

THE MADRID SYSTEM: A ROUTE TO GLOBAL BRANDING

A cost-effective and user-friendly route for nationals and residents of **Trinidad and Tobago to acquire and manage trademark rights abroad**



CARIFORUM



What is the Madrid System?

The Madrid System is a convenient and cost-effective solution for registering and managing trademarks worldwide. File a single application and pay one set of fees to apply for protection in up to 124 countries. Modify, renew or expand your global trademark portfolio through one centralized system.

Who is entitled to use the Madrid System?

If you are a national or resident of Trinidad and Tobago, and you have a basic trademark (application or registration) in Trinidad and Tobago, you may seek trademark protection in up to 123 other countries through the Madrid System.

Madrid Union

108 members (including the European Union and OAPI), covering 124 countries as of 1 September 2020



How?

By filing an international application (IA) at TTIPO designating one or more Madrid Union Members (other than Trinidad and Tobago) where to get protection for your mark



Central filing of international applications



Procedure

- TTIPO sends the IA to the World Intellectual Property Organization (WIPO)
- WIPO registers and publishes the trade mark
- WIPO notifies the international registration (IR) to the designated Members
- Each designated Member has a limited time to confirm whether it confers protection for the trade mark in its territory (12 months, 18 months, or slightly more than 18 months in case of opposition by a third party)

Madrid System Advantages

Reduced costs and speedier procedures to protect your mark

- Single application (at TTIPO)
- Single language (English)
- Single currency for fee payment (CHF)
- No need for multiple representatives upfront
- Single renewal date and request
- Single procedure for modifications
- Possibility to extend protection to new countries at any time

You gain

- Brand presence abroad
- International brand reputation and goodwill
- Franchising and partnership opportunities

Before preparing your international application (IA)

TIP

- Choose your mark carefully
- Make sure it is not prohibited by law
- Check it does not belong to someone else (make a trademark search at home and abroad)

Make an international trademark search by using TMview

TMview

<https://www.tmdn.org/tmview/#/tmview>

Fill out your international application (IA) form (MM2), downloading it from



<http://www.wipo.int/madrid/en/forms/>

Insert your list of goods and services in the IA (MM2) by choosing pre-classified terms from

TMclass

<http://euipo.europa.eu/ec2/>
and
Madrid Goods & Services (MGS)
<https://webaccess.wipo.int/mgs/>

Select the territories where to protect your mark by checking the boxes in the IA form (MM2)



Check how much you will have to pay for your international application (IA)

TIP

Check in advance how much you will have to pay by using the Fee Calculator at:

<http://www.wipo.int/madrid/en/fees/calculator.jsp>

File your international application (IA) at TTIPO



Use Madrid Monitor to check the steps of your IA up to registration and publication by WIPO

<https://www.wipo.int/madrid/monitor/>

Use Madrid Monitor and Madrid Member Profiles Database to check the acceptance of your international registration (IR) in the designated Madrid Union Members

TIP

Find out about procedures and practices in Madrid Union members in the Madrid Member Profiles Database at

<http://www.wipo.int/madrid/memberprofiles/#/>

Your international registration (IR) will be valid for a period of 10 years in all the designated Madrid Union Members which have not refused protection



You will be able to renew your IR for additional periods of 10 years by filing a renewal request through the WIPO IP Portal

TIP

To renew your IR use the Madrid e-Renewal Service at the WIPO IP Portal

<https://ipportal.wipo.int/>

For more information on how to take advantage of the Madrid System to protect your brands abroad, you can consult the guidebook “The Madrid Protocol in Trinidad and Tobago” at

<https://internationalipcooperation.eu/en/caripi/ip-information>
