



Communication in the Madrid System

Neil WILSON
Director, Functional Support Division
Brands & Designs

Madrid System Communication

- What is communicated ?
- Communication Options for Offices
- What the Communication options look like
- Current State of Play
- Current Issues with Office Communication

Office to IB Communication

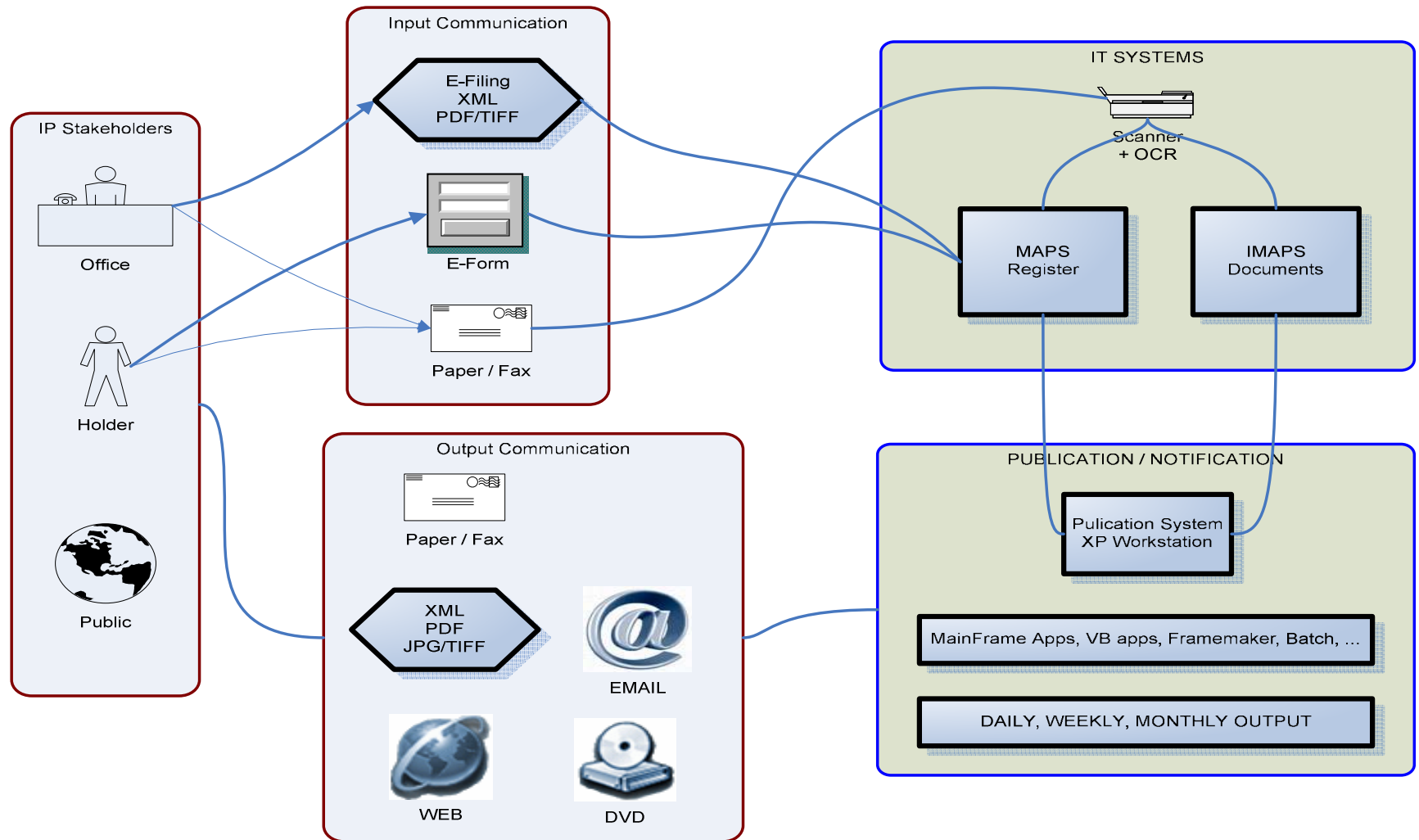
- ❑ International Applications
- ❑ Requests for Recordal (modifications, renewals etc)
- ❑ Refusals, Final Decisions and Grants of Protection
- ❑ Irregularity letter responses

IB to Office Communication

Official Notifications

Irregularity Letters

Current Communication Channels



Communication Options for Offices

- ❑ Paper based Requests for Recordal, Notifications and Letters
- ❑ PDF and Individual PDF
- ❑ MECA XML – ST66
- ❑ All are asynchronous

Paper based Letters



R.G.C. Jenkins & Co.
14 Caxton Street
London SW1R 0BJ
United Kingdom

22 September 2014

NOTICE CONCERNING AN INTERNATIONAL APPLICATION

ATTENTION:

The irregularity(ies) indicated in this notice is/are to be remedied by the office of origin.

No.: International application based on
application N° 012542262
for the mark **orange**
in the name of **Orange Brand Services Limited**

Date of receipt of the international application
by the Office of origin: 25 February 2014
by the International Bureau: 3 March 2014

Our ref.: EN-1/197210801/JY
Office ref.: 012542262_01
Applicant ref.:
Examiner: Jin-Cu YOO
Telephone N°: (41-22) 338 7232
E-mail: intreg.mail@wipo.int

We acknowledge receipt of the above-mentioned international application.

The examination of this application has revealed the irregularities which are listed hereafter:

Paper based Notifications

Registrations

Designated Contracting Party:
Japan



NOTIFICATION

ENN/2014/40

Reproduction of the mark

A black rectangular box containing the text "KNSecureChain" in a white, bold, sans-serif font.

Reproduction of the mark in
color under Rule 9.4(a)(vi)

A blue rectangular box containing the text "KNSecureChain" in a white, bold, sans-serif font.

Registration number **1 219 239**

Registration date **July 4, 2014**

Date next payment due **July 4, 2024**

Name and address of holder Kühne + Nagel International AG
Dorfstrasse 50, CH-8834 Schindellegi (Switzerland)

Legal nature of the holder (legal
entity) and place of organization Aktiengesellschaft (AG)

Name and address
of the representative Pestalozzi Rechtsanwälte AG, Löwenstrasse 1, CH-8001 Zürich
(Switzerland)

Classification of
figurative elements 27.5; 29.1

Colors claimed Dark blue (RAL 5013 / Pantone 654), light blue (Pantone 306 /
HKS 50), pure RAL white (no Pantone references available for
white).

List of goods and services
NCL(10-2014) 35 Business organization consultancy, particularly relating to
transport of goods; business management consultancy;
compilation of statistics.
36 Insurance brokerage, customs agency services.
39 Freight forwarding services, particularly transport of goods by
car, railway, boat and airplane; transportation logistics services;
courier services; storage and packaging of goods; loading and
unloading of freight, ship brokerage; removal services; travel
agency services or escorting of travelers.

Basic registration Switzerland, 19.06.2014, 660864

Date relating to priority
under the Paris Convention European Union, 24.01.2014, 012539037

Designations under
the Madrid Protocol Japan

Date of notification 16.10.2014

Language of
the international application French

WORLD
INTELLECTUAL PROPERTY
ORGANIZATION

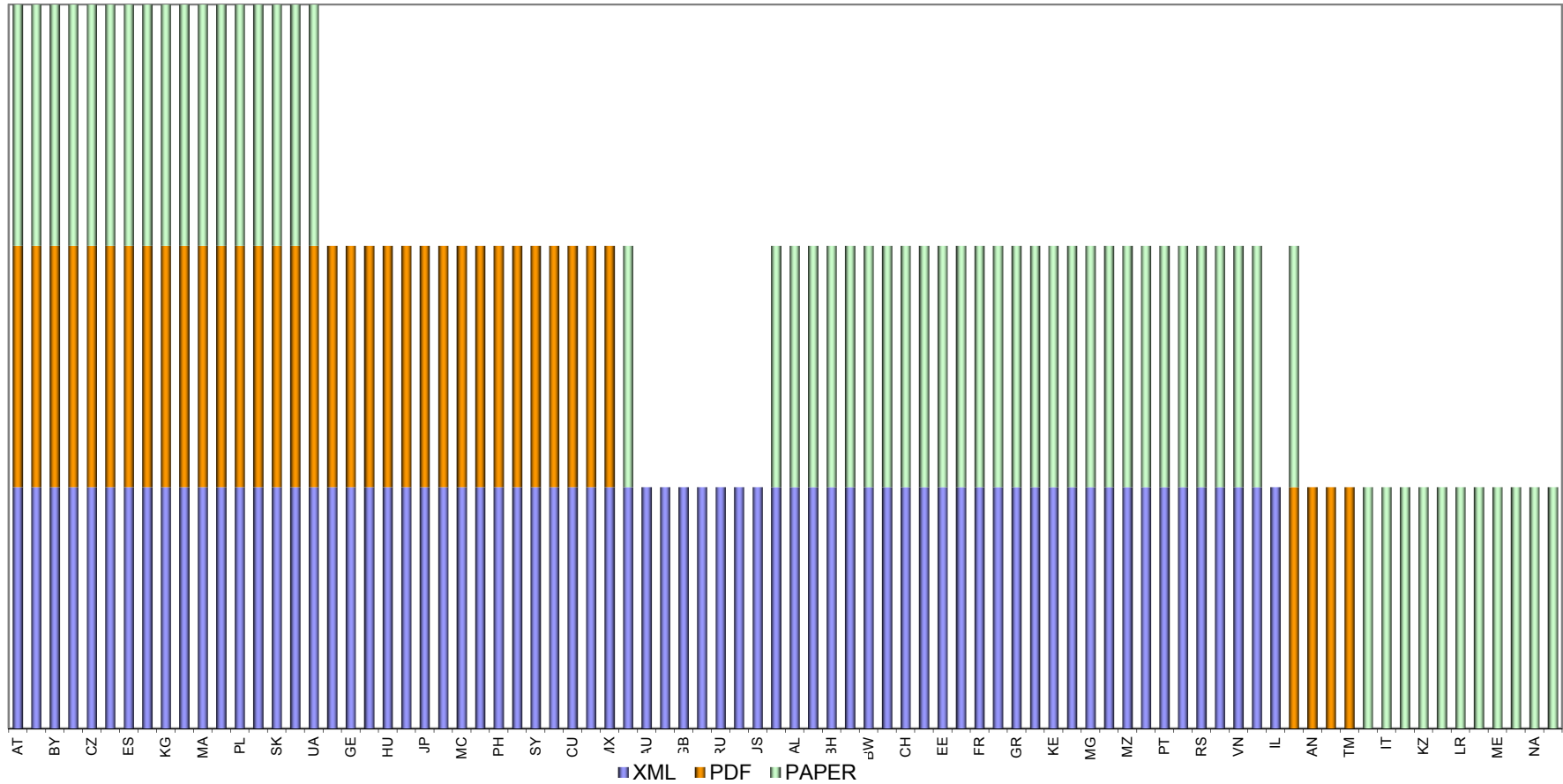
34, chemin des Colombettes
1211 Geneva 20, Switzerland
www.wipo.int

WIPO | MADRID
The International
Trademark System

MECA XML – ST 66

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Office Communication Status



Office Communication Status

- ❑ All Offices still send at least some Paper
- ❑ 55 Offices only send Paper
- ❑ 37 Offices send MECA XML and some Paper – 18%
AM, AT, AU, BX, BY, CN, CO, CU, DE, DK, EM, ES, FI, GB, GE,
HR, HU, IL, IN, IR, IS, JP, KR, MC, MD, MX, NO, NZ, PH, PT, RU,
SG, SK, TJ, UA, US, VN
- ❑ CH interacts directly with IB systems via a special arrangement

Madrid Realtime Status

- ❑ The MRS is a tool to track the progress of requests being processed by the IB
- ❑ Users enter a search criteria
- ❑ The system then displays in real time, exactly where in the internal IB work flow, the request is currently

Madrid Electronic Alerts

- ❑ The MEA is an electronic watch service for 3rd Parties
- ❑ Users establish a WIPO User Center Account
- ❑ Using the MEA service they then establish a list of IRNs that they wish to monitor.
- ❑ Where an IRN is the subject of any change, the User receives an email, with a hyperlink to ROMARIN for that IRN

MOP – What it is

- ❑ Online tool designed for National Offices
- ❑ Provides direct access to the electronic International Register
- ❑ Enables basic electronic exchange of information with the IB
- ❑ Back-up to the national system for IB communication

MOP – What it does

- Real-time status of registration processes
- Response to irregularity letters
- Display of official documents received by the IB
- Display of notifications sent by the IB
- Upload of official documents by Offices

MOP – How to access

- With a WIPO account
- With an Internet connection
- With a Web browser

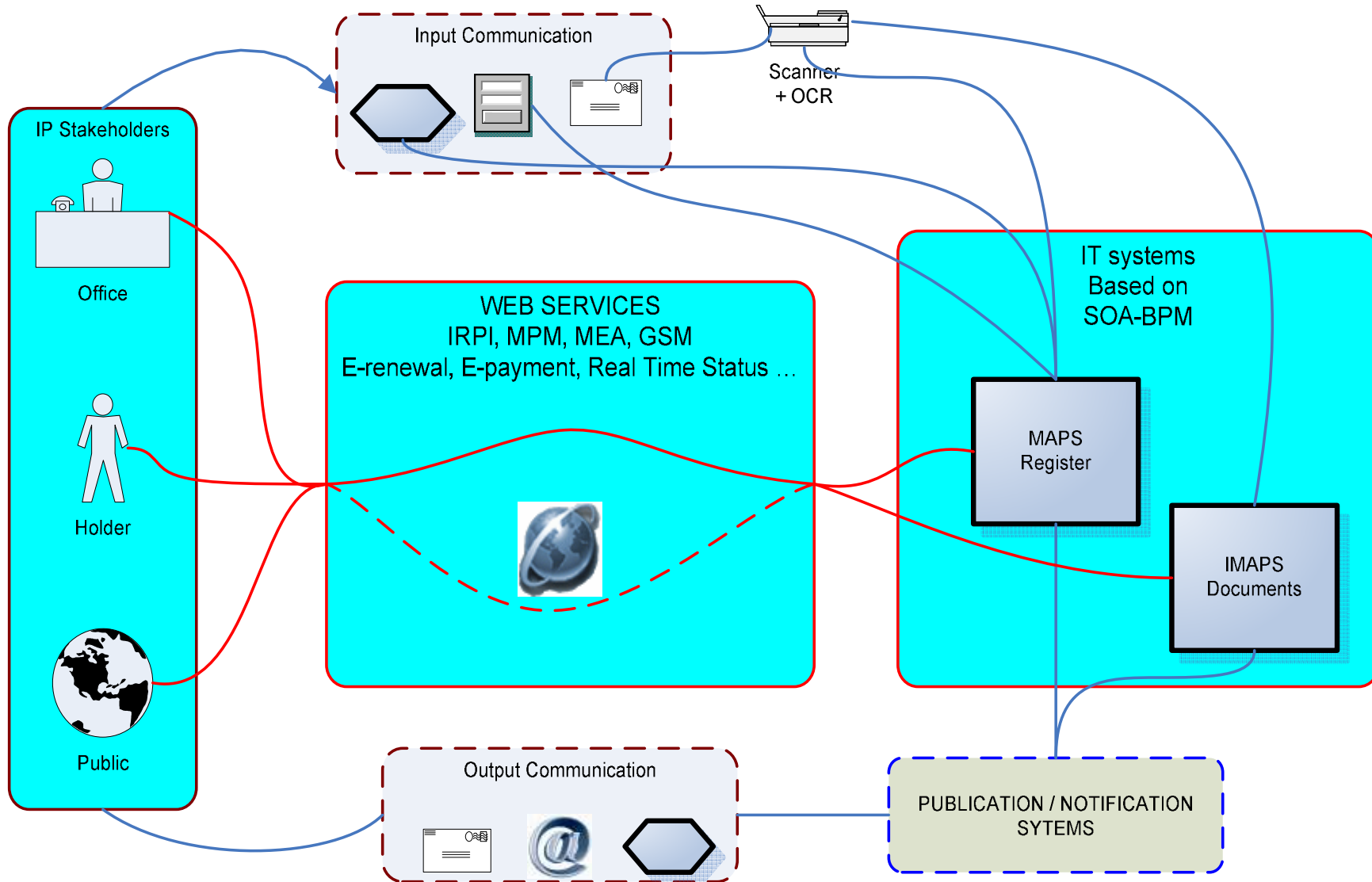
E-filing Service – IRPI: applicant module

- ❑ MM2 electronic filing for applicants
- ❑ Web-based via office of origin web site
- ❑ Easy to use, built in quality checks
- ❑ Deployed in Benelux

E-filing service – IRPI: office module

- ❑ Two modes of filing (Applicant and Office)
- ❑ Comprehensive system configuration capability
- ❑ Office-specific validation rules
- ❑ Office of origin irregularity letter generation
- ❑ Certification and IB transmission functions

Future Communication Channels



Current Issues with Office Communication

- ❑ Facsimile quality
- ❑ Logo quality
- ❑ XML Standard divergence
- ❑ Refusal size



Thank You