

Data Exchange with Offices

Hongbing CHEN
Director, Madrid Operations Division

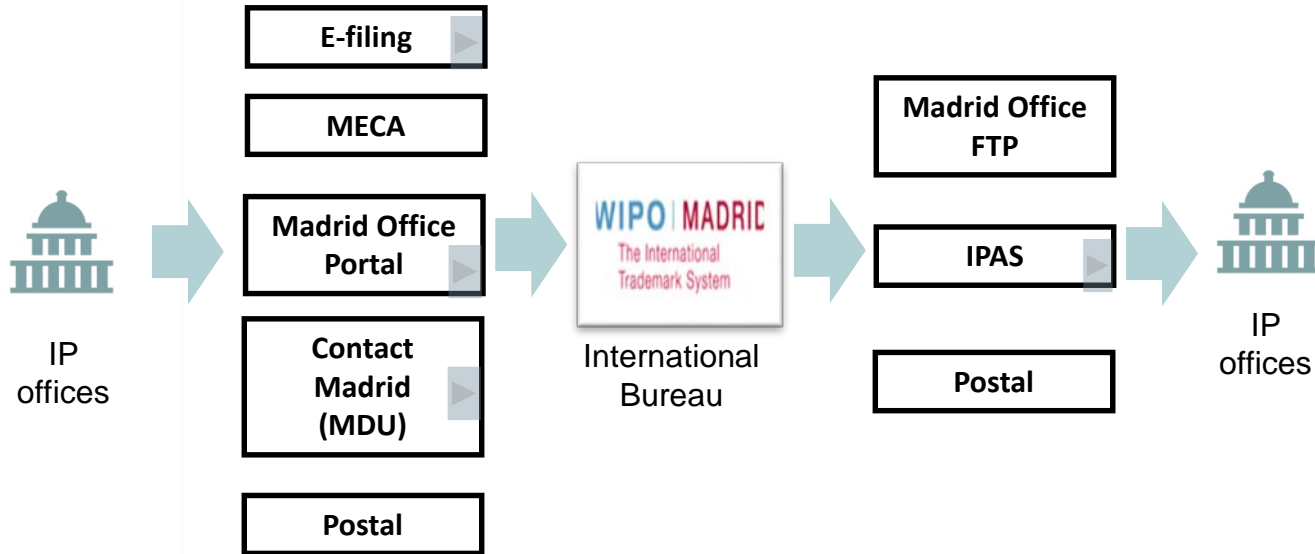
Content

- Progress in 2018
- Importance of Machine-readable Data
- Recommendations
- IB's support

Content

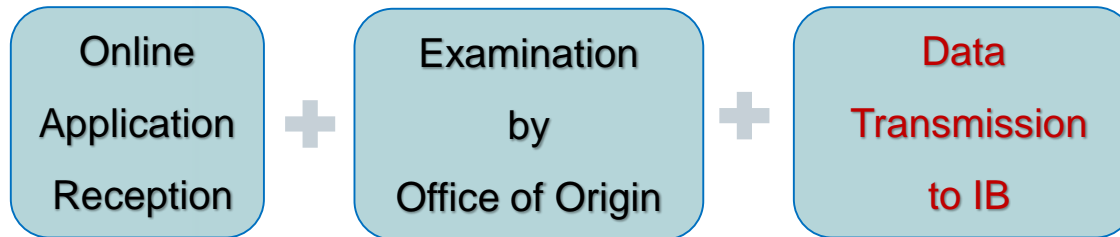
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Means of document transmission



Madrid e-Filing (MeF)

- Developed internally with the needs of IP Offices in mind, Madrid eFiling is the Madrid System's electronic international application interface.



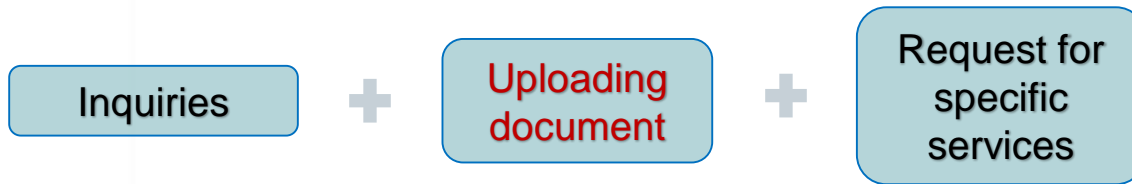
Madrid Office Portal (MOP)

- Use Madrid Office Portal to view and manage all the international applications and registrations concerning your IP Office when you are the Office of Origin and when you are a Designated Office.



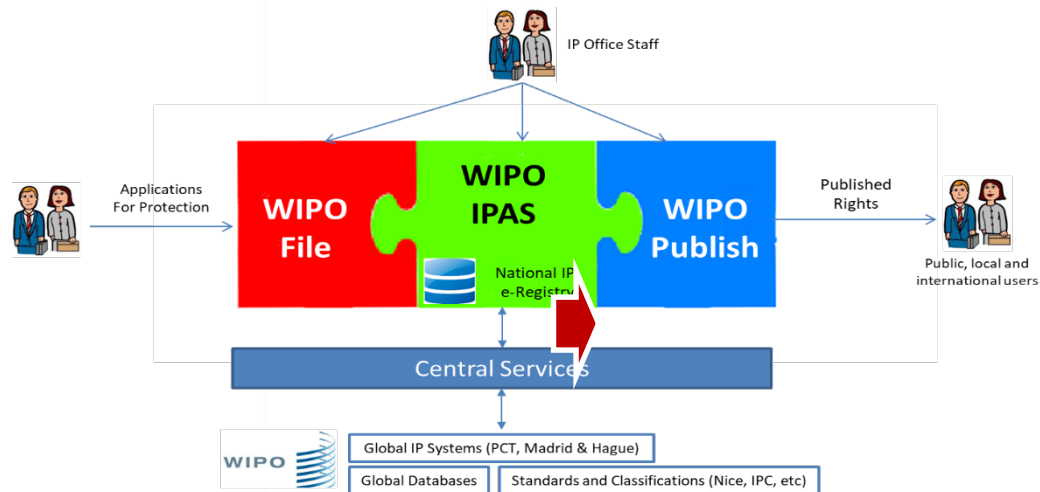
Contact Madrid

- Gateway of customer support with multiple functions including raising inquiries, upload documents and requesting for e-service support and certified records of the Registry.
- Open to both IP offices and end customers




Industrial Property Automation Solution (IPAS)

- IPAS supports the processing of patents, trademarks and industrial designs from filing through to the grant of rights and post-grant processes.



Progress in 2018

■ Madrid E-Filing:

■ 7 offices (2 in 2017) 

■ MECA:

■ 66 offices (55 in 2017)

■ MOP + MDU in Contact Madrid:

■ 93 offices in 2018 (43 in 2017)

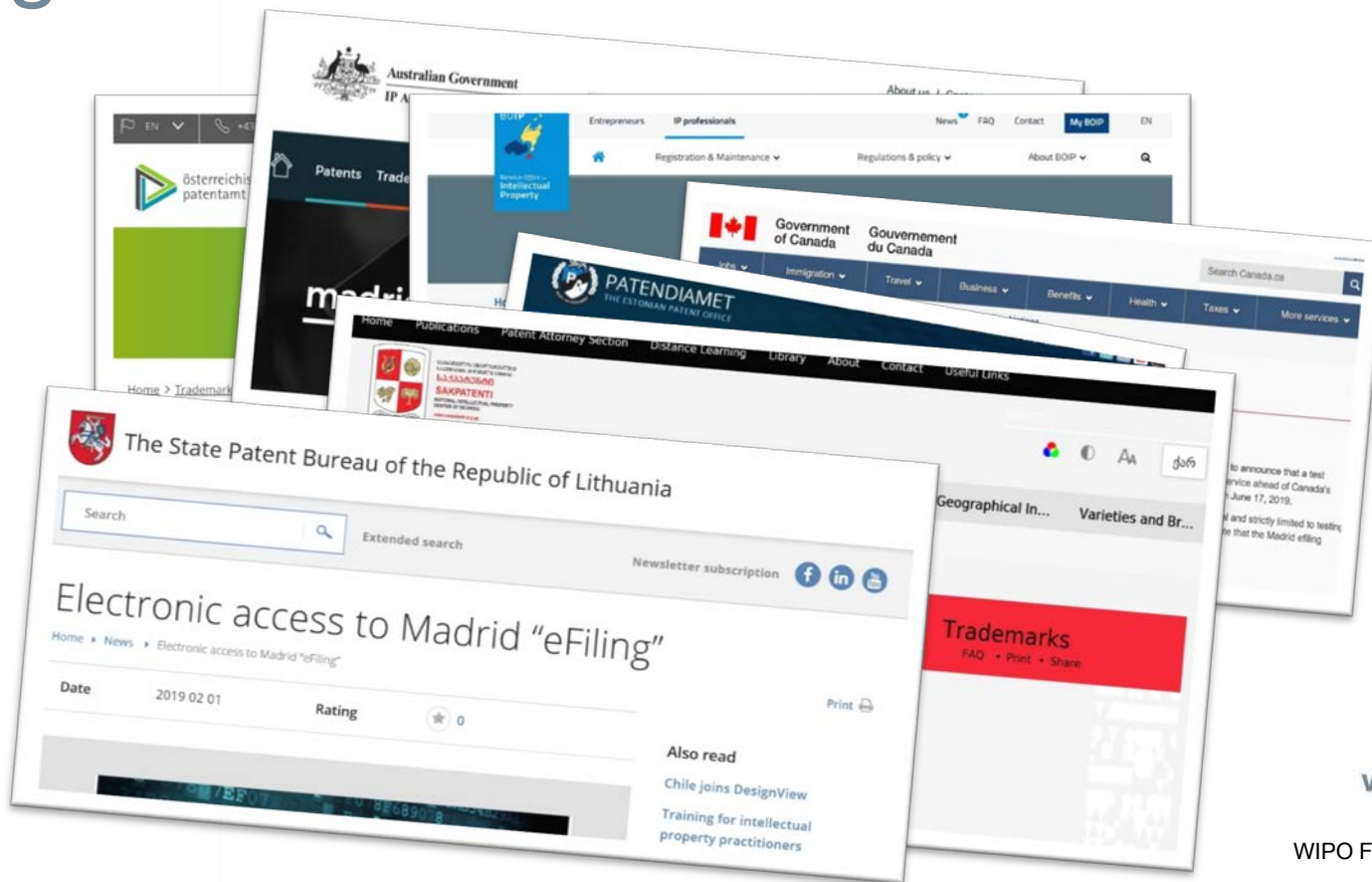
■ IPAS

■ 21 offices

■ Postal

■ 94 offices

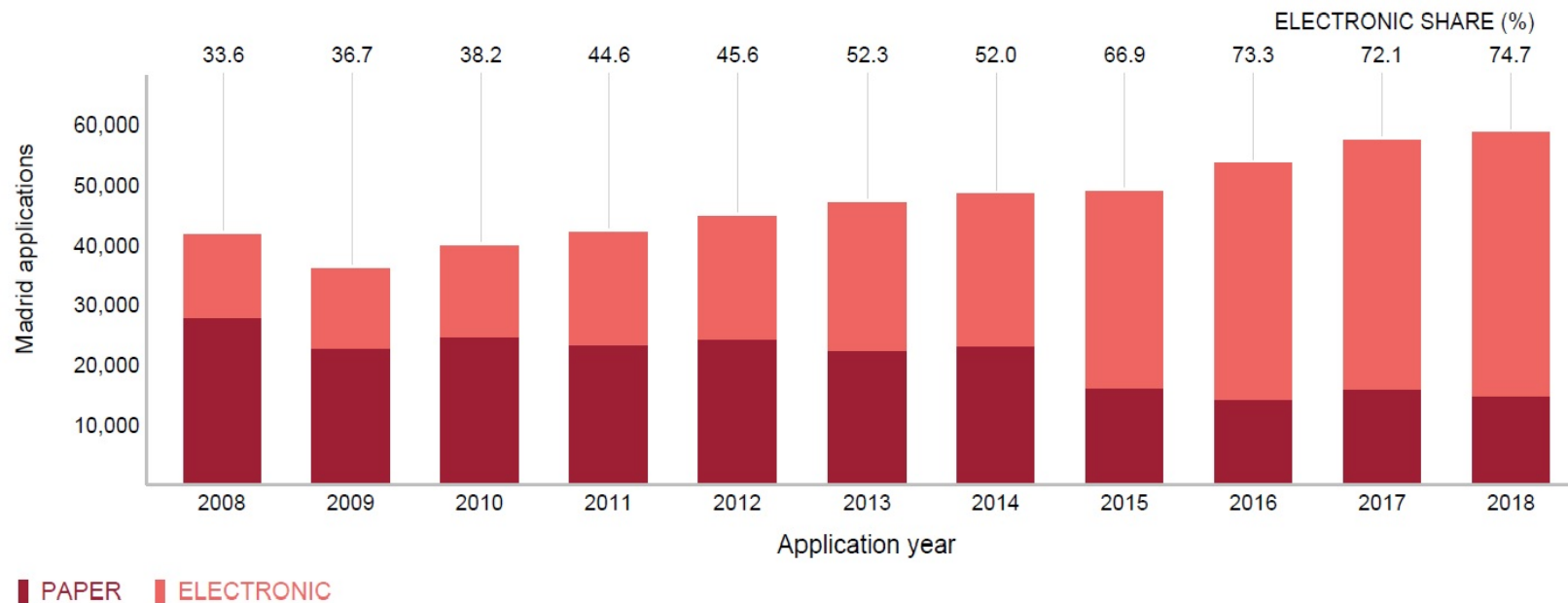
Progress in 2018



Progress in 2018

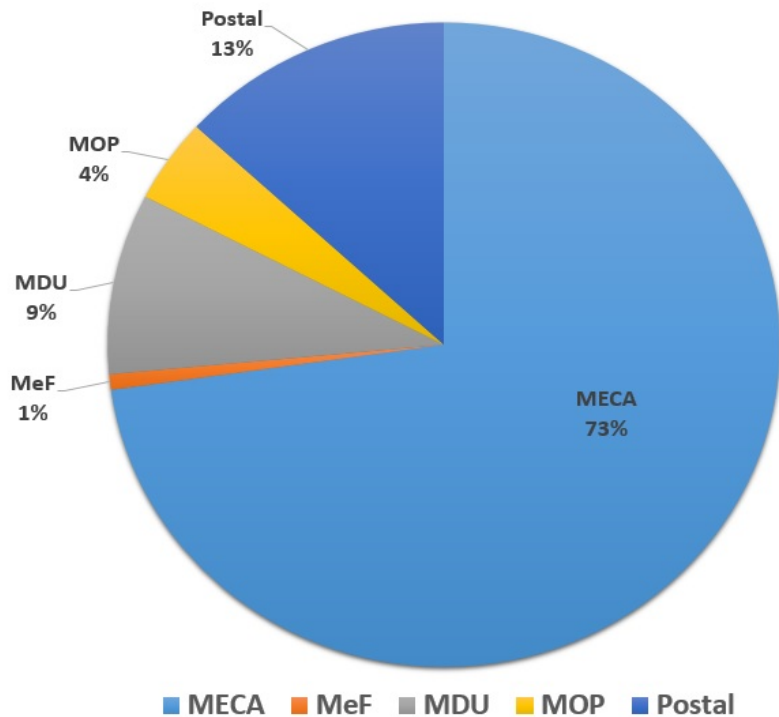
- Discontinuation of fax service (April 2018)
- Discontinuation of generic email (July 2018)
- MDU in Contact Madrid by Offices merged into MOP (February 2019)

Progress in 2018



Progress in 2018

SHARE OF DOCUMENT RECEIVED FROM OFFICES

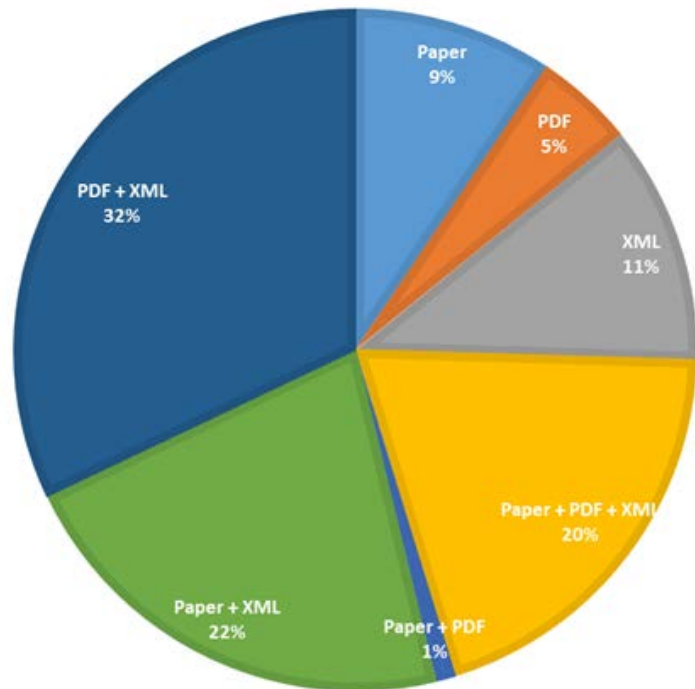


Channels	Number
MECA	533898
MeF	5704
MDU	66519
MOP	31030
Postal	96658

Progress in 2018

FORMAT OF DOCUMENT SENT TO IP OFFICES

■ Paper ■ PDF ■ XML ■ Paper + PDF + XML ■ Paper + PDF ■ Paper + XML ■ PDF + XML



File Format	No. of Offices
Paper	10
PDF	5
XML	12
Paper + PDF + XML	21
Paper + PDF	1
Paper + XML	23
PDF + XML	34

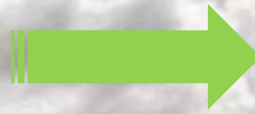
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History of the Topic

- 2013: Communication in the Madrid System
- 2014: Communications sent by Designated Offices
- 2016: E-Madrid: Practical Presentation on the Future of Madrid E-Services
- 2018: Communication

PAPER



PAPERLESS



From Paper to Paperless

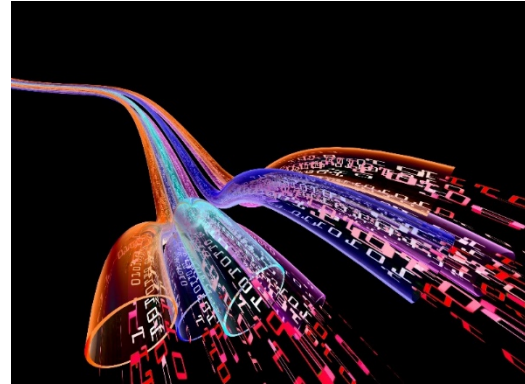
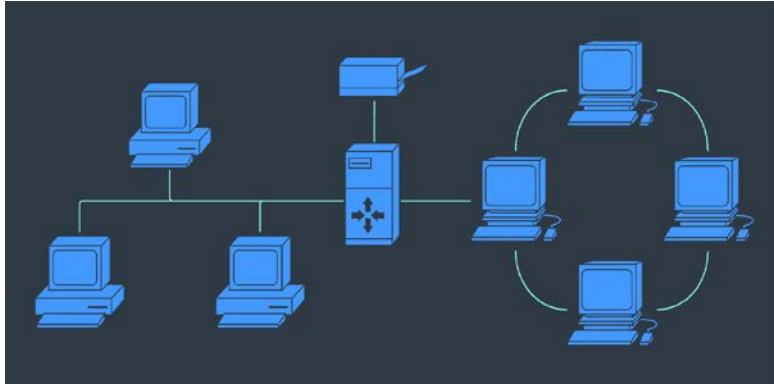
The continuing development of the IT environment for the Global IP Systems will remain a priority in order to improve productivity, to enhance the level of service provided to users, to contain costs and to maintain the competitiveness of the systems.

WIPO Medium-Term Strategic Plan for 2016-2021

From Paper to Paperless



From Paper to Paperless



Document format really matters

- **Machine-readable data** is data (or metadata) in a format that can be easily processed by a computer, such as XML and etc.



```
<?xml version="1.0" encoding="UTF-8"?>
<Transaction xmlns:m2="http://www.wipo.int/tm/tripi/air">
  <ns2:TradeMarkTransactionBody>
    <ns2:TransactionContentDetails>
      <ns2:TransactionCode>Trade Mark E-Filing</ns2:TransactionCode>
      <ns2:TransactionSubCode>Normal</ns2:TransactionSubCode>
    <ns2:TransactionData>
      <ns2:TradeMarkApplication>
        <ns2:TradeMarkDetails>
          <ns2:TradeMark>
            <ns2:ReceivingOfficeCode>WO</ns2:ReceivingOfficeCode>
            <ns2:ApplicationIdentifier>33105</ns2:ApplicationIdentifier>
            <ns2:ApplicationDateTime>2019-06-28T14:09:06.653+02:00</ns2:ApplicationDateTime>
            <ns2:ReceivingOfficeDateTime>2019-06-28T14:09:06.653+02:00</ns2:ReceivingOfficeDateTime>
            <ns2:ApplicationReference>WO 19P-000033105</ns2:ApplicationReference>
            <ns2:ApplicationLanguageCode>EN</ns2:ApplicationLanguageCode>
          <ns2:SecondLanguage>
            <ns2:SecondLanguageCode>EN</ns2:SecondLanguageCode>
            <ns2:SecondLanguageCodeOffice>WO</ns2:SecondLanguageCodeOffice>
          </ns2:SecondLanguage>
          </ns2:TradeMarkDetails>
          <ns2:CorrespondenceLanguageCode>EN</ns2:CorrespondenceLanguageCode>
          <ns2:MarkCurrentStatusCode>Application Filed</ns2:MarkCurrentStatusCode>
          <ns2:MarkCurrentStatusDate>2019-03-04</ns2:MarkCurrentStatusDate>
        <ns2:DesignatedCountryDetails>
          <ns2:DesignatedCountry>
            <ns2:DesignatedCountryCode>AF</ns2:DesignatedCountryCode>
            <ns2:DesignatedUnderCode>Protocol</ns2:DesignatedUnderCode>
          </ns2:DesignatedCountry>
          <ns2:DesignatedCountry>
            <ns2:DesignatedCountryCode>GM</ns2:DesignatedCountryCode>
            <ns2:DesignatedUnderCode>Protocol</ns2:DesignatedUnderCode>
          </ns2:DesignatedCountry>
          <ns2:DesignatedCountry>
            <ns2:DesignatedCountryCode>NO</ns2:DesignatedCountryCode>
```

Document format really matters

- **Electronic documents** are just digitally accessible documents via computers, but its content is much harder to extract, transform and process via computer programming logic such as PDF, word files, or document as image.



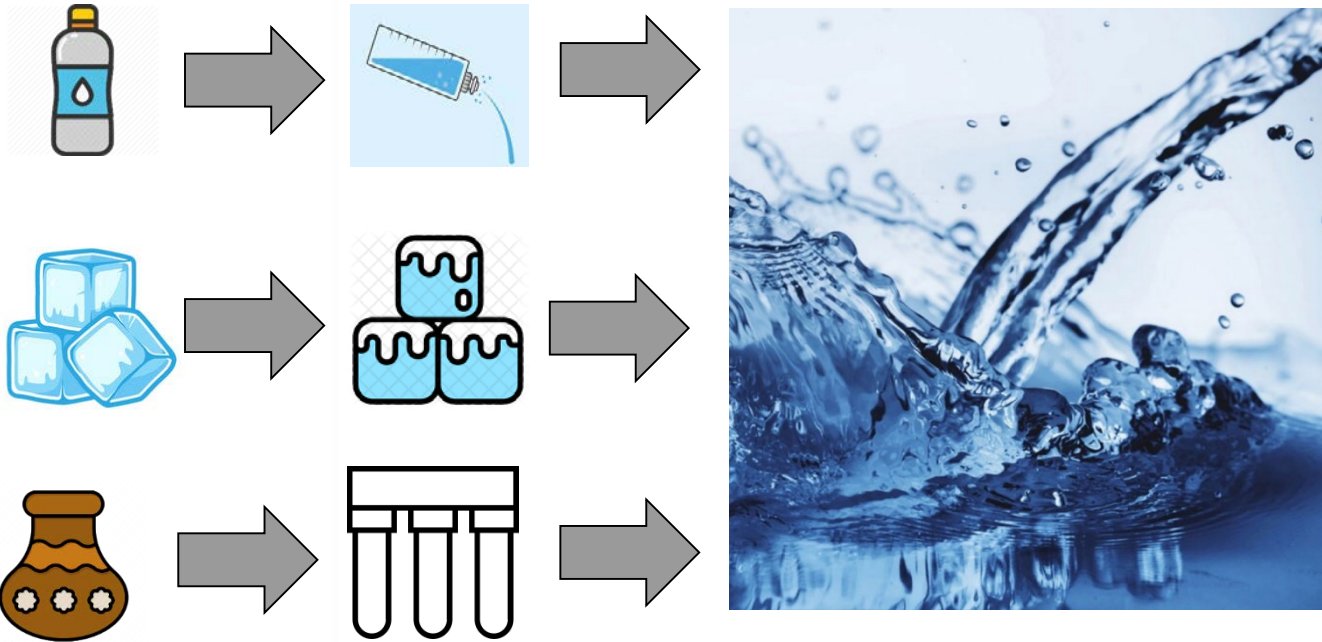
Document format really matters



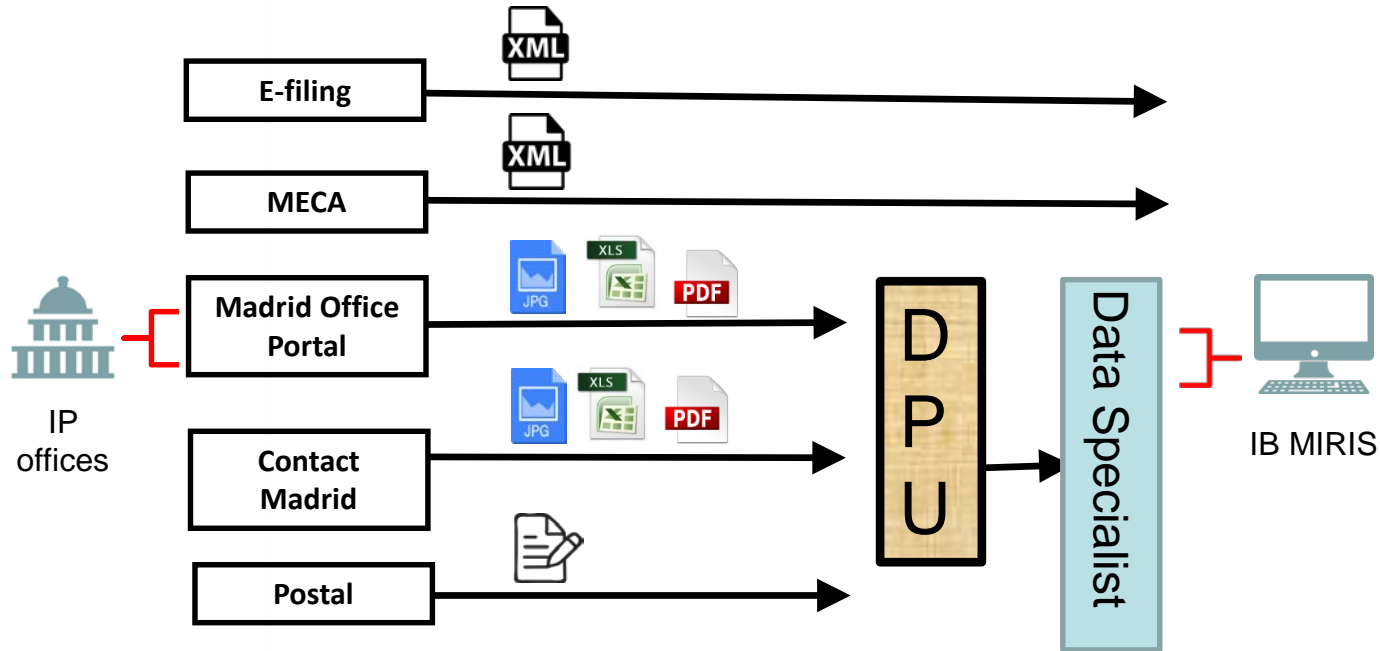
Plumbs and Water

Image courtesy: <http://sncinnovation.com>

Document format really matters



Document format really matters



Document format really matters

- Timeliness/reduced pendency
- High quality and less irregularity
- Less human resources cost
- Less infrastructure cost

XML is the best for the Madrid System



ST. 96



Image courtesy: <http://sncinnovation.com>

WIPO | MADRID
The International
Trademark System

WIPO FOR OFFICIAL USE ONLY

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Prioritize XML

More

- XML
- ST 96 XML

Less

- PDF
- Docs as image
- XLS GP List

No

- Paper

Prioritize XML transmission means

More

- E-filing
- MECA
- IPAS

Less

- MOP
- Contact
Madrid

No

- Postal
- Fax
- Email

Image courtesy: <http://sncinnovation.com>

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Required efforts on the Office's part

- Research and feasibility study
- Budget/procurement
- Capacity building
- Workflow re-engineering
- Re-organization of workforce
- Regulations adjustment

WIPO can support

■ Madrid E-filing System

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

Contact Person: Peter Baker
peter.baker@wipo.int
+41 22 338 7244

WIPO can support

■ MECA

- Evaluation and feasibility proposal
- Integration with national IT platform
- Provision of XML file templates
- Data test
- On-demand WebEx demonstrations

Contact Person: Roger Holberton
roger.holberton@wipo.int
+41 22 338 9638

WIPO can support

■ IPAS

- A key capacity building project of WIPO
- Covers **85** offices
- Madrid Module helps **21** offices in receiving XML data from IB
- Two-way communication test soon

Contact Person: Hongbing Chen
hongbing.chen@wipo.int
+41 22 338 8353

WIPO can support

■ Best Practice Sharing

- Topic shall remain on the Roundtable's agenda.
- Thematic activities may be organized in future.

Contact Person: Hongbing Chen
hongbing.chen@wipo.int
+41 22 338 8353



We appreciate your active and constructive role in shaping the future of the Madrid System!