

Roving Webinar on WIPO Services and Initiatives





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The International
Trademark System



Protecting Your Trademarks, Designs and Geographical Indications Internationally

Roving Webinar on WIPO Services and Initiatives

Online
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Benoît Apercé
Information Officer, Madrid Information and Promotion Division

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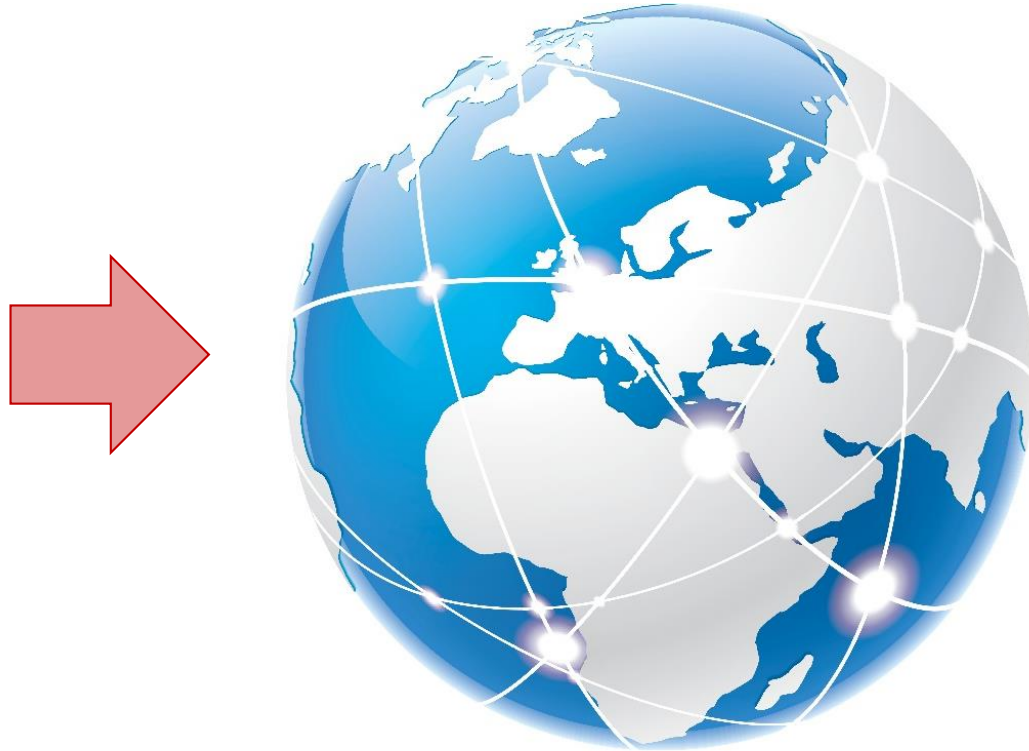


HONEY

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A Brand and a Plan to Export



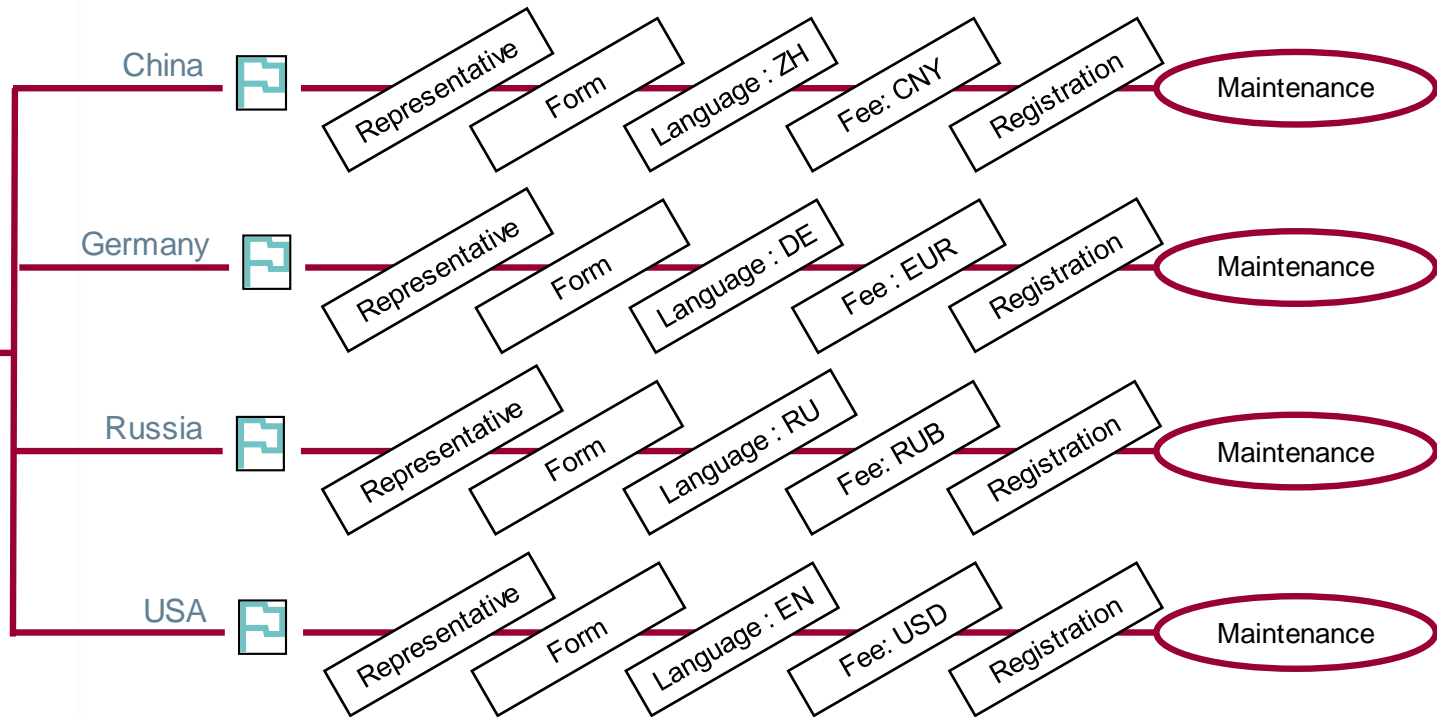
A Trademark



Market by Market Filing



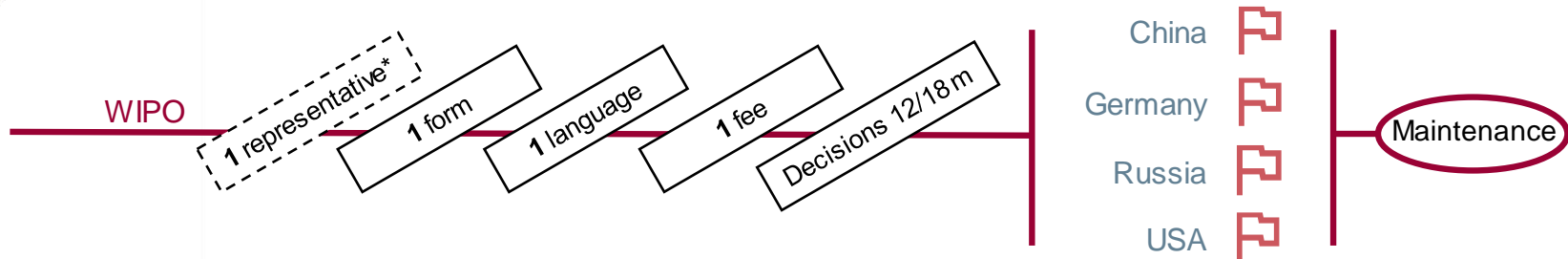
By Sally



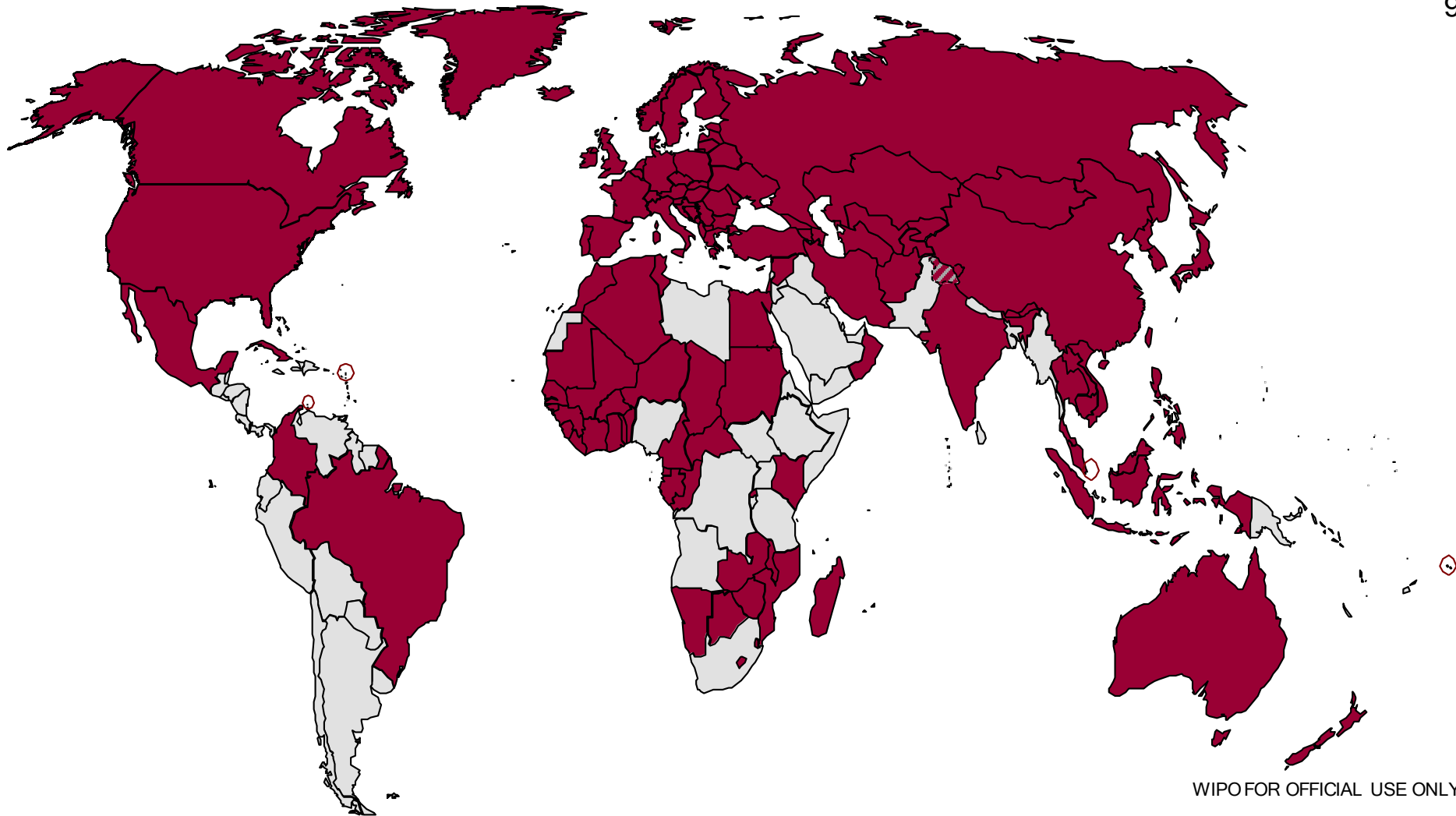
Madrid System



By Sally



* optional



The Madrid System is Global

- 122 countries covered by 106 members
- Over 80% of world trade
- Recent accessions:
 - **2017:** Thailand, Indonesia
 - **2018:** Afghanistan, Malawi, Samoa
 - **2019:** Brazil, Canada, Malaysia

The Madrid System is Convenient

- Centralized filing and management
- One application, one language, one set of fees
- Protection in new markets as business strategy evolves

The Madrid System is Cost-Effective

- One international application saves time and money
- Avoid translations and multiple procedures

Costs

- Basic fee* (b/w or color reproduction of mark)
- Fees for designated Contracting Parties (dCP)

=> *Example*: Application for China, Germany, Russia and the USA, color, one class of goods: **CHF 1,979**

* Applicants from Least Developed Countries benefit from a 90% reduction in the basic fee

More than 1.5 Million Registrations



- Registered internationally using the Madrid System in **1893**

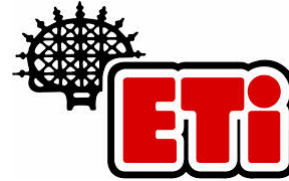


- Registered internationally using the Madrid System in **2019**

Trademark: Madrid Users



SHISEIDO



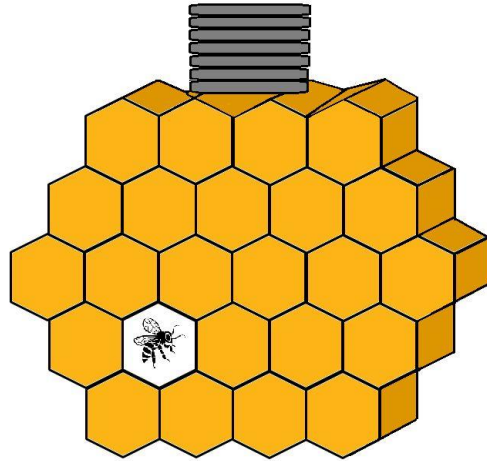
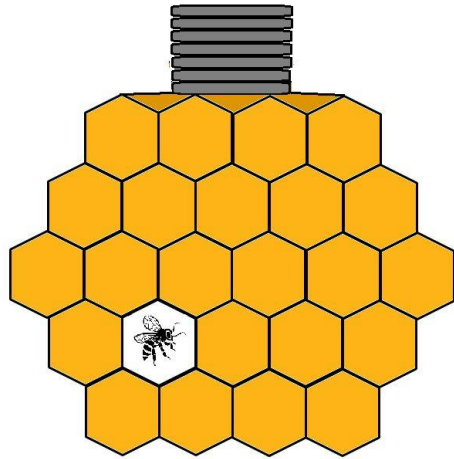
MICROMAX

TREASURY
WINE ESTATES

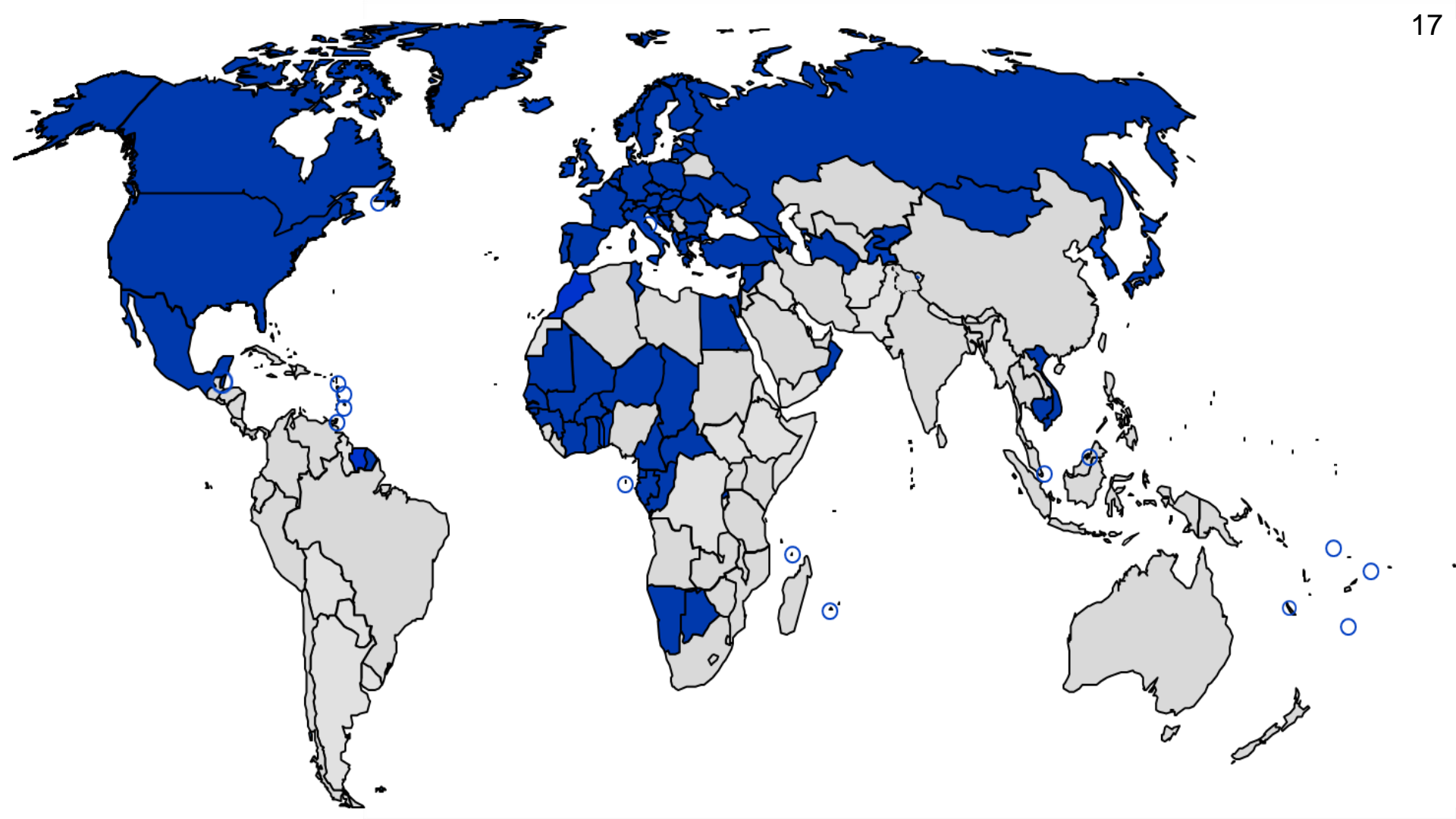
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An Industrial Design



 *By Sally*



The Hague System is Global

- 91 countries covered by 74 members
- Recent accessions:
 - **2019**: Israel, Samoa, Viet Nam
 - **2020**: Mexico

The Hague System Benefits

- One application, one language, one currency
- Direct online filing (WIPO)
- Centralized management

Costs

- Basic fee*, publication fee* and additional fee
- Fees* for designated Contracting Parties

=> *Example*: Application for the European Union, United Kingdom, Switzerland, Norway, the Russian Federation and the USA, one design with five reproductions

* Applicants from Least Developed Countries benefit from a 90% reduction in the fees

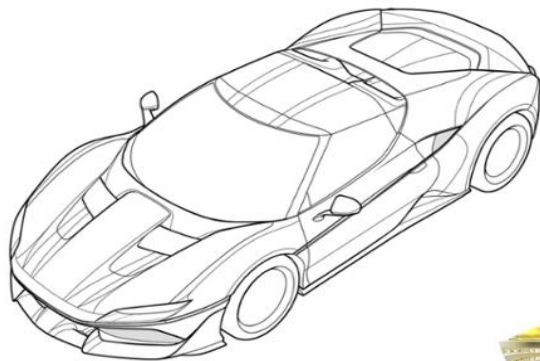
■ Regional/National Applications

1 design – 5 reproductions	CHF
EUIPO	374.30
UKIPO	59.65
IPI	280.00
NIPO	399.23
USPTO	2221.20
JPO	217,01
ROSPATENT	41.63
INDICATIVE TOTAL	3,593

■ Hague International Application

1 design – 5 reproductions	CHF
European Union	
United Kingdom	
Switzerland	
Norway	
USA	
Japan	
Russian Federation	
TOTAL	2,480

Industrial Designs: Hague Users



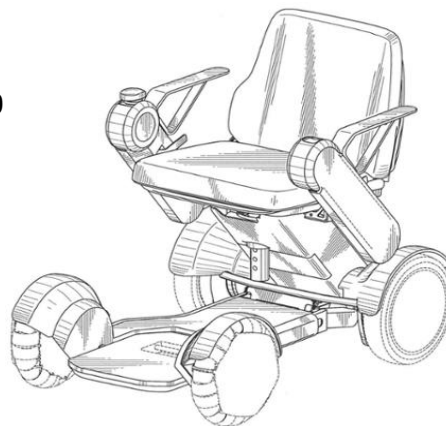
DM/097114



DM/090520



DM/083330



DM/097600

A Geographical Indication



 *By Sally*

Wonderland Valley Honey

The Lisbon System Benefits

- One registration procedure, one single fee (CHF 1,000)
- All categories of products (food, beverages, handicrafts, etc.)
- Indefinite protection

The Lisbon System Benefits (2)

- High level of protection
- Possibility of refusing protection by members
- Possibility of extending protection to new members without designation

Geographical Indication: Lisbon Users



**CAFE VERACRUZ
(840 / Mexico)**

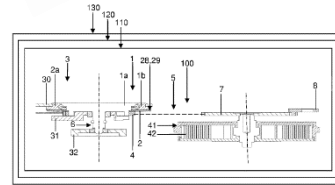


**HEREND
(737 / Hungary)**

Combination



- Patent: Timepiece transmission device, No. PCT/EP2015/063649, 23.12.2015 (PCT)

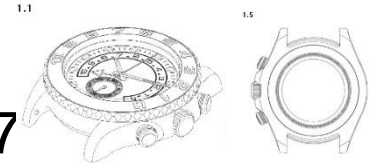


- Trademark: No. 476371- ROLEX, 24.03.1983 (Madrid System)



ROLEX

- Industrial Designs: No. DM/068 824, 13.04.2007 (Hague System)



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Combination



- Trademark:
No. 477479 – PAPILLON
(**Madrid System**)
- Collective mark:
No. 699060 – ROQUEFORT
(**Madrid System**)
- Appellation of origin:
AO 459 – ROQUEFORT
(**Lisbon System**)



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