



Madrid E-Services

Practical presentation on existing
and future online tools

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Geneva
November 5, 2015

Outline

- Overview of current tools available under Madrid E-Services
- Objectives for the evolution of Madrid Digital services
- Engagement Strategy
- Expected benefits users
- Preview of new tools in pipeline

Madrid E-Services: Supporting User throughout the Lifecycle of the Brand

Online services accessible through Madrid System website, with functions organized according to trademark life cycle:

- Search
- File
- Monitor
- Manage

SEARCH – ROMARIN

- Database of International Trade Mark Registrations allowing customers to readily search and find detailed information on marks recorded under WIPO's Madrid System
- Online since 2004
- Updated daily
- New version with functional improvements to be deployed in coming weeks

SEARCH – Global Brand Database

- Free, searchable database consolidating brand data from multiple national and international sources, including trademarks, appellations of origin and official emblems.
- Search by text or image
- Looking to add new national databases to improve users' ability to conduct a comprehensive search of relevant marks before initiating application process

FILE – International Application Simulator

- Application Simulator provides overview of steps to follow to use Madrid System to obtain international registration and brand protection in multiple territories
- Simulator allows applicants to customize details of their application to generate estimate of cost of registration through Madrid System
- Need for the Application Simulator in its current format will be examined now that the Madrid System operates for practical purposes as a one-treaty system

FILE – Goods and Services Manager

- Assists trademark applicants and representatives in compiling lists of goods and services for inclusion in international applications
- Enables applicants to browse and search thousands of standard terms accepted by International Bureau under Madrid System procedures
- Standard terms can be used to identify goods and services in an international trademark application

MONITOR – WIPO Gazette of International Marks

- Published weekly, on Thursdays

- Provides information on
 - Registrations
 - Changes affecting existing registrations
 - National Office decisions on protection
 - Renewals and cancellations
 - Rectifications

MONITOR – Madrid Electronic Alert

Users may:

- Select international registrations of interest
- Receive an email each time a change is recorded
- Access details of the change using the link provided

MONITOR – Madrid Real-Time Status

- Enables search for international trademark documents
- Provides status of requests being processed in real-time
- Available in a mobile version

MANAGE – Madrid Portfolio Manager

Requires authentication through WIPO account to access:

- Full history of the mark and related documents
- Status of requests being processed in real time
- Online payment & online renewal
- Uploading of communications
- E-Forms

MANAGE – E-Forms

- Streamline communication between users and the International Bureau, allowing for short 2 day processing time
- Currently available only for Subsequent Designations and Renewals
- Several more in development

Evolution of E-Madrid Digital Services

- E-Madrid will continue to evolve to offer an enhanced, interactive and user-friendly online environment where Madrid users can :
 - Find reliable information regarding the Madrid System
 - Rely on easy-to-use and integrated online tools to facilitate search, application, monitoring and management of their trademark
 - Communicate with confidence their questions and portfolio management requests to WIPO

Engagement Strategy

- Collecting input from customers, including applicants, representatives, and offices to identify service expectations and desired functionalities
- Evaluating existing tools and assessing whether objectives can be better met with new tools
- Solution-based approach to designing tools, at times improving, other times combining and when necessary, eliminating existing tools

Engagement Strategy

- Liaising with user communities for testing and feedback
- Release at large
- Continuous review to ensure quality assurance

Expected Benefits to Users

- Improved ability to make informed business decisions
- More certainty on the effective transmittal, receipt and processing of their requests by the International Bureau
- Reduced processing time through use of efficient self-service portfolio management tools

Expected Benefits to Contracting Parties

- Improved access to reliable and up-to-date information and tools on the Madrid website
- Better informed clients ready to meet requirements for filing Madrid System applications with a Contracting Party Office
- Enhanced interest in national markets: trademark owners use simple Contracting Party designation process available through the Madrid System to broaden their global presence

In the Pipeline

- Member State Procedures Database: Creating a comprehensive, functional and searchable database on procedures related to the Madrid framework in National Offices
- Improvements to Madrid Portfolio Manager and development of new E-Forms: Expedite and simplify maintenance of international registration and transmittal of requests to the International Bureau
- Madrid Database: Integrating ROMARIN, Gazette, E-Alert and Real-Time Status into a single application to achieve harmonized user experience

Feedback

- User needs and satisfaction are drivers for improvements to E-Madrid
- Experiential feedback from expert user communities instrumental to achieving targeted enhancements to better meet user needs
- Offices of Contracting Party have first hand contact with applicants and can provide invaluable insight on customer needs
- Improvement of E-services will benefit all stakeholders in Madrid System operations, including Offices



Thank You

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