

**Women
Entrepreneurs**
Boost your
Business with
the Madrid System



WIPO | MADRID

Brief Overview of the Madrid System

Ms. Debbie Roenning, WIPO

madridlegal@wipo.int



Trademark protection abroad

- The national or regional route
- The international route: The Madrid System (Madrid Protocol)
- The better option depends on a number of factors (in particular, the export markets of interest)

Brands by Women in the Madrid System

J K ROWLING



STELLA'S WORLD

STELLA McCARTNEY



VICTORIA BECKHAM

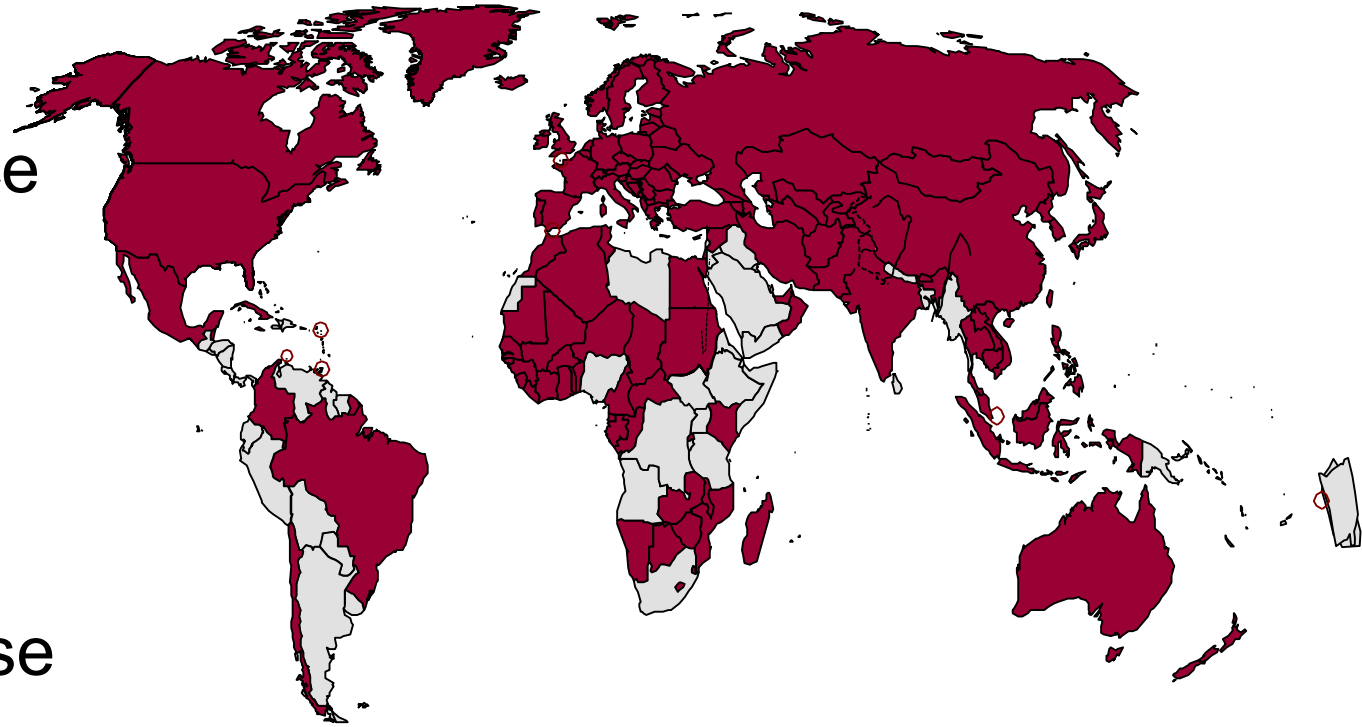


OPRAH TALKS

OPRAH'S BOOK CLUB

The Madrid System in a nutshell

- Need a connection with a member
- Must file through your local IP Office
- Need a basic mark with your IP Office
- One application/language/currency
- Can designate up to 129 countries
- Can add more members later
- Designated members grant or refuse
- Centralized management of rights
- Unlimited duration – renew every 10 years



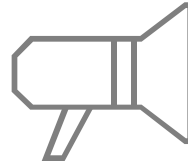
114 members covering 130 countries

Stay informed – www.wipo.int/madrid/en/



■ Website

Visit the [Madrid System Website](#)



■ Madrid News

Subscribe to [Madrid News](#)



■ Webinars

Access [Madrid Webinars](#) recordings and stay tuned for new topics



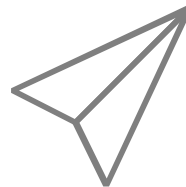
■ Podcast and YouTube

Check our WIPO Madrid [YouTube](#) playlists and listen our [historical podcasts](#)



■ Tutorials

Play our Madrid [“How-to” videos and tutorials](#)



■ Questions

[Contact us](#) online or by phone

Adding Value to Your Business by Protecting Your Trademark – Experiences from Women Entrepreneurs, Owners of National Trademark Registrations



Ms. Reginah Valentine, Botswana

reginahvalentine@gmail.com



**“WOMEN AND IP:
ACCELERATING
INNOVATION
AND CREATIVITY”**

REGINAH VALENTINE

INTRODUCTION

Lady V's Organic Herbs, exists as a registered business, Privately owned and managed by Mrs. Reginah Valentine. As a woman living with permanent disability. The business is operational, registered, fully protected by CIPA in Francistown, in the Second City of Botswana in Africa.

As the promoter, I am the pioneer of the industry, aiming to protect and promote interlectual property in Botswana and rest of the world through my aspirations & motivations. The brand trades in the Health and beauty sector, through sales, distributions and educational trainings.

Being the first motswana to be nominated by CIPA, representing Botswana at WIPO, at an international level, we are playing a significant role in the field of IP in Botswana, considered as a noteworthy accomplishment ambassadors. WIPO is a specialised agency of the United Nations that promotes and protects interlectual Property (IP) around the world, providing wide range services which includes registration of trade marks etc, upon its inception as from 1967 through WIPO international Convention at Geneva in Switzerland.

At "LADY V'S ORGANIC HERBS", we believe in the provision of innovative products, where we help our business grow organically and foster an excellent consumer-experience by offering organic health and beauty products.

HOW I CAME UP WITH THE NAME LADY V'S ORGANIC HERBS

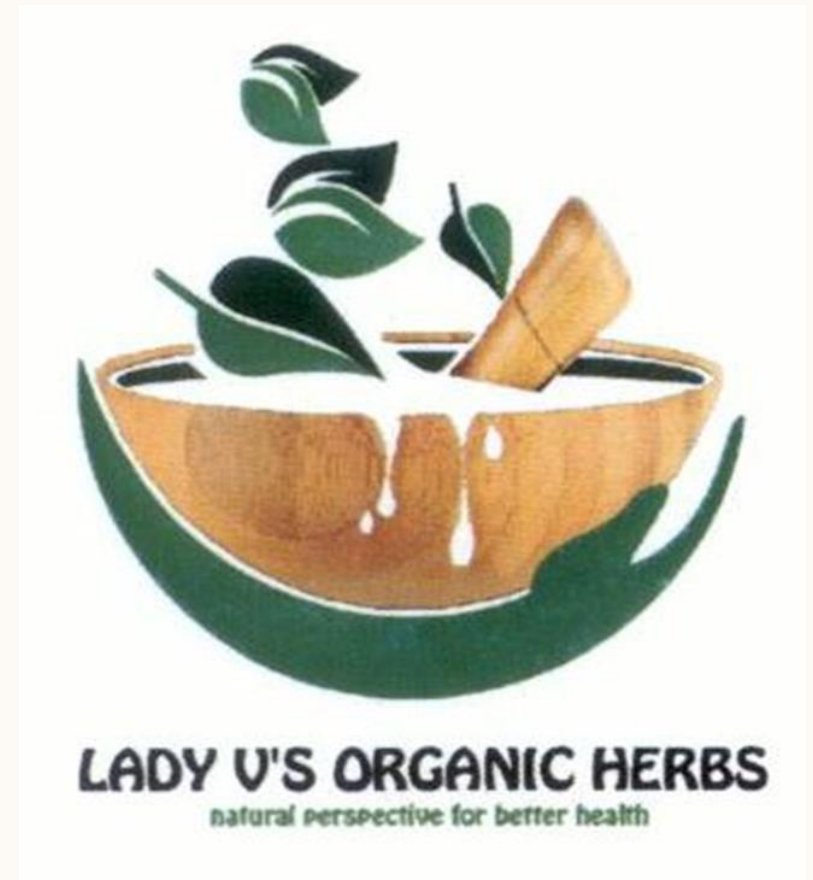


LADY V'S ORGANIC HERBS
natural perspective for better health

- The name Lady V's comes from my surname Valentine, Lady means a woman, I then completed the name with Organic Herbs because my business is of organic herbs
- The picture of my logo, the name, the brand are some of the most valuable assets of my business, that is why I protected them with a trademark.
- I chose green herbs in a wooden bowl with a wooden Spoon, and a hand holding the bowl, resembling natural perspective for better health, our tagline.

OUR BRAND COMPOSITION

- Our Trademark comprises of:
- A Picture (Bowl, Stick and Leaves in the bowl)
- Some letters and colors:
- Green and brown
- Tagline (Natural perspective for better health)



WHAT INSPIRED MY BRAND?

I had always been inspired to make products using herbs are dietary supplements that had been proved to improve health and prevent illness. They are natural perspective for better health.

NATIONAL REGISTRATION

- I was researching about services provided by CIPA one time and I found that you can protect your trademark, that's when I decided to register.
- I chose to register my mark so that no one impersonates my products.
- During the registration process, I found that is important to register my mark because it protects my Intellectual Property and secure my rights.

EXPERIENCE WITH CIPA

I had an excellent experience with CIPA during the time I registered my trademark.

CIPA officer who was assisting me during the process was very welcoming. He explained a lot of services they offer at CIPA. He went on to explain about selecting classes, and assisted me in selecting mine. I am very happy about all services he introduced to me, that I didn't know, he explained all to me, until I understood.

REGISTRATION PROCESS

I submitted my application at the CIPA office and paid the application fee of P330 (USD33) for the 9 classes I applied for.

I was then invited to pay P90 (USD 9) for my trademark to be published in the journal, allowing the public to register any objections to its registration.

After 3 months, I was invited to pay the registration fee of P180. 00, (USD 18), and was issued with a registration certificate which I was told will be in force for 10 years, renewable every after 10 years.

REGISTRATION BENEFITS

My trademark LADY V'S ORGANIC HERBS, is an excellent way to protect my herbal product's brand, helping to solidify my brand as reputable and stand out in a competitive market

Trademark registration name recognition and brand distinctions between the competition.

LADY V'S ORGANIC HERBS is the basis to create my company's brand and reputation: it creates a relationship of trust with customers, which has enabled my business to establish a loyal clientele and enhance the company's goodwill.

Registration provides the owner of a business or an enterprise with the exclusive right in order to prevent it from being used by others in a similar way or by exploiting the reputation of the original brand.

REGISTRATION BENEFITS

By registering a trademark, you ensure that your trademark is not similar to any other registered trademarks. If you accidentally infringe upon someone else's trademark, you could be sued by the registered trademark owner and may have to pay legal fees and fines, as well as give up all profits obtained under the unregistered mark

REGISTRATION BENEFITS



LACK OF CONFUSION

- Registering the trademark ensures that other companies will not have a similar trademark, and gives your company exclusive rights to operate and market under said trademark



STRONG MARKETING TOOL

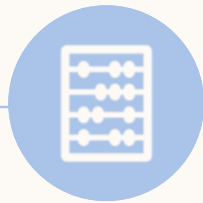
- It is important because you will be having a unique, memorable name, that your customers identifies your business easily amongst your competitors



POTENTIAL FOR GROWTH

- If your company wants to expand into other countries, you can go on to register with those foreign countries as you did in your local country

HOW WE USE OUR TRADEMARK



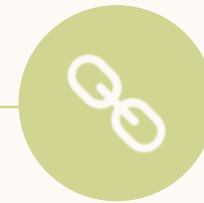
SOCIAL MEDIA (FACEBOOK)

- With the use of Social media, we can reach a wide range of customers and potential customers



NICHE MARKETS

- We specialize in health and beauty for all
- We sometimes use testimonies from customers who had used our products



SUPPLY CHAINS

- We have a number of sales agents
- Maximize timely delivery of our products to our customers

FUTURE WITH LADY V'S ORGANIC HERBS

In future, we plan to export to other countries. In order for us to do that, we totally understand that we should have registered with those countries like we did in Botswana.

Potentially, we can use the Madrid System where we can make one international application and include all the countries I would like to export to so that we get protection with those countries like we did in Botswana.

SUMMARY

As a woman living with disability, chosen to represent Botswana in Africa at WORLD INTELLECTUAL PROPERTY ORGANIZATION, and being the founder and Director of Lady V's Organic Herbs, would like you to register us with Madrid System, so that we can have international markets, for us to be able to export our products abroad, and to inspire other women to understand the purpose of protecting their brands.

At Lady V's Organic Herbs, we believe in giving our clients 110% service with love, care and trust.

I would like to thank both CIPA and WIPO for the opportunity they have given us to share our experiences on trademark protection process. Indeed it is an opportunity to learn, network as well find potential for growth. I can confidently confirm that i am the first motswana to be nominated to participate in this big forum. Thank you once again Madrid team. We are looking forward to taking our brand beyond borders using the Madrid system.



KE A LEBOGA!!

reginahvalentine@gmail.com

+267 77077764

Adding Value to Your Business by Protecting Your Trademark – Experiences from Women Entrepreneurs, Owners of National Trademark Registrations



Ms. Star Precious Jenami, Zimbabwe

starjenami8@gmail.com

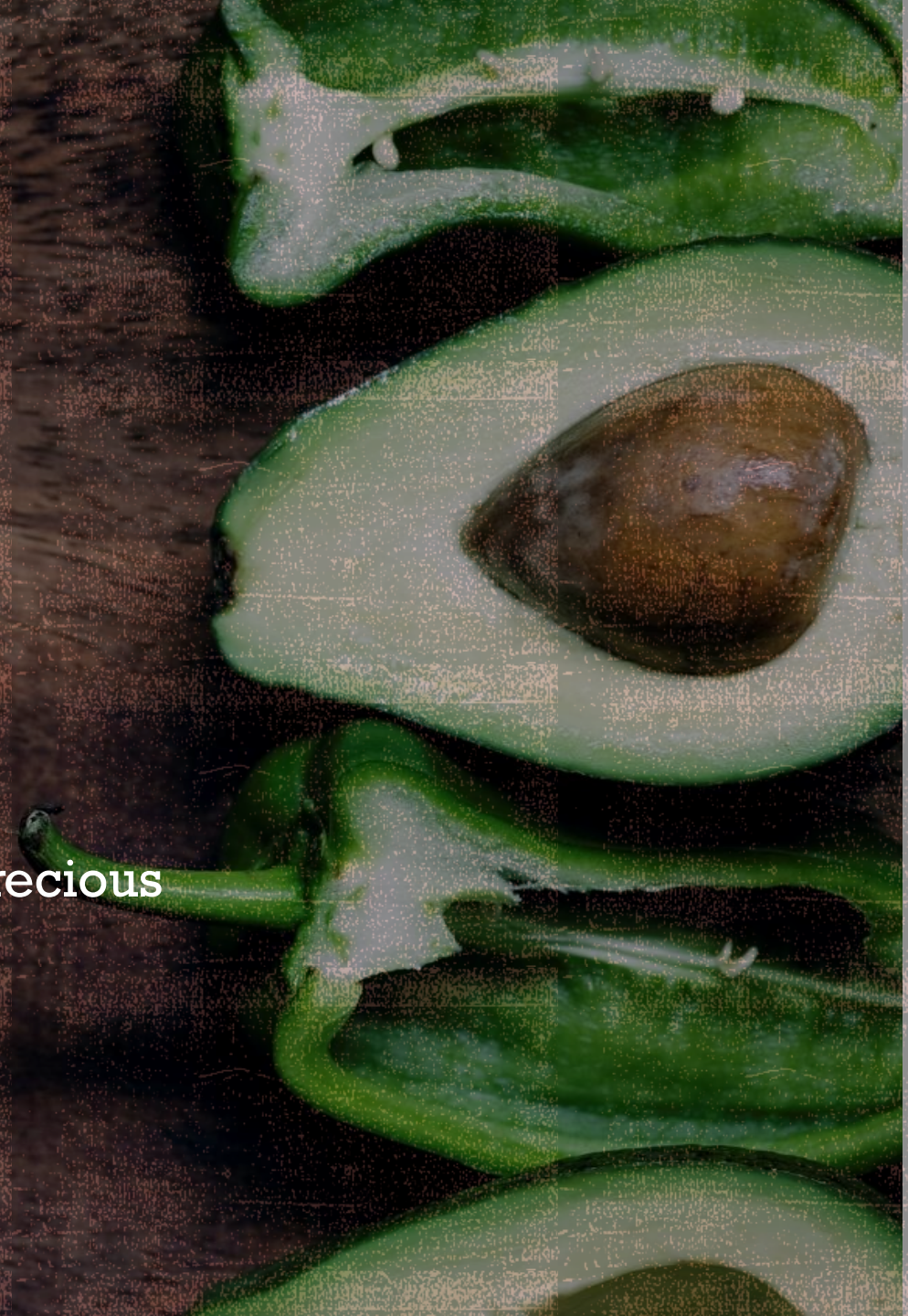




Citrusville
Enterprises

INTERFOODS

TRADEMARKS AND THE JOURNEY By Ms. Star Precious
Jenami



COMPANY BACKGROUND

- Citrusville Enterprises P/L is a company registered under the Companies Act [chapter 24:03] now the Companies and Other Business Entities Act [Chapter 24:31]. The company is registered with the Zimbabwe Revenue Authority for income tax and Value Added Tax. It is an Agro-Manufacturing and Distribution company.
- Citrusville Enterprises is the owner of 'INTERFOODS-Goodness in a Can 'and 'The Chef's Pantry-Randhurst grange' registered Trademarks. This is an indigenous and 80% female-owned company specializing in manufacturing a range of premium quality food products that include spreads like g peanut butter, jams, marmalades, sauces, snacks, cordials, canned vegetables, and fruits.

TRADEMARKED PRODUCTS



INTERFOODS

- The Interfoods brand was established in 2001 and is owned by a Family Trust.
- The Interfoods Trade name was owned by the family but was not a registered mark. A trademark search was carried out through the Intellectual Property and Trademarks offices in Harare Zimbabwe to ascertain the availability of that mark for the purposes of registration. The officers were very knowledgeable and professional with legal counsel helping with registering the trademark.
- The registration of our trademarks was a result of a shareholder wrangle that culminated in business disruption. However, the trademark registration now gives us peace of mind that all the effort of the brand building of 20 years is protected and the risk of someone else using or infringing on our mark is now legally actionable. Our products are only distributed in Zimbabwe, and we would like to explore regional and continental markets.

THANK YOU



Protecting Your Mark Abroad: From National to International Trademark Registration with the Madrid System: the International Trademark System – An Attorney’s Perspective

Ms. Brenda Wood Kahari, Trademark Attorney, Zimbabwe

brendak@bwkahari.com



Women and the Madrid System

WIPO virtual event

Brenda Kahari
WIPO Regional Expert
B.W. KAHARI, Legal practitioners
Harare, Zimbabwe

25 April 2023

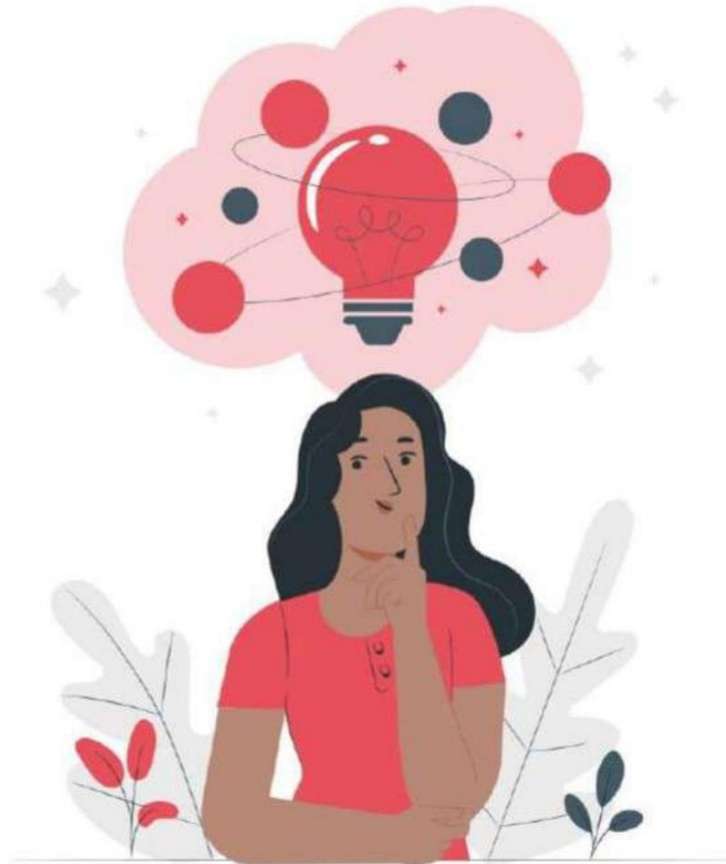


Taking care of business!

Brands / Trademarks



The Big question?



Intellectual Property

Why have a trademark in
the first place?

Registration...
Own it! Protect it!

- ▶ National office
- ▶ Regional office
- ▶ WIPO Madrid System!



Your options...go Global?!

Someone once said “aim for the stars, at the very least you’ll land in the Universe!”

Madrid System is your Star ship!

Africa and beyond, a case in point...

- ▶ FINTECH [Financial services] industry expanding 'out of Africa'
- ▶ Registration of brand/ trademark through Madrid System by setting up business in Zimbabwe and filing at ZIPO, designating countries in Africa, USA, EU, Australia and New Zealand.

Madrid System – 6 key points you should know

▶ 1. Who qualifies to apply?

You can use the system if you are a national of, or have a domicile or business in, any Madrid System member country

Madrid, key points...

▶ 2. What can be filed?

Madrid allows for the filing of all types of trademarks, e.g., distinctive words, logos, etc.; certification and collective marks, etc. Must be 'registrable mark'.

- ▶ **It is advisable to undertake a search at the national IP office and the internet, e.g., on the Madrid Monitor.**

Madrid, key points...

- ▶ 3. Why choose Madrid?
 - ▶ File a single application
 - ▶ Pay fees in one currency
 - ▶ Protection can be up to 130 countries. Some are regional systems: OAPI and EU, 17 Members of ARIPO are part of the Madrid system.

Madrid, key points

▶ 4. Where to file a Madrid application?

A Madrid application can be filed at the National IP Office or through Madrid e-Filing Service so long the basic application has been certified by the respective National IP Office.

Madrid, key points

- ▶ 5. How much is it?
- ▶ There is a fee payable to WIPO IB and a fee for each Madrid System member that you designate.
- ▶ You can obtain a calculation of the total fees payable online and payment can be made through various payment methods.

Madrid, key points

▶ 6. Later or Subsequent designations:

Subsequent designations are made on an International Registration and allow for a Proprietor to designate additional member states when the need arises or financial resources permit.

Benefits of Filing through the Madrid System...

A single fee is paid to the WIPO IB office covering all territories

One stop shop for registration

Time effective – the trademark portfolio is managed efficiently and renewal deadlines handled easily

Single processing in a number of territories

Language barrier is broken, working languages in the Madrid system is used



Advice to business owners

▶ Think Big! Aim for the stars! Go Global!
Create, cultivate, a distinctive and strong brand.

▶ Own it! Protect it!
Continue to build, and maintain
EXCELLENCE. Strategically plan when and
where you will obtain protection.

Thank you!



B.W. Kahari

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Harare, Zimbabwe

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792900

www.lawyersforafrica.com

brendak@bwkahari.com

THE END



Boosting Your Business Using Trademark Protection with the Madrid System – Success Stories from Women Entrepreneurs, Owners of International Trademark Registrations

Ms. Rhona Eastman-Jack, Trinidad and Tobago

udazzlefashion@gmail.com



Boosting Your Business Using Trade Mark Protection With The Madrid System:

U Dazzle Fashion Ltd - A Success Story

Rhona Eastman Jack



Traditional Sewing Rulers

Original Prototype



**Collapsible
Open &
Folded**



**Rhona's Collapsible
And Detachable
Multipurpose
Sewing Rulers**



**Detachable
Open &
Detached**



Special Prize Winner Prime Minister's Invention Competition

MINISTRY OF
SCIENCE AND
TECHNOLOGY

PRIME MINISTER'S AWARDS FOR
SCIENTIFIC
INGENUITY



Certificate of Achievement
awarded to

Rhona Jack

*Scientific Innovation &
Invention Competition
Special Prize Winner Senior*

24th August 2015

Date

Toyelebe Lee Young

President of NIHERST



Draft Logos



Final Logo Filed





The Trade Marks Act, Chap 82:81

Ministry of the Attorney General and Legal Affairs
INTELLECTUAL PROPERTY OFFICE OF TRINIDAD AND TOBAGO

CERTIFICATE OF REGISTRATION OF TRADE MARK

I, REGAN ASGARALI, Controller of the Intellectual Property Office for Trinidad and Tobago,
do hereby certify that

RHONA JACK,

a Citizen of Trinidad and Tobago,

whose trade or business address is at

Lot 325 Chickadee Drive, Sou Sou Land, Tobago,

was on the 16th day of **June, 2017** entered on the Register of Trade Marks as

Proprietor of the Trade Mark No. **50578** in respect of

Class 9 "*Rulers (measuring instrument)*"

Class 16 "*Rulers (square and drawing)*"

for the registration of which application was made on 22nd day of **October, 2015.**

This Trade Mark remains in force until the 21st day **October, 2025.**


A representation of the said Trade Mark is shown hereunder.

Registration of this mark shall give no right to the exclusive use of the letter "U" separate and apart from the mark.

CFE (7) 1.1.1, 4; 27.5.1, 4, 25



Date June 25, 2019


Controller

Trade Mark Protection (2019)

Madrid Protocol Application (2021)



1. CONTRACTING PARTY WHOSE OFFICE IS THE OFFICE OF ORIGIN

Trinidad and Tobago

2. APPLICANT¹

If there is more than one applicant, indicate the number of applicants and complete the "Continuation Sheet for Several Applicants".

Number of applicants:

1

(a) Name:

U Dazzle Fashion Ltd.

(b) Address:

Lot 325 Chickadee Drive, Sou Sou Lands, Tobago

11. DESIGNATIONS¹⁴

Check the corresponding boxes:

- | | | | |
|------------------------------------------------------------------------------|----------------------------------------------------------------------|--------------------------------------------------------------------------------------------|------------------------------------------------------------------------------|
| <input type="checkbox"/> AF Afghanistan | <input type="checkbox"/> DZ Algeria | <input type="checkbox"/> KZ Kazakhstan | <input type="checkbox"/> RO Romania |
| <input type="checkbox"/> AG Antigua and Barbuda | <input type="checkbox"/> EE Estonia | <input type="checkbox"/> LA Lao People's Democratic Republic | <input type="checkbox"/> RS Serbia |
| <input type="checkbox"/> AL Albania | <input type="checkbox"/> EG Egypt | <input checked="" type="checkbox"/> EM European Union ^a | <input checked="" type="checkbox"/> RU Russian Federation |
| <input type="checkbox"/> AM Armenia | <input checked="" type="checkbox"/> ES Spain | <input type="checkbox"/> LI Liechtenstein | <input type="checkbox"/> RW Rwanda |
| <input type="checkbox"/> AT Austria | <input type="checkbox"/> FI Finland | <input type="checkbox"/> LR Liberia | <input type="checkbox"/> SD Sudan |
| <input type="checkbox"/> AU Australia | <input type="checkbox"/> FR France | <input type="checkbox"/> LS Lesotho ^b | <input type="checkbox"/> SE Sweden |
| <input type="checkbox"/> AZ Azerbaijan | <input checked="" type="checkbox"/> GB United Kingdom ^{d,l} | <input type="checkbox"/> LT Lithuania | <input type="checkbox"/> SG Singapore ^b |
| <input type="checkbox"/> BA Bosnia and Herzegovina | <input type="checkbox"/> GE Georgia | <input type="checkbox"/> LV Latvia | <input type="checkbox"/> SI Slovenia |
| <input type="checkbox"/> BG Bulgaria | <input type="checkbox"/> GG Guernsey ^{b,k} | <input type="checkbox"/> MA Morocco | <input type="checkbox"/> SK Slovakia |
| <input type="checkbox"/> BH Bahrain | <input type="checkbox"/> GH Ghana | <input type="checkbox"/> MC Monaco | <input type="checkbox"/> SL Sierra Leone |
| <input type="checkbox"/> BN Brunei Darussalam ^b | <input type="checkbox"/> GM Gambia | <input type="checkbox"/> MD Republic of Moldova | <input type="checkbox"/> SM San Marino |
| <input type="checkbox"/> BQ Bonaire, Saint Eustatius and Saba ^{f,g} | <input type="checkbox"/> GR Greece | <input type="checkbox"/> ME Montenegro | <input type="checkbox"/> ST Sao Tome and Principe |
| <input type="checkbox"/> BR Brazil ^{e,h} | <input type="checkbox"/> HR Croatia | <input type="checkbox"/> MG Madagascar | <input type="checkbox"/> SX Sint Maarten (Dutch part) ^f |
| <input type="checkbox"/> BT Bhutan | <input type="checkbox"/> HU Hungary | <input type="checkbox"/> MK North Macedonia | <input type="checkbox"/> SY Syrian Arab Republic |
| <input type="checkbox"/> BW Botswana | <input type="checkbox"/> ID Indonesia | <input type="checkbox"/> MN Mongolia | <input type="checkbox"/> SZ Eswatini |
| <input type="checkbox"/> BX Benelux ⁱ | <input type="checkbox"/> IE Ireland ^b | <input type="checkbox"/> MW Malawi ^b | <input type="checkbox"/> TH Thailand |
| <input type="checkbox"/> BY Belarus | <input type="checkbox"/> IL Israel | <input type="checkbox"/> MX Mexico | <input type="checkbox"/> TJ Tajikistan |
| <input checked="" type="checkbox"/> CA Canada | <input type="checkbox"/> IN India ^b | <input type="checkbox"/> MY Malaysia ^b | <input type="checkbox"/> TM Turkmenistan |
| <input type="checkbox"/> CH Switzerland | <input type="checkbox"/> IR Iran (Islamic Republic of) | <input type="checkbox"/> MZ Mozambique ^b | <input type="checkbox"/> TN Tunisia |
| <input checked="" type="checkbox"/> CN China | <input type="checkbox"/> IS Iceland | <input type="checkbox"/> NA Namibia | <input type="checkbox"/> TR Turkey |
| <input type="checkbox"/> CO Colombia | <input type="checkbox"/> IT Italy | <input type="checkbox"/> NO Norway | <input type="checkbox"/> TT Trinidad and Tobago ^b |
| <input type="checkbox"/> CU Cuba ^e | <input type="checkbox"/> JP Japan ^e | <input type="checkbox"/> NZ New Zealand ^b | <input type="checkbox"/> UA Ukraine |
| <input type="checkbox"/> CW Curaçao ^f | <input type="checkbox"/> KE Kenya | <input type="checkbox"/> OA African Intellectual Property Organization (OAPI) ^c | <input checked="" type="checkbox"/> US United States of America ^d |
| <input type="checkbox"/> CY Cyprus | <input type="checkbox"/> KG Kyrgyzstan | <input type="checkbox"/> OM Oman | <input type="checkbox"/> UZ Uzbekistan |
| <input type="checkbox"/> CZ Czech Republic | <input type="checkbox"/> KH Cambodia | <input type="checkbox"/> PH Philippines | <input type="checkbox"/> VN Viet Nam |
| <input type="checkbox"/> DE Germany | <input type="checkbox"/> KP Democratic People's Republic of Korea | <input type="checkbox"/> PK Pakistan ^b | <input type="checkbox"/> WS Samoa |
| <input type="checkbox"/> DK Denmark | <input type="checkbox"/> KR Republic of Korea | <input type="checkbox"/> PL Poland | <input type="checkbox"/> ZM Zambia |
| | | <input type="checkbox"/> PT Portugal | <input type="checkbox"/> ZW Zimbabwe |

Madrid e-fling now available in TT

<http://ipo.gov.tt/related-links-tm/madrid-protocol/>





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Cardiff Road, Newport
NP10 8QQ

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F +44 (0) 16 3381 7777



Grant: UKIPO

World Intellectual Property
Organisation (WIPO)
International Bureau
34, Chemin des Colombettes
1211 Geneva 20
Switzerland

Your Reference:
International Registration No:
WO0000001637134
Examiner: Victoria Bourne
Direct Telephone: +44(0)1633811105
Date: 14 June 2022

Dear Sir/Madam,

Intl Reg No: WO0000001637134
Mark: U Dazzle (Figurative)
Holder: U Dazzle Fashion Ltd.
Class(es): 9

Statement of grant of Protection - Rule 18 ter(1)

I have completed all actions on this case. The international registration is protected in the United Kingdom and has rights equivalent to those of a registered trade mark.

Yours faithfully

Victoria Bourne

Trade Marks Registry

Grant: EUIPO

Statement of Grant of Protection where no notification of provisional refusal has been communicated pursuant to Rule 18ter(1) of the Regulations under the Protocol relating to the Madrid Agreement and Article 79(1) EUTMDR

Alicante, 31/05/2022

International registration number: **1637134**
Date of notification to the EUIPO: **06/01/2022**
Name of the holder: **U Dazzle Fashion Ltd.**
Trade mark: **U Dazzle**

The opposition period has expired without any opposition or observations by third parties being filed and the abovementioned mark is accepted for protection in the European Union.

The mark has been published pursuant to Article 190(2) EUTMR on **31/05/2022**.

Pursuant to Article 189(2) EUTMR, it shall have the same effect as the registration of a mark as a European Union trade mark.



María del Carmen CAVADA IPIÑA



STATEMENT OF GRANT OF PROTECTION

Notified to the International Bureau of
the World Intellectual Property Organization (WIPO)
under with Rule 18ter (1) of the Common Regulations

Grant: China

I. Office which pronounces the Statement:
National Intellectual Property Administration, PRC (CNIPA)

1,Chama Nanjie, Xichengqu,
Beijing, 100055
People's Republic of China

Tel: 8610-63219000

Fax: 8610-68050285

II. Date of the statement pronounced: 2022/05/05

III. Our reference number:

IV. International registration number: 1637134

V. Date of notification to China: 2022/01/06

VI. Basic national registration number: 50578

Basic national application number: 50578

VII. Protection is granted to the mark that is the subject of this international registration for all the goods/services requested.



USPTO Status



Commissioner for Trademarks
P.O. Box 1451
Alexandria, VA 22313-1451
www.uspto.gov

Notification of Opposition Possible

Statement sent to the International Bureau of the World Intellectual Property Organization (WIPO) in accordance with **Rule 18bis(1)(b)** of the Common Regulations under the Madrid Agreement and Protocol.

International Registration No.: 1637134

Holder: U Dazzle Fashion Ltd.

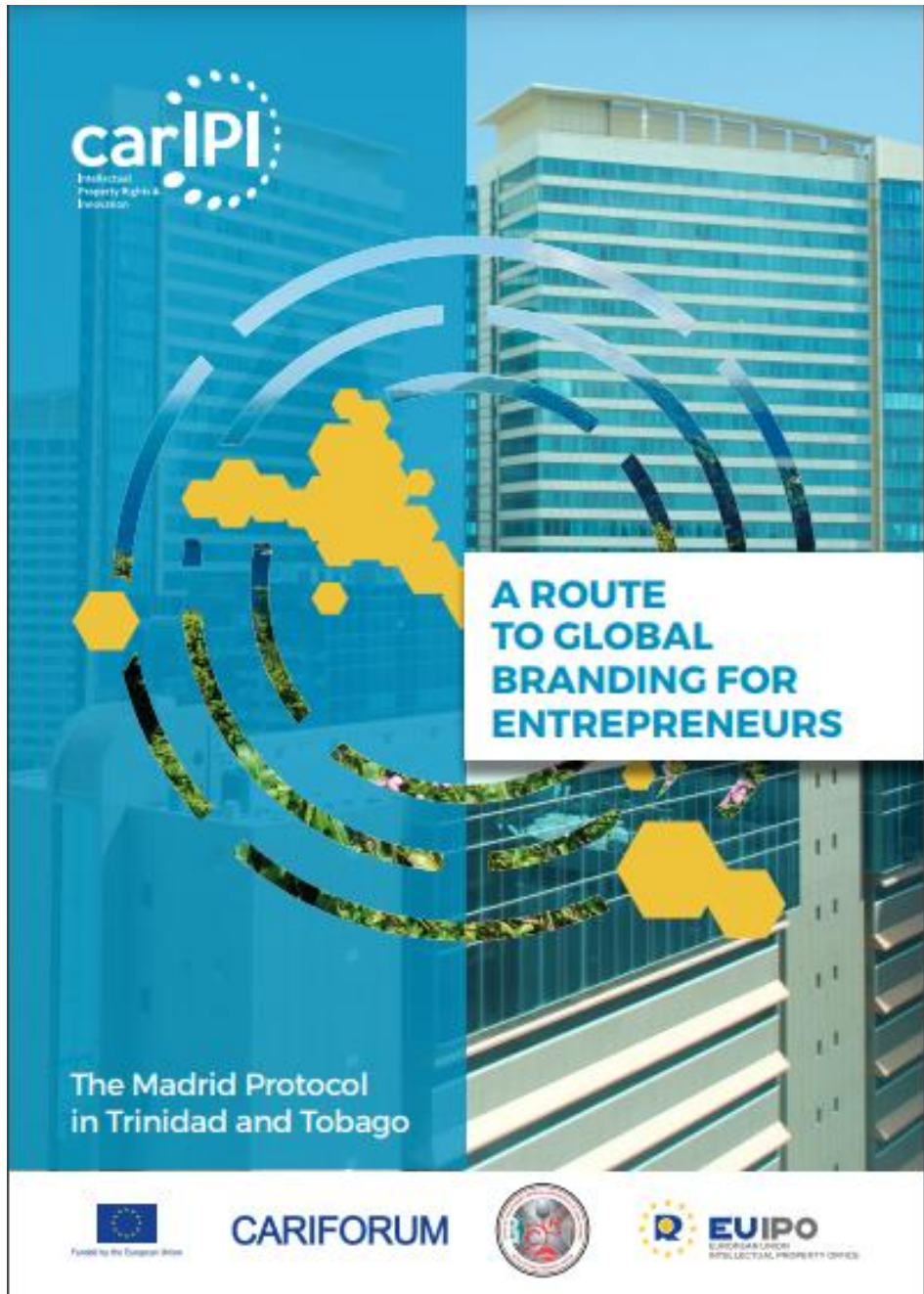
Mark: U DAZZLE

By this notification, the United States Patent and Trademark Office (USPTO) hereby informs the International Bureau (IB) that the *ex officio* examination has been completed and the USPTO **no longer has grounds for refusal.** However, the protection of the mark is still subject to opposition or observations by third parties. The opposition or observations period is scheduled to begin on April 18, 2023, the date of publication by the USPTO.

An opposition must be filed within thirty (30) days after publication. Upon request, the opposition period is extendable, but shall not exceed 180 days after publication. 37 C.F.R. §§2.101(c), 2.102.

Sincerely,

Madrid Processing Unit
United States Patent & Trademark Office
(571) 272-8910



- A Route to Global Branding For Entrepreneurs

http://ipo.gov.tt/downloads/Madrid_Protocol/ttipo_euipo_mpb.pdf

- Fact Sheet:

https://internationalipcooperation.eu/sites/default/files/caripi-docs/2021-11_CARIFI_Fact-Sheet-Trinidad-and-Tobago-Madrid_Updated.pdf



Industrial Design Protection (2015)

COPY

INTELLECTUAL PROPERTY OFFICE, TRINIDAD AND TOBAGO

Form No. 2
INDUSTRIAL DESIGNS ACT



CERTIFICATE OF REGISTRATION OF INDUSTRIAL DESIGN

In accordance with section 8(1) and Rule 15, it is hereby certified that an industrial design* having the registration No. **TT/D/2015/00007** has been registered for:

Name: **RHONA JACK**

Address: Lot 325 Chickadee Drive, Sou Sou Land, Tobago.

on the **18th November 2015** in respect of an industrial design disclosed in an application for registration of that industrial design, having the following:

Filing date: **23rd April 2015**

Priority date: N/A

being an industrial design for: **“RHONA’S COLLAPSIBLE MULTI-PURPOSE SEWING RULER”**

(product)

created by:

Name: **JACK, RHONA**; Lot 325 Chickadee Drive, Sou Sou Land, Tobago.

A copy of the reproduction of the design accompanies this Certificate.

The publication of the registration will be deferred, as requested, until

.....**

Date: **4th December 2015**

Controller(Ag.)

*Where two or more designs are subject of the application, in accordance with section 6(7), certificates are to be issued separately for each design.** Insert date in accordance with section 6(8).



SEARCH COPY

PCT

REQUEST

The undersigned requests that the present international application be processed according to the Patent Cooperation Treaty.

For receiving Office use only

International Application No.	PCT/TT2016/000002
International Filing Date	11/10/2016
Name of receiving Office and "PCT International Application"	TT
Applicant's or agent's file reference (if desired) (12 characters maximum)	

Box No. I TITLE OF INVENTION

MULTIPURPOSE SEWING RULER

Box No. II APPLICANT This person is also inventor

Name and address: (Family name followed by given name; for a legal entity, full official designation. The address must include postal code and name of country. The country of the address indicated in this box is the applicant's State (that is, country) of residence if no State of residence is indicated below.)
 JACK, RHONA
 LOT 325 CHICKADEE DRIVE
 SOU SOU LAND TOBAGO
 TRINIDAD AND TOBAGO

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Applicant's registration No. with the Office

E-mail authorization: Marking one of the check-boxes below authorizes the receiving Office, the International Searching Authority, the International Bureau and the International Preliminary Examining Authority to use the e-mail address indicated in this Box to send, notifications issued in respect of this international application to that e-mail address if those offices are willing to do so.
 as advance copies followed by paper notifications; or exclusively in electronic form (no paper notifications will be sent).
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State (that is, country) of nationality:
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State (that is, country) of residence:
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This person is applicant for the purposes of: all designated States the States indicated in the Supplemental Box

Box No. III FURTHER APPLICANT(S) AND/OR (FURTHER) INVENTOR(S)

Further applicants and/or (further) inventors are indicated on a continuation sheet.

Box No. IV AGENT OR COMMON REPRESENTATIVE; OR ADDRESS FOR CORRESPONDENCE

The person identified below is hereby/has been appointed to act on behalf of the applicant(s) before the competent International Authorities as: agent common representative

Name and address: (Family name followed by given name; for a legal entity, full official designation. The address must include postal code and name of country.)

Telephone No.

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 as advance copies followed by paper notifications; or exclusively in electronic form (no paper notifications will be sent).
 E-mail address: UdazzleFashion@gmail.com

Address for correspondence: Mark this check-box where no agent or common representative is/has been appointed and the space above is used instead to indicate a special address to which correspondence should be sent.

Form PCT/RO/101 (first sheet) (July 2017) See Notes to the request form

USPTO PCT Application (2016)

PATENT COOPERATION TREATY

PCT/TT2018/000002

ADVANCE E-MAIL

PCT

COMMUNICATION IN CASES FOR WHICH NO OTHER FORM IS APPLICABLE

From the INTERNATIONAL BUREAU

To:

RHONA, Jack
 Lot 325 Chickadee Drive
 Sou Sou Land Tobago
 TRINITE-ET-TOBAGO

Date of mailing (day/month/year)
19 June 2019 (19.06.2019)

Applicant's or agent's file reference
PCT/TT2018/000002

REPLY DUE see paragraph 1 below

International application No.
PCT/TT2018/000002

International filing date (day/month/year)
12 June 2018 (12.06.2018)

Applicant
RHONA, Jack

1. REPLY DUE within months/days from the above date of mailing
 NO REPLY DUE, however, see below
 IMPORTANT COMMUNICATION
 INFORMATION ONLY

2. COMMUNICATION:

The International Bureau acknowledges receipt of Article 19 amendments received on 17 June 2019. Although the applicant has submitted an accompanying letter together with the Article 19 amendments, it would appear, however, that the applicant did not indicate the basis of the amendments in the application as filed, as required by Rule 46.5(b)(iii). The applicant is therefore invited to provide the International Bureau with a letter accompanying the Article 19 with the indication of the basis of amendment and the marked-up copy of the amended claims.

The applicant is hereby invited to furnish the indication of the basis of the amendment which appears to be missing within a time limit of ONE MONTH from the date of mailing of this notification or within the time limit under Rule 46.1, whichever expires later.

The applicant's attention is drawn to the fact that the IPEA is entitled to disregard any Article 19 amendments for the purposes of the international preliminary examination if the applicant fails to indicate the basis of the amendments (see Rule 70.2(c-bis)). Furthermore, some designated or elected Office might also disregard such Article 19 amendments.

The International Bureau of WIPO
 34, chemin des Colombettes
 1211 Geneva 20, Switzerland

Authorized officer
 Parianou Christina
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Form PCT/IB/345 (July 1992; reprint January 2004) 1/QHQ5G3LKYE5300

INAPI (Chile) PCT Application (2018)



US00D785472S

USPTO Design Patent Protection (2017)

(12) **United States Design Patent** (10) **Patent No.:** **US D785,472 S**
Jack (45) **Date of Patent:** **** May 2, 2017**

(54) **SEWING RULER** 5,222,303 A * 6/1993 Jardine G01B 3/02
33/528

(71) Applicant: **Rhona Jack**, Tobago (TT) 6,317,993 B1 * 11/2001 Loyd B23K 37/0536
33/412

(72) Inventor: **Rhona Jack**, Tobago (TT) * cited by examiner

(**) Term: **15 Years** *Primary Examiner* — Antoine D Davis

(21) Appl. No.: **29/546,066** (74) *Attorney, Agent, or Firm* — James M. Smedley LLC;
James Michael Smedley, Esq.

(22) Filed: **Nov. 18, 2015**

(51) **LOC (10) CL** **10-04**

(52) **U.S. CL** **D10/64; D10/71**

(58) **Field of Classification Search**

USPC D10/64, 65, 71

CPC D05C 7/02; D05C 11/10; D05C 13/00;
B43L 13/20; B43L 13/201; B43L 13/203;
B43L 13/205; B43L 13/206; B43L
13/208; B43L 7/005; B43L 7/027; G01B
3/14; B25H 7/02; D05B 97/12

See application file for complete search history.

(56) **References Cited**

U.S. PATENT DOCUMENTS

2,715,774 A * 8/1955 Shepherd G01B 3/14
33/1 C

4,211,010 A * 7/1980 Burke A41H 3/002
33/11

CLAIM

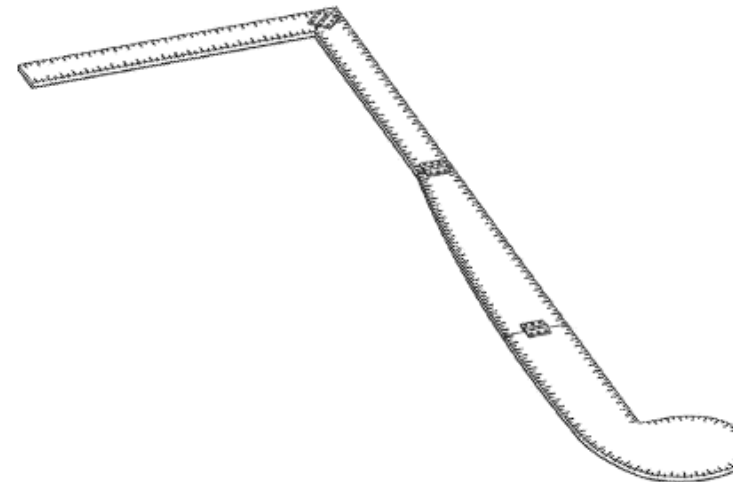
(57) I claim the ornamental design for a sewing ruler, as shown and described.

DESCRIPTION

FIG. 1 is a perspective view showing my new design.
FIG. 2 is a front view thereof;
FIG. 3 is a top perspective view thereof;
FIG. 4 is a rear view thereof;
FIG. 5 is a side view thereof;
FIG. 6 is a top elevation view thereof;
FIG. 7 is a bottom elevation view thereof;
FIG. 8 is a right elevation view thereof;
FIG. 9 is a left elevation view thereof; and,
FIG. 10 is an exploded view thereof.

The shading lines shown in the drawings represent the approximate three-dimensional contour of the design, and are not intended to indicate surface decoration.

1 Claim, 6 Drawing Sheets





Utility Certificate Protection (2022)

INTELLECTUAL PROPERTY OFFICE, TRINIDAD AND TOBAGO

Form No. 4
PATENTS ACT

CERTIFICATE OF GRANT OF UTILITY CERTIFICATE



In accordance with section 28(3) of the Patents Act, 1996, it is hereby certified that a patent having the number TT/U/2022/00001 has been granted to:

Name: **U DAZZLE FASHION LTD.**

Address: **Lot 325, Chickadee Drive, Sou Sou Lands, Tobago.**

On the **23rd February, 2022**, in respect of an invention disclosed in an application for that patent having the following:

*Filing date: **12th June, 2018**

Priority date: **12th June, 2018**

being an invention for : **“MULTIPURPOSE SEWING RULER THAT FEATURES A COLLAPSIBLE AND/OR DETACHABLE STRUCTURE”**

Signature
Controller

24th February, 2022
Date

Acknowledgements



Protect your brand internationally with the Madrid System



Rhona Jack

Trinidad and Tobago . Fashion



“By encouraging women entrepreneurs it will aid in the reduction of poverty and allow women to compete in the global market place”

Rhona Eastman Jack, 2023

Boosting Your Business Using Trademark Protection with the Madrid System – Success Stories from Women Entrepreneurs, Owners of International Trademark Registrations

Ms. Angelique Karekezi, Rwanda

angelique@rwashoscco.com



RWASHOSCCO

PRODUCERS AND EXPORTERS OF
FINE RWANDAN BOURBON COFFEES



Boosting Your Business Using Trademark Protection with the Madrid System – Success Stories from Women Entrepreneurs, Owners of International Trademark Registrations

Ms. Maingaila Moono, Zambia

mainga.banda@gmail.com





International and Local Trademark Registration

Zambia

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Product

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Trademark Background

Registration Process and
Benefits

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01


About the Company and Product

About the Company

- Formed as M'simbi dolls in 2017, formally registered as a private limited company in 2021.
- Local and international trademark “M'simbi” meaning “Girl”
- Expanded to offer a wide range of products such as back-to-school, tween clothing, baby wear, and home essentials.

The logo for M'simbi, featuring the word "M'simbi" in a stylized, rounded font with a pink-to-red gradient and a white outline. The letters are decorated with small stars and a registered trademark symbol (®) is located at the top right.The logo for Pikiny, featuring the word "Pikiny" in a bold, rounded font with a red-to-orange gradient and a thick black outline. A registered trademark symbol (®) is located at the top right.

About the Company

- 5 retail stores around Zambia
- Vertically integrated a clothing-manufacturing facility to cater for School brands and other general children's clothing (Thinkerz school wear)

- Expanded its portfolio of brands to intro brands such as “Thinkerz school wear, “Pikiniy”, “Kicks & Krawls”. In our M’simbi stores

02

Trademark Background

TRADE MARKS



Trademark Selection

Reason for Registering Locally

The reason for registering the mark with the local IP office is not specified.

- To be Identified as a Reputable Brand- One of the requirements to register on Amazon
- Easy way to export beyond Zambia
- Prevent local Competitors from Using a Similar Name
- Increase business Valuation
- Stand Out from the Competition and achieve international recognition

03

Registration Process and Benefits

Local and International Registration Process

- My experience with the registration process
- Difficulties encountered during this process
- Cost
- Time frame
- Aware of already taken trademark

Benefits of Mark Protection

- Trademark is listed in an international database of registered and pending trademarks. This provides public notice to anyone searching for similar trademark
- Legal presumption that you own the trademark and have the right to use it. So, in court, your registration certificate proves ownership, eliminating the need for copious amounts of evidence.
- You can use your registration as a basis for filing for trademark protection in foreign countries.

Future of M'simbi

- To have more brands that are internationally recognized and trade marked locally and international
- More retail stores around Zambia
- Partner with more Local brands to stock their products in our stores
- Grow locally production and product lines



Thank You!



Thank you!