



**NATIONAL IP OFFICE
IN THE IMPLEMENTATION OF THE
MADRID PROTOCOL**

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OUTLINE

- Laying the groundwork
- Identifying the challenges
- Working towards accession
- Implementation of the Madrid Protocol
- Moving Forward : Overcoming challenges and Empowering SMEs

Laying the Groundwork

- Year 2006 – 2012
 - ▣ Consultation Mission organized by WIPO with stakeholders
 - ▣ Session on Madrid Protocol (IPOP HL and IP Alumni Assoc.)
 - ▣ Madrid Protocol Training for TM Examiners
 - ▣ Consultations with Government Institutions; IP Practitioners; and TM Owners; and Consulting Firms



Philippines Chamber of
Commerce and Industry



Laying the Groundwork

- Getting the support of the Government and the Business Sector
 - Office of the President
 - Department of Trade and Industry;
 - Department of Foreign Affairs; and
 - Business organizations/Chambers of Commerce

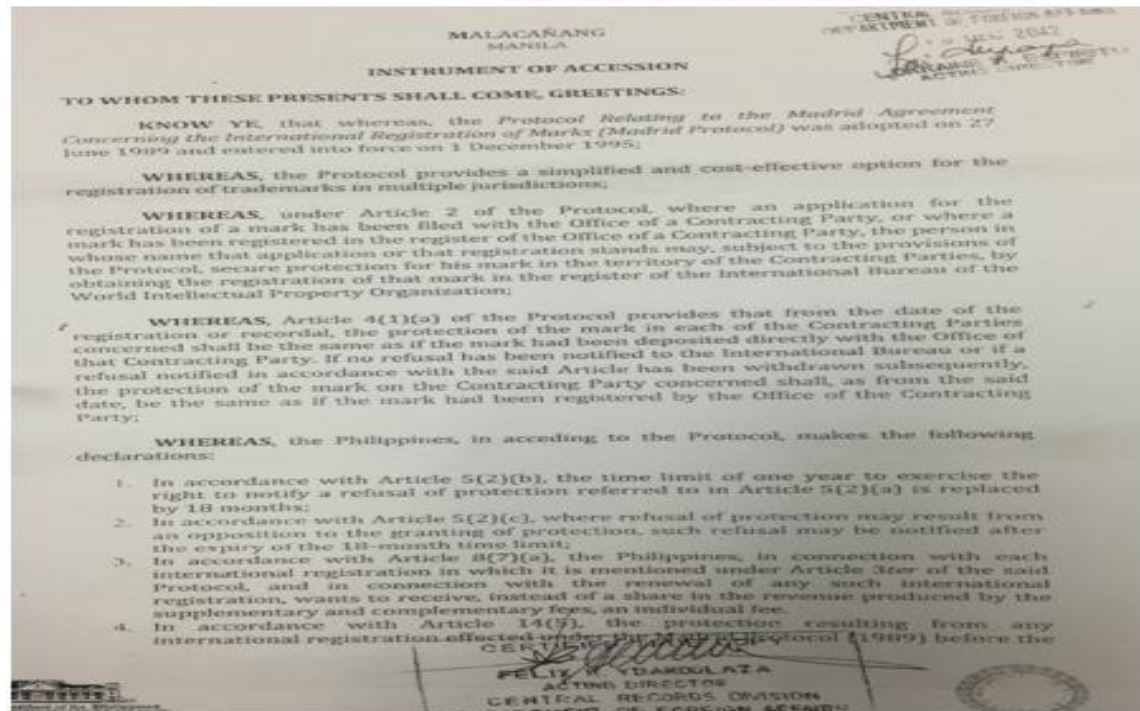


Identifying the Challenges

- Legal track to accession
 - ▣ Executive Order No. 459
 - ▣ Treaty vs. Executive Agreement
- Impact on trademark registration
 - ▣ Filings
 - ▣ Rules and Regulations
- Office administration
 - ▣ Operations
- Issues and concerns on IP practice

Working Towards Accession

- IPOPHL Recommendation
 - ▣ September 2011
- Instrument of Accession
 - ▣ April 25, 2012
 - ▣ 85th Country
- Entry into Force
 - ▣ July 25, 2012

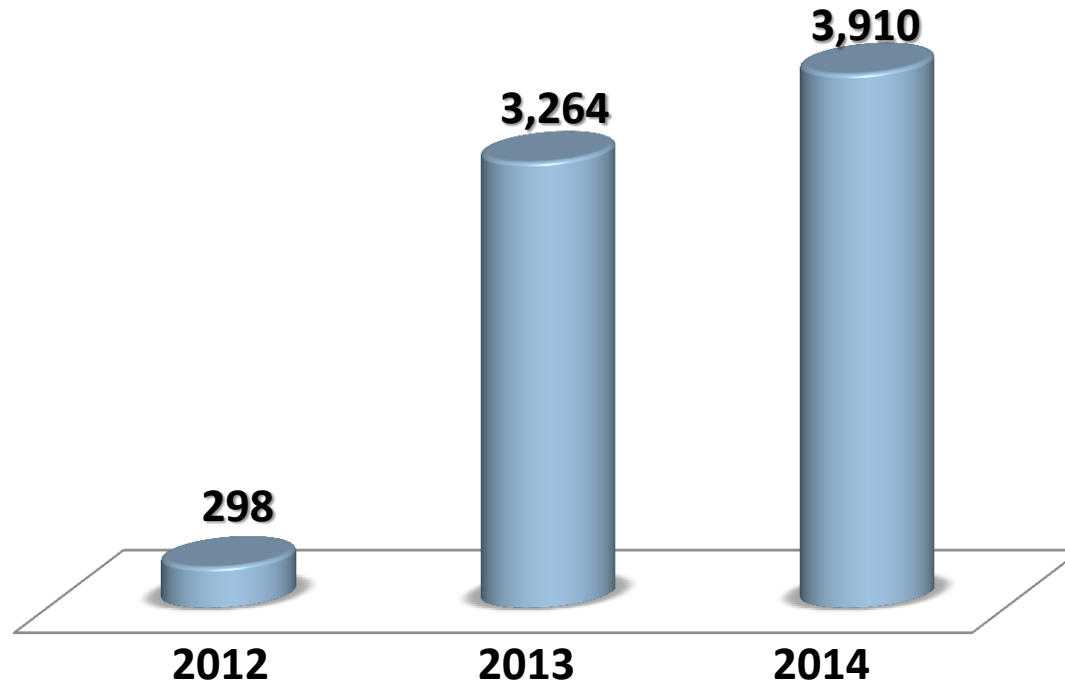


Implementation of the Madrid Protocol

- Organizing the Madrid Unit
- Promulgation of the Implementing Rules and Regulations



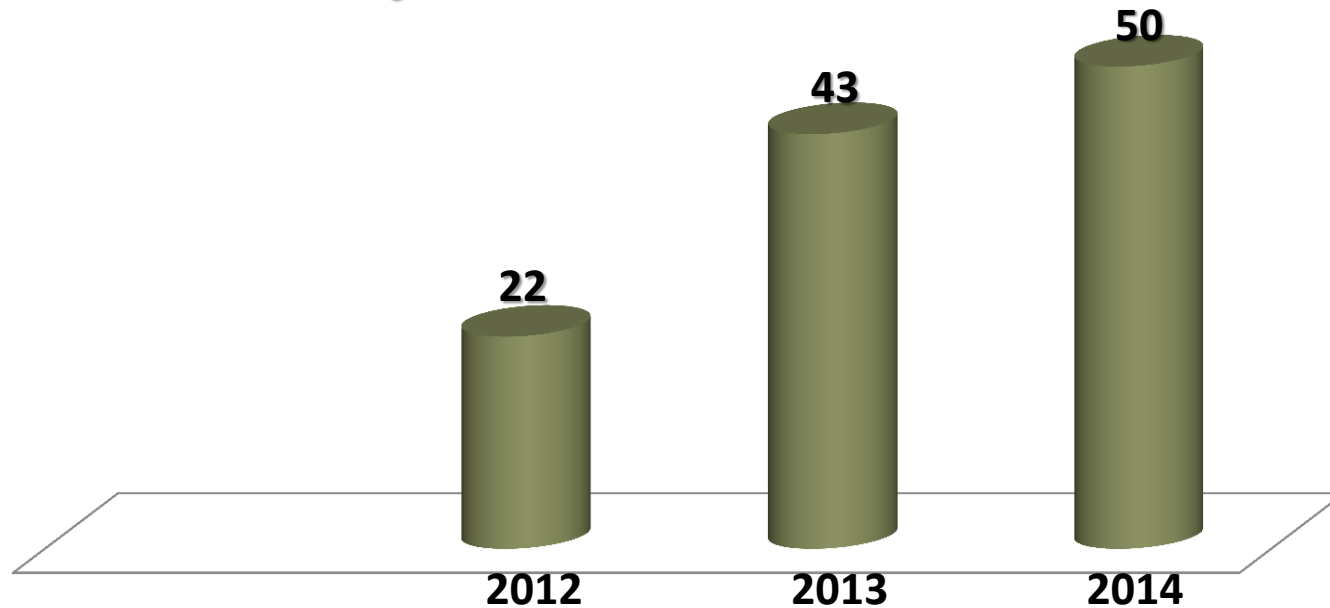
Inbound Filings



- Inbound filings originate abroad from foreign enterprises

Outbound Filings (Philippines as country of Origin)

Total Outbound Filings = 115



Outbound filings from Filipino owned enterprises

The first seven (7) Filipino brands registered via the MADRID ROUTE



Top 5 Goods and Services applied from OUTBOUND Filings

1. coffee, tea, bread, pastry and confectionery; condiments spices (*Class 30*)
2. clothing articles (*Class 25*)
3. pharmaceutical products (*Class 05*)
4. educational and training services; entertainment and events (*Class 41*)
5. Processed food stuff (*Class 29*)

Outbound Filings (Top 10 Country designations by Philippine Brands)

- 1.) United States of America**
- 2.) Singapore**
- 3.) China**
- 4.) Japan**
- 5.) Republic of Korea**
- 6.) Australia**
- 7.) Vietnam**
- 8.) Oman**
- 9.) Turkey**
- 10.) United Kingdom**

Top 5 Goods and Services applied from INBOUND Filings

1. **electronic gadgets and peripheral products (*Class 09*)**
2. **pharmaceutical products (*Class 05*)**
3. **business management, administration, advertising and office services (*Class 35*)**
4. **clothing articles (*Class 25*)**
5. **cosmetics, hygienic and cleaning products (*Class 03*)**

Inbound (Top 10 Country Filers)

- 1.) United States of America**
- 2.) Japan**
- 3.) China**
- 4.) Germany**
- 5.) Switzerland**
- 6.) France**
- 7.) Great Britain**
- 8.) Italy**
- 9.) Australia**
- 10.) Republic of Korea**

Revenues Generated

- Total revenues generated from 2012 to 2014 (Inbound)
 - ▣ P74,781,450.55 (US \$1.7 million)
- Total revenues generated from 2012 to 2014 (Outbound)
 - ▣ P 247,560.00 (US \$ 5,600)



Moving Forward

- Promoting the Madrid System
- Empowering SMEs



Thank you