



The Global Intellectual Property Systems

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Coexistence of IP Rights



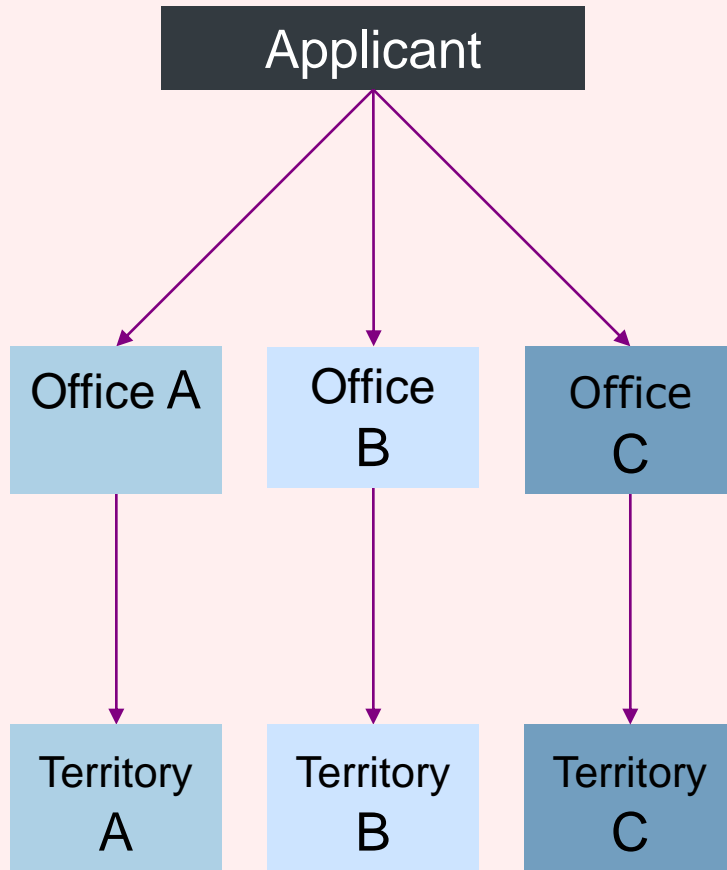
- Patent
- Trademark
- Industrial Design
- Geographical Indication

Coexistence of IP Rights

Appellation of Origin + Trademarks + Industrial Designs



The Problem in Seeking International Protection



- Territoriality of rights
 - must apply in each territory!
 - Cumbersome
 - Expensive

The Answer: the Global IP Systems

- Trademarks: The Madrid System (1891)
- Industrial Designs: The Hague System (1925)
- Appellations of Origin: the Lisbon System (1958)

The Global IP Systems: Rationale and Commonalities

- To facilitate the acquisition of rights in multiple jurisdictions
 - Single form/set of requirements/language/currency
- Special Agreements under Art. 19 of the Paris Convention
 - «Closed» Systems
 - Hungary is a party to all !
- These are «registration» systems
 - Beyond the PCT

The International Registration :

A Powerful Tool!

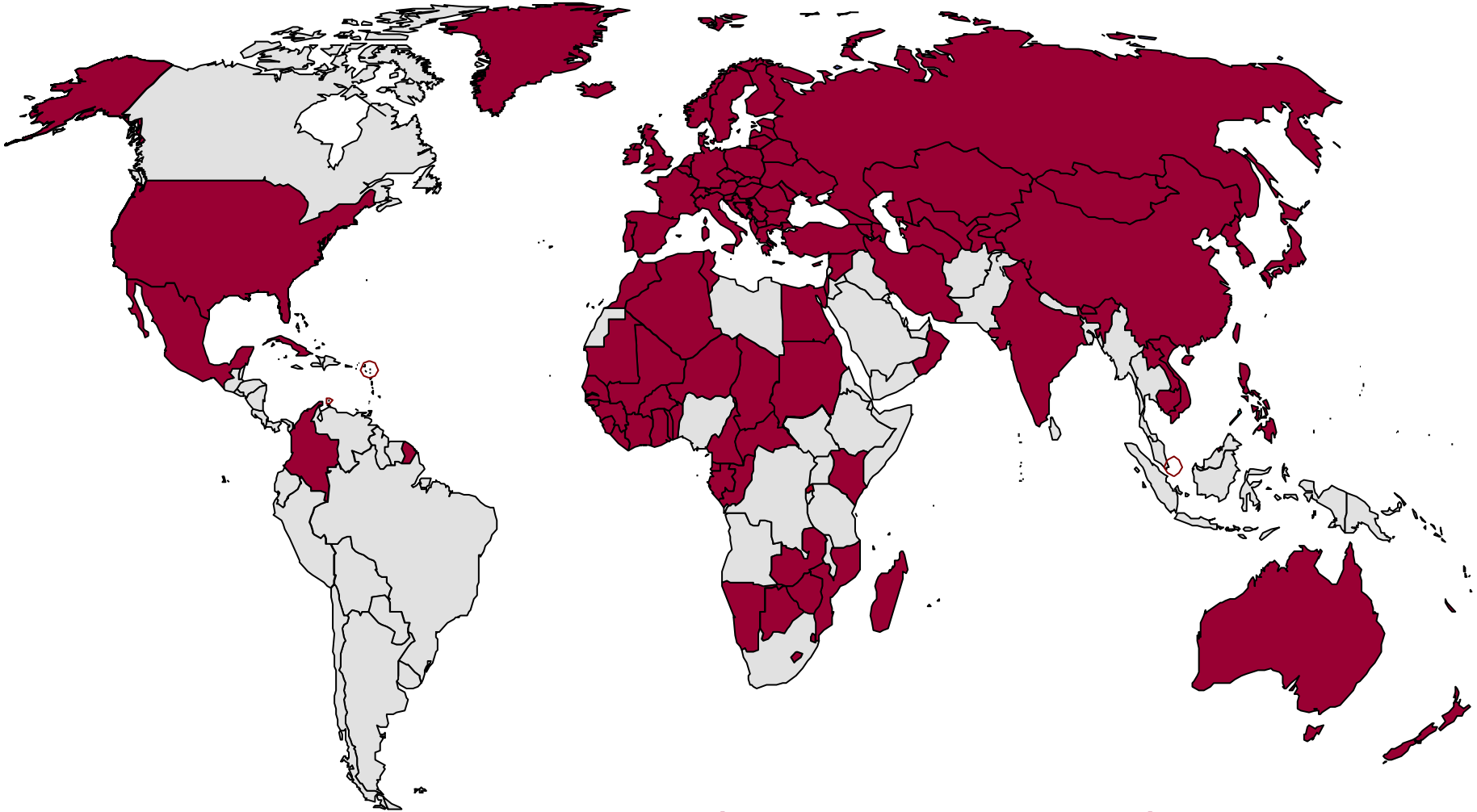
- Gives you legal standing
- Offers the advantage of «central management»



Overview of the Madrid System

**Budapest
November 16th 2016**

Members of the Madrid System

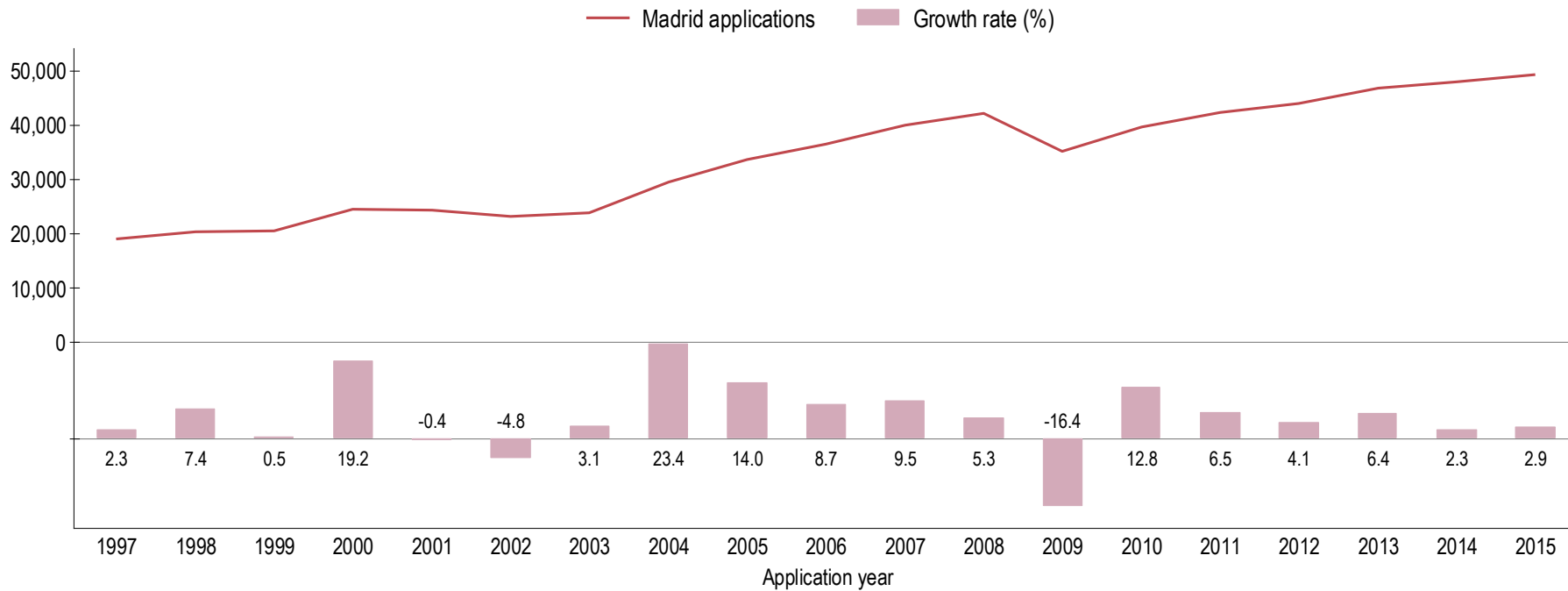


**98 members* (including EU and OAPI)
covering 114 countries**

*All are party to the Protocol, the governing treaty,
while 55 are also party to the Agreement

International Applications

Figure A.1.1 Trend in international applications





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The International
Design System

Top Applicants in 2015

#	Name	Origin	Applications
1	NOVARTIS	Switzerland	197
2	LIDL	Germany	152
3	L'ORÉAL	France	130
4	PHILIPS	Netherlands	126
5	RICHTER GEDEON NYRT	Hungary	124
6	BOEHRINGER INGELHEIM PHARMA	Germany	90
7	APPLE	USA	85
8	DAIMLER	Germany	83
9	BIOFARMA	France	81
10	GLAXO GROUP	United Kingdom	68

Madrid is a Procedural Treaty

It does not cover issues such as:



the substantive conditions for protection



the applicable procedure re objections



the rights which result from protection

These are governed by the law of each Contracting Party concerned

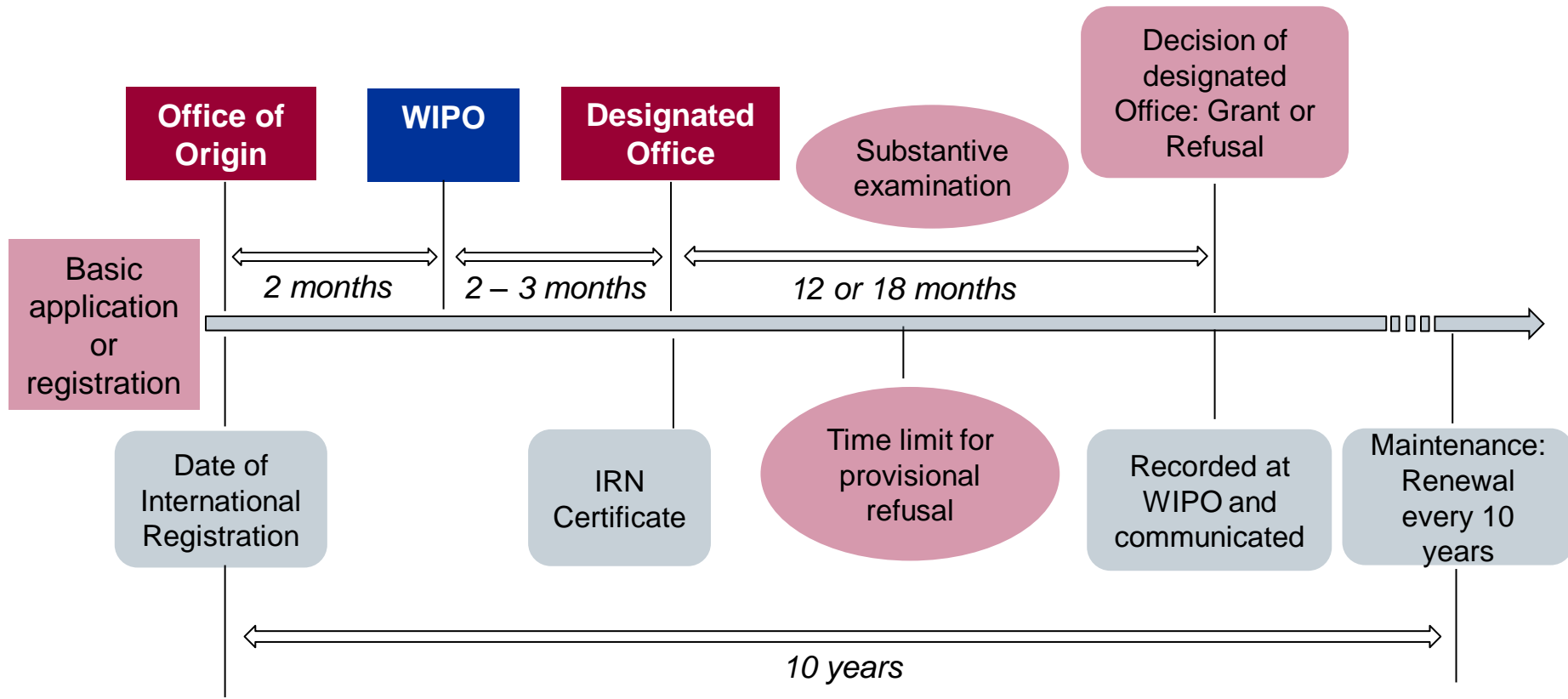
How the Madrid System Works

The International Trademark Registration Process



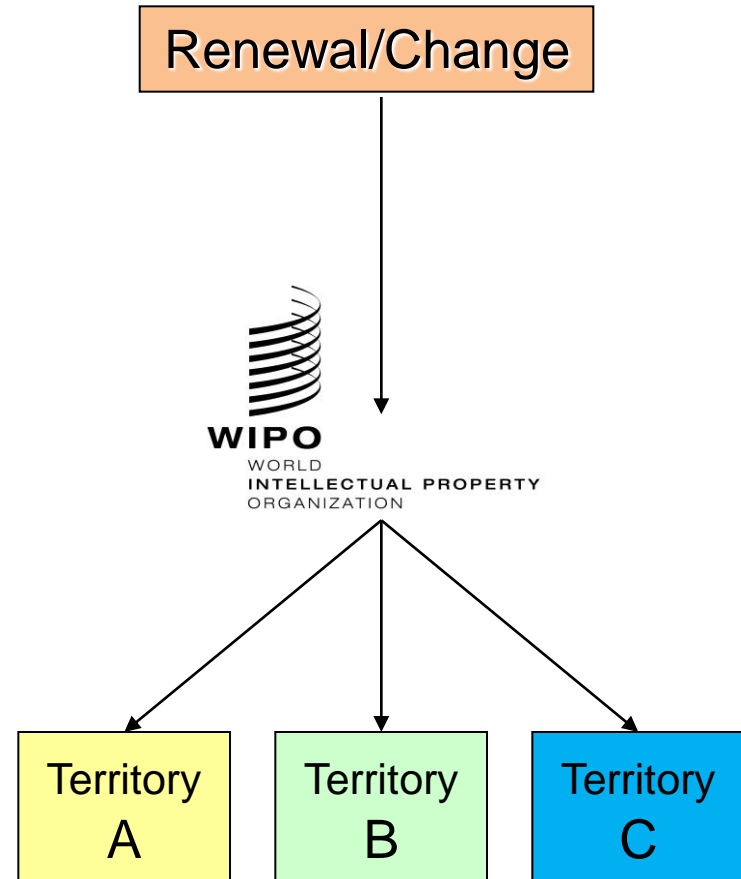
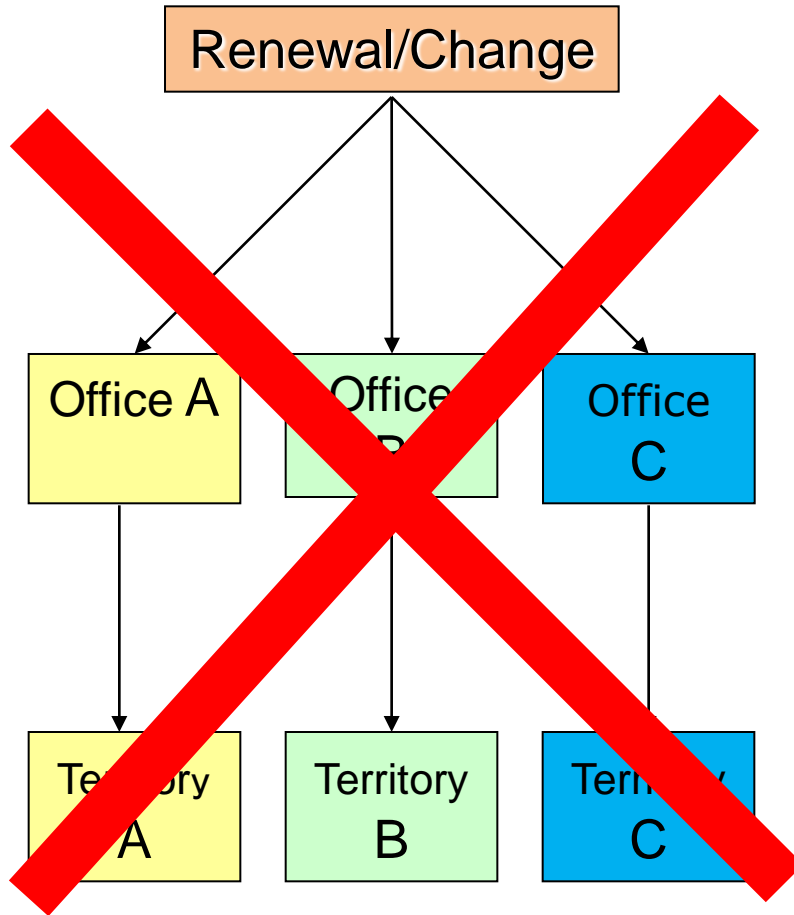
Timeline

The International Trademark Registration Process



More Than Just a Filing Route!

Long-term advantages of having a single registration !

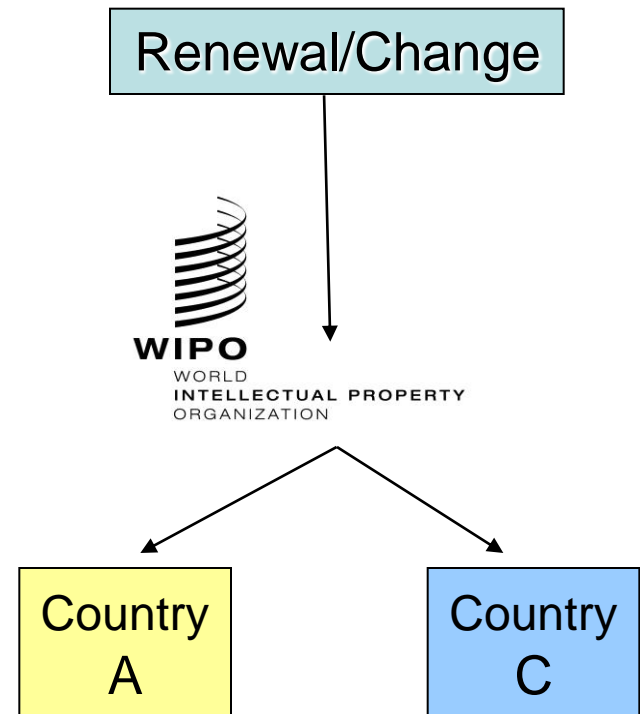
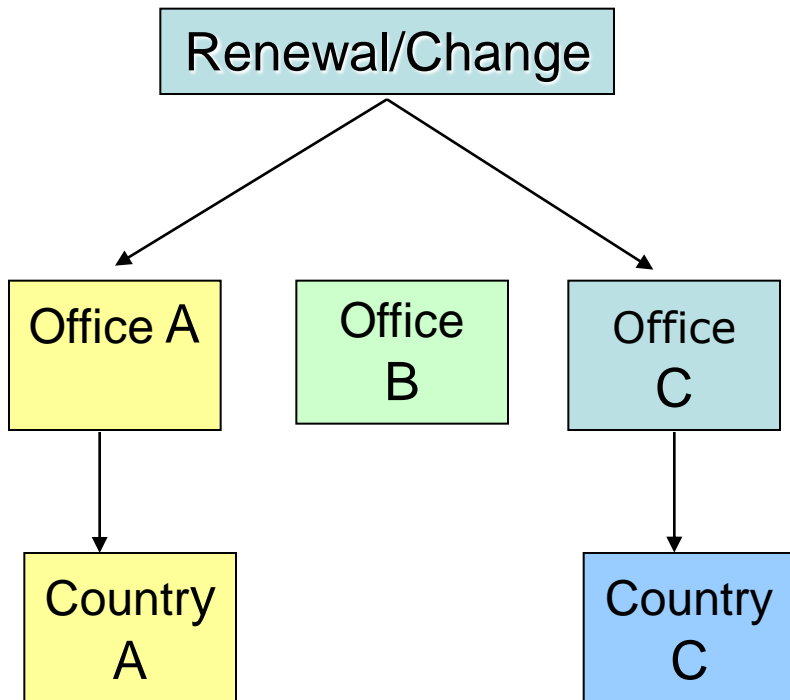


Central Management – Renewals and Modifications

- single renewal date and cycle to monitor
- single request
- single set of requirements
- one language
- single payment in a single currency

Central Management

Your single registration is a flexible title



General Profile 2015

51,938 International Registrations

Average Number of Designations	6.75
Average Number of Classes	2.49
Average Fee	CHF 3,102
All Fees	68% < CHF 3,000

Top Designated Contracting Parties

Contracting Parties	2013	2014	2015
China	20,275	20,309	24,849
United States of America	17,322	17,268	21,996
European Union	17,598	17,270	21,721
Russian Federation	18,239	16,573	17,436
Japan	13,179	12,814	15,776
Switzerland	13,215	12,759	14,584
Australia	11,675	11,533	14,292
Republic of Korea	10,967	10,402	12,997
India	1,916	8,138	11,391
Mexico	5,095	8,533	10,569



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The International
Design System

Short-term Future of the System (2-3yrs)

- Enlarging Membership
 - ASEAN countries - Indonesia, Malaysia and Thailand
 - Canada
 - Caribbean countries – Trinidad and Tobago, and Jamaica
 - African countries – Malawi and South Africa
 - Latin American countries
 - Arab Countries

- Broad-based review of E-Services and development of an online Customer Resources Center
 - Madrid Member Profiles database

Keep Updated on the Madrid System

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