



# The Madrid System for Business in Real Life

*Orsolya Szentesi*

*Head of Trademark Department*

Egis Pharmaceuticals PLC

# About the speaker

*Orsolya Szentesi*



**Lawyer** – Hungarian  
national degree

MA in **IP law**  
Nice/Sophia Antipolis



**Ministry of Education  
and Culture**  
(EU affairs)

10+ years at  
**Egis Pharmaceuticals  
PLC**



**Pharma brand names**

Use of **trademark  
symbols**



# Tradition, expertise, quality

2022/2023 business year



Foundation of the legal predecessor of Egis by Swiss Dr. Albert Wander and Hungarian Sándor Balla Budapest



Start of galenic products' manufacturing Körmend



Egis became listed on the Budapest Stock Exchange

1913

1950

1976

1989

1994



Commencement of API production Budapest



Start of injection production Budapest



# Tradition, expertise, quality

2022/2023 business year



**SERVIER**

**1995**

French Servier  
acquired 51%  
Stake in Egis

Servier acquired 100%  
ownership of Egis

Egis launched  
Europe's first  
biosimilar monoclonal  
antibody medicine

**2013**



**2015**

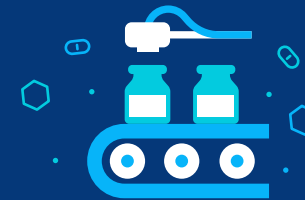
Modernisation of the active  
ingredient manufacturing  
infrastructure started  
Budapest

Egis strengthened its presence in  
the OTC market with the  
acquisition of Biovital in Poland

The company inaugurated  
a brand new galenic plant  
Körmend



**2019**



**2021**

Two technology-intensive  
investments finished in  
Körmend:

- modernisation of the  
existing packaging  
infrastructure (1st phase)
- Inauguration of a plant for  
finished oncology products  
with special manufacturing  
requirements

# Vertically integrated leading regional pharmaceutical company

2022/2023 business year



## Research and Development

- State-of-the-art research laboratories
- Highly potent active ingredients, value-added generics, branded generics

## Contract manufacturing and development

- active ingredients



## Active Ingredient and Finished Product Production

- Active ingredient synthesis
- Finished product formulation: tablets, capsules, injections, galenic forms
- Biosimilar: drug release testing secondary packaging
- Packaging



## Sales

- 22% domestic
- 78% export

# Egis in numbers

2022/2023 business year



**4560**

colleagues

**103**

countries

**149**

active ingredients

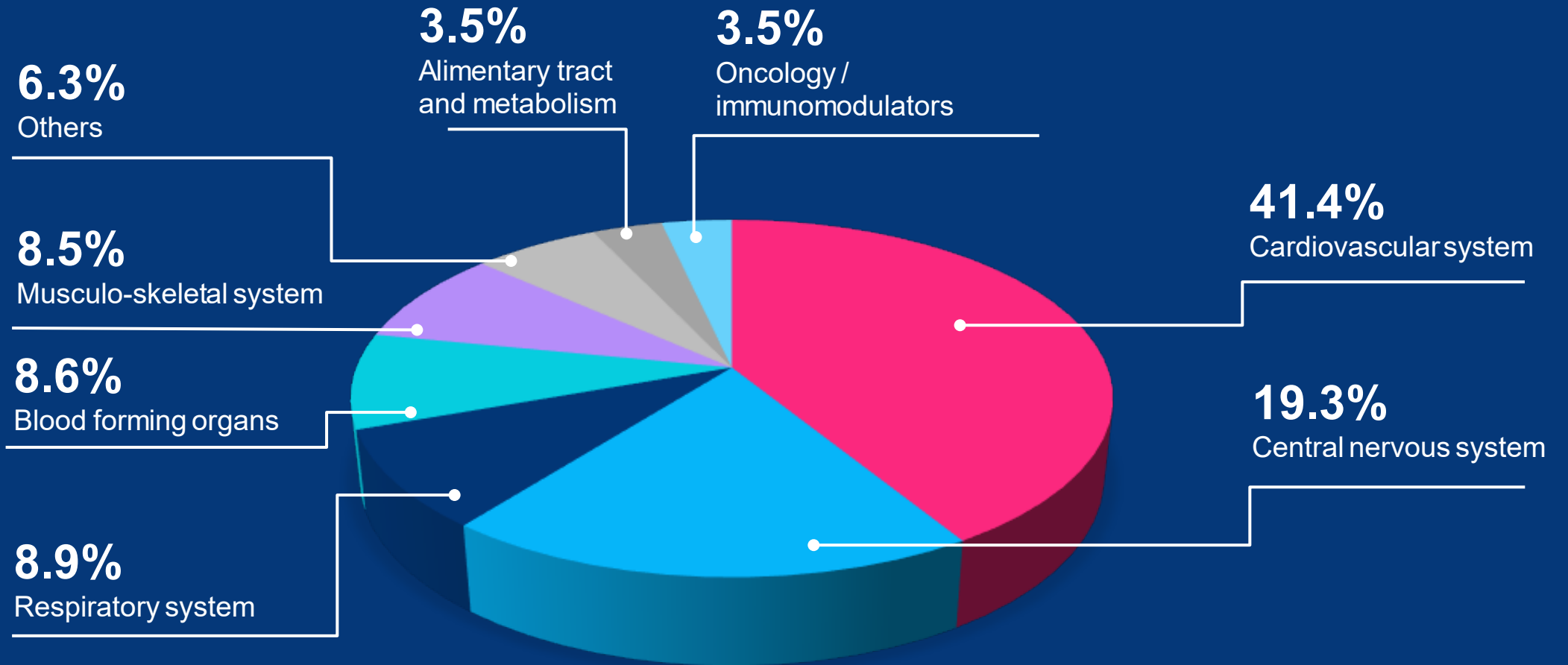
**642**

products

In the 2021/2022 business year our portfolio consisted of 642 products, belonging to 166 product lines containing 149 active ingredients.

# Main therapeutic areas

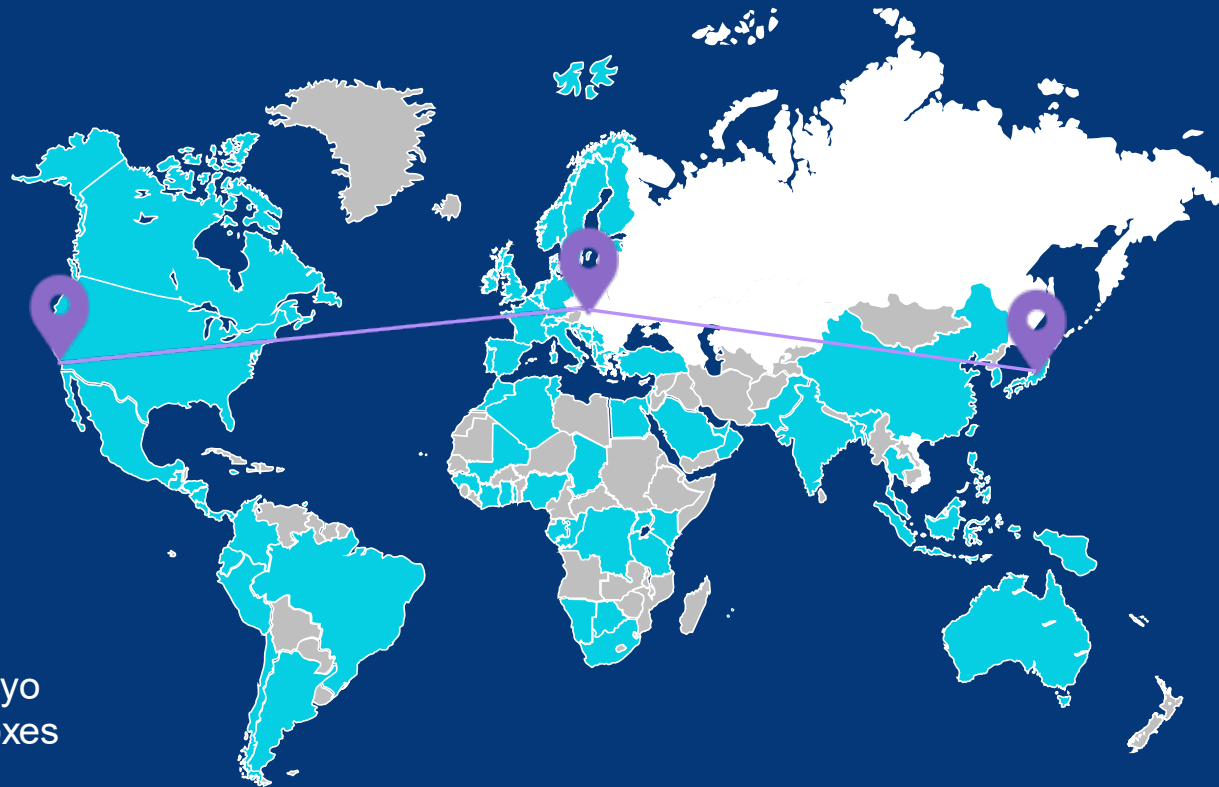
2022/2023 business year



2021/2022 business year, based on turnover of human drug sales

# More than 30 million patients are treated yearly with Egis medicines

2022/2023 business year



**835 tons**  
active ingredients/  
intermediates



**5.6 billion**  
tablets and capsules  
70% of the world population



**181 million**  
boxes of drugs sold ...

Los Angeles - Budapest – Tokyo  
...the length of the chain of boxes



# Egis in the world

2022/2023 business year

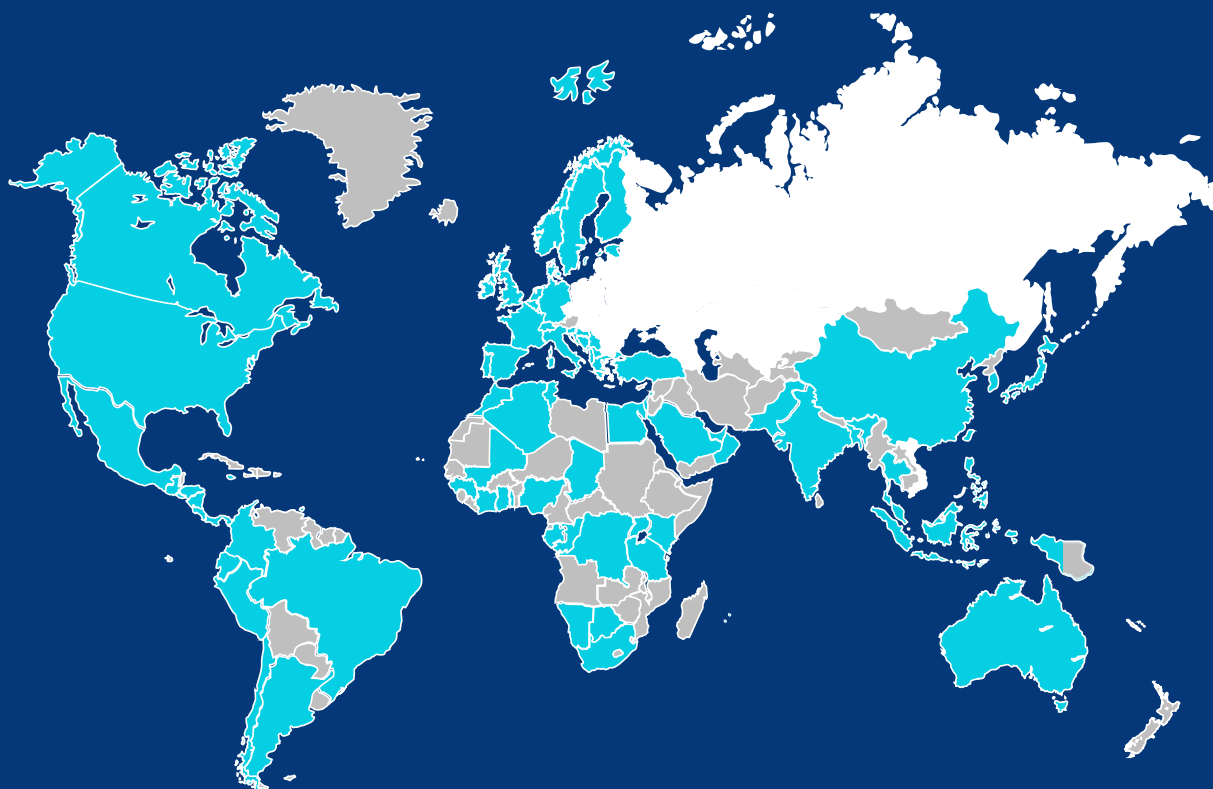


Egis products reach  
**103 countries**

**18 countries,**  
where Egis has  
its own marketing  
network

**€ 577.6 million**  
turnover in 2021/2022

**4560**  
colleagues



Sales through our partners



Sales **under the brand name Egis** through our subsidiaries and representative offices, respectively



# Branded generic trademark filing strategy...



...from Armenia to Viet Nam

Hungary

+

17 countries of operation

Armenia

Azerbaijan

**Bulgaria**

Belarus

**Czech Republic**

Georgia

Kazakhstan

**Lithuania**

**Latvia**

Moldova

**Poland**

**Romania**

Russian

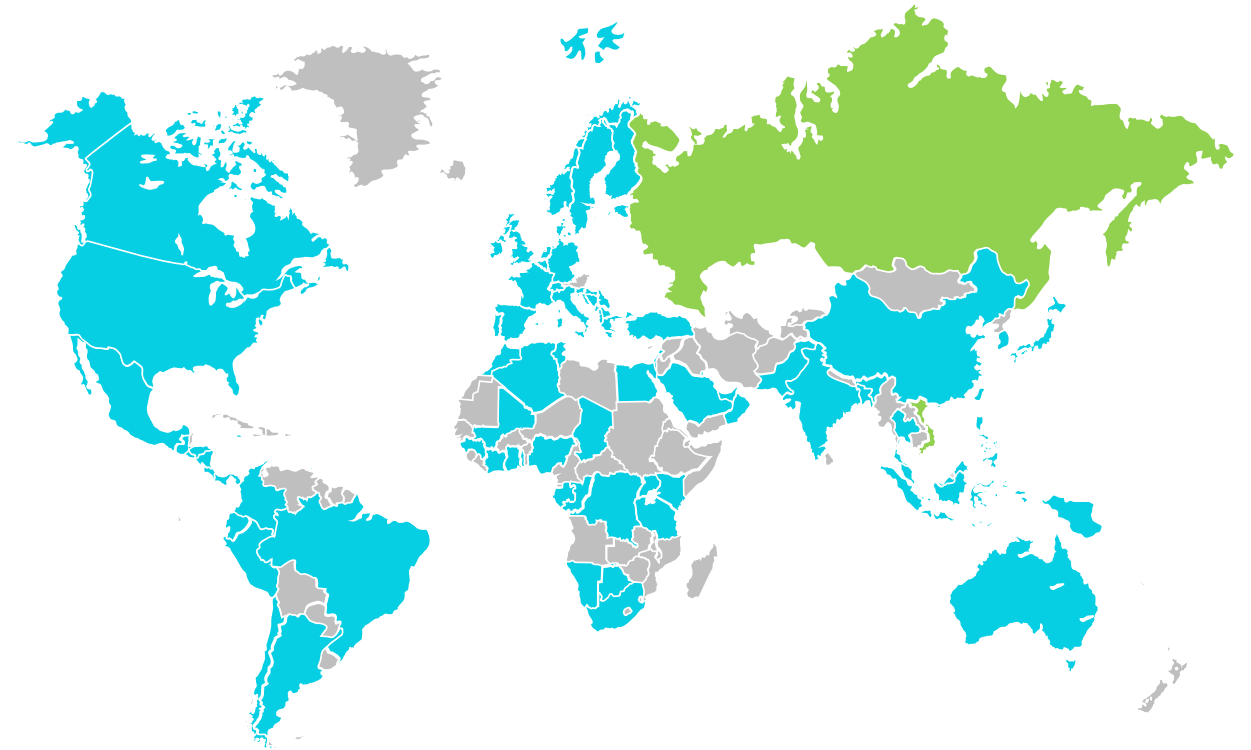
Federation

**Slovakia**

Ukraine

Uzbekistan

Viet Nam



Sales **under the brand name Egis** through our subsidiaries and representative offices, respectively



Sales through our partners



# EGIS Trademark portfolio in numbers

- **TM portfolio** contains **17047** registered trademarks, 1414 brands
  - of which **16592** are **word trademarks** (local script, block letters)
  - 394** are **figurative trademarks** (306 without EGIS figurative marks)
  - 57** are **slogans**
  - 4** are **colour marks**

## EGIS house mark is protected by

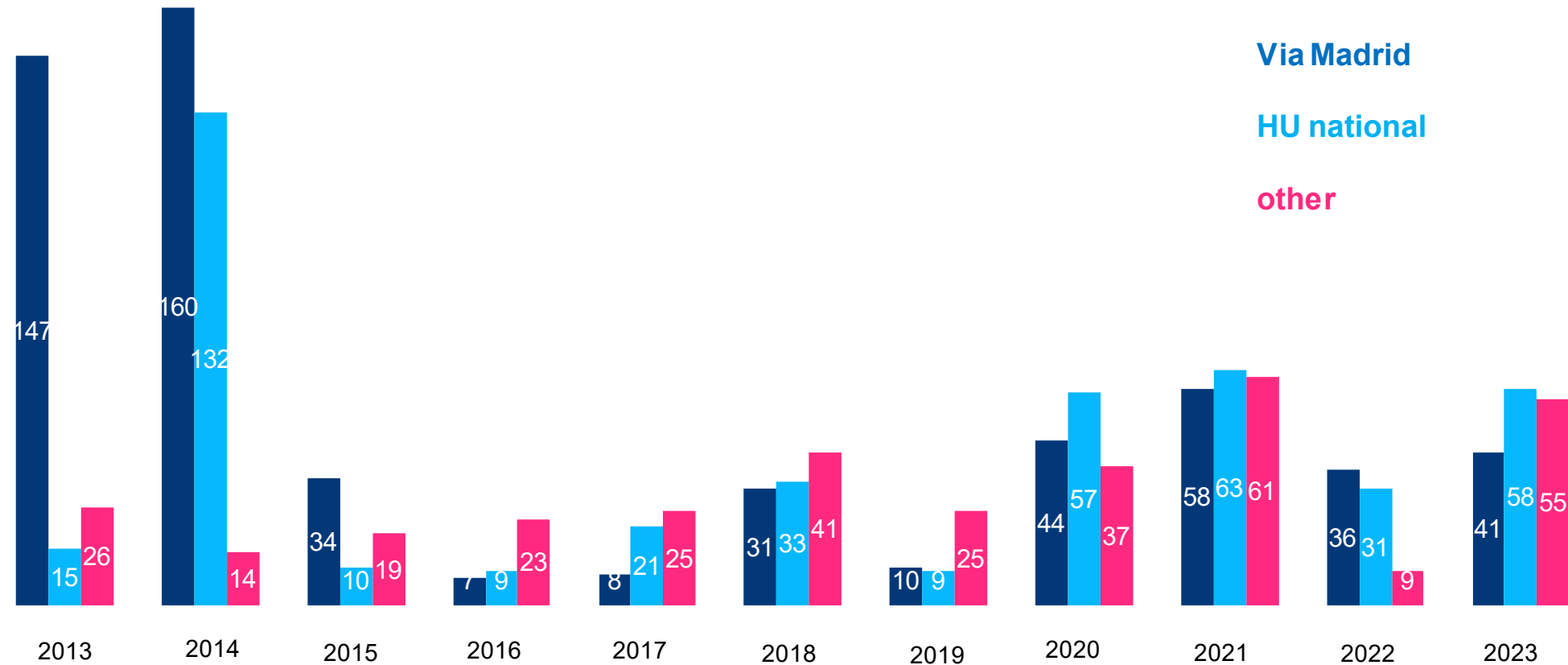
- **101** word trademarks

of which 7 trademarks with local script (China, India, Taiwan)

- **88** figurative trademarks (means i.e.our company logo)



# Number of TM filings per year



Via Madrid

HU national

other

# Egis as TOP Madrid applicant



## A2. Top Madrid applicants, 2021

| Ranking | Change in position from 2020 | Madrid applicant                            | Origin            | Madrid applications |      |      |
|---------|------------------------------|---|-------------------|---------------------|------|------|
|         |                              |   |                   | 2019                | 2020 | 2021 |
| 1       | 4                            | L'OREAL                                     | France            | 193                 | 116  | 171  |
| 2       | 2                            | ADP GAUSELMANN GMBH                         | Germany           | 39                  | 123  | 120  |
| 3       | 8                            | GLAXO GROUP LIMITED                         | U.K.              | 59                  | 64   | 110  |
| 4       | -2                           | HUAWEI TECHNOLOGIES CO., LTD.               | China             | 164                 | 197  | 98   |
| 5       | -4                           | NOVARTIS AG                                 | Switzerland       | 129                 | 233  | 94   |
| 6       | 1                            | EURO GAMES TECHNOLOGY LTD.                  | Bulgaria          | 48                  | 84   | 93   |
| 7       | 1                            | APPLE INC.                                  | U.S.              | 104                 | 80   | 92   |
| 8       | 6                            | HENKEL AG & CO KGAA                         | Germany           | 77                  | 60   | 90   |
| 9       | -6                           | SHISEIDO COMPANY, LTD                       | Japan             | 70                  | 133  | 89   |
| 10      | -1                           | SYNGENTA CROP PROTECTION AG                 | Switzerland       | 30                  | 78   | 85   |
| 11      | 0                            | SOCIETE DES PRODUITS NESTLE S.A.            | Switzerland       | 41                  | 64   | 76   |
| 12      | 13                           | EGIS GYA GYSZERGYA R ZRT.                   | Hungary           | 11                  | 43   | 65   |
| 12      | -2                           | RIGO TRADING S.A.                           | Luxembourg        | 102                 | 70   | 65   |
| 14      | 13                           | RICHTER GEDEON NYRT.                        | Hungary           | 76                  | 42   | 61   |
| 15      | 6                            | BEIERSDORF AG                               | Germany           | 47                  | 47   | 60   |
| 16      | 20                           | BOEHRINGER INGELHEIM INTERNATIONAL GMBH     | Germany           | 38                  | 34   | 58   |
| 16      | -10                          | NINTENDO CO., LTD.                          | Japan             | 32                  | 90   | 58   |
| 18      | 700                          | BATH & BODY WORKS BRAND MANAGEMENT, INC.    | U.S.              | 27                  | 6    | 57   |
| 19      | -2                           | BAYERISCHE MOTOREN WERKE AKTIENGESELLSCHAFT | Germany           | 78                  | 51   | 56   |
| 20      | 540                          | LG CORP.                                    | Republic of Korea | 3                   | 7    | 55   |

# Egis in numbers

2022/2023 business year



4560

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countries

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active ingredients

642

products

In the 2021/2022 business year our portfolio consisted of 642 products, belonging to **166 product lines** containing 149 active ingredients.

# Pharma Brand Names – Double Barriers



## TRADEMARK BARRIER

A name must be:

- accepted by **trademark offices**.
- not disputed by **third parties**.

*PREDICTABLE* (more or less)



## REGULATORY BARRIER

A name must be:

- accepted by **health agencies**.

*UNPREDICTABLE* (strict decisions)



The worst case (so far):  
**21** name refusals for one product



# Pharma Brand Names – Double Barriers



## TRADEMARK BARRIER

- Lack of distinctiveness
- Similar to earlier TM



## REGULATORY BARRIER

Artificial example for an **ibuprofen** product

- Similar to earlier brand name (also under evaluation; counting identical letters)
- Similar to INN\* **IBUFENOR** (sim. to own INN), **PAREMO** (sim. to diff. INN paracetamol)
- Contains INN stem **ZYTPROFEN** (-profen)
- Promotional/meaningful **DOLYXHELP**
- Containing (part of) company name **EGIBUP**



The worst case (so far):  
**21** name refusals for one product

! Reasons for rejection !

\*INN = international non-proprietary name



# Pharma Brand Names – Double Barriers



TRADEMARK BARRIER



REGULATORY BARRIER



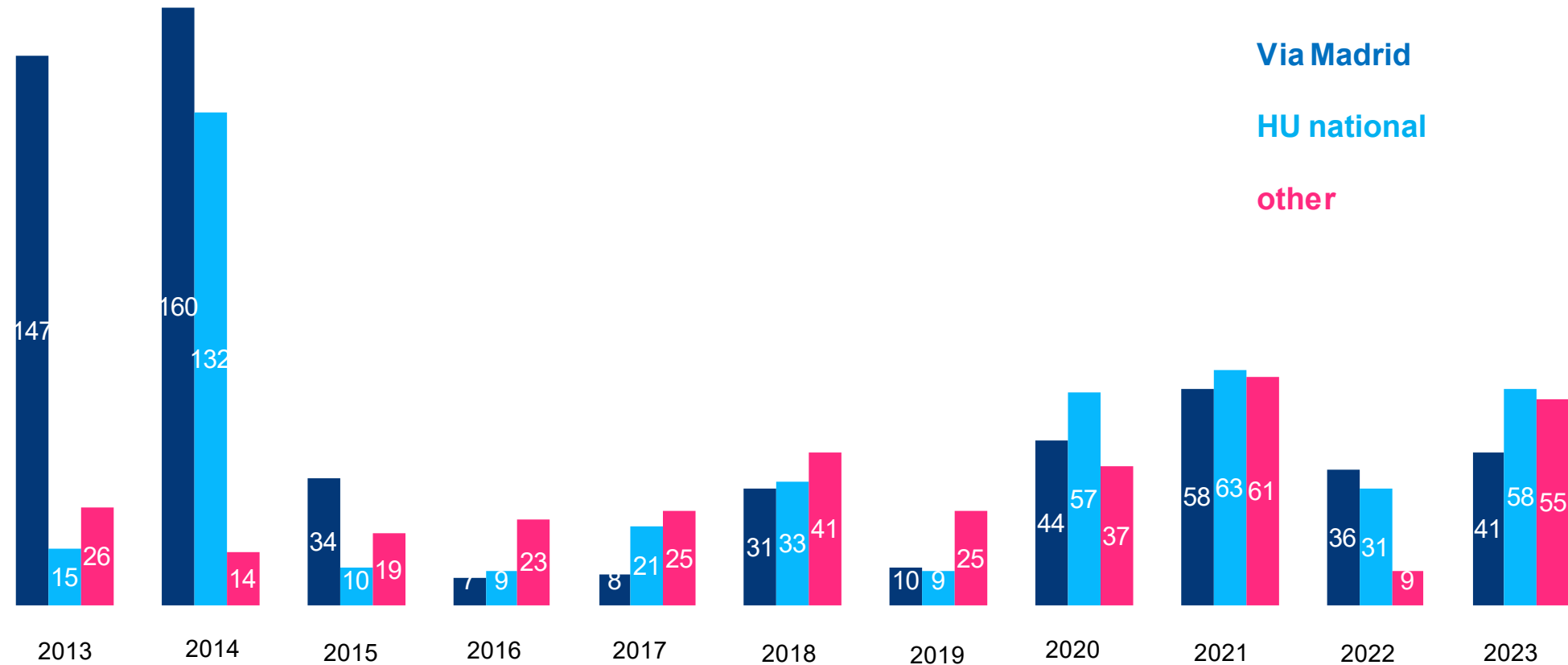
The worst case (so far):  
**21** name refusals for one product

## SOLUTION:

- unusual brand names
- multiplication of TMs dedicated to 1 product



# Number of TM filings per year



Via Madrid

HU national

other

# | Why Madrid?

Hungary + 17 countries

Armenia, Azerbaijan, Bulgaria, Belarus, Czech Rep., Georgia, Kazakhstan, Lithuania, Latvia, Moldova, Poland, Romania, Russia, Slovakia, Ukraine, Uzbekistan, Viet Nam



## ◆ Predictable timing

**National TM filing**  
proceedings  
**3-36 months**

vs.

**WIPO**  
**12/18 months**

## ◆ vs. EUTM: legally safer

Lower number of earlier rights

**27 national TM registries**  
including in WEU

vs.

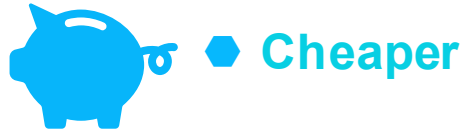
**8 national TM registries** in CEU



# | Why Madrid?

Hungary + 17 countries

Armenia, Azerbaijan, Bulgaria, Belarus, Czech Rep., Georgia, Kazakhstan, Lithuania, Latvia, Moldova, Poland, Romania, Russia, Slovakia, Ukraine, Uzbekistan, Vietnam



◆ Less administration



## Cost of national TM applications in 1 class in 17 countries

Official fee cca. EUR 5714\*  
+

Local agent fee min EUR 6800  
(EUR 400/country)

**Madrid fee in 1 class** (basic fee + countries) + forwarding fee from basic office to WIPO

Sum:  
Cca. **EUR 12.500**



Cca. **EUR 3.709**

- instructions / contract
- docketing
- payment arrangement

17 x Local agents  
**cca. 17x 1 hour**

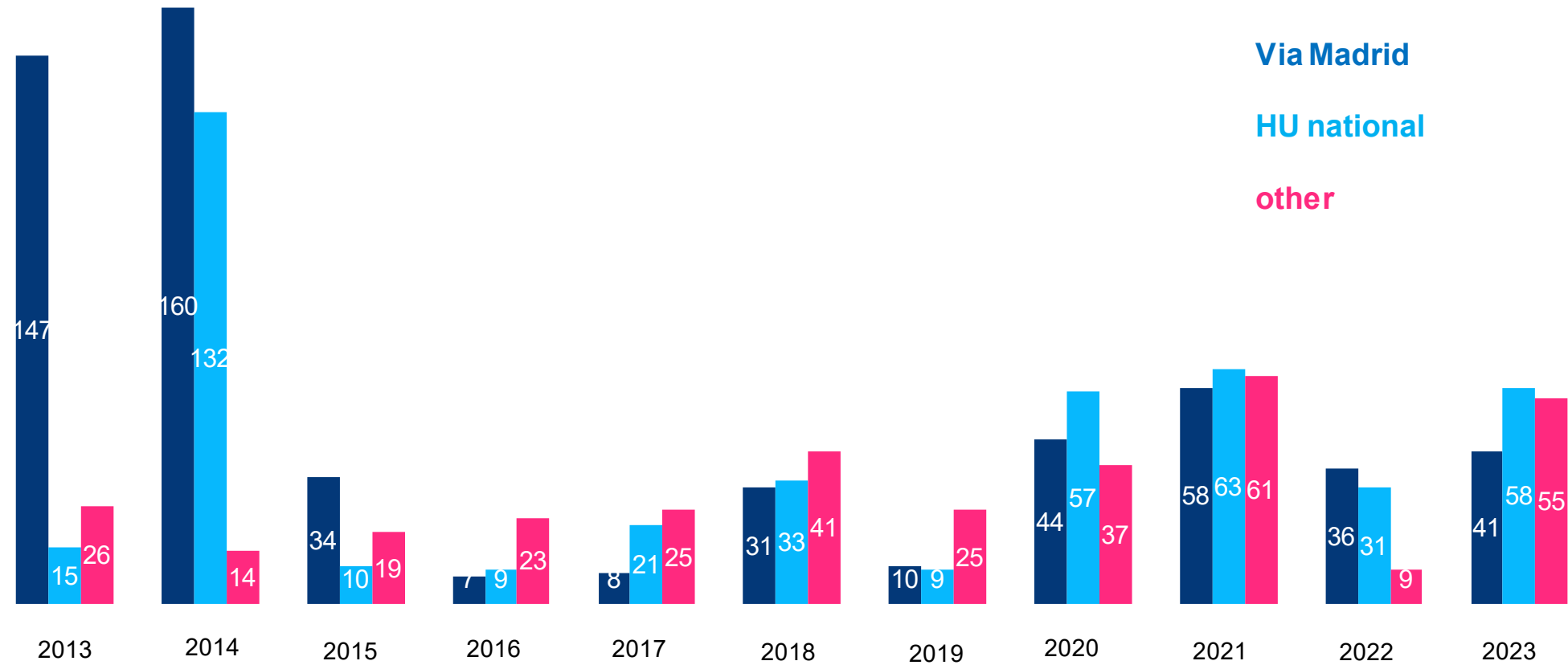
vs.

1x Madrid e-filing  
**cca. 1 hour**

Paralegal  
/  
Admin.  
assistant

\*Source: [https://www.country-index.com/country\\_surveys.aspx](https://www.country-index.com/country_surveys.aspx)

# Number of TM filings per year



Via Madrid

HU national

other

# WHO FILED THE MOST MADRID TRADEMARK APPLICATIONS IN 2013 ?

FILED UNDER THE MADRID SYSTEM FOR THE INTERNATIONAL REGISTRATION OF MARKS

## TOP 10 COUNTRIES



## TOP 5 CLASSES



## TOP 15 MADRID APPLICANTS



2013  
111 applications

2014  
132 applications

# WHO FILED THE MOST MADRID TRADEMARK APPLICATIONS IN 2014?

**47,885**

Number of applications

**+2.3%**

Growth in 2014

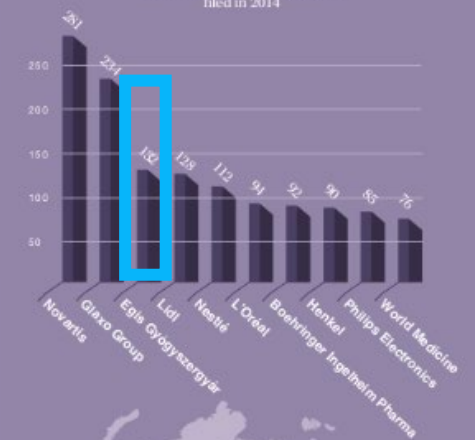
## TOP 5 CLASSES

Number of classes specified in international registrations and growth rate 2013-14



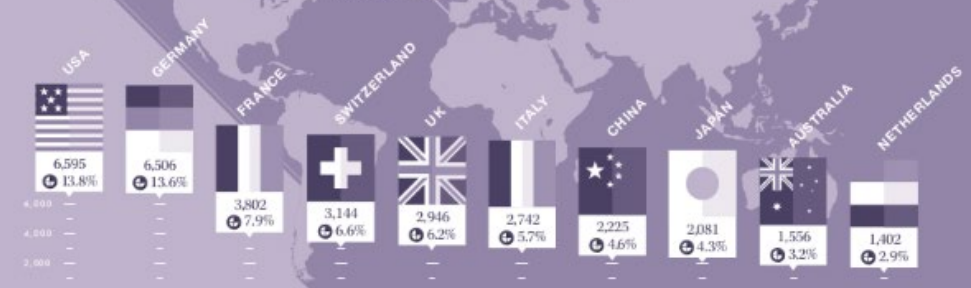
## TOP 10 MADRID APPLICANTS

Number of Madrid applications filed in 2014



## TOP 10 COUNTRIES

Number of applications and share of world total





2024?

A decorative graphic consisting of several light blue hexagons and pill-shaped icons scattered around the central text. The hexagons are of varying sizes and orientations, and the pills are also light blue with a small horizontal line through the center. The background is a solid dark blue color.

**Thank you for  
your attention**



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Source: WIPO Global Barnd Database - Vienna cl. 5.13.15 Christmas trees, branches of Christmas trees  
[Global Brand Database \(wipo.int\)](http://wipo.int)