



Introduction to the WIPO Madrid System

Ásta Valdimarsdóttir

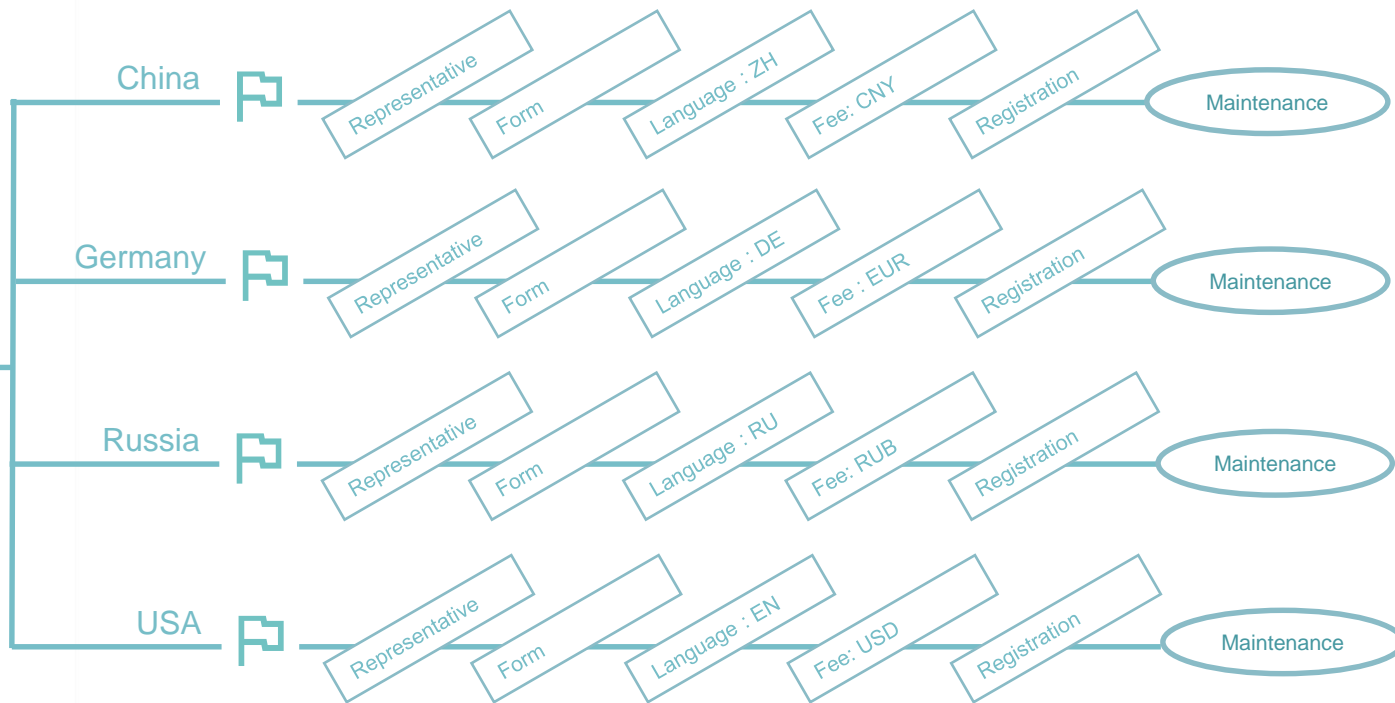
Director

Madrid Information and Promotion Division, WIPO

**IP Summit
Sydney, Australia
April 4, 2019**



Direct (or Paris) Route



WIPO Madrid System Route



WIPO


1 representative*

1 form

1 language

1 fee

1 approval

- China 
- Germany 
- Russia 
- USA 

12/18 months

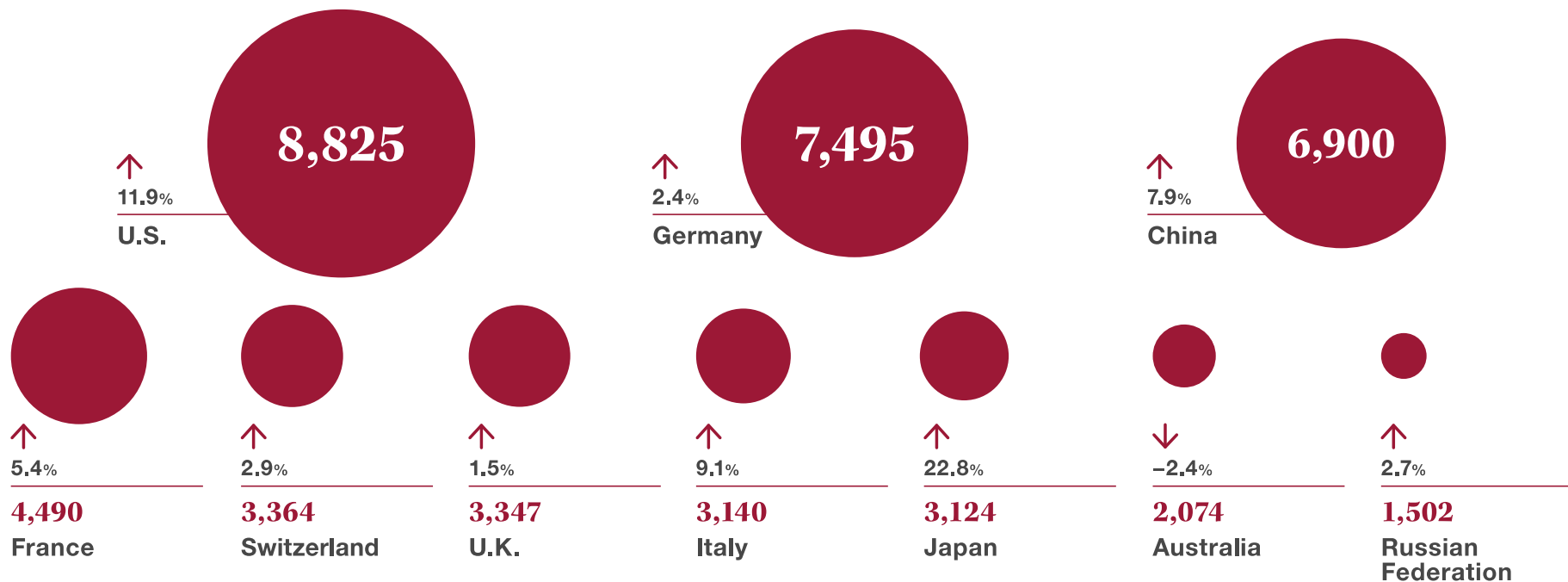
Maintenance

* optional



120 Countries

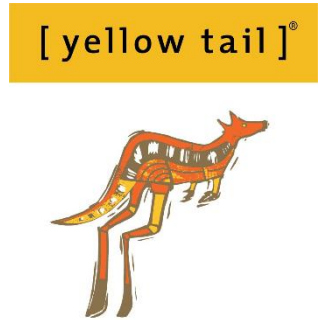
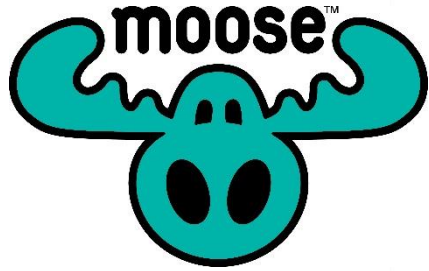
Top 10 Filing Origins (2018)



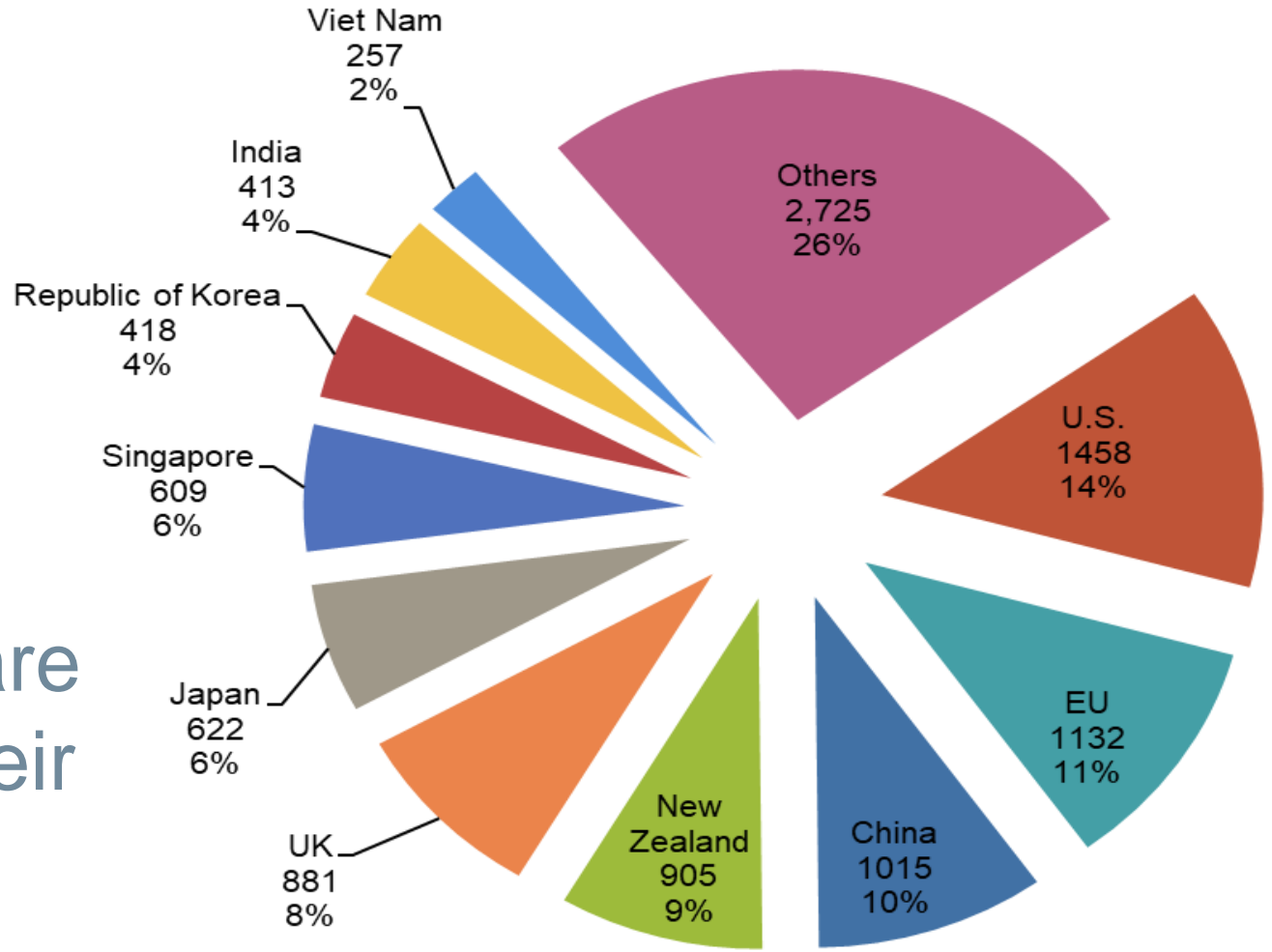
Australians are using the Madrid System

- Moose Creative Management Pty Ltd
- Boardriders IP Holdings, LLC
- Southcorp Brands Pty Limited
- Casella Wines Pty Limited
- Scenic Tours Pty Ltd
- Mcwilliam's Wines Group Limited
- One Zero Pty Limited
- Ian James Burden
- Spotlight Pty Ltd
- Ecom Holdings Pty Ltd

Australians are using the Madrid System



Australians are protecting their marks



Tips for using the Madrid System

- Madrid Member Profiles Database
- Madrid Goods & Services Manager
- Fee Calculator
- Madrid Highlights

Search



File



Monitor



Manage



Registration - non Latin Scripts

BEN FU

奔富



商标国际注册簿摘录

世界知识产权组织（WIPO）国际局特此证明，下列内容系本证明签发之日依马德里协定及议定书在商标国际注册簿中所作相关登记的真实复制内容。

989 611

Registration date: **July 25, 2008**
Date next payment due: **July 25, 2018**

The Skullhead Belgium
Boulevard de Waterloo 36
B-1000 Bruxelles
(Belgium).

Legal nature of the holder (legal entity) and place of organization: Société à responsabilité limitée, Belgique.

Name and address of the representative: Atlan-Elhaik Alexandra, Avocat, 3 Square La Fontaine, F-75016 Paris (France).

THE KOOPLES

Indication relating to the nature or kind of mark: standard characters.

List of goods and services - NCL(9):

- 14 Amulets (jewelry), rings (jewelry), silver thread, silver ornaments, silverware (tableware), works of art of precious metal, rings (jewelry), jewelry articles, jewel cases of precious metal, cloisonné jewelry, boxes of precious metal, earrings, cuff links, bracelets (jewelry), watchbands, charms, brooches (jewelry), chains (jewelry), watch chains, hat ornaments of precious metal, shoe ornaments of precious metal, chronometers.

corsets, suits, masquerade costumes, babies' diapers of textile, neckties, clothing of leather, clothing of imitation leather, panties and underpants, cyclists' clothing, sashes for wear, espadrilles, fur stoles, fittings of metal for footwear, scarves, furs (clothing), gabardines (clothing), girdles (underwear), gloves (clothing), vests, brassieres, garters, gymnastic shoes, raincoats, leg warmers, stocking suspenders, garters, skirts, petticoats, babies' napkins of textile, Windsor ties, layettes, muffs (clothing), coats, mantillas, mittens, topcoats, trousers, slippers, overcoats, parkas, fishermen's jackets, cloaks, pelisses, pullovers, pajamas, dresses, housecoats, wooden shoes, sandals, saris, briefs, aprons (clothing), tee-shirts, turbans, stuff jackets, jackets, cap peaks.

Basic application	European Union, 06.02.2008, 006646327
Data relating to priority under the Paris Convention	European Union, 06.02.2008, 006646327
Designations under the Madrid Protocol	Singapore
Designations under the Madrid Protocol by virtue of Article 9sexies	China, Russian Federation, Switzerland
Declaration of intention to use the mark	Singapore



品牌与外观设计部门
马德里注册部
马德里运营司司长
陈宏兵

2019年 March 月 14 日于日内瓦

收费金额: 165 瑞士法郎

《马德里协定》和《马德里议定书》第五条之三规定，为在马德里体系缔约方出示之目的而索要的国际注册簿摘录，免除一切认证。

Why should you use the Madrid System?

- Global
- Convenient
- Cost-efficient
- Central procedure for managing your portfolio