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User-centric Examination Practice

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Higher expectations by users

User Expectations	Pain points	Possible improvements
speediness of service delivery	relatively longer time than direct filing	digitization, process stream-lining
visibility of status of service requests	transaction monitoring/tracking capability	eMadrid, trademark status services (dCP status report, certificates, extracts service)
predictability/certainty of the outcome	low visibility or understanding of rules and practice at IB and Member Offices, esp. regarding classification and uniqueness of office practice	Higher visibility of classification policy and practice, improvement of information sharing in tools such as MGS, Member Profile Database, eMadrid and etc.
consistency/quality of decisions	divergent policies and practice regarding classification, esp. new terms	more alignment among offices
customer support	effectiveness in problem-solving	enhancement of customer support

A result of the business environment evolution

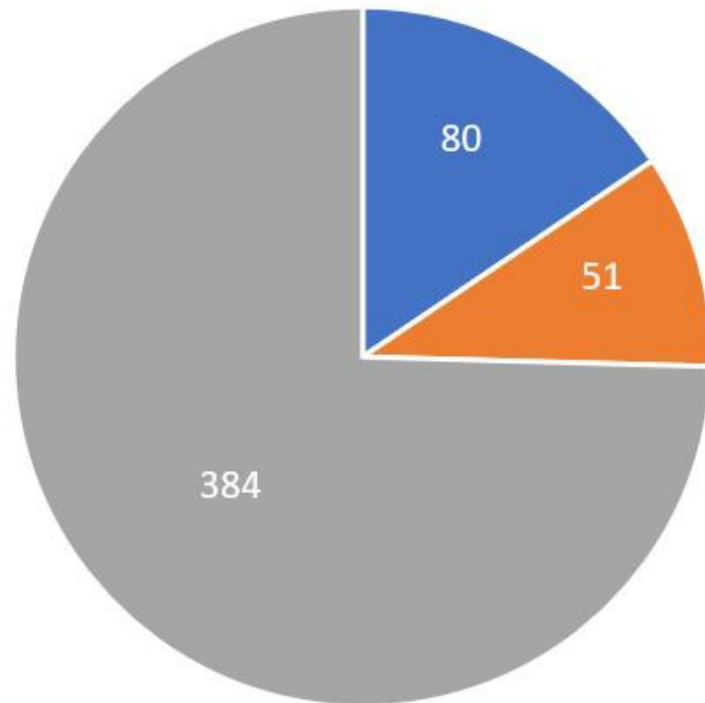
- Technological advancement improved service delivery in both private and public sector
- Service innovation and improvement in regional/national IP Offices
- A quiet shift of focus from trademark application/registration to a combination of application/registration and post-registration management/commercialization

A few examples: user-centric examination practice innovation

- Pre-approved lists of G&S indications for major users
- Bulk service like change of address/name to support the user's business demand
- Pro-active user engagement for payment of the second-part of fee
- Helping users to consolidate their trademark portfolios
- ...

Reach-out about unpaid cases (the second-part of fee)

Reachout about Unpaid NT Cases

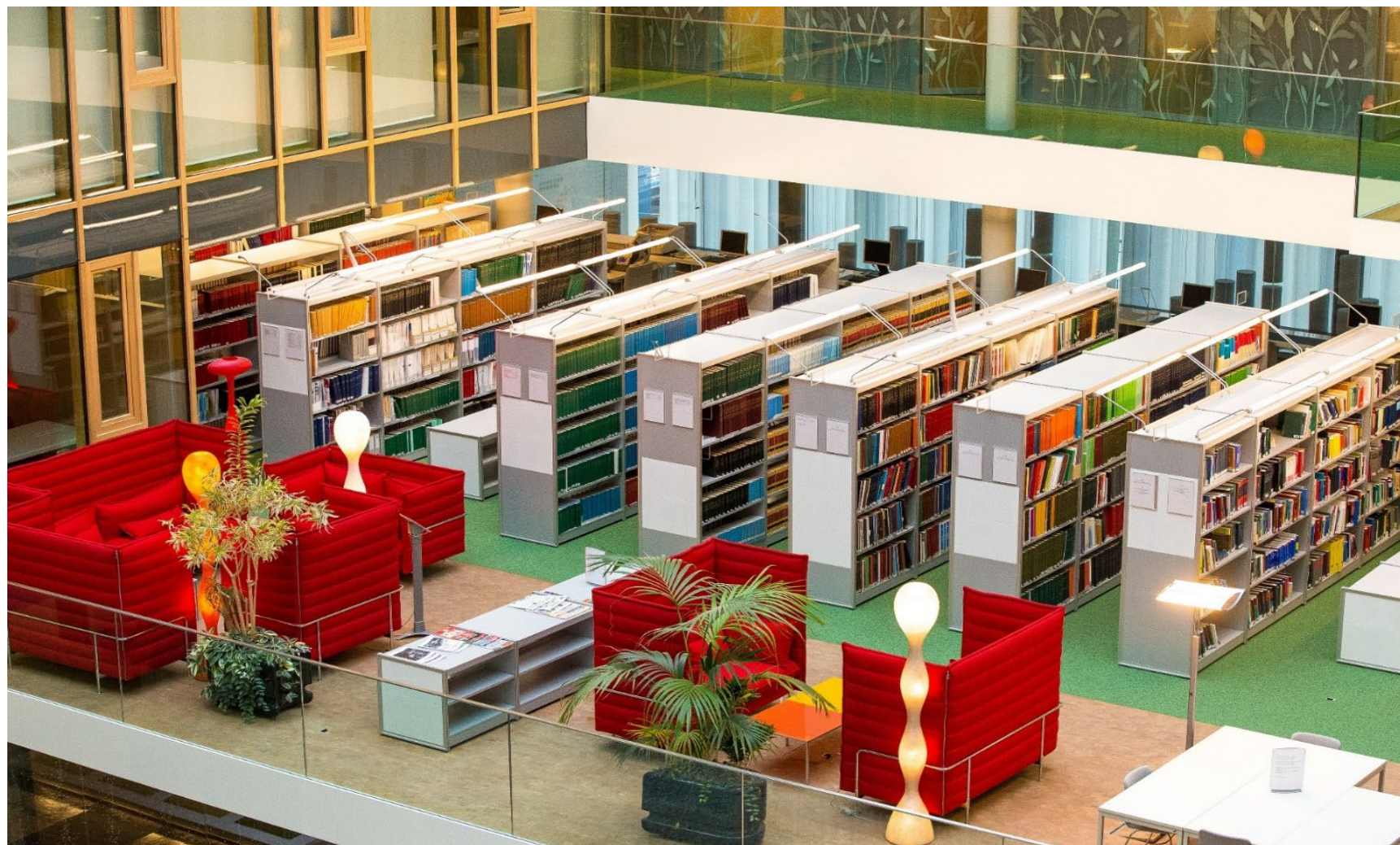


■ Agree to pay ■ No intention to pay ■ Waiting for responses

- **61%** success rate
- Very positive feedback by the users
- Valuable insight about users behavioral pattern
- Support to dCP's income generation

Future development: factors to be considered

- Conviction about the benefits of providing better user experience in retaining customers, improving value of services, building good reputation, etc..
- Assessment of resource availability (MT5)
- Development of SOPs
- Need for a new mindset of examiners: pro-actively understand the user's business needs by going beyond considering service requests per se
- Possible need for up-skilling or re-skilling and new support tools
- Need for keeping an open eye to service innovation in IP Offices



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