



Sharing our experience –
Application for International
Registration under
The Madrid Protocol

KEY FEATURES OF OUR EXPERIENCE

No. 1 First we ensured we were well informed about the process, benefits and costs

- THE IMPORTANCE OF LOCAL TRADEMARK PROTECTION WAS ALREADY KNOWN
- IN NOVEMBER , 2020, WHEN WE SUBMITTED OUR LOCAL APPLICATION FOR OUR NEW LOGO AND TAGLINE, WE WERE ENCOURAGED BY THE LOCAL REGISTRY STAFF, TO CONSIDER APPLYING FOR PROTECTION UNDER THE MADRID PROTOCOL
- PARTICIPATED IN A SEMINAR ON THE MADRID SYSTEM FOR INTERNATIONAL REGISTRATION OF MARKS TO IMPROVE OUR KNOWLEDGE OF THE PROCESS

KEY FEATURES OF OUR EXPERIENCE

No. 2 We had our local Trademark Registry's support

- OUR LOCAL REGISTRY SHOWED PARTICULAR INTEREST IN ENCOURAGING AND FACILITATING THE FILING OF THE APPLICATION

These were marked by several follow – up telephone calls to offer assistance to start the process.

KEY FEATURES OF OUR EXPERIENCE

No. 3 The online application process was relatively simple to navigate

- After obtaining the local application # from our local registry
- We were guided to the WIPO site and started the process. We took our time to ensure that the information was accurate.
- The form was simple to complete and trouble shooting was helpful

KEY FEATURES OF OUR EXPERIENCE

No. 3 cont'd

- We encountered one (1) main challenge in editing the Application after it was completed, after we had been guided to add some disclaimers by the Registry
- Retrieving the Application on the site posed an issue, as for some reason, it was not being shown on our Account

KEY FEATURES OF OUR EXPERIENCE

No. 3 cont'd

- We also found during the process, that we had limited choices with respect to the number of Caribbean Countries that were available to choose from
- So for our first application, we only selected one (1) Country, as a “test case” on our end.
- Our intention is to expand this protection at a later date.

KEY FEATURES OF OUR EXPERIENCE

And Finally No. 4 It is noteworthy, we are still in the midst of the process

We have paid the additional fees at our local Office

With respect to the online fee payment to WIPO, the process was also simple, noting that standard payments options were accepted

We have since received an email requesting a further edit to the Application which has since been addressed

We are nearly there!

Thank you for your attention

