



WIPO | MADRID

The International
Trademark System



Marketing and Promotion of the Madrid System

Madrid Working Group Roundtable

Denis Croze

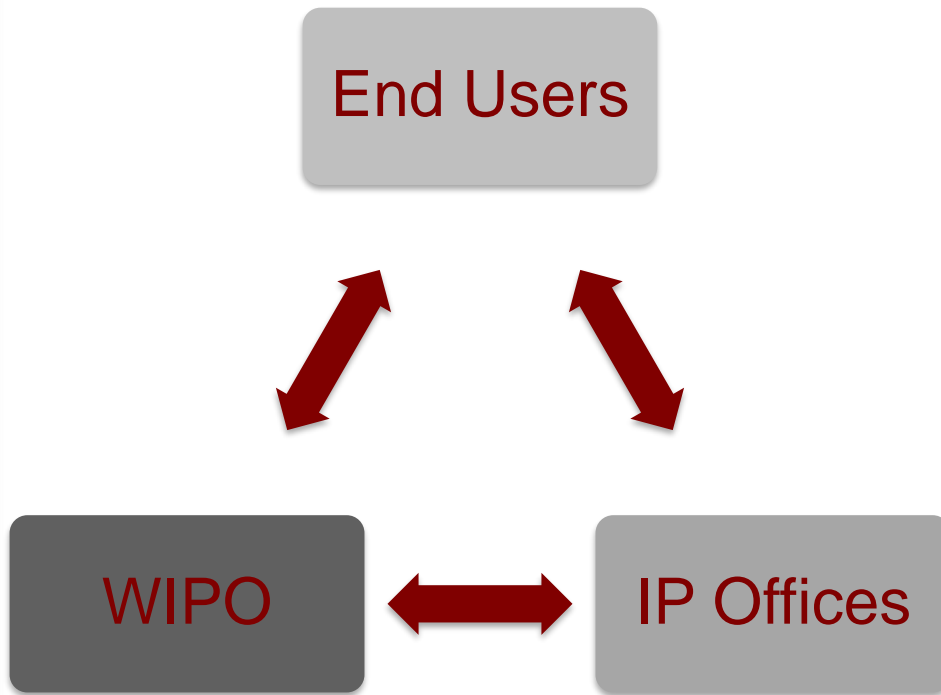
Director, Madrid Information and Promotion Division, Madrid Registry,
Brands and Designs Sector

**Geneva
10 November
2022**

Goals

- Make the Madrid System more accessible to its customers through innovative communication and education
- Promote extensively the Madrid system to increase its use throughout the world, in particular among SMEs
- Modernize the Madrid customer service in order to deliver an exceptional customer experience

A System of Three Players



Activities

- Public Education and Awareness
 - Webinars, practical seminar for advanced practitioners
 - Tutorials, podcast
- Promotion
 - Madrid flyer
- Business Development for Target Markets
 - Data Analytics
 - Market Research

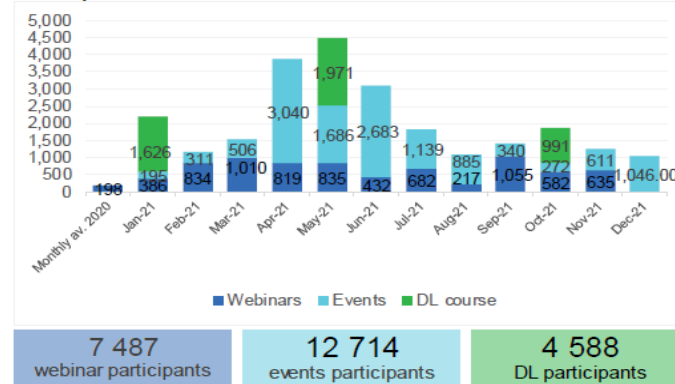
Public Education Activities (2021)

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

Sessions

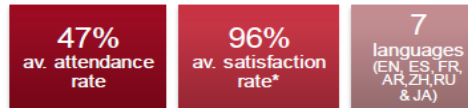


Participants



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.

Madrid Public Webinars



Madrid Public Webinars

WIPO's free interactive Madrid System webinars offer practical information on a wide range of topics related to filing an international application and managing your international trademark registration. These webinars are held in the three working languages of the Madrid System: English, French and Spanish. For more languages visit: gotostage.com/channel/wipo-madrid-public-webinars-multi

Share this page



Featured Videos

Webinaires du système de Madrid

Tout ce que vous avez toujours voulu savoir sur le système de Madrid sans jamais oser le demander

1:00:34

WIPO MADRID

EDUCATION 21 DAYS AGO

Everything you have always wanted to know about the

Webinars del Sistema de Madrid

Todo lo que siempre quiso saber sobre el Sistema de Madrid pero nunca se atrevió a preguntar

1:08:57

WIPO MADRID

EDUCATION 2 MONTHS AGO

Everything you have always wanted to know about the

Madrid System Webinars

Corrections in the International Register: How Does It Work?

1:01:14

WIPO MADRID

EDUCATION 7 DAYS AGO

Corrections in the International Register: How

Video Explainers and Tutorials

Madrid 'How-to' videos



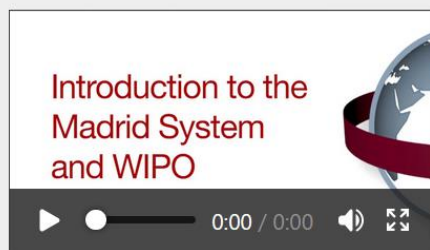
How to extend the protection of an international registration via the subsequent designation

In this tutorial, you will learn how to expand the geographical coverage of your existing international registration by adding additional countries or regions through a subsequent designation. [About subsequent designations.](#)

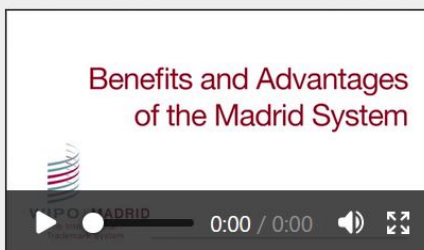


How to renew international registrations (part 1)

This tutorial will go over the renewal process, modifications to international registrations before and after the renewal and the costs associated to the renewal. [About renewals.](#)



Video: An introduction to the International Trademark System.



Video: Benefits and advantages of the Madrid System.

Testimonials and Case Studies

Madrid System Case Study Highlight: Panasonic, Branding for Further Growth and Greater Value

October 5, 2021

We continue with our highlights of key case studies giving you practical insights on how companies across various industries use the Madrid System globally to their advantage. Our latest study focuses on [Panasonic, the renowned Japanese electronics corporation](#).

Panasonic provides a wide range of products and services that are used in consumers' daily lives worldwide. These include home appliances, the electronic components used in them, housing and various services.



With more than a hundred years of experience, the company has been thoroughly committed to creating a better life for its users under the brand slogan of "A Better Life, A Better World".

Over the years, Panasonic introduced several business brands to achieve further growth and greater brand value in each area of business. In 2008, the corporation changed its name from the Matsushita Electric Industrial Co., Ltd to the Panasonic Corporation, consolidating its brand identity.

Discover how, with such a varied portfolio and an expansion strategy geared internationally, Panasonic uses the Madrid System to simplify the administrative procedures and greatly reduce costs.

[Read the full Panasonic case study](#)



Micromax on How WIPO's Madrid System Supports its International Growth Strategy

World Intellectual Property Organization – WIPO



MixMediaWorx on the Benefits of Using the Madrid System

World Intellectual Property Organization – WIPO

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Madrid System Podcast

WIPOD – International Trademark System Talks

- Spotify 
- Apple Podcasts 
- Google Podcasts 



AUSTRALIA EXPERIENCE



Australian Government

IP Australia

22 November 2022

Madrid Customer Experience Project



Background

- Started in 2020
- Aims to improve customer experience when using the Madrid system
- Two major streams of work:
 - Getting goods & services right
 - Public education and awareness



Public education and awareness

- Better promotion of the Madrid process and benefits of using the Madrid system
- Tailoring information to suit the audience
 - E.g. using videos and social media to reach SMEs





Australian Government

IP Australia

Contact us

 1300 65 1010 (9am-5pm)

 ipaustralia.gov.au

 facebook.com/ipaustralia.gov.au

 twitter.com/IPAustralia

 linkedin.com/company/ip-australia

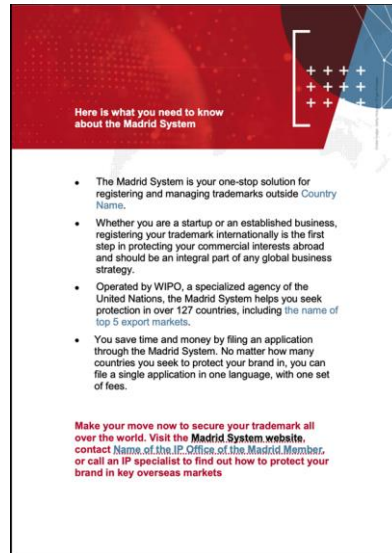
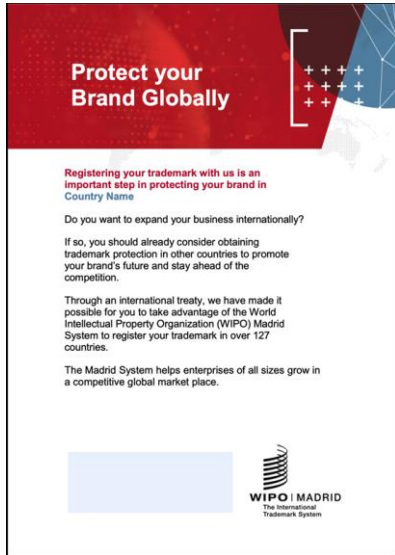
 youtube.com/user/ipaustralia

 instagram.com/ipaustraliaofficial/



Localized Promotion: Madrid Flyer

Leaflets



- A tailored two-page “Flyer” on the Madrid System
- To be attached to each certificate of national/regional TM registration issued by IP Offices of Madrid System Members
- Explaining the key benefits of the Madrid System in non-technical terms
- Translated into the applicable local language by the IP Offices concerned
- To be preferably distributed electronically for environmental and cost saving purposes

Localized Promotion: Madrid Flyer

Proteja sua marca mundialmente

Registrar sua marca conosco é um importante passo para proteger sua marca no Brasil.

Você pensa em expandir o seu negócio internacionalmente?

Então deveria considerar obter a proteção da marca em outros países – tanto para a futura promoção da sua marca quanto para se manter à frente da concorrência.

Por meio de um tratado internacional, você pode aproveitar as vantagens do Sistema de Madrid da Organização Mundial da Propriedade Intelectual para registrar sua marca em mais de 127 países.

O Sistema de Madrid ajuda empresas de todos os tamanhos a crescer em um mercado global competitivo.

INPI INSTITUTO NACIONAL DA PROPRIEDADE INDUSTRIAL

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INPI - Brazil

Aqui está o que você precisa saber sobre o Sistema de Madrid.

- O Sistema de Madrid é a solução completa para registro e gestão de marcas fora do Brasil.
- Se você tem uma startup ou uma empresa estabelecida, registrar sua marca internacionalmente é o primeiro passo para proteger seus interesses comerciais no exterior e deve ser parte integrante de qualquer estratégia global de negócios.
- Operado pela Organização Mundial da Propriedade Intelectual (OMPI), agência especializada da Organização das Nações Unidas, o Sistema de Madrid ajuda você a buscar proteção em mais de 127 países, incluindo Estados Unidos, União Europeia, Colômbia, México e China.
- Você economiza tempo e dinheiro preenchendo requerimento único por meio do Sistema de Madrid – não importa em quantos países você deseje proteger sua marca, você pode fazer apenas um requerimento, pagando todas as taxas em conjunto.

Garanta agora o registro da sua marca em todo o mundo. Visite o [site do Sistema de Madrid](#), entre em contato com o [Instituto Nacional da Propriedade Industrial \(INPI\)](#) ou fale com um especialista em PI para saber como proteger sua marca nos principais mercados estrangeiros.

in pi

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حماية علامتك التجارية عالمياً

تسجيل علامتك التجارية آتينا خطوة مهمة لحماية علامتك التجارية في الجزائر.

هل تعلمون؟ في توسيع نطاق عملك على المستوى الدولي؟

إن ينبغي أن تكون على علمية لمحتفك التجارية في بلدان أخرى – يجب ترويج علامتك التجارية مستقبلاً وتضمن المنفعة.

ومن خلال معاهدة مدريد سهلاً لك الاستفادة من نظام مدريد للمنظمة العالمية للملكية الفكرية لتسجيل علامتك التجارية في أكثر من 127 بلداً.

وبمساعد نظام مدريد التبركت من جميع الأحجام على النحو في سوق عالمي تنافسي.

اطمئن الآن تأمين علامتك التجارية في جميع أنحاء العالم وما عليك سوى زيارة [الموقع الإلكتروني للمنظمة](#) أو التواصل مع [المعهد الوطني للبراءات](#) والملكية الصناعية أو الاتصال ببلد أعضائنا الملكية الفكرية لمعرفة كيفية حماية علامتك التجارية في الأسواق الخارجية الرئيسية.

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INAPI - Algeria

هذا كل ما تحتاجون معرفة عن نظام مدريد!

- نظام مدريد هو الحل الوحيد لتسجيل وإدارة العلامات التجارية خارج الجزائر.
- سواء كنت شركة ناشئة أو شركة واسعة، فإن تسجيل علامتك التجارية دولياً هو الخطوة الأولى في حماية ممتلكاتك التجارية في الخارج ويجب أن يكون جزءاً لا يتجزأ من أي استراتيجية أعمال عالمية.
- تتمتع المنظمة العالمية للملكية الفكرية (الويبي)، وهي وكالة متخصصة تابعة للأمم المتحدة، بنظام مدريد الذي يساعدك في الحصول على الحماية في أكثر من 127 بلداً في تلك إقليمية وفرنسا ومصر وتونس والمنظمة الإفريقية للملكية الفكرية.
- يمكنك توفير الوقت والمال من خلال تقديم طلب عبر نظام مدريد - بعض الطرق عن عدد البلدان التي تسعى لحماية علامتك التجارية فيها، وذلك عبر تقديم طلب واحد فقط ويقع مجموعة واحدة من الرسوم.

اطمئن الآن تأمين علامتك التجارية في جميع أنحاء العالم وما عليك سوى زيارة [الموقع الإلكتروني للمنظمة](#) أو التواصل مع [المعهد الوطني للبراءات](#) والملكية الصناعية أو الاتصال ببلد أعضائنا الملكية الفكرية لمعرفة كيفية حماية علامتك التجارية في الأسواق الخارجية الرئيسية.

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ESTONIA EXPERIENCE

Madrid Flyer Initiative in Estonia

Madrid Flyer was translated into Estonian and is:

- represented on the [website of our Office](#) on three different pages
- published on the social media channels of our Office (Facebook, Twitter, Instagram)
- enclosed to the consultation e-mails about trademarks

Kaitse oma kaubamärki üleilmselt



Patendiametis kaubamärgi registreerimine on oluline samm märgi kaitsmisel Eestis

Kas soovid laiendada oma äri rahvusvaheliseks?

Sel juhul peaksid juba praegu kaaluma kaubamärgi kaitsmist teistes riikides, et edendada oma märgi tulevikku ja saada konkurentsieelis.

Rahvusvahelise lepingu abil oleme teinud sulle võimalikuks kasutada Maaailma Intellektuaalomandi Organisatsiooni (WIPO) Madridi süsteemi, et registreerida oma kaubamärk rohkem kui 127 riigis.

Madridi süsteem aitab igas suuruses ettevõtetel konkurentsitihedal globaalsel turul esile kerkida.



PATENDIAMET



Mida on vaja teada Madridi süsteemi kohta?



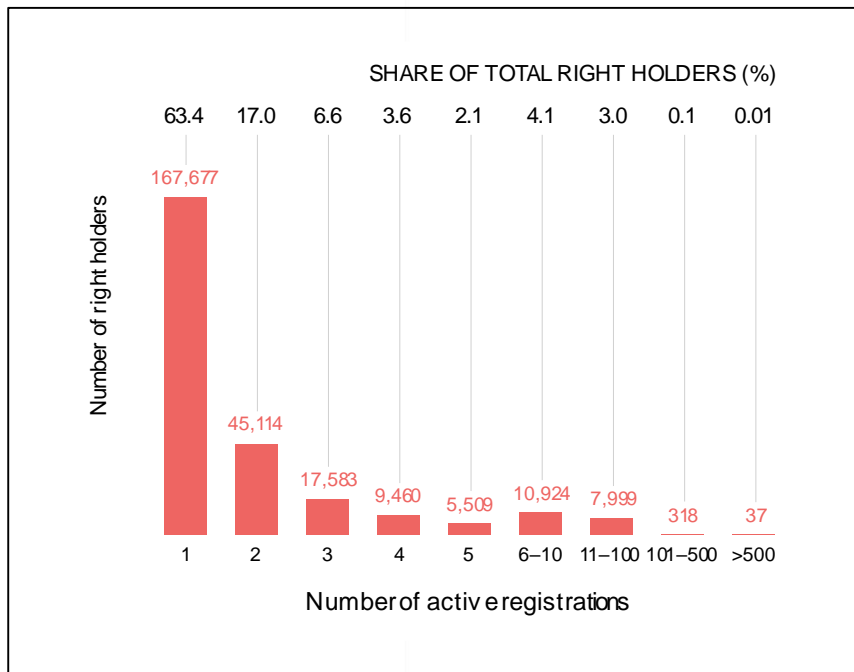
- Madridi süsteem on ühtne lahendus kaubamärgi registreerimiseks ja haldamiseks väljaspool Eestit.
- Oligu sul iduettevõtte või väljakujunenud äri, kaubamärgi rahvusvaheliselt registreerimine on esimene samm oma ärihuvide kaitsel ja peaks olema iga üleilmse äristrateegia lahutamatu osa.
- ÜRO spetsialiseerunud agentuuri WIPO hallatav Madridi süsteem aitab saada kaitset rohkem kui 127 riigis, sh Eesti ettevõtja jaoks olulistest riikidest nagu Soome, Läti, Ameerika Ühendriigid, Rootsi ja Saksamaa.
- Madridi süsteemi kaudu taotluse esitamisel säästad aega ja raha. Ükskõik kui paljudes riikides oma märgile kaitset taotled, saad seda teha ühe taotlusega, ühes keeles, ühe lõivusüsteemi abil.

Asu kohe tegutsema, et kindlustada oma kaubamärk üleilmselt. Külasta Madridi süsteemi veebilehte, võta ühendust Patendiametiga või helista kaubamärgispetsialistile, et saada teada, kuidas kaitsta oma märki olulistel välismaistel turgudel.

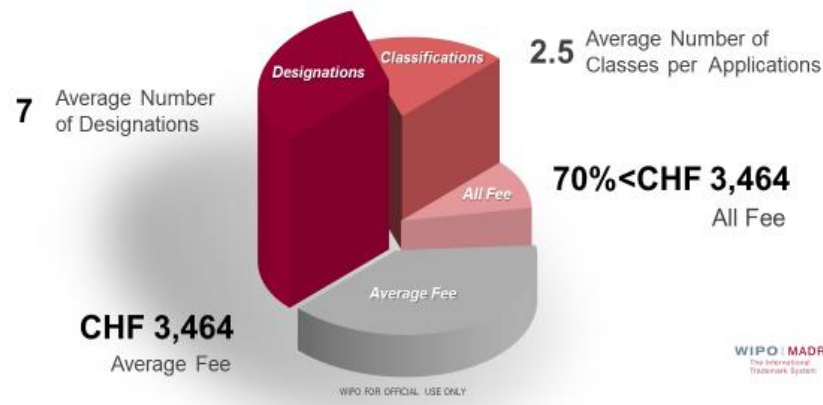
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Promoting Madrid System to SMEs



General Profile 2021



How to Reach the SMEs?

- Partnering with Madrid IP Offices
 - Flyers
 - Improving IP Offices web pages on Madrid
 - Promoting WIPO webinars in different languages
 - Case studies and video testimonials
- Developing synergies with local partners (SMEs associations, industry associations, chambers of commerce) and e-Commerce platforms

Business Development: Target Markets

■ Focus

■ China

■ Japan

■ Russian Federation

■ Mexico (Pilot)

■ Republic of Korea

+ ASEAN countries, India,
and the USA

REPUBLIC OF KOREA EXPERIENCE

Efforts, Achievements and New challenges to promote and expand use of the **Madrid System**

01

Achievements

- + Filed 1,973 Case (2021)
- + Increased 24% (YoY)

02

Efforts

- + To make it easy to file
- + To increase interest
- + To cooperate with WIPO

03

New Challenges

- + 20th anniversary

MEXICO EXPERIENCE

Data Analytics: Modelling the typical Madrid user

- Harmonization to link the same TM owner across jurisdictions
- Portfolio size, “class count”
- Class / Industry
- Income level of economies where they file
- Has ever used Madrid

- Find Paris filers who “look like” Madrid users
- Probabilistic and experimental
- Challenges: name translation, data availability (69 collections in Global Brand Database), linking of Madrid designations in national records

Mexico use case – Who's a candidate?

- Filer with Holder Country = MX
- Using the Paris route in multiple jurisdictions (other than MX)
- Preferably: filing in Madrid countries and not using Madrid

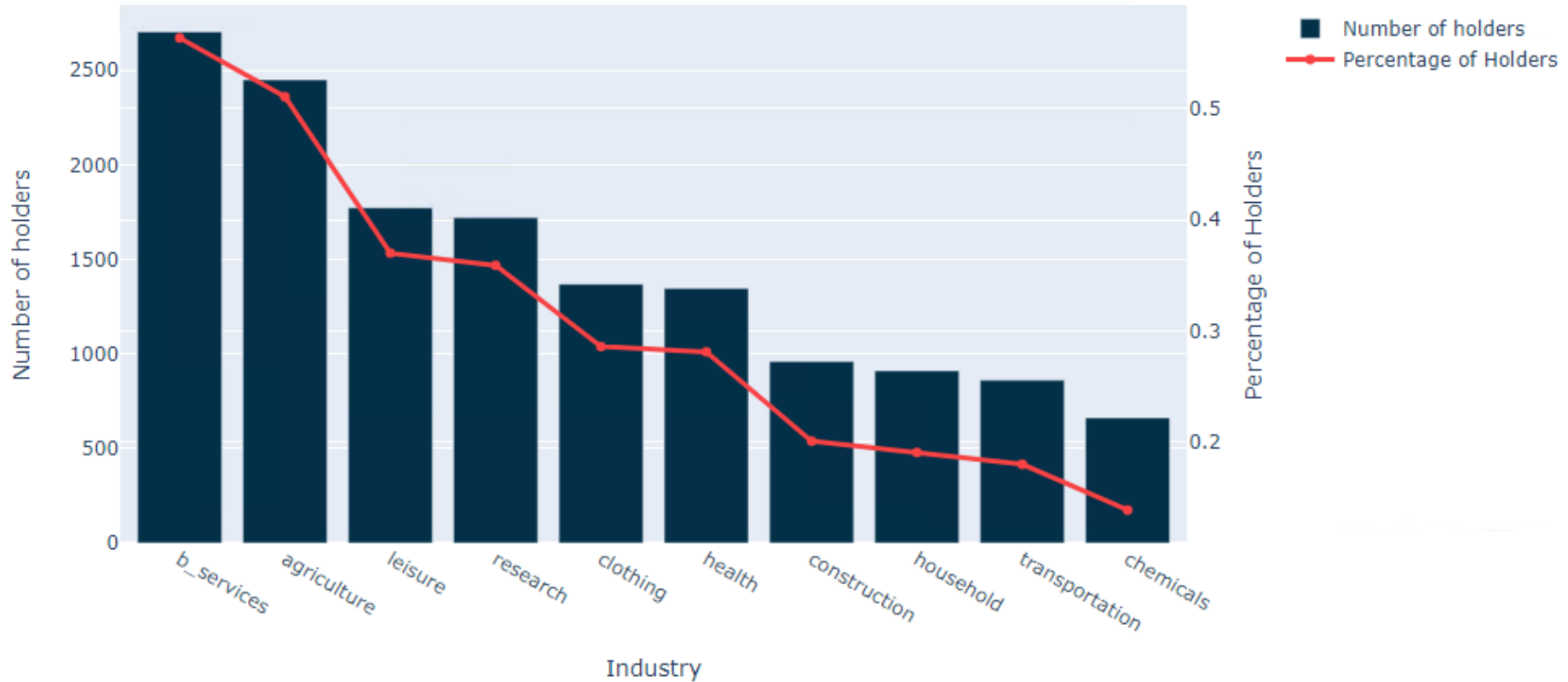
- Joined by name similarity
- Sorted by Holder Score: number of filings x number of classes

- 4937 holders
- 4772 not using Madrid

Candidates for Madrid use in Mexico

Holder name	Holder country	All Holder countries	First Application	Self Represented	GBD Link	MAD (Class Count)	Holder Score	Holder Score last 5	Filing countries	MAD Filing (%)	MAD Filing last 5	Nice Classes	Latest Application	Albania	Algeria	Australia	Bahrain	Bhutan	Botswana
	MX	ES, MX, CR, MX		FALSE	https://www	16	26216	6011	38	0.00061	0	31,35,5,25	2021	1	40	30	56	20	4
	MX	MX, US, IN, MX		FALSE	https://www	0	10813	1478	38	0	0	33,41,28,2	2021	11	-	26	-	1	1
	MX	MX, CH, US, MX		FALSE	https://www	5	8240	1457	13	0.000607	0	35,38,41,5	2021	-	-	-	-	-	-
	MX	MX, IN, IT, MX		FALSE	https://www	25	7698	753	39	0.003248	0.00664	35,31,16,2	2021	3	2	34	-	6	-
	MX	MX, CH, IN, MX		FALSE	https://www	0	5320	776	16	0	0	30,33	2021	2	-	-	1	-	-
	MX	MX		FALSE	https://www	0	4887	430	8	0	0	35,5,37,3,	2021	-	-	-	-	-	-
	MX	DE, MX, CH, ES		FALSE	https://www	68	3101	713	20	0.021928	0.01683	35,37,36,4	2020	-	4	-	-	-	-
	MX	MX, CO, ID, MX		FALSE	https://www	0	2821	807	16	0	0	35,5,1	2021	1	-	-	-	-	7
	MX	MX, US, IT, MX		FALSE	https://www	0	2563	1160	29	0	0	29,30	2021	1	1	11	3	-	-
	MX	MX		FALSE	https://www	0	2526	521	13	0	0	31,35,5,25	2021	-	-	-	-	-	-
	MX	MX, IT, MX		FALSE	https://www	0	2364	595	10	0	0	5,3,21,0,2	2021	-	-	-	-	-	-
	MX	MX		FALSE	https://www	0	2316	2316	2	0	0	35,19,44,7	2019	-	-	-	-	-	-
	MX	MX		FALSE	https://www	114	1937	1247	19	0.058854	0.091419	35,5,19,44	2020	-	-	-	-	-	-
	MX	MX		FALSE	https://www	0	1908	805	6	0	0	41,38	2021	-	-	-	-	-	-
	MX	MX, CR, UY, MX		FALSE	https://www	0	1875	478	7	0	0	5,3,32	2021	-	-	-	-	-	-
	MX	MX		FALSE	https://www	0	1864	354	5	0	0	35,16,41,5	2021	-	-	-	-	-	-
	MX	MX, IN, IT, MX		FALSE	https://www	0	1823	703	17	0	0	32,30,33	2021	-	-	1	-	-	-
	MX	MX, CH, IT, MX		FALSE	https://www	40	1809	218	31	0.022112	0	32,33	2021	3	-	18	-	-	-
	MX	MX, ES, MX		FALSE	https://www	0	1688	6	10	0	0	35,16,14,4	2021	-	-	-	-	-	-
	MX	MX		FALSE	https://www	0	1647	1252	6	0	0	9,28,14,16	2021	-	-	-	-	-	-
	MX	MX		FALSE	https://www	0	1420	114	5	0	0	35,7,36,41	2021	-	-	-	-	-	-

Candidates for Madrid use in Mexico



Mexico and its experience promoting the Madrid System

Pedro Damian Alarcón



ECONOMÍA
SECRETARÍA DE ECONOMÍA



IMPI
INSTITUTO MEXICANO
DE LA PROPIEDAD
INDUSTRIAL



Early years

- Conferences to promote the use of the System together with WIPO, Mexican holders, associations of lawyers, and Trademarks Offices.
 - Provide support to Mexican trademark holders and lawyers in filing international applications, paying fees, providing information on how to respond provisional refusals.
 - Provide information related to the Madrid System in our website.
-

Present

- Provide support to Mexican trademark holders and lawyers in filing international applications, paying fees, providing information on how to respond provisional refusals.
 - Provide information related to the Madrid System in our website.
-

Future

- Attachment of the Madrid Flyer to the certificate of registration issued in the national procedure.
 - The Mexican office is preparing market research and has had consultations with Mexican experts on intellectual property in order to have a better promotion of the Madrid System in Mexico, also we are trying to identify specific users such as holders, agents, companies and advertisers whom the Madrid System could be useful.
 - Also, these Mexican experts are going to help us to relaunch interest in the Madrid System, promoting its use among lawyers and holders.
-

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Transparencia



Representación gráfica de un dibujo o modelo

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Protege tu marca a escala mundial

[Ir al sitio >](#)

Protege tu marca a escala mundial

Registrar tu marca con nosotros es un paso importante para protegerla en México.

¿Tienes pensado ampliar tu negocio a nivel internacional?

Entonces deberías plantearte la posibilidad de obtener la protección de tu marca en otros países, tanto para promocionarla en el futuro como para mantenerte por delante de la competencia.

Puedes registrar tu marca en más de 127 países mediante un tratado internacional que te permite aprovechar las ventajas que ofrece el Sistema de Madrid de la Organización Mundial de la Propiedad Intelectual.

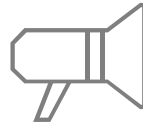
El Sistema de Madrid ayuda a empresas de todos los tamaños a crecer en un mercado mundial competitivo.

Stay informed



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■ Tutorials

Play our Madrid [“How-to” videos and tutorials](#)



■ Questions

[Contact us](#) online or by phone