



WIPO | MADRID

The International
Trademark System



Madrid Working Group Roundtable New Madrid IT Platform Project

**Geneva
November
2022**

Why a new IT Platform ?

- 1 Improve Customer Experience**
 - Single online entry point
 - Self-service portfolio management
 - Transparency - Real-time
 - Seamless payments

- 2 Increase Efficiency**
 - Automation
 - Pendency and unit cost reductions
 - Ability to improve IT system more easily

- 3 Improve Data Exchange with IP Offices**
 - Standardization of data format/channel
 - More exchange of information (status)

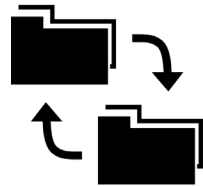
- 4 Enhance Quality of Output**
 - Control mechanisms
 - Reduction of error rates

- 5 Increase Competitiveness in Marketplace**
 - Ability to propose new value added services
 - Agility to adapt quicker to market changes
 - Machine to machine data exchange with larger customers

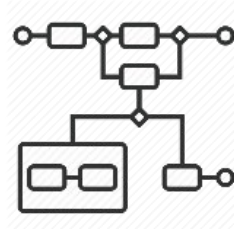
How will we get there ?



**Online Services &
Portfolio
Management**



**Data Exchange with
IP Offices**



**New
Architecture**



Cloud




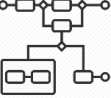
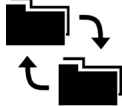


Migration

Overview of Work Packages (23)

Completed: 4

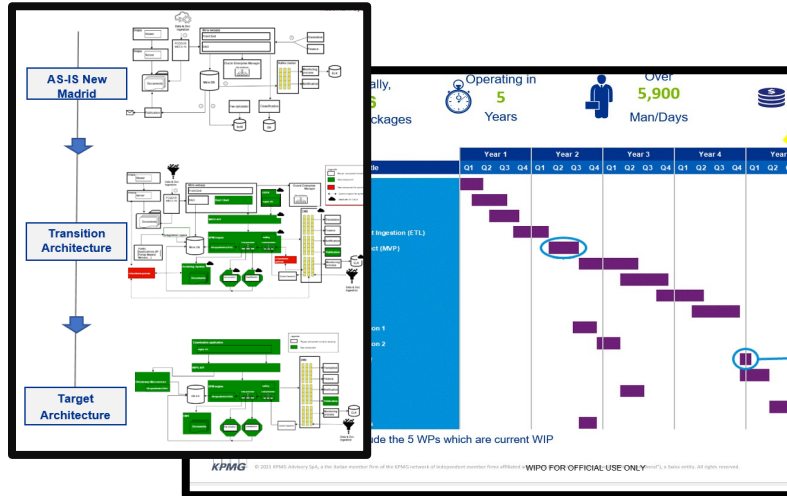
On-going: 5

Planned: 14

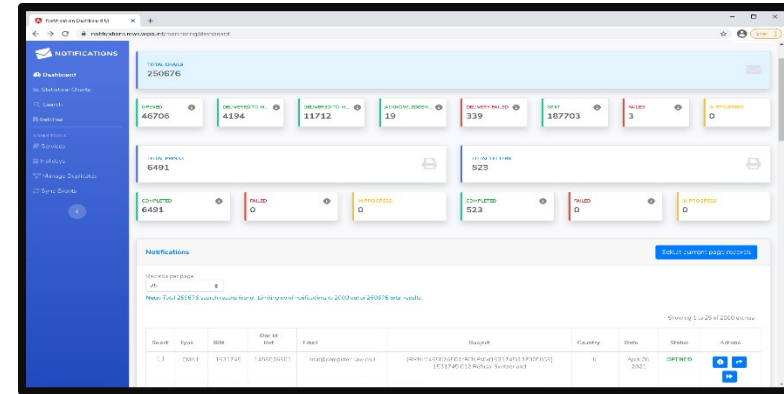
 <h3>Online Services & Portfolio Management</h3> <ul style="list-style-type: none">• Madrid online Forms• Madrid ID & Portfolio Management analysis• Madrid credit card payment• eMadrid• ePay2 planning• ePay2 Implementation	 <h3>New Architecture</h3> <ul style="list-style-type: none">• Analysis & Planning• Business Process Manager (BPM)• Event Message Broker (EMB)• Document Management System• Minimum Viable Product (MVP)• Data Access Module• Refactoring the database• Overhaul of notification system	
 <h3>Data Exchange with IP Offices</h3> <ul style="list-style-type: none">• Office API's• Office Portal interface replacement/enhancement• New document/data ingestion system• Letter generation mechanism	 <h3>Cloud</h3> <ul style="list-style-type: none">• Infrastructure analysis and initial configurations• (Most cloud related activities occur as part of other work packages)	 <h3>Migration</h3> <ul style="list-style-type: none">• (Migration of new application transaction occurs as part of the MVP work package)• Transaction Migration (Part 1)• Transaction Migration (Part 2)• Transaction Migration (Part 3)• Transaction Migration (Part 4)

Work Packages Completed

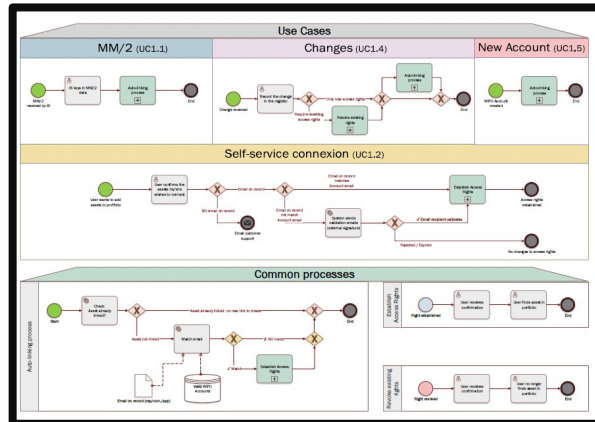
Analysis & Planning



Overhaul of notification system




ID & Portfolio Management Analysis



Credit Card payment (MM2)

From: Nolleply <nolleply@wipo.int>
Sent: Thursday, October 22, 2020 7:15 AM
To: julian@dpatentandtrademark.com
Subject: Acknowledgment of Receipt


The International Trademark System

Acknowledgment of Receipt – Application for an International Registration under the Madrid System

Thank you for using the Madrid System.

We have received your application for an international registration based on application/registration N° 750930 for the mark LEM in the name of Stefan Weber.

Your application is currently pending examination. Please use the "real-time search" field in [Madrid Monitor](#) to track its status.

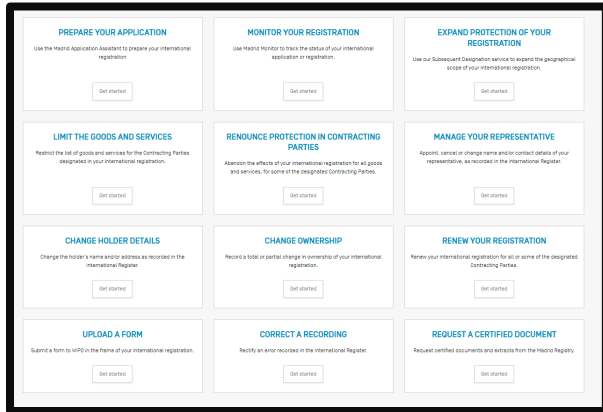
The WIPO reference number for this application is **1397718101**. Please always indicate this number in all your communications with WIPO.

Please select one of the options below to pay the estimation* of total application fees due (as calculated and indicated in the application for an international registration):

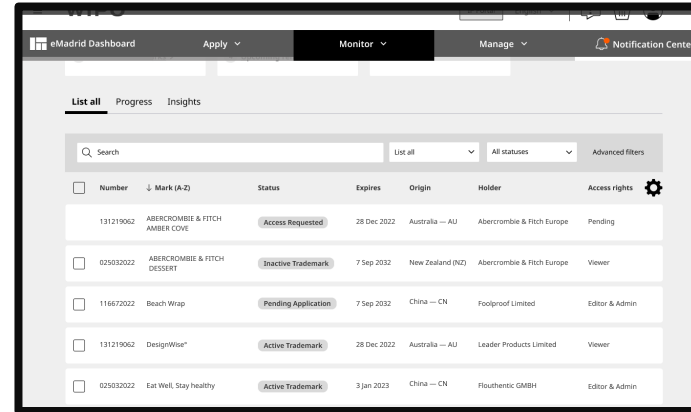
- credit card ([Madrid e-Payment](#));
- debiting a sufficiently credited [Current Account at WIPO \(Madrid e-payment\)](#);
- transfer to [WIPO's bank account](#) (please indicate the following reference number TMK/1397718101 in the payment information); or
- transfer to [WIPO's postal account](#) within Europe only (please indicate the following reference number TMK/1397718101 in the payment information).

Work Packages 2022/23

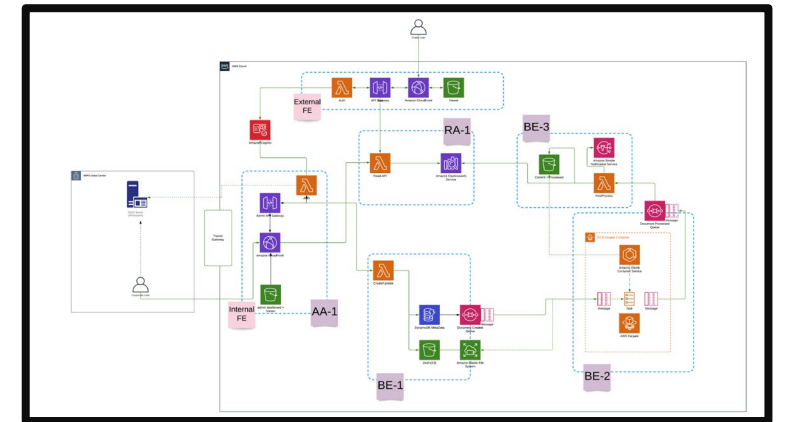
Online Forms



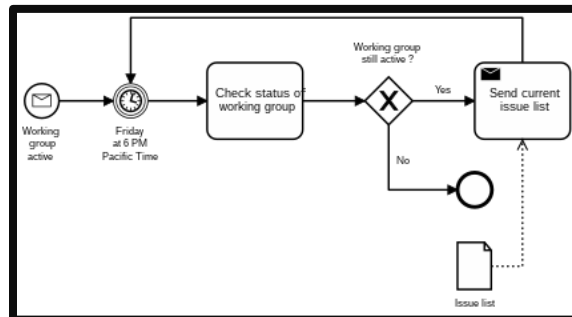
eMadrid



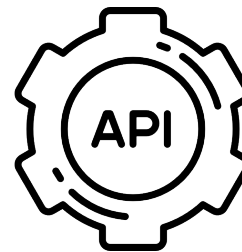
Madrid Object Storage System



Business Process Manager



IP Office API



Cloud Infrastructure analysis



Data Exchange with IP Offices – APIs

<p>Current</p> <p>The diagram illustrates the current data exchange process. It starts with an IP Office (represented by a building icon) sending data to Madrid File Processing (represented by a folder icon labeled 'FTP'). The data then goes through Madrid File Processing (represented by a server and gear icon) and is loaded into the Madrid Database (represented by a cylinder icon). Finally, the Madrid Database sends data back to the IP Office via another 'FTP' folder icon.</p>	<p>Scheduled (daily/weekly) file transfer and extraction</p> <p>Issues:</p> <ul style="list-style-type: none">• Processing delays• Difficult to validate
<p>Future</p> <p>The diagram illustrates the future data exchange process. It shows an IP Office (represented by a building icon) and a Madrid Database (represented by a cylinder icon) connected to an API (represented by a gear icon labeled 'API'). Bidirectional arrows indicate real-time data exchange between the IP Office and the API, and between the API and the Madrid Database.</p>	<p>Real-time transfer and receipt of data and information</p> <p>Benefits:</p> <ul style="list-style-type: none">• Immediate validation, feedback• Status reporting• Integration in Office back-end tools

Key Outputs Timeline

