

# WIPO ROVING SEMINAR ON GLOBAL IP SERVICES –



USE OF THE MADRID AND HAGUE SYSTEMS: CHALLENGES AND  
SUCCESSFUL EXAMPLES

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27.5.2019

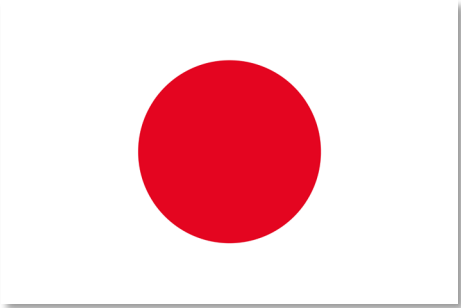
# WHEN/HOW TO USE IT



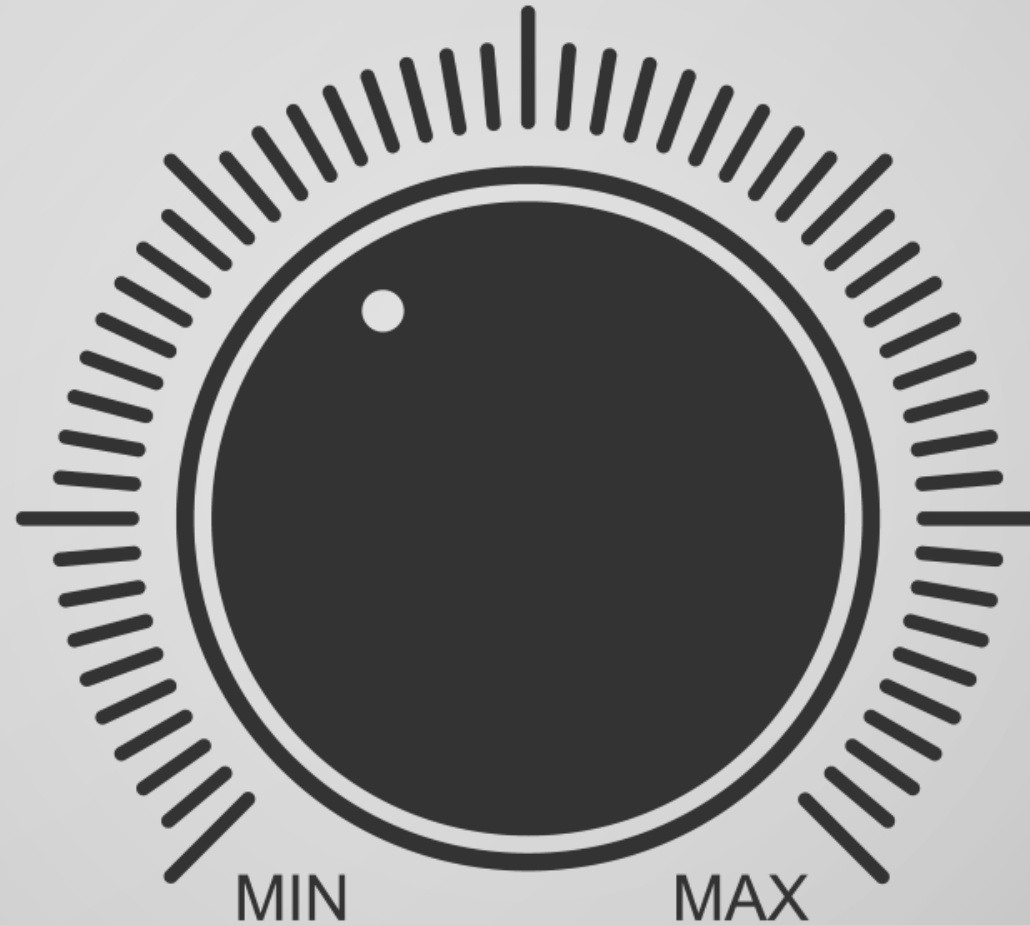
# STRATEGY



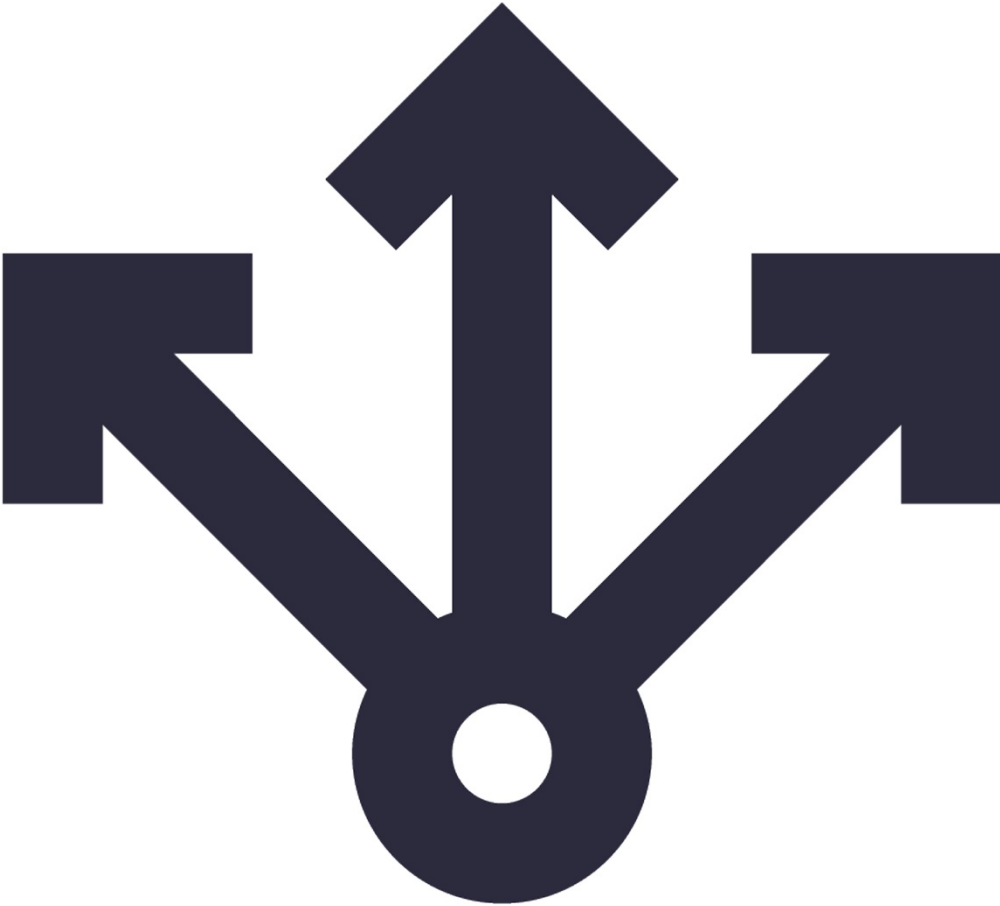
# GEOGRAPHICAL SCOPE



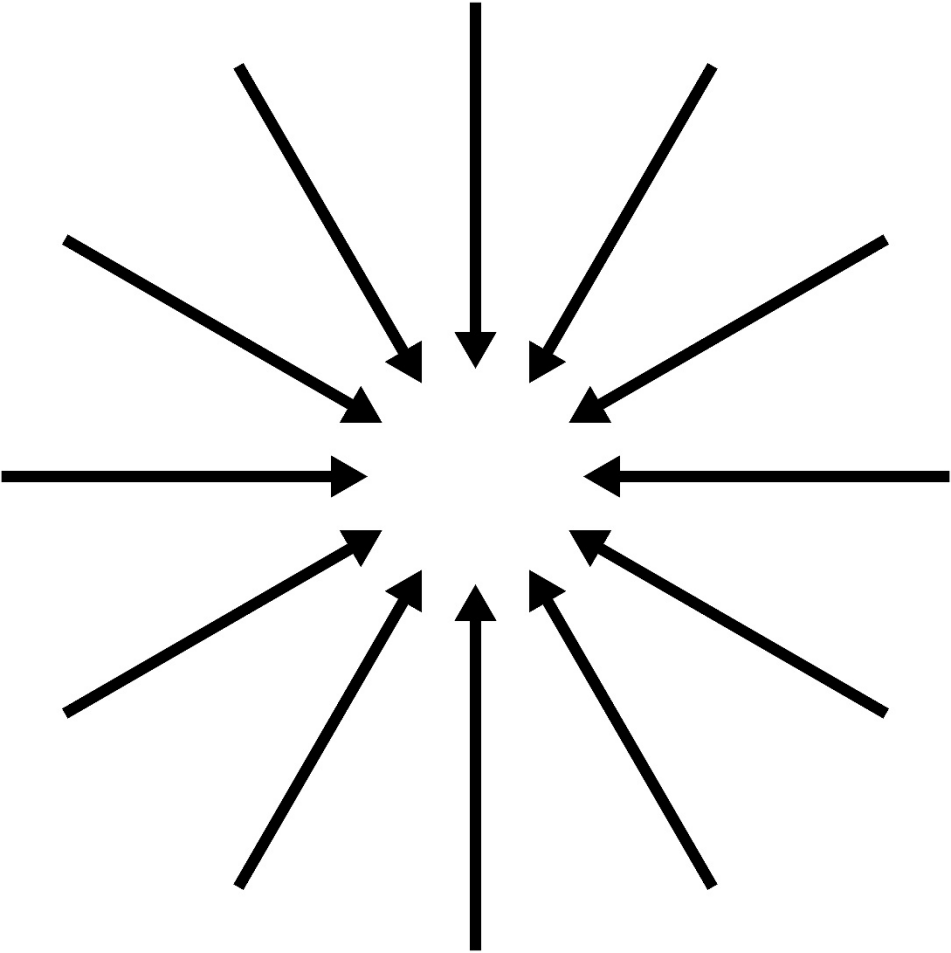
# SCOPE OF PROTECTION



BASE



# CENTRALISED



TIME IS MONEY

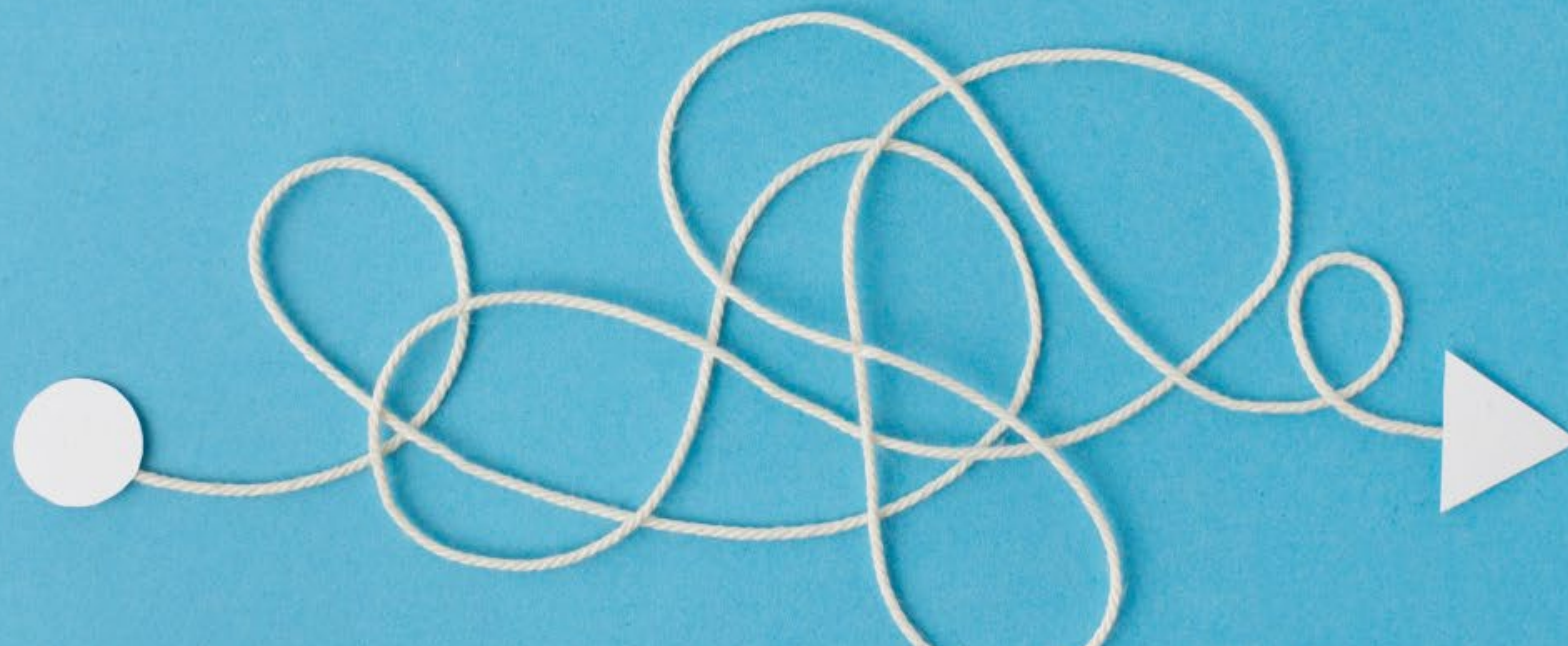




# USING THE RIGHTS



# STRAIGHTFORWARD ?



# WIPO SERVICES IN GENERAL



# Kiitos

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