

Working Group on the Legal Development of the Madrid System for the International Registration of Marks

Twenty-Second Session
Geneva, October 7 to 11, 2024

PROPOSAL BY THE DELEGATION OF JAPAN

Document prepared by the Secretariat

1. In a communication dated September 6, 2024, the International Bureau received a proposal from the Delegation of Japan concerning the possibility of introducing the Japanese language into the Madrid System for the International Registration of Marks for consideration by the Working Group on the Legal Development of the Madrid System for the International Registration of Marks, at its twenty-second session to be held in Geneva from October 7 to 11, 2024.
2. The said proposal is annexed to this document.

[Annex follows]

ANNEX: PROPOSAL BY THE DELEGATION OF JAPAN

Proposal by the Delegation of Japan concerning the Introduction of the Japanese language into the Madrid System

1. In the spirit of promoting the Madrid System for the International Registration of Marks (hereinafter referred to as “the Madrid System”), the Delegation of Japan proposes that the Japanese language be introduced as an official language of the Madrid System for consideration by the Working Group on the Legal Development of the Madrid System for the International Registration of Marks, during its 22nd session to be held in Geneva from October 7 to 11, 2024.
2. Language barriers are still common challenges in using the Madrid System. The introduction of the Japanese language into the Madrid System could benefit Japanese users facing such language barriers, including small and medium-sized enterprises (SMEs), by allowing the language to be used in filing applications for international registration and subsequent requests and maintaining their international registrations under the Madrid System.
3. The Japanese language is ranked in higher positions on the possible criteria for the selection of possible new Madrid System languages that were compiled by the International Bureau based on statistical information (paragraphs 84 to 109 of the document [MM/LD/WG/21/7](#) and paragraphs 11 to 27 of the document [MM/LD/WG/22/6 Rev.](#)). Additionally, the number of national applications filed by residents in Japan with the Japan Patent Office has been between 130,000 and 150,000 per year during the last five years, and these national applications could potentially become basic applications/registrations under the Madrid System.
4. If Japanese was introduced into the Madrid System, language barriers to using the Madrid System would be eliminated for applicants who prefer submitting applications in Japanese. Accordingly, it would be expected that the number of applications for international registration will grow, which could result in further use and development of the Madrid System.
5. For the purposes of cost-saving, translation quality and processing speed, the Japan Patent Office has the intention to cooperate with the International Bureau in technical and practical measures to develop and improve the operational functions of the Madrid System under the multilingual regime, including the enhancement of a terminology database for improved *automatic translation* rates (paragraphs 31, 53 and 135 of the document [MM/LD/WG/21/7](#)). This delegation also intends to engage constructively in discussions aimed at solving further technical issues during forthcoming sessions of the Working Group.
6. *In light of the above, we invite the Working Group on the Legal Development of the Madrid System for the International Registration of Marks to consider the proposal to include Japanese as an official language of the Madrid System, and request the International Bureau to conduct a study on costs and benefits of the possible introduction of Japanese into the Madrid System.*

[End of Annex and of document]