



Roundtable

Experience and cooperation with WIPO on the
Madrid Application Assistant

Geneva, 10.11.2022

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German Patent and Trade Mark Office



- Main Topics
 - Advantages of using the Madrid Application Assistant
 - Possibilities for improvement
 - Challenges at the DPMA following the introduction of the Madrid Application Assistant
 - Conclusion



- Good guideline for unexperienced users
- Improvement of data quality
- Data consistency
- Selectable language
- Goods and services
 - Instant translation
 - Immediate examination
 - Provision of validated term alternatives
- Integration of the forms MM 12 (EU) and MM 18 (US)

Possibilities for improvement

- Addresses
 - additional note
- Limitations
 - adaption of the Presentation of goods and services in MM2 (MAA)
- Number of the Application / Registration

Problem: checkbox not selectable:



The screenshot shows a web form titled "Nationale Marke importieren". It contains a search button labeled "Suchen" and two radio buttons: "Anmeldenummer" (which is selected) and "Eintragungsnummer". A text input field next to the "Anmeldenummer" radio button contains the value "3020221121492".

→ Anmelde-/Eintragungsnummer



Introduction of the MAA

- July 2020 – Introduction of the MAA
- September 2020 – Internal 20-page guide to data transfer from application form to IT-System
- March 2021 – WebEx MAA demo



- Good application
- Let us help to improve it
 - ➔ Access to ticket based support helpdesk
 - ➔ Test account for the office

Thanks for your attention!



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