



WIPO | MADRID

The International
Trademark System

The Madrid System

A Road Map for Accession

David Muls

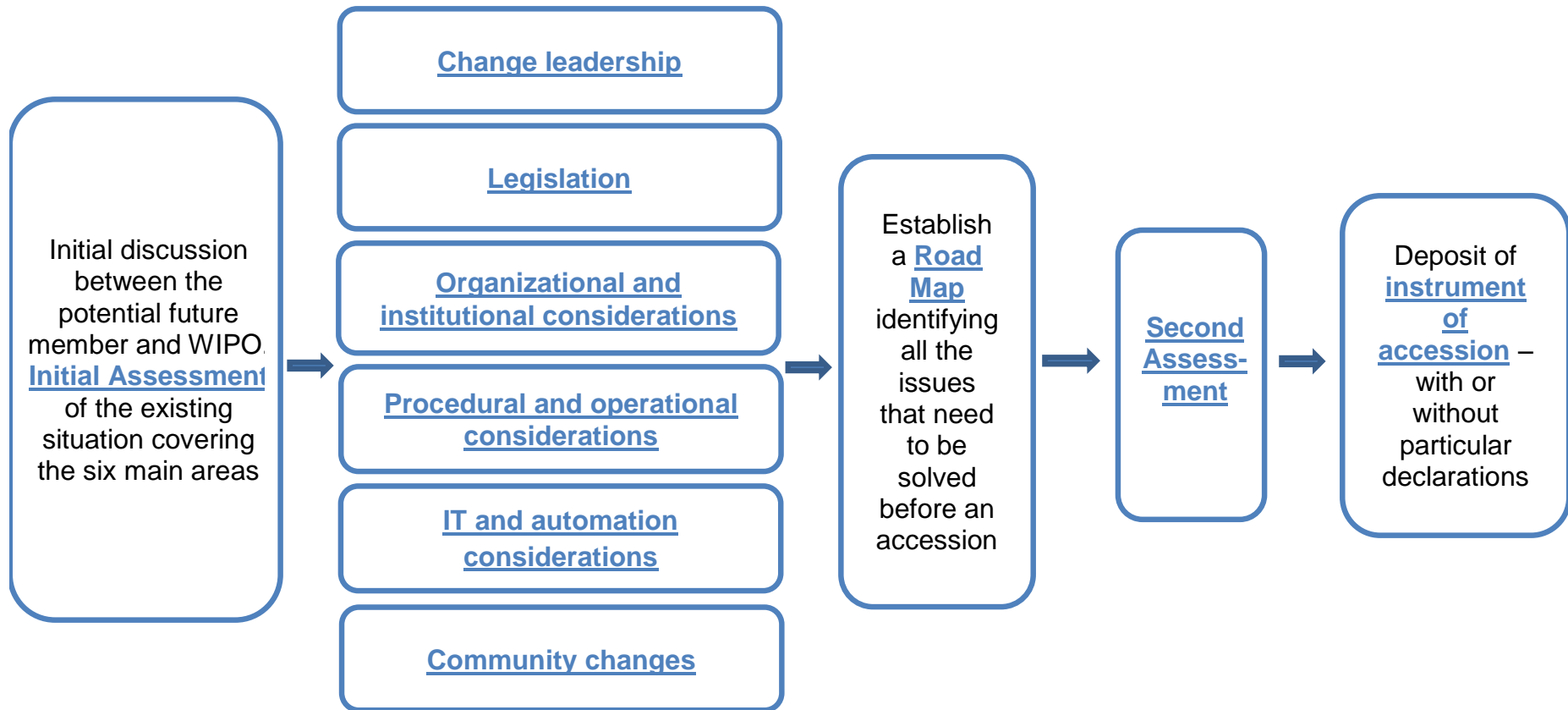
Senior Director

Madrid Registry

Mexico

March 23-24, 2015

Preparatory work for a future member



Assessment

- Political will
- Situation of local export industry
- Position of local agents
- Political time frame (e.g. elections)
- Tentative accession timeframe
- Nomination of accession team

Change Leadership

- Nomination of accession team
- Lead, drive and follow-up (Project)
- Representatives of concerned Office Departments
 - *International cooperation*
 - *Legal*
 - *Operations*
 - *IT*
 - *Finance*
 - *Administrative support*

Legislation

- Functioning trademark legislation
- Compliance with Paris Convention
- Compliance with Madrid Protocol
- Enforceability of Madrid designations
- Adoption of regulations
- National process
- WIPO assistance and support

Organizational & Institutional Considerations

- Organization of the Office
- Working languages
- Staff: background & training needs
- Examination system in place
 - *Features*
 - *Time limits*
 - *Fee structure*
- Volumes and profiles of workloads
- Relations with industry and practitioners

Procedural & Operational Considerations

- Analysis of national trademark process
- Integration with Madrid process
- Walk-through of all Madrid tasks
- Reaching common understanding of how Madrid tasks are to be performed

IT and Automation

- Assessment of current IT system
- Modifications required for Madrid
- IPAS, including Madrid module
- Communications with the IB

Community Changes

- Local industry
- Local trademark agents/lawyers
- Other local stakeholders
- Awareness building
- De-mystification

Road Map

Second Assessment

Deposit of Instrument of Accession

Entry into Force



ACCESSION KIT: THE MADRID SYSTEM FOR THE INTERNATIONAL REGISTRATION OF MARKS

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Annex I: Model Instrument of Accession to the Protocol

Thank you
for your attention

david.muls@wipo.int

