



MADRID SYSTEM

International Registration of Marks

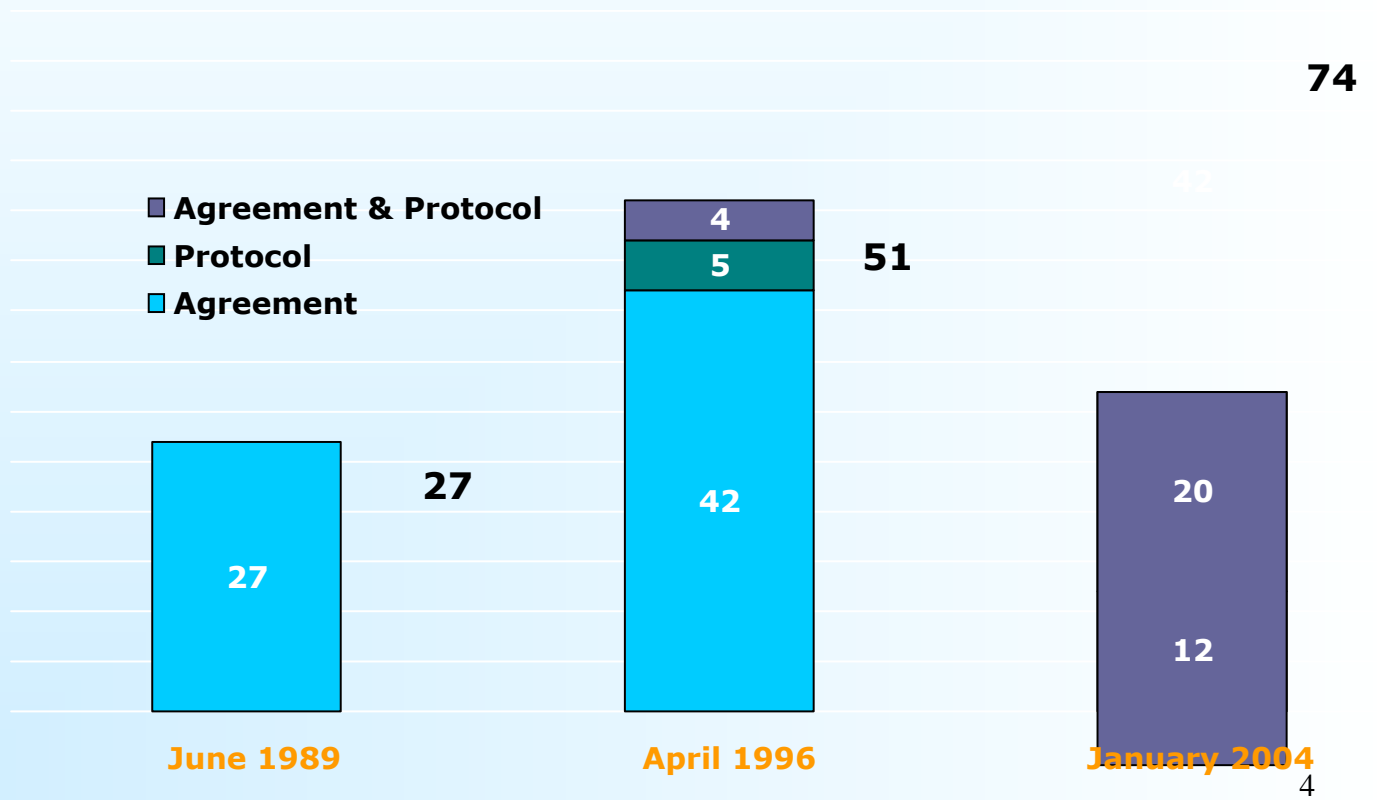
Basic Features

- One System - Two Treaties
- Closed system
- Single international registration with a national basis
- Subsequent designation
- Central Administration

One System - Two Treaties

- Madrid Agreement Concerning the International Registration of Marks (1891)
- Protocol Relating to the Madrid Agreement (1989)

Contracting Parties



74

42

- Agreement & Protocol
- Protocol
- Agreement

4

5

51

42

27

27

20

12

June 1989

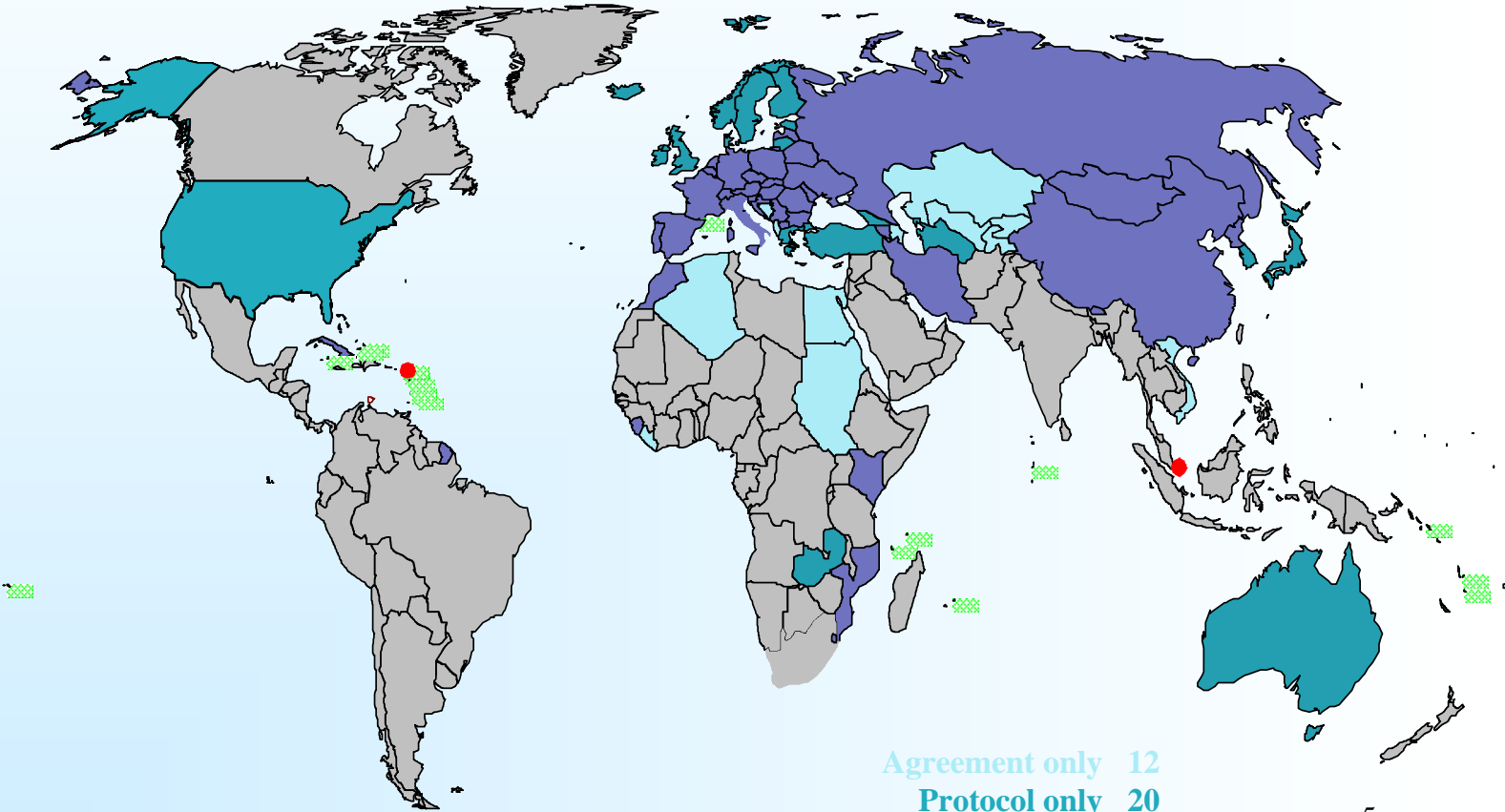
April 1996

January 2004

4

Madrid Union

(74 Contracting Parties)



Closed System

- Attachment necessary
 - establishment (real and effective)
 - domicile
 - nationality
- Office of Origin

Single International Registration

- New Common Regulations (April 1, 2004)
- International Application
 - under Agreement
 - under Protocol
 - mixed
- National effect in designated countries
 - Bundle of National Rights

Procedure

- Indirect application
 - Via national office
 - language
 - formal examination
 - registration
 - notification and publication

Bundle of National Rights

- National (designated) Offices determine:
 - substantive conditions of protection
 - applicable procedure if refusal
 - scope of protection

Subsequent Designations

- Direct or indirect filing
- Cannot be broader than International Registration, but can be limited
- Term of Protection concurrent with International Registration

Central Administration

- Assignments
- Changes in Names and Addresses
- Limitation, renunciation, cancellation
- Renewal
- Fees

A useful economic tool to obtain and maintain protection

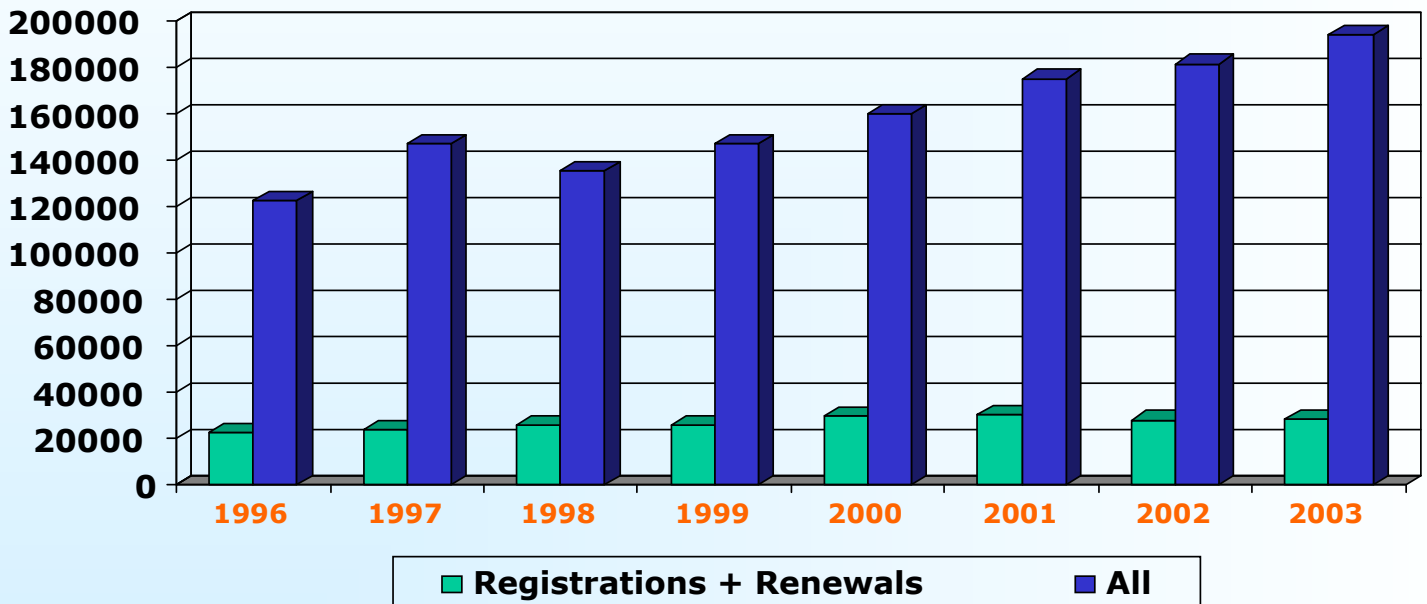
- over a 135,000 users
- 412,000 international trademarks in force
(= 4.8 million national registrations)
- 66% Madrid vs. 34% direct filings (average)
- lower costs (10 to 20 times less)

Operations in 2003

swift, reliable, cost-effective processing

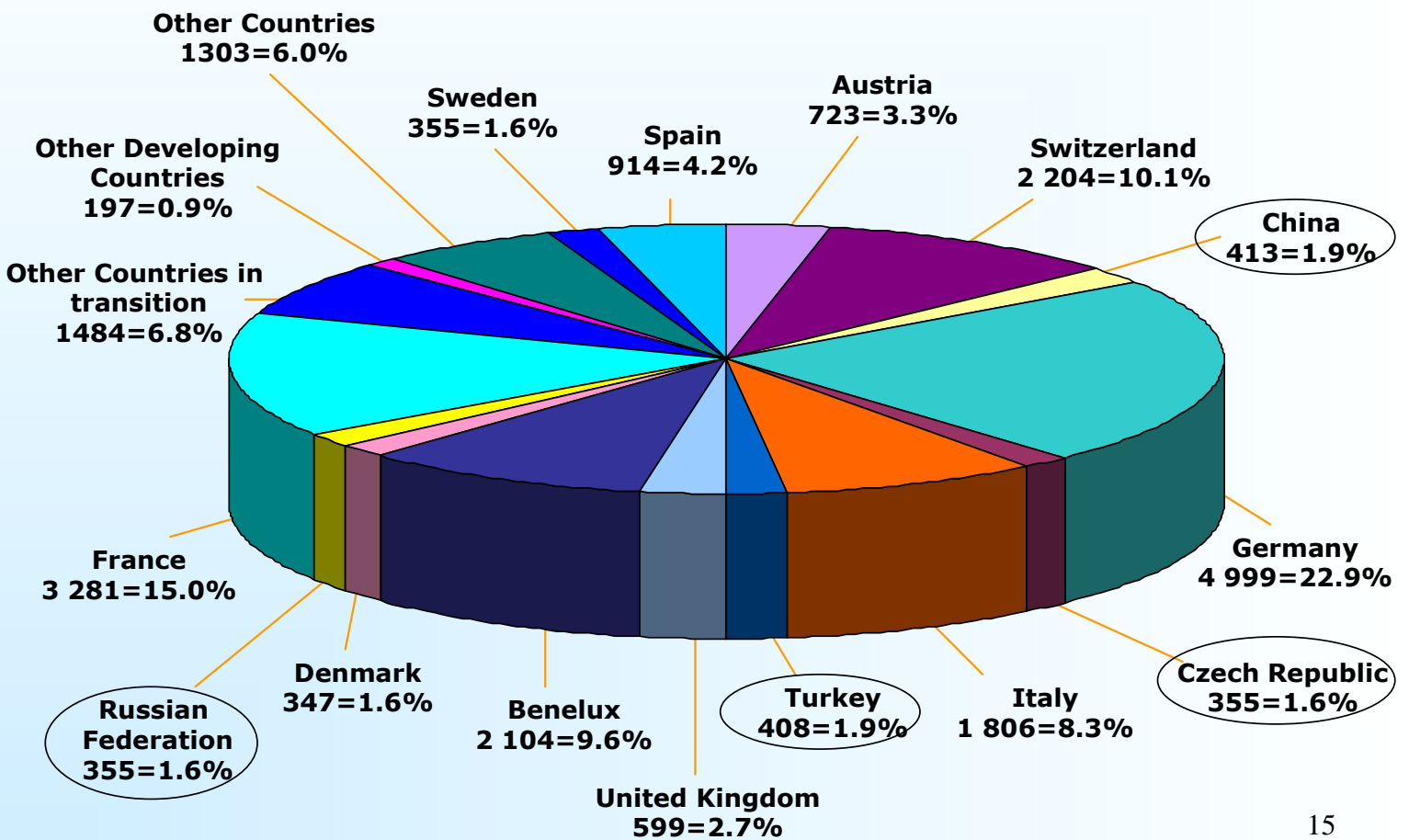
- Applications 23,872 (+ 3.1%)
- Registrations 21,851 (- 1.7%)
- Renewals 6,640 (+7.0%)
- Subsequent designations 8,743 (+43.6%)
- Other modifications 54,724 (+17.1%)
- Refusals and related notifications 101,907 (+ 1.6%)

Operations 1996-2003 (total numbers of transactions)



By the end of 2003, the International Register had some **412,000** registrations in force
(= some **4.8 million** national registrations)

Major User Countries in 2003



THANK YOU!