



Australian Government

IP Australia

November 2023

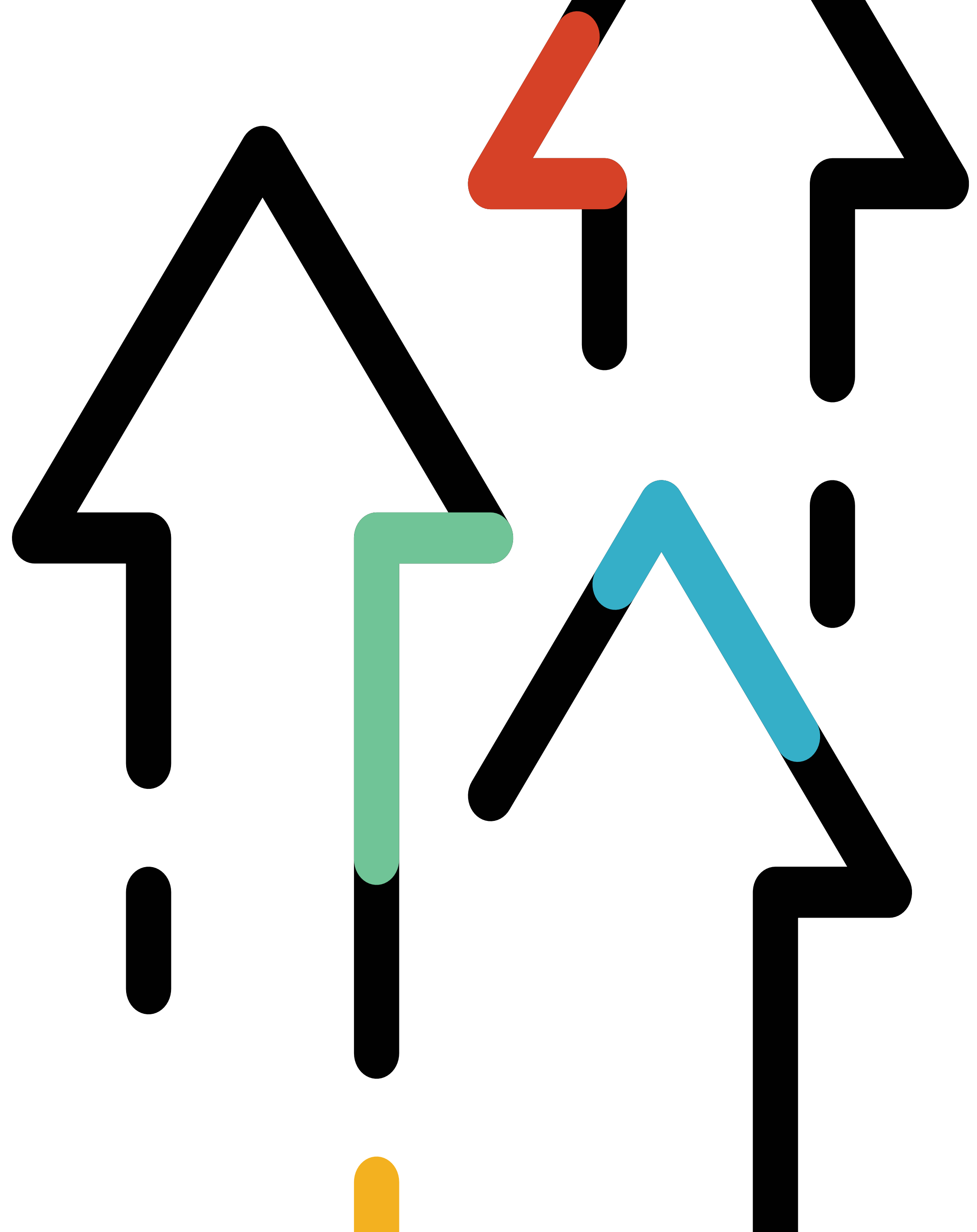
# Classification Update



# Background

## Improving the Madrid Customer Experience

- Started in 2020
- Aims:
  - Provide a positive customer experience
  - Encourage exporters to protect their IP
- Two major streams of work:
  - Classification (getting goods and services right the first time)
  - Public education and awareness

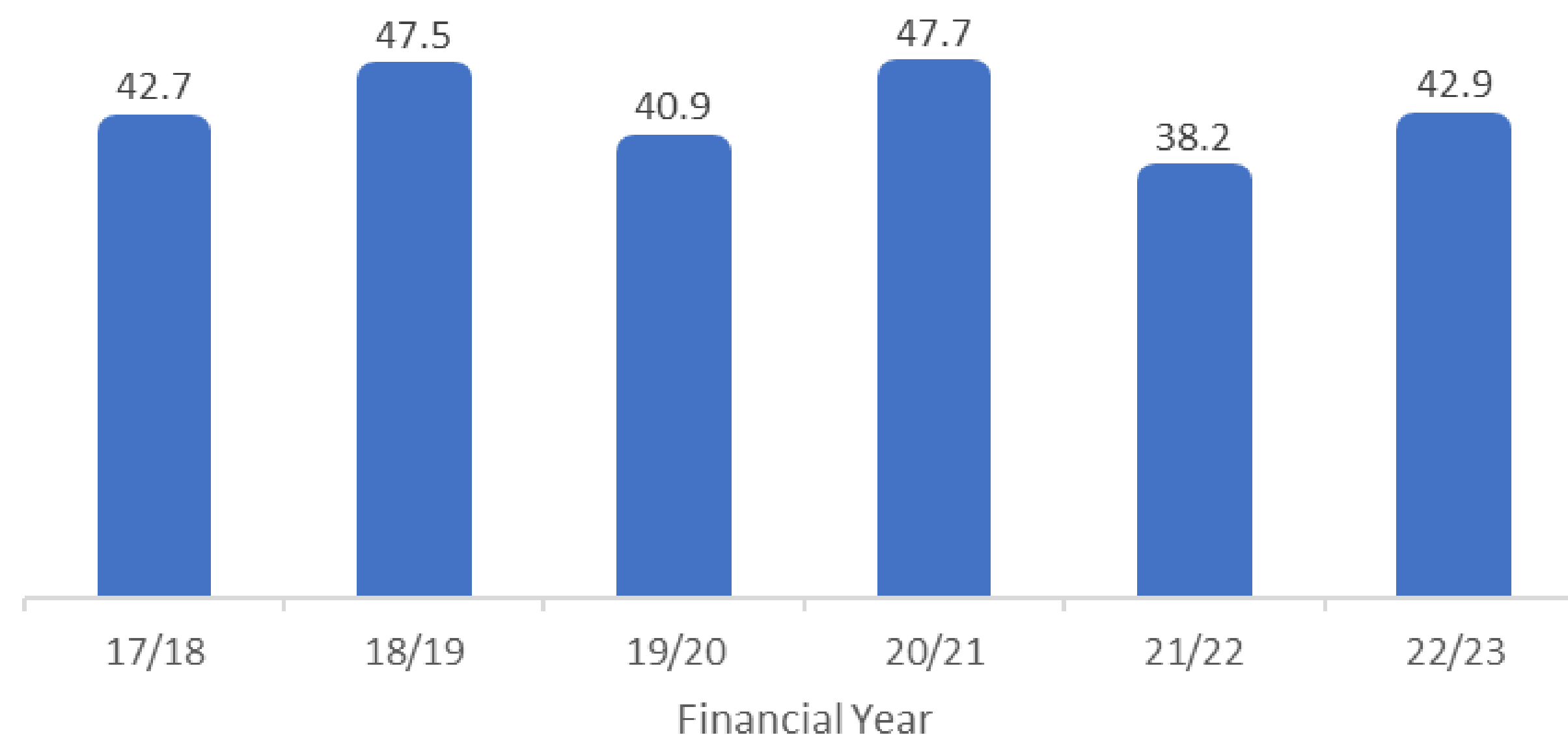


# Classification stream

## Irregularities Review

- Approximately 40% of Australian applications receive irregularity letter
- Identified many irregularities are due to specificity issues with classification (around 80%)
- Looked at initial ways to fix
  - Website changes
  - Education and training
- No significant change in irregularities rates

% AU applications with irregularities



# Aligning trade mark classification with WIPO

## International Goods and Services Consistency Project

- Endorsed in March 2023
- Classification alignment in two parts:
  1. Specificity Practice Update (September 2023)
  2. Madrid Goods and Services Alignment (first half 2024)



# Classification alignment

## Specificity Practice Update

- Some terms accepted in Australia are too broad or vague to be accepted by WIPO
- Developed a *List of terms too broad for classification*

## MGS list adoption

- Replacing AU picklist with Madrid Goods and Services (MGS) list
- We will exclude terms if needed
- AU picklist contains 60,000 terms; MGS contains 130,000
- Developed a semantic search tool to help find terms





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# Contact us

 1300 65 1010 (9am-5pm)

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