

Session III: How Current Offices are Promoting the Madrid System to Maximize its Potential by its Users

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How Current Offices are Promoting the Madrid System to Maximize its Potential by its Users

AGENDA

- WIPO Singapore Office
- Madrid Workshop
- Participation at Universities/Polytechnic Synopsis
- Study Visit Request from National IP Offices
- Promoting Madrid System Directly to Applicants



A) Cooperation with WIPO Singapore Office

- WIPO has 5 external offices in Tokyo, Rio de Janeiro, Beijing, Moscow & Singapore
- Seek to increase innovation and creativity by promoting effective use of WIPO services like PCT, Madrid and Hague systems.
- Joint activities between IPOS and WIPO Singapore Office to promote IP awareness and build IP capabilities in the ASEAN region.
 - organize 3 regional seminars each year
 - increase strategy use of the Madrid system
 - World IP Day Launch event



Study visit from higher education institutions from Jilin Province in China





WSO delivered a presentation on Madrid system as part of an event organized to reveal the important of IP in a designed-based business.





B) Madrid Workshop

- Outreach Activities: Engaging Stakeholders
 - Training Workshop for local Trade Mark Agents on Madrid System and Processes (next round to be held in early Nov 2017).





Topics for Madrid Training Workshop

- Generally to create awareness in the Madrid system
- General information on the Madrid Protocol.
- SG as Office of Origin.
- SG as Designated Office.
- Various tools



C) Participation at Universities/Polytechnic Synopsis

- Benefits for businesses using Madrid system.
- International Application Process.
- Singapore as Designated country.
- Issues to consider when choosing the Madrid route.



C) Participation at Universities/Polytechnic Synopsis

 Panel Presentation – WIPO Madrid System for the International Registration of Marks





D) Study Visit Request from National IP Offices

- Request from Hong Kong, Thailand, Cambodia and Laos
- Share IPOS' experience in:
 - preparation for the accession to the Protocol
 - practical advices in the implementation of Madrid Protocol
 - roles as office of origin and designated office
 - different types of WIPO notifications



D) Study Visit Request from National IP Offices

International Trademark Registration under the Madrid System





D) Study Visit Request from National IP Offices

Study visit and training of officials from Cambodia





Providing useful information and guidance in Madrid System

- Publication of Trade Mark Work Manuals on Madrid System (2 Chapters published in 2015).
- Provide information to the public on how to complete MM2E form PDF guide available

Enhancement to online electronic Form MM2 on IP2SG

- Majority of the fields are populated after insertion of basic application no.
- A more user-friendly form which reduces formalities errors.





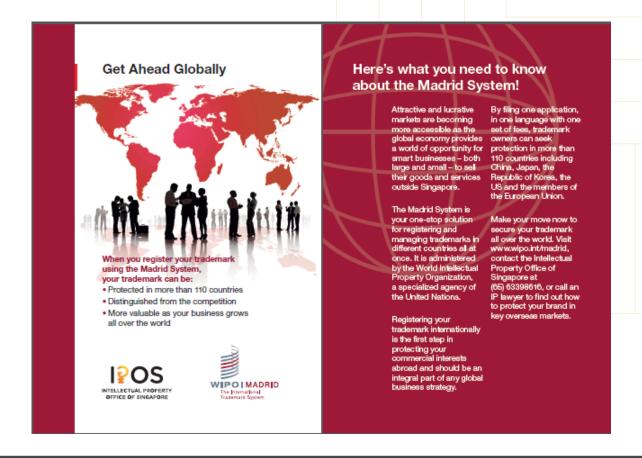
IP²SG system provides Holders the option to correspond with IPOS via the electronic portal

- Holders/representatives may create an IP²SG account
 - Requirement: Local address for service and mobile phone number
- Respond to objection(s) via the IP2SG portal. Subsequent objection letters will be sent electronically.
- Ease in presenting submission by Holders/representatives.
- Possible for IPOS to transmit objection letter outside Singapore.



Promotional Brochure

 WIPO Madrid Flyer attached together with Cover letter of Registration Certificate informing about Madrid System (Implemented in Sept 2017).





The End	
Thank You!	

