



Operational and Procedural Simplification of the Madrid System

Asta VALDIMARSDOTTIR and Neil WILSON

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Agenda

- Challenges
- How to achieve Simplification
- Current Situation
 - Operations
 - IT
- Future Situation – Our plans
 - Operations
 - IT

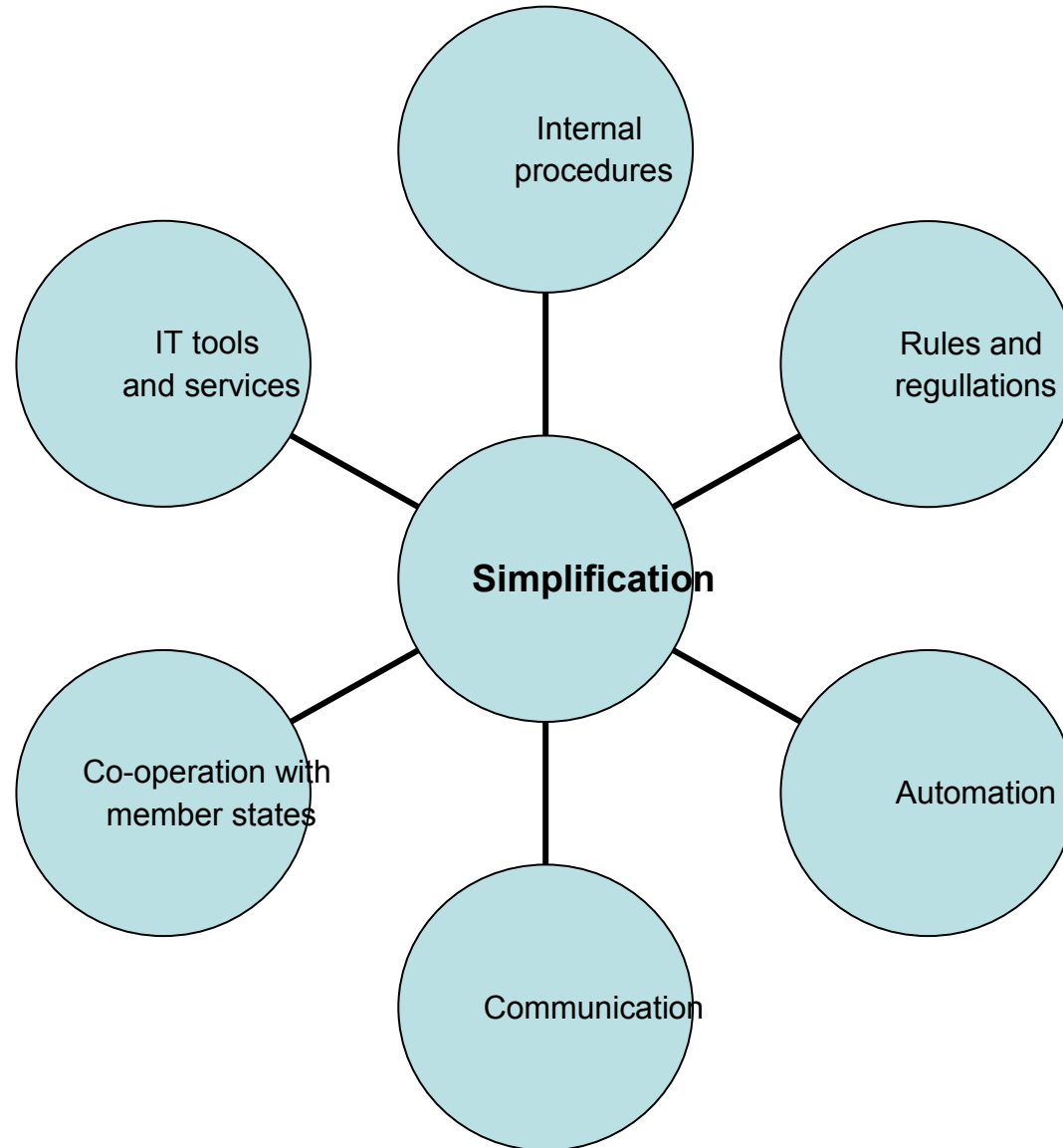
Challenges

- Increased number of applications
- More Member States
- Increased demand for customer service
 - Better communication
 - New communication methods
 - More information

How to achieve Simplification?

- Improved IT tools and services for external actors
- Internal procedures
- Internal Automation
- Revision of Regulatory Framework
- Communication
- Co-operation with Member States

How to achieve Simplification?



How to achieve Simplification

- Reduce client interaction in all inscription processes
- Eliminate procedural redundancy
- Standardize Processes
- Leading to
 - Predictability
 - Timeliness
 - Efficiency

CURRENT SITUATION

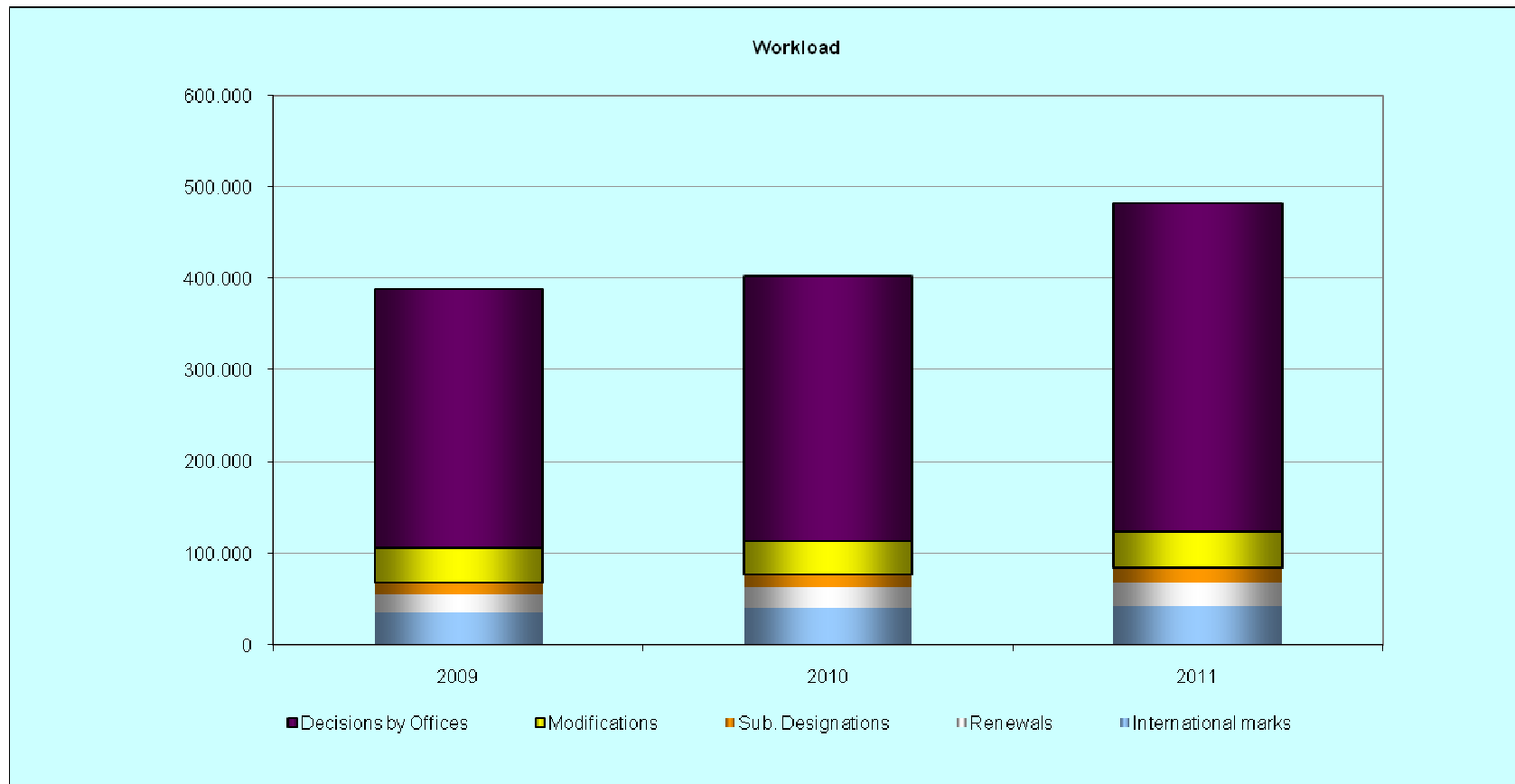
IN

OPERATIONS AND IT

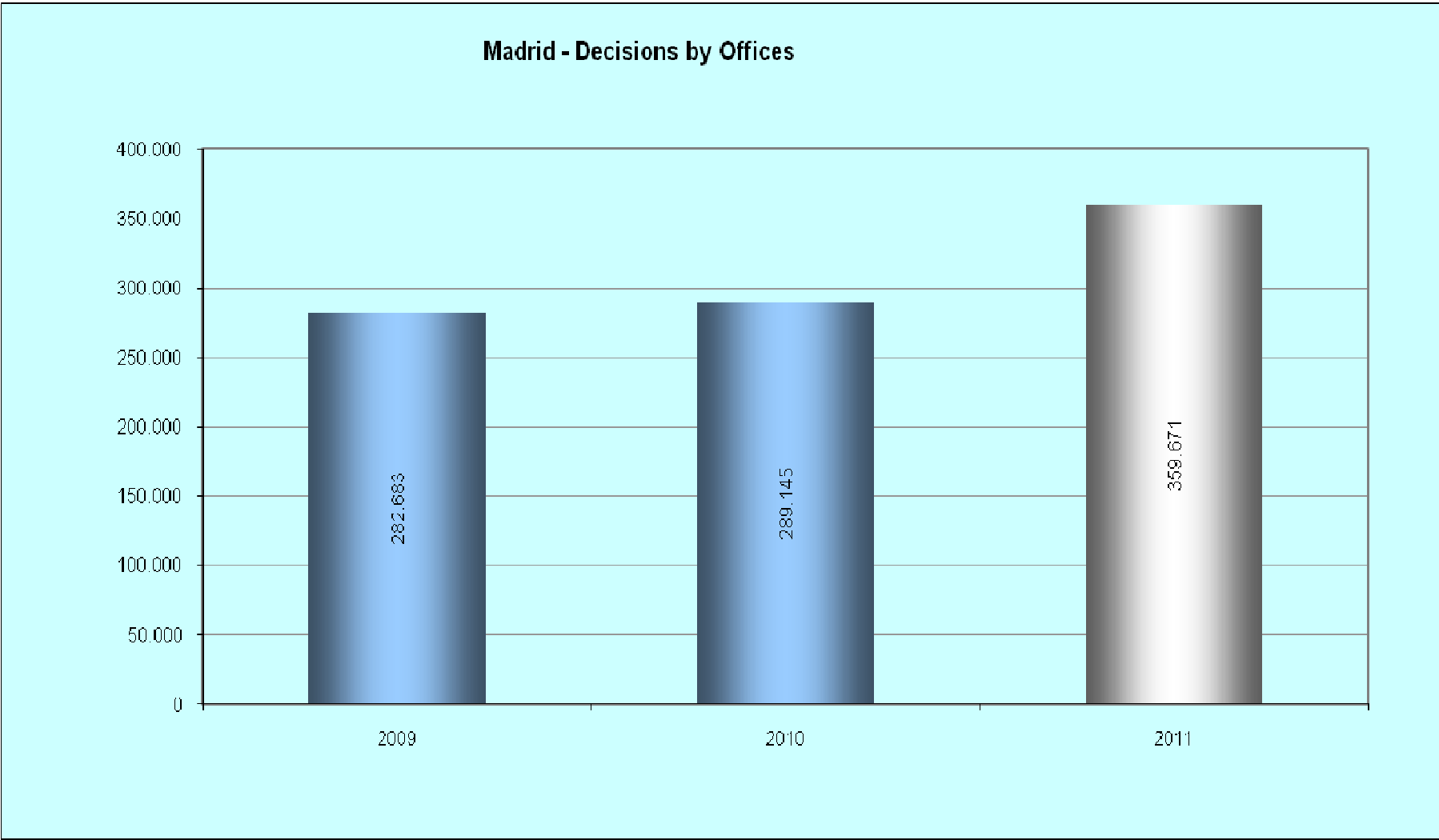
Current Situation - Operations

- Workload
- Automation – what have we done so far
- New structure of teams
 - Focus on customers
 - communication

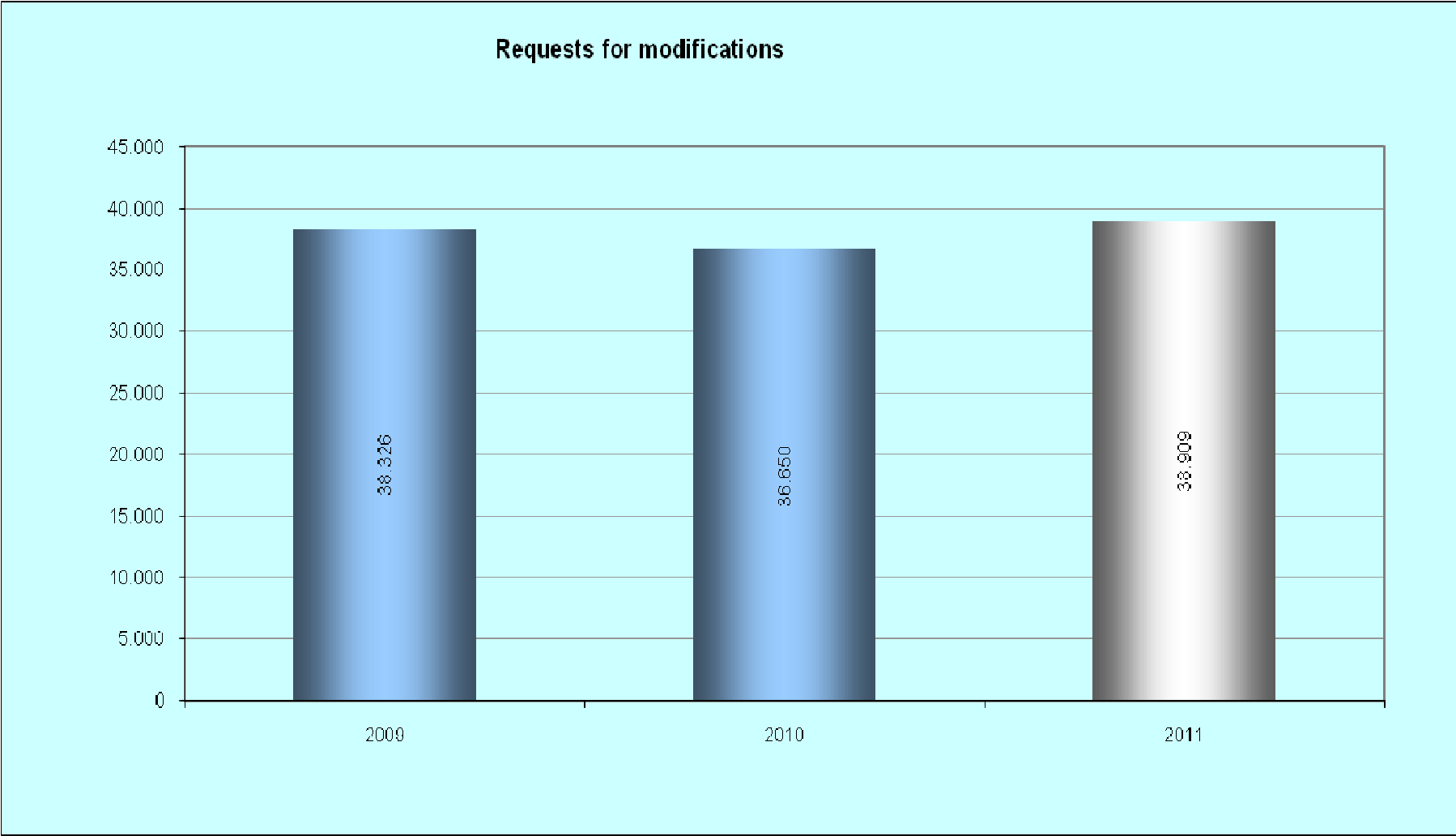
Workload – the past years + forecast



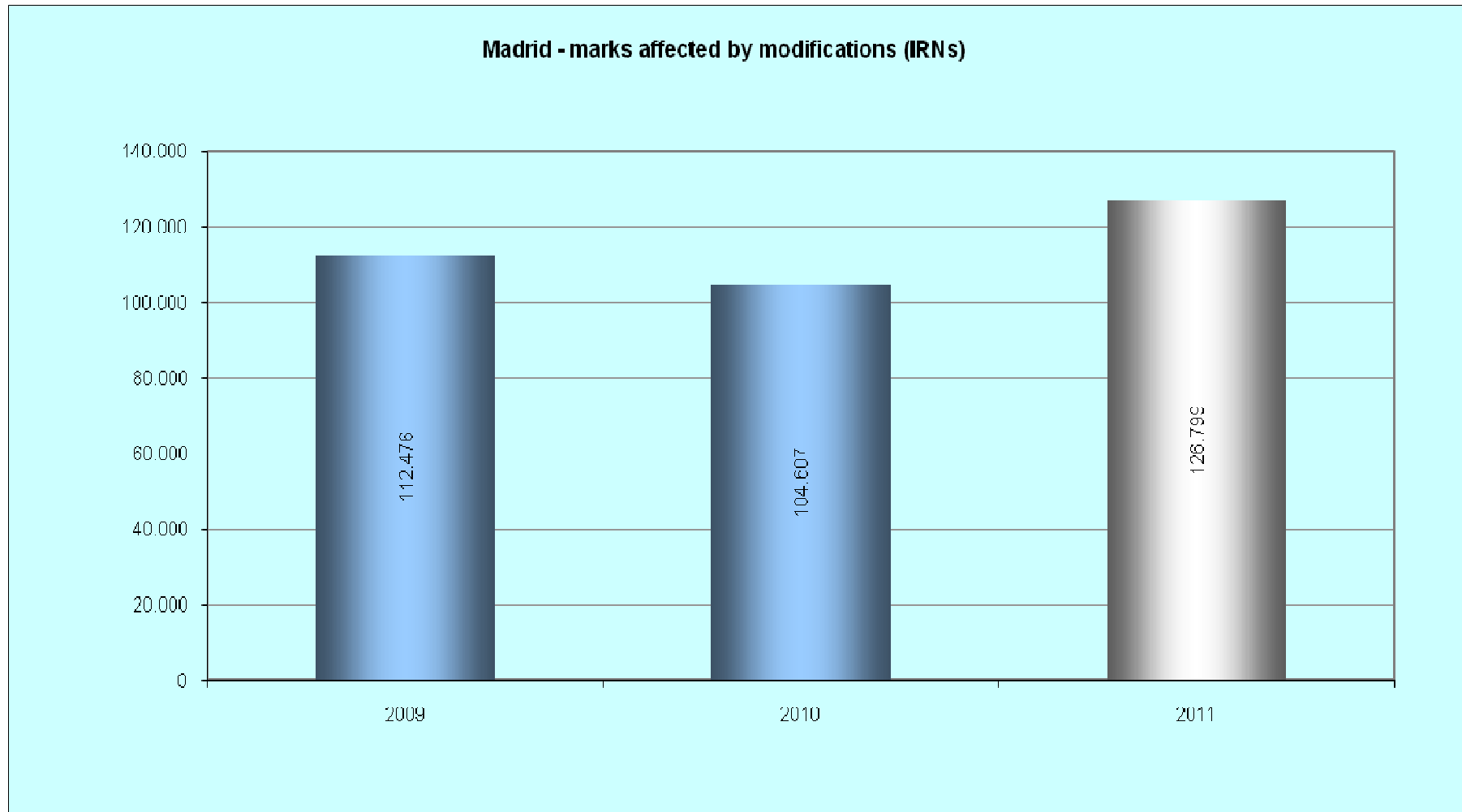
Decisions by Offices



Requests for modifications



Modifications - numbers



Workload - Translation 2010

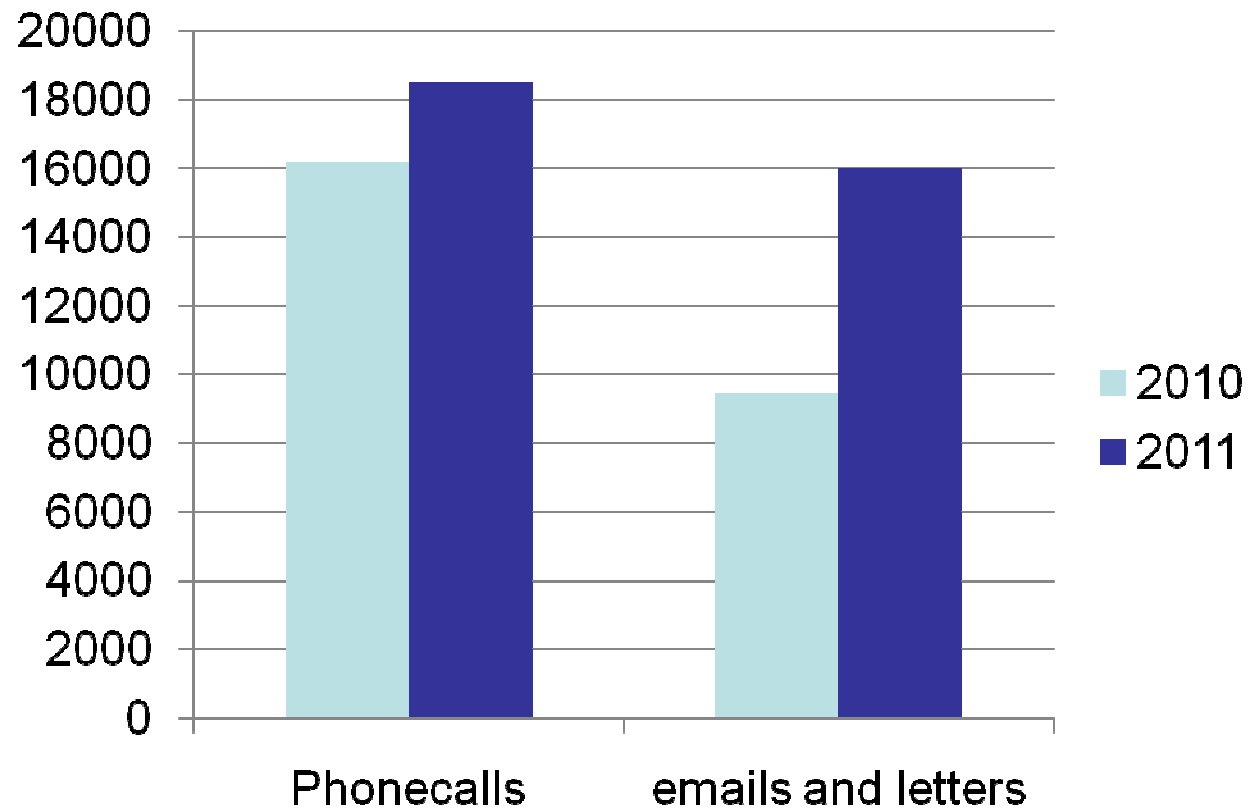
37 500 registrations - 75 098 Translation transactions
72.7% From English > 25% From French > 2.3% From Spanish

NEW APPLICATIONS 2010	TRANSACTIONS	WORDS
<i>SOURCE LANGUAGE > ENGLISH</i>	54'519	7'180'455
<i>SOURCE LANGUAGE > French</i>	18'798	3'084'398
<i>SOURCE LANGUAGE > Spanish¹³</i>	1'781	201'357
Total	75'098	10'466'210

Average number of words/Transaction: 132 [English] 164 [French] 113 [Spanish]

Total translated words in 2010 = 10 466 210

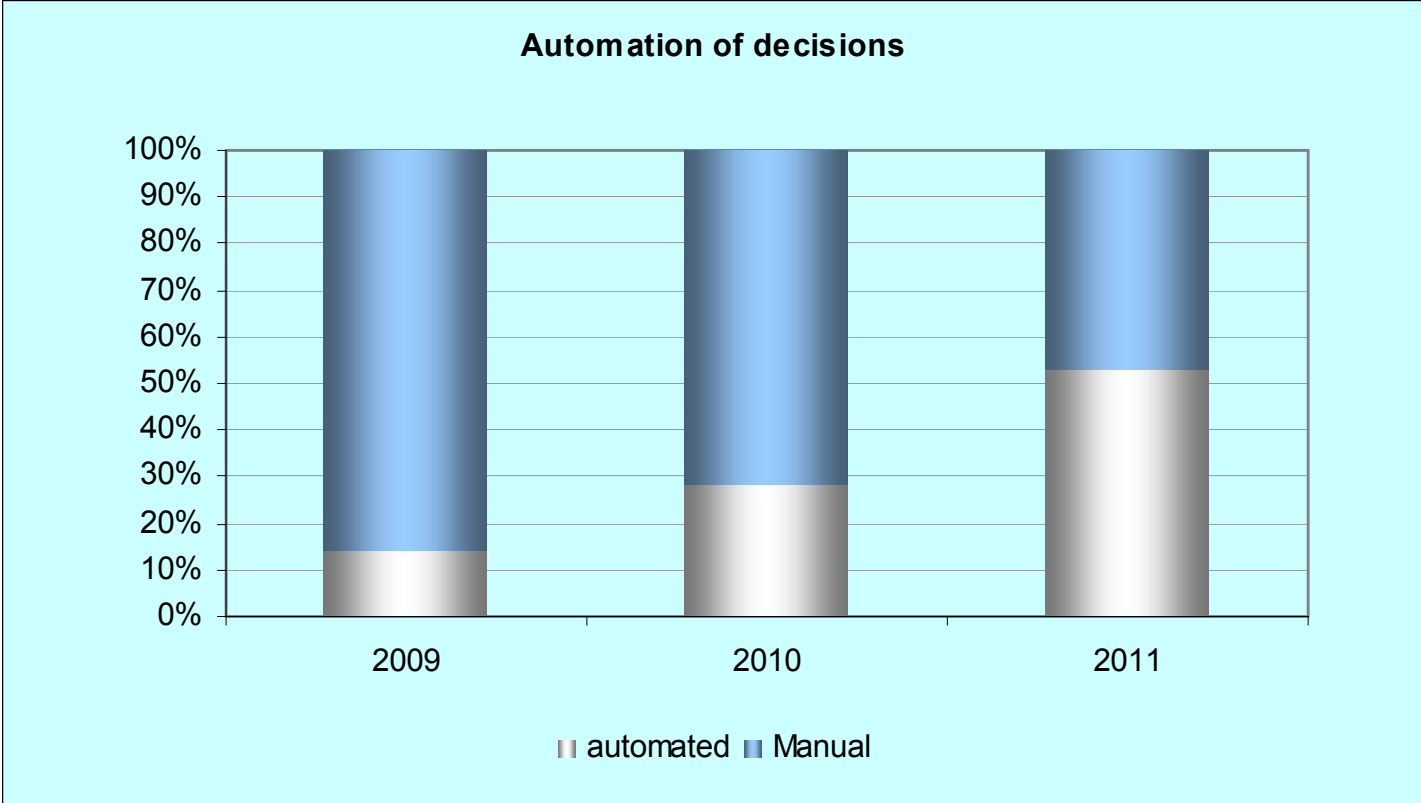
Workload - Customer service



Automation – Decisions

- Provisional refusals
- Grants of protection
- Final decisions
- Interim status
- Oppositions

Automation – Decisions



Automation -Translation - in 2010

New Applications (AP) TARGET LANGUAGE	Jan.	Feb.	Mar.	April	May	Jun.	July	Aug.	Sep.	Oct.	Nov.	Dec.	Total
English													
Total AP words	181213	164257	184705	150664	119634	164997	97910	125281	148424	129352	118107	156150	1059855
PRETRANSLATED words					5620	40250	29704	31279	45427	27244	31216	83869	294609
% PRETRANSLATED/Total AP words					4.69	24.39	30.33	24.96	30.6	21.06	26.43	53.71	27.8
French													
Total AP words	242411	253457	254876	268295	207420	354099	286922	298183	320257	339366	339598	467783	2613628
PRETRANSLATED words					9889	119701	109319	113369	130979	110854	101656	208681	904448
% PRETRANSLATED/Total AP words					4.76	33.8	38.1	38.01	40.89	32.67	29.93	44.61	34.6
Spanish													
Total AP words	396208	513272	399554	324048	306330	428107	397547	411462	437025	504440	495423	479420	3459754
PRETRANSLATED words					18037	140766	117001	130256	158428	182953	158349	193497	1099287
% PRETRANSLATED/Total AP words					5.88	32.88	29.43	31.65	36.25	36.27	31.96	40.36	31.77

TOTAL TRANSLATED WORDS in 2010 = 10 466 210 [16.5% > E 35% > F 48.5% > S]

TOTAL PRETRANSLATED WORDS in 2010 = 2 298 344 [22%]

Automation - Examination

- Started only 3 weeks ago
- Based on the information in our database – if term in the list of goods and services has been previously used and is correctly classified according to the Nice classification > automatically processed
- 14.7% of lists in applications have been automatically processed

New Structure

- New structure of the teams
- Focus on Customer service and communication
 - Centralised knowledge and service – according to Member States
 - Communication
 - Directly to teams - new email addresses
 - Focal points in each team
 - Email addresses for Offices

Teams

- The composition of the Teams will be formed by:
 - Office of the Holder
 - Designated State
- Example all applications from China and all requests relating to Registrations resulting from those applications as well as all Refusals from China > will be processed by the same Team

The teams by filing language

- Team 1 - majority of filings in French and Spanish
- Team 2 - filings in French and English
- Team 3 - majority of filings in English

Communication

- Teams - Please send your queries to the relevant teams

madrid.team1@wipo.int

madrid.team2@wipo.int

madrid.team3@wipo.int

- General queries to CST – questions regarding a specific IRN to teams
- Gradually we will use the direct mail boxes also for other types of communications

Communication

- One email address for the Offices for communication on Operational matters
- Please send that information to the relevant team

Communication

- For applicants and holders - Promote the use of e-communication with the IB
- Registered eMail service
- Communicate the following to applicants, Holders and Representatives;

Send an eMail to e-marks@wipo.int and register your email address

After that the user will only receive notification via email

Current Situation - IT

- IT implementation philosophy
- The standard work flow procedure
- Computer lead examination
- Automated examination prototypes

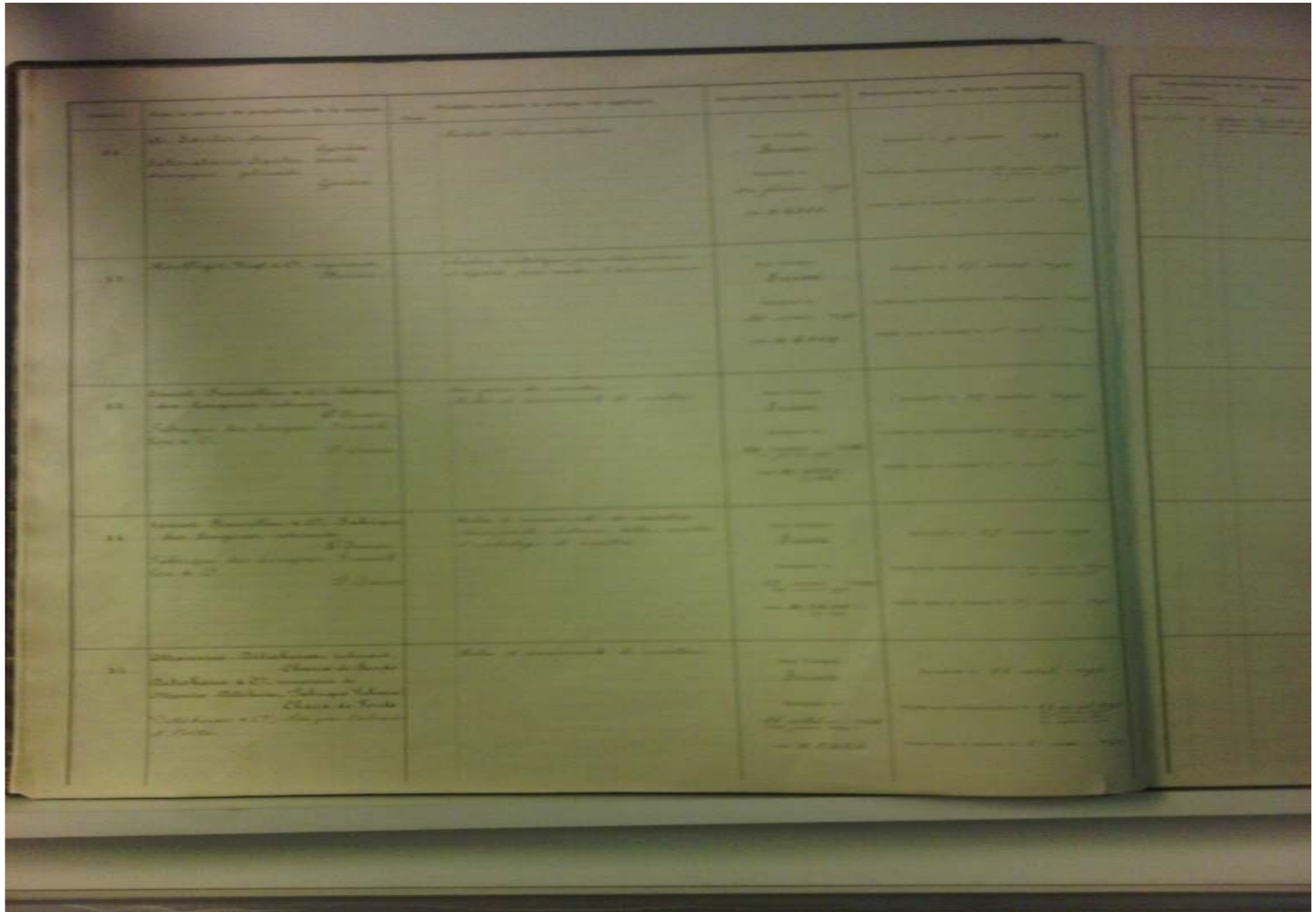
IT Implementation Philosophy

- Existing administrative system (MAPS) dates from 1995
- Existing document management system (IMAPS) dates from 1991
- Together MAPS and IMAPS enable paperless processing
- MAPS implements the *inscription approach* that was in place 120 years ago
- The inscription approach looked like this 120 years ago ...

In the beginning there was a paper file






And we had a book



We neatly copied data from the files to the book

IRN	Holder	Goods and Services	Basic Registration	Various Dates
24				
25				
26				
27				
28				

It was a simple process

		<i>16-18 octobre 1971, sous N° 12961</i>
Change History		Avis de constitutionnisme repitit le 27 septembre 1971 L'organisation internationale renouvellée le 18 octobre 1971, sous N° 12962
<i>25 janvier 1971 sous N° 12963</i> <i>27 mai 1971 sous N° 12964</i> <i>17 octobre 1971 sous N° 12965</i>		Avis de constitutionnisme repitit le 18 octobre 1971 Mise en constitutionnisme par l'Assemblée

We had an elegant modification process

14	Ernest Francillon & C^{ie}, Fabrique des Longines, fabricants, S^t Imier. Fabrique des Longines, Francil- lon & C ^o , S ^t Imier	Boîtes Mou et em
15	Maurice Nitidheim, fabricant, Chaux-de-Fonds	Boîtes

Change in Holder Name / Transfer

Simplified Ceasing of Effect

fabrique	<i>Boîtes et mouvements de montres.</i>	Pays d'origi
Imier.	<i>Mouvements, cadrans, boîtes, cuvettes et emballages de montres.</i>	Suiss
rancil		
Imier		Enregistré
		<i>(27 mai 20 mar</i>
		sous N ^o (26 13.
ricaut.	<i>Boîtes et mouvements de</i>	

Ceasing of Effect

For each event we inscribed, we published it and notified it

Enregistrement international des Marques

21 janvier 1966

N° 308 025

DAME SOLANGE-FLORE BUZENET, NÉE DEROUBAIX
9, rue Colbert, VERSAILLES (Yvelines, France)

SPASMOFORME

Produits pharmaceutiques, vétérinaires et hygiéniques, produits diététiques pour enfants et malades, emplâtres, matériel pour pansement, matières pour plomber les dents et pour empreintes dentaires, désinfectants, préparations pour détruire les mauvaises herbes et les animaux nuisibles. (Cl. 5)

Enregistrement au pays d'origine (France): 26 septembre 1964, N° 233 533

*Enregistrement international antérieur: 22 mai 1946, N° 126 677,
pour une partie des produits. — Transmission.*

Emolument payé pour 20 ans

A source document and a notification document for each event



IT Implementation Philosophy

- So today, MAPS is the book
- And IMAPS is the paper file
- Together MAPS and IMAPS replicate that very simple process
- MAPS procedures are simple, but the technology is complex

The Register Today (MAPS/DMAPS)

```
File Edit View Tools Session Options Help
[Icons]
M0621M01 Enquiries 22 September 2010
List IRN 14:43:54
> Request: 60500001
IRN : 0605000 as at: < 22/09/2010 > Actual
Origin : CH Registration Date: 16 6 1993 Priority: 01/04/1993
Duration : 20 years
Mark Text : ROMARIN
Holder 1 of 1
> Name : ORGANISATION MONDIALE
Representative:
Nice Classes : 09 35 38
> Designations : AG AL AM AT AU AZ BA BG BH BT
BX BY CN * CU CY CZ DE R DK DZ EE
EG ES FI FR GB GE GR HR HU IE
IR IS IT JP R KE KG KP KR R KZ LI
LR LS LT LV MA MC MD ME MK MN
MZ NO PL PT RO RS RU SD SE SG
Pos: 11.01 <PF2> Keys Sel:
1 (024,052)
```


The Register Today (events)

File Edit View Tools Session Options Help

M1420M11 Enquiries 22 September 2010
List IRN 14:38:32

IRN : 0605000 Country: Type: ___ Since: ___

Request	Inscribed	Published	Notified	Service	Designations
60500001	03/08/1993	1993 8	22/09/1993	EN	> AT BG BX BY CN CU
71447260	27/05/1994	1994 5	27/05/1994	RF-RPP	DE
71463432	15/07/1994	1994 7	15/07/1994	RF-RPP	DE
71471977	09/08/1994	1994 8	09/08/1994	RF-ACS	DE
71474007	19/08/1994	1994 8	19/08/1994	RF-NVP	CN
71559928	05/07/1995	1995 6	14/07/1995	EX	> AM BA KG LV MD MK
71559929	05/07/1995	1995 6	14/07/1995	EX	CN
87666401	Z			AP	CN
97294801	Z			RI	
108870901	*			CD	
109984201	08/10/1997	1997 20 P	23/10/1997	EX	AL AZ IS LR NO SL
110756001	Z			OP	
111713501	*			CD	
114167601	* 21/01/1998	1998 1 P	05/02/1998	EX	LT
133441101	*			CD	

Pos: 11.01 <PF2> Keys Sel: MORE

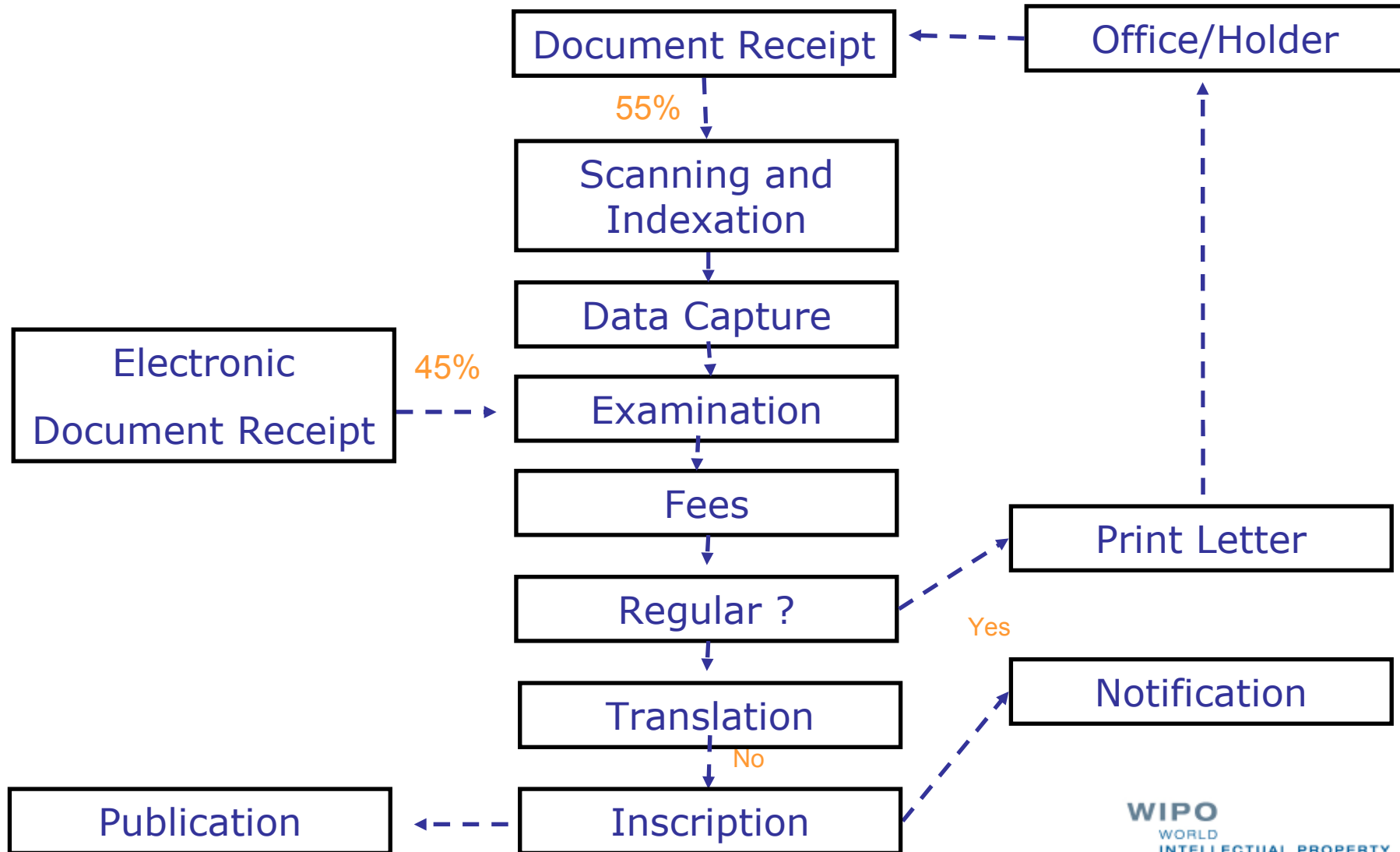
1 (004,034)

SSH connected to host zvmwi02.svc.unicc.org NUM 2:39 PM

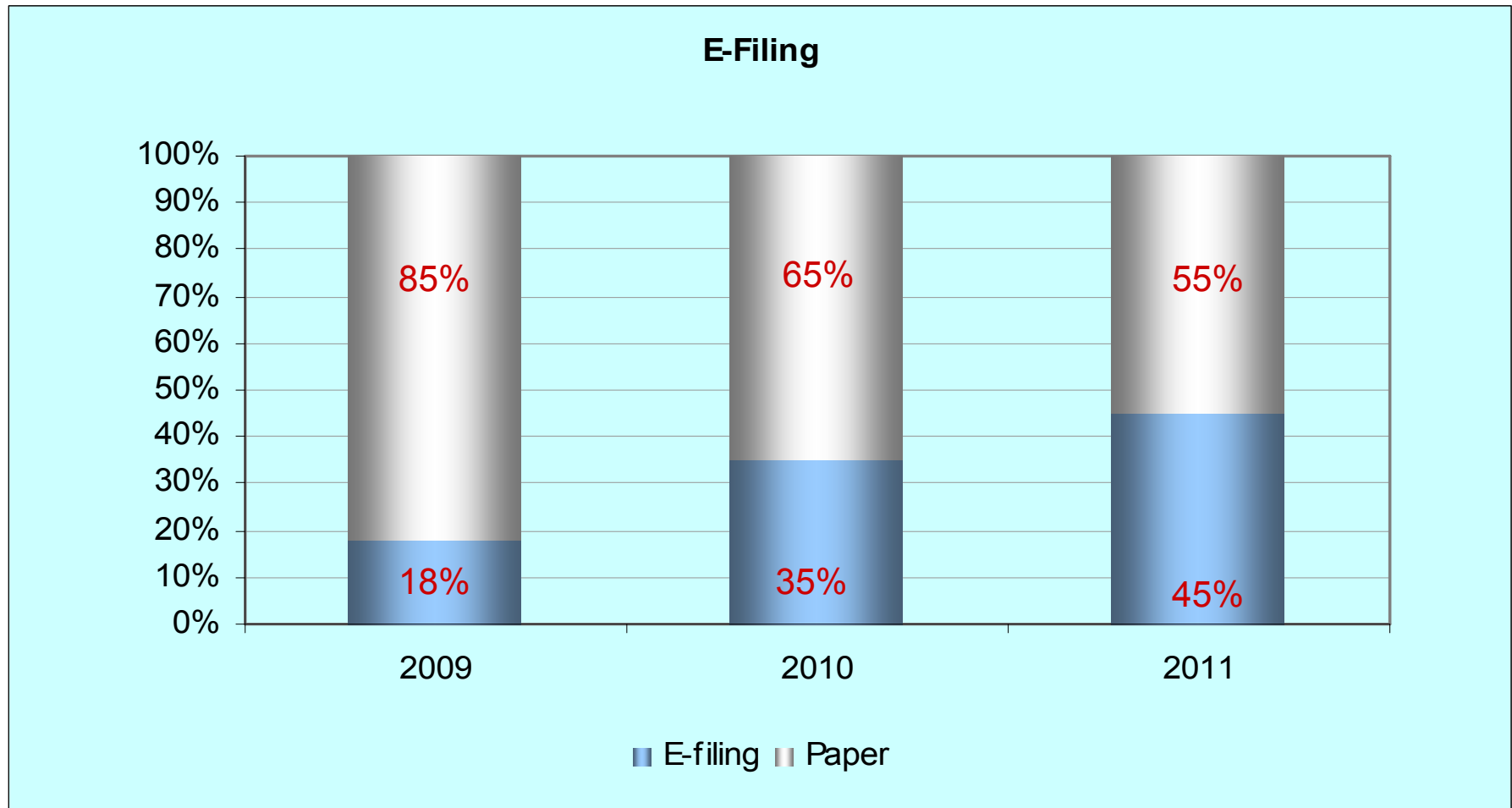
IT Implementation Philosophy

- Mainframe tools
- Paperless since 1995
- Inscription approach – we inscribe precisely what we receive
- Computer led examination
 - Irregular by default
 - Explicite examiner confirmation of all irregularities

Standard Work Flow Process



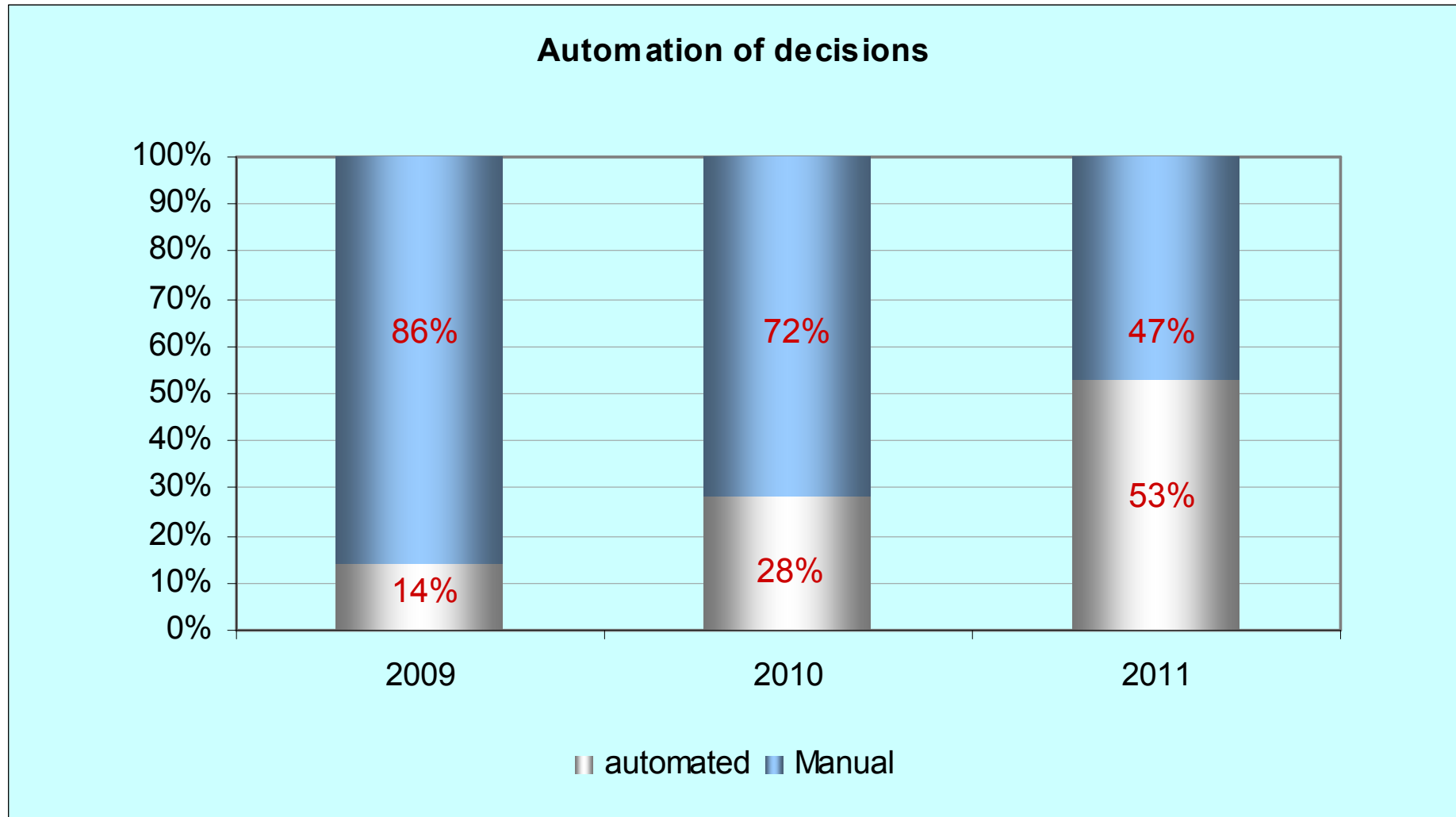
Electronic versus Paper



Automated Examination Prototypes

- Process Re-engineering targeting Automated examination as part of the Modernization Program
 - Examiner interaction only when computer finds irregularity
 - Examiners focus on valued added tasks
 - Incremental approach, eventually to all transactions
- Re-engineered Refusal process yield 81% efficiency gain

Automated Examination of Electronic Refusals & Grants



Automated Examination Prototypes

- Re-engineered Translation

 - Improved reuse of translation precedent – 30% to 40% gain

- Re-engineered Application Examination

 - Improved reuse of classification precedent

OUR PLANS

FUTURE SITUATION

IN

OPERATIONS AND IT

Our plans for the future - Operations

- Dependent to IT changes and automation
- Increase the quality of the input
 - Co-operation
 - Increased use of the G&S manager
 - Information and communication
 - Training

Simple things matter...

- Lists of goods and services
 - Use of semicolons ; instead of ,
 - Plural forms – no singular forms (computers not computer)
 - No capital letters
 - No extra spaces
 - Use of spelling checker

Future Situation - IT

- Comprehensive automated examination
- Modernization Project
 - Service Oriented Architecture
 - Real time synchronous communications
- Client Communication
 - IRPI
 - G&SM
 - MPM
 - MRS
 - MEA

Future Situation - IT

- Madrid Office Portal

- Search and browse official notifications and letters

- Real time access to the register



Thank
You