



■ WIPO Support for Promoting the Madrid System

*Regional Meeting of Intellectual Property Office Officials
Responsible for the Madrid System, Tokyo, October 23-24, 2017*

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Communication Goals

- Raising awareness
- Promoting Madrid System advantages
- Providing information on Madrid System



Audience

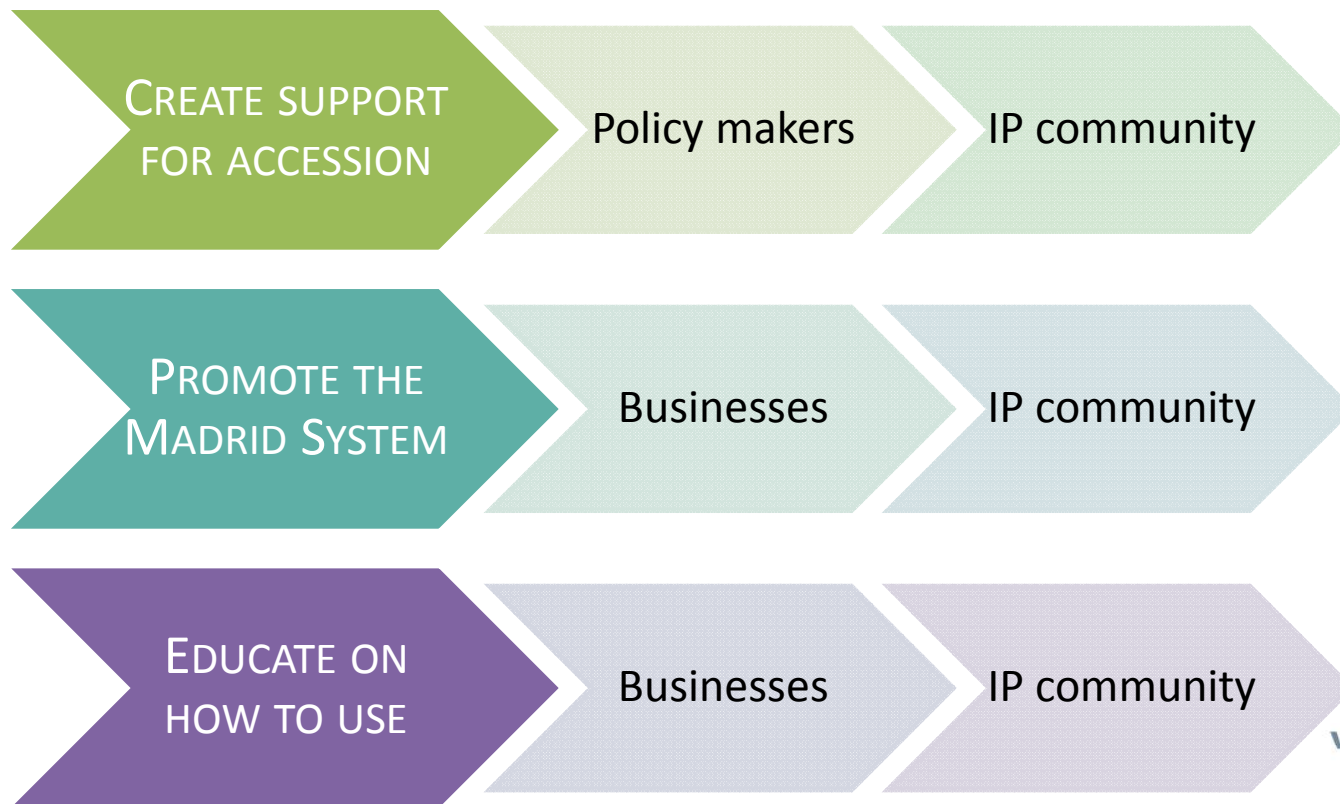
■ Policy makers

■ IP community (attorneys, industry groups)

■ Businesses



Objectives



Create Support for Accession

POLICY MAKERS

- Political importance accession
- Situation of local export industry
- Likely position of local agents
- Political time frame

IP COMMUNITY

- Knowledge of the Madrid System
- Way it can affect them
- Benefits to them and to their clients

Promote the Madrid System

BUSINESSES

- Benefits: Convenient, global and cost-effective
- Appeal for businesses of all sizes and industries

IP COMMUNITY

- Benefits of change: New local and international clients
- Streamlined processes

Educate on Use of the Madrid System

BUSINESSES

High level:

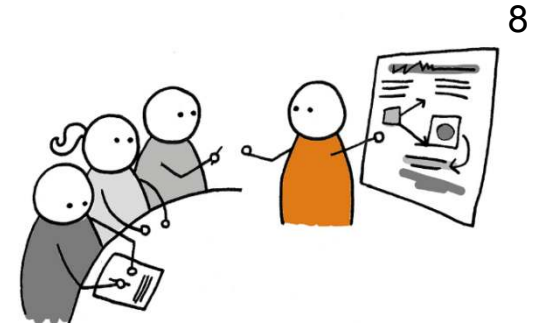
- Suitability based on business needs
- Eligibility rules
- Costs

IP COMMUNITY

Detailed :

- Legal requirements and formalities
- Madrid tools

Advocacy Strategies



EVIDENCE-BASED

- ✓ Market studies
- ✓ Testimonials

INCLUSIVE

- ✓ Consultations early on in accession preparations

COMPARATIVE

- ✓ Trading partners


Outreach Opportunities



How WIPO Can Help


Tailored promotional material


Get Ahead Globally



When you register your trademark using the Madrid System your trademark can be:

- Protected in more than 90 countries
- Distinguished from the competition
- More valuable as your business grows all over the world

IP PHL 

WIPO | MADRID
The International Trademark System 

Joint events



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Brands and the Madrid International Trademark System
Commemorating the 125th Anniversary of the Madrid System

Since its inception, the Madrid System has become the system of choice for protecting marks internationally, with over one million marks registered and 98 members representing 114 countries.

The "Brands and the Madrid International Trademark System" event took place on November 15 and 16, 2016, in Qingdao, China. The occasion commemorated 125 years of the Madrid System, and highlighted the System's growth as it continues to support multinationals, SMEs and entrepreneurs across the globe.

Web content and training



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Starting September 27: New Madrid System Webinars in Chinese and English

September 19, 2017

Our highly-rated interactive Madrid System webinars are back! Starting next week, WIPO experts will be presenting all-new webinars on a wide range of Madrid System topics designed to help you make the most of WIPO's international trademark registration system.

[Register for our FREE September 2017 webinars](#)

Case Study: Qingdao Phenomenon

- Joint initiative between WIPO and the Qingdao Government
- 2011-2015 study on use of the Madrid System in China to promote local economic development



Study Findings

Principal roadblocks to international trademark registration:



Strategies for Overcoming Barriers

- Active collaboration with WIPO
- Improving trademark awareness among entrepreneurs
- Encouraging international registration of trademarks
- Improving quality and capacity of trademark agencies

Outstanding Results



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Targeted promotional, educational, incentive-based program yields results:

- 1,836 filings international applications in 5 years
 - 31-fold increase (compared to 59 filings between 2006 and 2011)
 - 800 applications in 2015 → 35 percent of total filings from China

- Qingdao total cumulative exports grew 2 percentage points higher than the national average

Next Steps

- Focus on developing awareness amongst SMEs and startups
- Expanding program and applying lessons learned to other areas