



INTELLECTUAL PROPERTY
OFFICE OF THE PHILIPPINES

The IPOPHL Madrid Unit

MADRID OPERATIONS: Initial Stage (2012-2013)



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3235 DESIGNATIONS (Oct 2012 – Nov 2013)

**26 examiners
4 supervisors
Madrid Processing
Unit**

vs

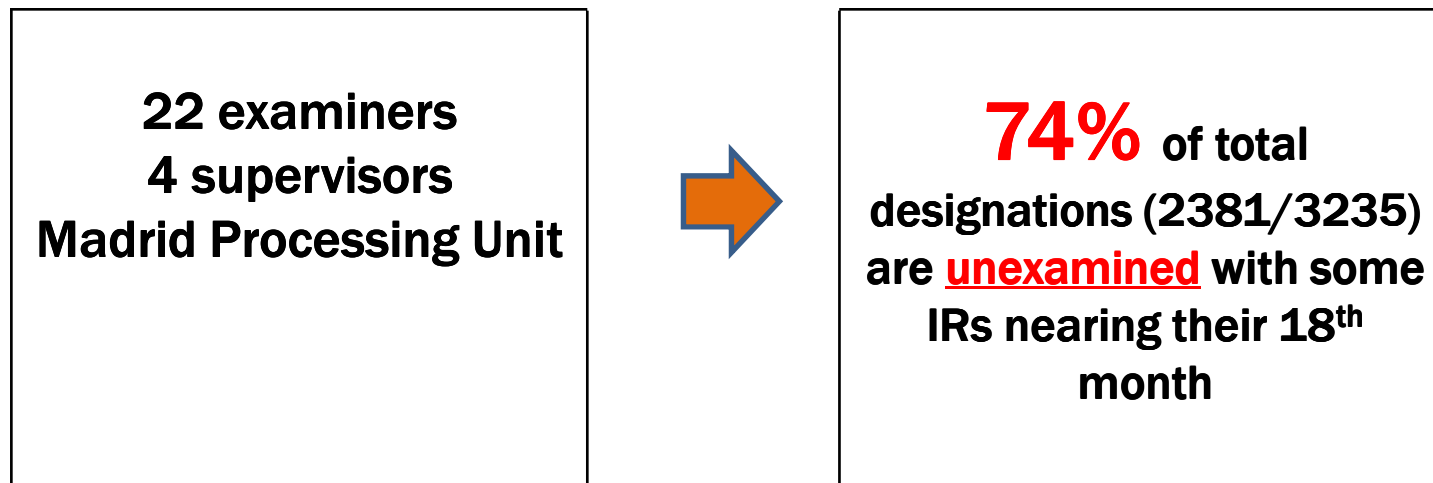
**7 examiners
1 supervisor
(Madrid Unit)**

MADRID OPERATIONS: Initial Stage (2012-2013)



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Examination of IRs assigned to all examiners



DIFFICULTY IN MONITORING

Reconstitution of the Madrid Unit (Dec. 2013)

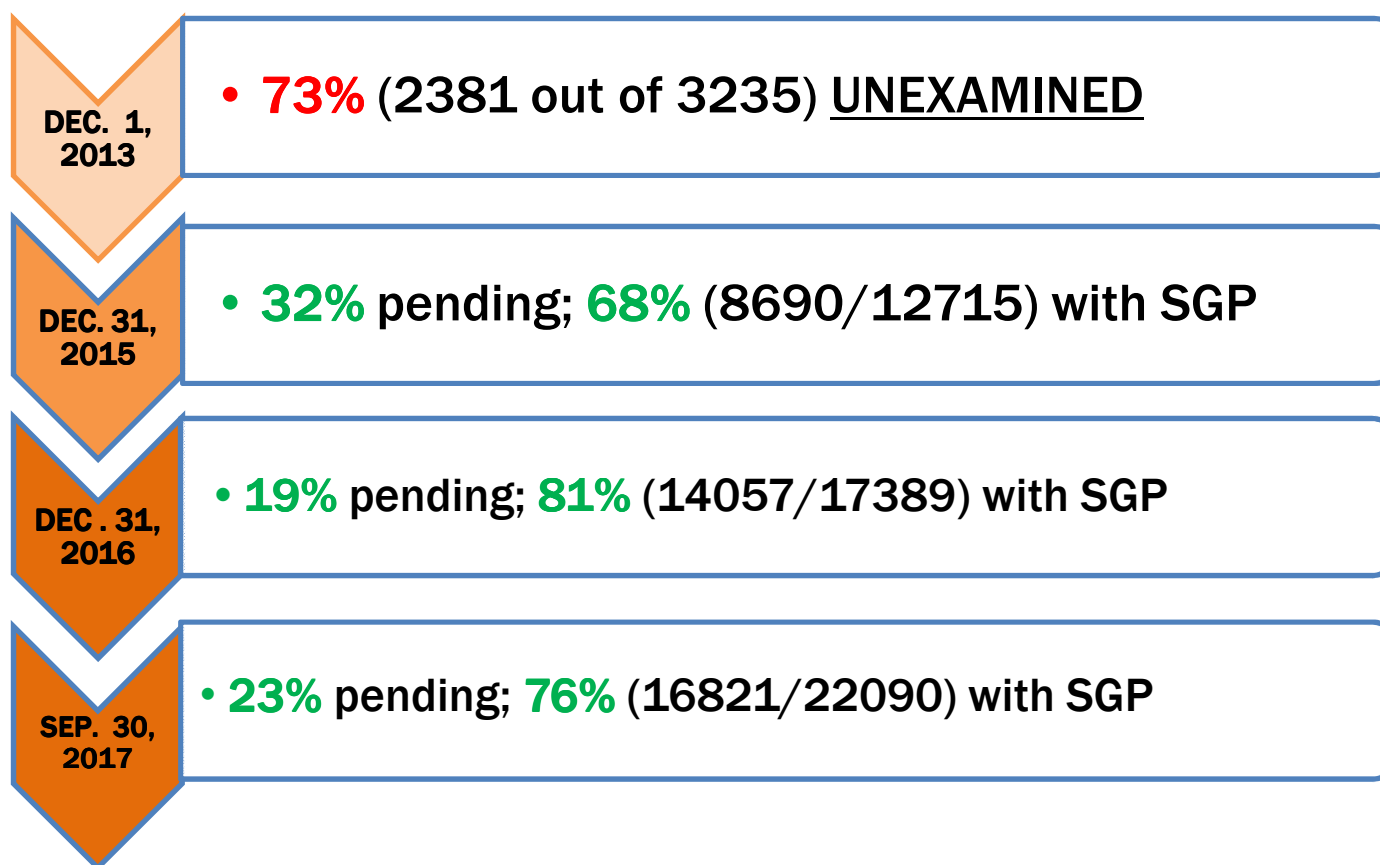


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- **7 examiners & 1 supervisor (Madrid head)**
- **Examination of IRs concentrated in the Unit**
- **Positive impact on number of pending applications pendency age**

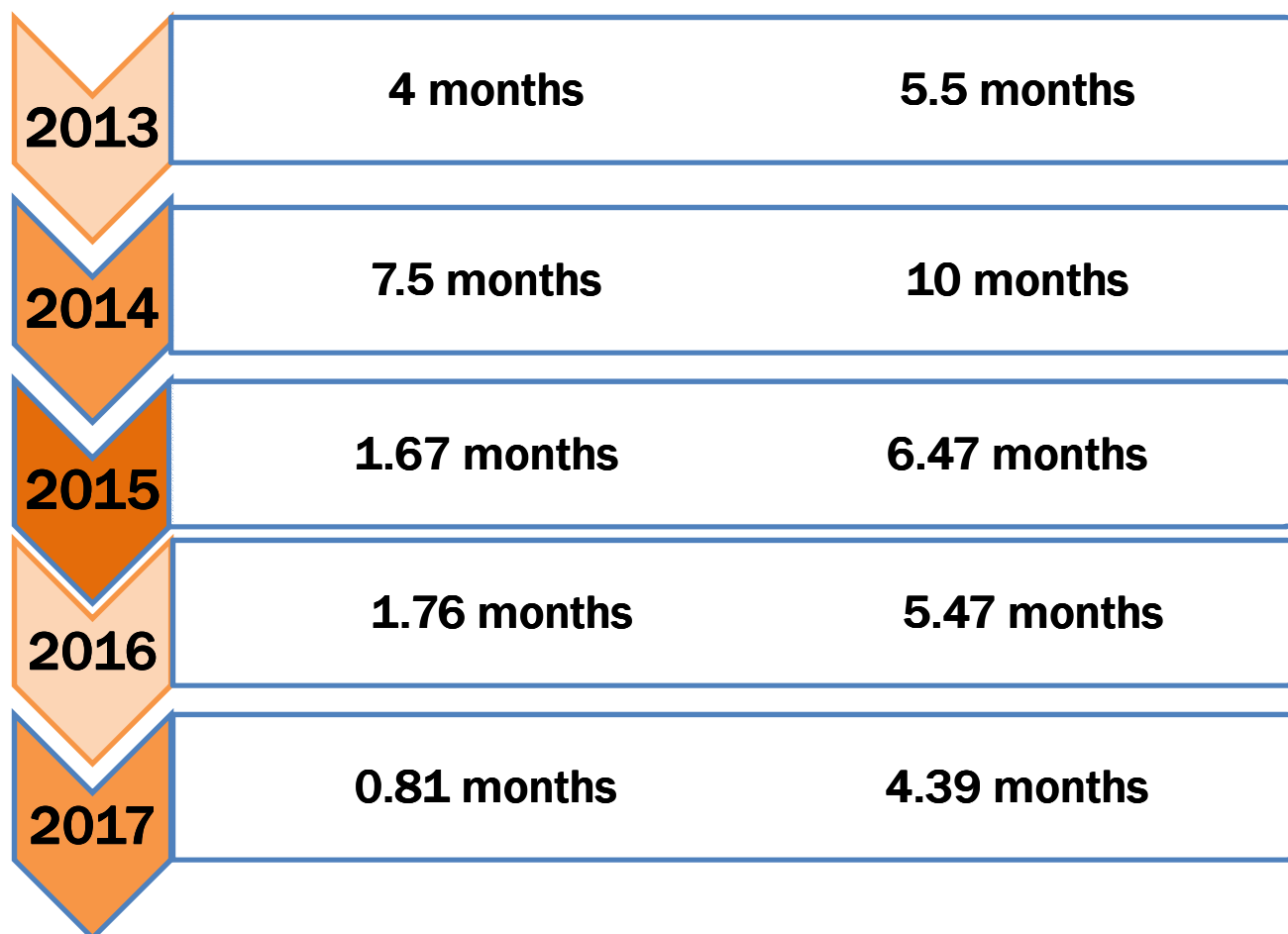
MADRID OPERATIONS: Statistics

No. of pending applications in 2013 – 2017



MADRID OPERATIONS: Statistics

First Action & Registration Pendency 2013 - 2017





Examination of IRs and other Madrid-related Processes are Concentrated in the Unit

- **easier monitoring of status of IRs**
- **issues are easily resolved through team meetings and/or communication with WIPO**
- **easier coaching of examiners on Madrid-related procedures**
- **predictability of TAT**
- **more efficient workload management/monitoring**
- **queries relating to Madrid is concentrated in the unit**

PH Madrid Unit: Where we are now



Venue for Attachment Trainings

- **Two attachment trainings in 2015 for DIP Cambodia Madrid Examiners**
- **September 2016 – DIP Cambodia and Laos Madrid Examiners**
- **Part of IPOPHL's contribution as country champion for Madrid Protocol Accession**
- **IPOPHL is the first office to have a Madrid workflow within IPAS**



TIPS TO CONSIDER FROM PH EXPERIENCE

- **Set up a Madrid Unit who will be in charge of everything**
- **Matrix of Responsibilities for each member**
- **Follow a well-defined schedule**

THEN ONCE EVERYTHING IS STABLE

Do the other way around

“CORRECT TIMING IS KEY”

ONCE MADRID UNIT IS STABLE → DO THE OTHER WAY AROUND

Training our national examiners and key admin officers

- **June 2015, four (4) national examiners started examining IRs**
- **September 2016, we trained eight national examiners and two admin officers**
- **June 2017, four (4) national examiners also started examining IRs**

(concentrated IR examination to farming out examination of IRs to all examiners)

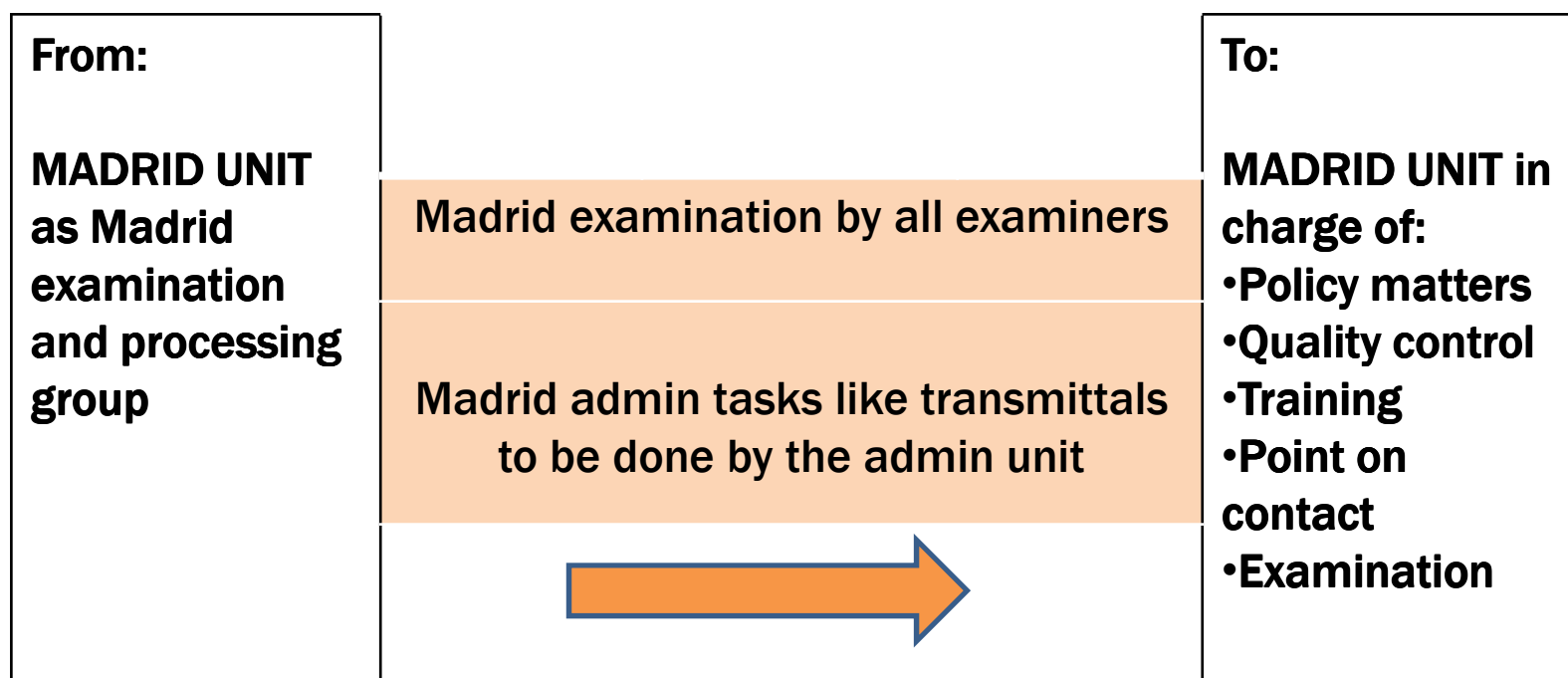


ONCE MADRID UNIT IS STABLE → DO THE OTHER WAY AROUND

- **Established procedures and practices**
- **More Madrid-trained examiners to coach national examiners**
- **“Backlogs” eliminated → monitoring becomes easier**



ONCE MADRID UNIT IS STABLE → DO THE OTHER WAY AROUND





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Thank you.

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*Towards a Creative
and Innovative Philippines*

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