



WIPO

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Interregional Seminar on the International Trademark Registration

The Madrid System

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Special Delegate
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Nestlé

A strong brand identity known worldwide

The nest device was registered in Switzerland in May 1890 under No. 14 and was amongst the first trademarks registered in the country.



1867



1938



1966



1988



Nestlé

1995

Changes in the NESTLÉ Bird's nest logo over the years

Nestlé: a brand driven company with unmatched product and brand portfolio



- 10'000 different products
- Over 1 billion products sold every day
- A product for every moment of every day, from morning to night and from birth to old age
- 160'000 trademark and design protections worldwide



31 USD Billionaire Brands



FY 2012: organic growth figure excludes Yinlu, Hsu Fu Chi and Wyeth Nutrition

NESCAFÉ Then: An Innovative Product – Instant Coffee



Introduced to the Philippines
During World War 2



NESCAFÉ Supermarket Display – 1960s



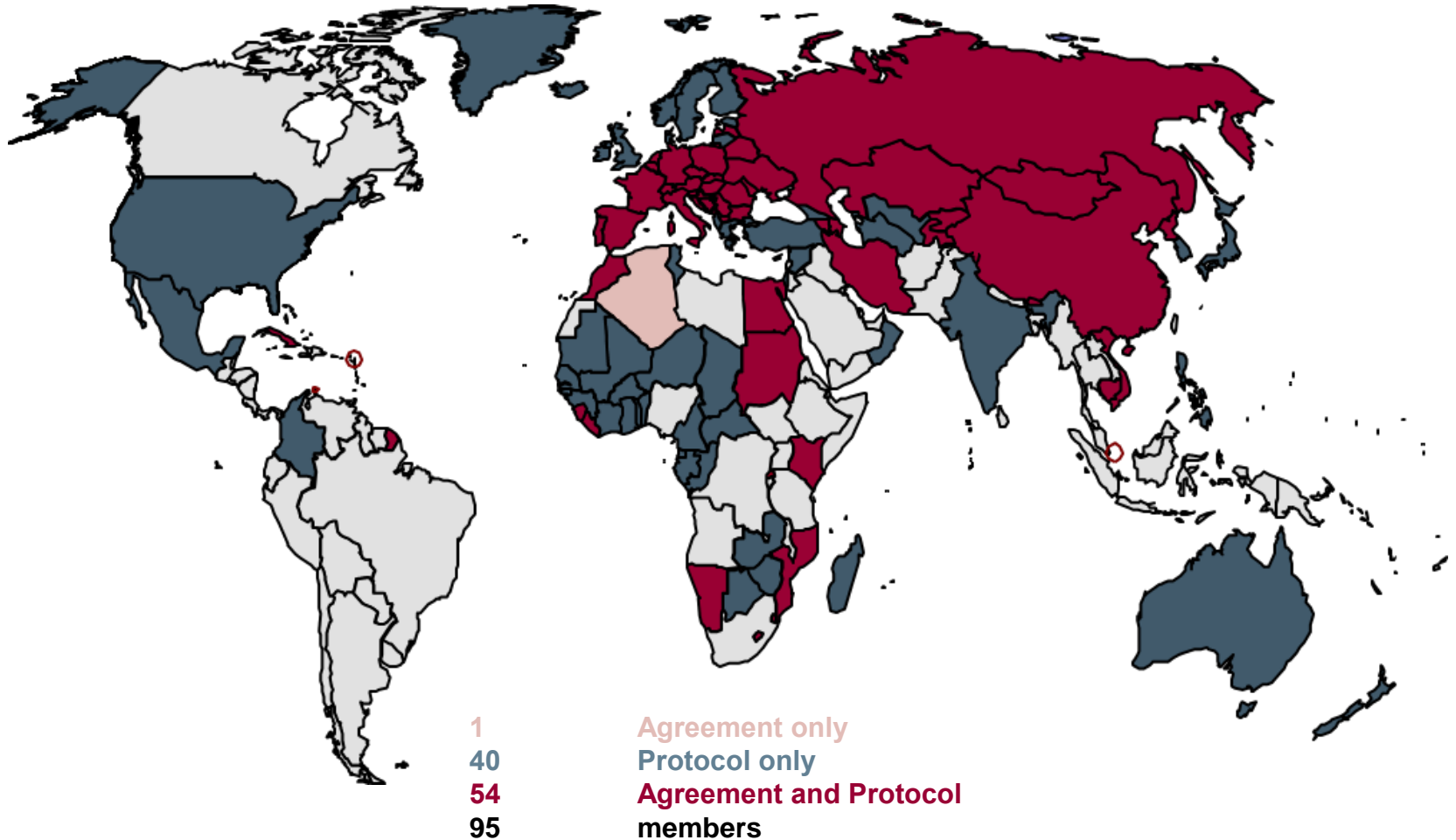
NESCAFÉ Print Ad
Manila Times
September 23, 1949

NESCAFÉ Today

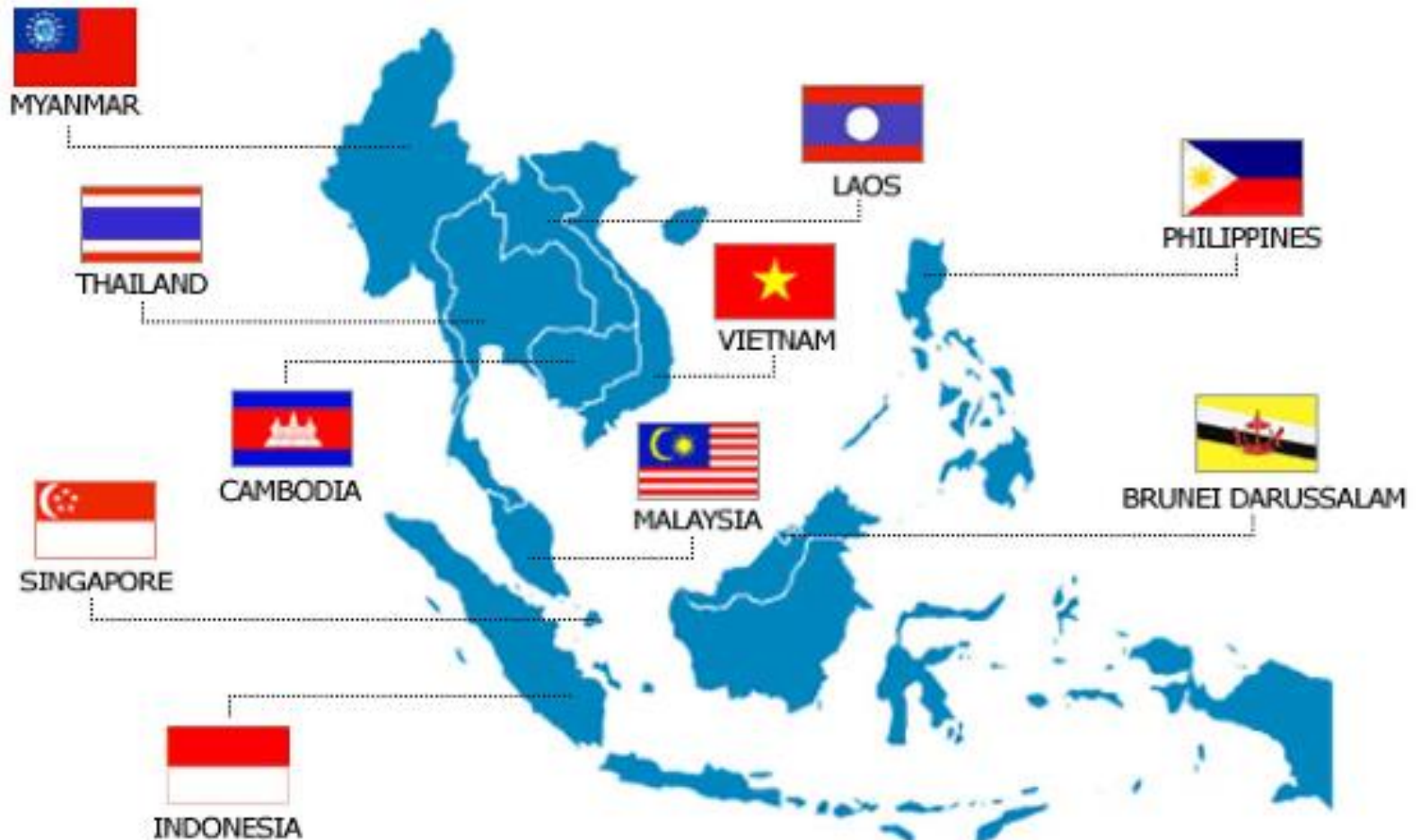
NESCAFÉ CLASSIC is No.1 in the mainstream pure soluble coffee category









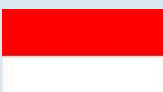
Globalization of Trade boosts Madrid System












ASEAN Member Countries











ASEAN: Number of National Protections end 2014

<i>Country</i>	<i>National Protections</i>	<i>Through IR</i>
Philippines 	646	57
Vietnam 	128	398
Lao 	155	
Cambodia 	172	
Malaysia 	1470	
Thailand 	1179	
Indonesia 	1237	

LATAM: Number of National Protections end 2014

<i>Country</i>	<i>National Protections</i>	<i>Through IR</i>
Argentina 	1289	
Bolivia 	702	
Chile 	1163	
Colombia 	1184	57
Costa Rica 	717	
Cuba 	233	158
Ecuador 	1089	
El Salvador 	721	
Guatemala 	1023	

LATAM: Number of National Protections end 2014

<i>Country</i>	<i>National Protections</i>	<i>Through IR</i>
Honduras 	722	
Mexico 	2320	54
Nicaragua 	567	
Panama 	806	
Paraguay 	741	
Peru 	1168	
Uruguay 	511	
Venezuela 	1370	

Evolution of IR filings 2000-2014



Total IR portfolio : 1840

Top Madrid Applicants

Table A

2013 Rank	Applicant's name	Origin	Madrid international applications		
			2011	2012	2013
1	NOVARTIS AG	Switzerland	125	176	228
2	ZENTIVA GROUP, A.S.	Czech Republic	29	65	114
3	EGIS GYÓGYSZERGYÁR	Hungary	57	73	111
4	L'OREAL	France	67	138	109
5	BOEHRINGER INGELHEIM PHARMA GMBH & CO.	Germany	98	160	107
6	BOQUOI HANDELS OHG	Germany	98
7	SOCIÉTÉ DES PRODUITS NESTLÉ SA	Switzerland	80	105	91
8	ACTAVIS GROUP PTC EHF	Iceland	13	16	90
9	KONINKLIJKE PHILIPS ELECTRONICS N.V.	Netherlands	92	83	86
10	HENKEL AG & CO. KGAA	Germany	46	42	79

Why using the Madrid System?



The Benefits

Subsequent designation of countries



Simplicity:

Easy to record changes after registration

Designation:

Possibility to record these changes only in some specific countries

Costs:

(100 CHF per designated country unless individual fee)

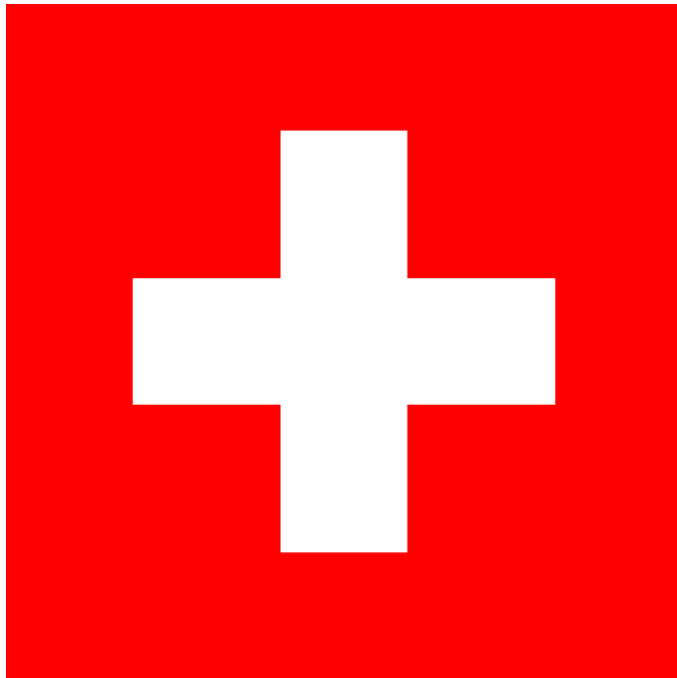
Nestlé's filing strategy

We usually favour the International route but our strategy depends on several factors

Geographical Scope



Practice in the Home Country



The practice in the home country may also influence the strategy

- The Swiss TM Office is very strict in assessing the distinctive character of trademarks and sometimes refuses marks that are accepted in other countries.
- In that case, we cannot obtain the necessary basic registration and are thus prevented from using the Madrid System.

Questions ?

