



**Canadian
Intellectual Property
Office**

An Agency of
Industry Canada

**Office de la propriété
intellectuelle
du Canada**

Un organisme
d'Industrie Canada



Joining the Madrid Protocol Policy and Legal Challenges Facing Canada

Puebla, Mexico

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Canada





Canada's Marketplace Framework

Attract beneficial investment to Canada

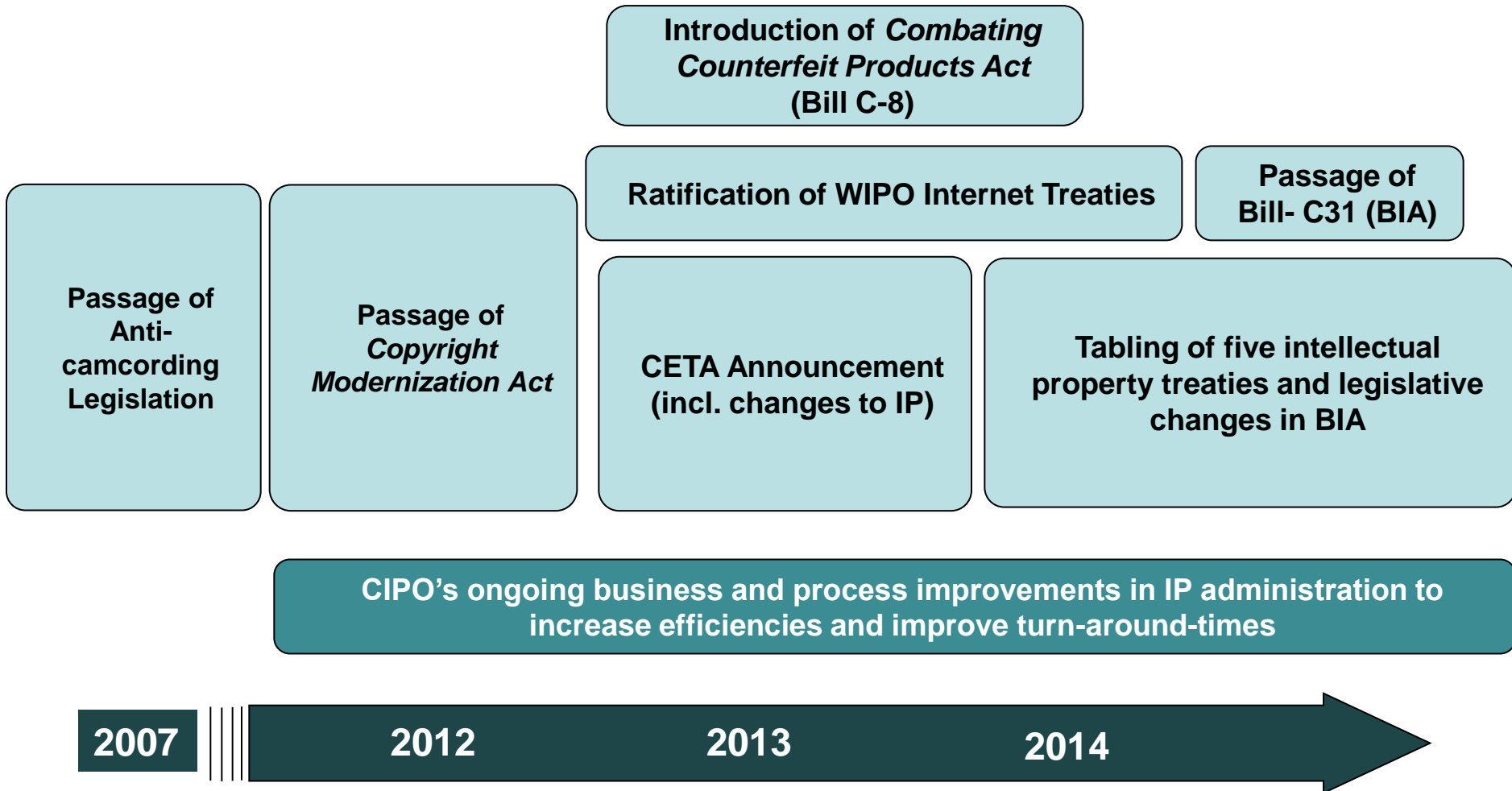
Foster competition and drive innovation, productivity and prosperity

Improve consumer outcomes by increasing choice and supporting confidence in the marketplace

Harness and guide incentives facing private sector actors to create value in the economy

Our Country, Our Parliament

Context



There have been many accomplishments to date to improve the IP regime for businesses and innovators.



FIVE INTERNATIONAL TREATIES

- Madrid Protocol
- Singapore Treaty
- Nice Agreement
- Hague Agreement
- Patent Law Treaty



WHAT DO YOU NEED TO CONSIDER?





LEGAL POLICY CHALLENGES:

- Ensuring the necessary legal framework is in place
- The concurrent implementation of the 3 WIPO Treaties: Madrid Protocol, Singapore Treaty and Nice Classification System
- The need for a modern administrative framework and new legislation (The Canadian Trademarks Act has not been substantially amended since 1953)
- Strong degree of comfort with the old way of doing business
- Breathing life into Madrid by way of Regulations



~~FAILURE~~

SUCCESS





Canada's



- Political buy-in and understanding
- Understanding Madrid and its domestic implementation
- Stakeholder Engagement
- Consultation
- IT Readiness
- Dedicated Resources
- Implementation Roadmap
- Limit Implementation
- Don't be afraid to ask for help!



THANK YOU!



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