



Overview of the Hague System

Budapest
November 16th 2016

Design drives consumers' choice

"Between two products equal in price, function, and quality, the better looking will outsell the other."

RAYMOND LOEWY

The Father of
Industrial Design





- AROUND BUDAPEST
- CAFÉS AND RESTAURANTS
- CLUBS AND NIGHTLIFE
- CULTURE AND MUSEUMS
- SHOPS AND SERVICES
- HOTELS AND ACCOMMODATIONS
- UPCOMING EVENTS
- TOP LISTS

! This article was posted more than a year ago, the information provided may be inaccurate.

A large, textured orange rock sits on a modern metal chair. The background is a light purple gradient with a halftone dot pattern on the left.

Around Budapest - Articles

Monday, February 2, 2015 — We Love Budapest

10 Hungarian product designers and their iconic products

Have you read?



3 venues for modern circus shows in Budapest



A new promo video portrays Olymp...

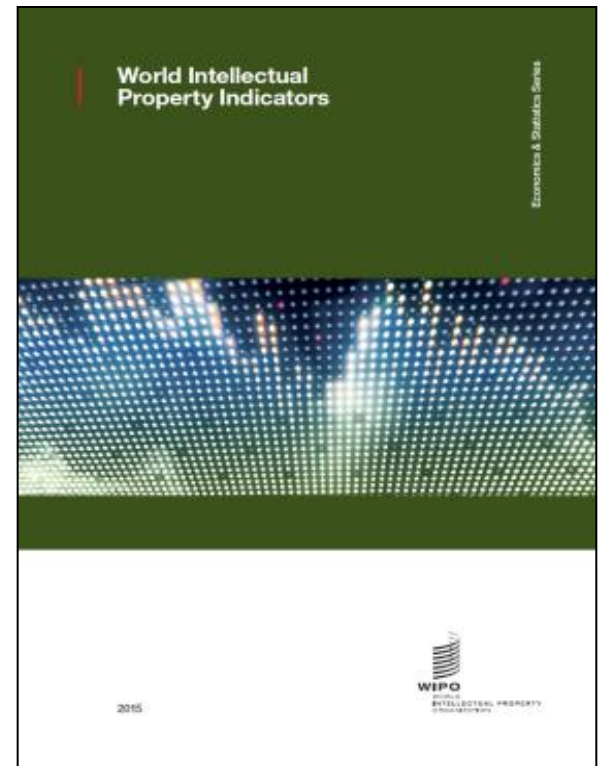
IP Trends Worldwide 2000-2014

<http://www.wipo.int/ipstats/en/>

■ Trademarks: +100%

■ Patents: +100%

■ Designs: +200%



International Applications: January-September 2016



4,166 international applications were received containing 14,151 designs (max. 100 designs / application)

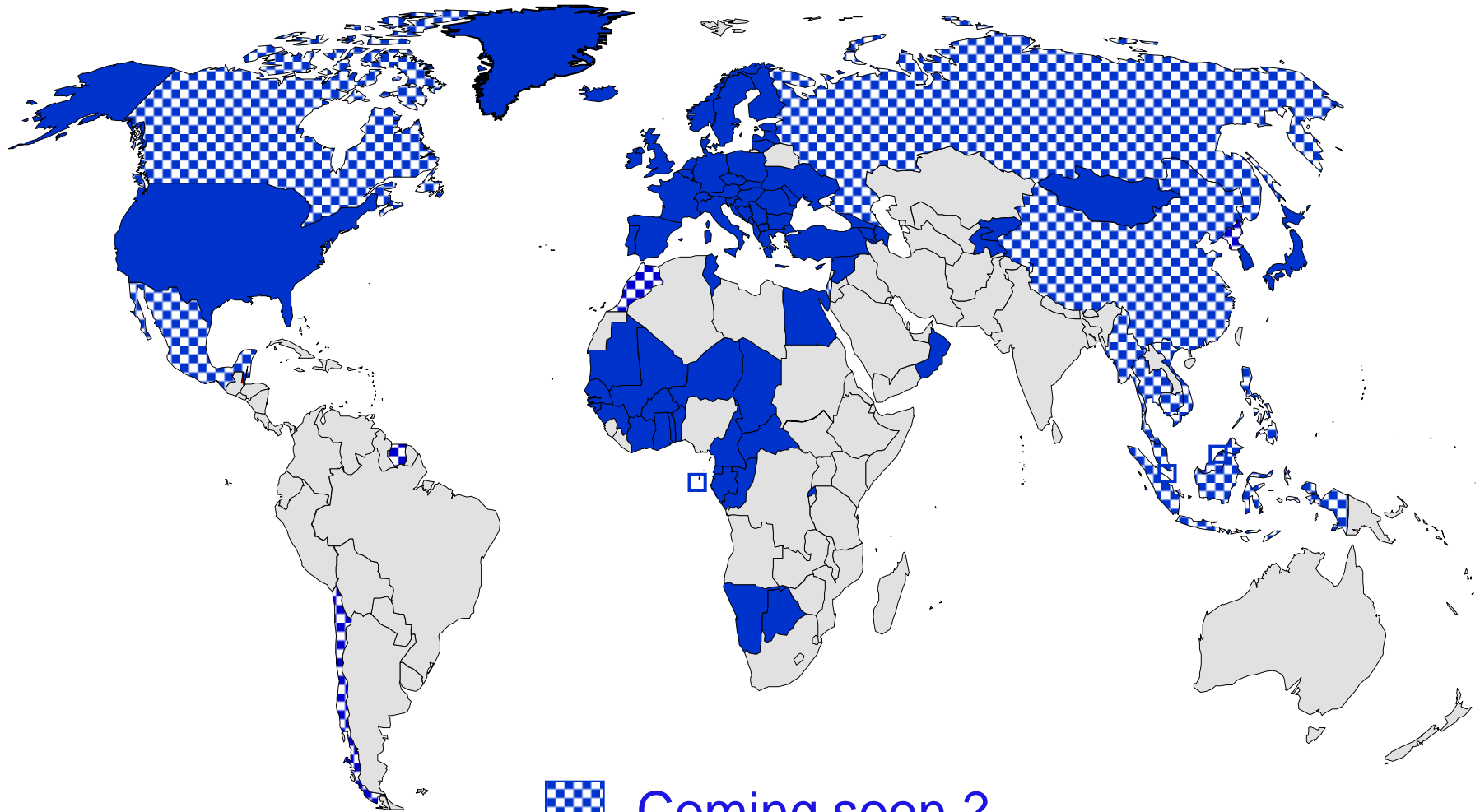


42.4% growth compared to the respective period in 2015 in the number of applications



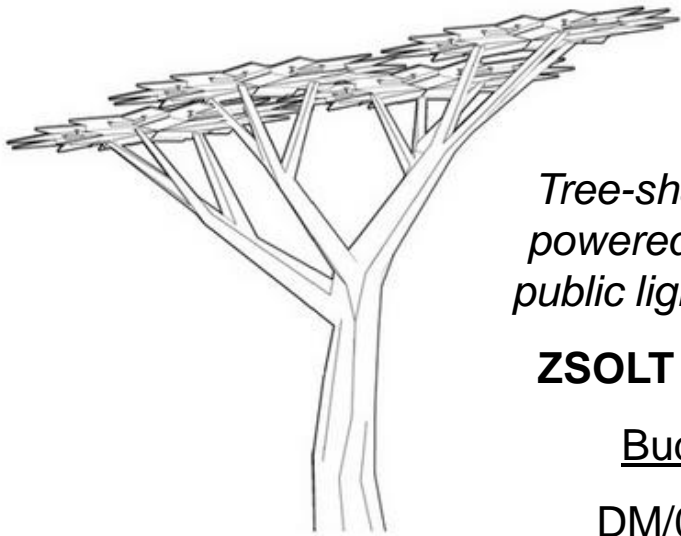
21% growth compared to the respective period in 2015 in the number of designs

Hague System: Current and Foreseen Membership



Coming soon ?

Examples of Hungarian International Registrations

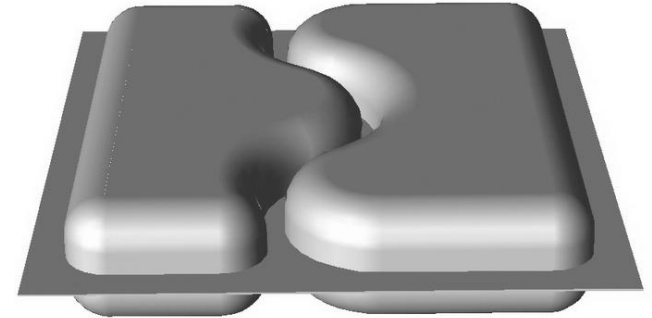


Tree-shaped solar-powered interactive public lighting feature

ZSOLT ZOMBORI

Budapest

DM/083 016



Washing capsules

CFA-HUNGÁRIA KFT.

Törökbálint

DM/082 599



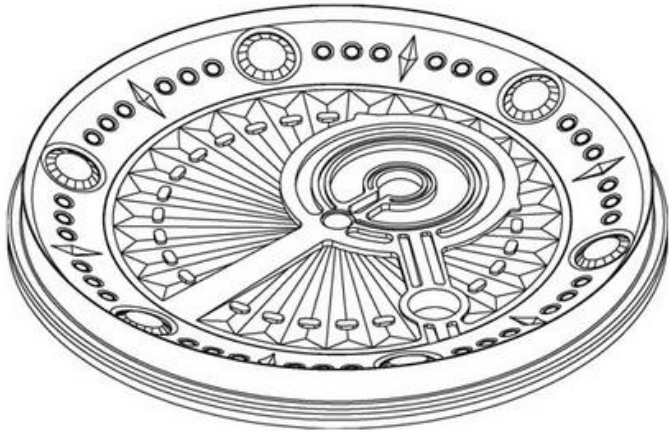
Belt

MERENCSICS ANGÉLA

Veszprém

DM/083 758

Examples of Hungarian International Registrations

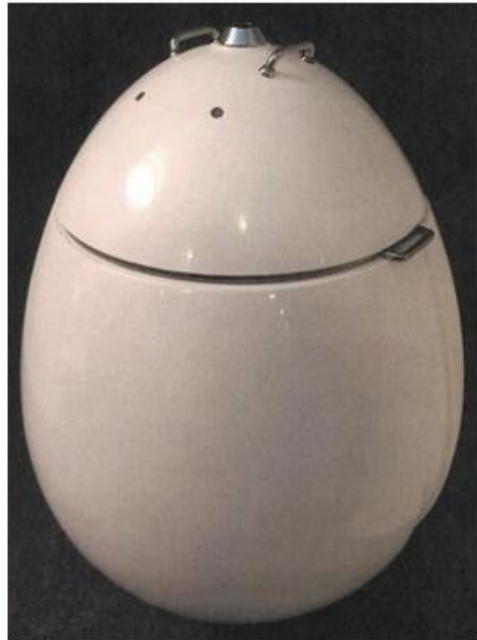


Watch dials

ATTILA SOLTÉSZ-NAGY

Budapest

DM/085 343

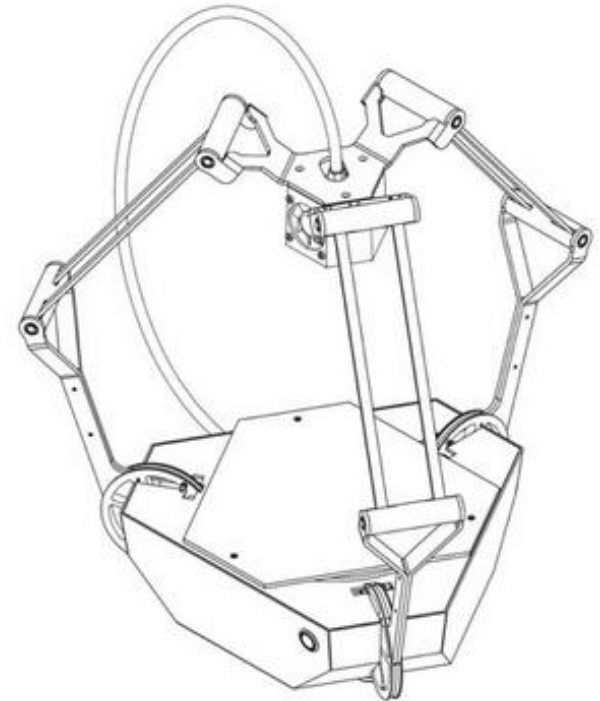


Ovoid portable safety holder

VIRGO CREATIVE KFT.

Budapest

DM/092 420



Spatial printing device

ÁRMIN FENDRIK

Bonyhád

DM/085 976

Designs filed by Hungarians: A Comparison

	2012	2013	2014	2015	2016
The Hague	28	61	4	27	3
HPO	871	1269	786	**	**
EUIPO*	138	140	163	163	162

All data collected from the WIPO IP Statistics Data Center, except for:

*Data collected from the EUIPO website.

** Data not yet available

EU and Neighboring Countries: Cover them all in one go with the Hague System



Hague System: Comparison with Madrid

- Like Madrid:

- Procedural Treaty
- Acquisition and Maintenance of rights
- Closed system

- Unlike Madrid - ***It's a true one stop-shop!***

- No basic application required
- Filing directly with WIPO - e-filing at www.wipo.int/hague/en
- Self-designation possible

The International Application

Filing modes: E-filing or paper, direct or indirect



Up to 100 different designs, in a single class



Photographs, drawings, CAD, in B&W or color



Coverage: your selection of “designations”



Payment: single payment, in SF, to WIPO

The Hague System Procedure : Role of the International Bureau

Formal examination



Recording in the International Register



Issuance of the International Registration Certificate



Publication in the International Designs Bulletin



Bulletin = Legal notification to public and Offices

International registration has the same effect as a regularly-filed application in all DCPs

The Hague System Procedure : DCP's Level

Refusal by a designated Contracting Party

on same substantive grounds as for domestic filings

must be communicated within time limit

effect limited to territory of that CP

International registration (where not refused)

same rights as a local design registration

a bundle of independent domestic rights

advantages of central management

The Hague System Procedure



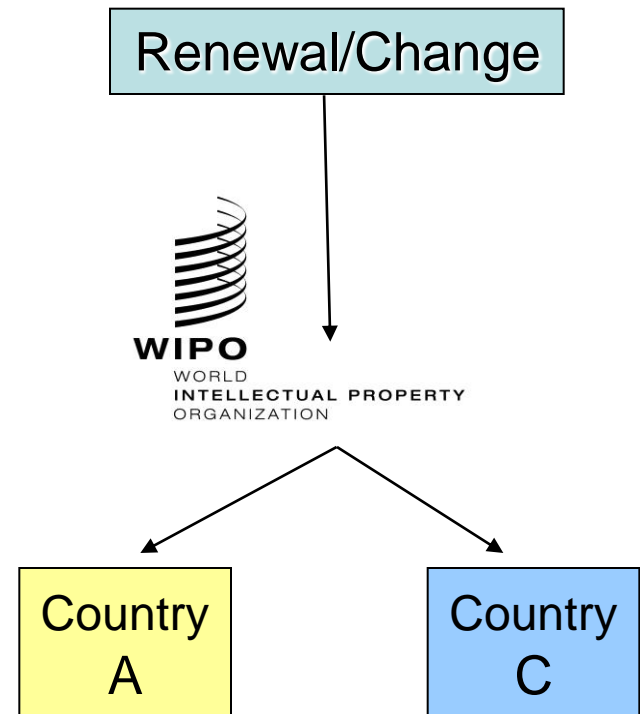
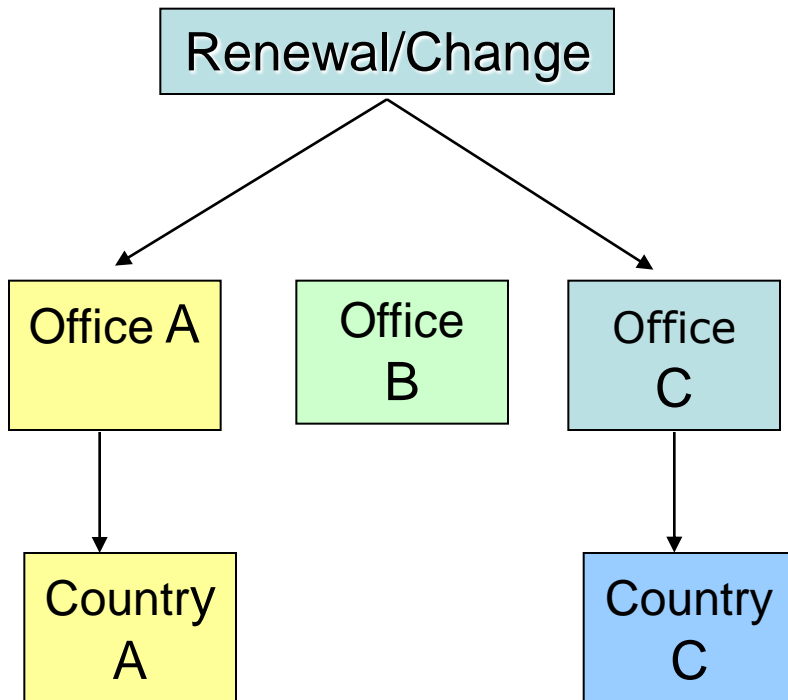
Duration of
protection:
five years

Renewable at
least twice

Longer renewal
period, where
allowed by the
law of the DCP

Central Management

Your single registration is a flexible title



General Profile 2016 (January-October)

4,357 International Registrations

Average Number of Designations	3.6
Average Number of Designs	3.4
Average Fee	CHF 974

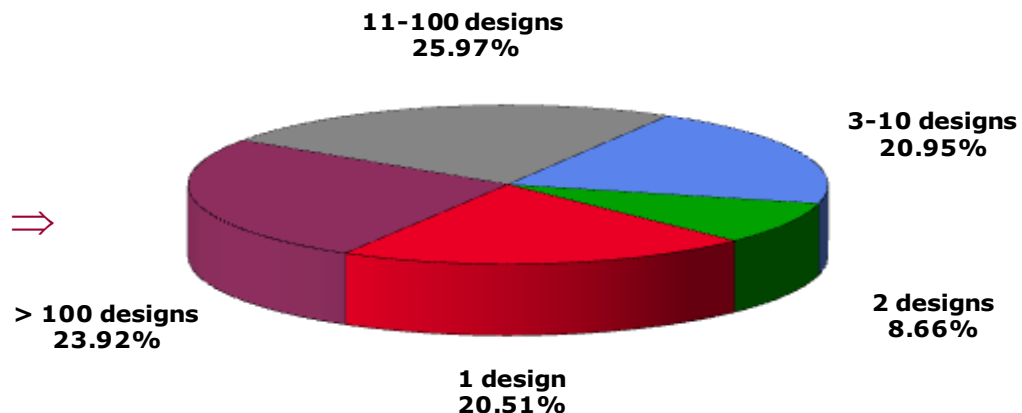
International Registrations in Force in the International Register (on December 31, 2015)

Industrial Designs

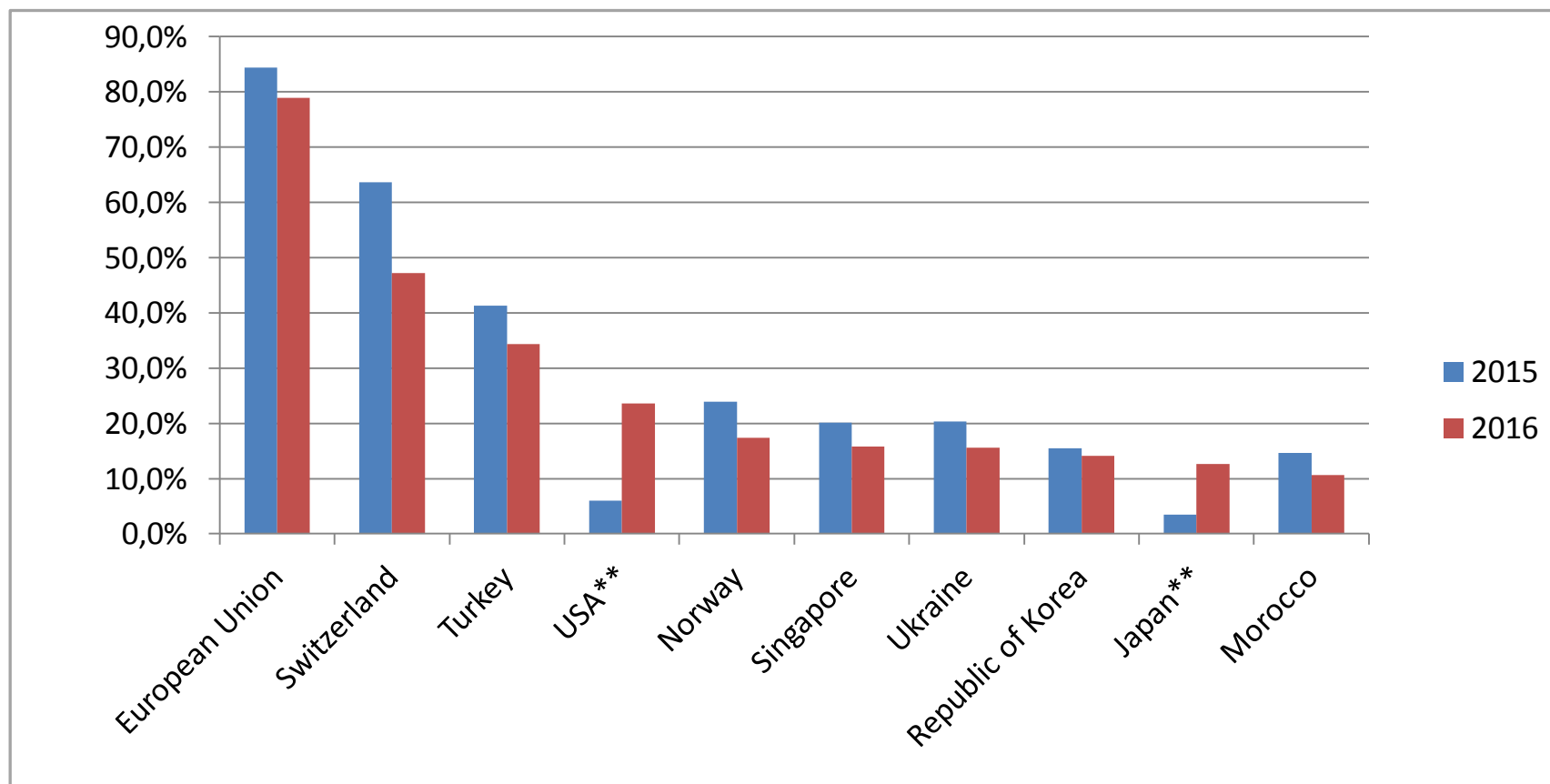
Right-holders
(8,949) ⇒

Industrial designs by right-holder	Number of right-holders	
1 design	6024	67.31%
2 designs	1272	14.21%
3-10 designs	1319	14.74%
11-100 designs	310	3.46%
> 100 designs	24	0.27%
All	8949	100.00%

**Registrations
in force**
(29,372) ⇒



Most designated Contracting Parties in 2016* (number of designs recorded)



* Compared to the respective period in 2015 (January-September)

** Since the effective accession (May 13, 2015)

January-September 2016: Five Most Popular Classes in International Registrations



Class 14

Recording, communication or
information retrieval equipment

551 registrations (14.1%)



Class 12

Means of transport or hoisting

339 registrations (8.7%)



Class 15

Machines, not elsewhere specified

324 registrations (8.3%)



Class 10

Clocks and watches and other
measuring instruments, checking
and signaling instruments

266 registrations (6.8%)



Class 6

Furnishing

249 registrations (6.3%)



Overview of the Lisbon System

**Budapest
November 16th 2016**

Appellations of Origin (AOs) and Geographical Indications (GIs)

Purpose: Distinctive sign indicating a connection between quality, characteristics, reputation of goods and their geographical origin

- Informs consumers of the **typicality** of the products derived from this connection
- Represents the collective goodwill derived from this typicality (**reputation**)
- **Value-added**

Examples of Hungarian Registrations under the Lisbon Agreement



(AO 527) **TOKAJ / TOKAYER / TOKAY:** wine



(AO 585) **BONYHÁD :** enamelware



(AO 737) **HEREND:** porcelain



E

Variety of means to protect geographical indications

■ *Sui generis* legislation



■ Collective or certification marks



■ Administrative systems (labelling, etc.)

■ Legislation on unfair competition

Protection of GIs at the International Level?

■ Bilateral or Pluri-lateral Agreements

Under such agreements two or more States or trading partners agree to protect each other's GIs (standard of protection + often GI-list)

■ Multilateral Agreements:

- **Paris Convention / Madrid Agreement (WIPO)**

Protection of AOs and ISs

- **TRIPS Agreement (WTO)**

Protection of GIs

- **Madrid Protocol/Agreement (WIPO)**

Registration of TM

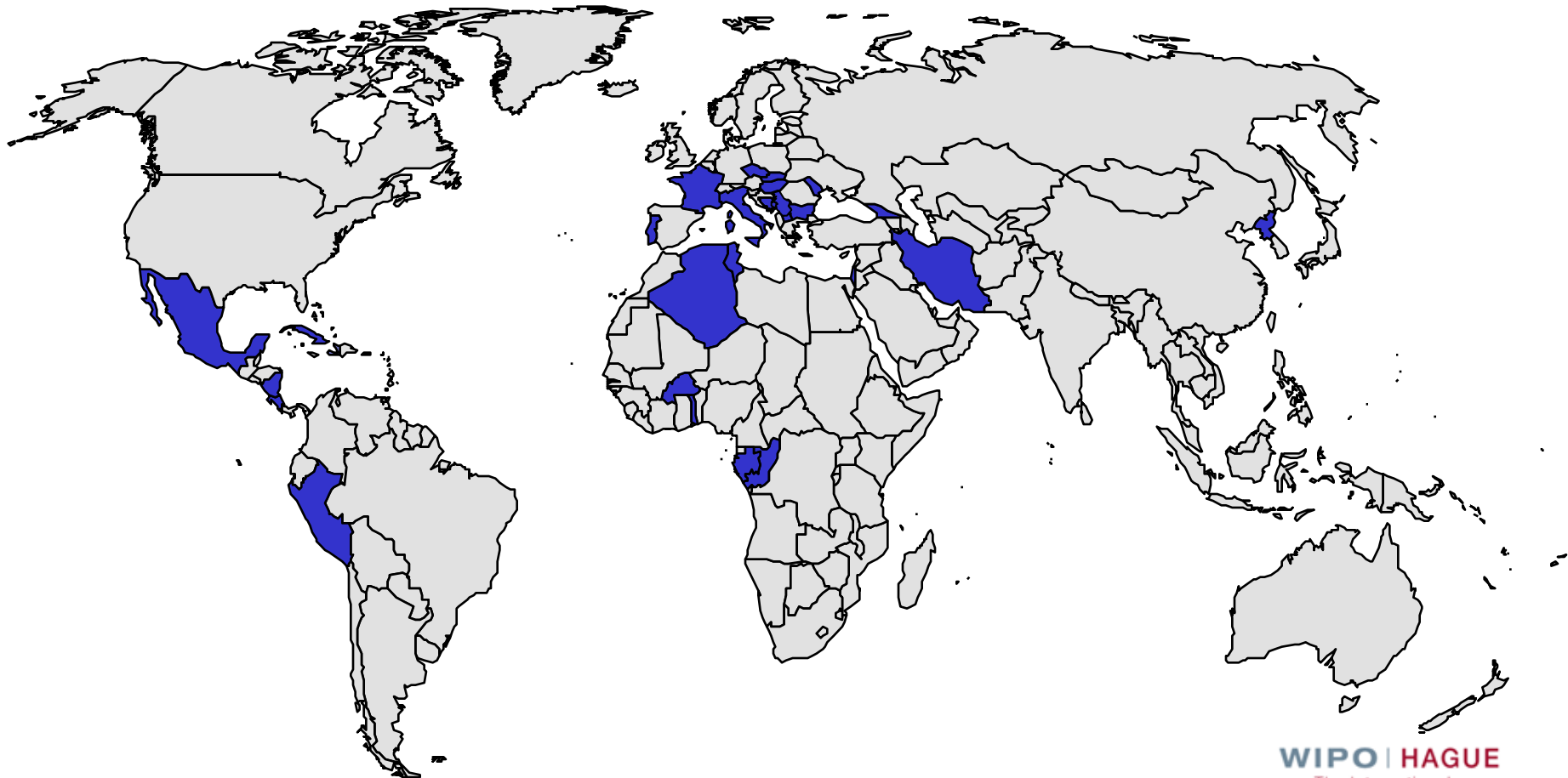
- **Lisbon Agreement (WIPO)**

Protection and registration of AOs and GIs under the Geneva Act

The Lisbon Agreement in a Nutshell...

- **Indefinite** protection in **all Contracting Parties**
 - *exception: refusal, invalidation, renunciation of protection, and*
 - *as long as the AO is protected in the Contracting Party of Origin*
- **High level protection** of the registered AOs in the other Lisbon countries (*against any **usurpation** or **imitation***)
- Protection of registered AOs **against becoming generic** in the other Lisbon countries
- Provides standing for taking **legal action**

States Party to the Lisbon Agreement (28 Contracting Parties)



The Lisbon International Registration System

The Lisbon Agreement for the Protection of Appellations of Origin and their International Registration (1958)

- International protection of AOs through a single registration procedure with WIPO
- All **categories of products** can be protected under Lisbon (food, beverages, handicrafts...)
- 28 Contracting Parties
- 1060 registrations – 955 in force (see [Lisbon Express Database](#))

The Geneva Act of the Lisbon Agreement on Appellations of Origin and Geographical Indications (May 15, 2015)

- Revises and modernizes the Lisbon Agreement
- 15 signatories
- Will enter into force with **five** ratifications or accessions
- Aim of the Revision:
 - ✓ extend scope of protection to GIs, in addition to AOs
 - ✓ allow the accession of IGOs
 - ✓ flexibility as to the type of legislation (*sui generis*/TM) under which AOs/GIs are protected at the national level

1060 registrations – 955 in force

■ France	509	■ Portugal	7
■ Italy	142	■ Tunisia	7
■ Czech Rep.	76	■ Slovakia	7
■ Bulgaria	51	■ DPR of Korea	6
■ Hungary	28	■ FYR of Macedonia	6
■ Georgia	28	■ Serbia	3
■ Cuba	20	■ Montenegro	2
■ Iran (Islamic Rep.)	32	■ Costa Rica	1
■ Mexico	15	■ Israel	1
■ Peru	8	■ Moldova	1
■ Algeria	7		



Summary of the Benefits of the Global IP Systems

**Budapest
November 16th 2016**

Coexistence of IP Rights



- Patent
- Trademark
- Industrial Design
- Geographical Indication

Advantages of the Global IP Systems



Simplicity

Single application, single set of formal requirements



Cost-effectiveness

By-pass multiple local office and agent fees



Efficiency

Subsequent management is done centrally



Flexibility

Right holders have more opportunities in targeting national, regional or global markets

THANK YOU!

MORE INFO AT :
www.wipo.int/en

