



Marketing and Promotion of the Madrid System

Madrid System Working Group Roundtable

Denis Croze

Director, Madrid Information and Promotion Division, Madrid Registry,
Brands and Designs Sector

Geneva
16 November
2023

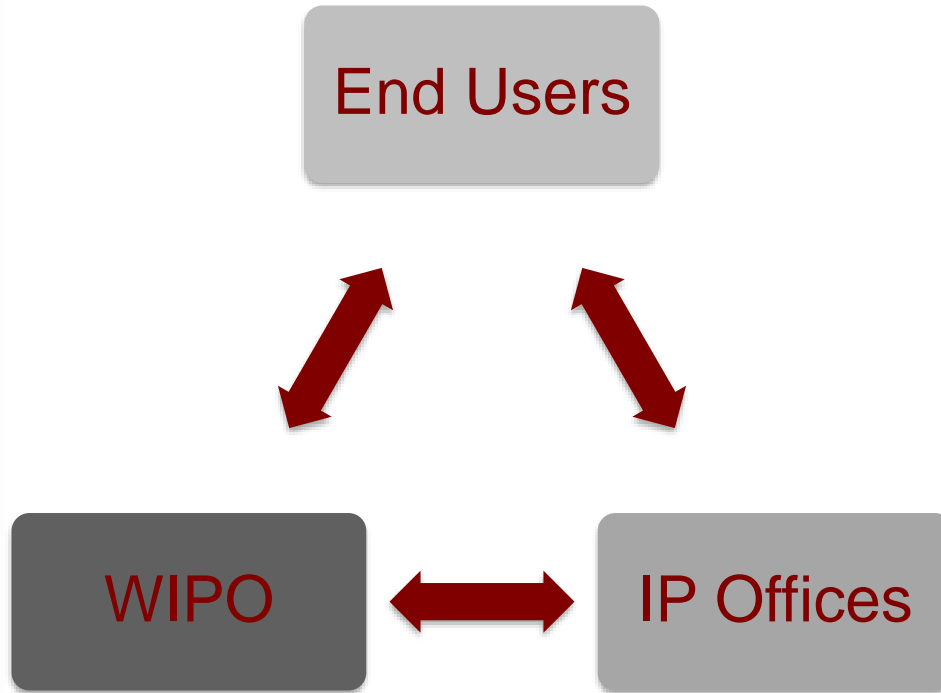
Agenda

- How the Madrid Registry is helping the Madrid System Members to promote the System in their countries
- How the IP Offices are and can contribute to the marketing and the promotion of the Madrid System in their countries: local experiences and projects

Goals of the Madrid System Promotion

- Make the Madrid System more accessible to its customers through innovative communication and education
- Promote extensively the Madrid system to increase its use throughout the world, in particular among SMEs
- Modernize the Madrid System customer service in order to deliver an exceptional customer experience

A System of Three Players



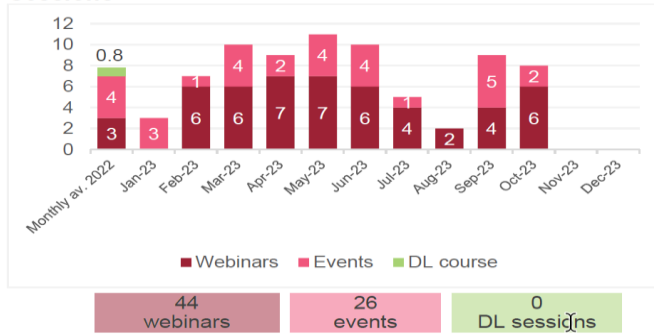
Activities

- Public Education and Awareness
 - Webinars
 - Practical seminar for advanced practitioners
 - Tutorials, podcast
 - Testimonials and case studies
- Marketing and Promotion
 - Madrid System flyer, market research, marketing campaigns
- Customer service

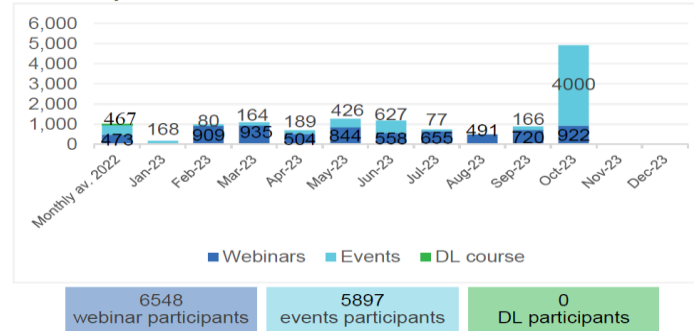
Public Education Activities (2023)

II. PUBLIC EDUCATION – WEBINARS³, EVENTS⁴ AND DISTANCE LEARNING (DL)⁵

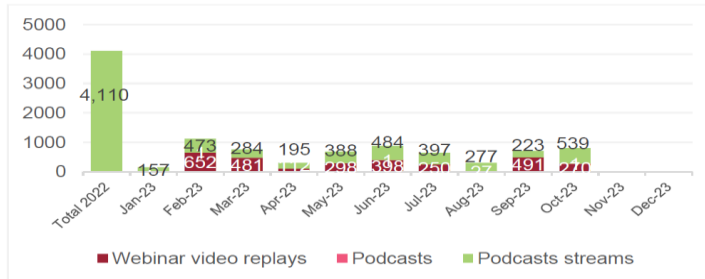
Sessions



Participants



Webinar video replays, podcasts and podcast streams⁶



³ Webinars organized in the framework of the Madrid public webinar program each month and coordinated by Madrid IPD.

⁴ Seminars, workshops and events (online or in-person) coordinated by Madrid IPD or with Madrid IPD speakers.

⁵ Distance Learning courses on the Madrid System administered by the WIPO Academy.

⁶ Number of podcast streams includes WIPO website plays as well

Public Webinars – 8 Languages

Webinars del Sistema de Madrid

Actualizaciones legales del Sistema de Madrid de 2023: Todo lo que necesita saber

1:03:21
WIPO | MADRID

9 MONTHS AGO

Actualizaciones legales del Siste...

Webinars du système de Madrid

Protéger sa marque à l'étranger : Guide sur le système de Madrid de l'OMPI et outils de propriété intellectuelle pour les PME

1:08:24
WIPO | MADRID

5 MONTHS AGO

Protéger sa marque à l'étranger ...

马德里体系网络研讨会

中国商标局的马德里申请程序 (2023)

1:09:00
WIPO | MADRID

EDUCATION

4 MONTHS AGO

The Madrid Filing Procedure
in China Trademark Office

Вебинары по Мадридской системе

Официальные формы: Управление международной регистрацией

59:39
WIPO | MADRID

EDUCATION

2 YEARS AGO

Official Forms: Managing an
international registration

Мадридский режимに関するWebセミナー

商標の国際登録制度『マドリッド制度』の概要(初級) - 制度を学びたいスタートアップ、中小企業の方にも!

2023年10月26日

1:13:44
WIPO | MADRID

EDUCATION

15 DAYS AGO

商標の国際登録制度『マドリッド制度』の概要(初級) - 制度

التدوات القانونية بشأن نظام مدريد

تحديثات قانونية لعام 2023 وملاحظات الفريق العامل

44:48
WIPO | MADRID

8 MONTHS AGO

لعام 2023 آراء ومقترحات الفريق العامل ...

Madr' 1 System Webinars

Understanding Procedures at the IP Office of the United Kingdom (UKIPO)

1:06:25
WIPO | MADRID

EDUCATION

1 MONTH AGO

Understanding Procedures at th...

Madrid Distance Learning Course



- Certified and tutored online course
- 6 modules – 15 hours
- Free
- 800 - 1000 participants per session
- With the WIPO Academy

- DL-303 Specialized Course on the Madrid System for the International Registration of Marks

In-Person Practical Seminars



When?

November / June



Where?

WIPO HQ,
North America
Asia?



Who should attend?

Advanced users (holders and representatives); not for IP Office staff

Why attend?

- **Gain Insightful tips** from WIPO experts and guest speakers from **Australia, China, Republic of Korea and the USA** about examination procedures in these IP Offices
- **Master** Madrid System **online tools** and **procedures**
- **Increase** your **global network**

Hear from a past attendee!



“It was a very good combination of **presentations** and **case studies**. The format made it much more **interesting, informative and entertaining**. The low number of participants greatly helped the **discussion and interaction** among them.”

Michael Best, Partner/Attorney-at-law | BEST Rechtsanwaelte, Germany

Registration fee: 600 Swiss francs

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Video Explainers and Tutorials

Madrid 'How-to' videos



How to extend the protection of an international registration via the subsequent designation

In this tutorial, you will learn how to expand the geographical coverage of your existing international registration by adding additional countries or regions through a subsequent designation. [About subsequent designations.](#)

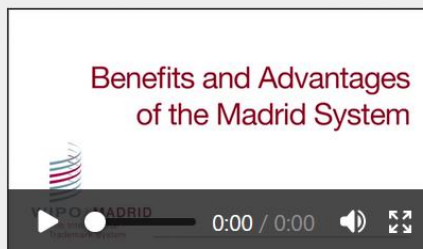


How to renew international registrations (part 1)

This tutorial will go over the renewal process, modifications to international registrations before and after the renewal and the costs associated to the renewal. [About renewals.](#)






Video: An introduction to the International Trademark System.

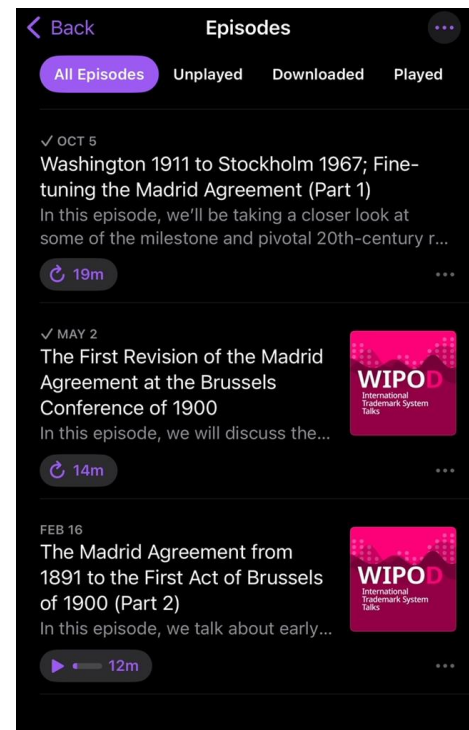
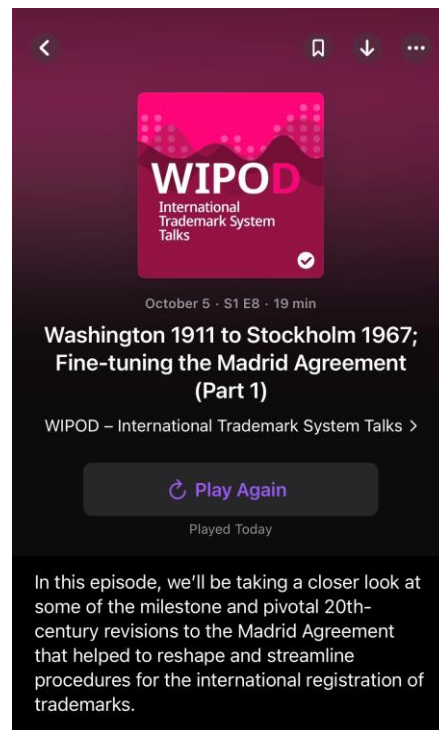


Video: Benefits and advantages of the Madrid System.

Madrid System Podcast

WIPOD – International Trademark System Talks 8th episode

- Spotify 
- Apple Podcasts 
- Google Podcasts 



Testimonials and Case Studies

Madrid System Success Story: M'Simbi – Spreading Self-Love Globally, One Doll at a Time

July 25, 2023

We have just released a new success story highlighting how the **Madrid System** supports innovative entrepreneurs who want their brand to make a difference even beyond their national borders.

What do you do when society tricks you into believing you do not fit in? You carve your own path and you make your voice heard! This is exactly what Maingalla Moono – former biostatistician and now full-time entrepreneur from Zambia – did when she realized that her daughter did not feel like she complied with traditional beauty standards.



In 2022, the **Zambian Association of Manufacturers** assigned Maingalla the Game Changers Award, as an acknowledgement of her innovative ideas, her sense of leadership and her positive impact on the manufacturing industry. (Photo: MacLean's Photography)

Her little girl motivated Maingalla to find a way to manufacture Black dolls, and to set up her own business - M'Simbi- whose mission is to teach young girls to be proud of their cultural identity and aware of their own unique beauty.

M'Simbi products now range from dolls to backpacks, and from clothes to hair accessories, and are exported to the United Kingdom and the United States of America.

International trademark protection in those countries through the Madrid System is what truly allowed M'Simbi to take off, opening up doors to major international e-commerce platforms.

"I would definitely encourage local entrepreneurs to apply for trademark protection both locally and internationally. When **PACRA (Patents and Companies Registration Agency in Zambia)** told us that you can register your trademark in many countries at once with the Madrid System, it really intrigued us."

— Maingalla Moono

[Access the full success story](#)

Madrid System Success Story: HABIBA Jewellery – Timeless Tunisian Jewelry Takes the International Stage by Storm

September 26, 2023

Entrepreneur Sonia Feki's brand "**HABIBA Jewellery**" – created as a tribute to her mother – was quick to win the hearts of women across Tunisia. Despite the challenges of the COVID-19 pandemic, the brands' success grew, spontaneously catching the attention of Egyptian media outlets, in turn raising awareness in the Gulf countries. From there, demand grew in other African countries.

Find out all about Sonia's journey to success, and how the **Madrid System** is helping her not just to expand her horizons but also to face the future with confidence.



Sonia's secret to success?

"When I founded HABIBA Jewellery, I projected myself 15 years into the future. Protecting my trademark – first nationally and then internationally – was one of my top priorities."

— Sonia Feki, HABIBA Jewellery

[Access the full success story](#)

Testimonials and Case Studies

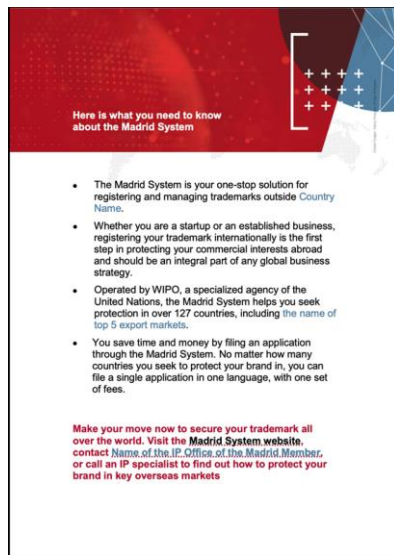
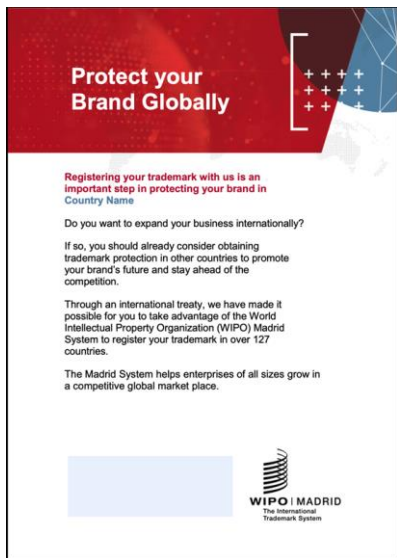
Case Studies on Intellectual Property (IP Advantage): Search Results

Query: **The International Trademark System (Madrid)**

82 record(s) found.

Title	Country / Territory	Industry
"HABIBA Jewellery": Timeless Tunisian Jewelry Takes the International Stage by Storm	Tunisia	Clothing and Accessories
Xiaomi Corporation: Promoting a better life through innovative technology	China	Durable Household Products Electronic and Electrical Equipment Software and Computer Services Technology Hardware and Equipment
Using Trademarks and Brand Names as a Dialogue for Success	Morocco	Electronic and Electrical Equipment
USHER – A Universal Structural Health Monitoring System	Philippines	Building Materials and Fixtures Electronic and Electrical Equipment Industrial Engineering Technology Hardware and Equipment
Traditional Knowledge as a Guide to Success	Lithuania	Food Products
Toyota Motor Corporation: A Company Born from Innovation	Japan	Industrial Transportation Software and Computer Services
The Power of Brands	Italy	Beverages
The Poetry of Architecture	Iran (Islamic Republic of) United States of America	Building Materials and Fixtures
The King of Cheese and its IP Crown	Italy	Food Products
The Fabled Cloth and its IP Future	Netherlands	Clothing and Accessories
Tailoring Made Easy with U-Dazzle Folding Sewing Ruler	Trinidad and Tobago	Clothing and Accessories Retail


Localized Promotion: Madrid System Flyer



- A tailored two-page “Flyer” on the Madrid System
- To be attached to each certificate of national/regional trademark registration issued by IP Offices of Madrid System Members
- Explaining the key benefits of the Madrid System in non-technical terms
- Translated into the applicable local language by the IP Offices concerned
- To be preferably distributed electronically for environmental and cost saving purposes

Examples of Madrid System Flyers

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

IPOPHL

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IPOPHL

Here's what you need to know about the Madrid System!

Attractive and lucrative markets are becoming more accessible as the global economy provides a world of opportunity for smart businesses – both large and small – to sell their goods and services beyond the Philippines.

The good news is that Filipino trademark owners can take advantage of the international trademark registration service called the Madrid System.

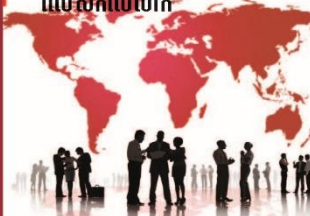
Operated by the World Intellectual Property Organization, a specialized agency of the United Nations, the Madrid System is your one-stop solution for registering and managing trademarks in multiple territories all at once.

Registering your trademark internationally is the first step in protecting your commercial interests abroad and should be an integral part of any global business strategy.

By filing one application, in one language with one set of fees, trademark owners can seek protection in more than 90 countries including China, Japan, the Republic of Korea, the US, and the members of and the European Union.

Make your move now to secure your trademark all over the world. Visit www.wipo.int/madrid, contact the IP Office of the Philippines or call an IP lawyer to find out how to protect your brand in key overseas markets.

ដំណើរការ នៅមុខ លើសកលលោក



ដំណើរការការពារ ក្នុងប្រព័ន្ធ ម៉ាឌ្រីដ គឺជាជំហានដំបូង ដើម្បីការពារ ម៉ាក របស់ អ្នក ក្នុង ប្រទេស ខ្មែរ និង ប្រទេស ដទៃ ទៀត ជា ប្រចាំ លើ ពិភពលោក ។

- ទទួលបានការការពារ ក្នុង ប្រទេស ជា ច្រើន ជា មួយ គ្នា
- ងាយស្រួល ក្នុង ការ ប្តូរ ទី ផ្សារ លក់ របស់ អ្នក
- ការ កែតម្រូវ ដោយ ងាយស្រួល ក្នុង ការ កែតម្រូវ ទិន្នន័យ ផ្សេងៗ ទៀត របស់ ម៉ាក របស់ អ្នក

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Cambodia DIP

នេះគឺជាព័ត៌មាន ដែលលោកអ្នក ចាំបាច់ ត្រូវដឹងអំពីប្រព័ន្ធ ម៉ាឌ្រីដ !

ប្រព័ន្ធគ្រប់គ្រង ម៉ាក ជា ប្រព័ន្ធគ្រប់គ្រង ម៉ាក ក្នុង ប្រទេស ខ្មែរ និង ប្រទេស ដទៃ ទៀត ជា ប្រចាំ លើ ពិភពលោក ។

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Examples of Madrid System Flyers

Proteja sua marca mundialmente

Registrar sua marca conosco é um importante passo para proteger sua marca no Brasil.

Você pensa em expandir o seu negócio internacionalmente?

Então deveria considerar obter a proteção da marca em outros países – tanto para a futura promoção da sua marca quanto para se manter à frente da concorrência.

Por meio de um tratado internacional, você pode aproveitar as vantagens do Sistema de Madrid da Organização Mundial da Propriedade Intelectual para registrar sua marca em mais de 127 países.

O Sistema de Madrid ajuda empresas de todos os tamanhos a crescer em um mercado global competitivo.

INPI INSTITUTO NACIONAL DA PROPRIEDADE INDUSTRIAL

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INPI - Brazil

Aqui está o que você precisa saber sobre o Sistema de Madrid.

- O Sistema de Madrid é a solução completa para registro e gestão de marcas fora do Brasil.
- Se você tem uma startup ou uma empresa estabelecida, registrar sua marca internacionalmente é o primeiro passo para proteger seus interesses comerciais no exterior e deve ser parte integrante de qualquer estratégia global de negócios.
- Operado pela Organização Mundial da Propriedade Intelectual (OMPI), agência especializada da Organização das Nações Unidas, o Sistema de Madrid ajuda você a buscar proteção em mais de 127 países, incluindo Estados Unidos, União Europeia, Colômbia, México e China.
- Você economiza tempo e dinheiro preenchendo requerimento único por meio do Sistema de Madrid – não importa em quantos países você deseje proteger sua marca, você pode fazer apenas um requerimento, pagando todas as taxas em conjunto.

Garanta agora o registro da sua marca em todo o mundo. Visite o [site do Sistema de Madrid](#), entre em contato com o [Instituto Nacional da Propriedade Industrial \(INPI\)](#) ou fale com um especialista em PI para saber como proteger sua marca nos principais mercados estrangeiros.

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حماية علامتك التجارية عالمياً

تسجيل علامتك التجارية آتينا خطوة مهمة لحماية علامتك التجارية في الجزائر.

هل تعلمون في توسيع نطاق عملك على المستوى الدولي؟

إن ينبغي أن تتكروا في الحصول على حماية لعلامتك التجارية في بلدان أخرى – بنية تروج علامتك التجارية مستهدفاً وتوسيع الناحية.

ومن خلال معاندة دولية، سنبها لك الاستفادة من نظام مدريد للمنظمة العالمية للملكية الفكرية لتسجيل علامتك التجارية في أكثر من 127 بلداً. ويساعد نظام مدريد الشركات من جميع الأحجام على النمو في السوق العالمي.

in pi

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INAPI - Algeria

هذا كل ما تحتاجون معرفة عن نظام مدريد!

- نظام مدريد هو الحل الوحيد لتسجيل وإدارة العلامات التجارية خارج الجزائر.
- سواء كنت شركة ناشئة أو شركة راسخة، فإن تسجيل علامتك التجارية دولياً هو الخطوة الأولى في حماية ممتلكاتك التجارية في الخارج ويجب أن يكون جزءاً لا يتجزأ من أي استراتيجية أعمال عالمية.
- تتميز المنظمة العالمية للملكية الفكرية (الويبي)، وهي وكالة متخصصة تابعة للأمم المتحدة، بنظام مدريد الذي يساعدك في الحصول على الحماية في أكثر من 127 بلداً بما في ذلك إسبانيا وفرنسا ومصر وتونس والمنظمة الأفريقية للملكية الفكرية.
- يمكنك توفير الوقت والمال من خلال تقديم طلب عبر نظام مدريد - بدون النظر عن عدد البلدان التي تسعى لحماية علامتك التجارية فيها، وذلك عبر تقديم طلب واحد فقط ودفق مجموعة واحدة من الرسوم.

النظ خططك الآن تأمين علامتك التجارية في جميع أنحاء العالم وما عليك سوى زيارة [الموقع الإلكتروني لنظام مدريد](#) أو التواصل مع [المكتب الوطني للعلامات التجارية الصناعية](#) أو الاتصال بأحد أخصائسي الملكية الفكرية لمعرفة كيفية حماية علامتك التجارية في الأسواق الخارجية الرئيسية.

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Market Research Initiatives and Digital Marketing Campaigns

- Market Research (identifying the barriers to the use of the Madrid System; Increasing the use of the Madrid System)
- Data analysis of trademark registrations in Madrid System Members
- Digital Marketing campaigns/ lead management campaigns

Improving the Customer Experience

- Introducing new services at the Madrid Infoline Unit: live chat, Madrid Digital Assistant (chatbot), round the clock service, free calls, languages, etc.
- Instant feedback, Madrid User Satisfaction Surveys, Madrid Customer Feedback Matrix
- KPIs: handle customer queries within 24 hours
- Statistics: number of call, top calling countries, languages, popular inquiry topics



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IP Offices Experiences and Projects

MOLDOVA EXPERIENCE



L'expérience de la République de Moldova dans la promotion du pliant du Système de Madrid

Ludmila COCIERU,
Cheffe de la Section marques internationales,
Direction marques et dessins industriels,
AGEPI
Tél.: +373 22188546
E-mail: ludmila.cocieru@agepi.gov.md



Etapes réalisées

- ajustement de la version anglaise du pliant (AGEPI en collaboration avec l'OMPI)
- traduction du pliant en roumain (AGEPI)
- finalisation/coordination des textes en anglais et en roumain (AGEPI en collaboration avec l'OMPI)



Protect your Brand Globally

Registering your trademark with the State Agency on Intellectual Property (AGEPI) is an important step in protecting your brand in the Republic of Moldova

Do you want to expand your business internationally?

If so, you should already consider obtaining trademark protection in other countries to promote your brand's future and stay ahead of the competition.

Through an international treaty, we have made it possible for you to take advantage of the World Intellectual Property Organization (WIPO) Madrid System to register your trademark in over 129 countries.

The Madrid System helps enterprises of all sizes grow in a competitive global market place.

The Madrid System is your one-stop solution for registering and managing trademarks outside Moldova.



Here is what you need to know about the Madrid System

- Whether you are a startup or an established business, registering your trademark internationally is the first step in protecting your commercial interests abroad and should be an integral part of any global business strategy.
- Operated by WIPO, a specialized agency of the United Nations, the Madrid System helps you seek protection in over 129 countries, including Romania, Ukraine, Türkiye, Italy, and Germany.
- You save time and money by filing an application through the Madrid System. No matter how many countries you seek to protect your brand in, you can file a single application in one language, with one set of fees.

Make your move now to secure your trademark all over the world. Visit the [Madrid System website](#), contact [AGEPI](#), send us an email (madrid@agepi.gov.md), or call an IP specialist to find out how to protect your brand in key overseas markets



AGEPI



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Protejați-vă marca la nivel global

Înregistrând marca cu Agenția de Stat pentru Proprietatea Intelectuală (AGEPI) faceți un pas important în protecția mărcii Dvs. în Republica Moldova

Doriți să vă extindeți afacerea la nivel internațional?

Dacă da, ar trebui să luați deja în considerare protecția mărcii în alte țări pentru a o promova și a face față concurenței.

Protecția internațională a mărcii, în peste 129 de țări, poate fi asigurată prin Sistemul de la Madrid al Organizației Mondiale a Proprietății Intelectuale (OMPI) în baza unui tratat internațional.

Sistemul de la Madrid ajută companiile de toate dimensiunile să se dezvolte pe o piață globală competitivă.

Sistemul de la Madrid este, pentru dumneavoastră, o modalitate centralizată pentru înregistrarea și gestionarea mărcilor în afara Republicii Moldova.

Iată ce trebuie să știți despre Sistemul de la Madrid

- Indiferent dacă sunteți la etapa de start-up sau dispuneți de o afacere stabilă, înregistrarea mărcii la nivel internațional este primul pas în protejarea intereselor dumneavoastră comerciale în străinătate și ar trebui să fie o parte integrantă a oricărei strategii de afaceri.
- Administrat de OMPI, o agenție specializată a Națiunilor Unite, Sistemul de la Madrid, vă ajută să obțineți protecție **în peste 129 de țări**, inclusiv România, Ucraina, Turcia, Italia și Germania.
- Economisiți timp și bani prin depunerea unei cereri prin Sistemul de la Madrid. Indiferent în câte țări doriți să protejați marca, puteți trimite o cerere într-o singură limbă cu un singur set de taxe.

Faceți un pas înainte pentru a vă proteja marca în întreaga lume. Vizitați site-ul Sistemului de la Madrid, contactați AGEPI, trimiteți un e-mail (madrid@agepi.gov.md) sau sunați un specialist în PI pentru a afla cum să protejați marca pe piețele cheie de peste hotare.





► [Inventions](#)

▼ **Trademarks**

[Trademarks. Overview](#)

[Requirements for the application materials](#)

[International Classification of goods and services](#)

[Databases](#)

[Forms](#)

[Fees](#)

[Online Submission](#)

[National Registration and Renewal](#)

• **International registration**

[Exploitation of Trademarks](#)

[Patent attorneys](#)

[Legislation](#)

[Implemented Practice Papers](#)

Trademarks. International registration

- [Flyer - Madrid System promotion](#)
- [Importance of International Registration](#)
- [The Registration Procedure](#)
- [The International Application for Trademark Registration](#)
- [Specific Aspects of the International Procedure](#)

română

русский



Like 0

Share 0

Comment ça fonctionne?

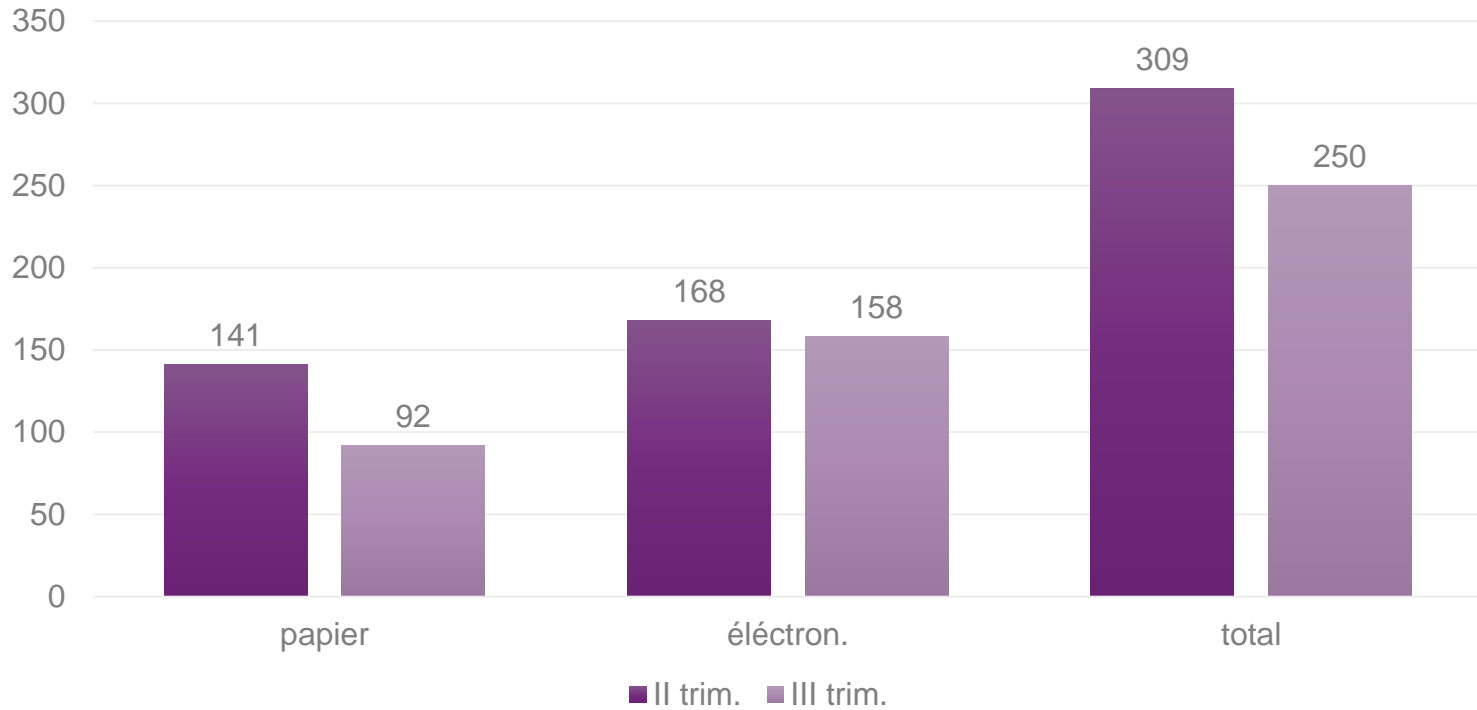
Les pliants sont:

- annexés aux certificats des marques nationales (sur papier ou électroniquement)
- distribués pendant les événements (organisés par AGEPI ou auxquels nous participons).



Résultats

Pliants annexés aux certificats:



Evènements II trimestre:

Dans le cadre d'autres activités organisées par l'AGEPI, 262 pliants ont été distribués :

- Le webinaire dans le domaine de la propriété intellectuelle « Les femmes et la propriété intellectuelle : Accélérer l'innovation et la créativité », 12 avril 2023 (127 pliants ont été envoyés par e-mail);
- Dans le cadre de la participation de l'AGEPI à la Tente du Gouvernement dans le cadre de l'organisation de la Ville Européenne, le 13 mai 2023 (100 pliants sur papier ont été distribués);
- Au bureau de consultation de l'AGEPI, pour les demandeurs qui veulent déposer des marques internationales (35 pliant sur papier).

Evènements III trimestre:

Dans le cadre d'autres activités organisées par l'AGEPI, 92 pliants ont été distribués :

- Le panel dédié au rôle de la propriété intellectuelle dans le développement des entreprises dans le cadre des sessions EU4Culture "Entreprise culturelle et gestion", organisées par GEN Moldavie. AGEPI a participé le 5 juillet 2023 (25 pliants);
- Le salon international spécialisé "MoldMEDIZIN&MoldDENT", organisé par la C.I.E. "MOLDEXPO", AGEPI a participé le 15 septembre 2023 (50 pliants);
- Le cours spécial dans le domaine de la propriété intellectuelle, organisé par l'AGEPI du 25 septembre au 22 décembre 2023 (17 pliants).

USA EXPERIENCE



Madrid Flyer Initiative USPTO Experience

November 2023



UNITED STATES
PATENT AND TRADEMARK OFFICE ®

Took a while but finally SUCCESS! Posted on USPTO website



<https://www.uspto.gov/ip-policy/trademark-policy/madrid-system-international-registration-marks-madrid-protocol>

WIPO Madrid Flyer English

1 / 2 | - 100% + | []

Protect your Brand Globally

Registering your trademark with us is an important step in protecting your brand in the United States

Do you want to expand your business internationally?

If so, you should already consider obtaining trademark protection in other countries to promote your brand's future and stay ahead of the competition.

Through an international treaty, the United States Patent and Trademark Office (USPTO) has made it possible for you to take advantage of the World Intellectual Property Organization (WIPO) Madrid System to register your trademark in over 129 countries.

The Madrid System helps enterprises of all sizes grow in a competitive global marketplace.

UNITED STATES PATENT AND TRADEMARK OFFICE
uspto

WIPO | MADRID
The International Trademark System

WIPO FOR OFFICIAL USE ONLY

<https://www.uspto.gov/ip-policy/trademark-policy/madrid-system-international-registration-marks-madrid-protocol>

WIPO Madrid Flyer English

2 / 2 | 100% + | [] [] [] []

Here is what you need to know about the Madrid System

- The Madrid System is your one-stop solution for registering and managing trademarks outside the United States.
- Whether you are a startup or an established business, registering your trademark internationally is the first step in protecting your commercial interests abroad and should be an integral part of any global business strategy.
- Operated by WIPO, a specialized agency of the United Nations, the Madrid System helps you seek protection in over 129 countries.
- You save time and money by filing an application through the Madrid System. No matter how many countries you seek to protect your brand in, you can file a single application in one language, with one set of fees.

Make your move now to secure your trademark all over the world. Visit the [WIPO Madrid System website](#), contact [the USPTO](#), or call an Intellectual Property specialist to find out how to protect your brand in key overseas markets.

uspto®

Initial start a bit of a rollercoaster

Problems printing paper size A4

Fixed to U.S. standard 8.5 in x 11 in



Problems accessing links if have a printed copy

Fixed – 2 versions: typed web addresses, and one with QR codes





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WIPO: www.wipo.int/madrid
USPTO: www.uspto.gov/trademarks/laws/madrid-protocol

Typed web addresses



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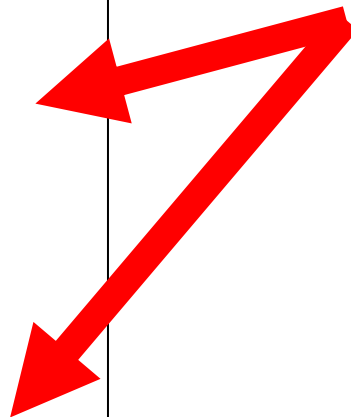


WIPO Madrid System website



USPTO Madrid Protocol Page

QR Codes



Immediate and unexpected use!



ANTIGUA AND BARBUDA EXPERIENCE



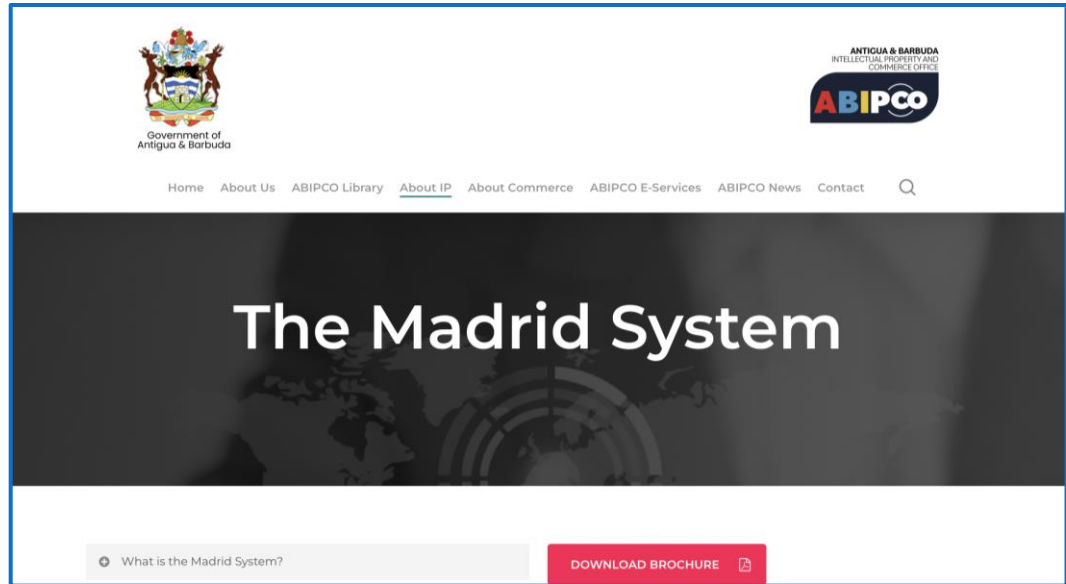
ABIPCO - WIPO COOPERATION ON CONTENT DEVELOPMENT FOR THE MADRID SYSTEM

PRESENTED BY THE ANTIGUA
AND BARBUDA
INTELLECTUAL PROPERTY &
COMMERCE OFFICE



ABIPCO- WIPO CONTENT DEVELOPMENT - THE MADRID SYSTEM

- ABIPCO has partnered with WIPO for the content development of Madrid System webpage!



ABIPCO - WIPO COOPERATION ON CONTENT DEVELOPMENT

Madrid System Content for Antigua and Barbuda Intellectual Property and Company Office (ABIPCO) Website

Madrid System Content for Antigua and Barbuda Intellectual Property and Company Office (ABIPCO) Website

In line with promotional activities and bilateral cooperation between the WIPO Madrid Registry and APIBCO, the Madrid Information and Promotion Division has reviewed the proposed structure and content of Madrid System information for inclusion on APIBCO's new website.

To ensure the accuracy and consistency of information, and to help trademark holders from Antigua and Barbuda to better understand and easily navigate the Madrid System, we recommend the following amendments.

1. Navigation: About IP/Trademarks

- a. Replacement of the proposed navigation text "The Madrid Protocol (International Trademark)" by "The Madrid System (International Trademark Registration)".
- b. Addition of two hyperlinked sub-navigation items for enhanced navigation:
 - "About the Madrid System" (linking to the ABIPCO hosted webpage on the Madrid System (see page 2))
 - "eMadrid (Digital gateway to international trademark protection)" (linking to <https://madrid.wipo.int>).

More questions?

If you couldn't find an answer to your question on this page or through WIPO's [Madrid System website](#), then feel free to [contact us](#) or send your questions to WIPO's [Madrid System customer service team](#).

Quick links to WIPO resources

- [Madrid System website](#)
- [Searching before filing an international trademark application](#)
- [Filing international trademark applications](#)
- [Managing international trademark registrations](#)
- [eMadrid – Madrid System online services](#)
- [Madrid System legal texts](#) (Protocol, Regulations, Administrative Instructions)
- [Guide to the Madrid System](#)

Educational resources

- [Madrid System case studies](#)
- [WIPO Podcast – International Trademark System Talks](#)
- [Madrid System video tutorials](#)
- [Madrid System webinars](#)

ABIPCO - WIPO COOPERATION ON CONTENT DEVELOPMENT

Current Website

Madrid Trade Marks

How to Protect your TradeMark Internationally

Register your Trade Mark in Antigua and Barbuda before seeking international protection. Typically, a Trade Mark registered locally will provide protection within the geographical boundaries of Antigua and Barbuda. Alternatively, overseas Trade Mark applications can be pursued in two methods:

1. Application can be filed directly with each intended country,

Or

2. A single international application can be filed through Antigua and Barbuda Intellectual Property and Commerce Office selecting the relevant Madrid Protocol countries where protection is required.

Antigua and Barbuda is the only English speaking Caribbean country that is signatory to the Madrid System. The protocol was signed since the year 2000 and is a one stop solution for managing Trade Marks internationally.

The Madrid system simplifies the process for registering a trademark in multiple countries that are signatories to the protocol. An international registration under Madrid system is the same as an application for registration of the mark filed in each of the countries. Once registered you are protected for ten years.

Trademark applications can consist of a word, combination of words, letters, and numerals. Drawings, symbols, three-dimensional features such as the shape and packaging of goods are accepted.

New Website

The Madrid System

What is the Madrid System?

DOWNLOAD BROCHURE

What are the advantages of the Madrid System?

How Does The Madrid System Work

What are the listings of Goods and Services in international application?

How do I classify trademarks in my international application?

How do I file an international application through the Madrid System?

Searching before filing an International Application

How do I file an international application through the Madrid System?

How long does the international trademark protection last?

What are applicable fees concerning international registration through the Madrid System?

What is a Fee Calculator?

What are the Madrid System's online services?

TRINIDAD AND TOBAGO EXPERIENCE

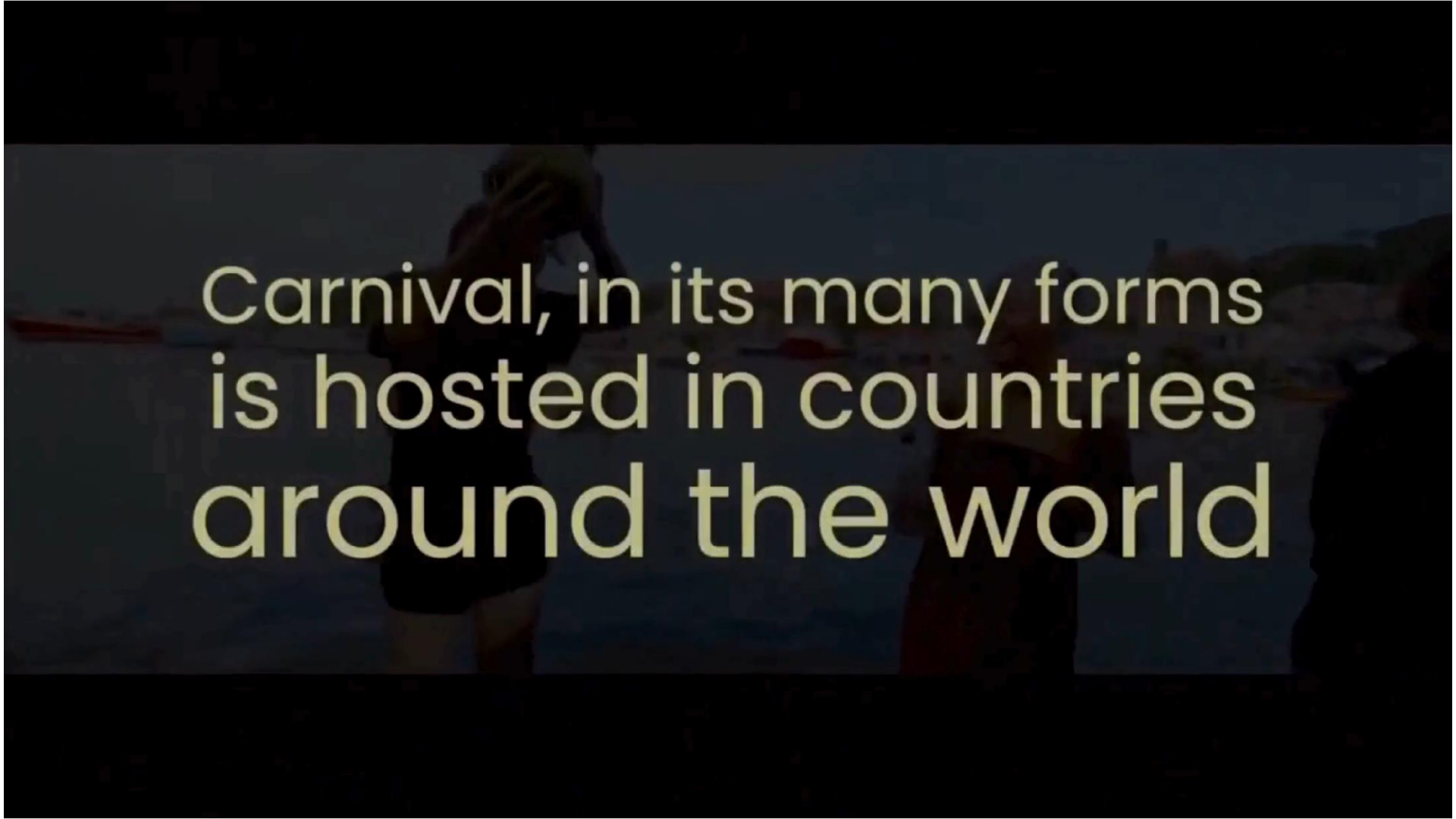
The Madrid System in Trinidad and Tobago

Marketing and Promotion of the Madrid System



WIPO FOR OFFICIAL USE ONLY

Steffi Mohammed
Trademark Systems Specialist
(Madrid)

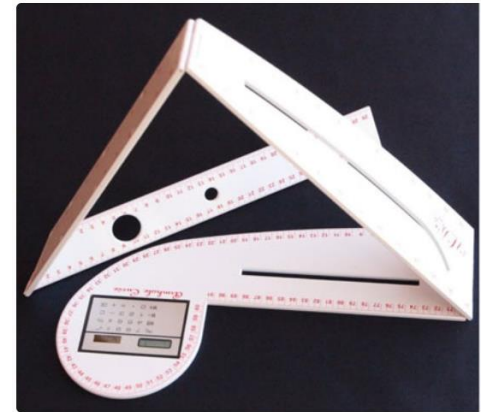
A dark, low-key photograph of a carnival scene. In the foreground, a person in a dark, form-fitting outfit is seen from the back, their arms raised. To the right, another person in a red and white costume is partially visible. In the background, a large, ornate float or structure is illuminated, suggesting a night-time celebration. The overall atmosphere is festive and mysterious due to the low lighting.

Carnival, in its many forms
is hosted in countries
around the world

U-Dazzle



In March 2022, Rhona was inducted into the Trinidad & Tobago Intellectual Property Office's "Inventors Hall of Fame". (Photo: Tobago House of Assembly)



Fashion is about being glamorous and pretty. And, I believe that I dazzle people's lives – I leave a statement; I leave a mark! "U-Dazzle" – that's exactly what I believe I do.

Rhona Jack

CarlPI - Case Study: Trinidad & Tobago Fine Cocoa Company



COLOMBIA EXPERIENCE

Marketing y promoción del Sistema de Madrid

Experiencias y
proyectos desarrollados por la oficina colombiana

Superintendencia de Industria y Comercio
Santiago Mosquera Reyes
Noviembre - 2023





 Proyecto de formación en PI

 Campaña de divulgación y promoción



Capacitación a inventores, innovadores, investigadores, emprendedores y MiPymes respecto a la protección de sus registros marcarios y la internacionalización a través del Protocolo de Madrid.



Servicios de orientación especializada gratuita en Propiedad industrial. Asistiendo a los distintos usuarios en la presentación de solicitudes de registro internacional (actuando como Oficina de origen).



Campaña de divulgación, promoción y del Protocolo de Madrid en Colombia para los MiPymes, explicando sus beneficios en diferentes plataformas, redes sociales y medios de comunicación.

Campaña de divulgación y promoción del Protocolo de Madrid en Colombia

La campaña de divulgación estuvo dirigida a hombres y mujeres mayores de 20 años y se realizó dentro del territorio nacional.

Cada pieza gráfica contenía información relacionada con la protección de las marcas en el extranjero orientando el proceso desde Colombia y utilizando el Protocolo de Madrid.

Principales redes sociales



Cada pieza gráfica contenía un hipervínculo que lo redirigía a la página de la SIC con información relativa al procedimiento y registro de una marca a través del Protocolo de Madrid.





Campaña de divulgación y promoción del Protocolo de Madrid en Colombia



La Superintendencia de Industria y Comercio (SIC) en apoyo con la Organización Mundial para la Propiedad Intelectual (OMPI) lanzaron en el año 2022 un vídeo promocional para las MiPymes dando a conocer las bondades del Protocolo de Madrid y destacando aspectos esenciales para los usuarios interesados en proteger sus marcas en el extranjero.



Se destaca dentro de su contenido el procedimiento que debe llevar a cabo un usuario para proteger sus marcas en el exterior, desde la presentación de la solicitud nacional, hasta la obtención del registro internacional junto con la facultad de poder extender su derecho a otras Partes Contratantes. El vídeo utiliza herramientas didácticas, como animación de pizarra, información gráfica complementaria y lenguaje de fácil comprensión que permite que los usuarios entender las bondades del Protocolo de Madrid.

» Conclusiones de la campaña de divulgación y promoción del Protocolo de Madrid en Colombia

1

Las redes sociales como Instagram y Facebook obtuvieron el mayor porcentaje (36,21%) de impresiones entre los usuarios.

2

En un promedio de un mes de divulgación, se estimó que alrededor de 10 millones de personas vieron las publicaciones en diferentes redes sociales incluyendo YouTube.

3

El 35,58% del total de personas que tuvieron acceso a las publicaciones correspondían a personas mayores de 20 años

4

67,000 personas aproximadamente vieron una publicación en redes y decidieron dar clic en el enlace para recibir más información.

5

Las edades que representan el 60% de participación de clics en redes sociales como Instagram y Facebook son de edad promedio entre los 55 a 65 años.

6

A diferencia de los demás medios, las publicaciones en Instagram y Facebook era vistas con mayor frecuencia los fines de semana, se refleja en la cantidad de impresiones recibidas.

IP Offices Involvement Opportunities

- Website: support IPOs web content creation
- Madrid System tool kit
- Madrid customized campaigns for SMEs

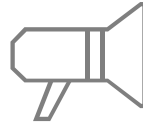
- Public education and promotion activities
 - Share stories of users: [Case Studies](#)
 - Localized promotion: Madrid System Flyer
 - Market researches and data analytics

Stay informed



■ Website

Visit the [Madrid System Website](#)



■ Madrid System News

Subscribe to [Madrid System News](#)



■ Webinars

Access [Madrid System Webinars](#) recordings and stay tuned for new topics



■ Podcast and YouTube

Check our WIPO Madrid System [YouTube](#) playlists and listen our [historical podcasts](#)



■ Tutorials

Play our Madrid System [“How-to” videos and tutorials](#)



■ Questions

[Contact us](#) online or by phone