monitor/en/
# Fee Calculator

## Fee Details

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
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<tbody>
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<td>Fees of contracting parties</td>
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<tr>
<td>Complementary fee</td>
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<tr>
<td><strong>Grand Total (CHF)</strong></td>
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## Contracting Party Details

<table>
<thead>
<tr>
<th>Contracting Party</th>
<th>Calculation</th>
<th>Classes</th>
<th>Amount</th>
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<tbody>
<tr>
<td>GE - Georgia</td>
<td>Individual fee (international application): 314.00, Individual fee per additional class (international application): 1 x 115.00(Number of classes beyond 1)]</td>
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Total (CHF): 3,089.00

[https://madrid.wipo.int/feecalcapp/](https://madrid.wipo.int/feecalcapp/)
Basic Elements of the Madrid Protocol Application Form

**Basic Mark Information**
- Multiple trademarks may exist (in different classes or divided under the same mark).
- Trademark / Trademark sample / colored or black and white
- Description (sound mark, 3D mark, color mark, etc.)
- Priority Information

**Owner Information**
- There can be multiple (each should be authorized to apply).
- Full address
- The entitlement to apply

**Goods & Services**
- It is possible to be restricted based on the basic mark’s coverage but cannot be expanded
- It is possible to be restricted according to the designated countries
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