



Overview of the Madrid System

Ásta Valdimarsdóttir

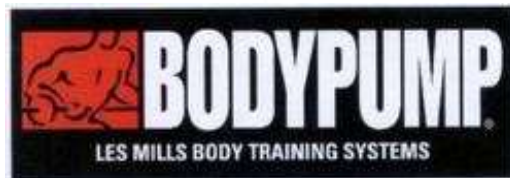
Director, Madrid Information and Promotion Division
Madrid Registry, Brands and Designs Sector, WIPO

**New Zealand
2019**

It begins with a trademark and a marketing plan...



Kinetic

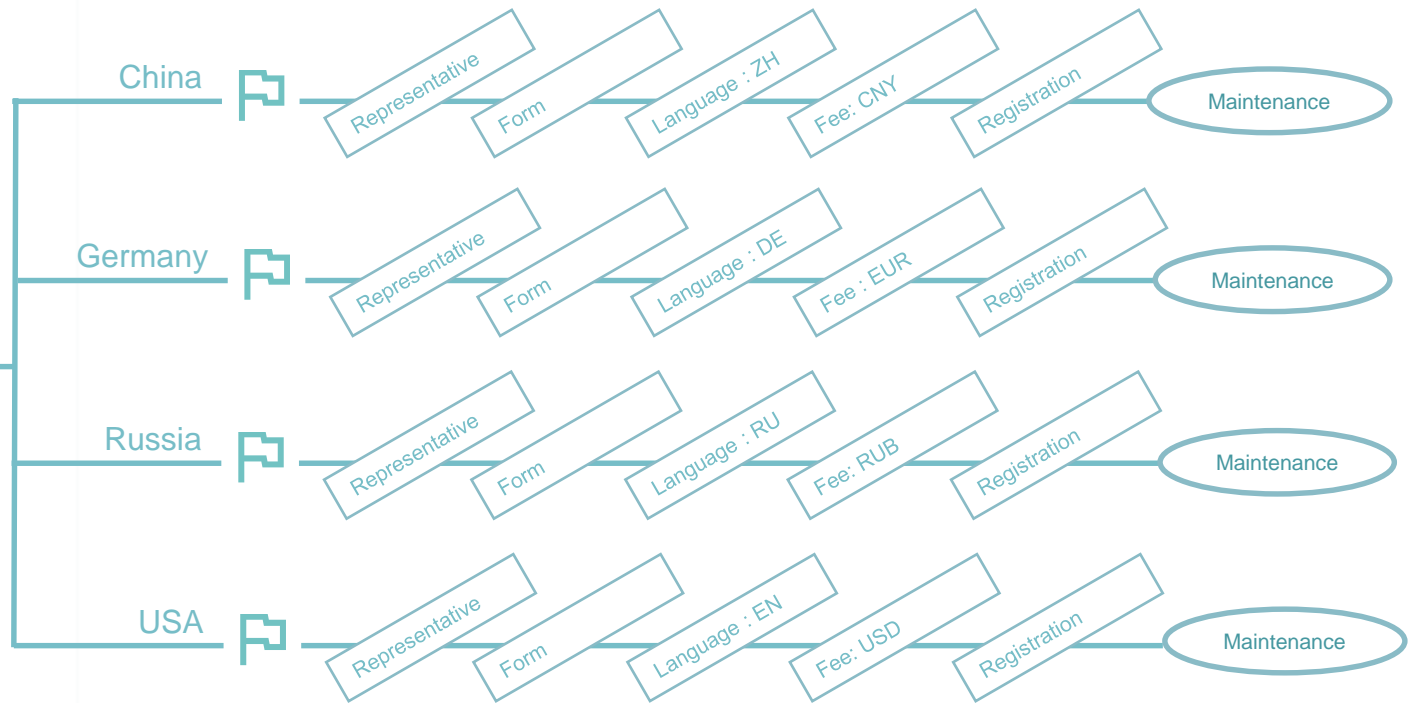


TREASURY
WINE ESTATES

Protecting your IP overseas

- National Route - file with the IP Office of each country you want protection in
- Regional Route - file through a regional trademark registration system - for example, through ARIPO, Benelux Office for IP, EUIPO and OAPI
- International Route - file through the Madrid System

Direct (or Paris) Route



WIPO Madrid System Route



WIPO



1 representative*

1 form

1 language

1 fee

decisions 12/18 m

- China 
- Germany 
- Russia 
- USA 

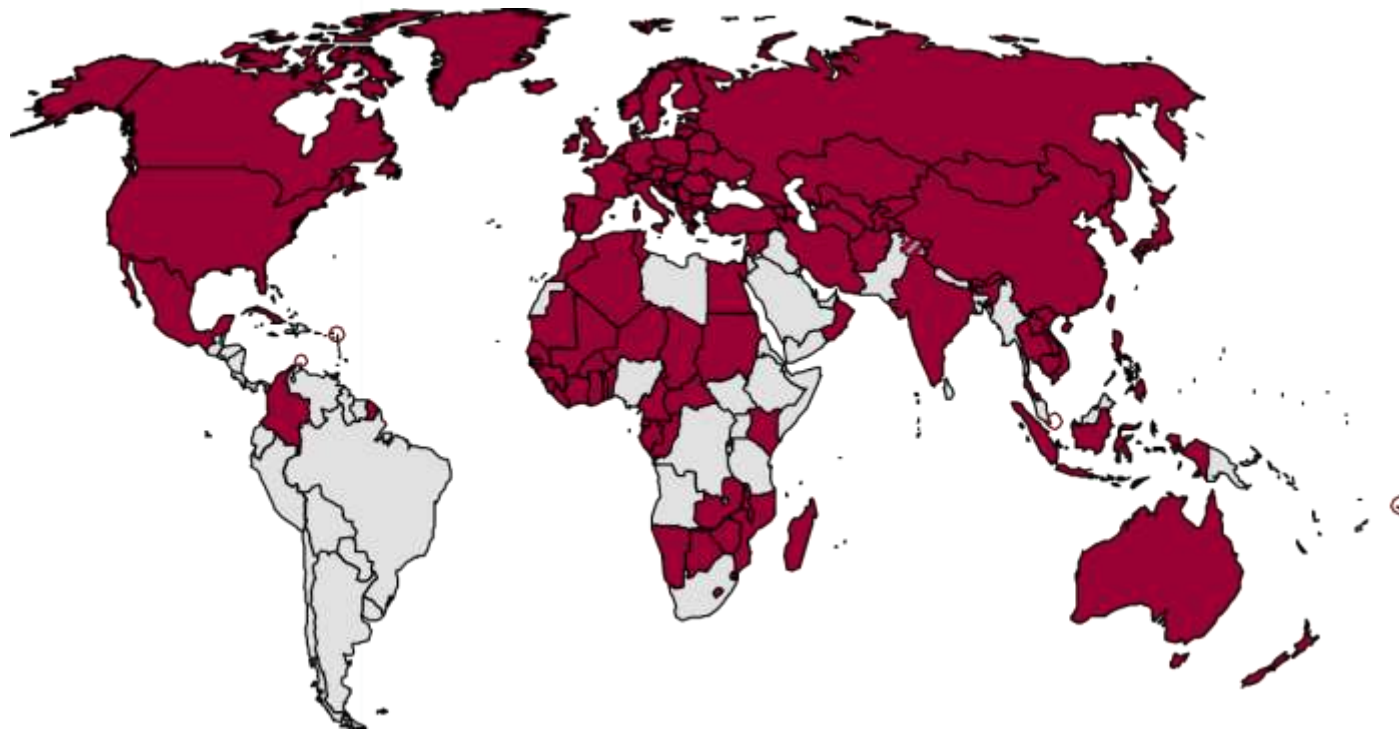
Maintenance 

* optional

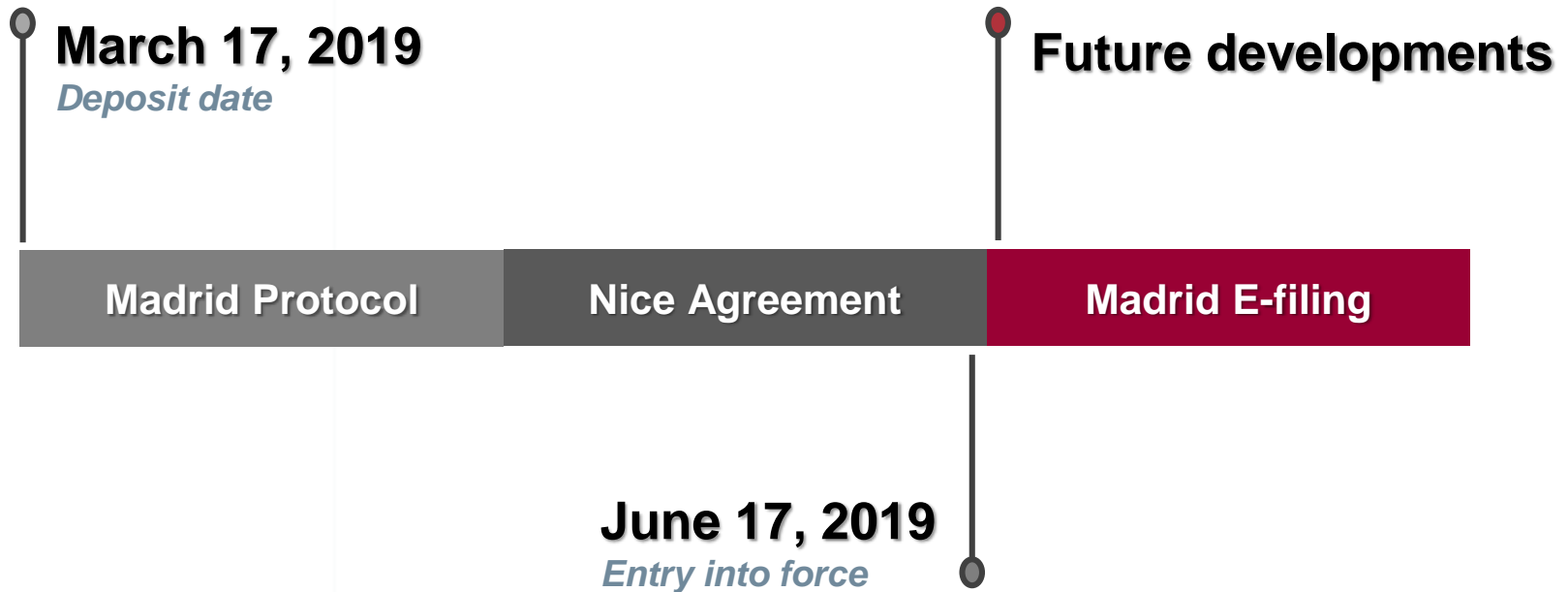
The international route

- Global
- Convenient
- Cost-effective
- Maintenance – central procedure

120 countries



Canada Accession



Expected to join – 2019/20

- **Africa:** South Africa
- **Arab region:** Jordan, United Arab Emirates and Qatar.
- **Asia:** Malaysia, Bangladesh, Pakistan, Papua New Guinea, Sri Lanka
- **Europe:** Malta
- **Latin America and the Caribbean:** Brazil, Chile, Trinidad and Tobago

Madrid System Users: Business Sectors

- Madrid System users come from all corners of the globe and represent a broad cross-section of industries

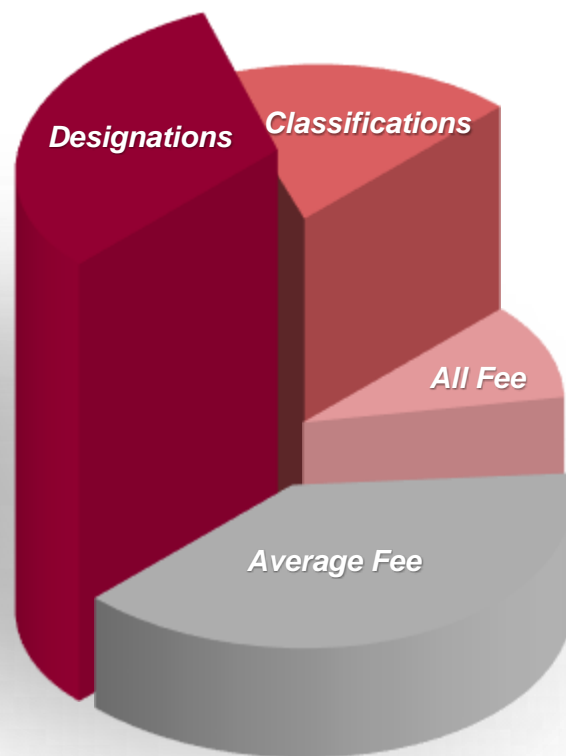


(IMAGE: GETTYIMAGES/BUBAONE)

General Profile 2017 – average

2 or 3 Classes

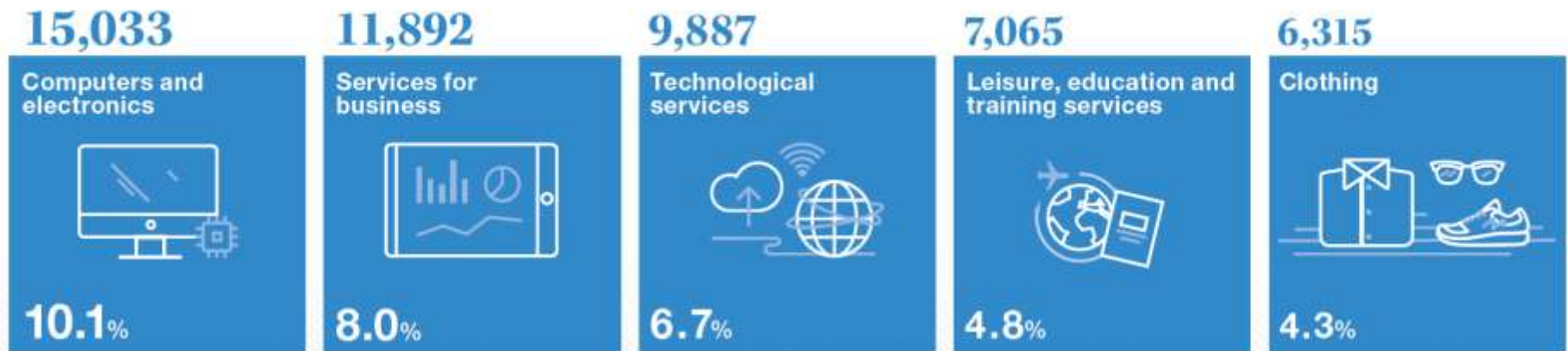
6.5 designations



70% of applicants pay less than CHF 3,166

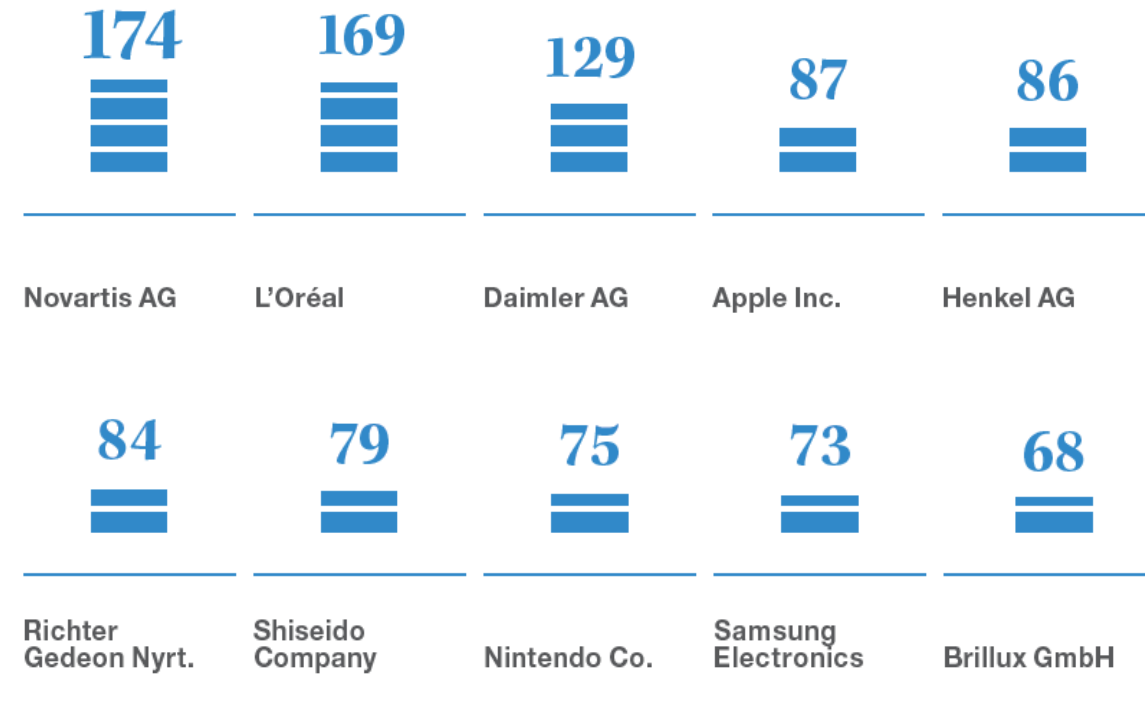
Top Five Classes (2018)

Number of classes specified in international applications and share of total



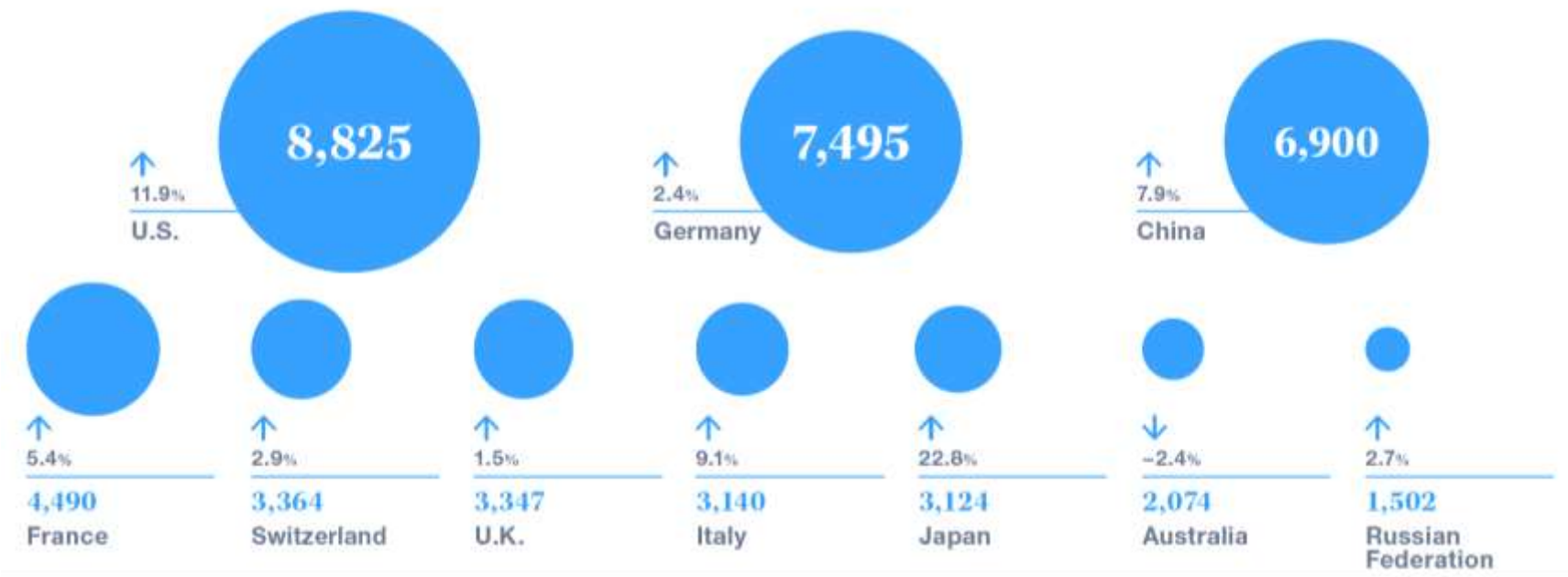
Top 10 Applicants (2018)

Number of Madrid applications



Top 10 Filing Origins (2018)

Number of Madrid applications and percent growth since 2017

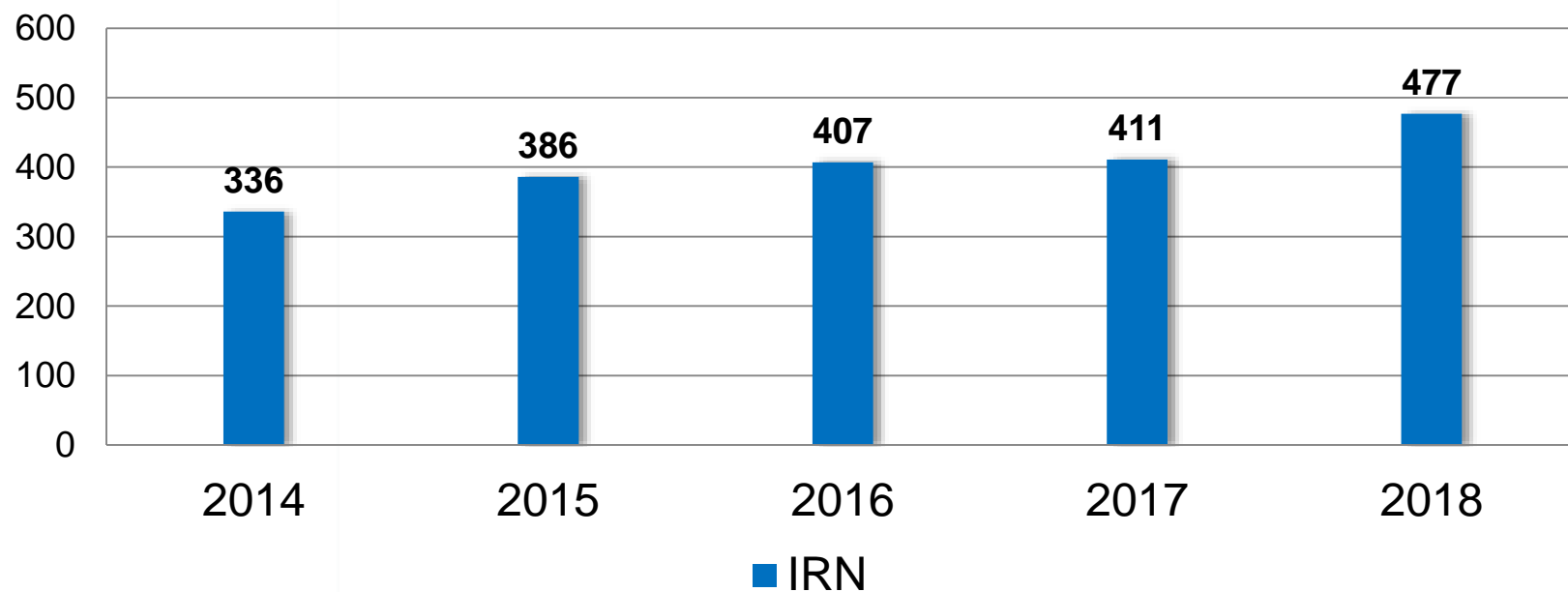


Close to 1.5 Million International Registrations

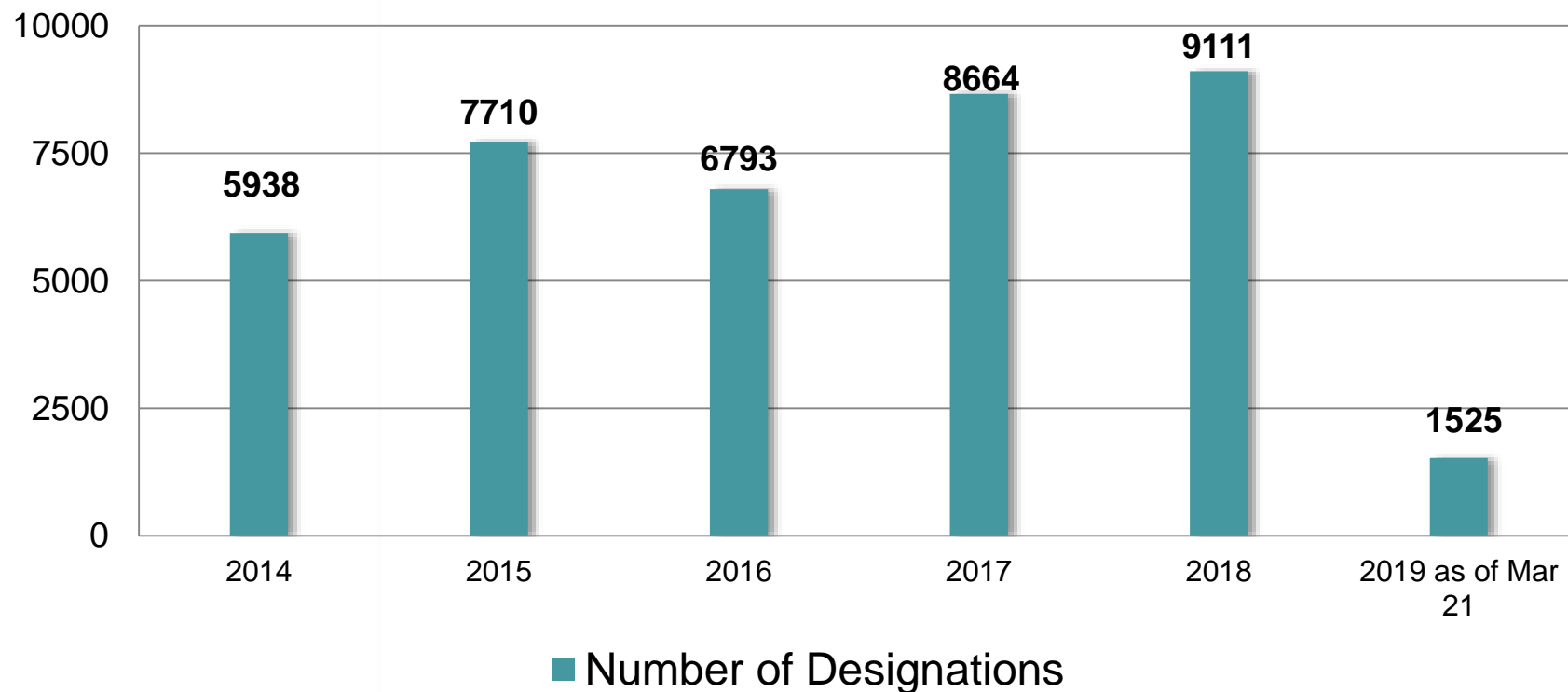


- This LONGINES mark is the oldest trademark still in effect
- Registered in Switzerland in 1889, internationally in **1893**

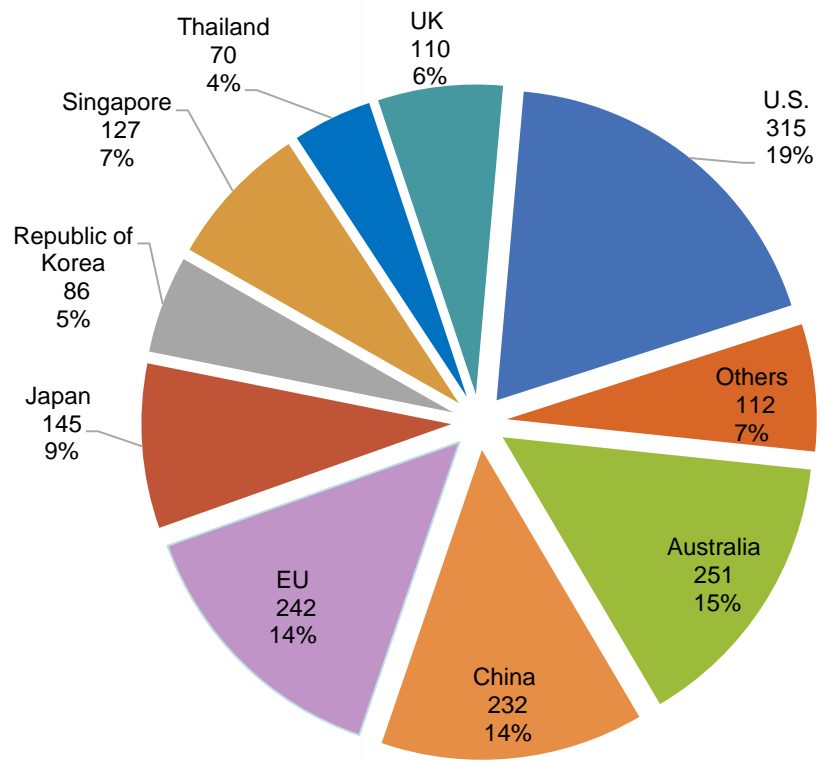
New Zealand - filings



New Zealand - designations

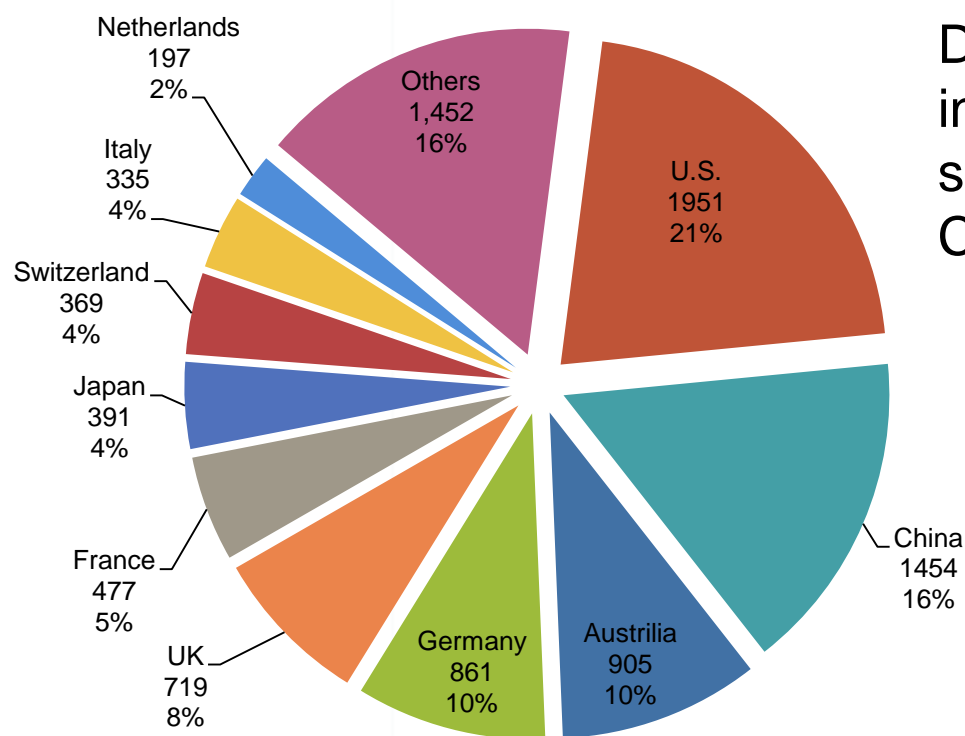


Top Designated Countries



Designations in international registrations & subsequent designations by DCPs, Country of Holder: New Zealand (2018)

Designations of New Zealand

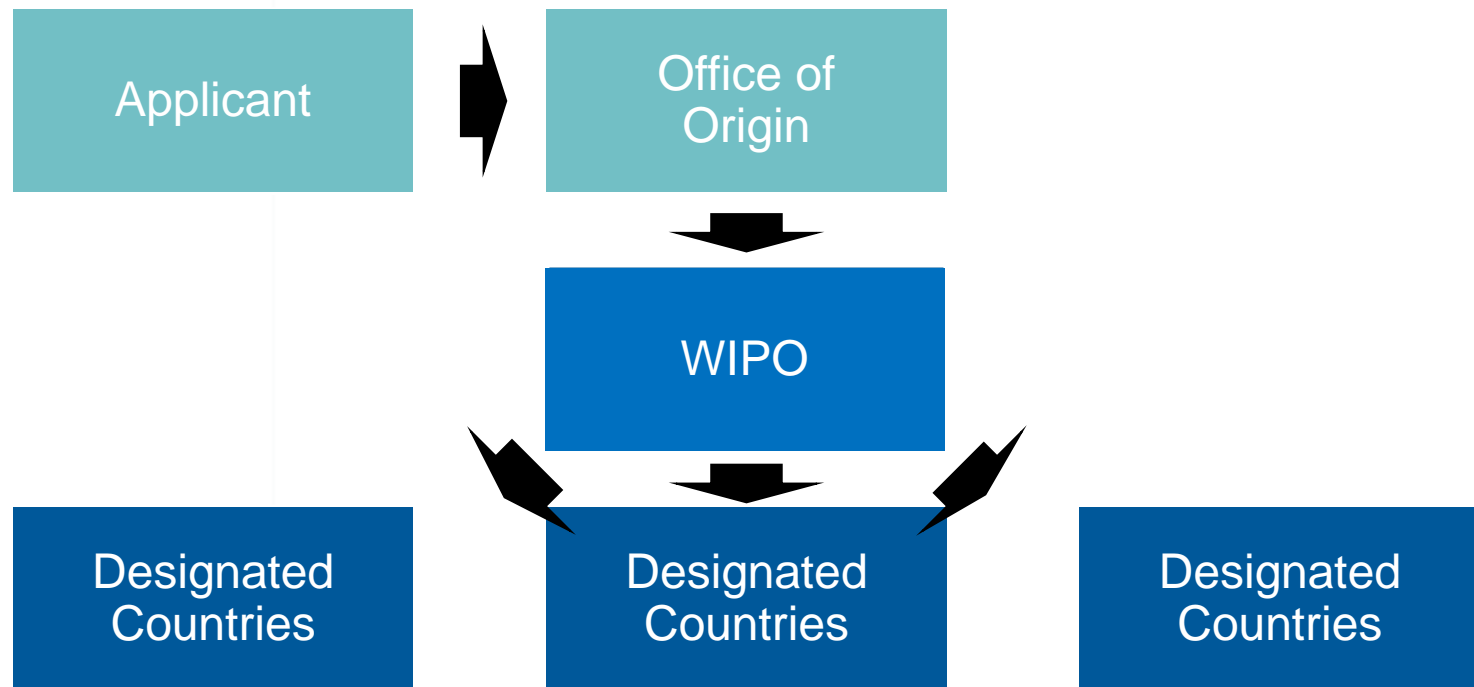


Designations of New Zealand in international registrations & subsequent designations by Country of Holder (2018)

For Madrid members only

- You must have a relationship with a country that is a member of the Madrid System.
 - Industrial or commercial establishment in the country
 - Domiciled in the country
 - A National of the country

The process



Stage 1

Domestic

- Before filing an international application, you need to have registered or filed an application in your Office of origin
- Submit an **international application** through this same IP Office, which will certify and forward it to WIPO

Stage 2

WIPO

- Formal examination by WIPO
- The mark is **recorded in the International Register**
- WIPO sends a **certificate of international registration** to the holder and notifies the countries in which protection is sought
- The scope of protection is only determined **after substantive examination** and decision by the designated countries

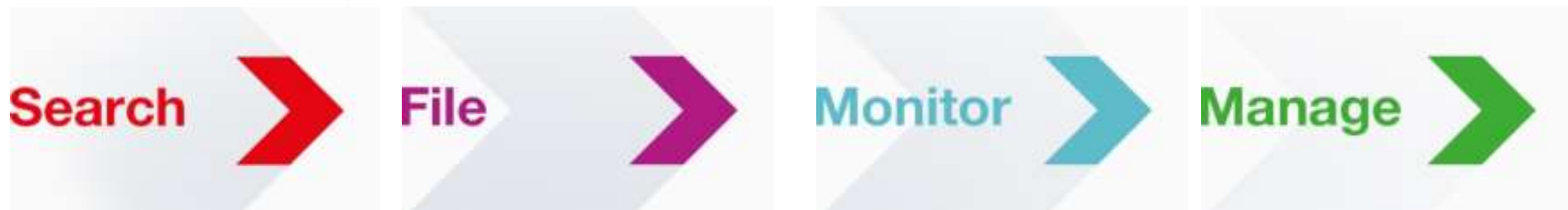
Stage 3

Designated countries

- Substantive examination by designated countries
- **A decision within 12 or 18 months**
- WIPO records the decisions and notifies you
- A refusal from a designated country can be contested before the relevant Office/Country
- If a designated country accepts to protect your mark, it will issue a **statement of grant of protection**
- The international registration is **valid for 10 years.**

Website and Services

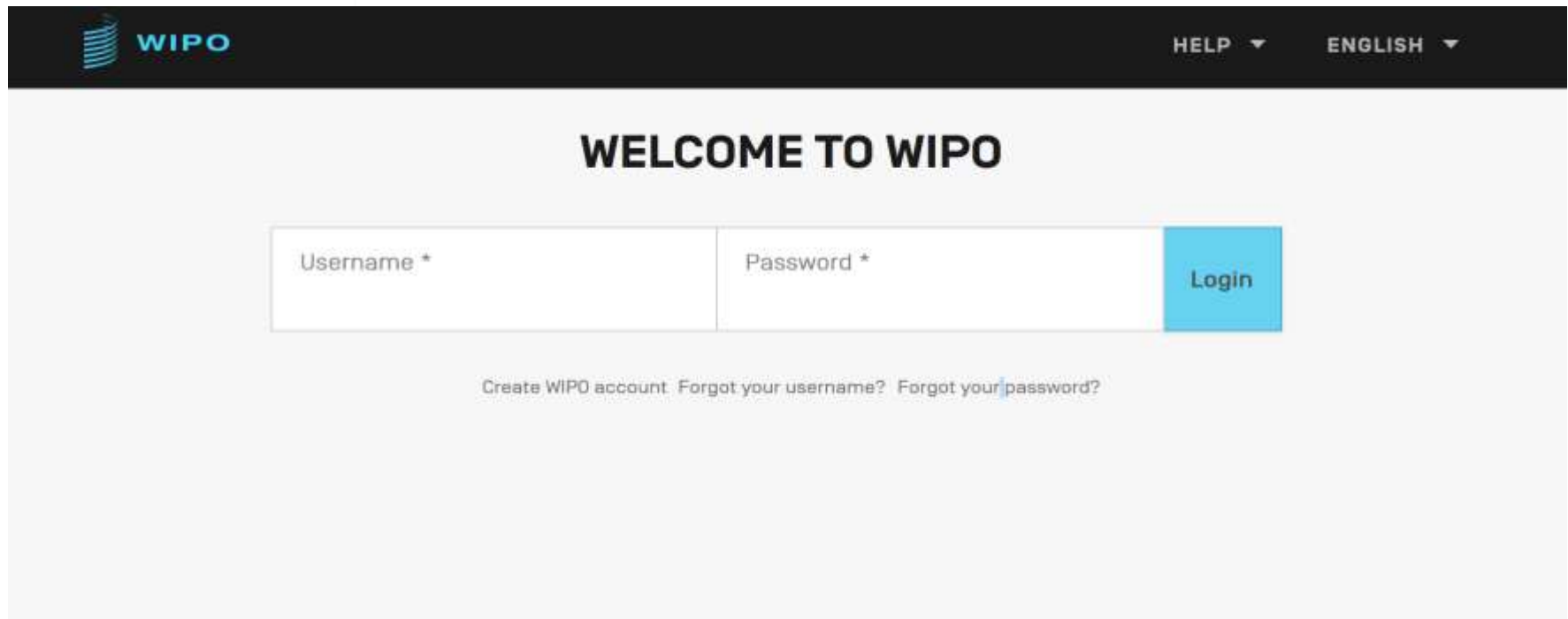
- The Madrid Website provides information on how to...



Recent Developments

- Madrid Portfolio Manager
 - Certificates
 - New E-renewal
- Brexit
- Madrid “How to” Videos
- Madrid E-filing - available in 5 countries
- Rule changes

Madrid Portfolio Manager – *New* look



The screenshot shows the login interface for the WIPO Madrid Portfolio Manager. At the top, there is a black navigation bar with the WIPO logo on the left, and 'HELP' and 'ENGLISH' with dropdown arrows on the right. Below the navigation bar, the text 'WELCOME TO WIPO' is centered in a bold, black font. The main content area features a login form with two input fields: 'Username *' and 'Password *'. To the right of these fields is a blue 'Login' button. Below the form, there are three links: 'Create WIPO account', 'Forgot your username?', and 'Forgot your password?'. The background is a light gray gradient.

WIPO

HELP ▾ ENGLISH ▾

WELCOME TO WIPO

Username * Password * Login

[Create WIPO account](#) [Forgot your username?](#) [Forgot your password?](#)

MADRID PORTFOLIO MANAGER

Manage your portfolio of international trademark registrations, modify, expand its geographical coverage, renew your registration and more.

PORTFOLIO

▼ PORTFOLIO

Columns

E-RENEWAL

E-PAYMENT

APPLICATIONS

NOTIFICATIONS

DELEGATION

CONTACT

UPLOAD

1

2

4


3

[6 of 8] [Navigation icons]							
IRN	Mark name	Status	Expiration date	Office Origin	Holder	Last Modified	
667249	SAN BENEDET...	expired	31 Jan 2017	IT	ACQUA MINER...	18 Aug 2010	
679144	1 STEP	expired	03 Sep 2017	FR	LALLEMAND S...	01 Nov 2007	
679365	BISOLPRONT	expired	05 Aug 2017	DE	Boeh	Certificate	History
807637	SCHRACK ENE...	active	18 Dec 2022	AT	Schrack Tech...	19 Dec 2012	

New e-Renewal

- Clarity
 - Instant tracking
 - Less mistakes
 - 100% on-line
-
- WIPO account for authentication

New e-Renewal

 **WIPO** MADRID E-RENEWAL SERVICE

USEFUL LINKS ▾ ENGLISH ▾ TEST TEST ▾ LOGOUT

E-RENEWAL

Information E-renewal is available as of 3 months before the renewal date of your international registration. It is also available during the grace period, subject to a surcharge.

Enter your International Registration Number [IRN]

IRN

[e.g., 123456, 123456A]

Reset Start the renewal process

Brexit – possible implications

- Implications for Madrid System Users
- Document and FAQs on our website
- Designations of the EU in which the mark is protected before EXIT day
- Designations of the EU pending before EXIT day

Rule changes in the Common Regulations

- Division of international registrations before a designated party (new Rule 27bis)
- Possible merger of divided registrations (new Rule 27ter)
- Not all IP Offices will accept requests for divisions and mergers

Madrid System Working Group

- Replacement
- New types of marks
- Additional languages
- Other changes to the Common Regulations

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