

## 新的eMadrid系统概述

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世界知识产权组织马德里信息推广司

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#### 什么是eMadrid?

- eMadrid是一个全新的马德里体系门户,集中了所有在马德里体系下提交和管理商标国际申请和注册需要的在线工具。
- ■为您提供集中化的马德里体系的服务。
- ■方便您安全访问。

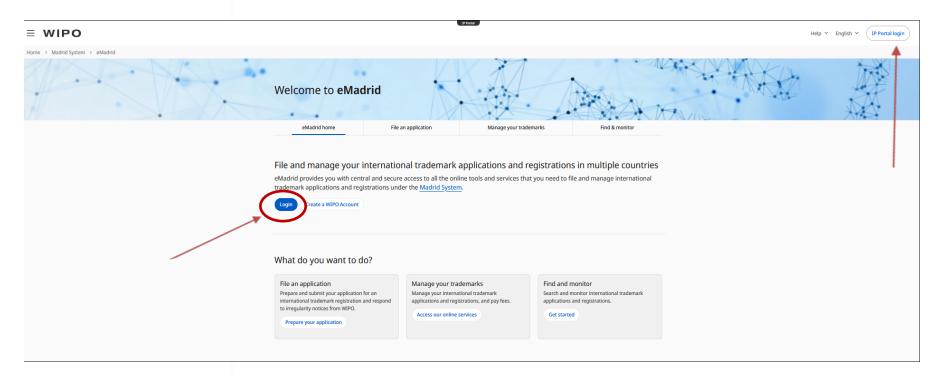


#### eMadrid

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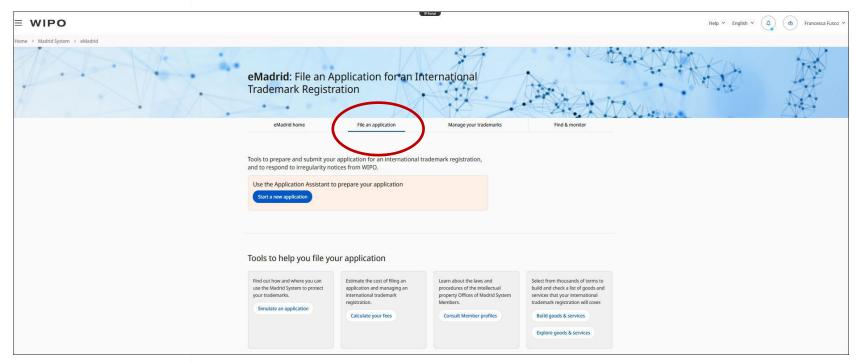


#### eMadrid



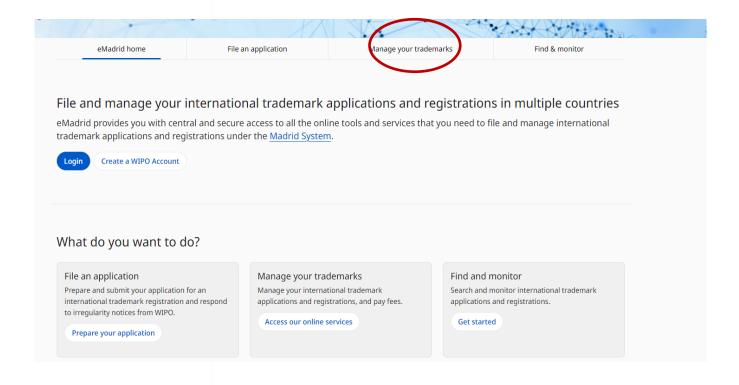


### eMadrid——提交申请



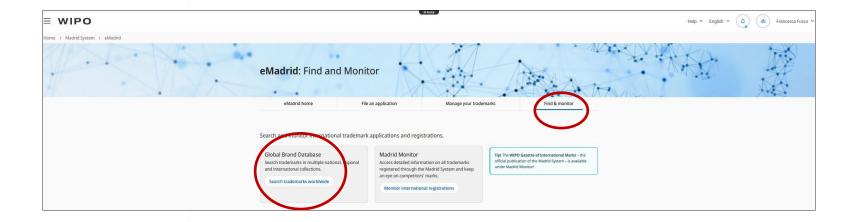


#### eMadrid-管理注册



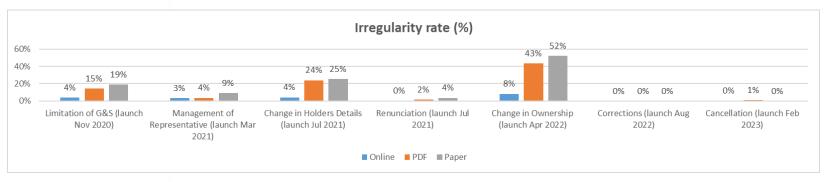


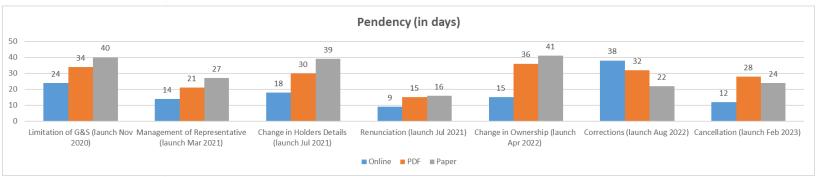
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Trademark System

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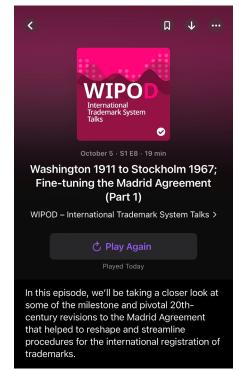
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## 最佳案例研究(case studies)

https://www.wipo.int/ipadvantage/en/search.jsp?service\_id=611

#### How does WIPO's Madrid System help Midea Group protect their brands worldwide?

In the last years, Midea has started to explore different market segments in which to develop a multibrand portfolio. As a result, it has built a portfolio that includes both mass market and high-end trademarks, all of which have established a high reputation among the public.

Midea Group's ventures with the Madrid System started in 2000 when it filed for international registration of its house mark "Midea". It has since registered numerous trademarks for its logo in various design and product categories. The group has also registered other brands through the Madrid System, including its major Original Brand Manufacturer (OBM) Comfee and the high-end brand COLMO, launched in 2018. So far, Midea Group has applied for over 50 Madrid registrations and acquired international trademark protection in over 110 countries.

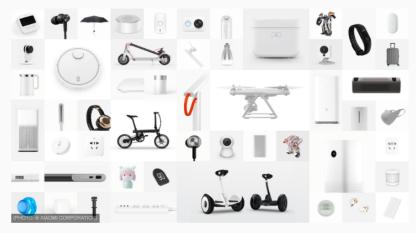
MT ON	Active	CN	Midea Group Co., Ltd.	1559427	2020-09-04	2020-09-04	11	SHINSENA
NO TM	Active	CN	Midea Group Co., Ltd.	1562708	2020-09-02	2020-09-02	11	☼ Techwind
WO TM	Active	CN	Midea Group Co., Ltd.	1551914	2020-07-29	2020-07-29	7, 11	Master Kitcher
WO TM	Active	CN	Alidea Group Co., Ltd.	1549903	2020-04-22	2020-04-22	7, 9, 11, 42	MIDEA
WO TM	Active	CN	Aligea Group Co., Ltd.	1535957	2020-04-21	2020-04-21	14, 16, 18, 29, 21, 24, 25, 28	MIDEA
MT OW	Active	CN	Alidea Group Co., Ltd.	1517268	2019-12-17	2019-12-17	11	1 Screw, 1 Minute
MTOW	Active	CN	Midea Group Co., Ltd.	1507406	2019-12-02	2019-12-02	11	XtremeSavE
MT OW	Active	CN	Midea Group Co., Ltd.	1507420	2019-12-02	2019-12-02	11	XtremeCool
WO TM	Active	CN	Midea Group Co., Ltd.	1495041	2019-09-24	2019-09-24	11	XpressOven
WO TM	Active	CN	Midea Group Co., Ltd.	1493677	2019-09-24	2019-09-24	11	XpressWave
MT OW	Active	CN	Alidea Group Co., Ltd.	1492966	2019-09-24	2019-09-24	11	XpressClean
WO TM	Active	CN	Midea Group Co., Ltd.	1494316	2019-08-14	2019-08-14	11	TasteXpress
MT OW	Active	CN	Alidea Group Co., Ltd.	1491913	2019-08-08	2019-08-08	11	XpressWater+
WO TM	Active	CN	Atidea Group Co., Ltd.	1491909	2019-08-08	2019-00-00	11	XpressMoist*
WO TM	Active	CN	Midea Group Co., Ltd.	1510174	2019-08-02	2019-08-02	7, 9, 11, 38, 42	HolaCon
MTOW	Active	CN	MIDEA GROUP CO., LTD.	1483456	2019-05-28	2019-05-28	11	OriginFRESH
MT OW	Active	CN	MIDEA GROUP CO., LTD.	1461435	2019-02-26	2019-02-26	11	AlleyCooling
WO TM	Active	CN	MIDEA GROUP CO., LTD.	1476226	2019-01-30	2019-01-30	7, 9, 11	Midea
MT OW	Active	CN	MIDEA GROUP CO., LTD.	1457377	2018-12-03	2018-12-03	11	TREME
WD TM	Active	CN	MIDEA GROUP CO., LTD.	1433809	2018-09-21	2018-09-21	7, 11, 37	COLMO
MT OW	Active	CN	Alidea Group Co., Ltd.	1334957	2016-05-30	2016-05-30	7, 9, 11 🐼	
WO TM	Active	CN	Midea Group Co., Ltd.	1281902	2015-11-26	2015-11-26	11	GMCC
WD TM	Active	CN	Midea Group Co., Ltd.	1286006	2015-07-24	2015-07-24	7, 9, 11, 21	Midea
WO TM	Active	CN	Atidea Group CO., Ltd.	1059038	2010-09-24	2010-09-24	8, 10, 21	Mm Alidea
WO TM	Active	CN	Atidea Group CO., Ltd.	1050878	2010-08-19	2010-08-19	7	GMCC
WO TM	Active	CN	Alidea Group CO., Ltd.	1060739	2010-06-04	2010-06-04	8, 9, 10, 21	mm Alidea
WD TM	Active	CN	Midea Group CO., Ltd.	967614	2008-05-29	2008-05-29	35, 37	men (Midea
WO TM	Active	CN	Atlana Group CO., Ltd.	762392	2001-07-23	2001-07-23	11	(M
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Through just one application, Midea Group can obtain protection for its brands all over the world. This streamlined application process —completed in one language and using only one currency —makes the Madrid System an efficient and cost effective way to register trademarks.

#### Xiaomi and the WIPO Madrid System in practice

Mijia (International Registration Numbers 1400365B, 1400365A, 1400365, 1379373, 1366319, 1366276E, 1366276D, 1366276C, 1366276B, 1366276B and 1366276)

Outside the field of smartphones, the corporation's founder, Lei Jun, introduced the brand Mijia in March 2016. Mijia is a new brand under Xiaomi Corporation, comprising of smart household products such as rice cookers and robot vacuums. The name Mijia is the combination of "mi" and "jia", which are transliterations (also known as pinyin) for the characters "mi" in Xiaomi and "jia" in "zhineng jiating", or "smart home" in Chinese.



The logo shaped like a shield, promotes the idea of a reliable protection for the smart homes of Xiaomi's consumers. The company has also entered the e-commerce market by launching the online boutique Mijia Youpin in April 2017, later renamed as "Xiaomi Youpin".

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