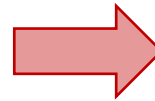
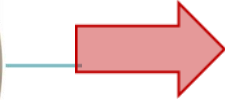


■ The Madrid System in Trinidad and Tobago

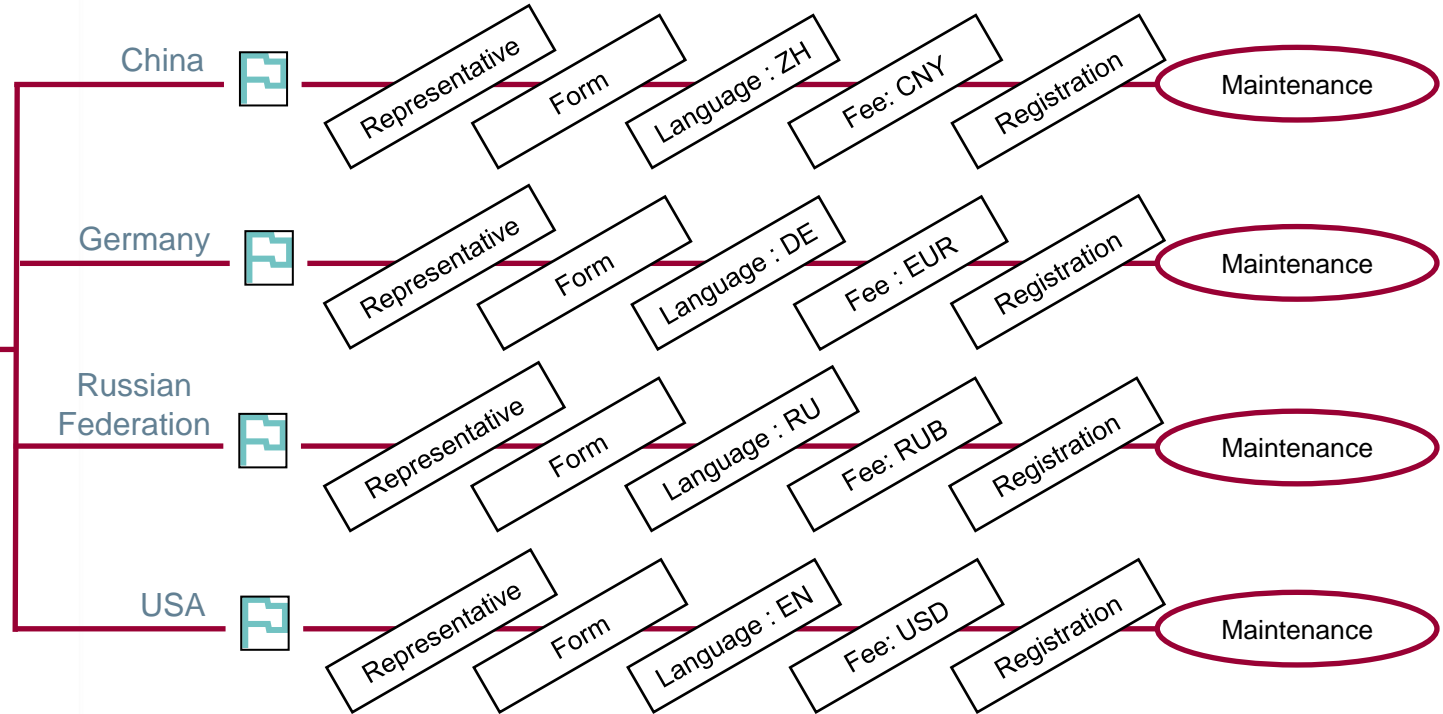
Lucy Headington-Horton
Senior Legal Officer, Madrid Legal Division
Lucy.headington-horton@wipo.int

30 June, 2021

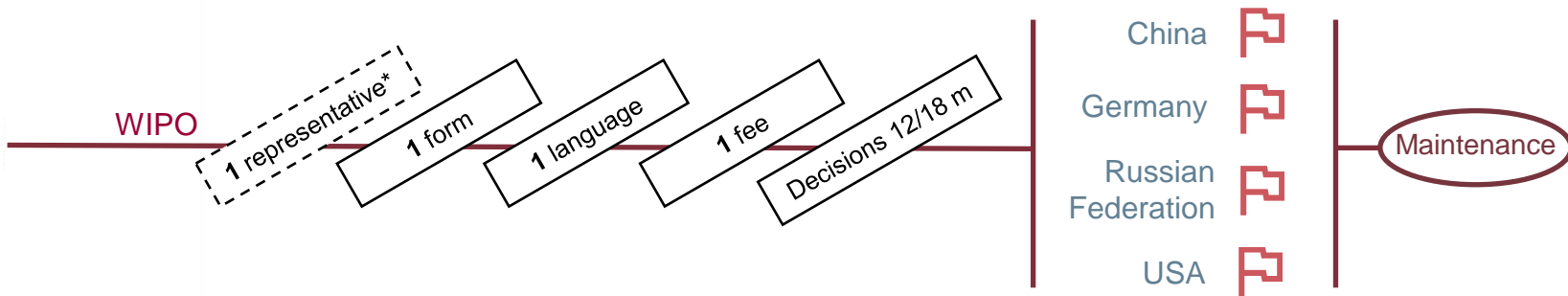
A Brand and a Plan to Export



Market by Market Filing



Madrid System



* optional

Costs comparison

Madrid System

- Basic fee (mark in b/w or color)
- Fees for designating members
- Example: designating CN, DE, RU, US for a mark in color for 2 classes of goods/services

= CHF 2,397

National Route

- Official fees for 4 countries
- Additional costs:
 - 3 x translations
 - 4 x local attorney fees

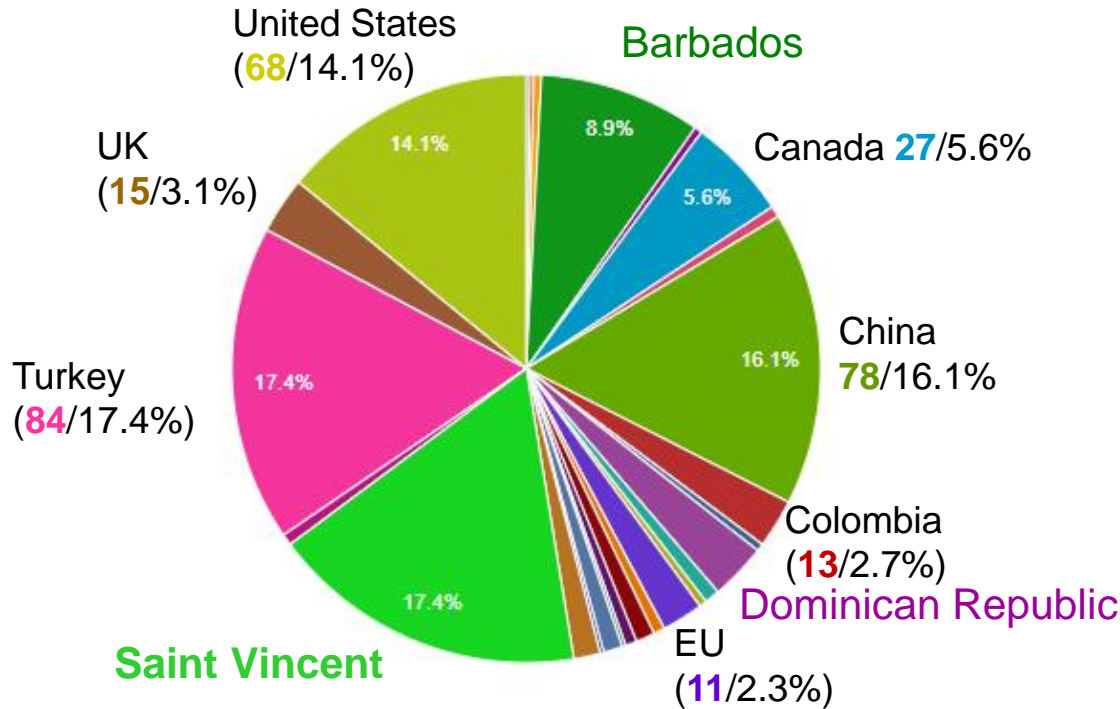
¥ € ₪ \$

* Applicants from LDCs pay only 10% of basic fee

The Madrid System: Impact on TT (*designations and direct filings 2021*)



Overseas Applications 2017-2019



- OAPI
- Benelux
- Canada
- China
- Colombia
- EU
- France
- Mexico
- Turkey
- United Kingdom
- United States

Intellectual property right : Trademark

Year range : 2017 - 2019

Reporting type : Count by filing office and applicant's origin

Indicator : 5a- Class count in direct applications

Exporters

Blue Waters Products Limited

Canada
Costa Rica
European Union
United States
France

The logo for Blue Waters Products Limited features the words "Blue" and "WATERS" in a stylized, blue, bubbly font. "Blue" is positioned above "WATERS", and both are outlined in white.The logo for Stamina features a stylized, dark brown silhouette of a dragon or a mythical creature's head, facing right. Below the silhouette, the word "STAMINA" is written in a bold, black, sans-serif font.

Algeria
Australia
Bahrain
Switzerland
Costa Rica
Germany
European Union
France
The Gambia
India
Kenya
Madagascar
Malawi
Malaysia
Morocco
Mozambique
Namibia
United States

S M Jaleel & Company Ltd



Madrid System is growing....



Recent Accessions:

2017: Thailand and Indonesia;

2018: Afghanistan, Malawi and Samoa;

2019: Brazil, Canada and Malaysia;

2020: Trinidad and Tobago;

2021: Expansion (by the United Kingdom) to Guernsey and Gibraltar;

2021: Islamic Republic of Pakistan.

Thank you
for your attention

Lucy.headington-horton@wipo.int

