



Communication in the Madrid System

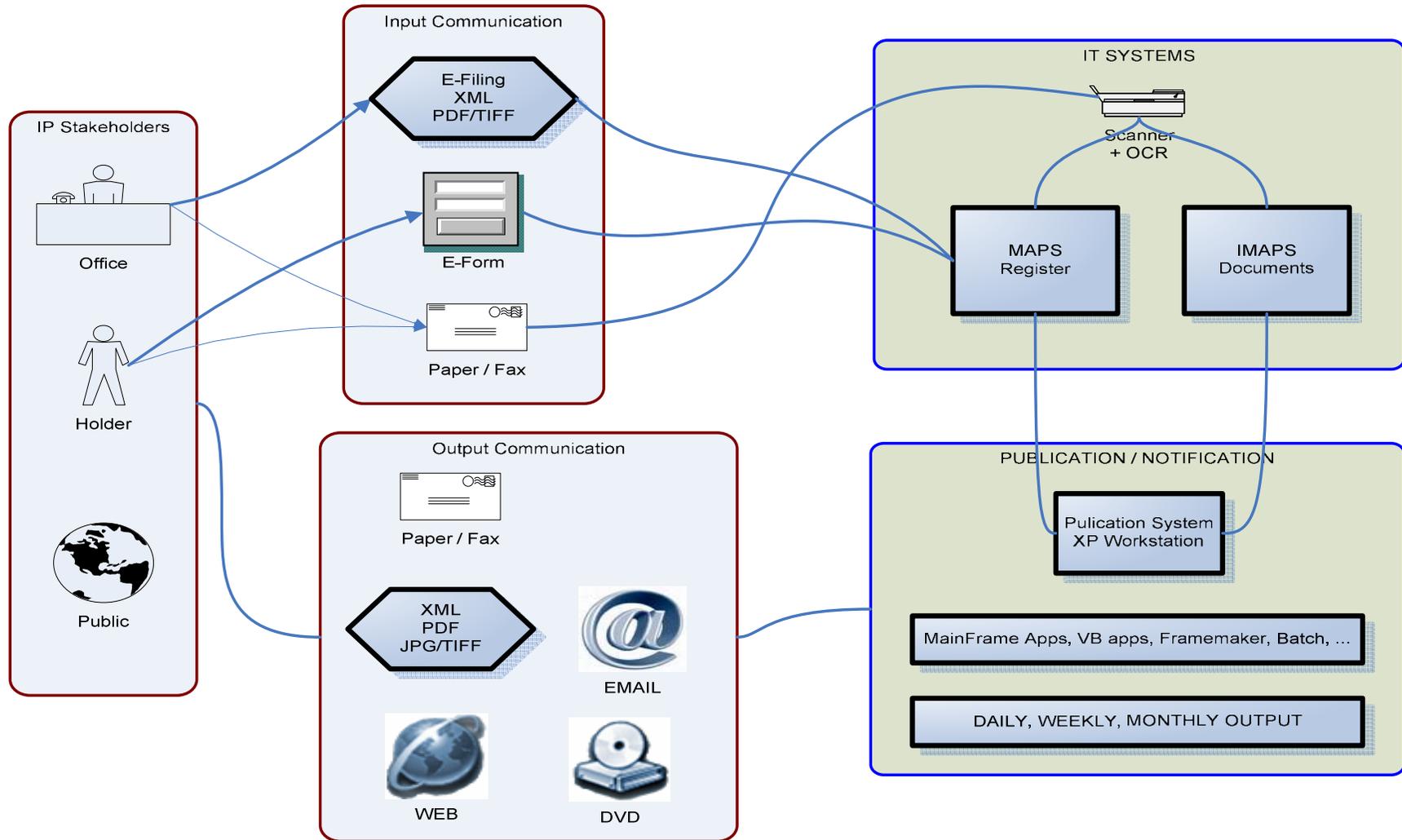
Neil WILSON
Director, Registries Support Division
Brands & Designs Sector

Madrid System Communication

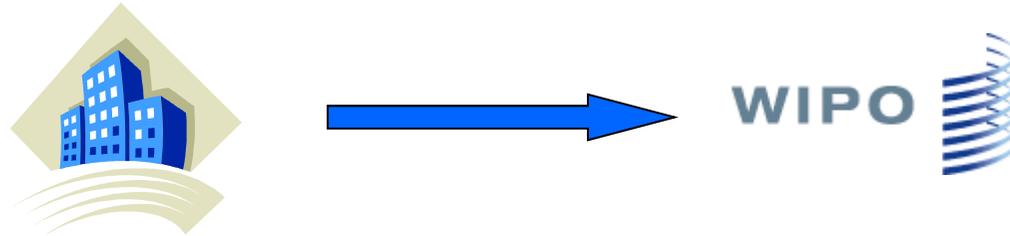


- What is communicated ?
- Communication Options for Offices and Clients
- What the Communication options look like
- Current Status
- How we can make it better

Current Communication Channels

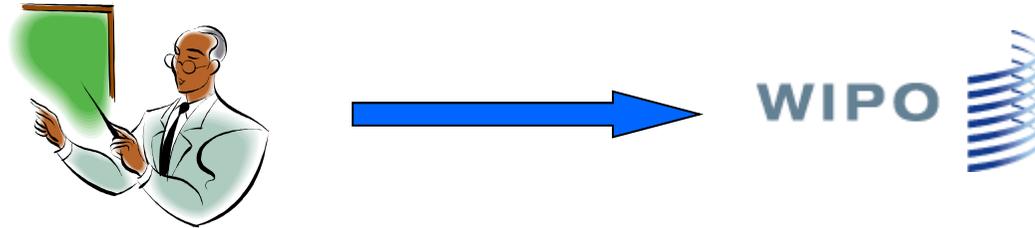


Office to IB Communication



- ❑ International Applications
- ❑ Requests for Recordal (modifications, renewals etc)
- ❑ Refusals, Final Decisions and Grants of Protection
- ❑ Irregularity letter responses

Clients to IB Communication



- Requests for recordal (except IAs)
- Irregularity letter responses
- Fee Payments

IB to Office Communication



Official Notifications

Irregularity Letters

IB to Client Communication



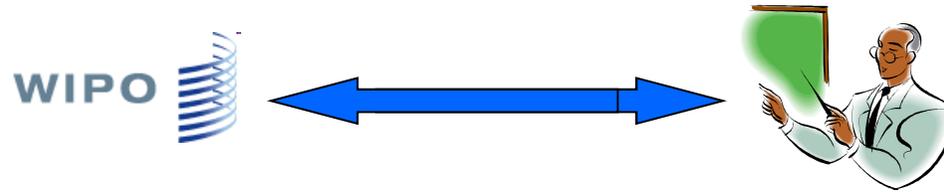
- Official Registration Certificates and Notifications
- Irregularity Letters
- Renewal Reminders

Communication Options for Offices



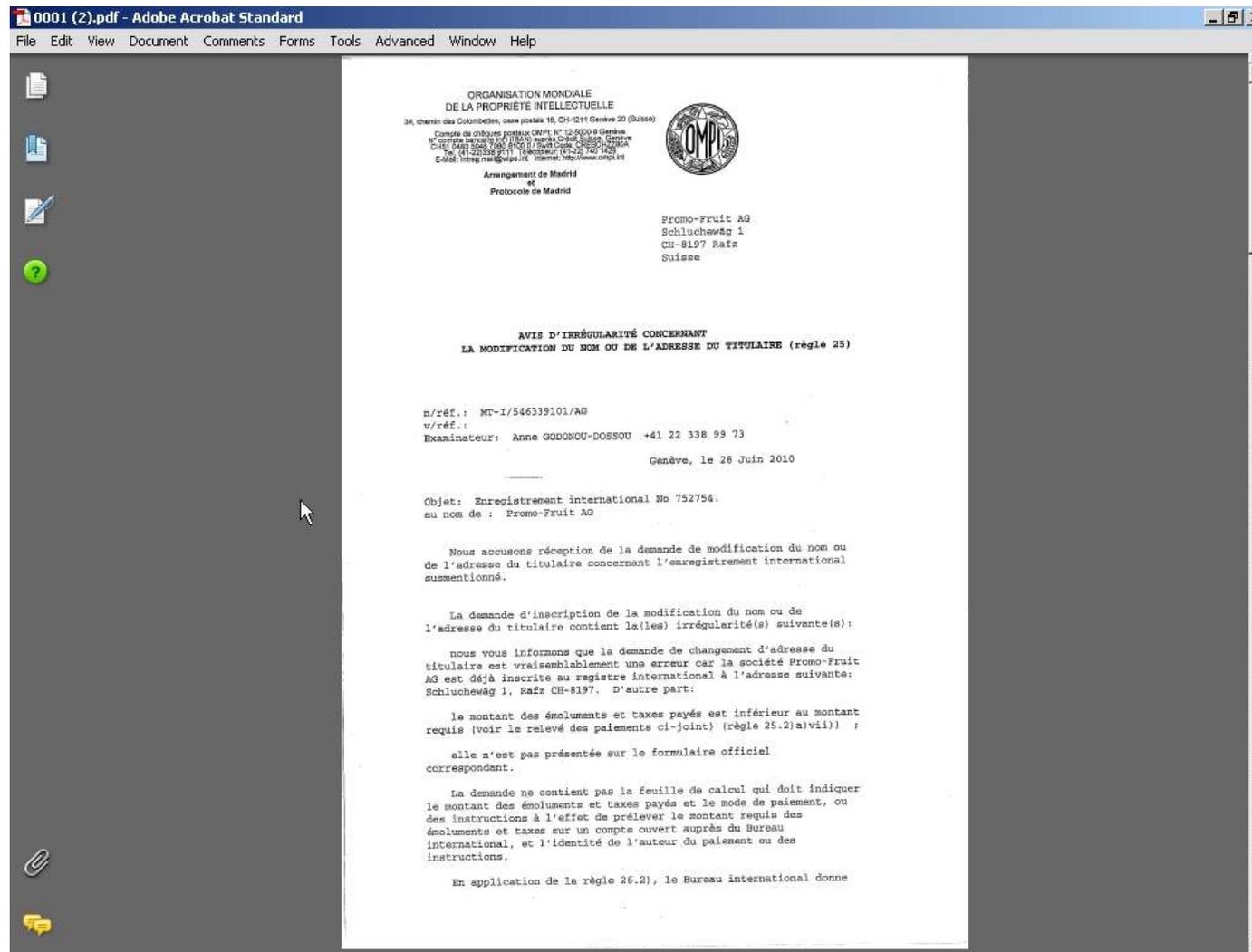
- Paper based Requests for Recordal, Notifications and Letters
- PDF and Individual PDF
- MECA XML – ST66
- All are asynchronous
- Madrid Office Portal

Communication Options for Clients



- Transmit Paper based Requests for Recordal
- Receive paper based notifications and letters
- Receive Notifications of Refusals* by Registered eMail
- All are asynchronous
- eRenewal service - ePayment Gateway
- Madrid Portfolio Manager

Paper based Letters



Paper based Notifications

WORLD INTELLECTUAL
PROPERTY ORGANIZATION

Madrid Union (Marks)



Notification

Registrations

Designated Contracting Party:
Iceland

ENNI2010122

1 039 702

Registration date: April 28, 2010
Date next payment due: April 28, 2020

Philip Morris Products S.A.
Quai Jonasson 2
CH-2000 Neuchâtel
(Switzerland)

Legal nature of the holder (type of entity and place of organization): Société anonyme, Suisse.

Name and address of the representative: Fathur Marbach & Partner, Kornmattstrasse 10A, CH-1007 Bern (Switzerland).



Classification of figurative elements:
18.3; 25.7; 26.3; 29.1.

Colors claimed: Gold, silver and gray.

List of goods and services - NCL(9):

34 Tobacco, raw or manufactured; tobacco products, including cigars, cigarettes, cigarillos, tobacco for roll-your-own cigarettes, pipe tobacco, chewing tobacco, snuff tobacco, kretek snuff; tobacco substitutes (not for medical purposes); smokers' articles, including cigarette

paper and tubes, cigarette filters, tobacco tin, cigarette cases and accessories, pipes, pocket apparatus for rolling cigarettes, lighters, matches.

Basic registration: Switzerland, 08.04.2010, 599583.

Data relating to priority under the Paris Convention: Switzerland, 08.04.2010, 599583.

Designations under the Madrid Agreement: Algeria, Kazakhstan.

Designations under the Madrid Protocol: Antigua and Barbuda, Australia, Bahrain, European Union, Georgia, Iceland, Japan, Netherlands Antilles, Norway, Republic of Korea, Singapore, Sultanate of Oman, Turkey.

Designations under the Madrid Protocol by virtue of Article 3bis: Albania, Armenia, Belarus, Bosnia and Herzegovina, China, Croatia, Cuba, Egypt, Kyrgyzstan, Mongolia, Montenegro, Morocco, Republic of Moldova, Russian Federation, Serbia, Syrian Arab Republic, The former Yugoslav Republic of Macedonia, Ukraine, Viet Nam.

Date of notification: 17.06.2010

Language of the international application: French

Reproduction of the mark in color under Rule 9.4(a)(vii)



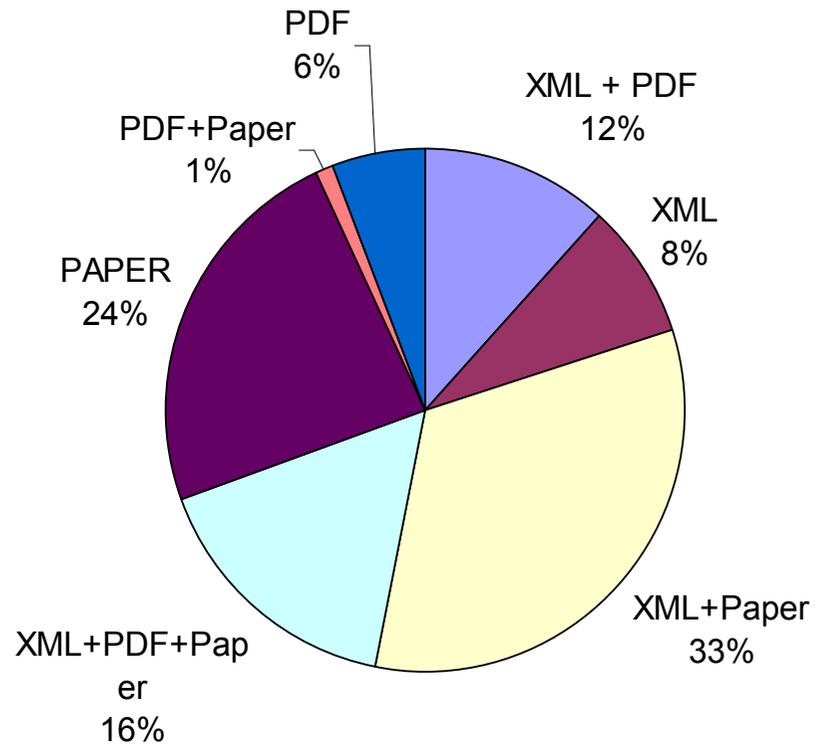
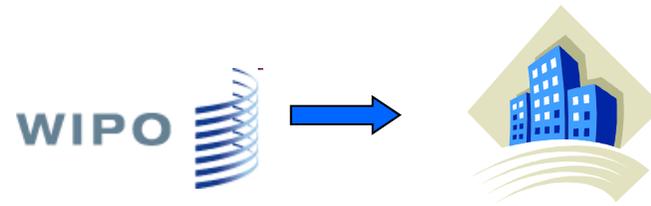
WIPO | MADRID

The International
Trademark System

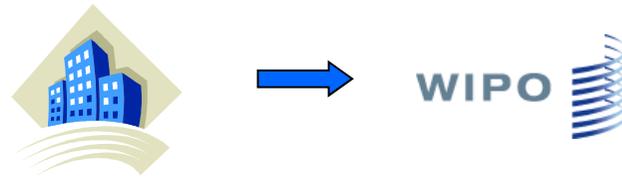
MECA XML – ST 66

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Office Communication Status

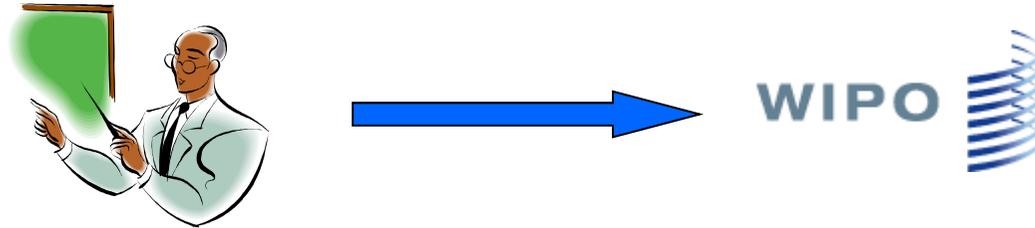


Office Communication Status



- ❑ 88 offices still send at least some Paper
- ❑ 60 Offices only send Paper
- ❑ 32 Offices send MECA XML and some Paper
- ❑ CH interacts directly with IB systems via a special arrangement

Clients to IB Communication



- Paper
- Faxes (Acknowledgement are mandatory)
- Emails (+PDF)
- E-renewal, E-payment

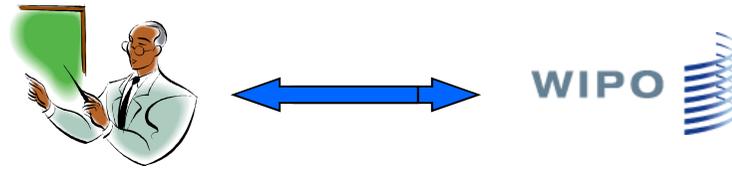
IB to Client Communication



In 2012:

- ❑ Paper (Standard and registered letter): 530,000 letters
- ❑ Registered email : 65,000 (+50% over 2011)

Client Communication Status



- ❑ The clear majority of communication remains paper based
- ❑ 8000 Registered emails are sent per month representing 15% of outgoing documents that are notified to Clients.
- ❑ 50% of renewals are initiated using the eRenewal service

On Line Services

- ❑ Romarin (International Trademark Information Database)

<http://www.wipo.int/madrid/en/romarin/>

- ❑ WIPO Gazette of International Marks

<http://www.wipo.int/madridgazette/en/>

- ❑ eRenewal and the ePayment Gateway

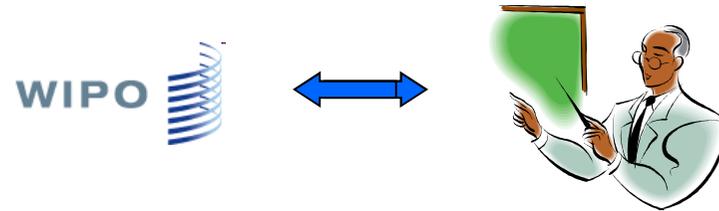
- ❑ WEB statistics

<http://www.wipo.int/madrid/en/statistics/>

- ❑ Fee Calculator

<http://www.wipo.int/madrid/en/fees/calculator.jsp>

eRenewal and the ePayment Gateway

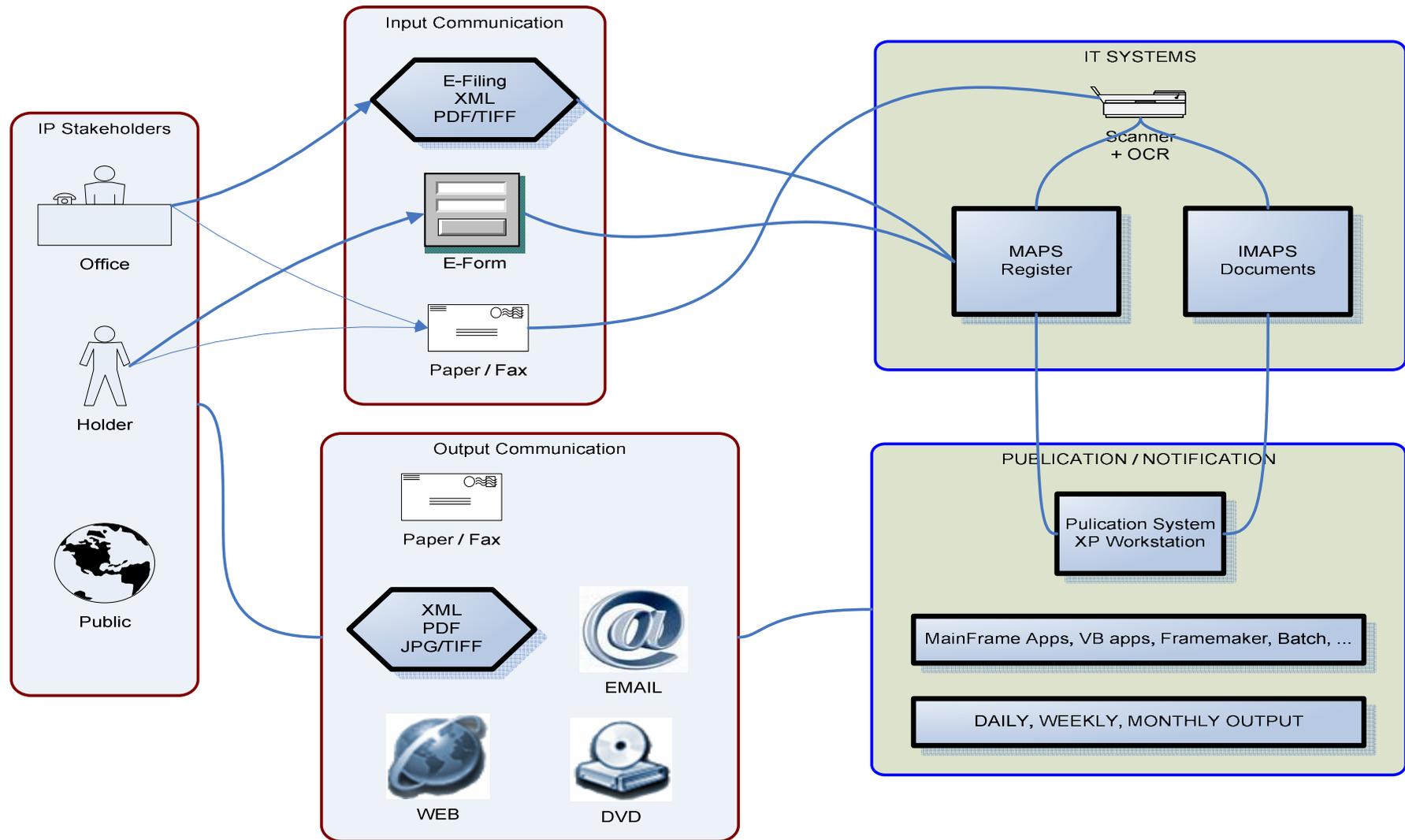


- ❑ Initiate renewals using the eRenewal service
- ❑ Make payments to WIPO on line using ePayment Gateway
WIPO current accounts or credit cards

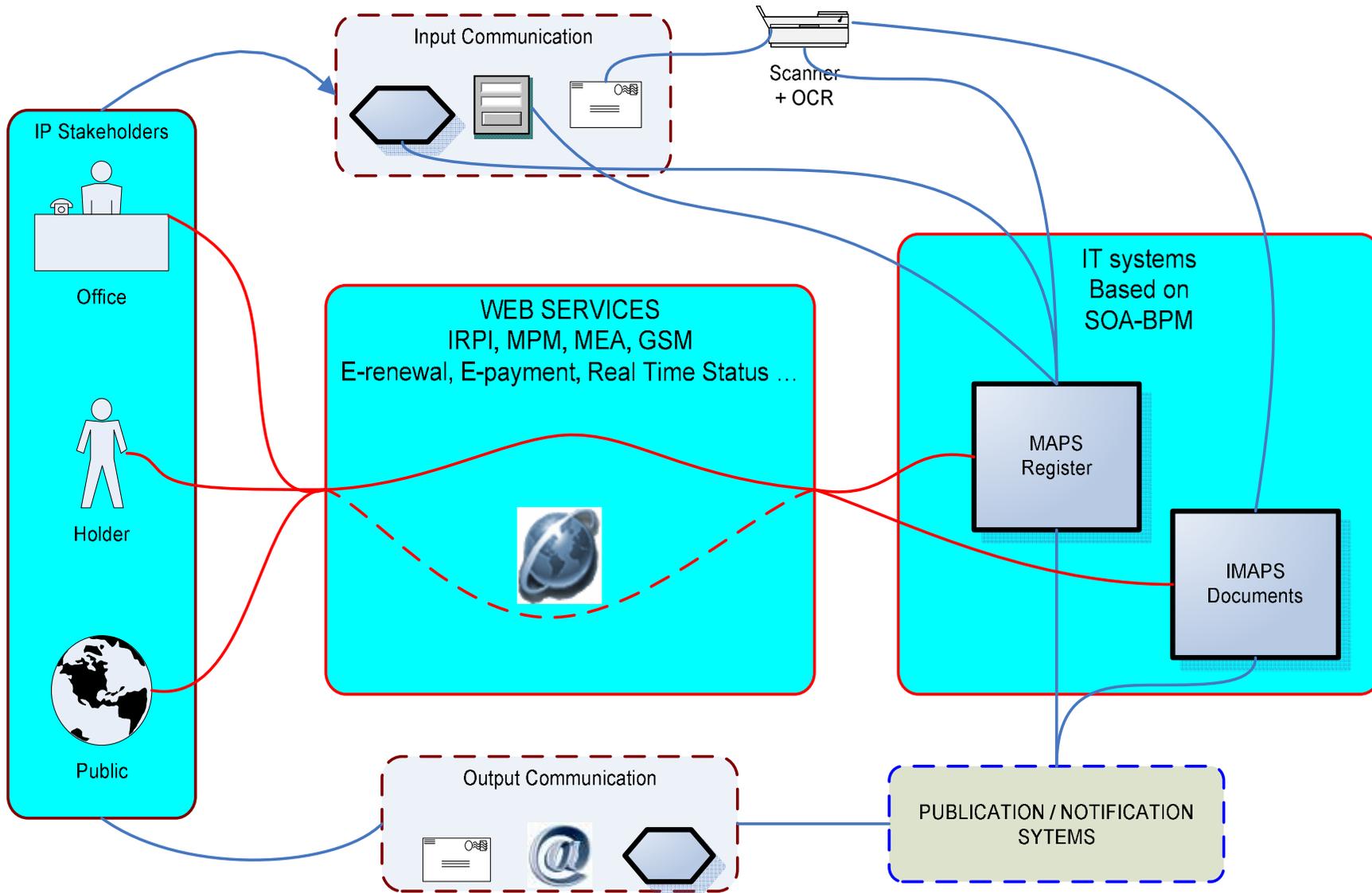
IT Modernization and improved communication

- ❑ Madrid Portfolio Manager
- ❑ Madrid Realtime Status
- ❑ Madrid Electronic Alerts
- ❑ Madrid Goods & Services Manager
- ❑ Madrid Office Portal

Current Communication Channels



Post Modernization Communication Channels



Improving Communication – What can the IB do



- ❑ Reach out to Offices to establish electronic communication
Road Maps and MOUs

- ❑ Take contact with Client groups to ensure new services are
in line with expectation

- ❑ Fully deploy, and then continuously improve web tools

Improving Communication – What can an Office do



- Negotiate Road Maps or MOUs
- If you scan documents as an Office of Origin or an Interested Office, please send them rather than paper
- Elect to receive PDF notifications
- Progressively renounce paper
- Commit your Office's IT resources to incrementally improving Madrid communications

Improving Communication – What can an Office do



❑ Send Grants of Protection !

	designated Contractin Party	Designations in 2013
ST	Sao Tome and Principe	386
BQ	Bonaire, Saint Eustatius and Saba	408
BT	Bhutan	477
LS	Lesotho	498
SZ	Swaziland	531
LR	Liberia	598
BW	Bostwana	600
NA	Namibia	674
ZM	Zambia	690
KP	Democratic People's Republic of Korea	816
MZ	Mozambique	855
SD	Sudan	948
GH	Ghana	980
UZ	Uzbekistan	1037
SL	Slovenia	1310
KE	Kenya	1352
BH	Bahrain	1769
AL	Albania	1845
IR	Iran (Islamic Republic of)	2349
FR	France	2797
AZ	Azerbaijan	2973

Improving Communication – What can a Client do



- Use MPM
- Subscribe to registered eMail
- Use eRenewal
- Make payments electronically using the ePayment Gateway



Thank You