



# The Road to Madrid Accession

WIPO Workshop on Measures for Accession to, and Effective Use of the Madrid System  
Tokyo, Japan  
March 8 & 9, 2012

ATTY. LENY B. RAZ  
Director, Bureau of Trademarks  
Intellectual Property Office of the Philippines



## PHILIPPINES





# Situationer

- LEGAL MANDATE
  - .. Intellectual Property Code of The Philippines (Republic Act 8293)
- ORGANIZATION
  - .. Bureau of Trademarks, Intellectual Property Office



## Organization

No. of Trademark Examiners : 34 Examiners

Ave. Volume of App./annum : 16,000

Local vs. Foreign Filings Ratio : 60:40

Local Points of Filing

- Metro Manila Main Office
- 10 IP Satellite Offices



## Turn Around Time (TAT) as of January 2012

Filing to Assignment : 1.71 months

Filing to First Action : 3 months

Filing to Registration : 8.12 months



# The Preparations for Madrid Accession

## Legal Preparations:

1. Study of Madrid Protocol
2. Accession
  - Executive Track
    - Endorsement of the DTI, DFA and Solicitor General
    - Signature of the President
  - OR**
  - Legislative Track
    - Senate Ratification



## Technical Preparations

- Updating of Database
- Upgrading of Infrastructure
- Business Process Re-engineering
- Review of Trademark Law and Rules
- Revisit Functional Groupings of the Bureau of Trademarks



# Advocacy

- Basic Orientation Seminars
- Endorsement of Key Stakeholders
- Phil. Chamber of Commerce and Industry  
(PCCI and other Business Groups)



# Challenges

- ◆ Lukewarm Response of some IP Practitioners
- ◆ Readiness in terms of manpower and skills to meet the influx of applications
- ◆ Capacity of local and rural SMEs to use Madrid



Thank you!

[www.ipophil.gov.ph](http://www.ipophil.gov.ph)  
leny.raz@ipophil.gov.ph