



Latest Development of the Madrid Registry

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Geneva
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Agenda

- Objectives
- Highlighted actions and progress
- Next priorities

Objectives

- **Ensure business continuity and support users during the pandemic**
- **Enhance operational efficiency, agility and resilience**
- **Create more added-value to users and Member Offices**

Agenda

- Objectives
- Highlighted actions and progress
- Next priorities

Highlighted actions and progress

- **Cluster A:** business continuity and relief measures
- **Cluster B:** electronic communication
- **Cluster C:** online services
- **Cluster D:** operational efficiency
- **Cluster E:** classification
- **Cluster F:** public education activities

Cluster A: business continuity and relief measures

- **98%** staff work from home
- Electronic communication/notifications replacing postal mails
- Change of service protocol of Extracts and Certified Documents
- Excuse from failure to meet a time-limit
- Quick implementation of rules change about *force majeure* and mandatory indication of email addresses
- No office closure at WIPO due to the pandemic

Cluster B: electronic communication (O2O)

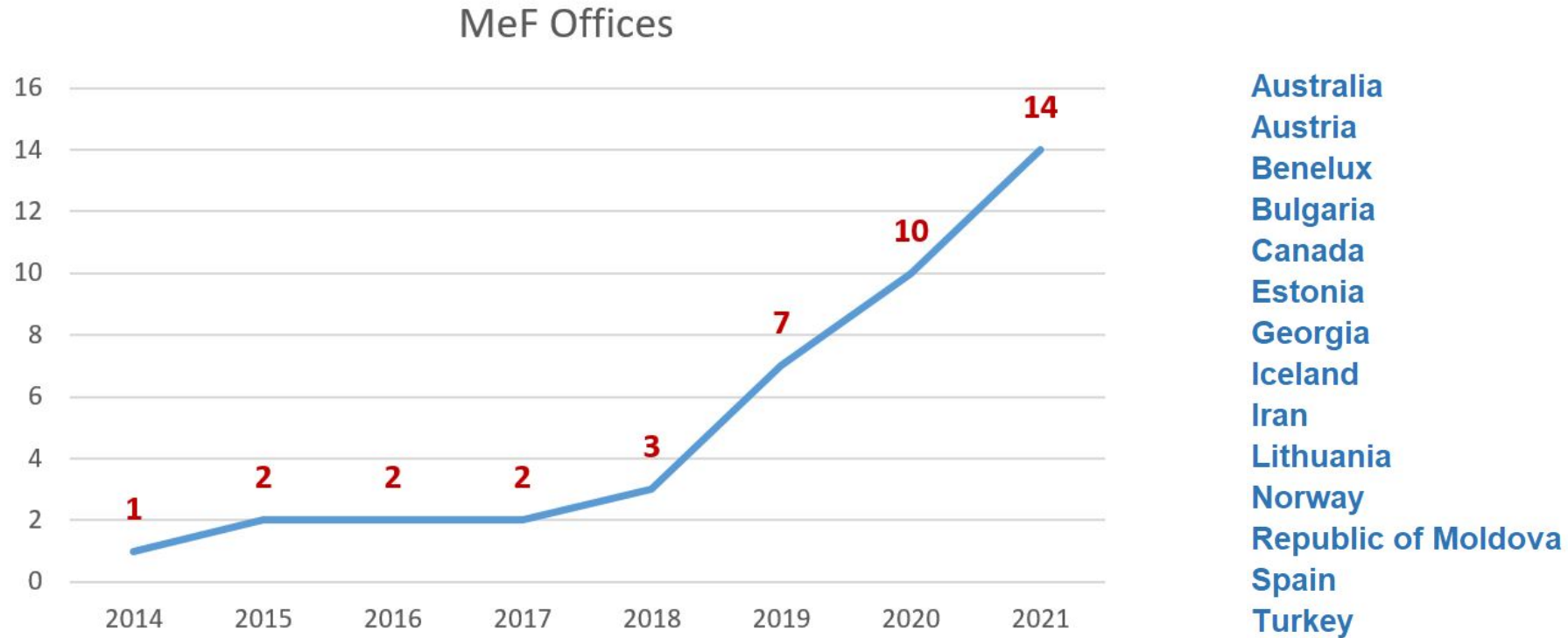
■ Electronic communication from WIPO to **ALL** Member Offices

- XML **43** offices
- PDF **59** offices

■ Electronic communication from **ALL** Member Offices to WIPO

- XML **83** offices
- PDF **98** offices
- Madrid e-Filing (MeF) **14** offices

Cluster B: electronic communication (O2O)

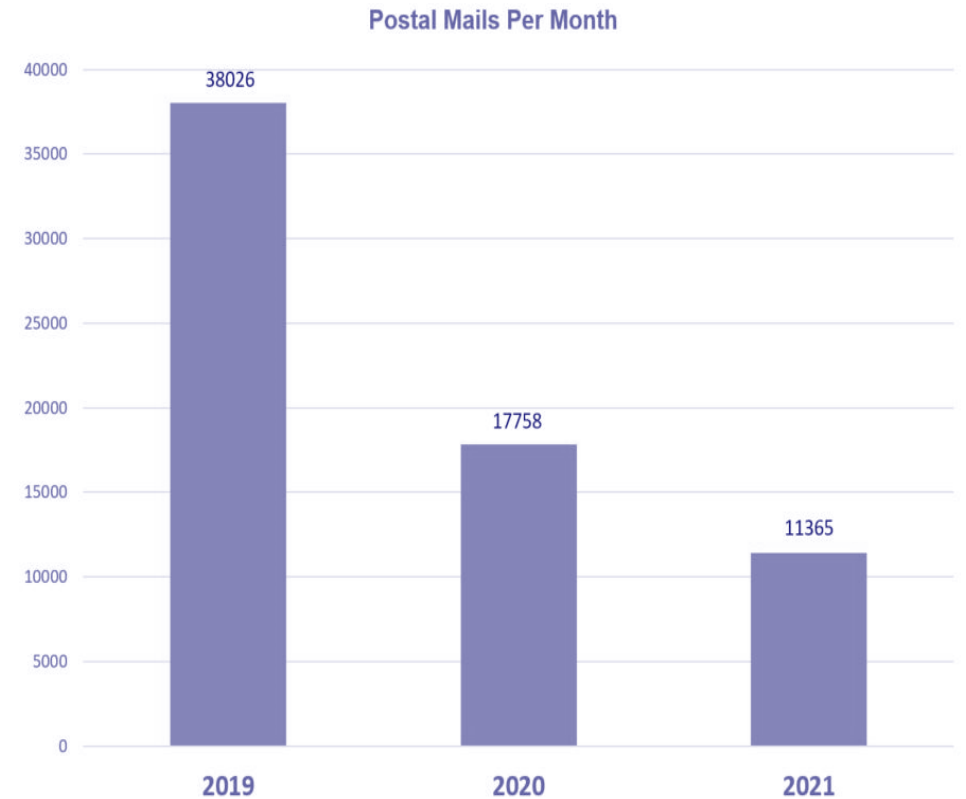
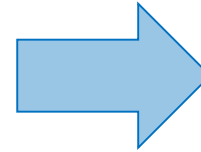
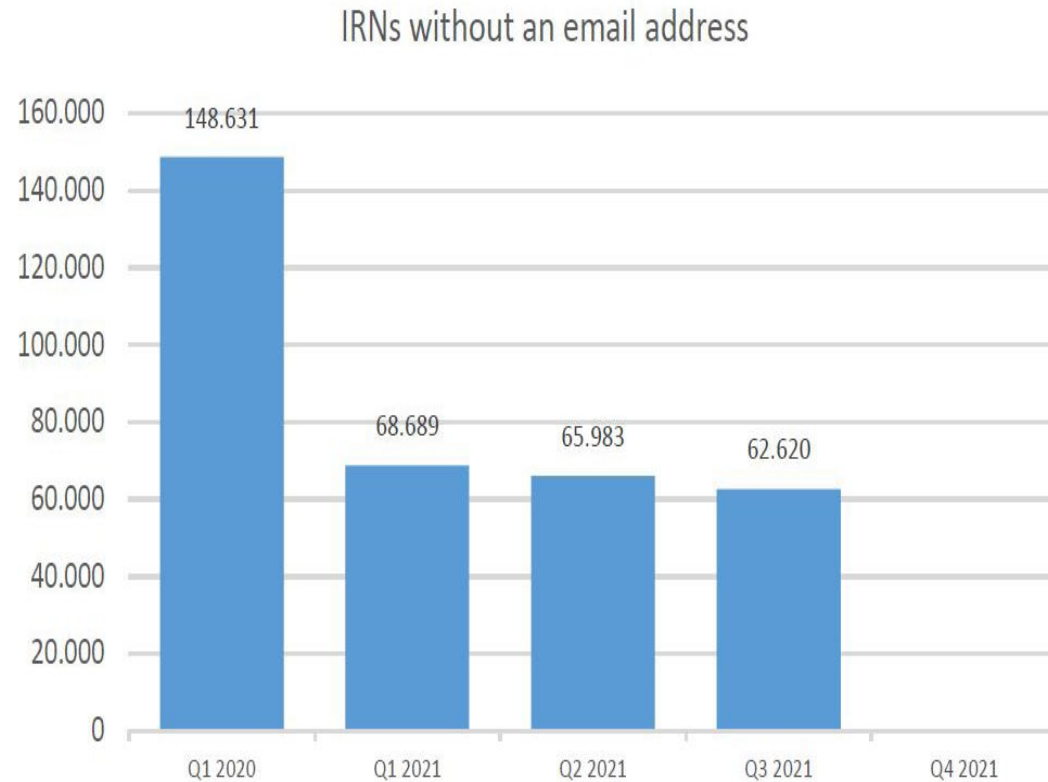


- Over **27,000** international applications via MeF till November 2021
- Discussions with more Offices of Origin are underway and some decisions are imminent.

Cluster B: electronic communication (O2C)

- Request for users to provide email addresses to IB
- Request email addresses in case of undelivered postal mails
- Special page of Contact Madrid/new Email Status Filter at Madrid Monitor
- Certificates provided as PDF file (hard copy available upon request)

Cluster B: electronic communication (O2C)

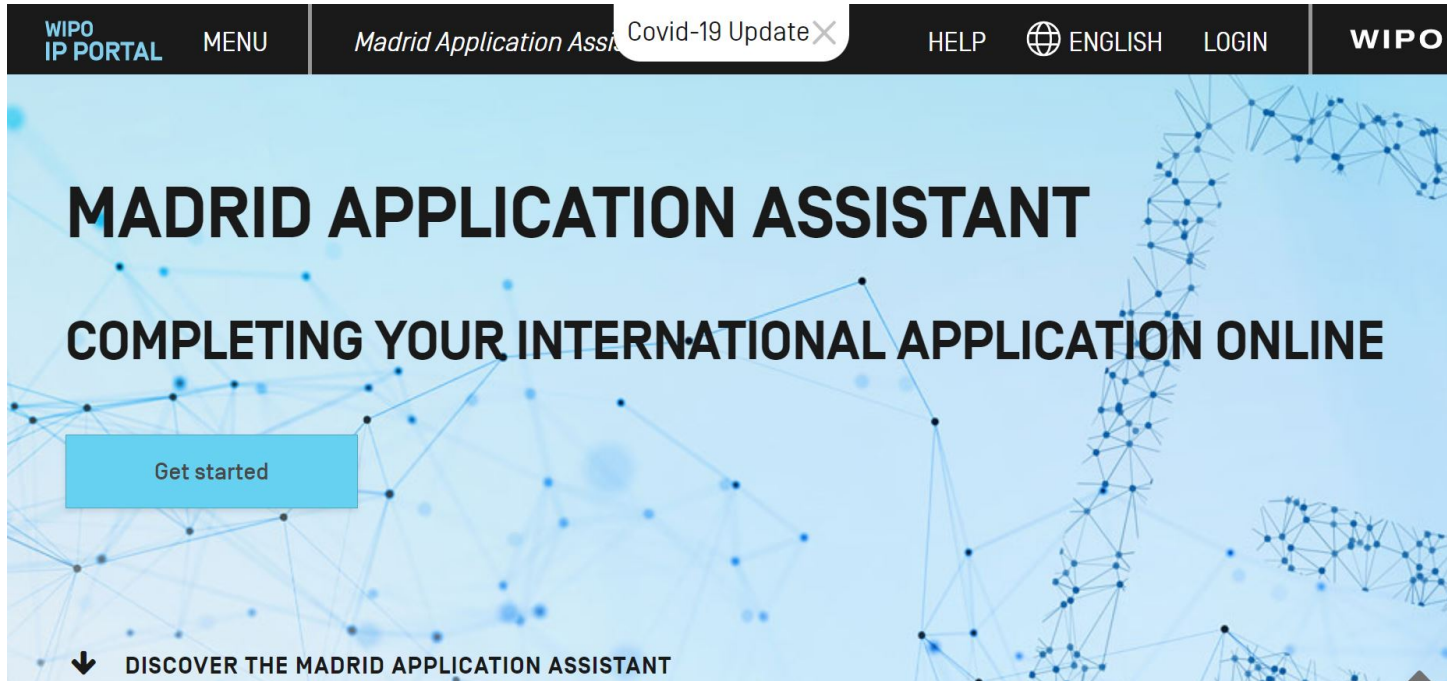


- IRNs without email address in the Register have decreased to **8%**.
- Postal mails decreased by **53%** in 2020 and **36%** in 2021.

Cluster C: online services

- Madrid Application Assistant (MAA) launched in July 2020 to enable applicants to generate PDF file of new applications
- Another **4** online forms launched
- All Madrid online services integrated into WIPO's IP Portal
- 3-month renewal reminder email launched

Cluster C: online services - MAA



■ Benefits for users

- easy navigation
- automatic translation of G&S list
- check G&S indications with MGS
- Credit card payment

■ Benefits for Office of Origin

- Less chance of irregularities
- Easy formality check

Cluster C: online services - MAA

	MAA	Total	Percentage
Germany	683	5620	12.15%
Russian Federatic	182	2228	8.17%
Denmark	141	426	33.10%
Mexico	121	129	93.80%
Ukraine	116	647	17.93%
Italy	92	2461	3.74%
Spain	89	718	12.40%
Turkey	87	2413	3.61%
Sweden	77	199	38.69%
Poland	46	307	14.98%
Israel	31	471	6.58%
Norway	30	459	6.54%
India	29	386	7.51%
Finland	26	101	25.74%
Japan	23	3863	0.60%
Armenia	21	52	40.38%
Croatia	21	213	9.86%
Malaysia	21	166	12.65%
Ireland	19	87	21.84%

- Users from **63** countries
- Over **3,000** cases attempted
- Positive feedbacks from users and offices
- Joint promotional activities with Offices
- Further collaboration including deploying MeF in offices

Cluster C: online services – online forms

The screenshot shows the top navigation bar with 'WIPO IP PORTAL', 'MENU', 'Limitation of Goods and Services', 'Covid-19 Update X', 'HELP', 'HONGBING CHEN', and a notification icon. The main heading is 'LIMITATION OF GOODS AND SERVICES'. Below it is a text box explaining the limitation process. At the bottom, there is a text input field with the placeholder 'Please enter your International Registration Number'.

November 2020

The screenshot shows the top navigation bar with 'WIPO IP PORTAL', 'MENU', 'Management of Representative', 'Covid-19 Update X', 'HELP', 'HONGBING CHEN', and a notification icon. The main heading is 'MANAGEMENT OF REPRESENTATIVE'. Below it is a progress bar with five steps: 1. Request Details (highlighted), 2. International Registration(s), 3. Representative Details, 4. Summary, and 5. Signature. The 'REQUEST DETAILS' section contains two text boxes explaining the form's purpose and usage.

March 2021

The screenshot shows the top navigation bar with 'WIPO IP PORTAL', 'MENU', 'Change in holder details', 'Covid-19 Update X', 'HELP', 'HONGBING CHEN', and a notification icon. The main heading is 'CHANGE IN HOLDER DETAILS'. Below it is a progress bar with seven steps: 1. Request Details (highlighted), 2. International Registr., 3. Holder Details, 4. Summary, 5. Fee Calculation, 6. Signature, and 7. Payment. The 'REQUEST DETAILS' section contains two text boxes explaining the form's purpose and usage.

July 2021

The screenshot shows the top navigation bar with 'WIPO IP PORTAL', 'MENU', 'Renunciation', 'Covid-19 Update X', 'HELP', 'HONGBING CHEN', and a notification icon. The main heading is 'RENUNCIATION'. Below it is a text box explaining the form's purpose. At the bottom, there is a radio button selection for 'I am *' with options 'The recorded Holder' and 'The recorded Representative'.

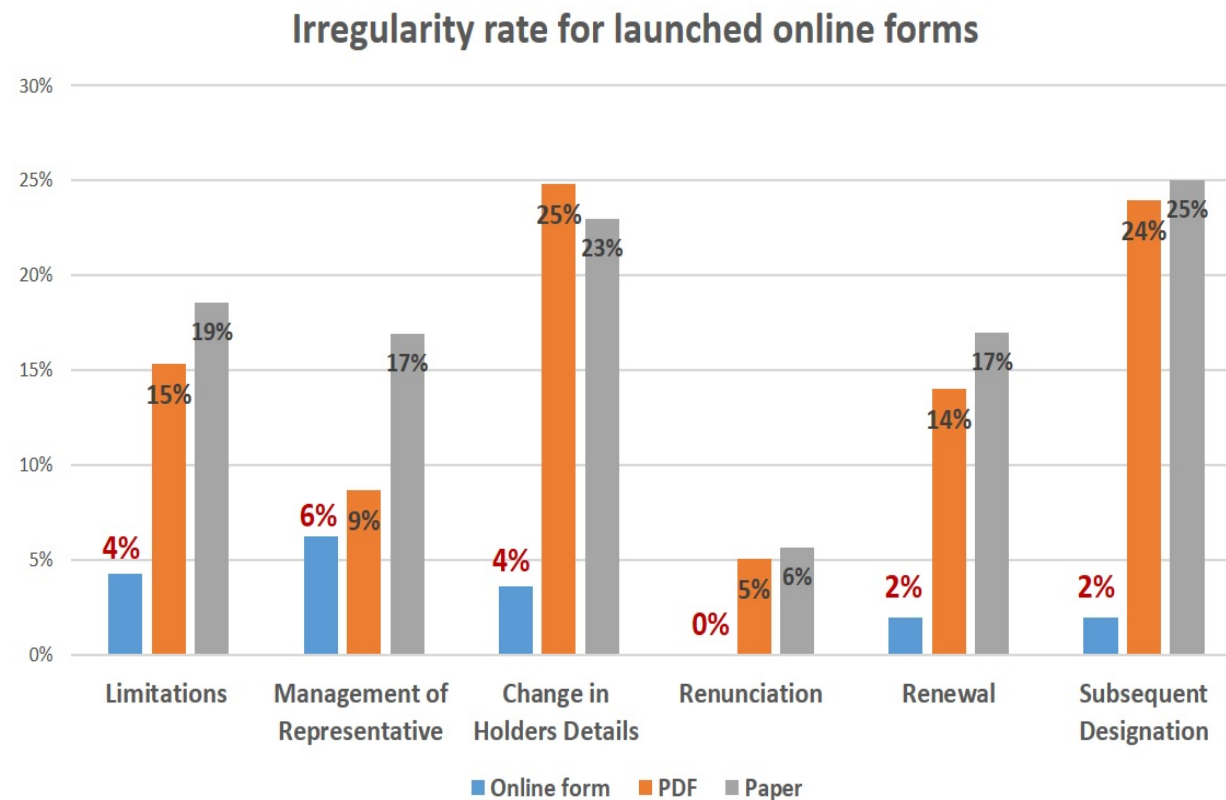
July 2021

WIPO | MADRID
The International
Trademark System

Cluster C: online services – online forms

- Identification via WIPO Account
- On-screen validation
- Step-by-step guidance
- Online payment

Online form	% Request (October 2021)
Holder's details	55%
Renunciation	35%
Management of Representative	45%
Limitation of G&S	61%
Renewal	86%
Subsequent Designation	86%



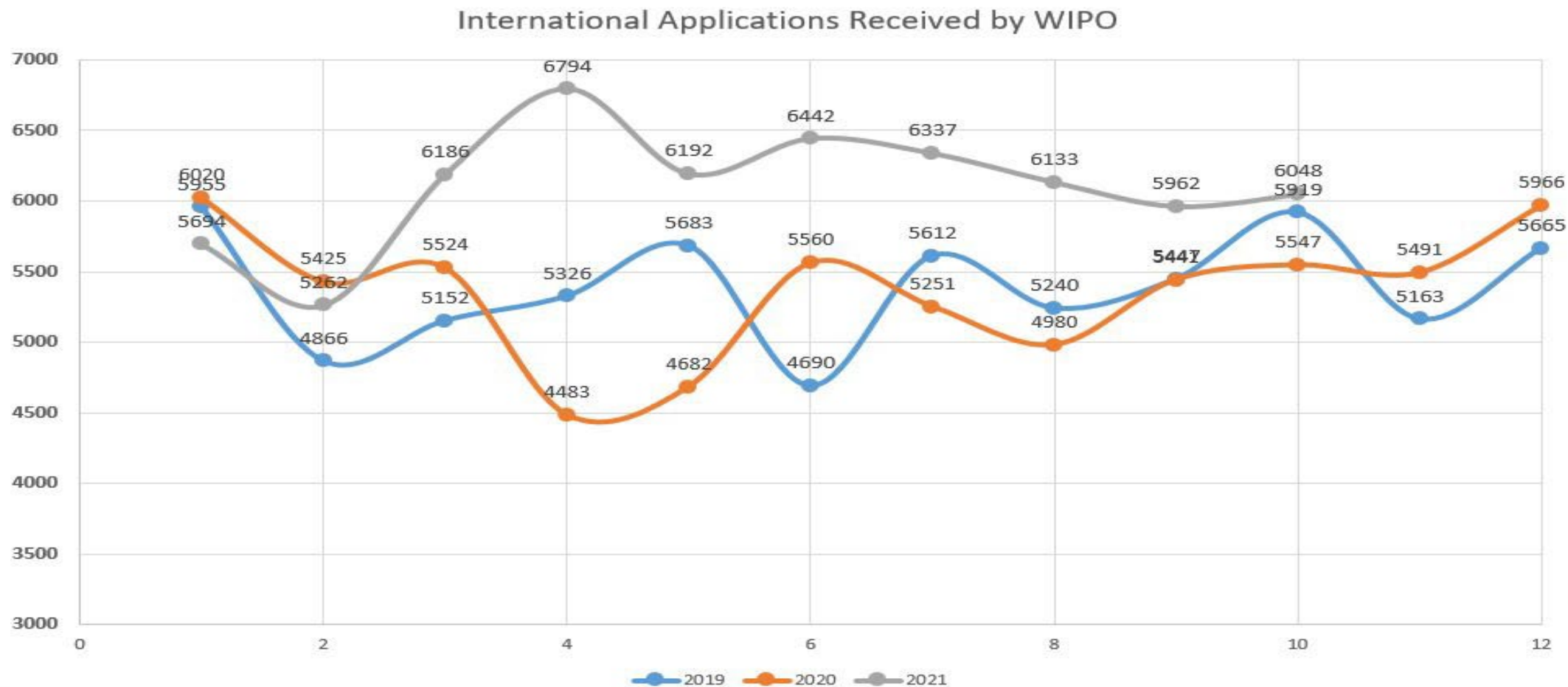
Cluster C: online services – online forms

To be launched:

- Change in Ownership: record a total or partial change in ownership ([MM5](#) form)
- Cancellation: remove goods and services in respect of all the designated Contracting Parties ([MM8](#) form)
- Correction of a recording: request that WIPO correct an error recorded in the International Register ([MM21](#) form)

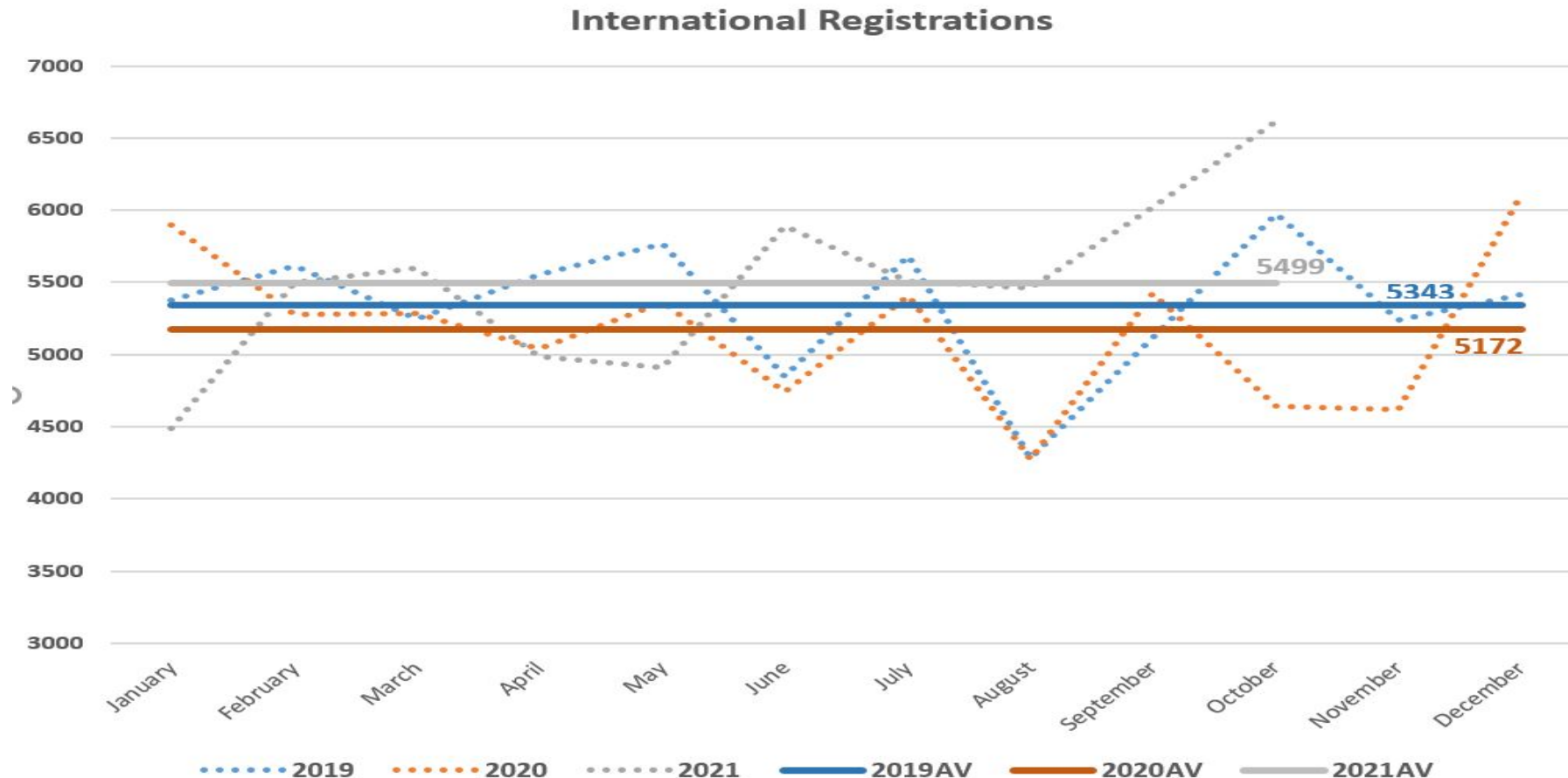
Cluster D: operational efficiency

- International applications decreased by **0.6%** in 2020 and rose by **15%** in Jan.-Oct. 2021
- Overall service requests grew by **1.2%** in 2020 and **8%** in Jan. –Oct. 2021



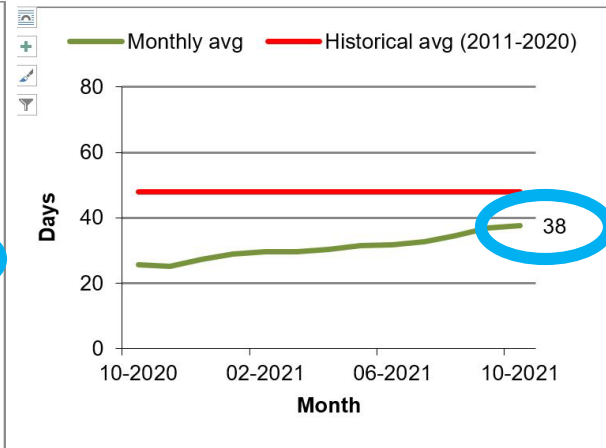
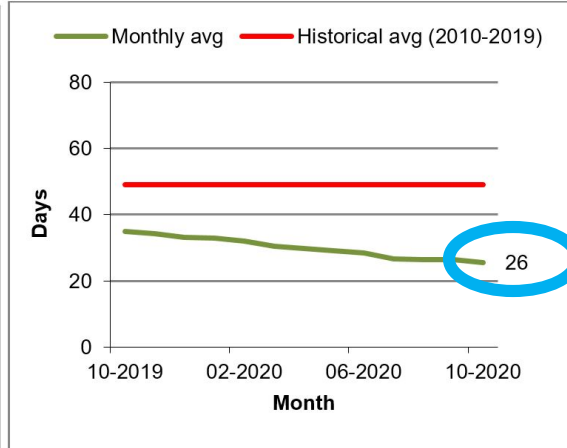
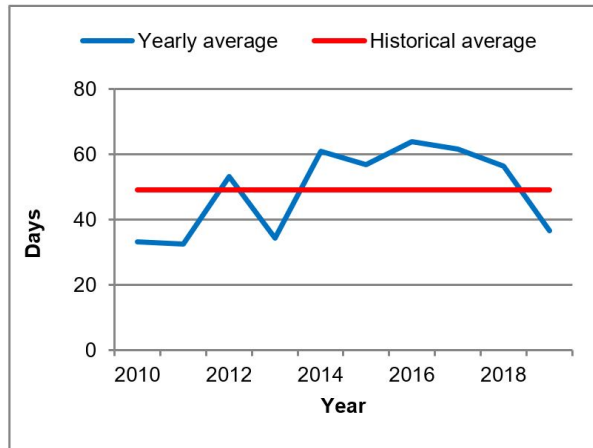
Cluster D: operational efficiency

- Overall production remained stable in 2020 despite a slight drop of international registrations.
- Overall production has grown by **7%** in Jan.-Oct. 2021 with the same growth rate for international registrations.

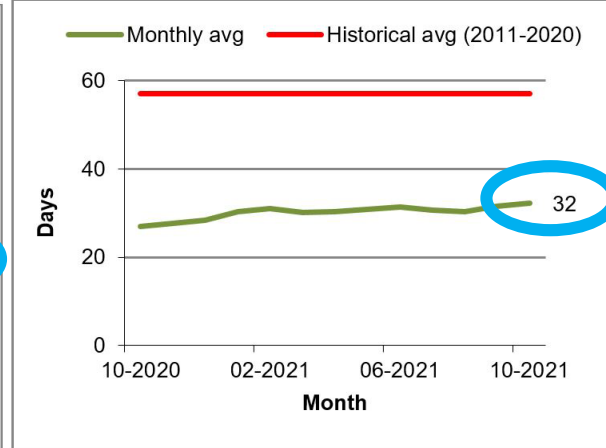
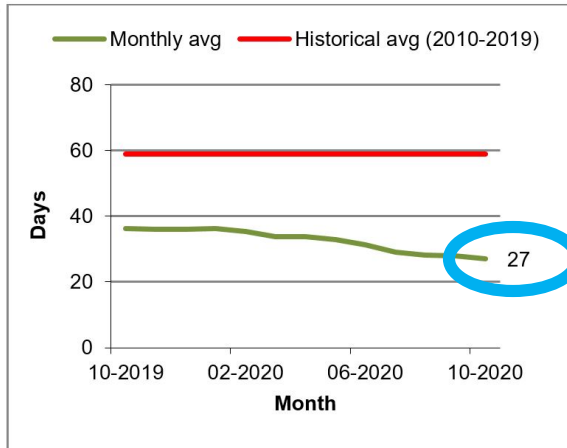
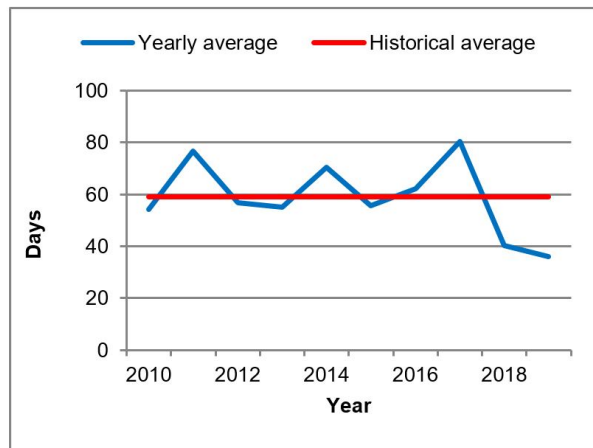


Cluster D: operational efficiency

International Applications



Modifications

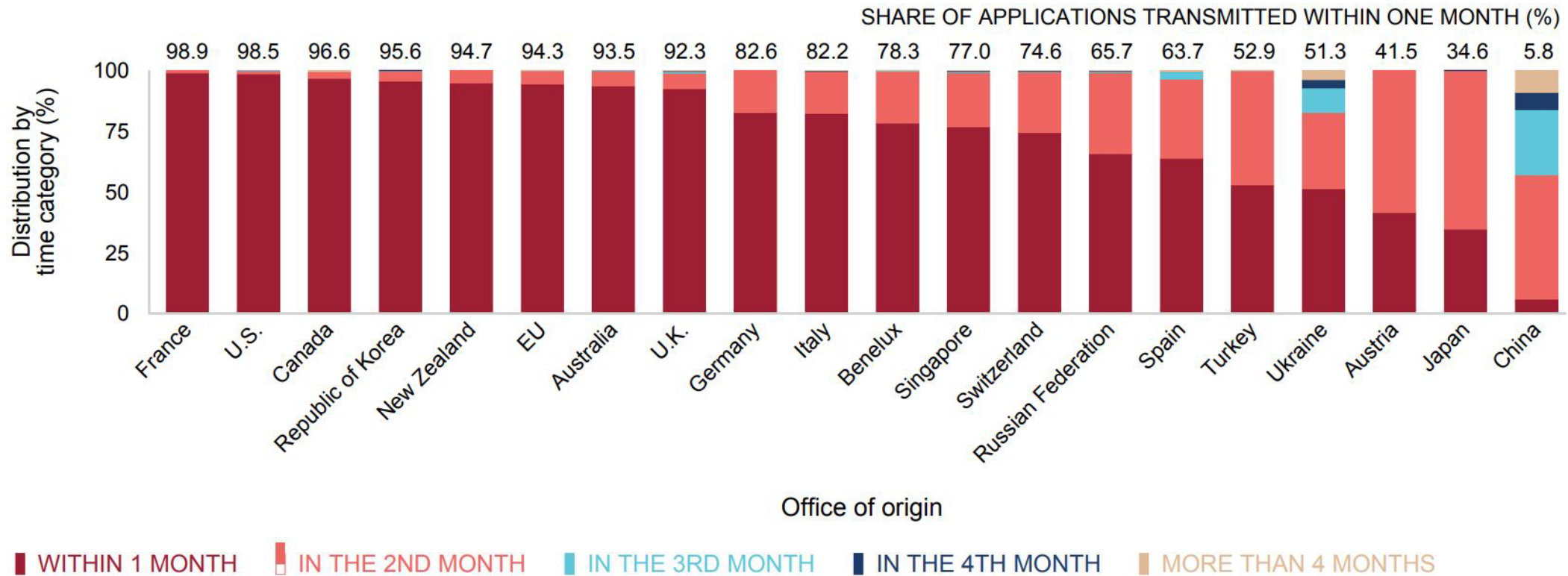


■ https://www.wipo.int/export/sites/www/madrid/en/docs/madrid_pendency_rate_october_2021.pdf

Cluster D: operational efficiency

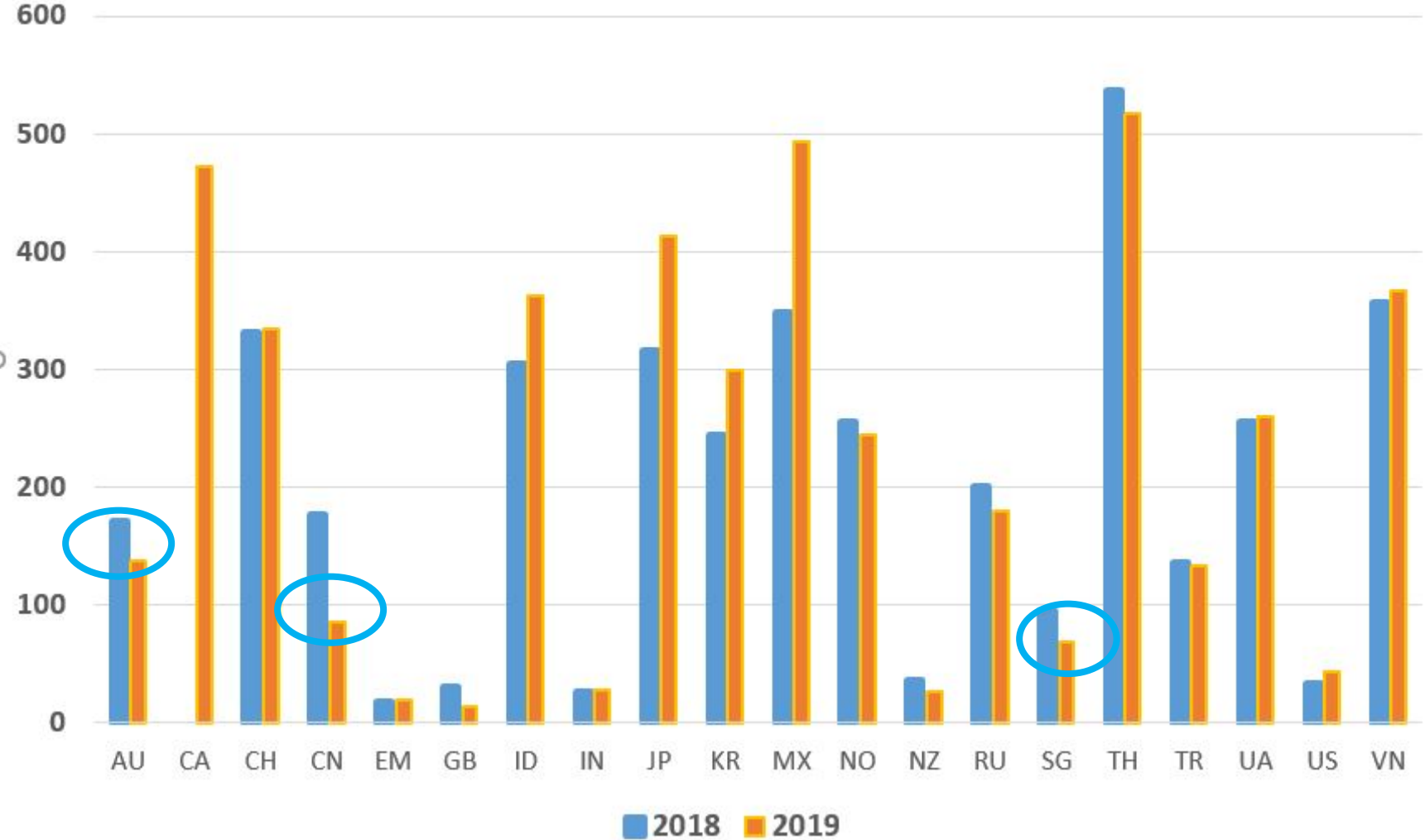
C7. Average timeliness in transmitting requests for subsequent designations to the IB by selected offices of origin, 2019

C3. Average timeliness in transmitting international applications to the IB by selected offices of origin, 2020

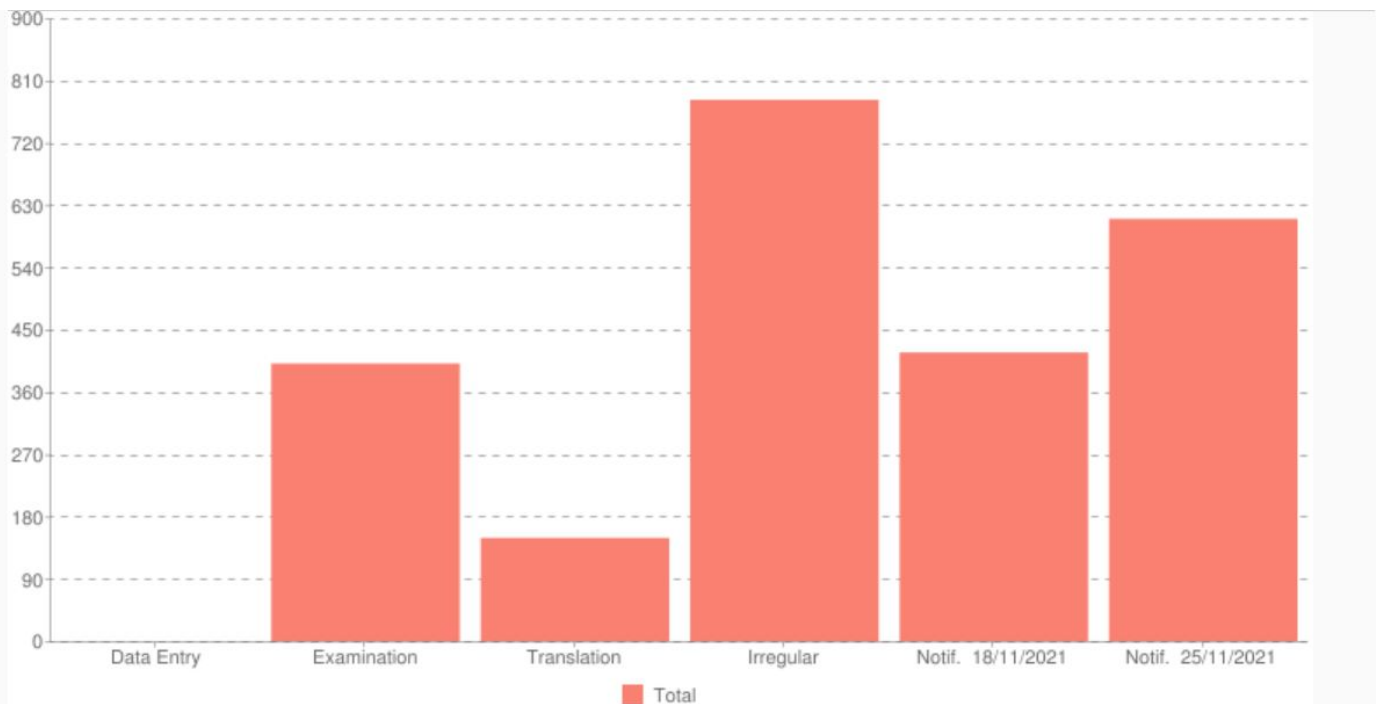


Cluster D: operational efficiency

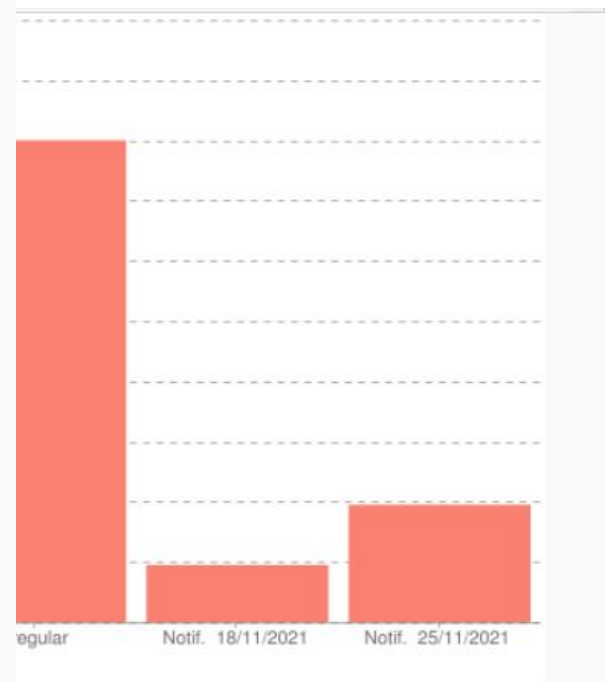
Timeliness in Receiving Provisional Refusal (*ex officio*) from Top DCPs



Cluster D: operational efficiency



CP	Contracting Party	Data Entry	Examination	Translation	Irregular, waiting to be remedied	To be notified on 18/11/2021	To be notified on 25/11/2021	Total
CH	Switzerland	0	401	149	782	417	610	2360
Total		0	401	149	782	417	610	2360

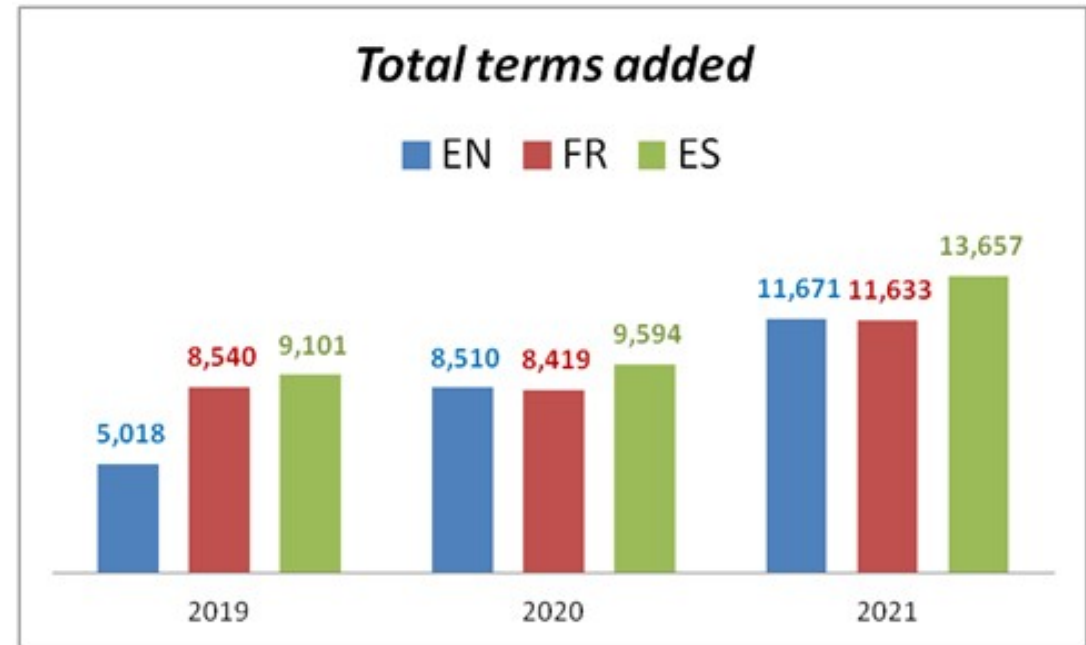


Category	To be notified on 18/11/2021	To be notified on 25/11/2021	Total
Regular	57	117	729
Total	57	117	729

<https://www.wipo.int/madrid/statistics/?lang=en>

Cluster E: classification

- Further growth of MGS
 - terms in 24 languages
 - interfaces in 25 languages



	EN	FR	ES
Terms in MGS	125,845	88,516	88,789

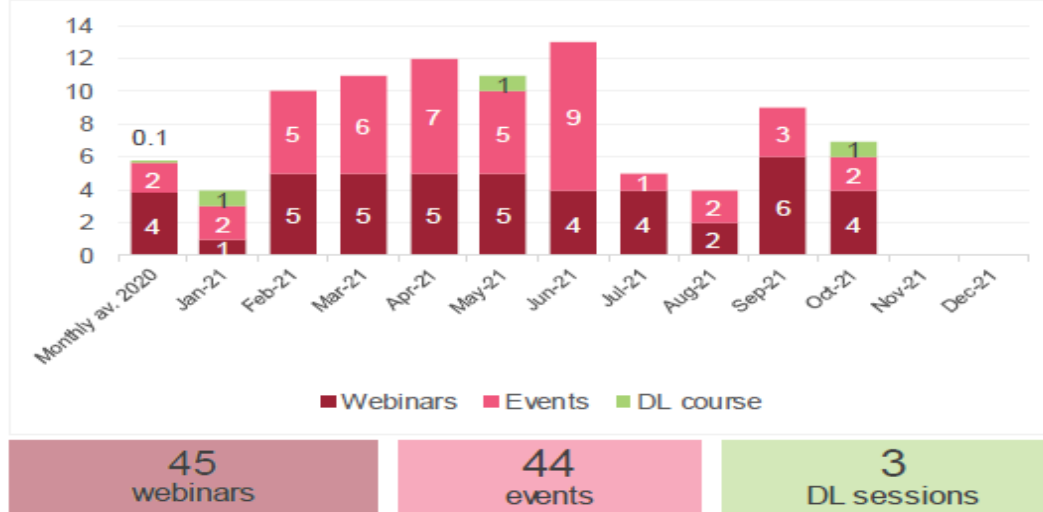
Cluster E: classification

- Reviewing and updating Examination Guidelines for Classification of Goods & Services
- Project on Rule 12/Rule 13 Irregularities
 - Initiated in 2020
 - Report on irregularity letters analysis
 - **9** actions proposed and some being implemented

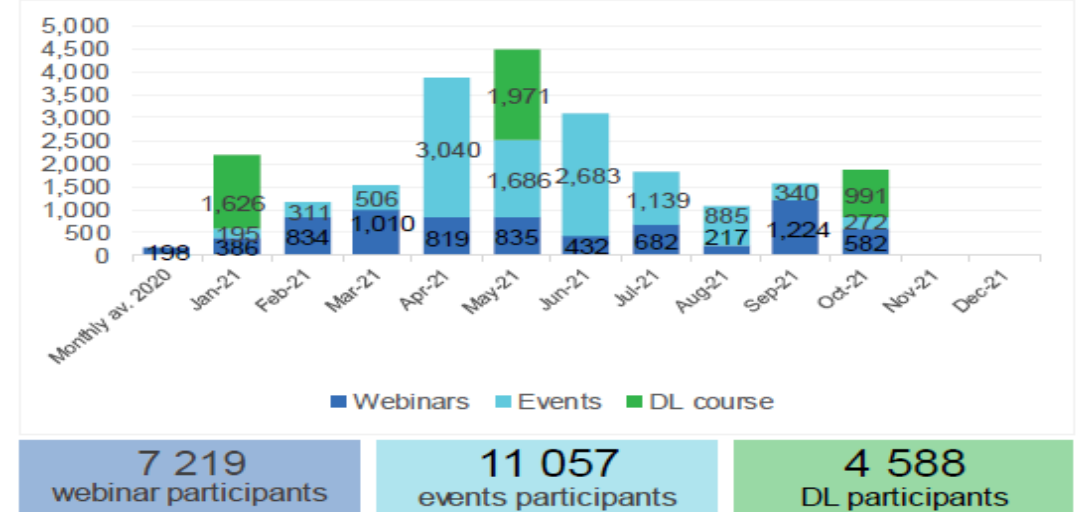
Cluster F: public education activities

II. PUBLIC EDUCATION – WEBINARS², EVENTS³ AND DISTANCE LEARNING (DL)⁴

Sessions

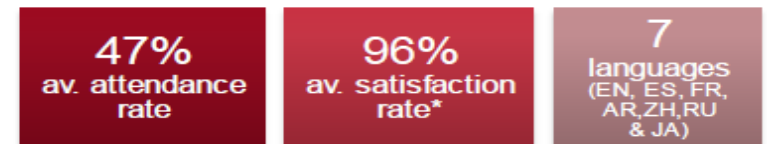


Participants



WEBINARS BREAKDOWN:

Top 10 origins of participants (for webinars in English, Spanish and French)



² Webinars organized in the framework of the Madrid public webinar program each month and coordinated by Madrid IPD.

³ Seminars, workshops and events (online or in-person) coordinated by Madrid IPD or with Madrid IPD speakers.

⁴ Distance Learning courses on the Madrid System administered by the WIPO Academy.

Agenda

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Next priorities

- Digital transformation
 - Offices: machine-readable data + MeF
 - Users: email address + online form
- Enhancing operational efficiency and streamlining classification practice via office-to-office cooperation
- Improving user experience across the whole System
- More attention to SMEs, youth, women and under-served users esp. in new members

Thank you!