

Madrid System in China :

Current Status and Future Perspectives

WEN Xue

International Registration Division

China Trademark Office

Tokyo

November 12, 2010

Membership

China became a contracting party to

- Madrid Agreement: October, 1989
- Madrid Protocol: December, 1995

Legislation

- China Trademark Law
- Regulations for the Implementation of the Trademark Law
- Measures for Implementation of International Registration under Madrid System

Organization of Implementation

International Registration Division (IRD)
of China Trademark Office (CTMO)
under the State Administration for
Industry and Commerce (SAIC)

Functions of IRD

As Office of Designated Contracting Party:

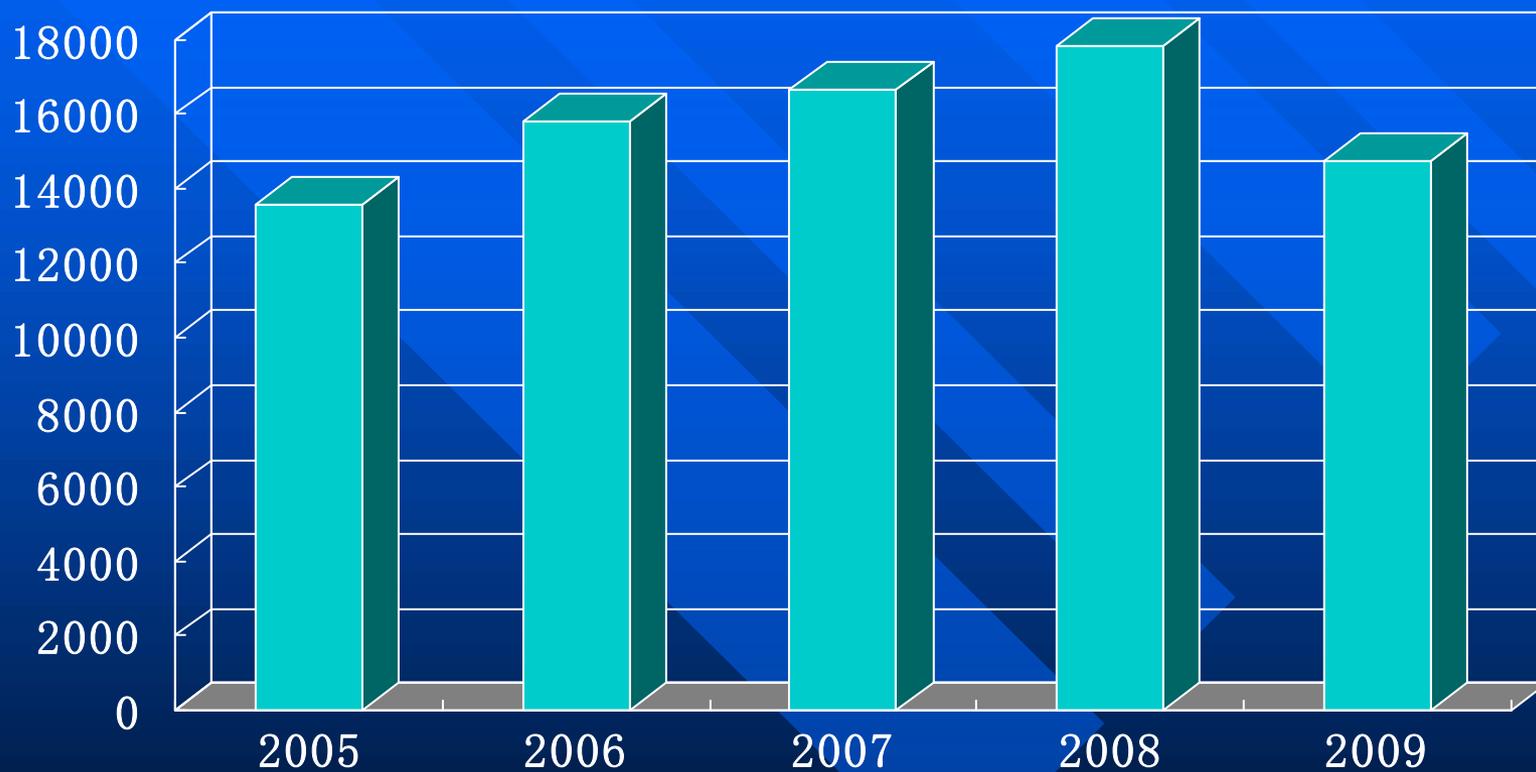
- Examination of designations
- Examination of other applications under Agreement and Protocol
- Decision on opposition to the designations

Functions of IRD

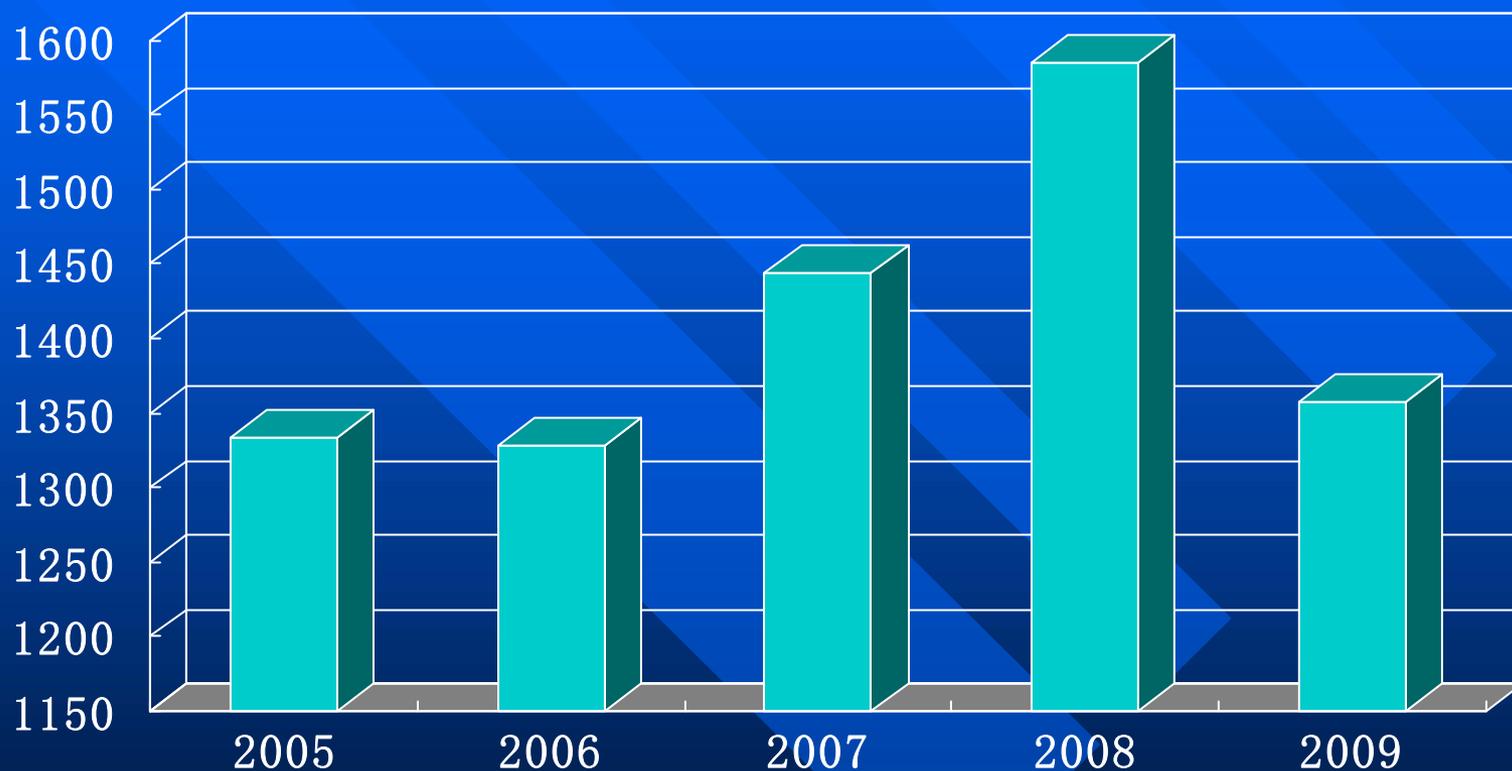
As Office of Origin

- File applications for international registration to International Bureau (IB)
- File other applications to IB under Agreement and Protocol

Statistics: number of designations to China



Statistics: number of IR applications from China



Statistics:

By the end of this October

- number of designations to China:

11341

- number of IR applications from China:

1412

20th Anniversary



Measures to Strengthen Madrid Application

- Enriching Madrid Application column at China Trademark Website
- Distributing brochures at various meetings and training programs
- Organizing training programs in different parts of China for local AICs, trademark agents and enterprises
- Improving working procedures to provide better services to applicants

Electronic Communication

- Technical meetings with experts from WIPO in December 2009 and May 2010
- Target: full XML communication between WIPO and CTMO for all transactions
- First milestone: CTMO receiving ENN and EXN transactions in early 2011
- Current Development: preparing for testing by the end of 2010

Welcome to the website of CTMO

sbj.saic.gov.cn

Thank you!