



# Effective Use of the Madrid System: Case Studies

Honda Motor Co., Ltd.  
Toshiyuki Matsudaira



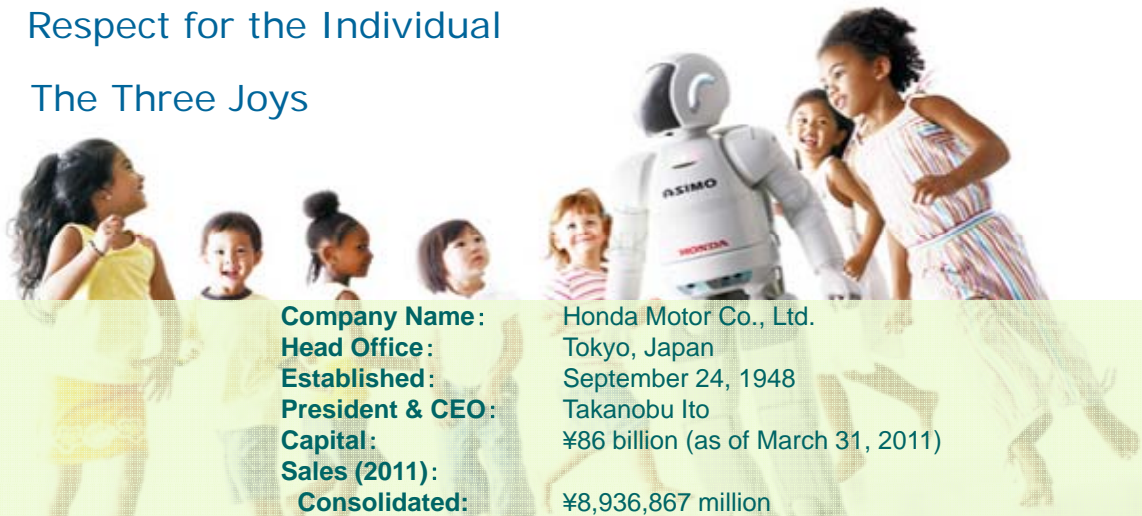
We are needing a global trademark protecting system.



# Introduction of Honda

Respect for the Individual

The Three Joys



<b>Company Name:</b>	Honda Motor Co., Ltd.
<b>Head Office:</b>	Tokyo, Japan
<b>Established:</b>	September 24, 1948
<b>President &amp; CEO:</b>	Takanobu Ito
<b>Capital:</b>	¥86 billion (as of March 31, 2011)
<b>Sales (2011):</b>	
<b>Consolidated:</b>	¥8,936,867 million
<b>Unconsolidated:</b>	¥2,915,416 million
<b>Total number of employees:</b>	
<b>Consolidated:</b>	179,060 (as of March 31, 2011)
<b>Unconsolidated:</b>	25,673 (as of March 31, 2011)
<b>Consolidated subsidiaries:</b>	382 subsidiaries (March 31, 2011)
<b>Chief Products:</b>	Motorcycles, automobiles, power products



## Do you know Honda?





# Do you know Honda?



After the Super Cub was launched in 1958, many satisfied customers were soon attracted by the Super Cub as a people-friendly vehicle that anyone can easily operate, regardless of age or gender. In every corner of the country, customers wanted to own and ride a Super Cub in their daily lives.



Dream D-Type (1949)



First generation Super Cub (1958)

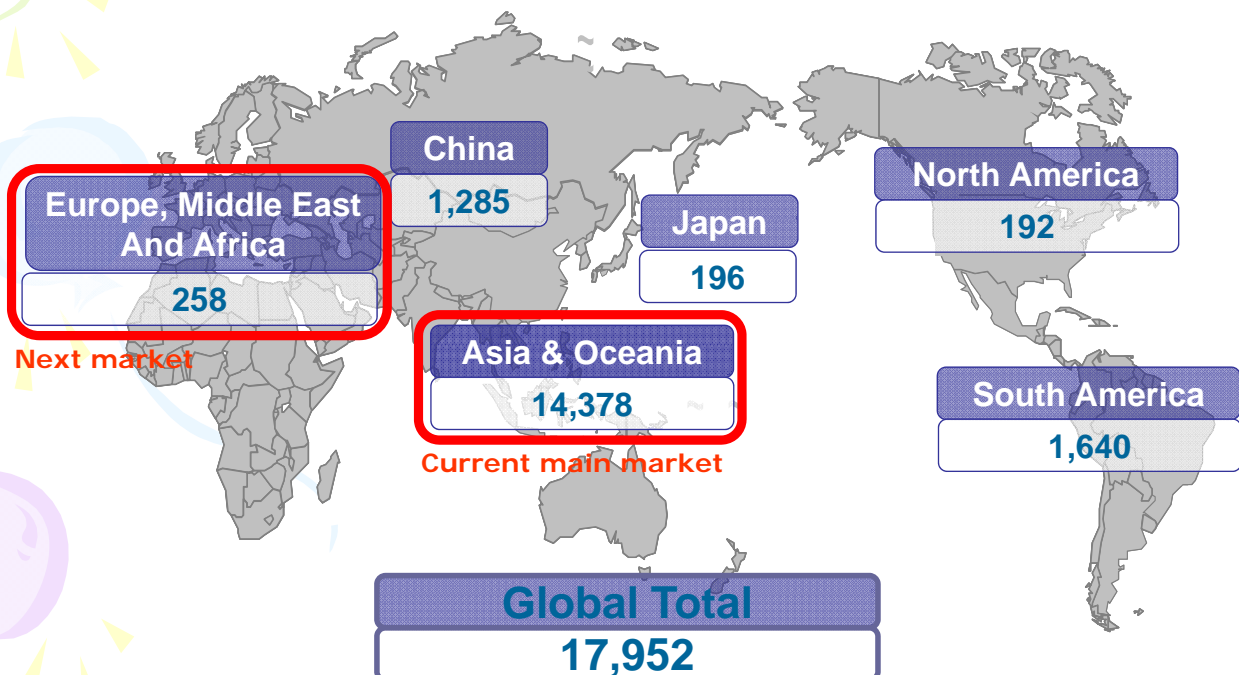


Dream CB750 Four (1969)



# Do you know Honda?

Worldwide motorcycle unit sales (Jan.-Dec. 2010)(unit:1,000vehicles)



# Do you know Our Brand?

**HONDA**

Corporate Symbol



Product Mark (Automobile as Honda brand)



Product Mark (Motorcycle)



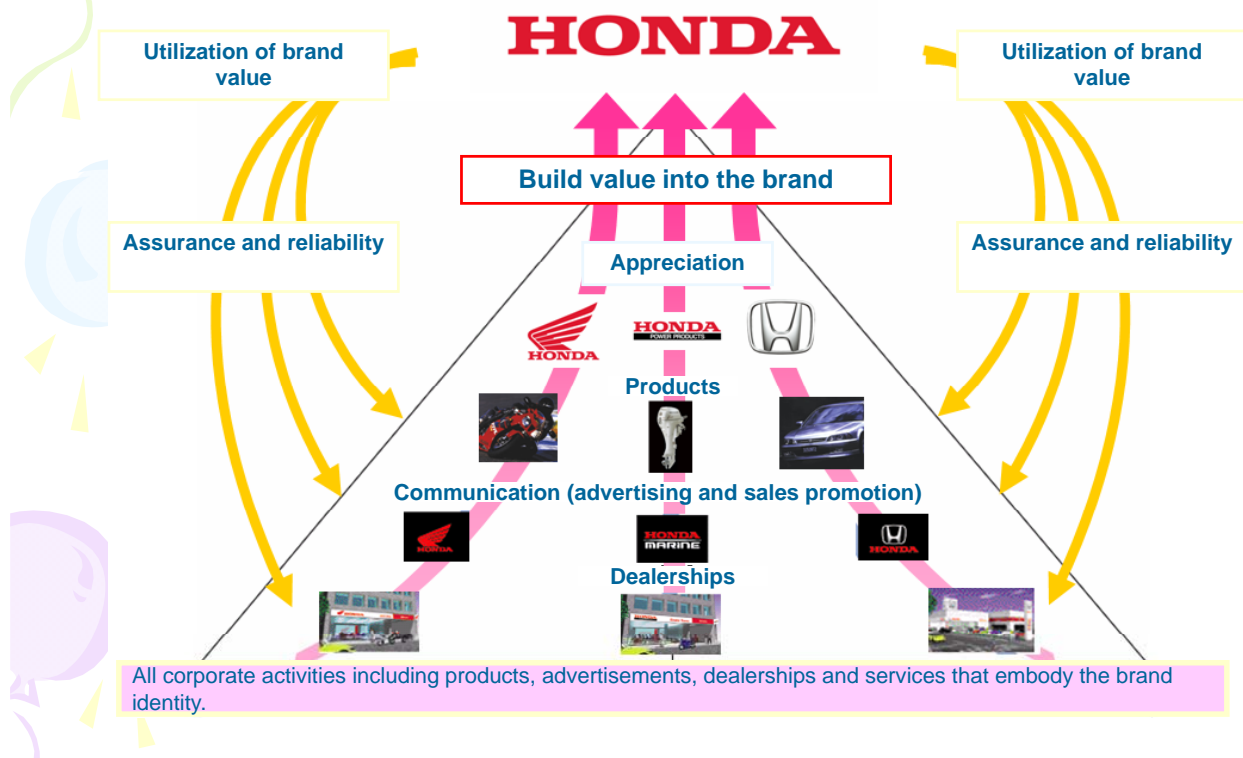
Product Mark (Automobile as ACURA brand)

# Do you know Our Brand?



BLUE SKIES FOR  
OUR CHILDREN

# Honda Brand Strategy



# Honda Brand Strategy

New value creation to earn people's appreciation

**HONDA**  
The Power of Dreams

Honda brand is only one in the world.

We need a strong protection of Honda brand all of the world.



# What happen to Honda?



## How should we protect our brand?

**Q.**

We need an effective, useful and reasonable system to protect Honda brand. How should we protect it?

**A.**

The clear answer is a Madrid system.



Madrid system has a great benefit for users.



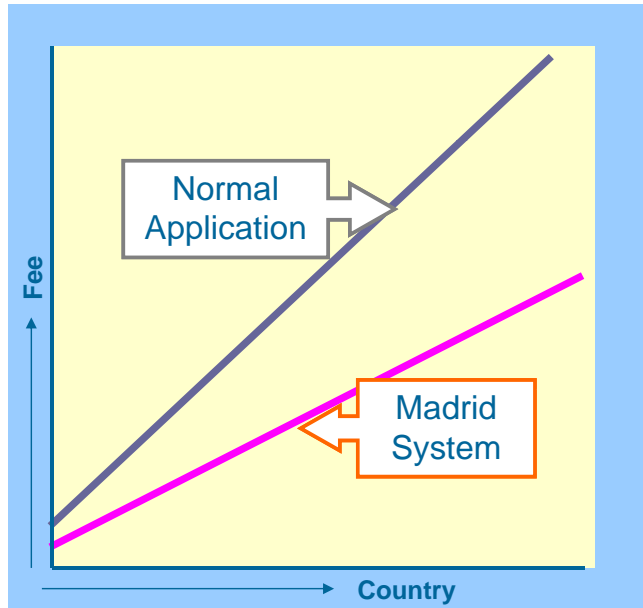
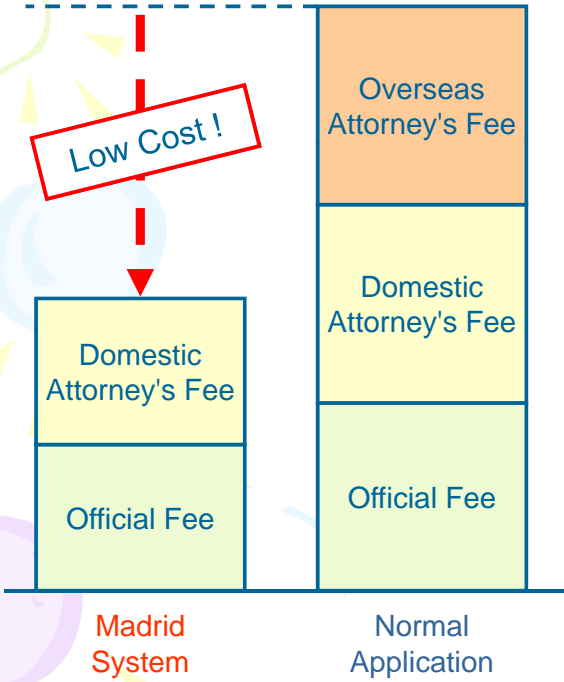
## The advantage of Madrid system

- Single application in the Contracting Parties
- Automatically enjoy protection
- Easy extension
- Just one single expiry date
- Cost-effective administration





# Difference of Filing Fee



# Filing Procedure

To designate the country which we hope to file an application in...

MM2

Check only

FR France

DESIGNATED CONTRACTING PARTIES

(Information concerning national or regional procedures for each Contracting Party designated may be found at the following website: [http://www.wipo.int/madrid/en/members/ipoffice\\_info.html](http://www.wipo.int/madrid/en/members/ipoffice_info.html). Additional information may be found in the information notices available at <http://www.wipo.int/madrid/en/notices/>.)

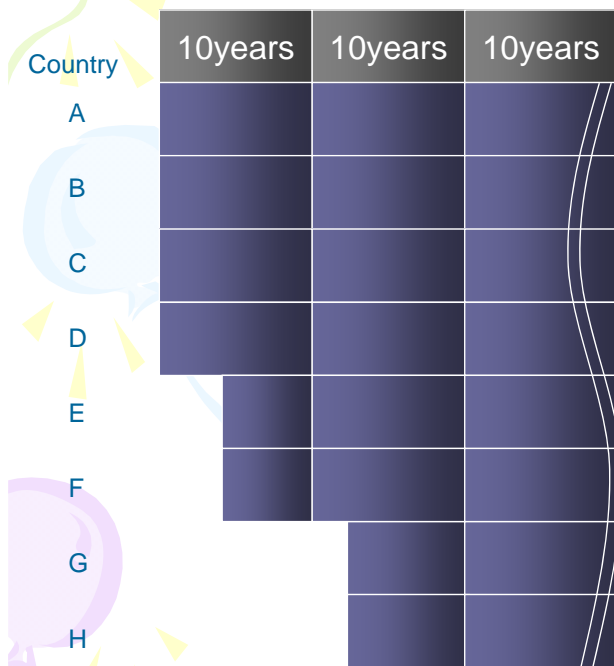
Corresponding boxes:

<input type="checkbox"/> AD Andorra	<input type="checkbox"/> DK Denmark	<input type="checkbox"/> KP Democratic People's Republic of Korea	<input type="checkbox"/> PT Portugal
<input type="checkbox"/> AE United Arab Emirates	<input type="checkbox"/> EC Egypt	<input type="checkbox"/> KR Republic of Korea	<input type="checkbox"/> RO Romania
<input type="checkbox"/> AR Argentina	<input type="checkbox"/> EM European Union <sup>1</sup>	<input type="checkbox"/> KZ Kazakhstan	<input type="checkbox"/> RS Serbia
<input type="checkbox"/> AU Australia	<input type="checkbox"/> EE Estonia	<input type="checkbox"/> LI Liechtenstein	<input type="checkbox"/> RU Russian Federation
<input type="checkbox"/> AZ Azerbaijan	<input type="checkbox"/> ES Spain	<input type="checkbox"/> LR Liberia	<input type="checkbox"/> SD Sudan
<input type="checkbox"/> BA Bosnia and Herzegovina	<input type="checkbox"/> FI Finland	<input type="checkbox"/> LV Latvia	<input type="checkbox"/> SE Sweden
<input type="checkbox"/> BB Barbados	<input type="checkbox"/> FR France	<input type="checkbox"/> LS Lesotho	<input type="checkbox"/> SG Singapore <sup>2</sup>
<input type="checkbox"/> BD Bangladesh	<input type="checkbox"/> GB United Kingdom <sup>2</sup>	<input type="checkbox"/> LT Lithuania	<input type="checkbox"/> SI Slovenia
<input type="checkbox"/> BE Belgium	<input type="checkbox"/> GE Georgia	<input type="checkbox"/> LV Latvia	<input type="checkbox"/> SK Slovakia
<input type="checkbox"/> BG Bulgaria	<input type="checkbox"/> CH China <sup>3</sup>	<input type="checkbox"/> MA Morocco	<input type="checkbox"/> SL Sierra Leone
<input type="checkbox"/> BH Bahrain	<input type="checkbox"/> CR Croatia	<input type="checkbox"/> MC Monaco	<input type="checkbox"/> SM San Marino
<input type="checkbox"/> BI Benin	<input type="checkbox"/> HR Croatia	<input type="checkbox"/> MD Republic of Moldova	<input type="checkbox"/> ST Sao Tome and Principe
<input type="checkbox"/> BJ Benin	<input type="checkbox"/> HU Hungary	<input type="checkbox"/> ME Montenegro	<input type="checkbox"/> SX Sint Maarten <sup>1</sup>
<input type="checkbox"/> BM Bermuda	<input type="checkbox"/> IE Ireland <sup>2</sup>	<input type="checkbox"/> MG Madagascar	<input type="checkbox"/> SY Syrian Arab Republic
<input type="checkbox"/> BN Brunei Darussalam	<input type="checkbox"/> IL Israel	<input type="checkbox"/> MK The former Yugoslav Rep. of Macedonia	<input type="checkbox"/> SZ Swaziland
<input type="checkbox"/> BO Bolivia	<input type="checkbox"/> IR Iran (Islamic Republic of)	<input type="checkbox"/> MN Mongolia	<input type="checkbox"/> TJ Tajikistan
<input type="checkbox"/> BR Brazil	<input type="checkbox"/> IS Iceland	<input type="checkbox"/> MZ Mozambique	<input type="checkbox"/> TM Turkmenistan
<input type="checkbox"/> BS Bahamas	<input type="checkbox"/> IT Italy	<input type="checkbox"/> NA Namibia	<input type="checkbox"/> TR Turkey
<input type="checkbox"/> BT Bhutan	<input type="checkbox"/> JP Japan <sup>4</sup>	<input type="checkbox"/> NO Norway	<input type="checkbox"/> UA Ukraine
<input type="checkbox"/> BW Botswana	<input type="checkbox"/> KE Kenya	<input type="checkbox"/> OM Oman	<input type="checkbox"/> US United States of America <sup>2</sup>
<input type="checkbox"/> BY Belarus	<input type="checkbox"/> KG Kyrgyzstan	<input type="checkbox"/> PL Poland	<input type="checkbox"/> UZ Uzbekistan
<input type="checkbox"/> CA Canada			<input type="checkbox"/> VN Viet Nam
<input type="checkbox"/> CC Cocos (Keeling) Islands			<input type="checkbox"/> ZM Zambia
<input type="checkbox"/> CD Congo			
<input type="checkbox"/> CF Congo			
<input type="checkbox"/> CG Congo			
<input type="checkbox"/> CH Switzerland			
<input type="checkbox"/> CN China <sup>3</sup>			
<input type="checkbox"/> CU Cuba <sup>4</sup>			
<input type="checkbox"/> CW Curaçao <sup>5</sup>			
<input type="checkbox"/> CY Cyprus			
<input type="checkbox"/> CZ Czech Republic			
<input type="checkbox"/> DE Germany			

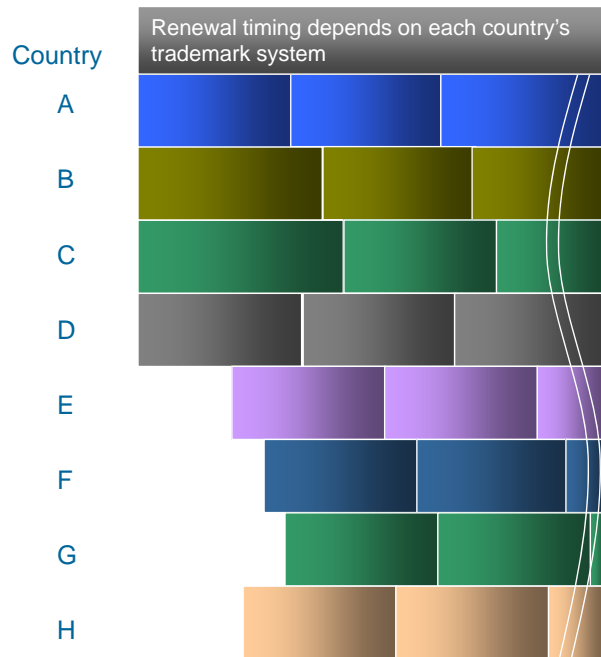


# Expiring Date

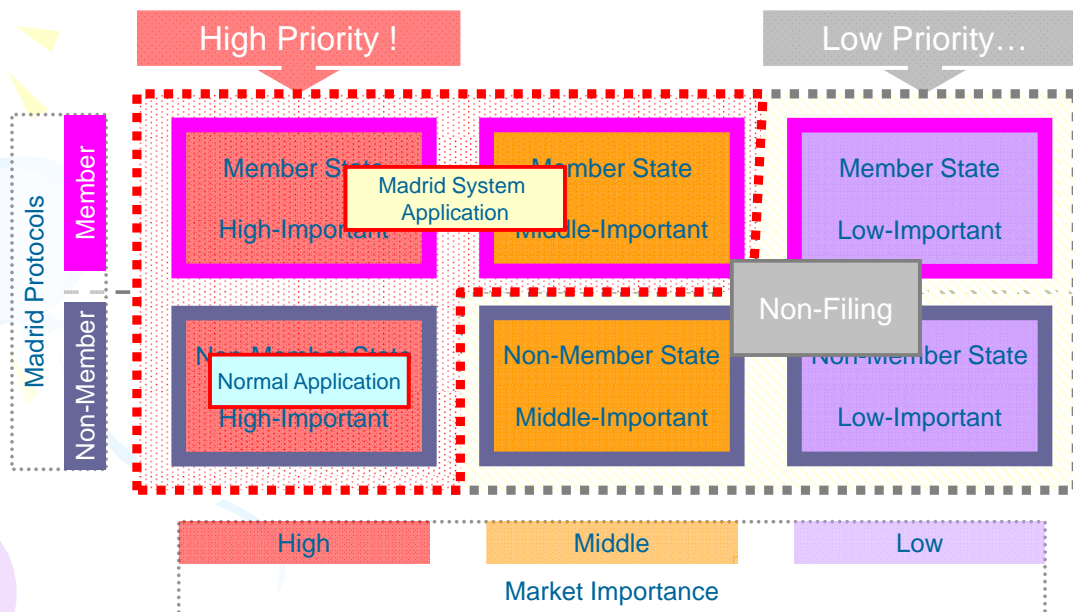
Madrid system



Normal system



# Filing Priority





# Our use case of Madrid system



BLUE SKIES FOR OUR CHILDREN

=

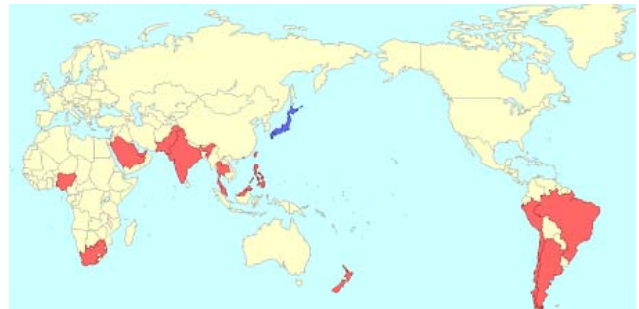
In order to protect the mark in world wide, we have to use two ways of application system.



Madrid system applications



Normal applications



■ Pending  
■ Registered



# The Member Sates

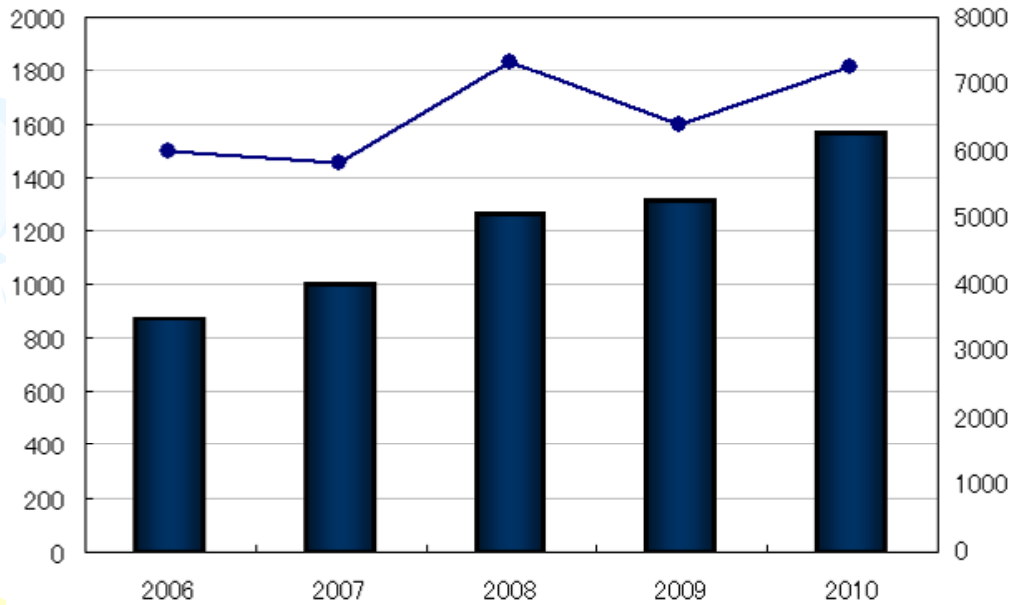


Asia, Pacific, Middle East, South America, and Africa..  
Our important market has not yet entered into Madrid Protocols.

# Japanese use of Madrid system

Amount of applications

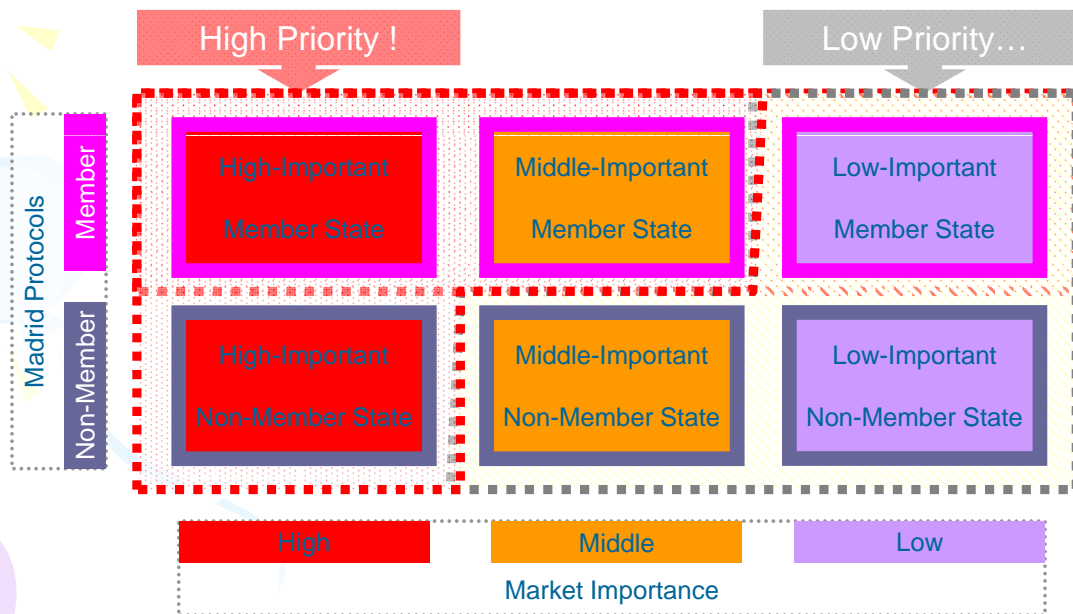
Designated countries



2011 Annual Report from Japan Patent Office

Madrid system has also a great benefit for the member states.

# Entered Effect

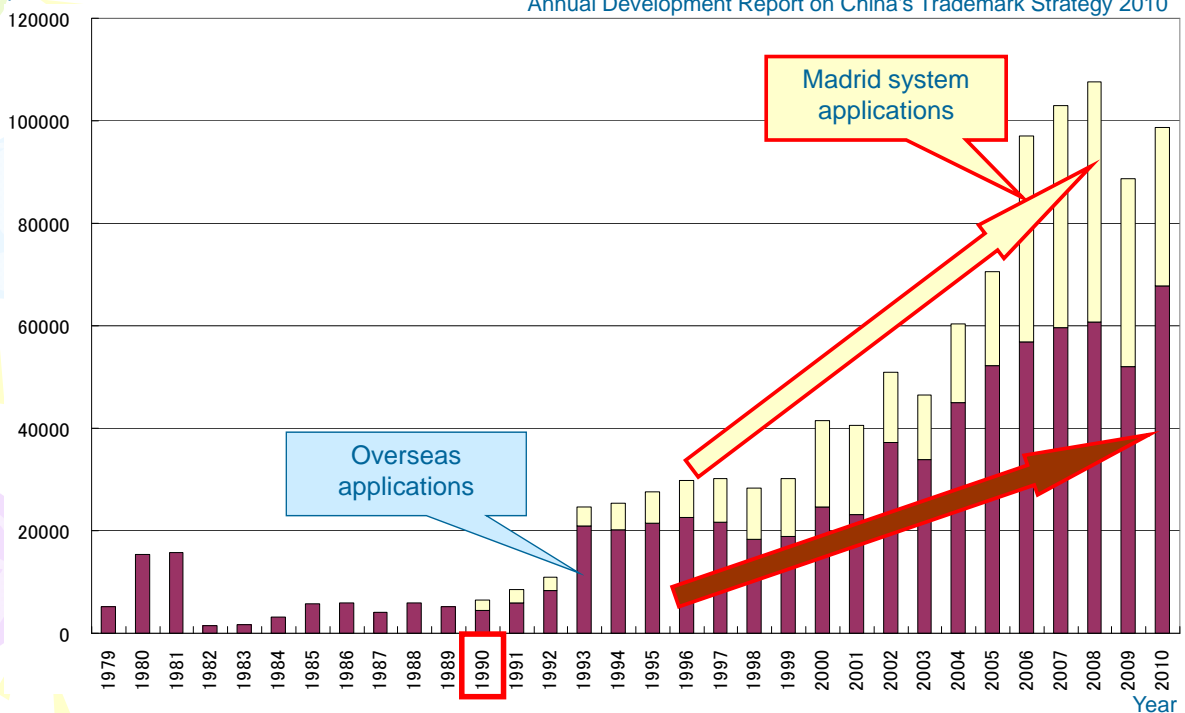


# Entered Effect

## China's Case

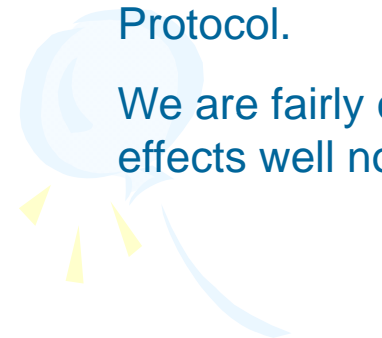
Annual Development Report on China's Trademark Strategy 2010

Amount of applications






# Conclusion



All Japanese companies including Honda strongly hope that all states in the world would enter into the Madrid Protocol.



We are fairly convinced that entering the Madrid Protocol effects well not only for users but the member states.



Thank you for your attention.