



WIPO | MADRID

The International
Trademark System

Madrid System tools and services for Offices

WIPO Regional Training Workshop on IPAS for Trademark Examiners

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Legal Division
Madrid Registry

**Gaborone,
July 13, 2017**

Agenda

- Upcoming notifications of designation
- Madrid Office Portal (MOP)
- Madrid E-Filing
- Classification guidelines
- Madrid Goods and Services Manager (MGS)

Upcoming notifications of designation

Number of Upcoming Notifications (1)

- Access the Madrid homepage:
<http://www.wipo.int/madrid/>
- Scroll down to “Resources”

Resources

For trademark owners

Legal resources

[Legal texts on trademarks](#)

[Declarations made under the Madrid System](#)

[Guide to the International Registration of Marks](#)

[WIPO Gazette of International Marks \(in Madrid Monitor\)](#)

Other resources

[Madrid System forms](#)

[Examination Guidelines for classification of goods & services](#) [PDF](#)

[Office practices on replacement](#)

[Madrid System statistics | Madrid System pendency rates](#) [PDF](#)

[Extracts from the International Register](#)

Warning – misleading invoices

For IP offices

Current members

Current members of the Madrid Union have duties as both an Office of Origin and an Office of a designated Contracting Party. Learn more about members' obligations, as well as helpful tools like [Madrid System statistics](#), [model forms](#) and provisions.

[International applications and subsequent designations in progress](#)

Future members

Becoming a member of the Madrid Union requires preparation. WIPO is available to help prospective members get ready for accession to the Madrid Protocol. Find out more about the preparatory work required and access tools developed specifically to help new members through the accession process.

Working Group and Madrid Assembly

Members of the Madrid System meet annually in the Working Group and the Madrid Union Assembly to discuss various matters, with the aim to improve the Madrid System for all users. Find out more about past and upcoming meetings.

Email updates

- **Madrid Highlights** – News, articles, tips, statistics and publications on the Madrid System (issued quarterly)
- **Madrid Notices** – Legal Information Notices and updates on developments in the Madrid System

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Number of Upcoming Notifications (2)

- Under “For IP Offices”, select **International applications and subsequent designations**

Resources

For trademark owners

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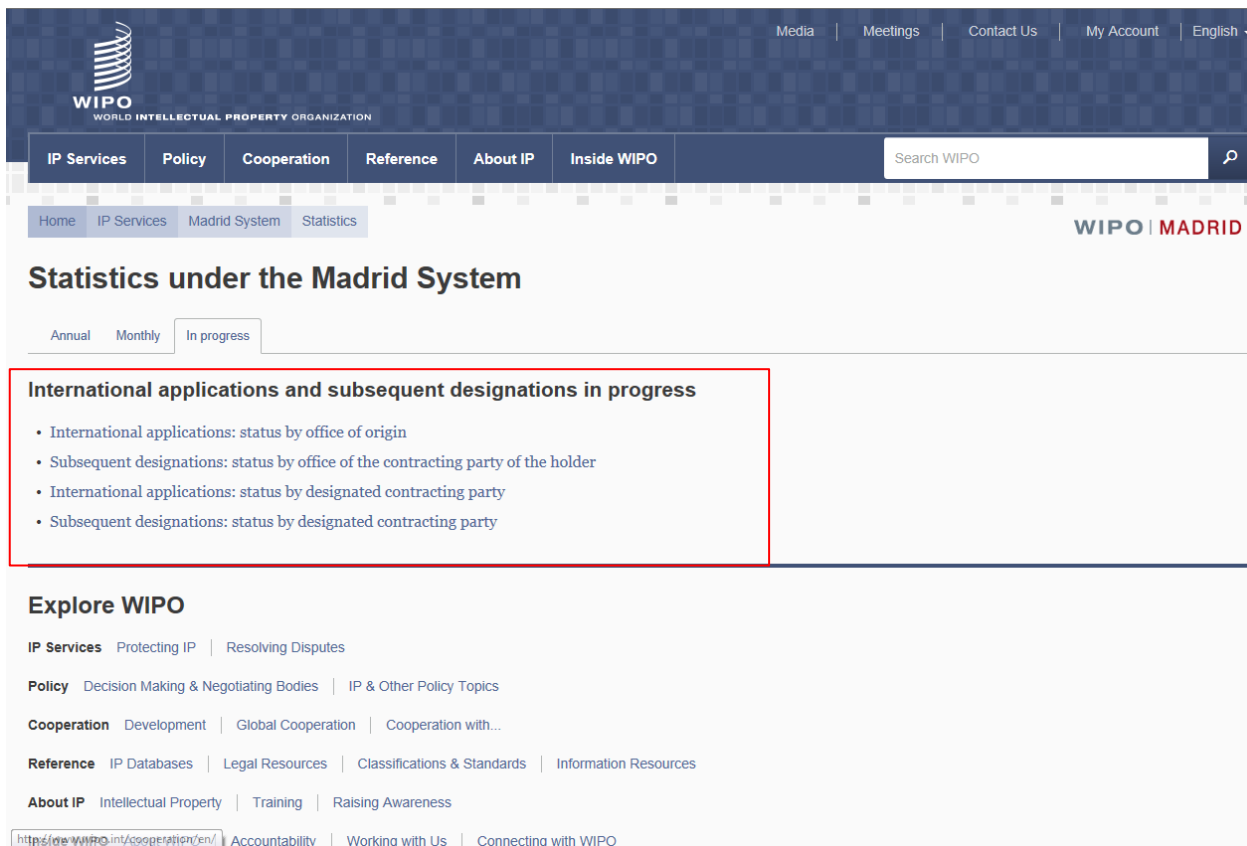
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International applications and subsequent designations in progress

Number of Upcoming Notifications (3)

- Select the relevant statistics you wish to view



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Home | IP Services | Madrid System | Statistics

WIPO | MADRID

Statistics under the Madrid System

Annual | Monthly | In progress

International applications and subsequent designations in progress

- International applications: status by office of origin
- Subsequent designations: status by office of the contracting party of the holder
- International applications: status by designated contracting party
- Subsequent designations: status by designated contracting party

Explore WIPO

IP Services | Protecting IP | Resolving Disputes

Policy | Decision Making & Negotiating Bodies | IP & Other Policy Topics

Cooperation | Development | Global Cooperation | Cooperation with...

Reference | IP Databases | Legal Resources | Classifications & Standards | Information Resources

About IP | Intellectual Property | Training | Raising Awareness

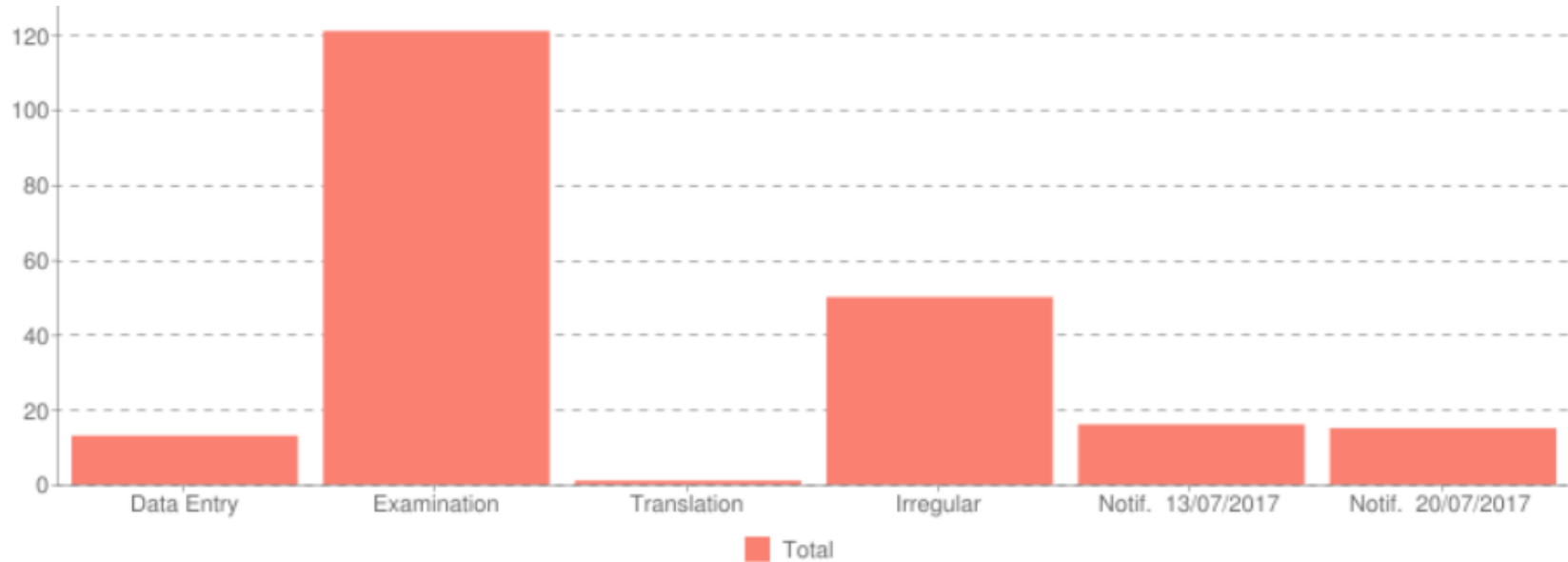
<https://www.wipo.int/cooperation/en/> | Accountability | Working with Us | Connecting with WIPO

Number of Upcoming Notifications (4)

- Select your national/regional office and click “submit”

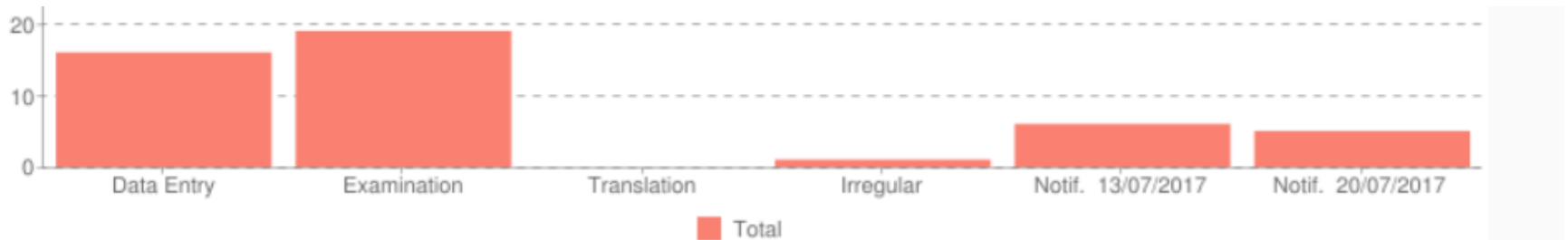
The screenshot shows the WIPO Madrid System interface. At the top, there is a navigation bar with links for Media, Meetings, Contact Us, My Account, and English. Below this is a search bar and a menu with options like IP Services, Policy, Cooperation, Reference, About IP, and Inside WIPO. The main content area is titled 'Statistics under the Madrid System' and includes tabs for Annual, Monthly, and In progress. A section titled 'International applications: status by designated Contracting Party' contains a dropdown menu for 'Contracting Party' set to 'All contracting parties' and a 'Submit' button. Below this is a bar chart with a y-axis ranging from 31360 to 78400. The URL 'http://www.wipo.int/services/en/' is visible at the bottom left.

Designations in international applications – Botswana



CP	Contracting Party	Data Entry	Examination	Translation	Irregular, waiting to be remedied	To be notified on 13/07/2017	To be notified on 20/07/2017	Total
BW	Botswana	13	121	1	50	16	15	216
Total		13	121	1	50	16	15	216

Subsequent designations – Botswana



CP	Contracting Party	Data Entry	Examination	Translation	Irregular, waiting to be remedied	To be notified on 13/07/2017	To be notified on 20/07/2017	Total
BW	Botswana	16	19	0	1	6	5	47
Total		16	19	0	1	6	5	47

Madrid Office Portal (MOP)

What MOP is

- Online tool designed for National/Regional Offices
- Direct access to the International Register
- Search tool for international registrations status
- Electronic exchange of information with the IB

Why use MOP

- As an Office of Origin:
 - To collect notifications of Registrations (New applications & Ceasing of effects)
 - To collect Irregularity letters
 - To respond to Irregularity letters

- As a Designated Contracting Party
 - To collect notifications of designations by the IB
 - To upload decisions and forms

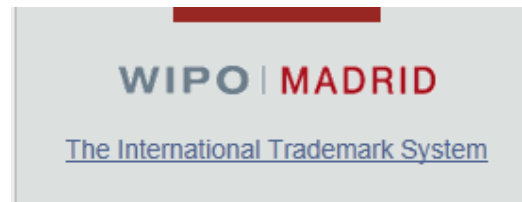
MOP enhancements

- Possibility to upload multiple documents simultaneously
- Enquire to view what has already been uploaded and retrieve uploaded documents in pdf

MOP – How to access

- With a WIPO account
- With an Internet connection
- With a Web browser

MOP on the Web



<http://www.wipo.int/madrid/en>

MOP – How to open an account

- Create a WIPO Account at www.wipo.int/myaccount/ using your Office email address
- Contact: e-marks@wipo.int
- Ask for access to MOP
- Exchange information with the IB electronically



Madrid E-Filing

What the IB offers

- IPO dedicated Madrid eFiling test environment
- Translation of the Madrid eFiling user interface screens
- Development and integration of a TMview adapter or
- Development and integration with a national/regional Office's own registry (web service search url must be available)

What the IB offers

- Option to use WIPO external user authentication services
- Dedicated support and travel during the integration phase
- On-demand WebEx demonstrations

What an IPO can expect

- Ease of use
- Data recycling
- Secure payment
- Expedited processing time

Classification guidelines

Classification role of the IB

“The indication of classes given by the applicant shall be subject to control by the International Bureau” (Article 3(2) of the Protocol)



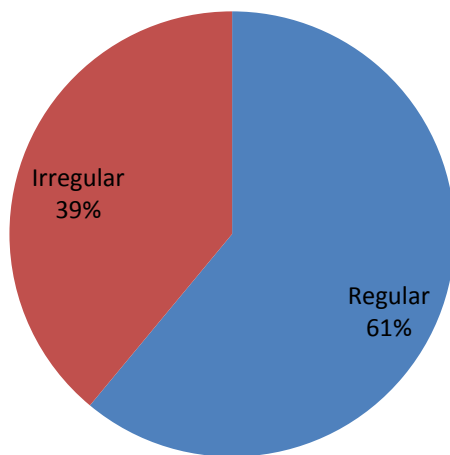
Role of the IB

- Check if goods and services in international applications are :
 - grouped in the appropriate classes of the Nice Classification
 - indicated in precise terms
- Rule 12 and Rule 13 of the Common Regulations

International Applications - Irregularities

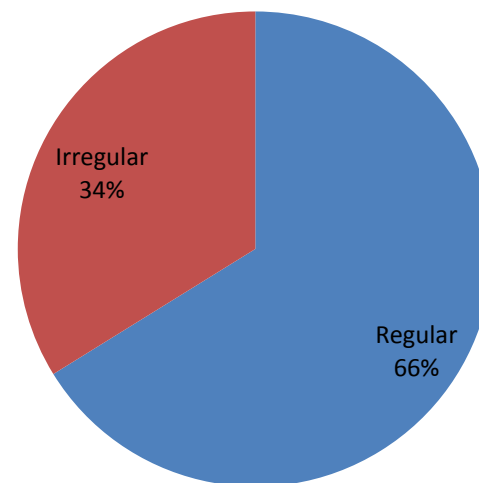
Total Number of International
Applications: 49,303

2015



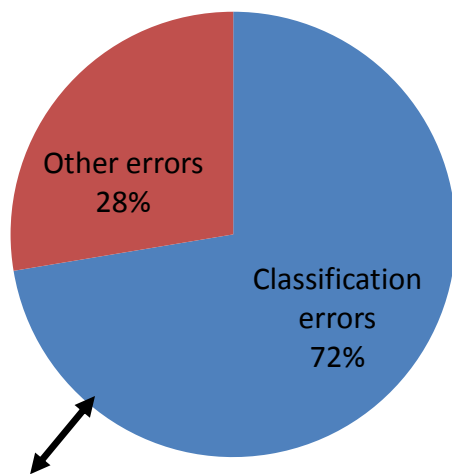
Total Number of International
Applications: 52,898

2016



Breakdown of Irregularity letters

2015

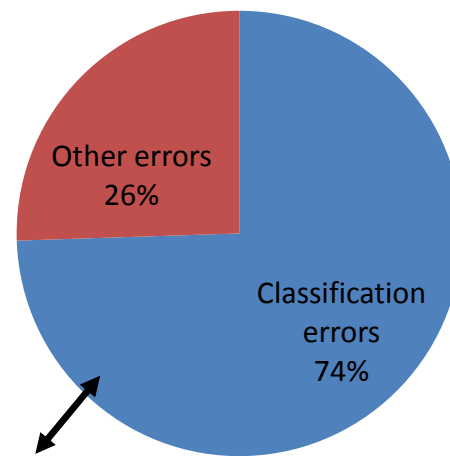


Classification error involving:

R12 – 38%

R13 – 87%

2016



Classification error involving:

R12 – 33%

R13 – 89%

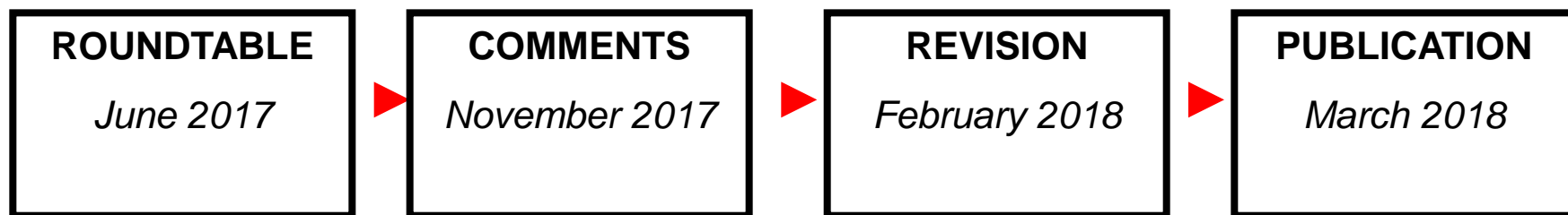
“Source” for classification

- Class headings
- Alphabetical list of the Nice Classification
- Explanatory notes to the Nice Classification
- The “General remarks” for G&S in the Nice Classification
- Guidelines on Classification
- Madrid Goods & Services Manager (MGS)

Guidelines

- Include only the **principles** applied by the IB
- Provide general guidance to the users of the Madrid System

Future Updates



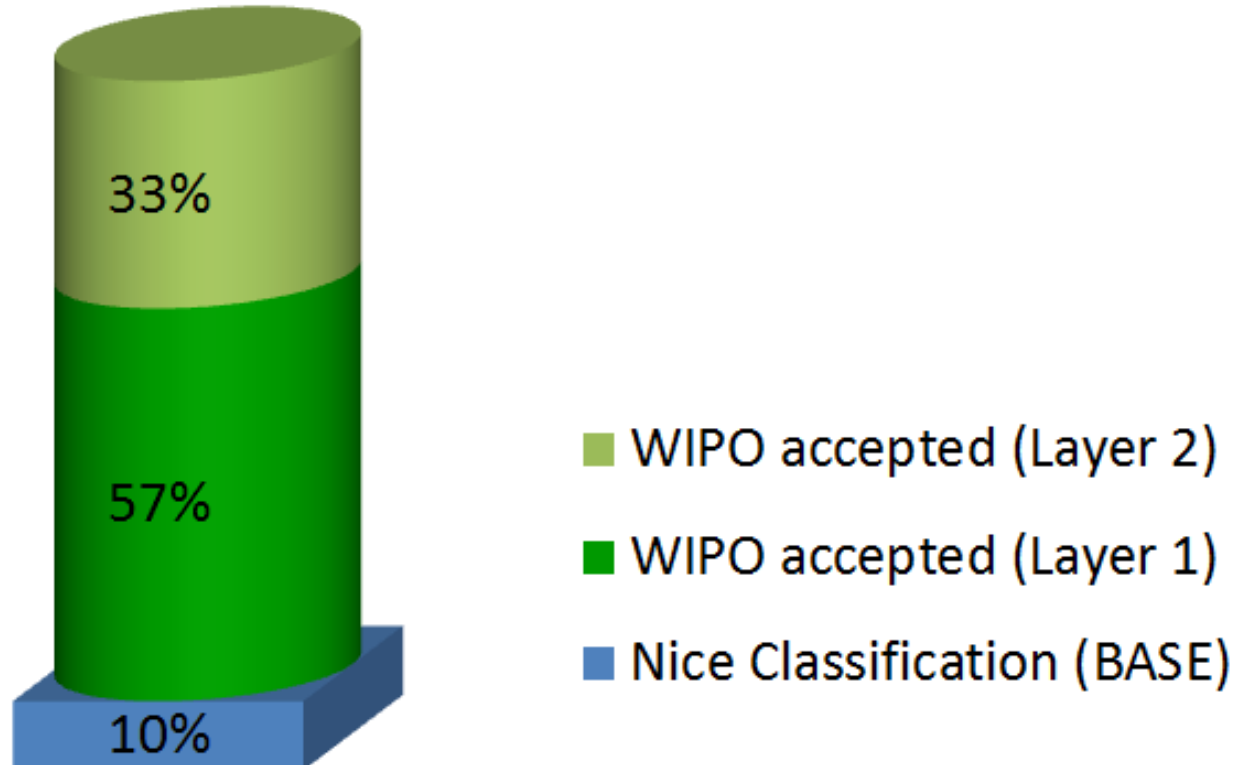
Madrid Goods & Services Manager (MGS)

What is MGS?

- A gateway to a large and growing database of goods and services
- A tool to compile lists of goods and services required for national or international trademark filing
- A way to save time and money

What does MGS contain?

91,000 English terms (May 2017)



MGS is multilingual



- For national filings, choose from 18 languages:

Arabic	Chinese	Dutch	English	French	German
Hebrew	Italian	Japanese	Korean	Mongolian	Norwegian
Portuguese	Russian	Serbian	Spanish	Turkish	Ukrainian

- For international filings, translate into

English, French or Spanish

MGS is beneficial



- Trademark applicants
- National IP offices
- International Bureau of WIPO

MGS - List management functions

- Select terms pre-accepted by WIPO:

ski jackets

- BROWSE** per class
- SEARCH** using keywords

- **TRANSLATE** into any of the MGS languages
- **PRINT** in a format directly usable for filing
- **EXPORT / IMPORT** to save, modify and re-use

MGS – Madrid-specific functions

■ Check Acceptance:



by WIPO

by a designated Contracting Party (dCP)

MGS - Check Acceptance by WIPO

ski goggles

Move term to class 9 

25 Clothing, footwear, headgear.

ski goggles

labels

Display term in classes: 6; 16; 18; 20; 24

25 Clothing, footwear, headgear.

labels

MGS - Check Acceptance by WIPO

■ Proposed terms from Layer 1

6 labels of metal

16 labels of paper or cardboard

18 labels of leather

20 labels of plastic

24 labels of textile

MGS - Check Acceptance by WIPO

■ Examination flexibility (Layer 2)

6 Common metals and their alloys, ores; metal machinery; items of metal hardware; metal containers for storage

labels

20 Furniture, mirrors, picture frames; containers, not of glass or yellow amber.

labels

16 Paper and cardboard; printed matter; bookbinding materials; artists' and drawing materials; paintbrushes; instruments

labels

24 Textiles and substitutes for textiles; household linens

labels

18 Leather and imitations of leather; animal skins and furs; clothing for animals.

labels

MGS - Check Acceptance by dCP

Check acceptance by designated Contracting Party (dCP)

[Select all](#)

[Remove all](#)

- | | | |
|--|--|---|
| <input type="checkbox"/> AT Austria | <input type="checkbox"/> EM European Union | <input type="checkbox"/> NO Norway |
| <input type="checkbox"/> BN Brunei Darussalam | <input type="checkbox"/> FI Finland | <input type="checkbox"/> NZ New Zealand |
| <input type="checkbox"/> BX Benelux | <input type="checkbox"/> GE Georgia | <input type="checkbox"/> PT Portugal |
| <input type="checkbox"/> BY Belarus | <input type="checkbox"/> GB United Kingdom | <input type="checkbox"/> RS Republic of Serbia |
| <input type="checkbox"/> CA Canada * | <input type="checkbox"/> IL Israel | <input type="checkbox"/> RU Russian Federation |
| <input type="checkbox"/> CH Switzerland | <input type="checkbox"/> IS Iceland | <input type="checkbox"/> SE Sweden |
| <input type="checkbox"/> CN China | <input type="checkbox"/> IT Italy | <input type="checkbox"/> SG Singapore |
| <input type="checkbox"/> CO Colombia | <input type="checkbox"/> JP Japan | <input type="checkbox"/> TR Turkey |
| <input type="checkbox"/> DE Germany | <input type="checkbox"/> KR Republic of Korea | <input type="checkbox"/> UA Ukraine |
| <input type="checkbox"/> DK Denmark | <input type="checkbox"/> MN Mongolia | <input type="checkbox"/> US United States of America |
| <input type="checkbox"/> EE Estonia | <input type="checkbox"/> MX Mexico | <input type="checkbox"/> VN Vietnam |

* Preparing to join the Madrid System

OK

MGS - Check Acceptance by dCP

■ Specificity of terms

7

Machines and machine tools; motors and engines [except for land vehicles]; machine coupling and transmission components [except implements, other than hand-operated; incubators for eggs; automatic vending machines.

dCP Accepted by dCP

dCP Rejected by dCP

dCP Status unknown

CA CH CN EM IL JP KR NZ RU US

barley splitting machines

CA CH CN EM IL JP KR NZ RU US 070133

sifting installations

CA CH CN EM IL JP KR NZ RU US 070153

disintegrators

CA CH CN EM IL JP KR NZ RU US

machines and machine tools

MGS - Check Acceptance by dCP

■ National policies on registered trademarks

“Cellophane” registered in New Zealand

16	Paper and cardboard; printed matter; bookbinding material; photographs; stationery and office requisites, except furniture; adhesives artists' and drawing materials; paintbrushes; instructional and teaching materials; plastic sheets, films and bags for wrapping and pack
	dCP Accepted by dCP dCP Rejected by dCP dCP Status unknown
EM JP KR NZ RU US	cellophane paper
EM JP KR NZ RU US	moistureproof cellophane paper

“Granola” registered in New Zealand

30	Coffee, tea, cocoa and artificial coffee; rice; tapioca and sago; flour and preparations made from cereals; bread, pastries and confectionery; yeast, baking-powder; salt; mustard; vinegar, sauces [condiments]; spices; ice.
	dCP Accepted by dCP dCP Rejected by dCP dCP Status unknown
EM JP KR NZ RU US	granola
EM JP KR NZ RU US	granola bars

MGS - Check Acceptance by dCP

■ National laws /practices

28

Games, toys and playthings; video game apparatus; gymnastic and sporting articles; decorations for Christmas trees.

dCP

Accepted by dCP

dCP

Rejected by dCP

dCP

Status unknown

CH CN EM JP KR NZ RU US 280181 Roulette wheels

CH CN EM JP KR NZ RU US 280206 chips for gambling

CH CN EM JP KR NZ RU US 280202 gaming machines for gambling

45

Legal services; security services for the physical protection of tangible property and individuals; personal and social services rendered to individuals.

dCP

Accepted by dCP

dCP

Rejected by dCP

dCP

Status unknown

CH CN EM IL JP KR NZ RU US evangelistic ministerial services

CH CN EM IL JP KR NZ RU US fortune-telling

CH CN EM IL JP KR NZ RU US 450224 astrology consultancy

For more information:

- **MGS:** <https://webaccess.wipo.int/mgs>

- **Promotional Video:**
<http://www.wipo.int/madrid/en/video/mgs.html>

- **Comments and questions:**
 - Email: gs.manager@wipo.int

 - In MGS: Click on the “Contact Us” link

Thank you
for your attention

juan.rodriguez@wipo.int

