



WIPO | MADRID

The International
Trademark System



Update on the Latest Developments of the Madrid System

Madrid Working Group Roundtable

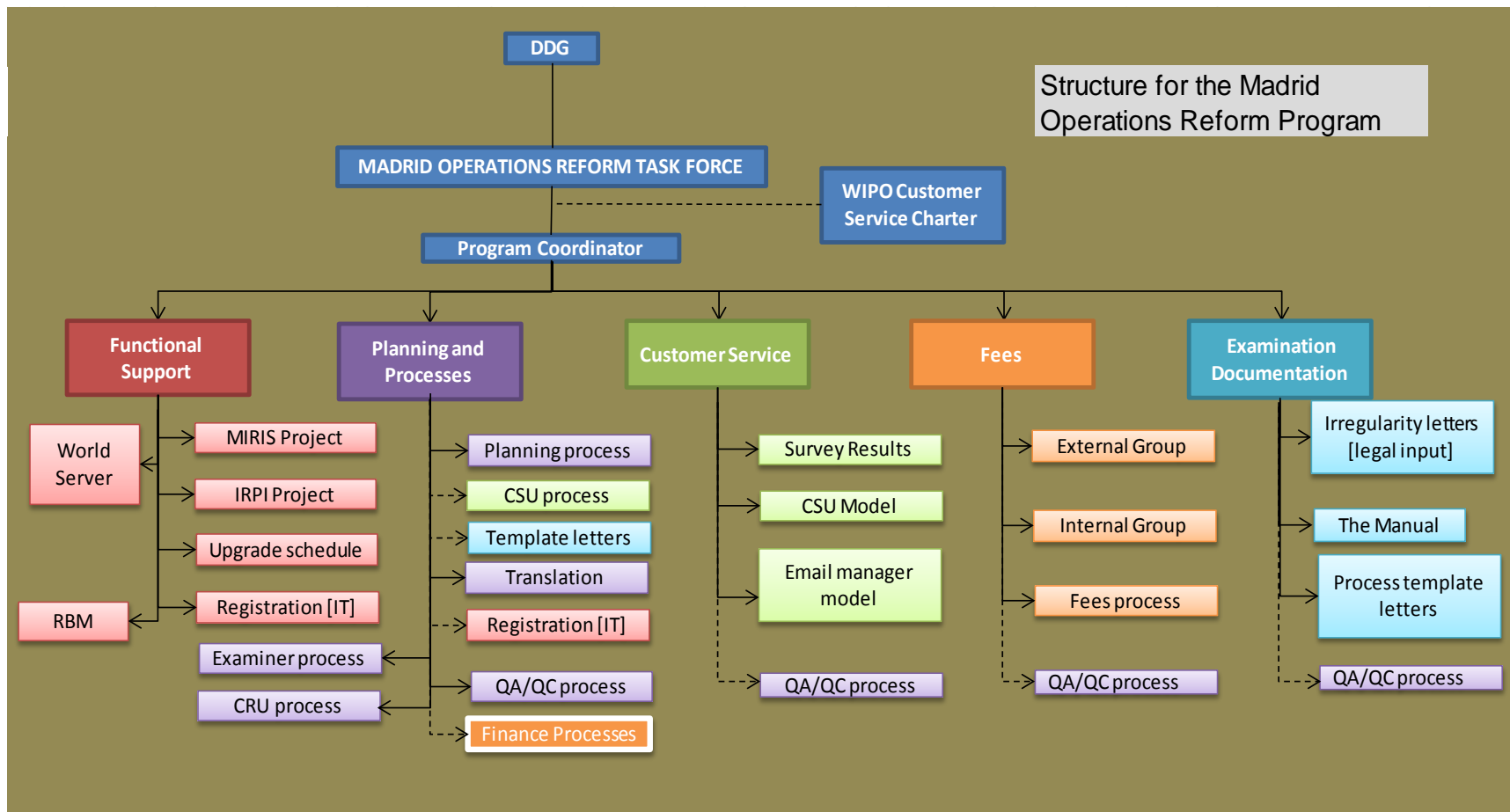
Asta Valdimarsdottir
Director
Operations Division
Madrid Registry

Geneva
October 23 , 2014

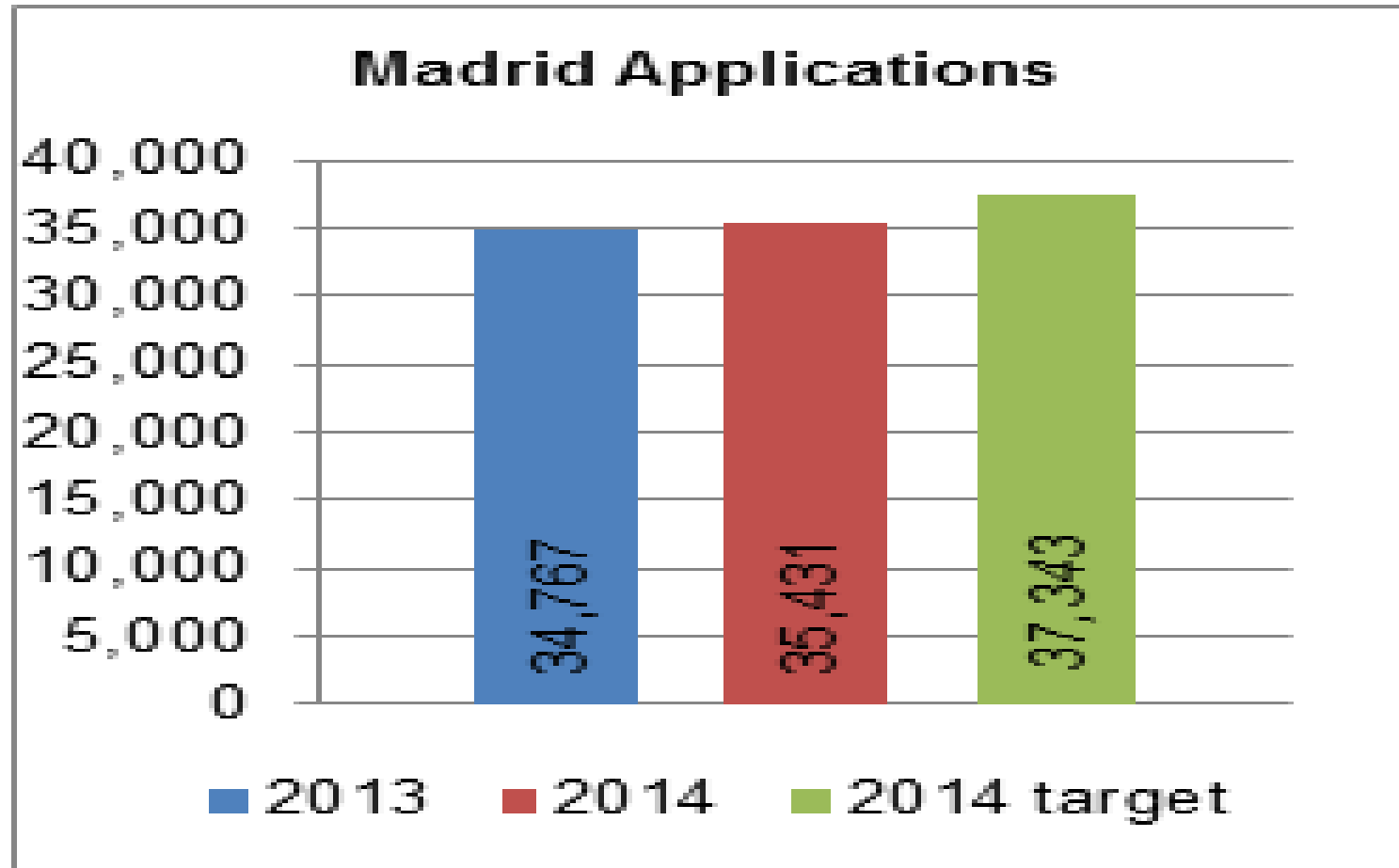
Main points

- 2013 – 2014
 - Figures & Filing trend
 - Reform program
 - Online services
 - Customer Service survey
- The outlook for the next 12 months

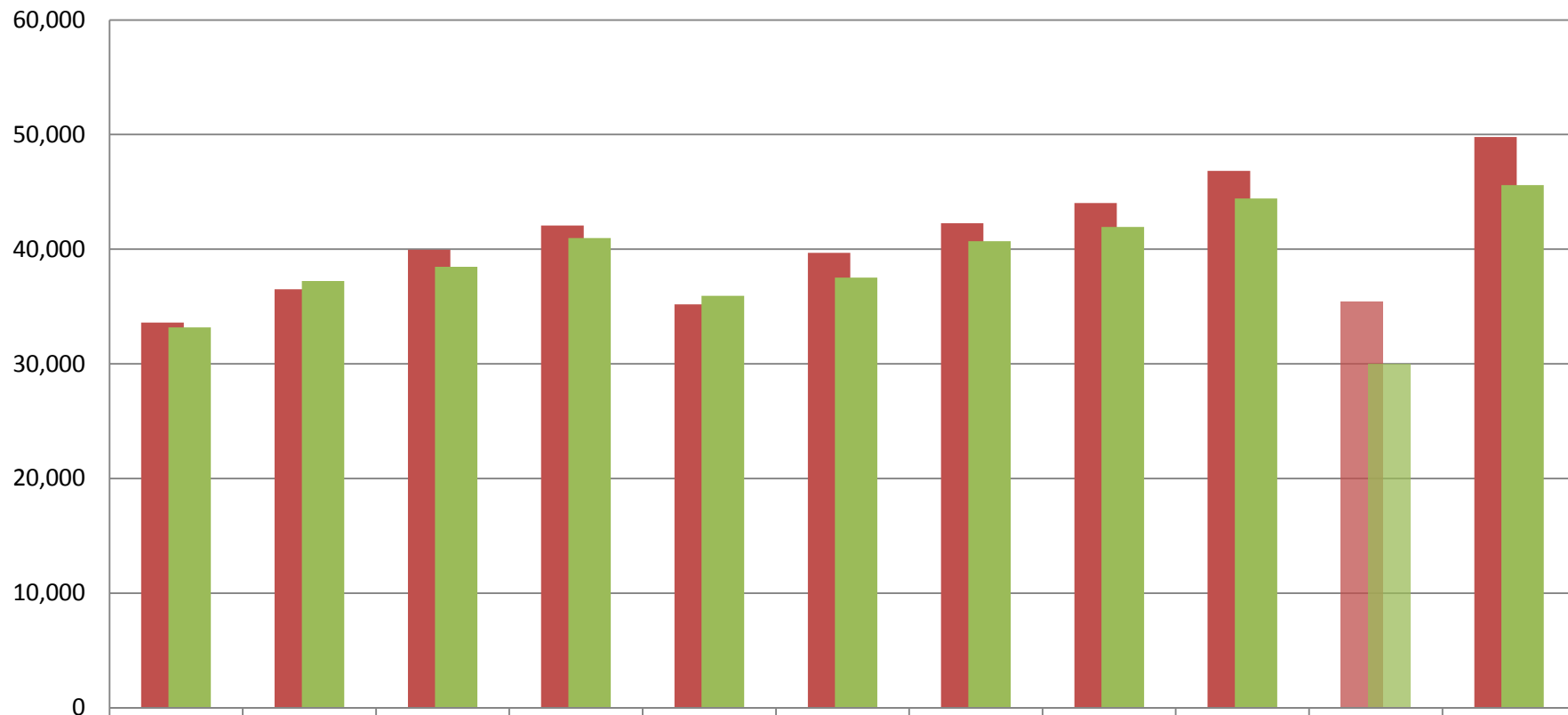
Reform program



Applications



Applications/Registrations



	2005	2006	2007	2008	2009	2010	2011	2012	2013	September 2014	Forecast 2014
■ Applications	33,593	36,499	39,966	42,074	35,194	39,687	42,270	44,018	46,829	35,431	49,790
■ Registrations	33,169	37,224	38,471	40,985	35,925	37,533	40,711	41,954	44,414	29,952	45,600

Most designated Contracting Parties

Designated contracting party	Sept 2014	Increase/decrease	Sept 2013
China	14,325	-5.0%	15,080
European Union	12,176	-7.0%	13,091
United States of America	11,953	-7.8%	12,968
Russian Federation	11,819	-13.9%	13,720
Japan	9,016	-8.4%	9,842
Switzerland	8,928	-9.8%	9,903
Australia	8,057	-7.8%	8,737
Republic of Korea	7,269	-11.2%	8,189
Turkey	6,623	-9.7%	7,332
Ukraine	6,172	-14.2%	7,193
Others	145,149	-6.7%	155,525
Total	241,487	-7.7%	261,580

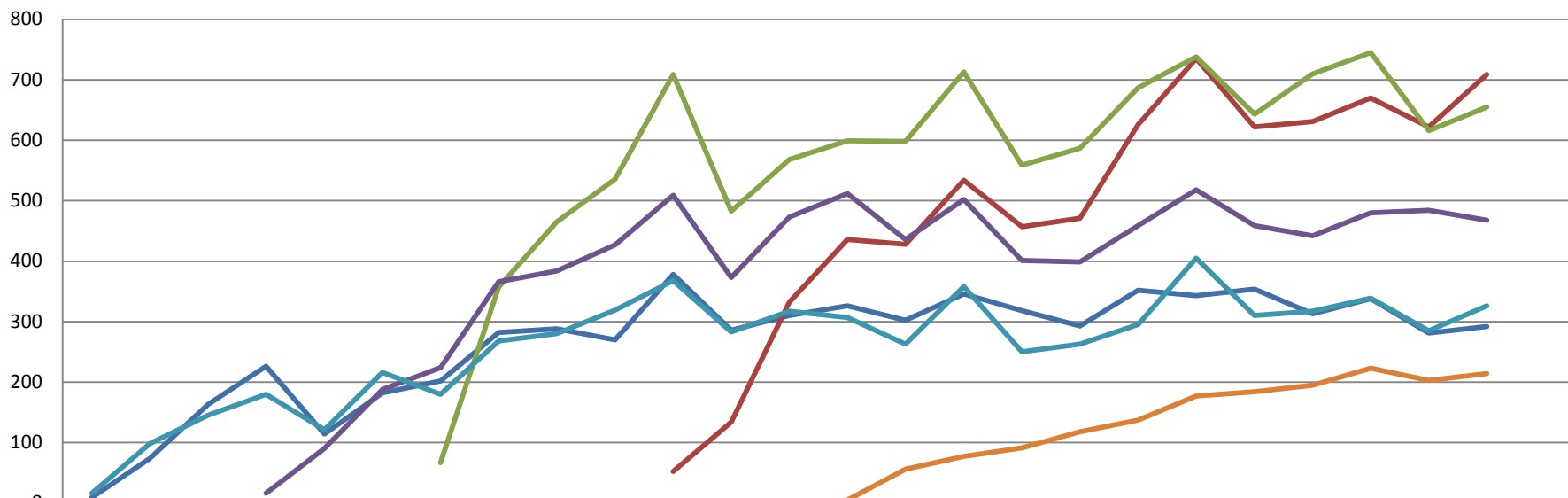


Applications by Office of Origin

Contracting party	Sept 2014	Increase/decrease	Sept 2013
European Union	5,460	-1.0%	5,515
United States of America	4,851	8.7%	4,464
Germany	3,091	-8.5%	3,377
France	2,644	-7.7%	2,865
Switzerland	2,238	1.3%	2,210
China	1,408	-14.9%	1,654
Italy	1,798	6.4%	1,690
Benelux	1,491	6.9%	1,395
Japan	1,445	5.6%	1,368
United Kingdom	1,445	19.6%	1,208
Others	9,560	6.0%	9,022
Total	35,431	1.9%	34,768

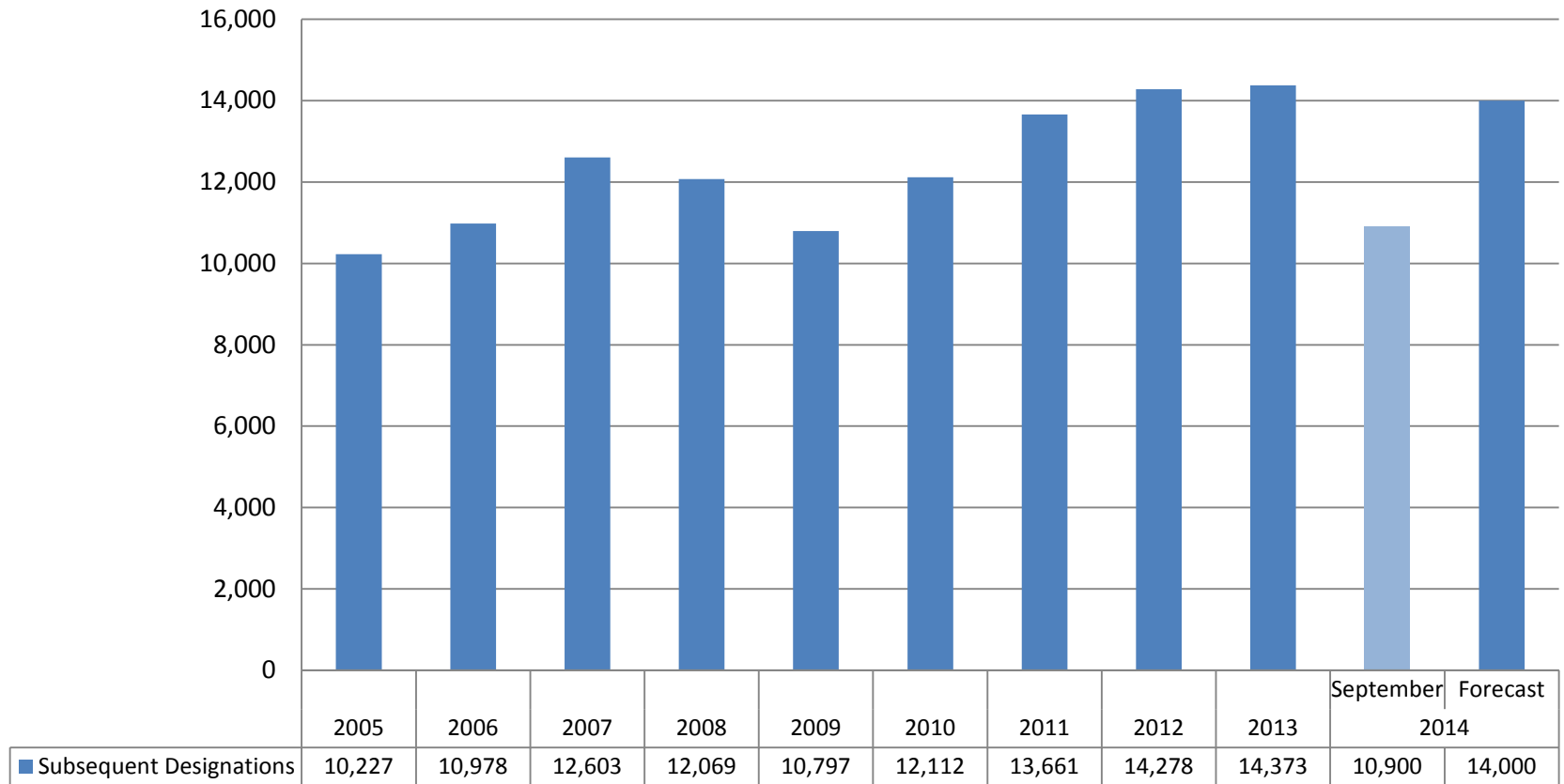


Designations and subsequent designations in new CP (Colombia, India, México, Philippines, Tunisia and New Zealand)



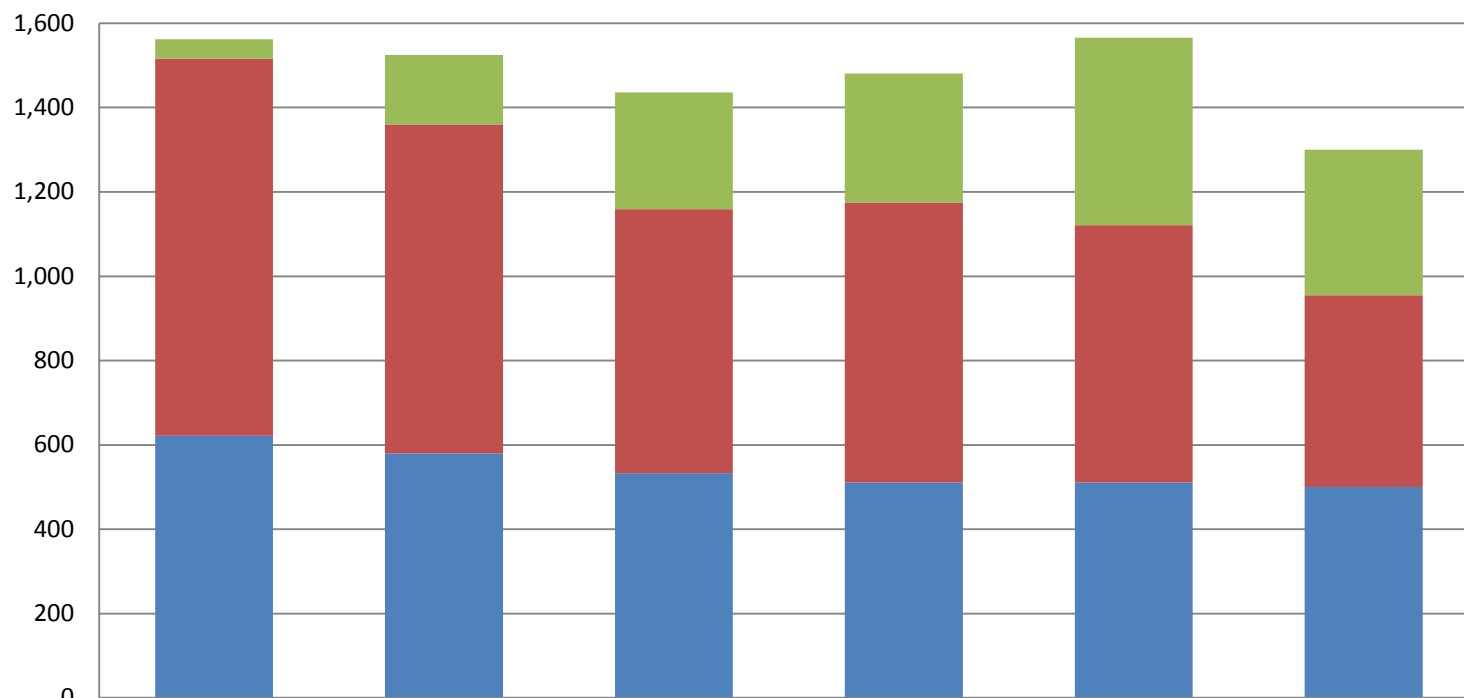
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total
	2012				2013												2014									
Colombia	9	74	163	226	114	182	202	282	288	270	378	286	310	326	302	346	318	293	352	343	354	313	338	281	292	6,642
India											52	134	332	436	428	534	457	471	626	735	622	631	670	622	709	7,459
Mexico							67	357	465	536	709	483	568	599	598	713	559	587	687	738	643	710	745	616	655	11,03
New Zealand				16	90	188	224	366	384	427	509	373	473	512	436	502	401	399	459	518	459	442	480	484	468	8,610
Philippines	16	98	145	180	121	216	180	268	280	319	368	283	317	307	263	358	250	263	295	405	310	317	339	285	326	6,509
Tunisia														5	56	77	91	118	137	177	184	195	223	203	214	1,680

Subsequent designations registered



E-Subsequent designations

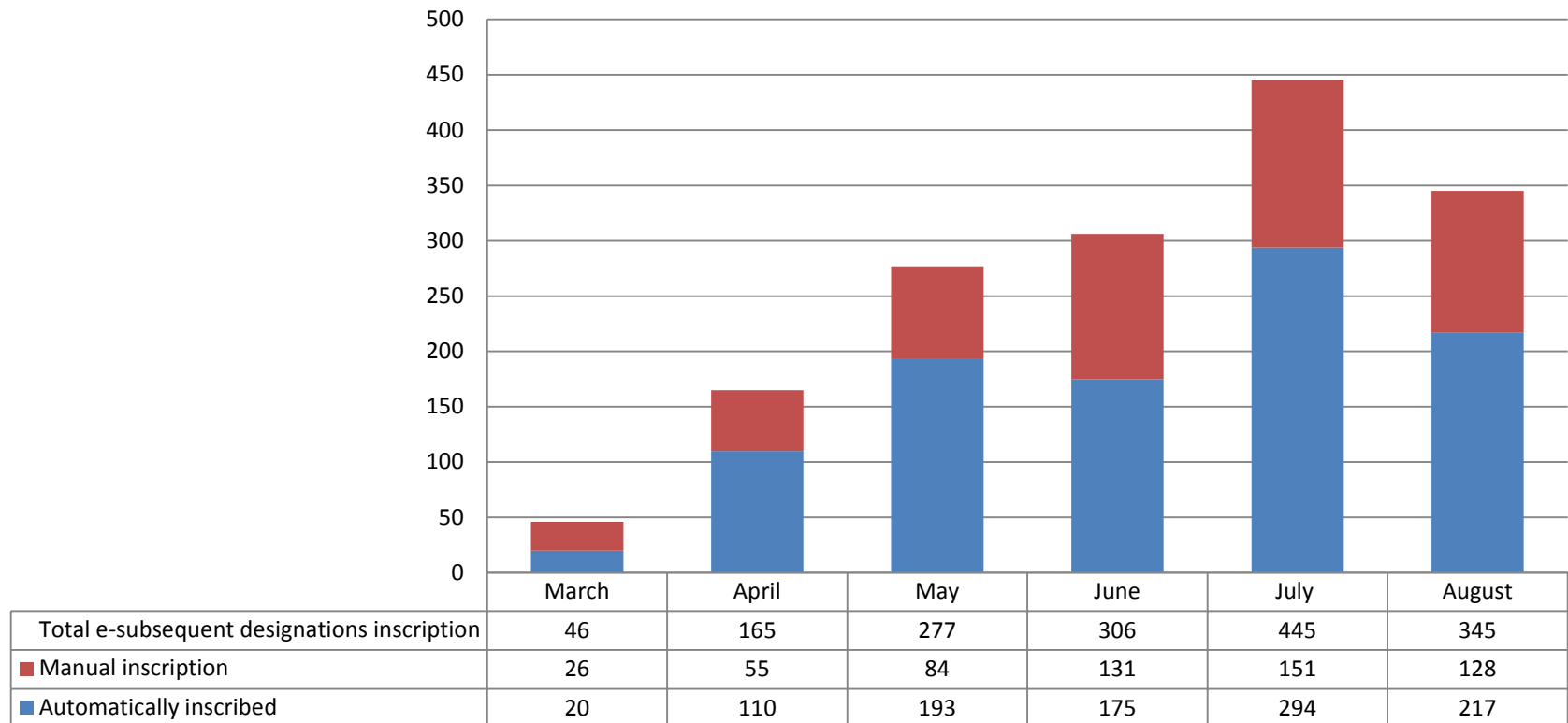
Subsequent designations received (2014)



	March	April	May	June	July	August
Total received	1,562	1,525	1,436	1,481	1,566	1,300
On-line form	46	165	277	306	445	345
Paper form received directly	894	780	626	664	610	455
Form received via an Office	622	580	533	511	511	500

E-Subsequent designations

How e-subsequent designations are inscribed, manually or automatically (2014)

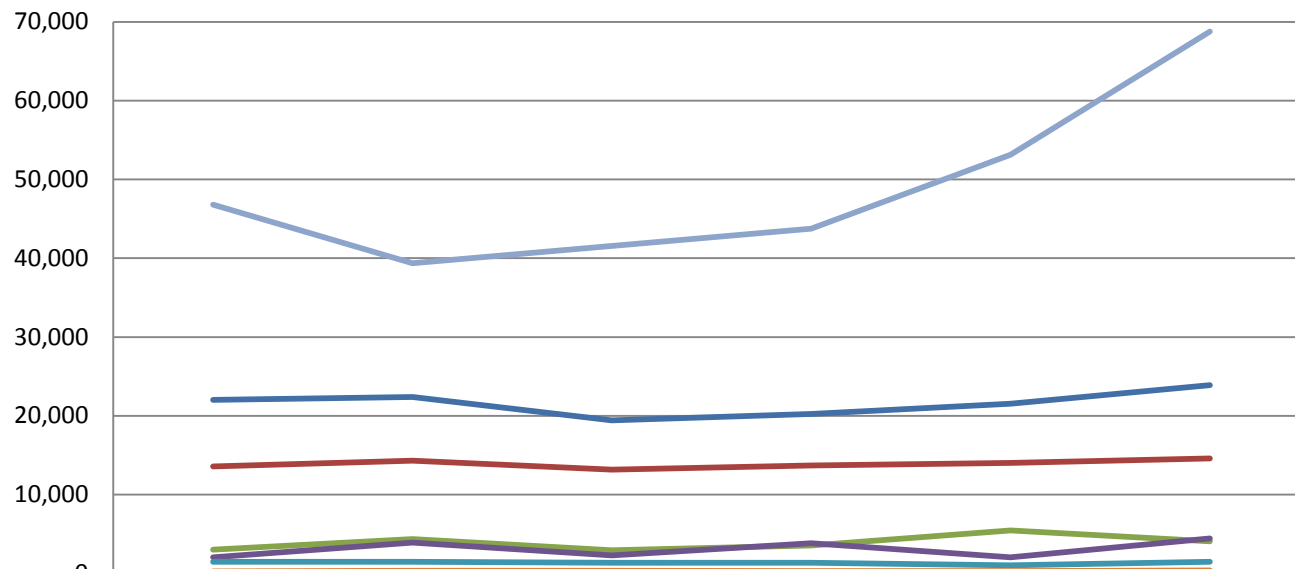




Decisions by Designated Contracting Parties

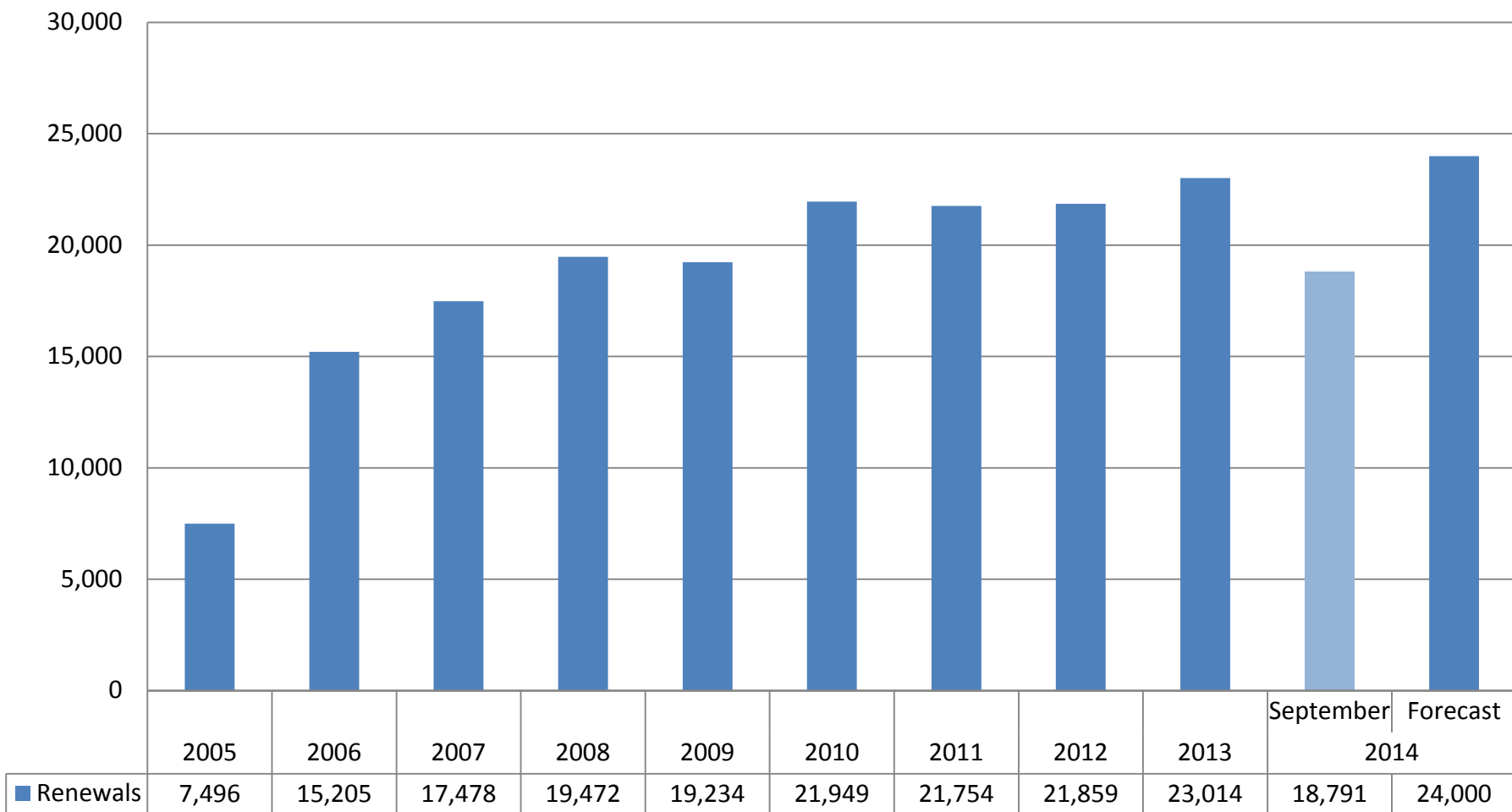
	2009		2010		2011		2012		2013	
	n ^o	%	n ^o	%	n ^o	%	n ^o	%	n ^o	%
Grants of protection	111,241	41.6%	81,037	31.0%	162,569	50.2%	179,176	54.6%	200,831	57.1%
Refusals	79,336	29.7%	75,798	29.0%	73,051	22.6%	77,726	23.7%	84,757	24.1%
Silence (estimated)	76,754	28.7%	104,270	39.9%	88,235	27.2%	71,117	21.7%	65,938	18.8%

Modifications



	2008	2009	2010	2011	2012	2013
— Name/address of the holder	22,029	22,384	19,415	20,246	21,550	23,899
— Changes in ownership	13,568	14,294	13,155	13,711	14,008	14,609
— Limitations of the list of G&S	3,019	4,379	2,948	3,533	5,463	4,085
— Ceasing of Effect	2,062	3,934	2,277	3,838	2,061	4,440
— Renunciations	1,479	1,494	1,369	1,368	1,019	1,484
— Cancellations by holder	272	342	328	311	296	376
— Other (representation, corrections, ...)	46,809	39,375	41,541	43,769	53,137	68,780

Renewals



Corrections

As of end of September 2014	Received workload			Processed workload		
	2013	2014	Growth	2013	2014	Growth
Corrections	3,529	3,580	+1.4%	2,629	4,188	+59.3%

■ The corrections in 2014 affected mainly:

Applications	2,029	52%
Subsequent designations	410	11%
Renewals	298	8%
Change in ownership	217	6%

Filing trends

- Length of the list of goods and services in an international application in 2013:
 - The average number of words in the main list of an International Application is: 121
 - Average number of words to express a limited or reduced list:
 - Application: 175
 - Subsequent designation 70
 - Limitation: 107

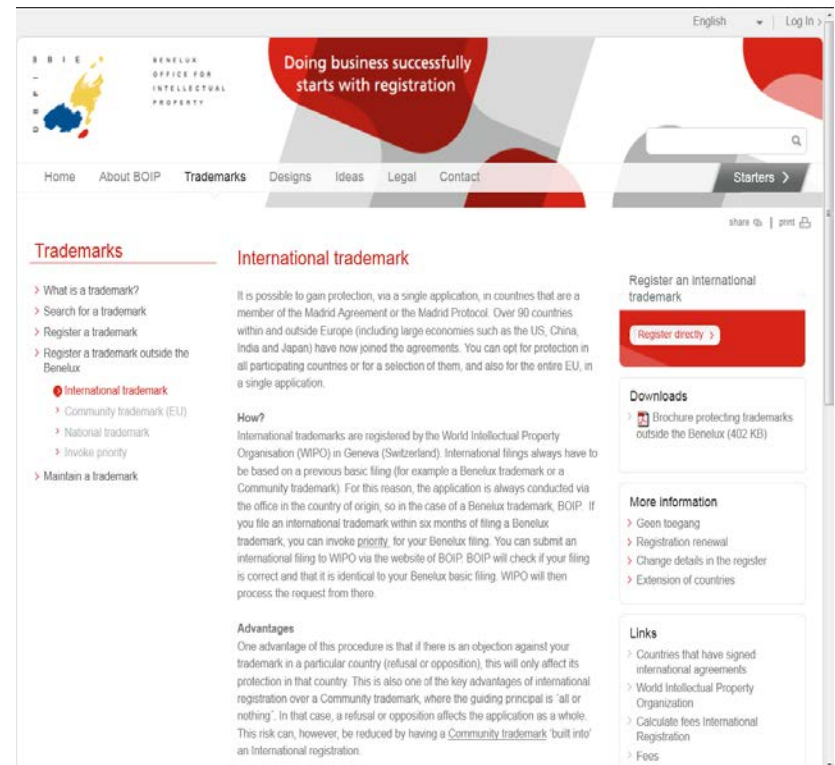


Online Services

- E – filing (IRPI)
- Web forms
- Databases – information services
 - Global Brand Database
 - MGS – Madrid Goods & Services

E-filing of international applications

- International Registration Process Integration (IRPI) is a pilot project, providing a framework for electronic filing of international applications, that started in 2012
- E-filing of international applications is now available through the Benelux Office for Intellectual Property (BOIP)



Web forms

- E-Subsequent designation:
 - Smart approach: most mandatory data elements are provided automatically
 - Easy to use, enter the IRN, select the DCP, indicate the G&S and pay the fees by credit card or through a WIPO current account.
 - Immediate acknowledgement of receipt
- Upcoming web forms
 - Change in the name or address of the representative

Home IP Services Madrid System E-Subsequent Designation

E-Subsequent Designation

Trademark details

IRN **879539**

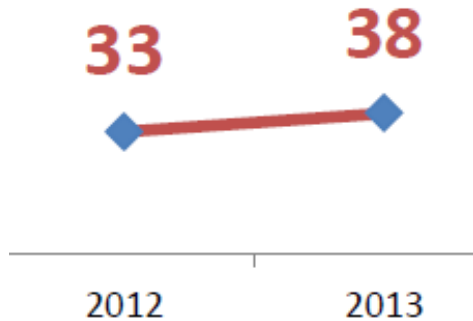
Holder Organisation Mondiale de la Propriété Intellectuelle
chemin des Colombettes 34
Genève 20
CH

Contracting Parties

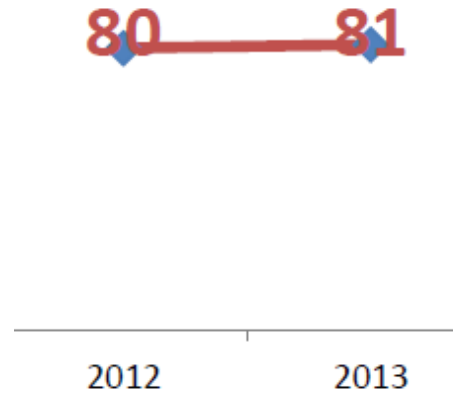
<input type="checkbox"/> AG (Antigua and Barbuda)	<input type="checkbox"/> KZ (Kazakhstan)
<input type="checkbox"/> AL (Albania)	<input type="checkbox"/> LI (Liechtenstein)
<input type="checkbox"/> AM (Armenia)	<input type="checkbox"/> LR (Liberia)
<input type="checkbox"/> AT (Austria)	<input type="checkbox"/> LS (Lesotho)
<input type="checkbox"/> AZ (Azerbaijan)	<input type="checkbox"/> LT (Lithuania)
<input type="checkbox"/> BA (Bosnia and Herzegovina)	<input type="checkbox"/> LV (Latvia)
<input type="checkbox"/> BG (Bulgaria)	<input type="checkbox"/> MA (Morocco)
<input type="checkbox"/> BH (Bahrain)	<input type="checkbox"/> MC (Monaco)
<input type="checkbox"/> BQ ⁴ (Bonaire, Sint Eustatius and Saba)	<input type="checkbox"/> MD (Republic of Moldova)
<input type="checkbox"/> BT (Bhutan)	<input type="checkbox"/> ME (Montenegro)
<input type="checkbox"/> BW (Botswana)	<input type="checkbox"/> MG (Madagascar)
<input type="checkbox"/> BX (Benelux)	<input type="checkbox"/> MK (The former Yugoslav Republic of Macedonia)
<input type="checkbox"/> BY (Belarus)	<input type="checkbox"/> MN (Mongolia)
<input type="checkbox"/> CN (China)	<input type="checkbox"/> MX (Mexico)
<input type="checkbox"/> CO (Colombia)	<input type="checkbox"/> MZ (Mozambique)

Customer service Survey – 2012 vs 2013

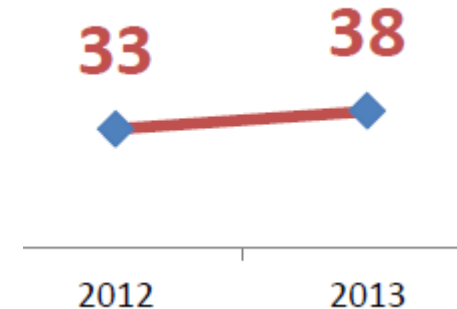
Service orientated satisfaction: 38% very/extremely satisfied



Perceived **quality**: 81% meet expectation



Perceived **value**: 38% very good and excellent answers





Thank you!

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