Changes in the Operations of the International Bureau

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Madrid Operations Division

What's new?

- Greater efficiency
- Higher consistency
- More user-friendliness

Production: Jan.-Oct.

| Processed by IB	Year-to-date		
Service Request	2021	2022	Growth
International Applications	54,993	56,585	+3%
Renewals	28,061	29,036	+3%
Subsequent Designations	17,628	17,936	+2%
Modifications	40,451	48,077	+19%
Decisions	626,360	694,251	+11%
Corrections	3,977	4,934	+24%
Total	771,470	850,819	+10%

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■ Every **105 seconds**, we register one international application!

■ Each **10 seconds**, we process one decision issued by the Member Offices!

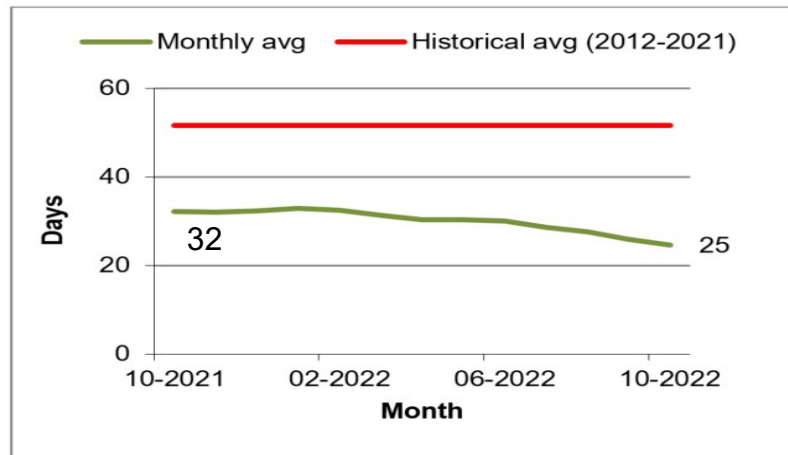WIPO | MADRID
The International
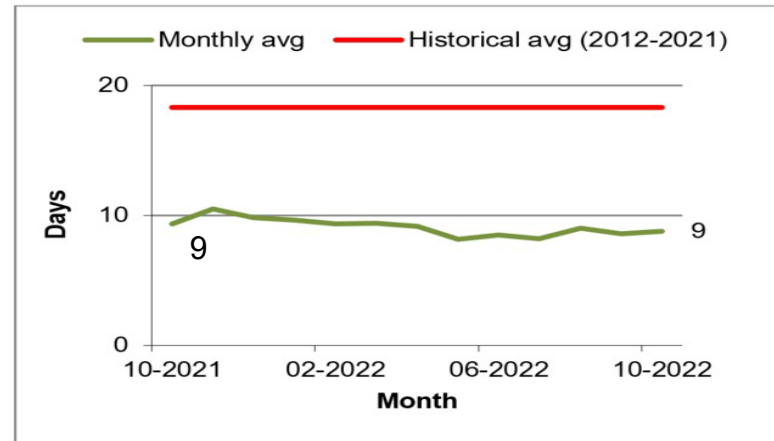Trademark System

Pendency: as of October 31, 2022
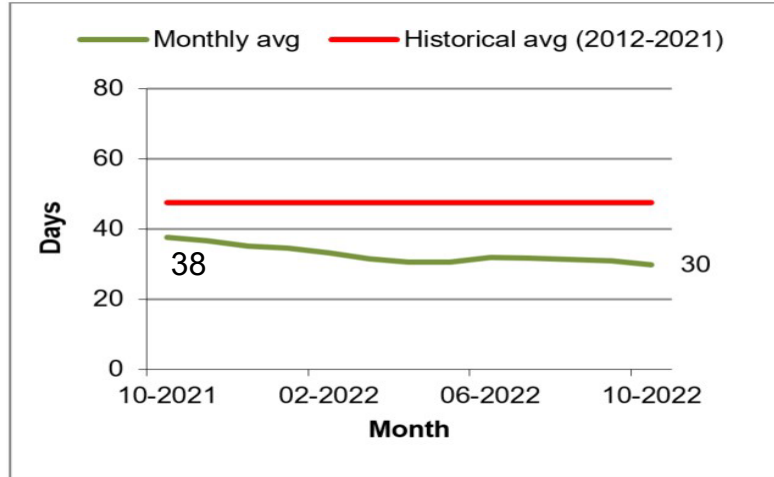
International Applications
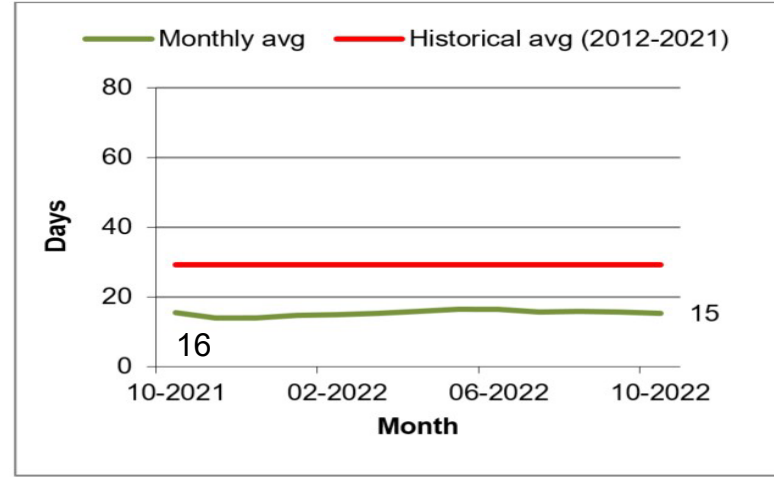
Subsequent Designation

Modifications
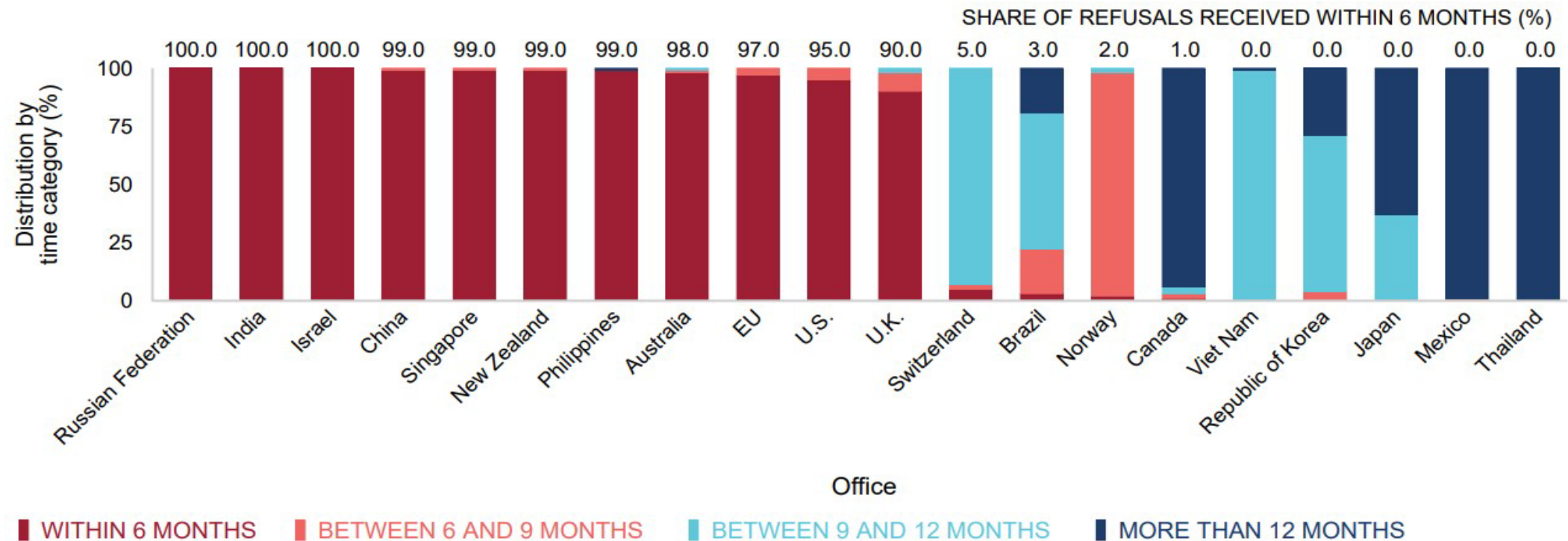

Decisions

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Efficiency

In 2021, the IB received 90% or more of all provisional refusals of designations from 11 of the 20 selected offices within six months from registration.

C18. Average timeliness in receiving provisional refusals of designations from selected offices, 2021

SHARE OF REFUSALS RECEIVED WITHIN 6 MONTHS (%)

Office	Value
Russian Federation	100.0
India	100.0
Israel	100.0
China	99.0
Singapore	99.0
New Zealand	99.0
Philippines	99.0
Australia	98.0
EU	97.0
U.S.	95.0
U.K.	90.0
Switzerland	5.0
Brazil	3.0
Norway	2.0
Canada	1.0
Viet Nam	0.0
Republic of Korea	0.0
Japan	0.0
Mexico	0.0
Thailand	0.0

Legend:
- ■ WITHIN 6 MONTHS
- ■ BETWEEN 6 AND 9 MONTHS
- ■ BETWEEN 9 AND 12 MONTHS
- ■ MORE THAN 12 MONTHS

Higher consistency

- **Further harmonization of examination practice**
  - Examination Practice Handbook Project: 21 decisions so-far
  - study of users' behavior and pro-active communication

- **Improved task distribution**
  - distributing similar applications to one examiner
  - consideration about examiners' experience

Higher consistency

■ **Full compliance with the Examination Guideline**

 ■ Madrid Classification Clinic + Classification Focal Group to answer classification inquiries from examiners

 ■ Upgrading the internal classification examination support tool by adding more operationally acceptable terms

■ **Quality control improvements**

 ■ peer review of cases which are sampled according to ISO Standard 2859

Higher consistency

- **Alignment of Classification Practice between IB and Member Offices**
  - alignment of G&S terms appearing in Irregularity Letters frequently
  - alignment of G&S terms via MGS database cooperation
  - more information sharing about classification of new G&S terms: a roundtable discussion about "virtual goods"

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More user-friendliness

■ New practice in examining certain transactions such as Abandonment

■ Project on improving customer support in the framework of user experience transformation initiatives at the Organizational level

■ New Extracts and certified documents

　■ digital signature

　■ QR code

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Progress so-far has proven the value of digitalization, agile management and customer centrality mind-set!

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Digitization: O2O communication

- **ALL** communication from WIPO to Member Offices is electronic as of April 2022.

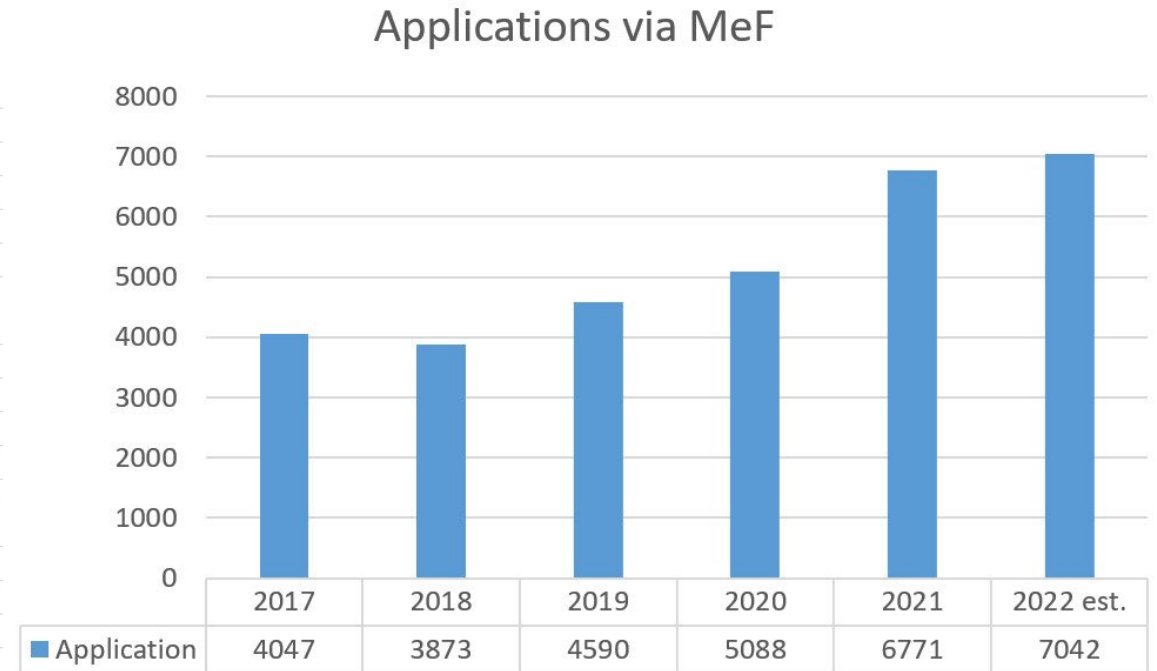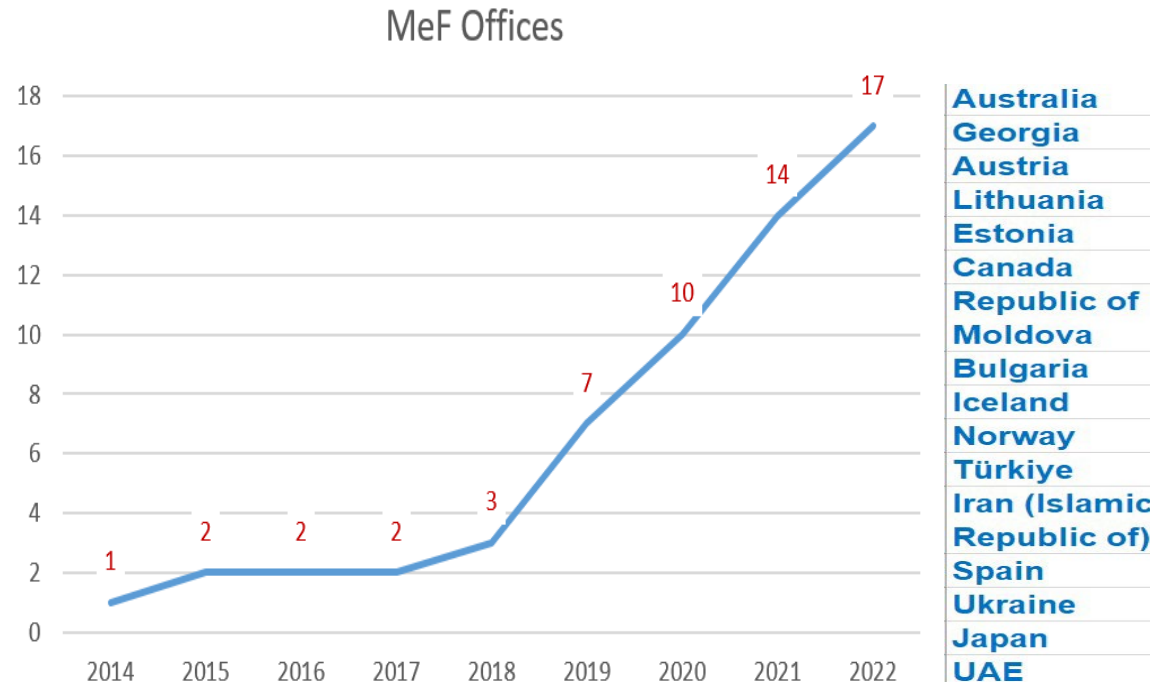- Communication from **ALL** Member Offices to WIPO
  - XML   **35** offices
  - PDF   **98** offices
  - Madrid e-Filing (MeF)   **17** offices

* Automation has been switched on for 19 transactions in 2022 which amounted to around 30,000 decision files.

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Digitization: O2O communication

MeF Offices

Country
Australia
Georgia
Austria
Lithuania
Estonia
Canada
Republic of Moldova
Bulgaria
Iceland
Norway
Türkiye
Iran (Islamic Republic of)
Spain
Ukraine
Japan
UAE

Applications via MeF

	2017	2018	2019	2020	2021	2022 est.
Application	4047	3873	4590	5088	6771	7042

■ **Focus will be shifted to supporting Offices of Origin who have middle-sized number of applications in 2023.**

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Digitization: O2O communication

■ **Format:** from PDF to XML (ST 96)

■ **Frequency:** from batch-based/weekly to real-time

■ **Technology:** from FTP to API

Digitization: O2C communication
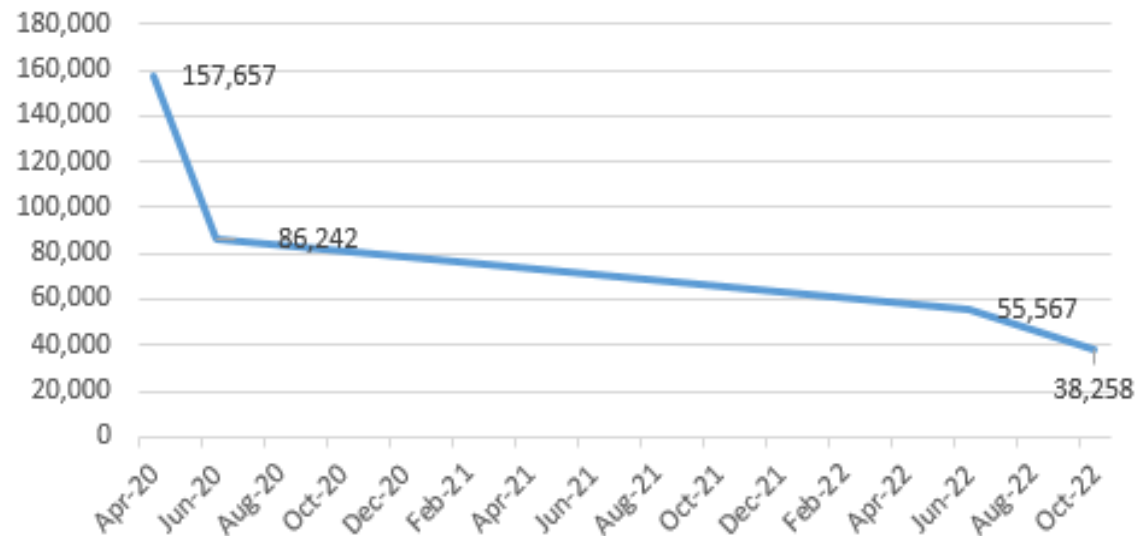
| Country	IR
Germany	8542
Switzerland	5046
France	3532
Austria	2014
China	1986
Japan	1777
Russian Federation	1415
USA	1292
Italy	1248
Czech	1178
Netherland	926
United Kingdom	738
Spain	691
Australia	596
Poland	543
Belgium	475
Croatia	392
Slovakia	337
Sweden	305
Türkiye	285

- A special webpage on email management will be published soon.

- A task force is proactively asking users to provide email addresses.

- IRs without email address is expected to drop to 2% among all active IRs by end of 2022.

- Cooperation with Member Offices and user associations is mostly welcomed.

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Digitization: O2C communication

■ **postal mail >>> email**

■ **email >>> online services (eMadrid + WIPO Account)**

　　■ 7/24 access to services and data

　　■ improved quality of service requests leading to less irregularity and higher efficiency

　　■ opportunities for continuous improvement of customer experience and service innovation

Digitization: O2C communication

- Madrid Application Assistant (MAA): a stepping stone to Madrid e-Filing
- Users from 32 countries
- Penetration rate: 3.5%
- Ukraine, Spain and Türkiye have deployed Madrid e-Filing.

Use of MAA: Germany

Use of MAA: Turkey

MeF
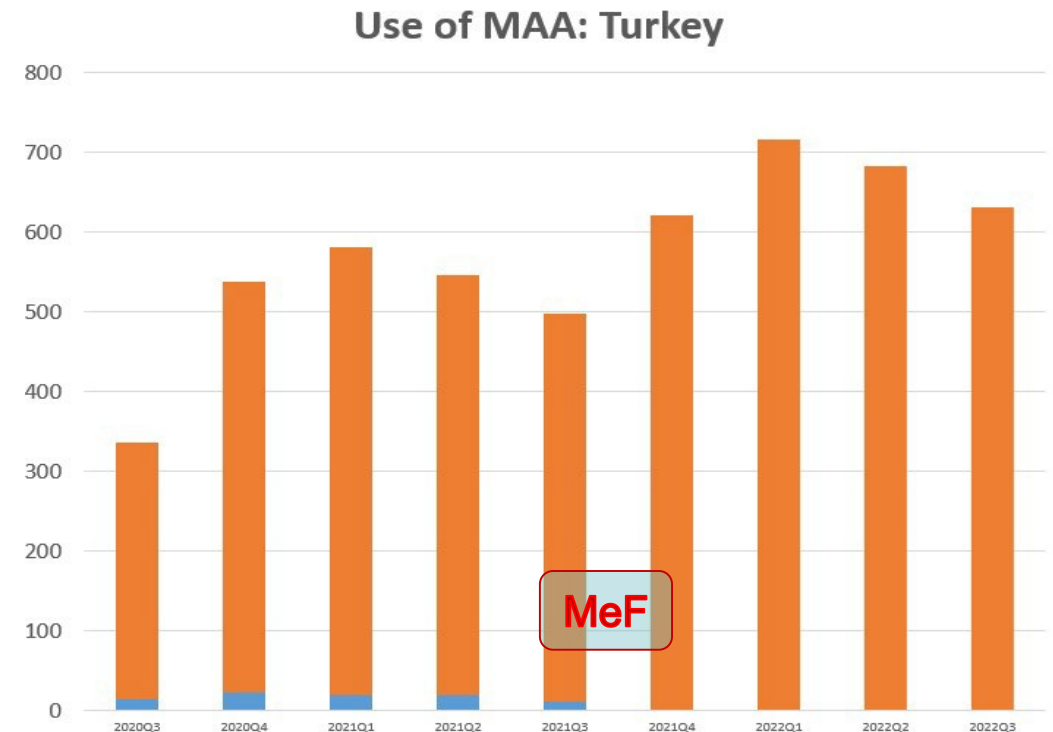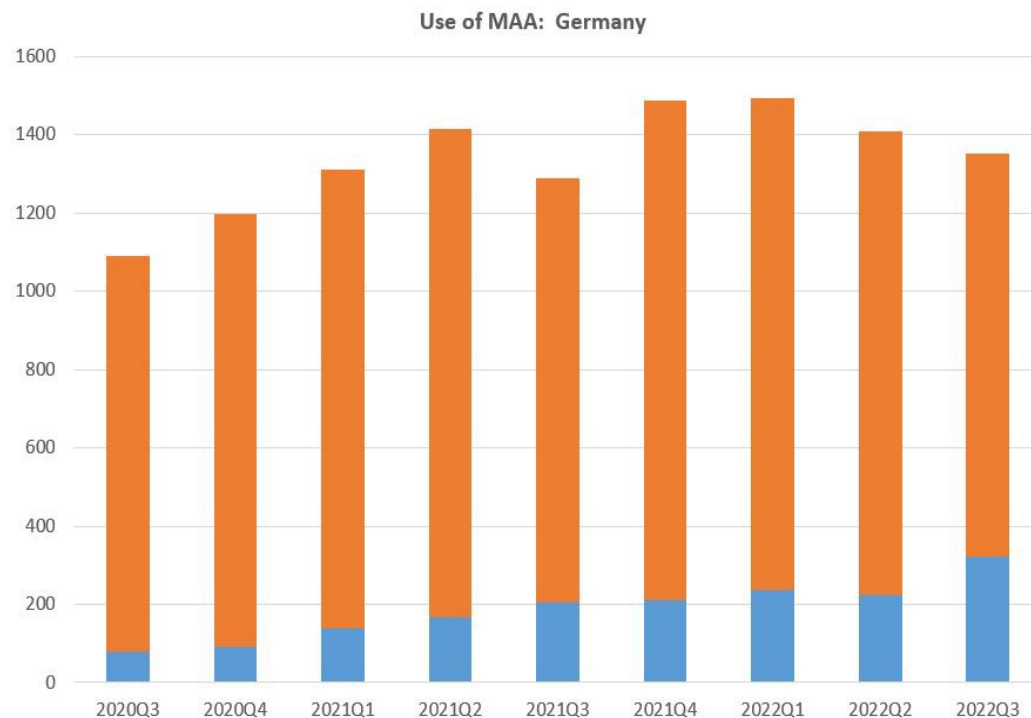
Enhanced office partnership is the key to our future successes !

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Office cooperation proposals

- Information sharing to support agile resources planning
- Understanding and aligning classification policy and practices
- Digitizing communication
- Capacity building programs: training workshop + fellowship program
- Regular communication between operation teams to identify and solve issues of common concern

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Welcome to the Exhibition and thank you !