



WIPO | MADRID

The International
Trademark System

Communication

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Topics

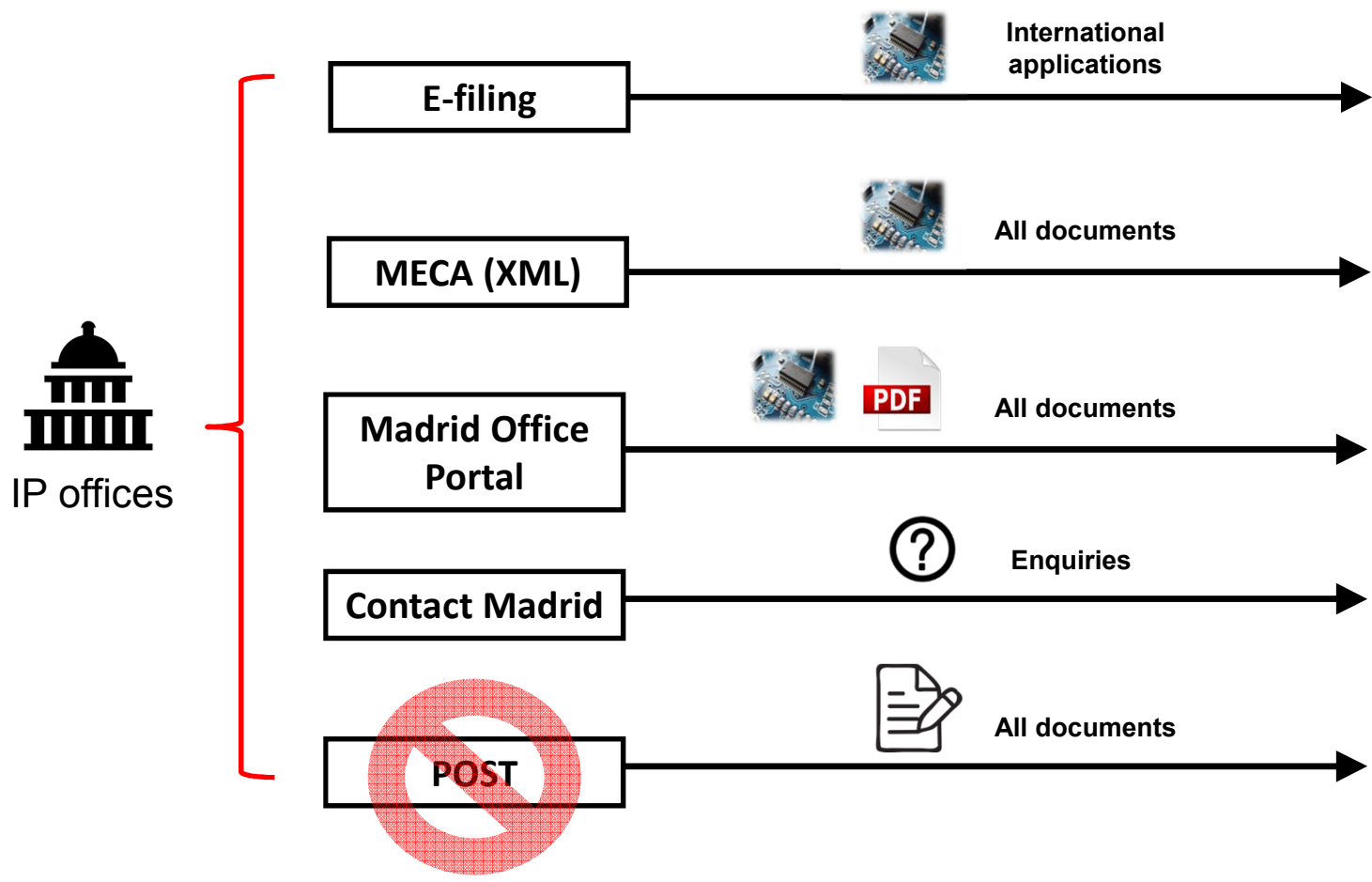
- Overview and status
 - Content – format – channels
 - Statistics
- Madrid Office Portal (MOP)
- E-filing
- Contact Madrid

What is transmitted *to* WIPO

- Applications
- Decisions
- Modifications
- Answers to irregularity letters
- Questions and queries



Communication to WIPO




WIPO | MADRID
The International
Trademark System

What's the status? Applications

- Applications (MM2)

- E-filing 2 Members (Madrid E-filing)
 - MECA (XML) 13 Members
 - MOP 28 Members
 - Contact Madrid 31 Members
 - Paper 36 Members
- 

The status - Decisions

- Decisions, i.e. Provisional refusals, Grant of Protection, Final Decisions etc.
 - Many Offices use several different channels.
 - MECA (XML) 55 Members
 - MOP 31 Members
 - Contact Madrid 34 Members
 - Paper 72 members
- 

The status - Modifications

- Modifications, i.e. limitations, ceasing of effect etc.

- MECA (XML) 10

- MOP 21


- Contact Madrid 32

- Paper: 45



The status - Replies to irregularities

■ MECA (XML)	10
■ MOP	35
■ Contact Madrid	34
■ Paper	5



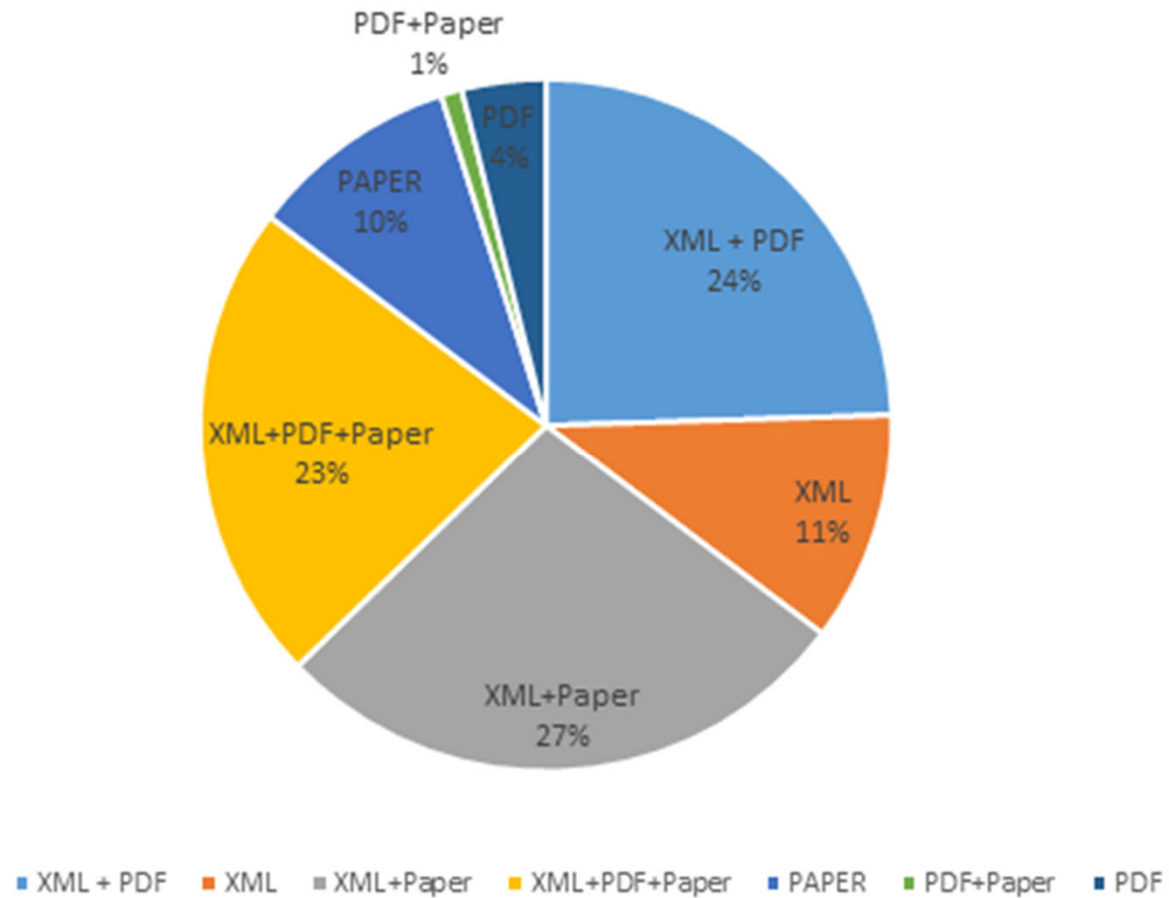
FAX

- Madrid FAX closed on April 1st 2018
- FAX received via the General WIPO FAX are **not handled**. A message is sent to each sender redirecting them to Contact Madrid.
- National/Regional IP office stopped sending FAX
- Currently still receiving FAX (approx. 180/month) from Holders/representatives.

What is sent *from* WIPO?

- International Registrations
- Subsequent Designations
- Renewals
- Corrections
- Modifications
 - Transfers, Limitations, Total and Partial Cancellations, Renunciations etc.
- Irregularity letters

How is it sent *from* WIPO?



How is it sent *from* WIPO?

■ PDF only	4
■ XML only	11
■ XML + PDF	25
■ XML + Paper	28
■ XML + PDF + Paper	23
■ PDF + Paper	1
■ Paper only	10

Can you read?

MM2(E)

**APPLICATION FOR INTERNATIONAL REGISTRATION
GOVERNED EXCLUSIVELY BY THE MADRID PROTOCOL**

<p>International Classification</p> <p>Class of applicant, including the following number(s):</p> <p>Applicant's reference:</p> <p>Office's reference:</p>	<p>Use class for the applicant/office</p> <p>Applicant's reference: 2554 634099346</p> <p>Office's reference: 1A0000 under Class 9, 11, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100</p>
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NEEDS YOUR ATTENTION

PLEASE PRINT

1. Name of the applicant (individual or legal entity):

2. Address for correspondence (individual or legal entity):

3. Address for correspondence (individual or legal entity):

4. E-mail address:

5. Please check the box if you wish to receive communications electronically. If you check this box:

(a) any correspondence from the International Bureau related to this international application and its resulting international registration will be sent only electronically; otherwise,

(b) any further correspondence from the International Bureau related to other international applications or international registrations for which the same e-mail address has been provided will be sent only electronically.

Please note that, for the purpose of sending communications, there can be only one e-mail address associated per each international application.

6. Preferred language for correspondence: English French Spanish

Other information (as may be required by various designated Contracting Parties, for example, of the United States of America):

(i) if the applicant is a natural person, nationality of applicant:

(ii) if the applicant is a legal entity:

(a) legal nature and the legal entity: District, Federal, Company;

(b) state and whose jurisdiction is established over it within that State, unless the law of which the legal entity is organized.

Subject Page(s)

3 ENTITLEMENT TO FILE

(a) Check the appropriate box:

(i) where the Contracting Party mentioned in item 1 is a State, the applicant is a national of that State; or

(ii) where the Contracting Party mentioned in item 1 is an organization, the name of the State of which the applicant is a national; or

(iii) the applicant is domiciled in the territory of the Contracting Party mentioned in item 1; or

(iv) the applicant has a real and effective industrial or commercial establishment in the territory of the Contracting Party mentioned in item 1.

(b) Where the address of the applicant, given in item 2(b), is not in the territory of the Contracting Party mentioned in item 1, indicate in the space provided below:

(i) if the box in paragraph (a)(iii) of the present item has been checked, the domicile of the applicant is the territory of that Contracting Party, or

(ii) if the box in paragraph (a)(iv) of the present item has been checked, the address of the applicant's industrial or commercial establishment in the territory of that Contracting Party.

Axis Modest Limited, Dr Velasco (Donna Bolla Marketing & Trade Ltd), C/N 214622166

4 APPOINTMENT OF A REPRESENTATIVE (if any)

Name:

Address:

Telephone: Fax:

E-mail address:

Please check this box if you wish to receive electronic communication. By checking this box:

(i) any further correspondence from the International Bureau related to this international application and its resulting international registration will be sent only electronically; *however,*

(ii) any further correspondence from the International Bureau related to other international applications or international registrations for which the same e-mail address has been provided will be sent only electronically.

Please note that, for the purpose of electronic communication, there can be only one e-mail address recorded per each international application.

5 BASIC APPLICATION OR BASIC REGISTRATION

Basic application number: 286321 Date of the basic application: 06/11/2010 (dd/mm/yyyy)

Basic registration number: Date of the basic registration: (dd/mm/yyyy)

6 PRIORITY CLAIMED

The applicant claims the priority of the earlier filing mentioned below:

Office of earlier filing:

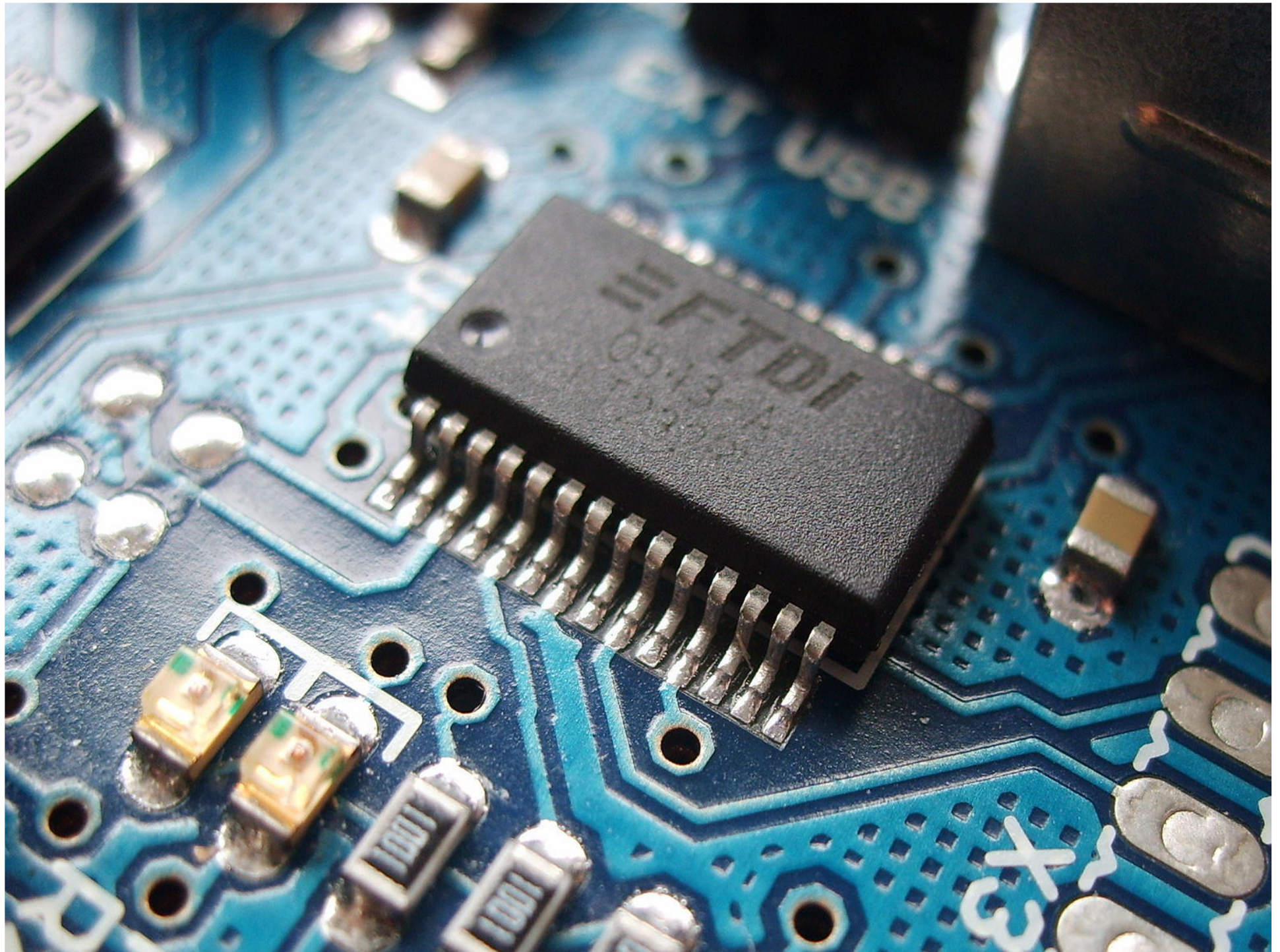
Number of earlier filing (if available):

Date of earlier filing: (dd/mm/yyyy)

If the earlier filing does not relate to all the goods and services listed in item 10 of this form, indicate in the space provided below the goods and services to which it does relate:

.....

If several priorities are claimed, check box and use a continuation sheet giving the above required information for each priority claimed.

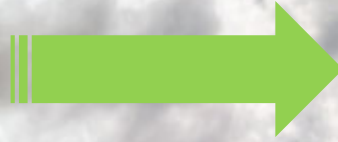


Advantages of electronic communication

- Quality of the data
- Speedy transmission
- Low cost – saves time and money



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MADRID OFFICE PORTAL

Madrid Office Portal

- Online tool designed for National/Regional Offices
- Electronic exchange of information with the IB
- Direct access to the International Register
- Information/Search option

Why use MOP?

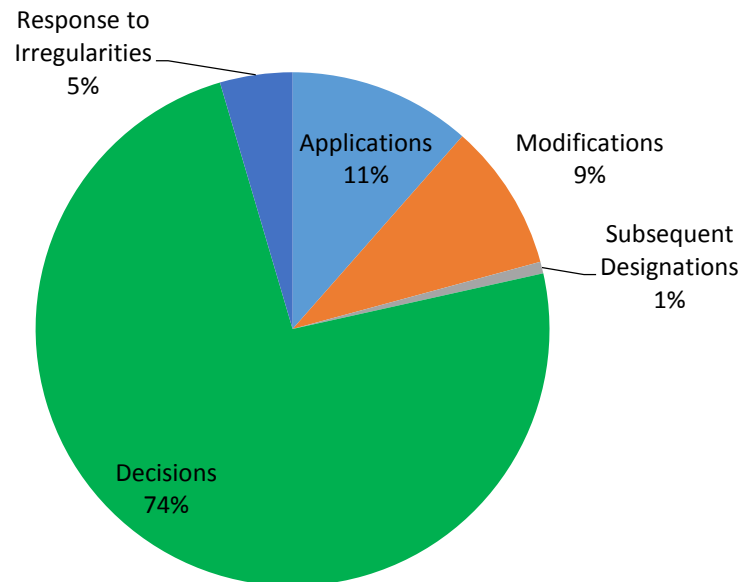
- As an Office of Origin:
 - To collect notifications of Registrations, Subsequent designations, renewals
 - To collect Irregularity letters
 - To respond to Irregularity letters

- As a Designated Contracting Party
 - To collect notifications of designations by the IB
 - To upload decisions and forms

MOP enhancements

- Currently 62 Offices have MOP account
- May 1st 2018: Multiple upload functionality
- Since launch, over 8300 documents uploaded via 4100 uploads

MOP - Request type - since May 1st 2018



MADRID E-FILING

E-filing for international applications

- E-filing service for international applications developed by WIPO
- E-filing service available on the websites of the IP Offices
- Certification process fully electronic

- Integration of MGS
- WIPOs users authentication

Benefits

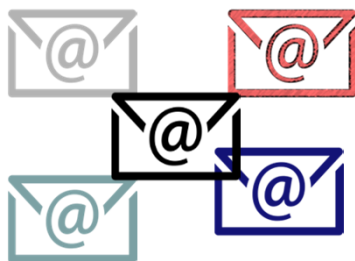
- Fully electronic process
 - Time - speedy transmission - shorter processing time
 - Quality of the data
 - Cost - savings for all stakeholders
 - Ease of use
 - Secure payment

What support we can offer

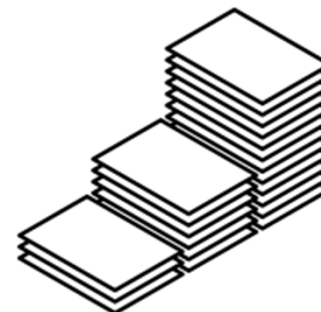
- Dedicated Madrid eFiling test environment for the relevant Office
- Translation of the Madrid eFiling user interface screens
- Development and integration with a national/regional Office's own registry
- Dedicated support and travel during the integration phase
- On-demand WebEx demonstrations

CONTACT MADRID

Situation in 2017



Over 6 different
contact emails



Over 8000 emails/month and an
increasing email backlog



Customers
National Offices
Interested parties



Queries
Requests/Notifications

Communication - form



Single point of contact

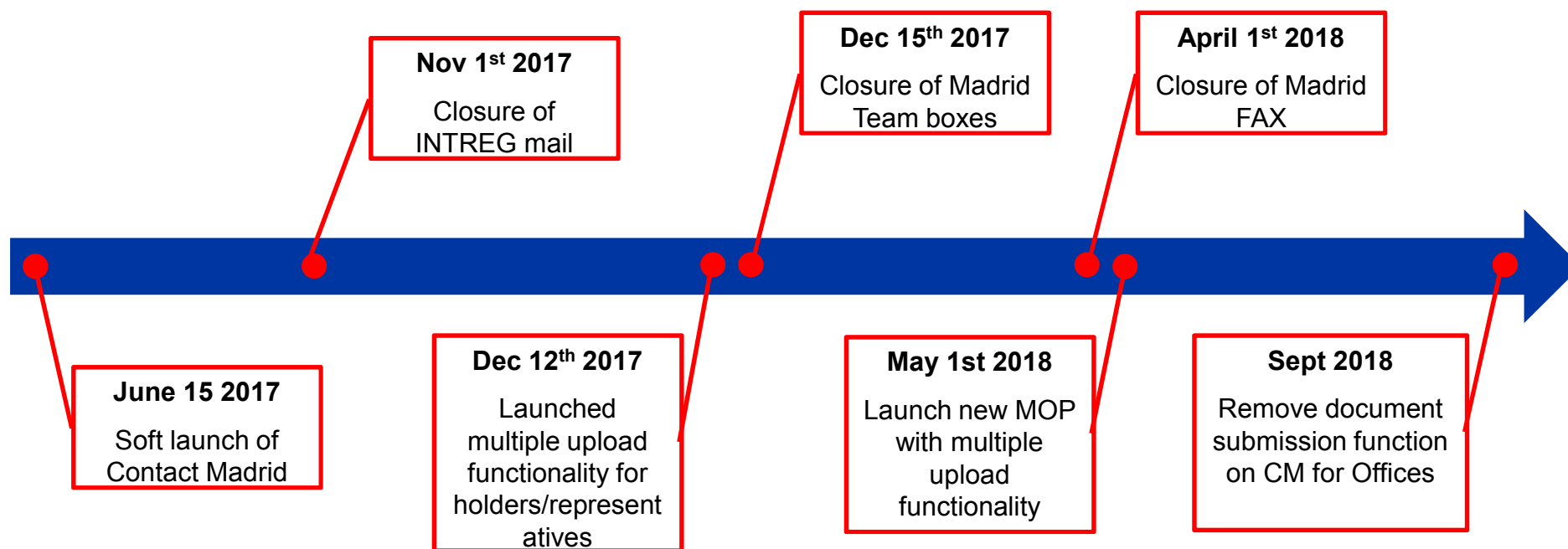


More accurate input data



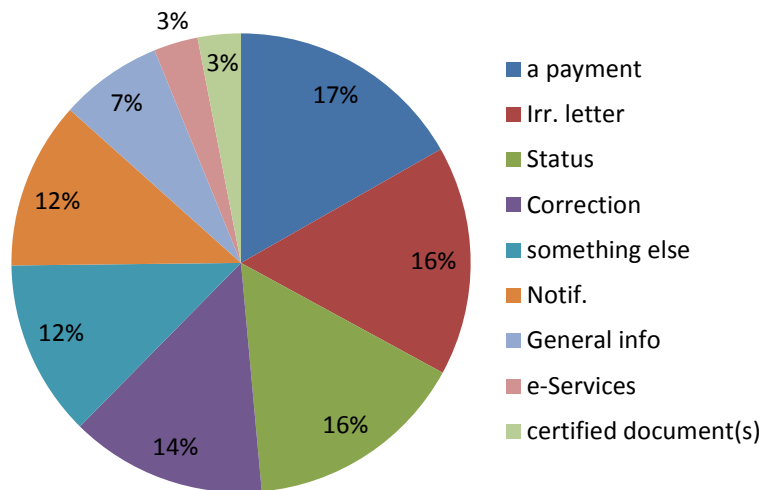
Quick & automated distribution to relevant team

Timeline

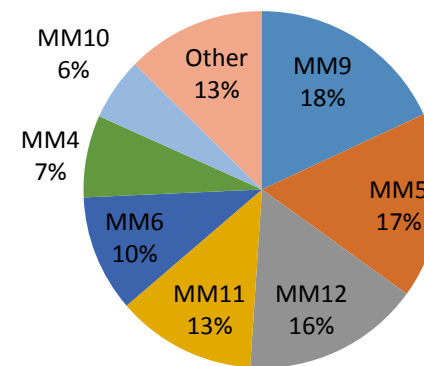


Holder/Representatives– Contact Madrid

Holder/Representative: Request type:



Document types submitted

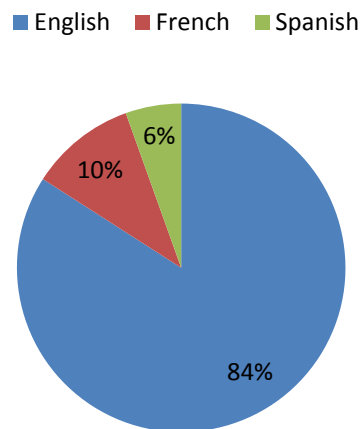


Over 17,000 documents submitted in 2018 by holders/representatives

Languages



Submissions from over 100 countries

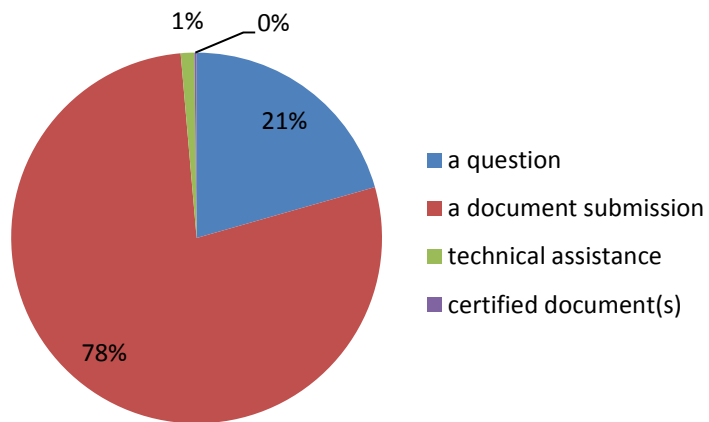


Top Contact Madrid users:

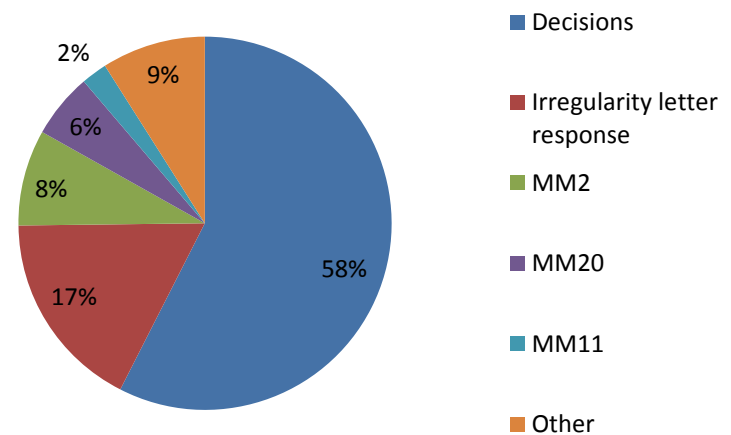
- Dr. Modiano & Associati S.p.a.
- Novagraaf Nederland B.V.
- Pearson Institute of Higher Education (Pty) Ltd.
- BUGNION S.p.A.
- Gevers
- Cabinet Plasseraud
- STUDIO TORTA S.p.A.
- Red Bull GmbH

National/Regional IP Offices – Contact Madrid

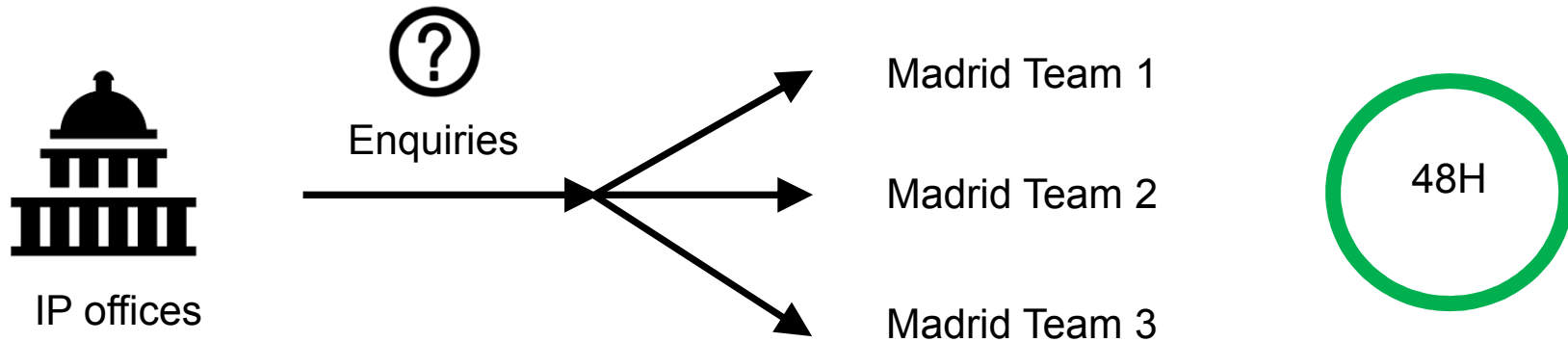
IP offices: request type



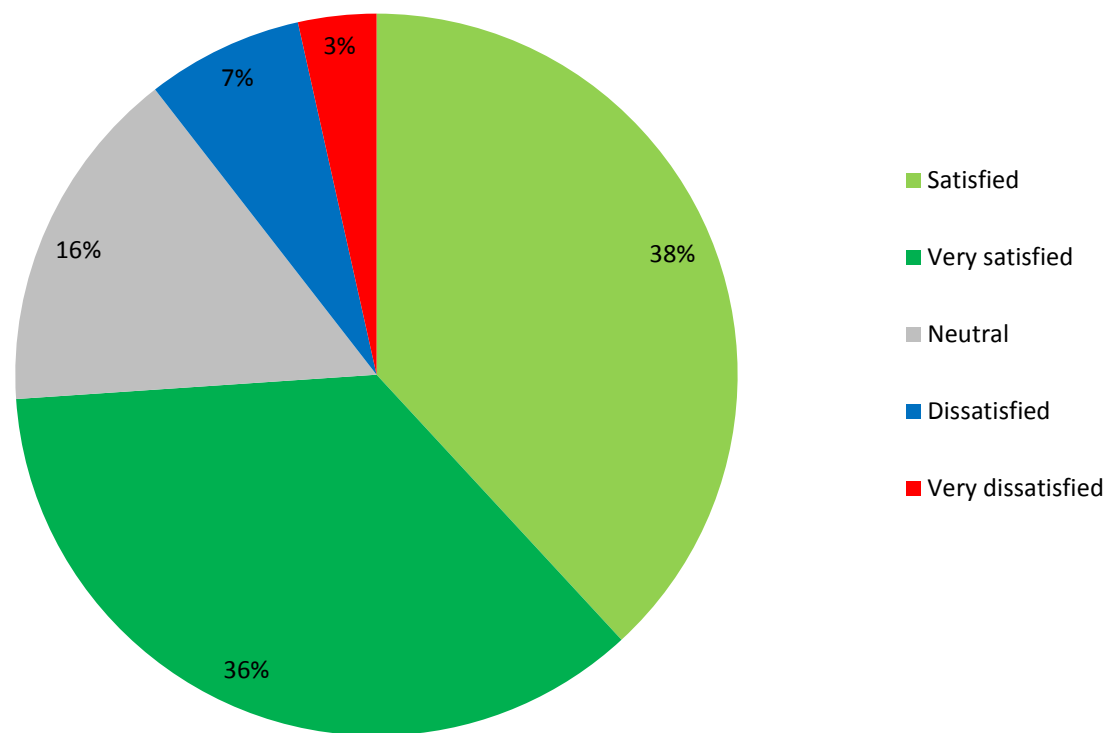
IP Offices: Document type



Dedicated IP Office channel

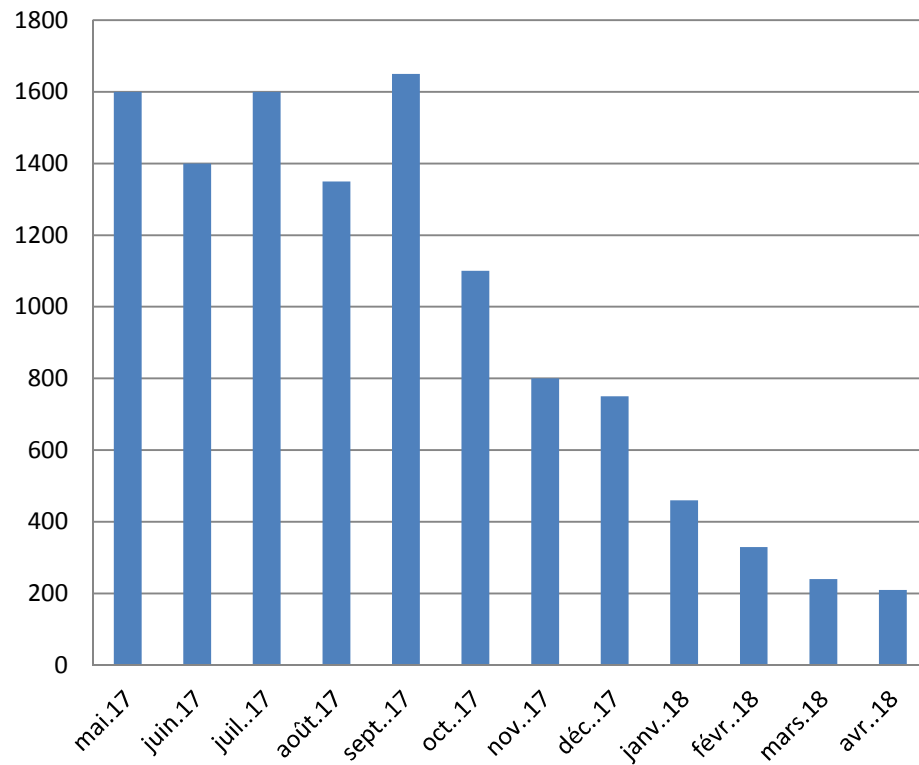


Contact Madrid - Feedback

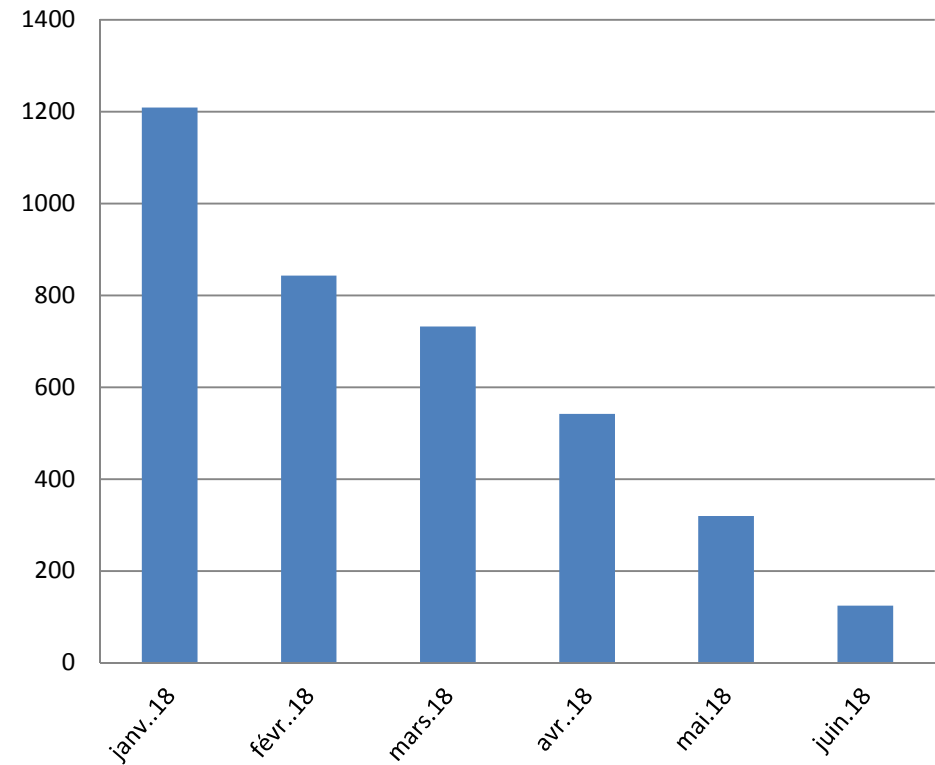


Current Situation – June 2018

Madrid Teams – pending tickets



Madrid Infoline Unit - pending tickets



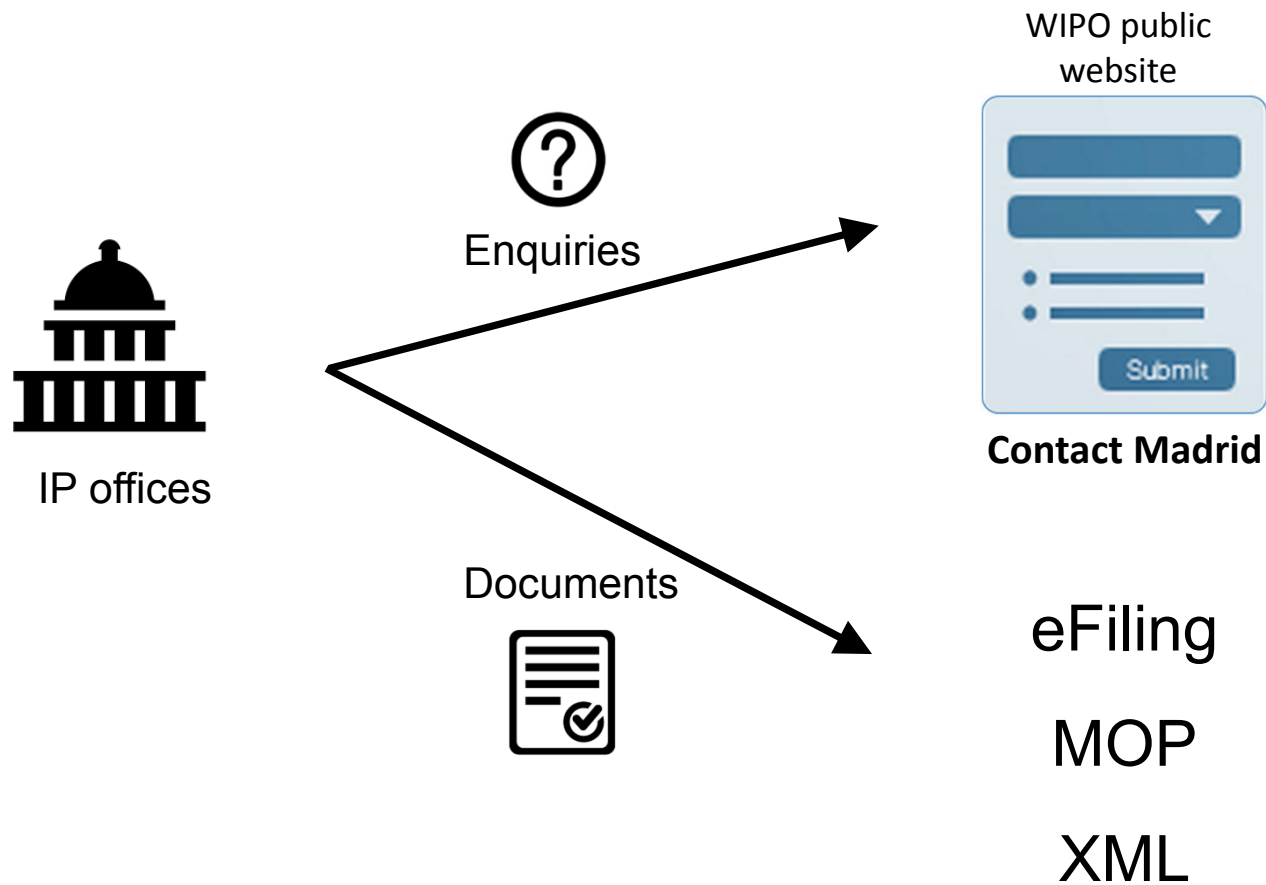
Target: Response within 48 hours

SUMMARY

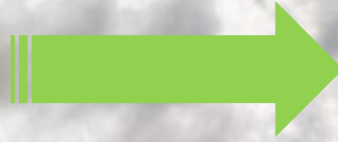
Summary

- Improved communication - benefits for all stakeholders
- A combined effort - IP Offices and the IB
- Please consider the options
- Contact Madrid request for XML or MOP

Document submission for IP Offices



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