



**WIPO | MADRID**

The International  
Trademark System

# ■ Comment déposer une demande d'enregistrement de marque internationale

Webinaire sur le système de Madrid

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**Genève**  
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# Nos experts



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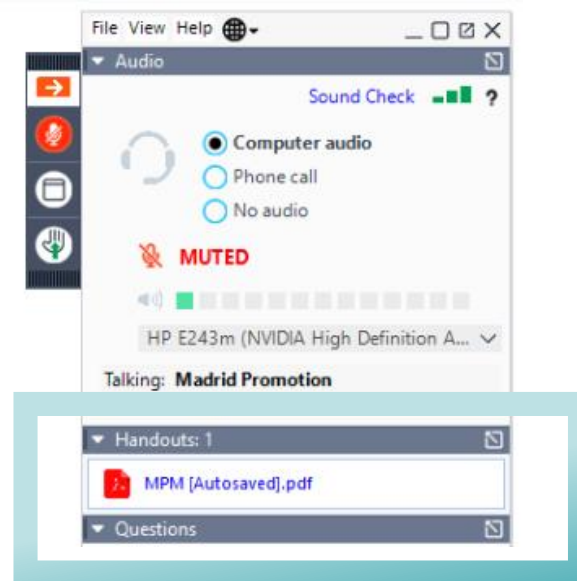


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# Comment utiliser GoToWebinar



# Structure du webinaire

- Démonstration interactive durant le webinaire
- Session de Questions & Réponses à la fin
- Slides de présentation pouvant être téléchargés
- Enregistrement à télécharger sur la [Madrid Webinar page](#)
- Bref sondage pour un retour d'informations

# Question

- Puis-je déposer une demande internationale directement auprès de l'OMPI ?
- Oui
- Non



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■ Questions?

# Vidéos explicatives et didacticiels

## Madrid 'How-to' videos



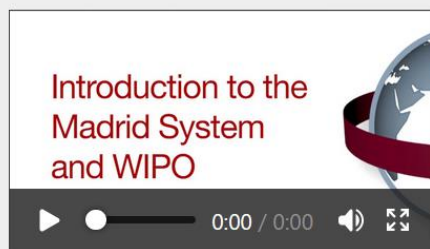
### How to extend the protection of an international registration via the subsequent designation

In this tutorial, you will learn how to expand the geographical coverage of your existing international registration by adding additional countries or regions through a subsequent designation. [About subsequent designations.](#)

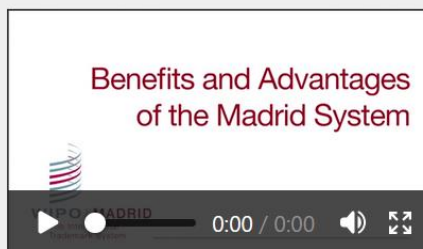


### How to renew international registrations (part 1)

This tutorial will go over the renewal process, modifications to international registrations before and after the renewal and the costs associated to the renewal. [About renewals.](#)



Video: An introduction to the International Trademark System.



Video: Benefits and advantages of the Madrid System.

# Webinaires publics sur le système de Madrid



## Madrid Public Webinars

WIPO's free interactive Madrid System webinars offer practical information on a wide range of topics related to filing an international application and managing your international trademark registration. These webinars are held in the three working languages of the Madrid System: English, French and Spanish. For more languages visit: [gotostage.com/channel/wipo-madrid-public-webinars-multi](https://gotostage.com/channel/wipo-madrid-public-webinars-multi)

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## Featured Videos

Webinaires du système de Madrid

**Tout ce que vous avez toujours voulu savoir sur le système de Madrid sans jamais oser le demander**

1:00:34

EDUCATION

21 DAYS AGO

Everything you have always wanted to know about the

Webinarios del Sistema de Madrid

**Todo lo que siempre quiso saber sobre el Sistema de Madrid pero nunca se atrevió a preguntar**

1:08:57

EDUCATION

2 MONTHS AGO

Everything you have always wanted to know about the

Madrid System Webinars

**Corrections in the International Register: How Does It Work?**

1:01:14

EDUCATION

7 DAYS AGO

Corrections in the International Register: How



# Certificats de participation

- Partagez votre certificat sur [LinkedIn](#), [Twitter](#) et sur d'autres réseaux sociaux.



N'oubliez pas d'utiliser le hashtag de l'OMPI **#MadridSystem**

# Témoignages et études de cas

## 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](#)



### 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

# Podcast sur le système de Madrid

## WIPOD – International Trademark System Talks

- Spotify 
- Podcasts Apple 
- Podcasts Google 

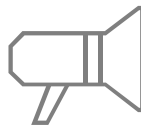


# Restez informé(e)



## ■ Site Web

Consultez le [site Web du système de Madrid](#)



## ■ Actualités du système de Madrid

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## ■ Webinaires

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## ■ Podcast et chaîne YouTube

Consultez nos sélections de vidéos sur le système de Madrid sur la chaîne [YouTube](#) de l'OMPI et écoutez nos [précédents podcasts](#)



## ■ Tutoriels

Regardez nos [vidéos et nos tutoriels "How-to" sur le système de Madrid](#)



## ■ Questions

[Contactez-nous](#) en ligne ou par téléphone