



Institutional Considerations when joining the MadridSystem

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Not a one person race – there are multiple swim lanes



A series of separate, but related considerations



Madrid Considerations

- Operational and Procedural
- Institutional and Organizational
- IT and Automation
- Legal
- Verification



A coordinated and managed effort



.... planning a quality outcome



So let's take the plunge



Operational and Procedural Considerations

- Are there reliable and repeatable domestic trademark registration processes ?
- How do domestic trademark registration processes map to Madrid processes ?
- Can I process all InBound Madrid notifications ?
- How do I prepare my OutBound Madrid Communications ?
- Can automation help ?

Processing InBound Madrid Notifications

- ❑ **Births** (international registrations/subsequent designations)
- ❑ **Renew**
- ❑ **Death** (non renewal/cancellation/ceasing of effect)
- ❑ **NewNames** (name change/transfer/appoint agent/partial transfer)
- ❑ **Restrict** (Partial ceasing of effect/partial cancellation/limitation)

Preparing OutBound Madrid Communications

International Applications

➔ Office of origin

Requests for the recordal of a change

Refusals (office actions/objection letters)

Oppositions

➔ designated CP

Grants of Protection/Final Decisions (certificates)

Institutional and Organizational Considerations

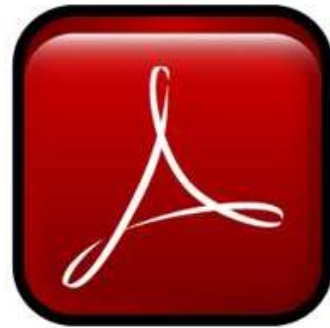
- Segregate or Integrate Madrid processes with domestic processes
- Staff training (all or some -> specialize)
- Industry awareness (which industries would benefit – marketing)
- The legal profession - consultations
- Treaty obligations – pendency – 18 months

IT and Automation Considerations

- Do I have an IT system (bespoke or IPAS or none)
- Will my IT system require modification to handle Madrid
- How will I communicate with the IB (paper/image/XML)



OR



OR



Legal Considerations

- National Legislation
- Implementing regulations
- Compliance check (Paris/Madrid)
- Declarations
- IB advice

Verification and assistance by WIPO



Process audits

National IP Strategies

Global infrastructure support

Awareness programs

Review legislation

Seminars and Workshops

Staff training



Dont go too fast



Please





Thank
You