



Recent Developments in *Information Technology (IT)* and the Effective Use of Global IP Protection Systems

From a Madrid System perspective

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Brands and Designs Sector

Tokyo
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2010

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■ Overview of the IB's Madrid IT System

in the beginning

the electronic register - MAPS/IMAPS

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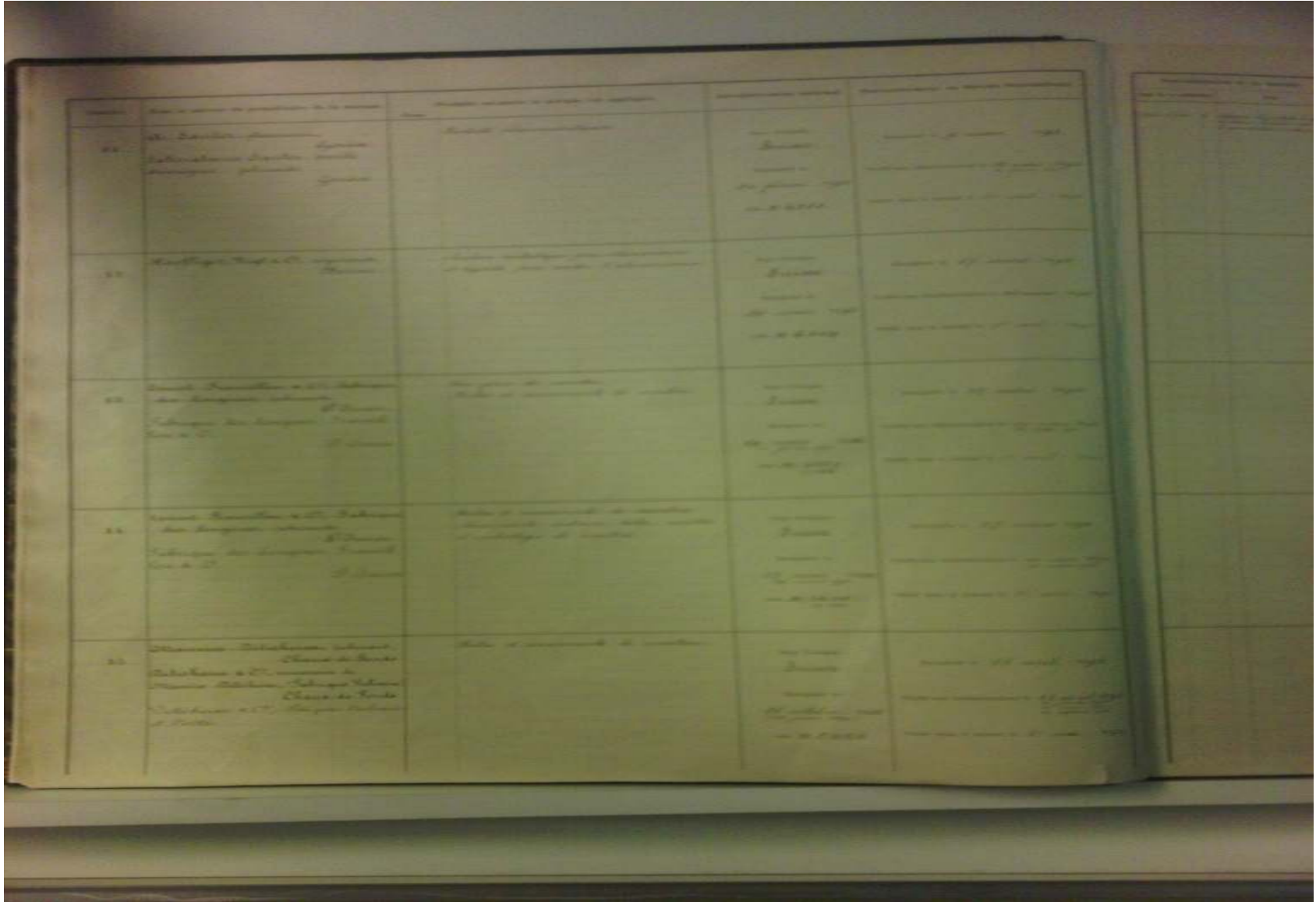
IPAS and the Madrid System Module

Digital Access Service

In the beginning there was a paper file



And there was a book






We copied data from the files to the book

The image shows an open book with a table of handwritten data. The table is organized into five columns, each with a label at the bottom. The labels are: IRN, Holder, Goods and Services, Basic Registration, and Various Dates. The data is written in a cursive script, and the table is spread across two pages of the book.

IRN	Holder	Goods and Services	Basic Registration	Various Dates
22				
23				
24				
25				

It was a simple process

		
<p>1920 - ...</p>		<p>... 17 September 1920</p>
<p>1921 - ...</p>		<p>... 14 October 1921</p>

Change History

Logo

Observations

Today we have an Electronic Register

Today we have exactly the same approach

MAPS is the book

IMAPS is the system of paper files

Together they form an electronic Register

IT Tools for an Electronic Register ?

MAPS and IMAPS make up

'an electronic register,

comprising

user configurable business rules and process management,

comprehensive process auditing,

document image management,

semi automated classification and translation,

together with automated fee calculation and

letter production'

The Register Today (MAPS)

```

File  Edit  View  Tools  Session  Options  Help
-----
M0621M01                               Enquiries                               22 September 2010
                                      List IRN                               14:43:54
> Request: 60500001
  IRN      : 0605000  as at: < 22/09/2010 >  Actual
  Origin   : CH      Registration Date: 16 6 1993  Priority: 01/04/1993
  Duration : 20 years
  Mark Text: ROMARIN
  Holder 1 : of 1
> Name    : ORGANISATION MONDIALE
  Representative:
  Nice Classes : 09 35 38

> Designations : AG      AL      AM      AT      AU      AZ      BA      BG      BH      BT
                BX      BY      CN *   CU      CY      CZ      DE R   DK      DZ      EE
                EG      ES      FI      FR      GB      GE      GR      HR      HU      IE
                IR      IS      IT      JP R   KE      KG      KP      KR R   KZ      LI
                LR      LS      LT      LV      MA      MC      MD      ME      MK      MN
                MZ      NO      PL      PT      RO      RS      RU      SD      SE      SG

Pos: 11.01                               <PF2> Keys                               Sel:
1 (024,052)
SSH connected to host zvmwi02.svc.unicc.org
NUM 2:44 PM

```

The Register Today (Events)

```

File Edit View Tools Session Options Help
[Icons]

M1420M11                               Enquiries                               22 September 2010
                                         List IRN                               14:38:32
IRN      : 0605000      Country:  |  Type:  __  Since:  __  __  __  __  __  __

Request   Inscribed   Published   Notified   Service   Designations
60500001  03/08/1993   1993  8     22/09/1993   EM        > AT BG BX BY CN CU
71447260  27/05/1994   1994  5     27/05/1994   RF-RPP    DE
71463432  15/07/1994   1994  7     15/07/1994   RF-RPP    DE
71471977  09/08/1994   1994  8     09/08/1994   RF-ACS    DE
71474007  19/08/1994   1994  8     19/08/1994   RF-NVP    CN
71559928  05/07/1995   1995  6     14/07/1995   EX        > AM BA KG LV MD MK
71559929  05/07/1995   1995  6     14/07/1995   EX        CN
87666401  Z            AP        CN
97294801  Z            RI
108870901 *          CD
109984201  08/10/1997   1997  20  P  23/10/1997   EX        AL AZ IS LR NO SL
110756001 Z            OP
111713501 *          CD
114167601 *  21/01/1998   1998  1     P  05/02/1998   EX        LT
133441101 *          CD

Pos: 11.01                               <PF2> Keys                               Sel:                               MORE
1 (004,034)

```

The Register Today (IMAPS)

25410

**ARRANGEMENT DE MADRID
CONCERNANT L'ENREGISTREMENT INTERNATIONAL DES MARQUES**

M/1
janvier 1993

**DEMANDE
d'enregistrement international d'une marque**

à présenter en deux exemplaires par l'administration
du pays d'origine au Bureau international
de l'Organisation Mondiale de la Propriété Intellectuelle (OMPI)
34, chemin des Colombettes, case postale 18,
CH-1211 Genève 20 (Suisse)

Réservé au Bureau
international:
16 JUIN 1993
Date:
N°: **605000**

1. Pays d'origine de la marque (donner les indications nécessaires sous la lettre correspondante):

a) pays de l'Union de Madrid où le déposant a un établissement industriel ou commercial effectif et sérieux: **Suisse**

b) à défaut d'un tel pays, pays de l'Union de Madrid où le déposant a son domicile (ou son siège):

c) à défaut d'un des pays visés sous a) et b), pays de l'Union de Madrid dont le déposant a la nationalité:

2. Nom du déposant:

Organisation Mondiale de la Propriété Intellectuelle

3. Adresse du déposant (N° de la rue, rue, code postal, ville, pays)
(s'il est fait mention de plus d'une adresse, souligner celle qui doit être utilisée pour la correspondance):

**34, chemin des Colombettes
CH-1211 Genève 20 (Suisse)**

4. Mandataire éventuel (nom et adresse):

Ready Page: 001 14 History: 605000 Folder: Cont

The Electronic Register

- Established in 1995, from when the IB was paperless
- Since then there has been

396,688	International registrations
136,914	Renewals
4,308,644	Designations
4.2m	Documents processed
50.1m	Individual auditable processes

1,081,684,690 CHF in turnover (2005-2010)

830,554,298 CHF distributed to Offices (2005-2010)

- the technology supporting register is now subject to *modernization*

MECA

- MECA is the electronic protocol for electronic exchange with Offices
- MECA is bi-directional
- MECA accommodates XML and document image exchange
- MECA is similar to WIPO ST.66
- IPAS has a MECA module
- More information at <ftp://ftpird.wipo.int/wipo/madrid/XMLdoc.zip>

ROMARIN

- [ROMARIN](#) is a web based search tool for the International Register
- ROMARIN is an online *subset* of the Register
- ROMARIN includes most but not all substantive history
- ROMARIN will evolve into our electronic document delivery system
- ROMARIN is accessible as a web service by OHIMs TM-View
- KIPO will do similar

IT Modernization Program

■ Phase I

- Quick wins
- Operational Costs
- Efficiency gains
- Service Oriented Architecture
- Technical platform to build the future

■ Phase II

- Migration to new technology – low risk
- External partner – off shoring
- Web Service and eBusiness enabled
- 24/7 access

New IT Services from Modernization Phase I

- Madrid Filing Assistant [MFA](#)
- Madrid Portfolio Manager [MPM](#)
- Madrid Electronic Alerts [MEA](#)

Office Infrastructure Modernization

Office Infrastructure Modernization New Challenges

*For the Development Agenda to fulfill this promise, I believe that it is essential that we translate the political consensus into concrete and effective projects. The opportunity exists for the Organization to construct a **global knowledge infrastructure**, comprising public, freely available databases of technological and scientific information and operating on common standards for data interchange. Such an infrastructure would contribute in a practical way to sharing the social benefit of intellectual property systems. Through **office automation and training**, intellectual property offices and research institutions and universities in the developing world could be equipped to participate in this infrastructure.*



Infrastructure Modernization Division

Mission

To provide tools and services that enable IP Offices around the world to participate in the global IP system effectively and efficiently, and to address the needs of offices to collaborate in an increasingly global environment.

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Infrastructure Modernization Division Objectives

Objectives are to enable IP Offices:

- to **improve efficiency** in their processing and management of IP rights
- to improve their provision on **online business services** to their stakeholders
- to participate effectively in **international and regional networks** of IP Offices

Portfolio of Products and Services

Products/Services currently available or under active development:

- Consulting/Advisory services
- IPAS
- MECA or Madrid Module
- DAS (Digital Access Service)

Portfolio of Products and Services

Products/Services to be (further) developed according to demand:

- Electronic filing for patents, trademarks, designs
- Online electronic registers
- Online Gazette and/or publication server
- Support for fully paperless processing
- Further business process automation in IPAS
- others to be identified ...

IPAS

IPAS – Features

- Supports administration of Patents (and Utility Models), Trademarks, Industrial Designs
- Most IP Operations are covered
- Workflow-based processing model
- Very flexible and configurable to local IP laws and procedures

IPAS – Features

- Automated generation of documents, notifications, publications
- Similarity search and advance phonetic search for Trademarks
- Integration with international systems (Madrid)

IPAS – Features

- Localization and Internationalization
- Flexible numbering systems
- Configurable laws – system adapts to legal changes
- Automatic computation of deadlines, etc

IPAS – Features

- Generation and tracking of annuity payments
- Support divisional applications, transformations between patents <-> utility models, etc
- Configurable documents types and rules
- Support for EDMS (Trademarks/Madrid)


IPAS

IPAS JAVA - Industrial Property Automation System

Back | | | | | Edit | Workflow | Logo search | Similarities | Duplicate | New mark | Changes log | Madrid log | Delete | Validate

View trademark

Record 4/4

(219) Application Nbr	-/0001/27657
Application type	Trademark
Sign type	Both name and logo
(541) Mark name	COCA-COLA ZERO COCA-COLA ZERO
(540) Mark image	
Colour description	
(526) Disclaimer	REGISTRATION OF THIS MARK WILL GIVE NO RIGHT TO THE EXCLUSIVE USE OF THE WORD "GLOBAL" EXCEPT AS IT APPEARS IN THE MARK

	Category	Division	Section	Description
Vienna classes	26	11	3	More than two lines or two bands
	27	5	1	Letters presenting a special form of writing

	Hbr	Status	Description
(512) Nice class(es)	36	Registered	Customs house brokerage
	39	Registered	Transport and forwarding by air, by sea; by land; express transport by air, by sea; by land of freight, packages and envelopes; warehousing of freight, packaging and envelopes

	Hname	Id nbr	Street	City	State	ZIP	Country	Ownership notes
(730) Owner(s)	BURLINGTON NETWORKS, INC.		1608 Armstrong Avenue, Irvine, California 92606				US	

(220) Filing date	31/10/1997 00:00:00
-------------------	---------------------

	Country	Application	Date	Accepted
Priorities	US	75/351,146	03/09/1997	false

IPAS - Benefits

- Saves IP Offices time and money in software development and support
- Reduces the risk of implementing IP Office administration systems
- Makes it easier to integrate with international IP systems

IPAS - Benefits

- Improves productivity with automated tools such as Trademark searching
- Makes it easier to react to changes in laws and procedures

IPAS

Projects in more than 40 countries:

- 7 in Asia / Pacific
- 14 in Latin America and Caribbean
- 4 in Eastern Europe
- 13 in Africa
- 13 in Arab region

IPAS – Asia/Pacific Projects

Country	Assessment	IPAS	Modules			
	IPAS	Centura	Trademarks	Patents	Madrid	EDMS
Bhutan	Yes	Yes	2006	No	No	No
Cambodia	Yes	Yes	2007	No	No	No
Laos	Yes	Yes	2004	No	No	No
Nepal	Yes	Yes	2003	2004	No	No
Pakistan	Yes	Yes	2006	2007	No	No
Papua New Guinea	Yes	Yes	2006	No	No	No
People's Democratic Rep. of Lao	Yes	Yes	2004	No	No	No
Sri Lanka	Yes	Yes	2007	No	No	No



MECA/Madrid Module

IPAS and MECA

- MECA XML Upload tool
- Mono Directional
- XML documents loaded directly into IPAS work flow tools
- Office action (Refusal) transfer to WIPO is planned
- Web service enablement to access WIPO systems online is planned

WIPO DAS (Digital Access Service)

WIPO DAS - Motivation

- Paris convention requirements for applicants to furnish copies of priority documents (Article 4)
- Need to provide a mechanism to meet the requirements for “certification”
- Security and confidentiality of priority documents must be assured
- Integrity: Offices need to have confidence that a document can be retrieved when needed
- SCT supported extension of DAS to Trademarks and Industrial Designs

WIPO DAS - Solution

- Secure mechanism for uploading documents from an Office of First Filing (OFF)
- Remote document access for OFF with their own digital libraries
- “Access Code” allows applicant to control which Offices of Second Filing (OSF) have access to a document
- Web interface for applicants
- Secure mechanism for OSF to retrieve documents

http://www.wipo.int/patentscope/en/priority_documents/



Thank You