



WIPO | MADRID

The International
Trademark System

E-Madrid

Practical presentation on the future
of Madrid E-Services

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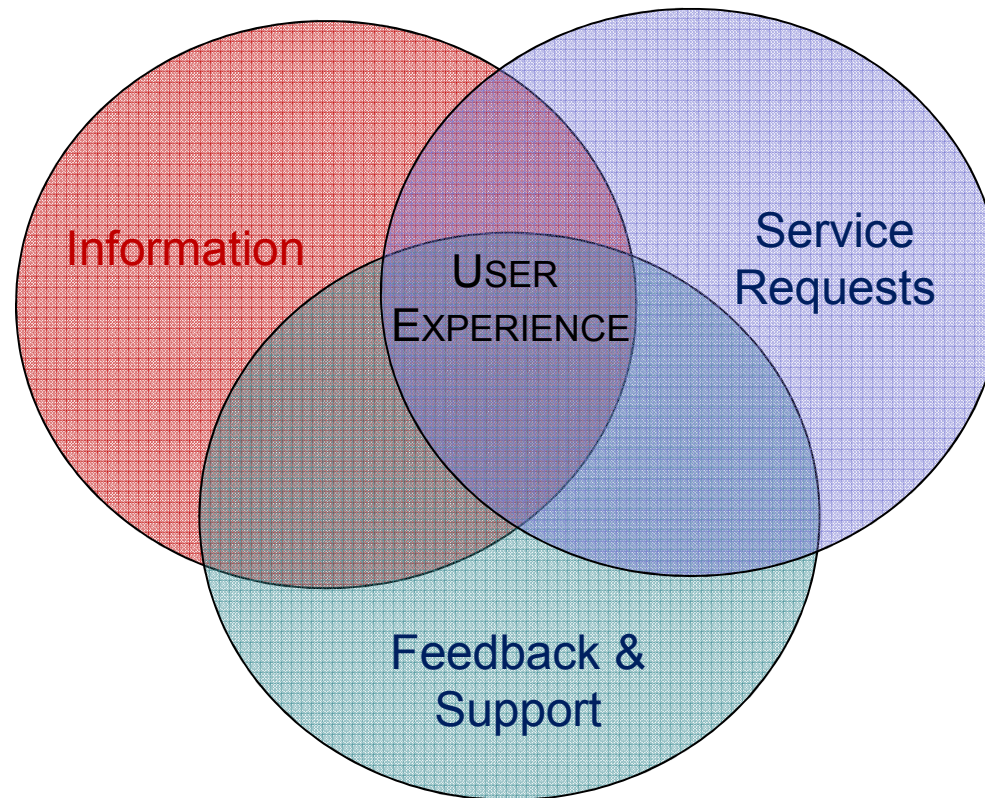
Geneva
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Outline

- E-Madrid in a nutshell
- Expected benefits
- Madrid Service Center
- Demo of new tools in pipeline

What is E-Madrid?

- E-Madrid is a Madrid Registry initiative focused on the delivery of an enhanced online experience for customers throughout the lifecycle of their mark



Client Needs Driving E-Madrid

E-Madrid objectives are delivered through the **Madrid Service Center**, where Madrid System users interact with online tools and services to:

- Obtain reliable information regarding the Madrid System
- Manage their portfolio and make service requests
- Provide feedback and get support when they need it

Expected Benefits to Users

More effective and interactive online tools would:

- Improve users' ability to make informed business decisions
- Give more certainty on the effective transmittal, receipt and processing of their requests by the International Bureau
- Reduce 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
- Greater potential for trademark owners to broaden their global presence and enter new markets using the Madrid System

Madrid Service Center

Prospective and existing Madrid System users will find in the **Madrid Service Center** information and tools they need to:



- Understand how the Madrid System works
- Get ready to apply for the international registration of their mark
- Obtain information on the status of all international marks recorded under the Madrid System
- Interact with WIPO to manage their portfolio of marks and make service requests
- Get support
- Provide feedback

MADRID SERVICE CENTER

1. KNOW
SOMETHING



2. DO
SOMETHING



3. SAY
SOMETHING



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1. Know Something



Throughout the lifecycle of their mark, Madrid System users may need to get information about:

- Benefits of the Madrid System and how it works
- Legal framework
- Practical processes and examination practices
- Madrid-related procedures in offices of Members
- Fees and requirements for all transactions

2. Do Something

Customers will find in the Service Center forms and tools they need to make use of the Madrid System, namely to:

- Get ready to apply for the international registration of their mark through Member offices
- Access information in the Register regarding their or competitors' marks
- Manage their portfolio of marks
- Obtain updates on the processing of their requests



3. Say Something

Madrid System users will have dedicated space for interacting with the International Bureau to

- Get support through FAQs and tutorials
- Provide feedback on our services
- Contact us with questions
- See testimonials from other Madrid System users



E-Madrid Deployment Plan

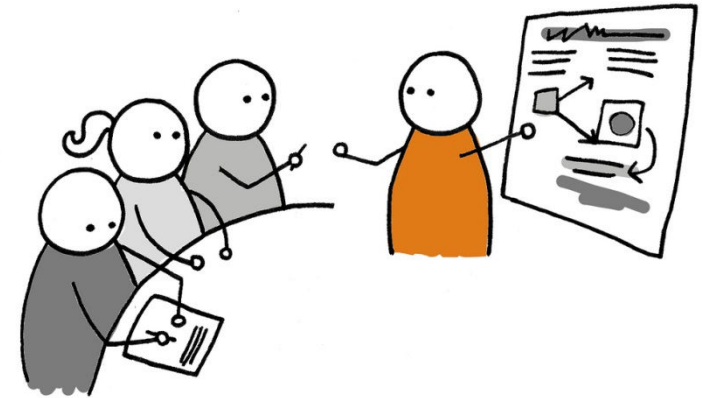
As we begin to build the **Madrid Service Center**, new and improved E-Services will be introduced, starting with

- Madrid Monitor, a new tool made available to the public since May 23, and designed to facilitate access to information available in the register regarding all international marks recorded under the Madrid System

and

- Madrid Member Profiles, a fully searchable collection of information pertaining to Madrid System-related procedures in Member Offices, slated for release in coming months

Engagement with Users



- Madrid Monitor integrates ROMARIN, Gazette, E-Alert and Real-Time Status into a single application to achieve harmonized user experience
- While we test [Madrid Monitor](#), users are invited to share their views on the tool
- Offices, as frequent users of our existing E-Services, especially ROMARIN, are urged to test Madrid Monitor and give us feedback before its final roll-out



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Thank You

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