

Disain^{IP}

The Madrid System: Practical Aspects: a perspective from an European Company.

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International Protection Strategy

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International Trademarks

3

Advantages and Disadvantages

International Protection Strategy

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- European Union trademark application for a cosmetic product (EUYI).
- The company wishes to expand the protection in other countries.
- An International trademark application is being considered in the following countries: Brazil, Canada, Colombia, Mexico, United States and Trinidad & Tobago.

International Trademarks

2

1. Costs comparison: WIPO vs. National Trademark
2. Priority Claim
3. Simplification of application procedures (Registration of assignments and licences; Change of address of the holder)
4. Subsequent designation
5. Brand maintenance: countries requiring declarations of use

Advantages and Disadvantages

3

Advantages of the System

- Centralized filing procedure
- Potentially significant savings
- Simplified filing requirements
- Simplified maintenance
- Transformation into national filings

Disadvantages of the System

- Central attack
- Requirement for local assistance

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Thanks For Watching