



Introduction to the Madrid System

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Outline

- Introducing WIPO
- How Madrid works
- Geographical scope
- Key benefits
- Who uses the system?
- Keep updated on the Madrid System

WIPO



- Specialized agency of the United Nations
- 193 Member States
- Secretariat based in Geneva, Switzerland
- Over 1,300 employees from more than 110 countries
- Not for profit
- Self-funded through fee-paying services
- Seven external offices including Singapore

WIPO Regional Office in Singapore

- 3 Staff Members
- Key role is to promote WIPO services in ASEAN
- Act as WIPO's service centre for the region
- Deliver IP Office business solutions



It all begins with a trademark and a plan to operate/sell overseas...



MERCEDES AMG PETRONAS

NETFLIX



Whilst Saving:

■ **TIME**

and

■ **MONEY**

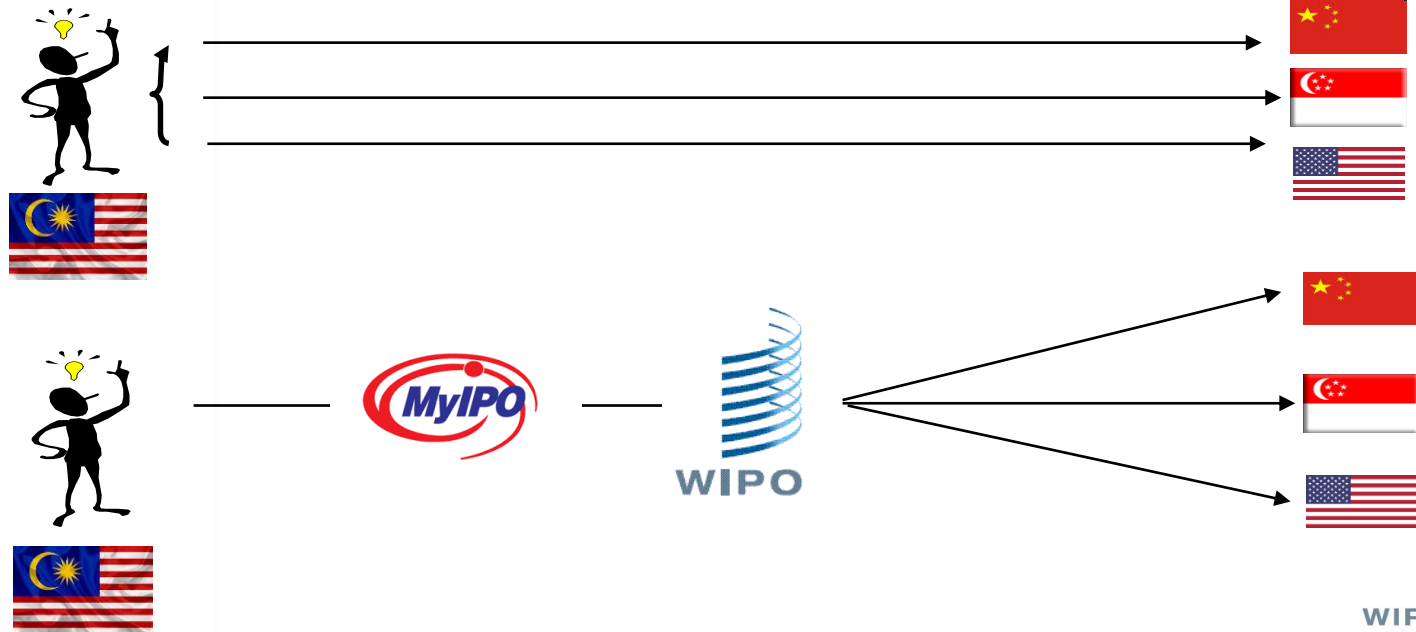
■ **Yet obtaining the required protection for your brand**

Protection Options

...Then a choice must be made regarding the best way to protect your trademark/s abroad:

- **The national route** – file trademark application/s with the IP Office of each country in which you want protection
- **The international route** – file through the Madrid System

National Route vs Madrid System



How the Madrid System Works

The International Trademark Registration Process



Use the National Route or the Madrid System?

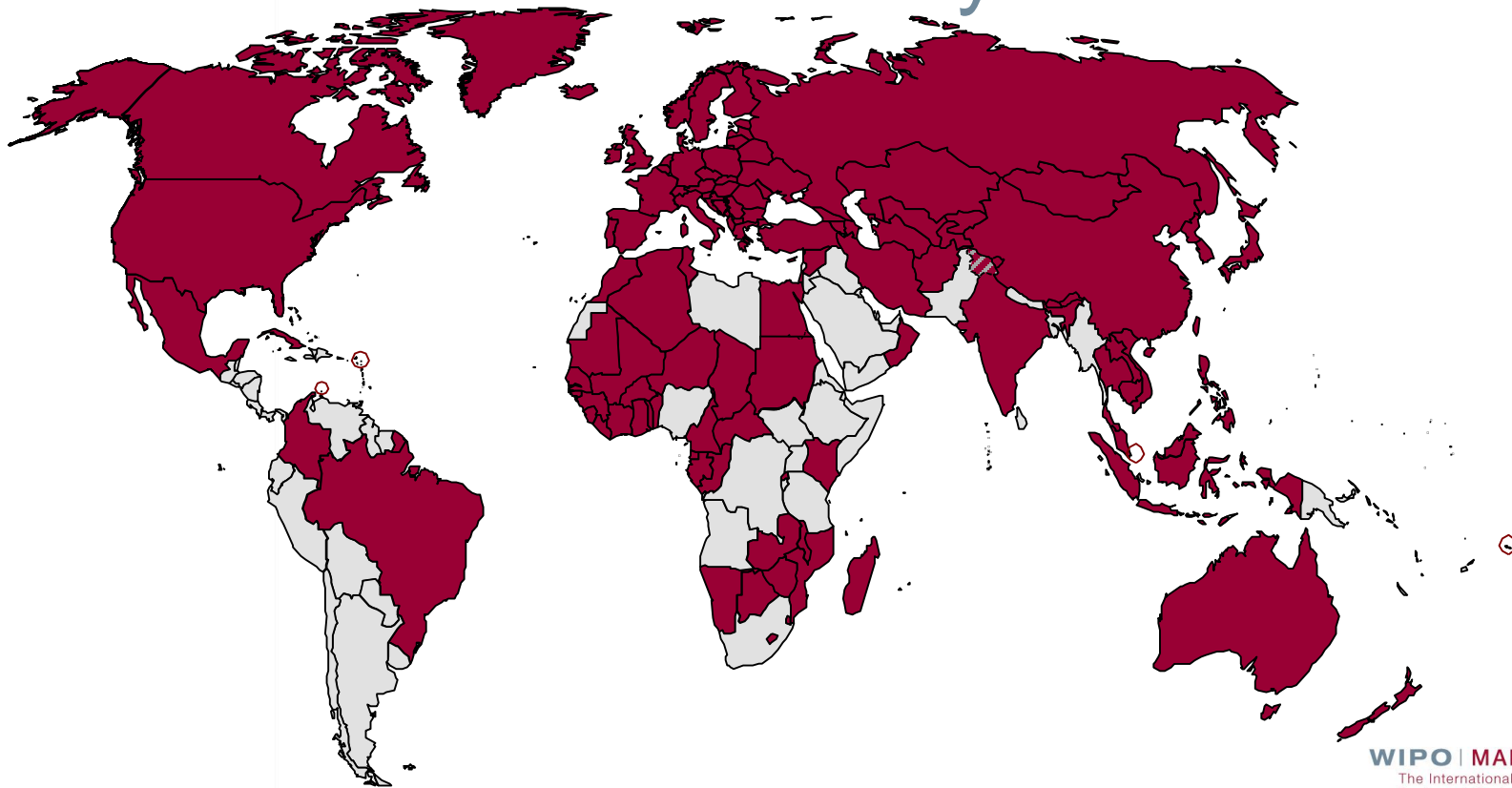
■ Decision will be based on three questions:

1. How many countries do you want protection in?

The Madrid System is Global

- 124 countries covered
- These members represent more than 80% of world trade
- Recent accessions include:
 - **2017:** Thailand, Indonesia
 - **2018:** Afghanistan, Malawi, Samoa
 - **2019:** Brazil, Canada, Malaysia
- All ASEAN countries except Myanmar

Members of the Madrid System



WIPO | MADRID
The International
Trademark System

WIPO FOR OFFICIAL USE ONLY

Use the National Route or the Madrid System?

■ Decision will be based on three questions:

1. How many countries do you want protection in?
2. Will you add more countries as your export plans develop?

When to Use Madrid?

If you want
flexibility to
add new
countries as
your export
plans develop



Use the National Route or the Madrid System?

■ Decision will be based on three questions:

1. How many countries do you want protection in?
2. Will you add more countries as your export plans develop?
3. How much time and money you have to spend on registration and management of your trademarks

When to Use Madrid?

If you have
limited
budget and
time
to spend on
registration
and
management
of your
trademarks



The Madrid System is Cost-Effective

- File an international application, which is the same as a bundle of national applications, effectively saving you time and money.



The Madrid System Convenient

Centralized filing and
management

The Madrid System is Cost-Effective

- Avoid paying for translations into multiple languages or working through the administrative procedures of multiple IP Offices



Fee Calculator

Use the [Fee Calculator](#) to estimate the cost for:

- Subsequent designations
- Renewals
- Fees based on the Contracting Parties and number of classes you select, according to the current [Schedule of Fees](#)
- Applicable fee reduction for applicants from [Least Developed Countries \(LDCs\)](#)

FEE CALCULATOR

MARK INFORMATION

Please select which transaction you wish to estimate the cost of:

Type of transaction *

New application



Date *

2021/03/31



Your office of origin *

Malaysia



Number of classes covered by the mark *

1



☐ Is your mark a collective mark, certification mark or guarantee mark?

☐ Is your mark in colour or colours?

☐ AF - Afghanistan

☐ OA - African Intellectual Property Organization [OAPI]

☐ AL - Albania

☐ DZ - Algeria

☐ AG - Antigua and Barbuda

☐ AM - Armenia

☒ AU - Australia

☐ AT - Austria

☐ AZ - Azerbaijan

☐ BH - Bahrain

☐ BY - Belarus

☐ BX - Benelux

☐ BT - Bhutan

☐ BQ - Bonaire, Sint Eustatius and Saba

☐ BA - Bosnia and Herzegovina

☐ FR - France

☐ GM - Gambia

☐ GE - Georgia

☐ DE - Germany

☐ GH - Ghana

☐ GR - Greece

☐ GG - Guernsey

☐ HU - Hungary

☐ IS - Iceland

☐ IN - India

☒ ID - Indonesia

☐ IE - Ireland

☐ IR - Islamic Republic of Iran

☐ IL - Israel

☐ IT - Italy

☒ PH - Philippines

☐ PL - Poland

☐ PT - Portugal

☒ KR - Republic of Korea

☐ MD - Republic of Moldova

☐ RO - Romania

☐ RU - Russian Federation

☐ RW - Rwanda

☐ WS - Samoa

☐ SM - San Marino

☐ ST - Sao Tome and Principe

☐ RS - Serbia

☐ SL - Sierra Leone

☒ SG - Singapore

☐ SX - Sint Maarten [Dutch part]

Contracting Party	Calculation	Classes	Amount
AU - Australia	[Individual fee (international application): 263.00]	1 ▾	263.00
ID - Indonesia	[Individual fee (international application): 125.00]	1 ▾	125.00
PH - Philippines	[Individual fee (international application): 116.00]	1 ▾	116.00
KR - Republic of Korea	[Individual fee (international application): 224.00]	1 ▾	224.00
SG - Singapore	[Individual fee (international application): 242.00]	1 ▾	242.00
Total (CHF)			970.00

FEE DETAILS

Basic fee	653.00
Fees of contracting parties	970.00
Grand Total [CHF]	1,623.00

1,623 Swiss Francs = 7,150 MYR

Madrid System Users: Business Sectors

- Madrid System users come from all corners of the globe and represent a broad cross-section of industries



(IMAGE: GETTYIMAGES/BUBAONE)

Madrid System Users: Business Size

- Individual entrepreneurs, small and large businesses find the Madrid System to be a convenient and cost-effective means to protect marks in key markets throughout the world



**Individual
Entrepreneurs**

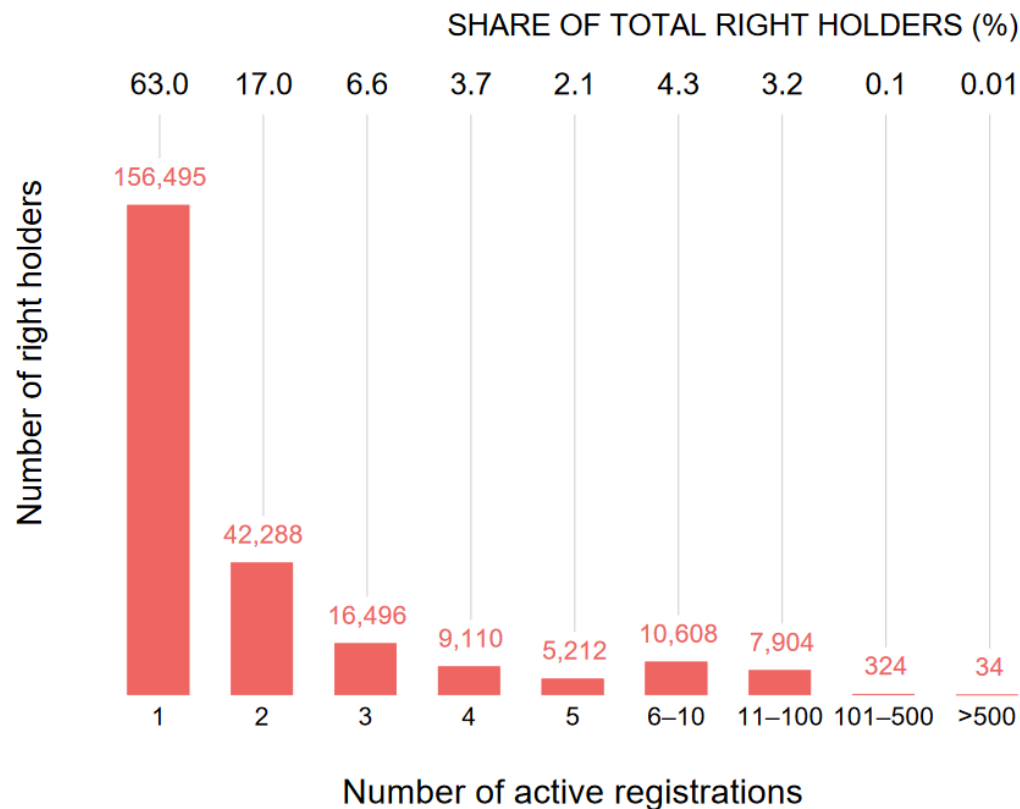


**Small & Medium
Businesses**



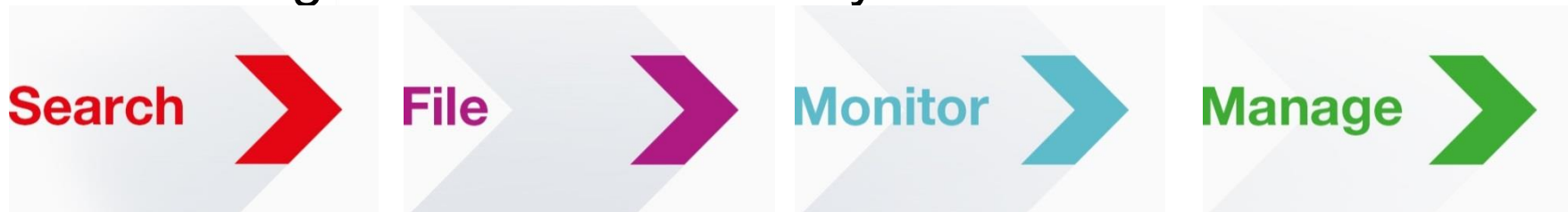
**Large
Businesses**

Right-Holders (As of 2018)



Website and Online Services

- The Madrid Website provides information on how to search before filing, file an application, monitor and manage registrations, and how to pay fees.
- Madrid Online Services are available to assist users at each stage of their mark's lifecycle.



Keep Updated on the Madrid System

- Visit the Madrid Website

www.wipo.int/madrid/en

- Access Madrid Webinars records and “How-to” video tutorials and stay tuned for new topics
- Subscribe to Madrid Notices and Highlights, legal and news updates



Contact WIPO Singapore Office

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Thank You for Your Attention!