



INTELLECTUAL PROPERTY
OFFICE OF SINGAPORE

Session III: How Current Offices are Promoting the Madrid System to Maximize its Potential by its Users

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How Current Offices are Promoting the Madrid System to Maximize its Potential by its Users

AGENDA

- WIPO Singapore Office
- Madrid Workshop
- Participation at Universities/Polytechnic Synopsis
- Study Visit Request from National IP Offices
- Promoting Madrid System Directly to Applicants

Promoting the Madrid System

A) Cooperation with WIPO Singapore Office

- WIPO has 5 external offices in Tokyo, Rio de Janeiro, Beijing, Moscow & Singapore
- Seek to increase innovation and creativity by promoting effective use of WIPO services like PCT, Madrid and Hague systems.
- Joint activities between IPOS and WIPO Singapore Office to promote IP awareness and build IP capabilities in the ASEAN region.
 - organize 3 regional seminars each year
 - increase strategy use of the Madrid system
 - World IP Day Launch event

Promoting the Madrid System

Study visit from higher education institutions from Jilin Province in China



Promoting the Madrid System

WSO delivered a presentation on Madrid system as part of an event organized to reveal the important of IP in a designed-based business.



Promoting the Madrid System

B) Madrid Workshop

- **Outreach Activities: Engaging Stakeholders**
 - Training Workshop for local Trade Mark Agents on Madrid System and Processes (next round to be held in early Nov 2017).



Promoting the Madrid System

Topics for Madrid Training Workshop

- Generally to create awareness in the Madrid system
- General information on the Madrid Protocol.
- SG as Office of Origin.
- SG as Designated Office.
- Various tools

C) Participation at Universities/Polytechnic Synopsis

- Benefits for businesses using Madrid system.
- International Application Process.
- Singapore as Designated country.
- Issues to consider when choosing the Madrid route.

Promoting the Madrid System

C) Participation at Universities/Polytechnic Synopsis

- Panel Presentation – WIPO Madrid System for the International Registration of Marks



D) Study Visit Request from National IP Offices

- Request from Hong Kong, Thailand, Cambodia and Laos
- Share IPOS' experience in:
 - preparation for the accession to the Protocol
 - practical advices in the implementation of Madrid Protocol
 - roles as office of origin and designated office
 - different types of WIPO notifications

Promoting the Madrid System

D) Study Visit Request from National IP Offices

- International Trademark Registration under the Madrid System



Promoting the Madrid System

D) Study Visit Request from National IP Offices

- Study visit and training of officials from Cambodia



Promoting the Madrid System

Providing useful information and guidance in Madrid System

- Publication of Trade Mark Work Manuals on Madrid System (2 Chapters published in 2015).
- Provide information to the public on how to complete MM2E form – PDF guide available

Enhancement to online electronic Form MM2 on IP²SG

- Majority of the fields are populated after insertion of basic application no.
- A more user-friendly form which reduces formalities errors.



Promoting the Madrid System

IP²SG system provides Holders the option to correspond with IPOS via the electronic portal

- Holders/representatives may create an IP²SG account
 - Requirement: Local address for service and mobile phone number
- Respond to objection(s) via the IP²SG portal. Subsequent objection letters will be sent electronically.
- Ease in presenting submission by Holders/representatives.
- Possible for IPOS to transmit objection letter outside Singapore.

Promoting the Madrid System

Promotional Brochure

- WIPO Madrid Flyer attached together with Cover letter of Registration Certificate informing about Madrid System (Implemented in Sept 2017).

Get Ahead Globally

When you register your trademark using the Madrid System, your trademark can be:

- Protected in more than 110 countries
- Distinguished from the competition
- More valuable as your business grows all over the world

IPOS
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WIPO | MADRID
The International
Trademark System

Here's what you need to know about the Madrid System!

Attractive and lucrative markets are becoming more accessible as the global economy provides a world of opportunity for smart businesses – both large and small – to sell their goods and services outside Singapore.

The Madrid System is your one-stop solution for registering and managing trademarks in different countries all at once. It is administered by the World Intellectual Property Organization, a specialized agency of the United Nations.

Registering your trademark internationally is the first step in protecting your commercial interests abroad and should be an integral part of any global business strategy.

By filing one application, in one language with one set of fees, trademark owners can seek protection in more than 110 countries including China, Japan, the Republic of Korea, the US and the members of the European Union.

Make your move now to secure your trademark all over the world. Visit www.wipo.int/madrid, contact the Intellectual Property Office of Singapore at (65) 63398616, or call an IP lawyer to find out how to protect your brand in key overseas markets.

The End

Thank You!