



**WIPO | MADRID**

The International  
Trademark System

# ■ Trademark Information Tools: How to Make the Most of Madrid E-Services

Regional Meeting of Intellectual Property Office Officials  
Responsible for the Madrid System

**Tokyo,  
December 13 and 14, 2016**

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Project Officer  
Madrid Registry

# Madrid E-Services: Supporting User throughout the Lifecycle of the Mark

Online services accessible through Madrid System website, with functions organized according to trademark life cycle:

- Search
- File
- Monitor
- Manage

# SEARCH

You want to know whether a mark similar to yours exists in the markets where you want to obtain protection for mark

Search the  
Global Brand  
Database

You have registered your mark with WIPO and want to search for information and updates on your mark

Use Madrid  
Monitor

# GLOBAL BRAND DATABASE

- The applicant searches the Global Brand Database before filing a trademark application, or to simply browse marks in markets of interest to them
  - It is the first step in researching whether a mark similar or identical to theirs already exists
- Global Brand Database is the gateway to more than 27,630,000 records from 35 national and international collections, and growing
  - Includes Madrid Members (such as Japan, Singapore and Republic of Korea), but also countries that are not yet party to the Madrid System (such as Canada)

# Global Brand Database

Perform a trademark search by text or image in brand data from multiple national and international sources, including trademarks, appellations of origin and official emblems. V: 2016-10-12 12:50

<b>Data from Spain available</b> 2016-10-11 Over 740,000 records added	<b>Data from Mongolia available</b> 2016-08-10 Over 15,000 records added	<b>Data from Malaysia available</b> 2016-07-05 Over 450,000 records added	<b>Data from Jordan available</b> 2016-05-17 Over 58,000 records added	<b>Data from Georgia available</b> 2016-04 Over 26,000 records added	<b>NEWS</b>
					<b>availab</b> Over 23

## SEARCH BY

Brand | Names | Numbers | Dates | Class | Country

**Text** =

**Image Class** =

**Goods (All)** =

search

## FILTER BY

Source | Image | Status | Origin | App. Year \* | Expiration \*

AE TM	39,540	AU TM	1,541,149	BN TM	42,435	CA TM	1,478,729
CH TM	375,662	DE TM	1,884,199	DK TM	284,270	DZ TM	27,072
EE TM	56,636	EG TM	109,441	EM TM	1,369,638	ES TM	742,267
GE TM	27,733	ID TM	811,878	IL TM	254,187	LA TM	37,748
JO TM	61,490	JP TM	1,926,328	KH TM	72,468	KR TM	3,168,117
MA TM	135,386	MD TM	37,219	MN TM	15,917	MX TM	1,141,865

Display: List | Sort: Value - asc

filter

1 - 30 / 27,438,507

TMview

Display: 30 per page options

1 / 914,617

	Brand	Source	Status	Origin	Holder	Number	App. Date	Image Class	Nice Cl.	Image
<input type="checkbox"/>	SELESAN	EM TM	Pending	EM	Hankintatukku Arno Latvus Oy	015911803	2016-10-11		5	
<input type="checkbox"/>	Double Dare	EM TM	Pending	EM		015911886	2016-10-11		9, 35, 38, 42	
<input type="checkbox"/>	SLIMMIX	EM TM	Pending	EM	Hankintatukku Arno Latvus Oy	015911852	2016-10-11		5	
<input type="checkbox"/>	TERNIMAX	EM TM	Pending	EM	Hankintatukku Arno Latvus Oy	015911861	2016-10-11		5	
<input type="checkbox"/>	TRYPTOMAX	EM TM	Pending	EM	Hankintatukku Arno Latvus Oy	015911878	2016-10-11		5	
<input type="checkbox"/>	UBICAPS	EM TM	Pending	EM	Hankintatukku Arno Latvus Oy	015911894	2016-10-11		5	
<input type="checkbox"/>	SERRAFLEX	EM TM	Pending	EM	Hankintatukku Arno Latvus Oy	015911845	2016-10-11		5	
<input type="checkbox"/>	No Verbal Elements	EM TM	Pending	EM		015911837	2016-10-11		41	
<input type="checkbox"/>	WAKABANGA	EM TM	Pending	EM		015911811	2016-10-11		35	
<input type="checkbox"/>	INVNT CHALLENGE EVERYTHING	EM TM	Pending	EM	INVNT LLC	015911829	2016-10-11		35, 41, 42	

# HOW OFFICES GET INVOLVED

- WIPO is committed to providing assistance to member states to integrate their data into the Global Brand Database
  - Provide data, and WIPO does the rest
- Continuing improvement in cutting-edge search technologies – at no cost
  - Dedicated, customized individual search interface, if requested

# FILE

**Use Madrid Goods and Services Manager**

to compile the classes for which you will seek protection for your mark



**Use the Fee Calculator**

to get an estimate of your application fees



**Prepare your Form MM2**

to submit for filing to your Office of Origin

# What is MGS?



- On-line tool for compiling lists of goods and services
  
- Includes:
  - The Nice Classification Alphabetical List
  - Frequent terms from the Madrid International Register
  - Terms from other databases (e.g. TM5 ID-list, USPTO Manual, TMclass ...)
  
- Over 86,000 English terms acceptable by the IB (Sept.2016)



# MGS - Languages



## ■ 18 languages available as of April 2016:

Arabic,	Hebrew,	Portuguese,
Chinese,	Italian,	Russian,
Dutch,	Japanese,	Serbian,
<b><u>English,</u></b>	Korean,	<b><u>Spanish,</u></b>
<b><u>French,</u></b>	Mongolian,	Turkish,
German,	Norwegian,	Ukrainian.

# MGS Functions

■ **BROWSE** per class to select goods and services from a “pick-list” of terms pre-accepted by WIPO



■ **SEARCH** acceptable terms using keywords



■ **CHECK ACCEPTANCE** of terms:

by WIPO (free-text)

by a designated Contracting Party (dCP)



# MGS Functions

- **TRANSLATE** into any of various available languages
  - National filing: when an applicant does not speak the national language, e.g. French → Russian
  - International filing: when the national language is not a Madrid-filing language, e.g. Korean → English
- **PRINT** lists in any chosen language
- **EXPORT / IMPORT** lists of terms to save and re-use later, in any chosen language

# MGS - Exclusive features

## User-friendliness

■ NICE indications are clearly identified

No 20 pillows

■ One-click to

limitation of results to NICE indications

NICE only

a selected class

translation

■ Clear identification of all classes containing results

13 results in class(es)  
10 20 24

■ Print or translate lists in a format directly usable for filing

# MGS – Exclusive features

## Display of **Acceptance** / **Rejection**

**Check acceptance by designated Contracting Party (dCP)**

[Select all](#)  
[Remove all](#)

<input type="checkbox"/> <b>AT</b> Austria	<input checked="" type="checkbox"/> <b>JP</b> Japan
<input type="checkbox"/> <b>BX</b> Benelux	<input checked="" type="checkbox"/> <b>KR</b> Republic of Korea
<input type="checkbox"/> <b>BY</b> Belarus	<input type="checkbox"/> <b>MN</b> Mongolia
<input checked="" type="checkbox"/> <b>CH</b> Switzerland	<input type="checkbox"/> <b>MX</b> Mexico
<input type="checkbox"/> <b>CN</b> China	<input type="checkbox"/> <b>NO</b> Norway
<input type="checkbox"/> <b>CO</b> Colombia	<input type="checkbox"/> <b>NZ</b> New Zealand
<input checked="" type="checkbox"/> <b>DE</b> Germany	<input type="checkbox"/> <b>PT</b> Portugal
<input type="checkbox"/> <b>DK</b> Denmark	<input type="checkbox"/> <b>RS</b> Republic of Serbia
<input type="checkbox"/> <b>EE</b> Estonia	<input checked="" type="checkbox"/> <b>RU</b> Russian Federation
<input checked="" type="checkbox"/> <b>EM</b> European Union	<input type="checkbox"/> <b>SE</b> Sweden
<input type="checkbox"/> <b>FI</b> Finland	<input type="checkbox"/> <b>SG</b> Singapore
<input type="checkbox"/> <b>GB</b> United Kingdom	<input type="checkbox"/> <b>TR</b> Turkey
<input type="checkbox"/> <b>IL</b> Israel	<input type="checkbox"/> <b>UA</b> Ukraine
<input type="checkbox"/> <b>IT</b> Italy	<input checked="" type="checkbox"/> <b>US</b> United States of America

Under USPTO policy, square brackets should not be used in the identifications of goods or services. If square brackets are used in a listing of basic goods/services or a limitation thereof, a provisional refusal will be issued by USPTO examining attorneys.

For terms shown as rejected by the USA in MGS, please consult the USPTO ID Manual for acceptable wording: <https://tmidm.uspto.gov>

OK

# MGS – Exclusive features

## Display of **Acceptance** / **Rejection**

### ■ Specificity of terms

7 Machines and machine tools; motors and engines (except for land vehicles); machine coupling and transmission components (except for land vehicles); implements other than hand-operated; incubators for eggs; automatic vending machines.									
dCP Accepted by dCP									
dCP Rejected by dCP									
dCP Status unknown									
CH	CN	DE	EM	JP	KR	RU	US	070080	knives [parts of machines]
CH	CN	DE	EM	JP	KR	RU	US	070226	saw blades [parts of machines]
CH	CN	DE	EM	JP	KR	RU	US	070133	sifting installations
CH	CN	DE	EM	JP	KR	RU	US	070153	disintegrators
CH	CN	DE	EM	JP	KR	RU	US	070026	mixing machines
CH	CN	DE	EM	JP	KR	RU	US		machines and machine tools
CH	CN	DE	EM	JP	KR	RU	US	070450	heat exchangers [parts of machines]
CH	CN	DE	EM	JP	KR	RU	US	070480	rotary steam presses, portable, for fabrics

# MGS - Advantages for applicants

## Saving time and money

- User-friendly tool
- Helps reduce delays and costs associated with irregularity notices issued by WIPO
- Helps reduce delays and costs associated with provisional refusals issued by designated Contracting Parties

# MGS - Benefits for National Offices

## ■ As Office of Origin:

- Possibility to **use MGS as a national database** of acceptable goods and services
- Reduction in workload to process irregularity notices** from WIPO

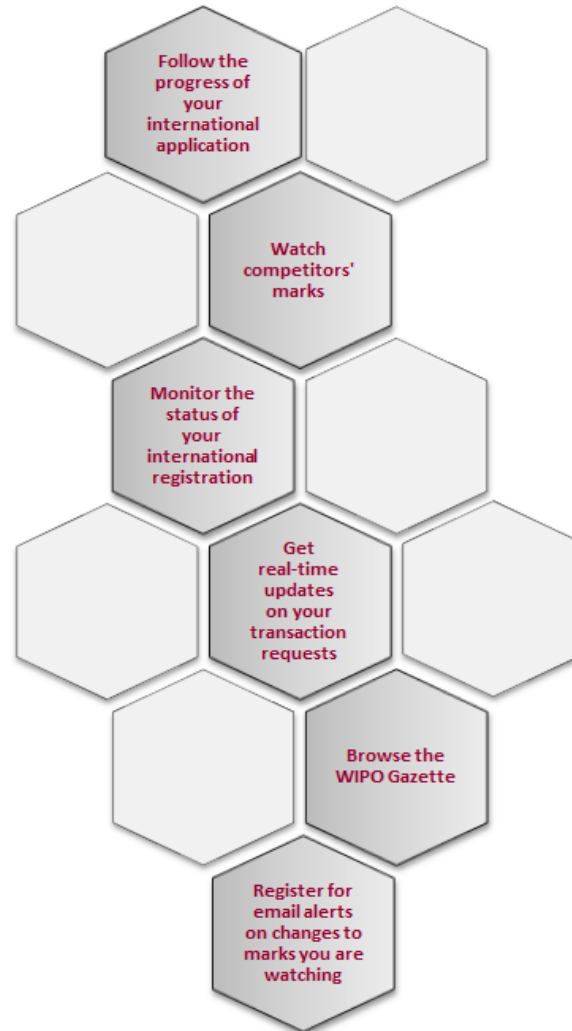
## ■ As Office of a designated Contracting Party:

- Fewer provisional refusals** to issue

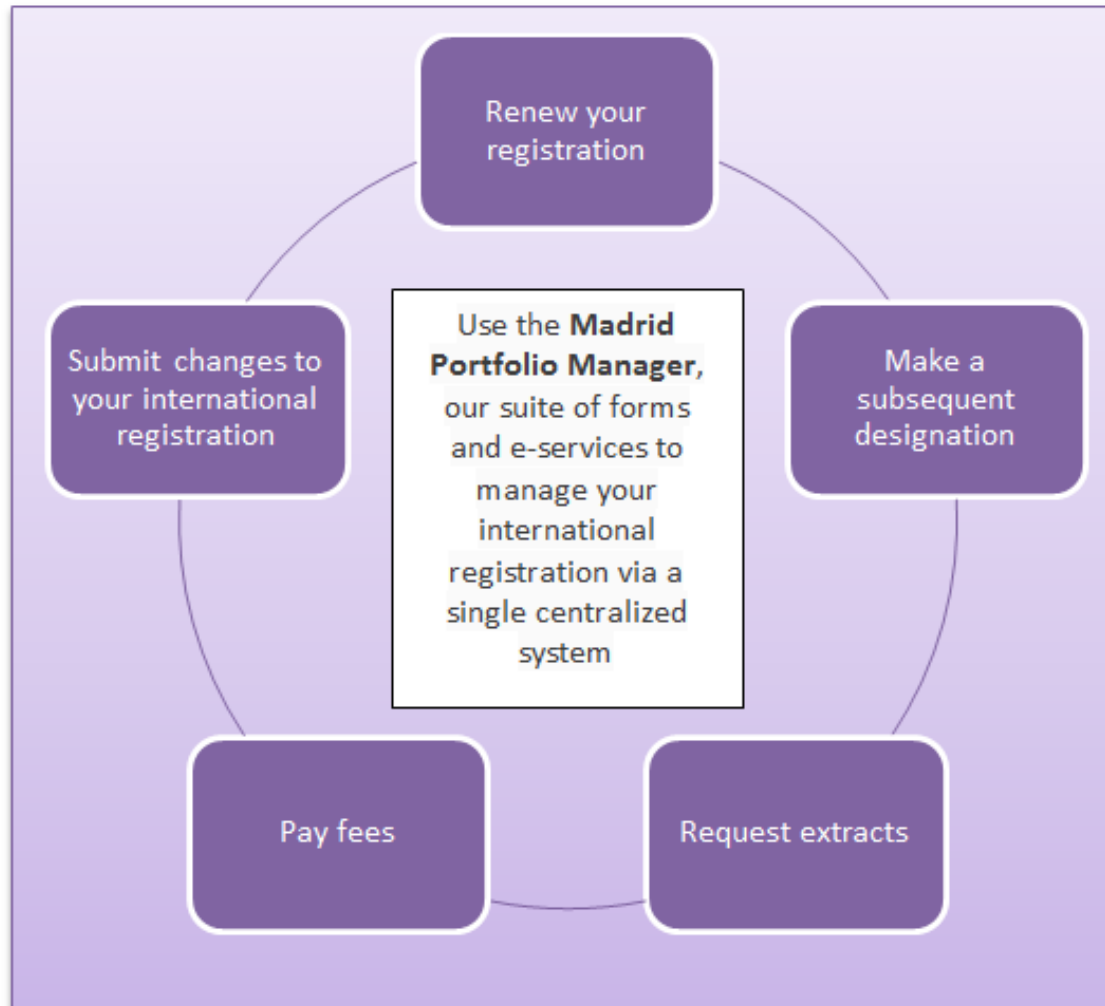


# MONITOR – Madrid Monitor

**Use Madrid Monitor to stay informed on the status of your international registration and Madrid System trademark portfolio**



# MANAGE



# Recent Developments

## ■ New or improved E-Services

- Madrid E-Filing

- Madrid Monitor (Beta)

- New Madrid Member Profiles Database

## ■ E-Forms in test

# Madrid E-Filing

# Madrid E-Filing Service

- International Registration Process Integration (IRPI) Project
- Electronic filing of New Application
- Web-based
- Two modules (Applicant and Office)
- Synchronous filing with the International Bureau

# Madrid E-Filing Applicant Module – Application Dashboard

☰ My requests

International registration governed by the Madrid System



New request

Search

Show 10 entries

Number	My reference	Mark text	Updated after	Paid	Status	
				-	-	
<a href="#">00017945</a>		WATTEAU	13.09.2016	Yes	Examination by BOIP	⚙️ ▼
<a href="#">00017945</a>		WATTEAU	30.08.2016	Yes	Submitted to WIPO	⚙️ ▼
<a href="#">00017945</a>		WATTEAU	15.09.2016	Yes	WIPO Processing	⚙️ ▼
<a href="#">00017945</a>		WATTEAU	12.09.2016	No	Submitted to Office	⚙️ ▼
<a href="#">00030550</a>		MANNA	30.08.2016	Yes	Submitted to WIPO	⚙️ ▼
<a href="#">00043397</a>		POLYZINC	14.09.2016	No	Examination by BOIP	⚙️ ▼
<a href="#">00043397</a>		POLYZINC	15.09.2016	Yes	WIPO Processing	⚙️ ▼
<a href="#">00043397</a>		POLYZINC	30.08.2016	Yes	Submitted to WIPO	⚙️ ▼
<a href="#">00043399</a>		POLYGLOSS	30.08.2016	Yes	Submitted to WIPO	⚙️ ▼
<a href="#">00067271</a>		APPLE	21.09.2016	No	Incomplete request	⚙️ ▼

Showing 1 to 10 of 275 entries

First Previous 1 2 3 4 5 Next Last

# Madrid E-Filing Applicant Module – Electronic MM2 form

Request for Import

Import trademark

Basic application / registration  
Designated contracting parties  
Applicant(s)  
Representative  
Languages and corresponding marks  
Mark  
Goods and services  
Claimed priorities  
Attachments  
Fee calculations  
Method of payment  
Summary and validation

My requests

Import

Application number  Search

Registration number

Status: Registration published

Current holder: S.C. Johnson & Son, Inc., Wisconsin corporation

Mark type: Combined


Registered: Yes

Registration number: 0368565

Application number: 00638183

Mark: BAM INSECT KILLER

Language: --Select language--



OK

# Madrid E-Filing Office Module – Application Dashboard

Statistics   
 Office settings   
 Office tasks   
 My tasks

**Office tasks**

Show  Where check status is

Hide all requests where  is older than  days  months  years

Show  entries Search

<input checked="" type="checkbox"/>	Number	Examiner	Mark text	Updated after	Deadline	Status	
EN	<a href="#">00649723</a>	Paul Vink	ASTENHOF	21.09.2016	18.04.2016	Correction pending	
EN	<a href="#">01338154</a>	Paul Vink	CAP FINANCE	21.09.2016	21.11.2016	Examination by BOIP	
EN	<a href="#">00043397</a>	Me	POLYZINC	14.09.2016	14.11.2016	Examination by BOIP	
EN	<a href="#">00695941</a>		NESTLE	14.09.2016	14.11.2016	Submitted to Office	
EN	<a href="#">00695941</a>		NESTLE	14.09.2016	14.11.2016	Submitted to Office	
EN	<a href="#">00926853</a>		COCA COLA LIGHT	14.09.2016	14.11.2016	Submitted to Office	
FR	<a href="#">00017945</a>	Me	WATTEAU	13.09.2016	14.11.2016	Examination by BOIP	
EN	<a href="#">01234981</a>		PARK M	13.09.2016	14.11.2016	Submitted to Office	
EN	<a href="#">01238568</a>	Paul Vink	INFO TOURISM BENELUX	13.09.2016	14.11.2016	Examination by BOIP	
FR	<a href="#">00017945</a>		WATTEAU	12.09.2016	14.11.2016	Submitted to Office	



# Madrid E-Filing Office Module – MM2 Form Validation

The screenshot displays the Madrid E-Filing Office Module MM2 Form Validation interface. At the top, there is a navigation bar with icons for Statistics, Office settings, Office tasks, and My tasks. Below this, the application number "Application 00017945" is shown, along with a "Validation" dropdown menu and a "Close" button. The main content area is divided into several sections: "General", "Basic mark(s)", "DCP", "Applicant", "Representative", "Mark representation", "Goods and services" (highlighted), "Attachments", "Check", and "Comments". The "Goods and services" section is active, showing a "Main list" of classes. The "Main list" is split into two columns, each with a "Main list" header. The left column lists three classes: Class 1, Class 2, and Class 16. The right column also lists three classes: Class 1, Class 2, and Class 16. The descriptions for each class are identical in both columns. On the right side of the interface, there is a "Jump to corresponding e-filing screen" button, a "Check differences" button, and an "Irregularities" section with a "Add an irregularity" button. A "Main national mark 00017945" label is also present.

Application 00017945

Validation [v] Close

General Basic mark(s) DCP Applicant Representative Mark representation **Goods and services** Attachments Check Comments

Jump to corresponding e-filing screen

Information is correct

Irregularities

Add an irregularity

0074245

**Goods and services**

**International application**

**Main national mark 00017945**

Check differences

**Main list**

Class 1: Produits chimiques pour l'industrie, les sciences, la photographie, matières premières minérales, colles comprises dans cette classe

Class 2: Matières colorantes, couleurs, notamment pour artistes-peintres, pour les beaux-arts et études, gouaches, pastels, vernis, laques, mordants, résines non comprises dans d'autres classes, siccatifs pour les arts et pour tous usages en peinture; métaux en feuilles non compris dans d'autres classes

Class 16: Papier, carton, articles en carton et en papier (non compris dans d'autres classes), produits de la photographie non compris dans d'autres classes et de l'imprimerie, enseignes et plaques d'enseignes non comprises dans d'autres classes, lettres, articles pour écrire et dessiner (à l'exclusion des crayons), pour peindre et pour modeler (non compris dans d'autres classes), craies à marquer, ustensiles de bureau et de comptoir (à l'exception des meubles), matériel d'enseignement (à l'exception des appareils), à l'exception des crayons, cire à cacheter, papier carbone, rubans de machines à écrire, encres à écrire, à dessiner, à tampon, d'imprimerie et pour stencils, colles de bureau, papier pour stencils, pinceaux, toiles non comprises dans d'autres classes, cartons et porte-plumes pour les beaux-arts; aquarelles

**Main list**

Class 1: Produits chimiques pour l'industrie, les sciences, la photographie, matières premières minérales, colles comprises dans cette classe.

Class 2: Matières colorantes, couleurs, notamment pour artistes-peintres, pour les beaux-arts et études, gouaches, pastels, vernis, laques, mordants, résines non comprises dans d'autres classes, siccatifs pour les arts et pour tous usages en peinture; métaux en feuilles non compris dans d'autres classes.

Class 16: Papier, carton, articles en carton et en papier (non compris dans d'autres classes), produits de la photographie non compris dans d'autres classes et de l'imprimerie, enseignes et plaques d'enseignes non comprises dans d'autres classes, lettres, articles pour écrire et dessiner (à l'exclusion des crayons), pour peindre et pour modeler (non compris dans d'autres classes), craies à marquer, ustensiles de bureau et de comptoir (à l'exception des meubles), matériel d'enseignement (à l'exception des appareils), à l'exception des crayons, cire à cacheter, papier carbone, rubans de machines à écrire, encres à écrire, à dessiner, à tampon, d'imprimerie et pour stencils, colles de bureau, papier pour stencils, pinceaux, toiles non comprises dans d'autres classes, cartons et porte-plumes pour les beaux-arts; aquarelles.

# Madrid E-Filing Service

- Currently being used by IP Australia and Benelux Office for Intellectual Property (BOIP)
- **More Offices are welcome to join**
- General requirements for IP Offices
  - national registry database from which the domestic trademark information can be imported
  - possibility to authenticate their users
- For more information, please contact: [e-marks@wipo.int](mailto:e-marks@wipo.int)

# Madrid Monitor

# Madrid Monitor

- The new Madrid Monitor search tool integrates in one application functionalities and information currently accessible through ROMARIN, the WIPO Gazette of International Marks, Madrid E-Alert and Real-Time Status
- Madrid Monitor's intuitive search interface provides at a unique access to all information available in the register
- *Beta* version of Madrid Monitor is currently made available in parallel with other monitoring E-Services

# Madrid Monitor

Search    Advanced Search    WIPO Gazette    Support

AUTO romarin ✕

search

**FILTER BY**


Status    Image    Origin    Designation

Active    1  
 Pending    0  
 Inactive    2

Display: List

filter

1 - 3 / 3    Display: 30 per page    options

Mark	Image	Status	Orig	Holder	Int. Reg. No	Reg. Date	Nice Cl.	Image Class	Relevance
ROMARIN		Inactive	FR	LA FRANCAISE DES PAINS (société anonyme)	647621	1995-11-15	30, 42		14
ROMARIN		Active	CH	ORGANISATION MONDIALE DE LA PROPRIÉTÉ INTELLECTUELLE	605000	1993-06-16	9, 35, 38		14
Rondelé SAVEUR de SAISON Basilic et Romarin		Inactive	FR	GROUPE LACTALIS (société anonyme à directoire)	723286	1999-11-12	29	05.11, 10.03, 26.04, 27.05, 29.01	6

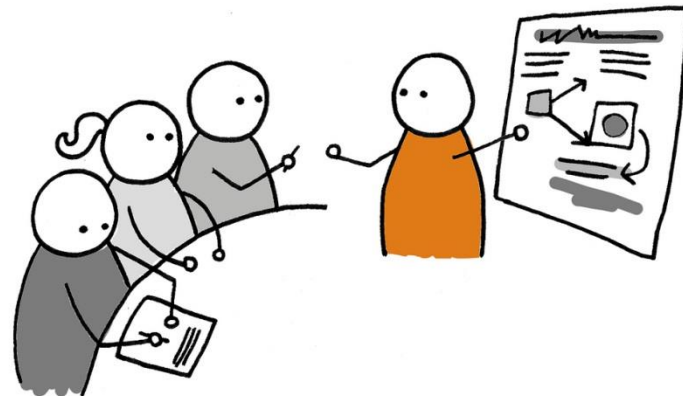
1 - 3 / 3    Display: 30 per page    options

download report PDF XLS HTM

save current search  
 view saved searches  
 link to search

1 / 1  
 download report PDF XLS HTM

# Engagement with Users



- We invite you to test [Madrid Monitor Beta](#)
- Your [feedback](#) will help us tailor *Madrid Monitor* to your needs, before it is deployed as the single monitoring tool for all Madrid System-related inquiries
- Deployment of *Madrid Monitor* is the first in a broader Madrid Registry initiative focused on the delivery of an enhanced, customer-driven online experience for Madrid users throughout the lifecycle of their mark

# E-Forms

# E-Forms in test

- Change in name/address of the holder and representative
- Limitation
- Renunciation
- Partial or total cancellation
- Partial or total change in ownership



Thank you  
for your attention

[intreg.mail@wipo.int](mailto:intreg.mail@wipo.int)

