



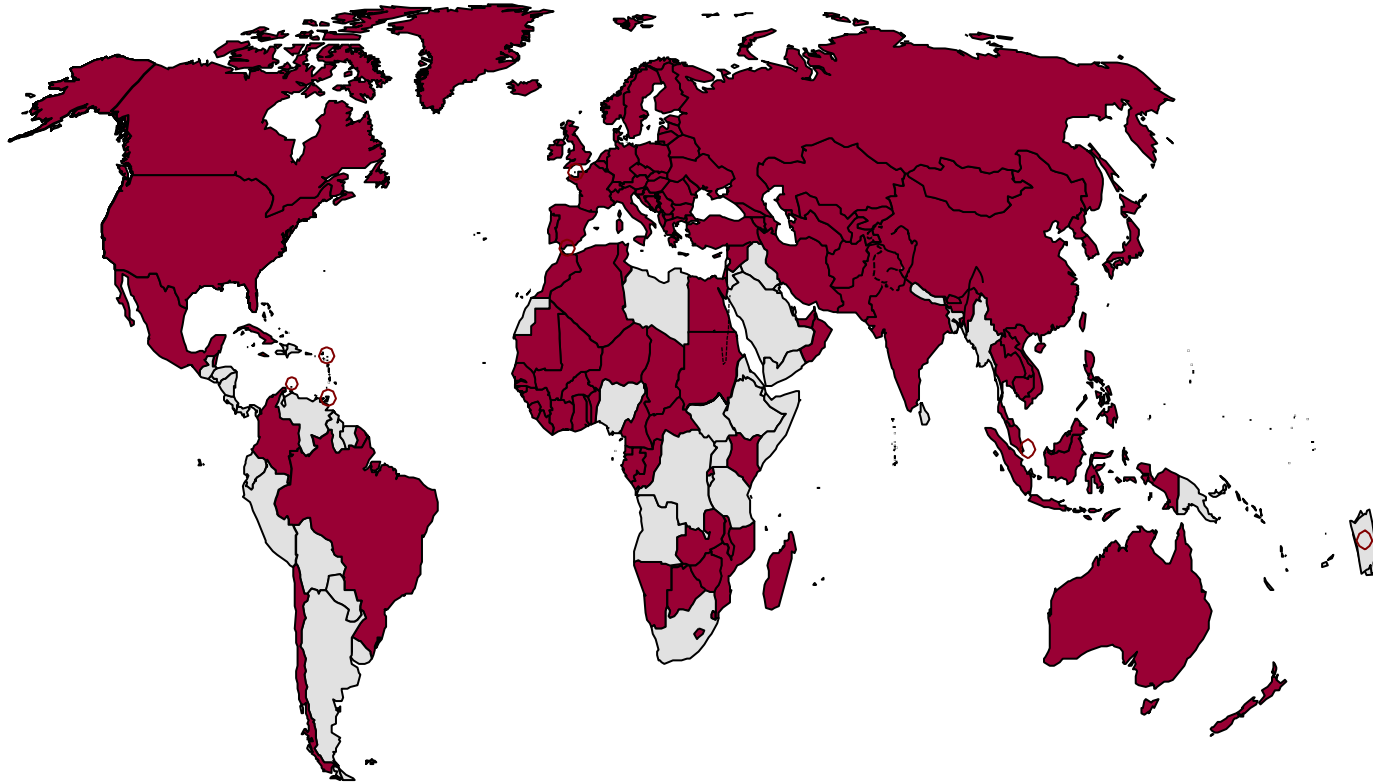
E-Filing and Data Exchange with Offices

Hongbing CHEN, Director, Madrid Operations Division

Peter BAKER, Senior Project Manager, Madrid Information
Systems Division

Geneva
November 16, 2023

Madrid System : the only true global trademark registration system



- **114** members (including EU and OAPI), covering **130** countries
- Covering **82%** world population and **88%** world
- Supporting **>80%** world trade
- IRs in force: **>888,000**
- Designations: **>7.5 million**

Performance Indicators: workload

Documents processed by the IB

Processed by IB Activity	Monthly			Year-to-date		
	Oct-22	Oct-23	Growth	2022	2023	Growth
International Applications	5'816	5'162	-11.2%	56'585	53'327	-5.8%
Renewals	2'744	3'057	+11.4%	29'036	33'833	+16.5%
Subsequent Designations	1'755	1'785	+1.7%	17'936	18'274	+1.9%
Modifications	4'381	4'930	+12.5%	48'077	50'380	+4.8%
Decisions by Designated CP	69'158	78'336	+13.3%	694'251	717'182	+3.3%
Corrections	409	353	-13.7%	4'934	5'013	+1.6%
Total	84'263	93'623	+11.1%	850'819	878'009	+3.2%

- Overall production in 2022: **+7.9%**
- Overall service requests in 2022: **>1 million**

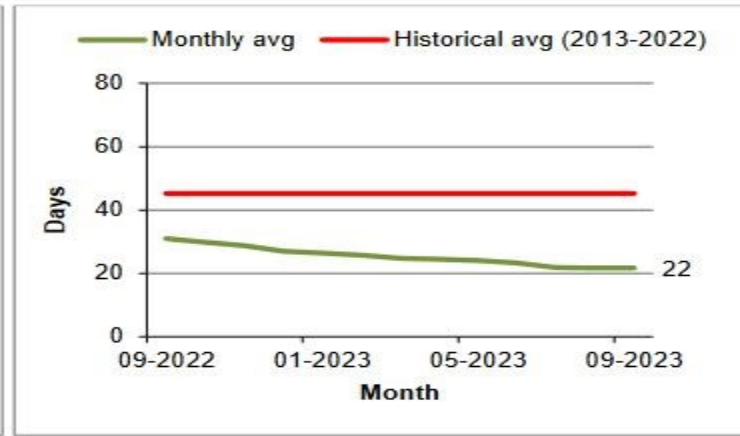
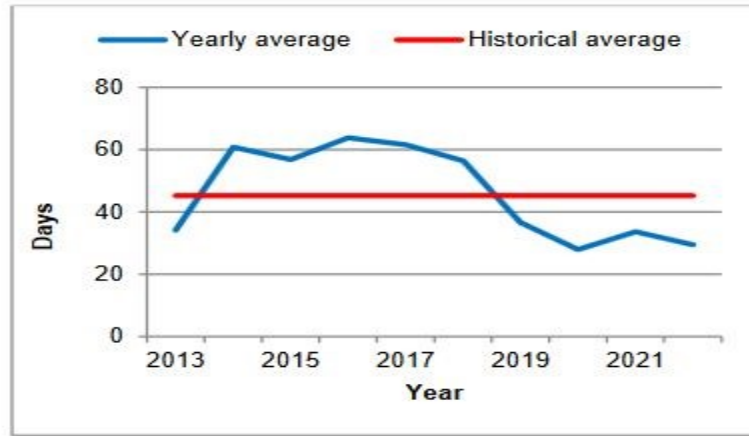
Performance Indicators: productivity



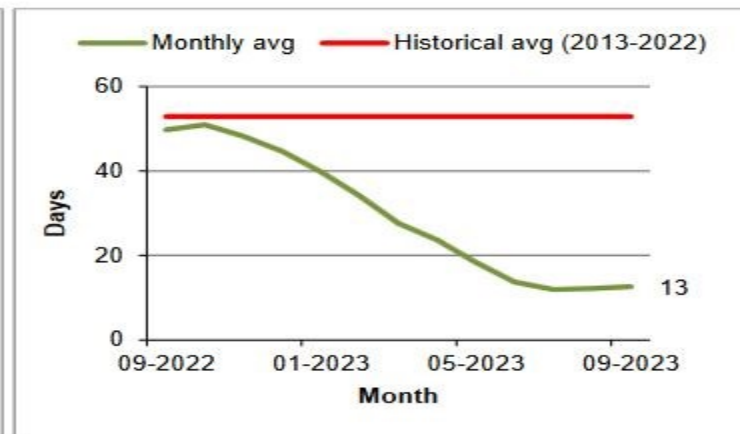
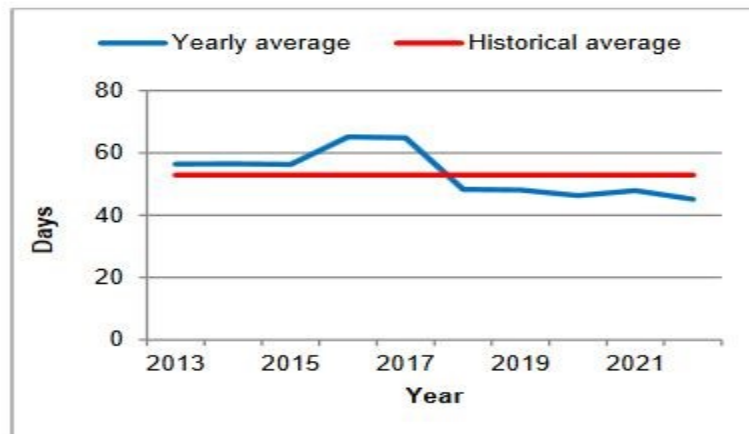
- One international registration in every **110 seconds**
- Inscription of one dCP decision in every **6.7 seconds**

Performance Indicators: pendency

International Applications

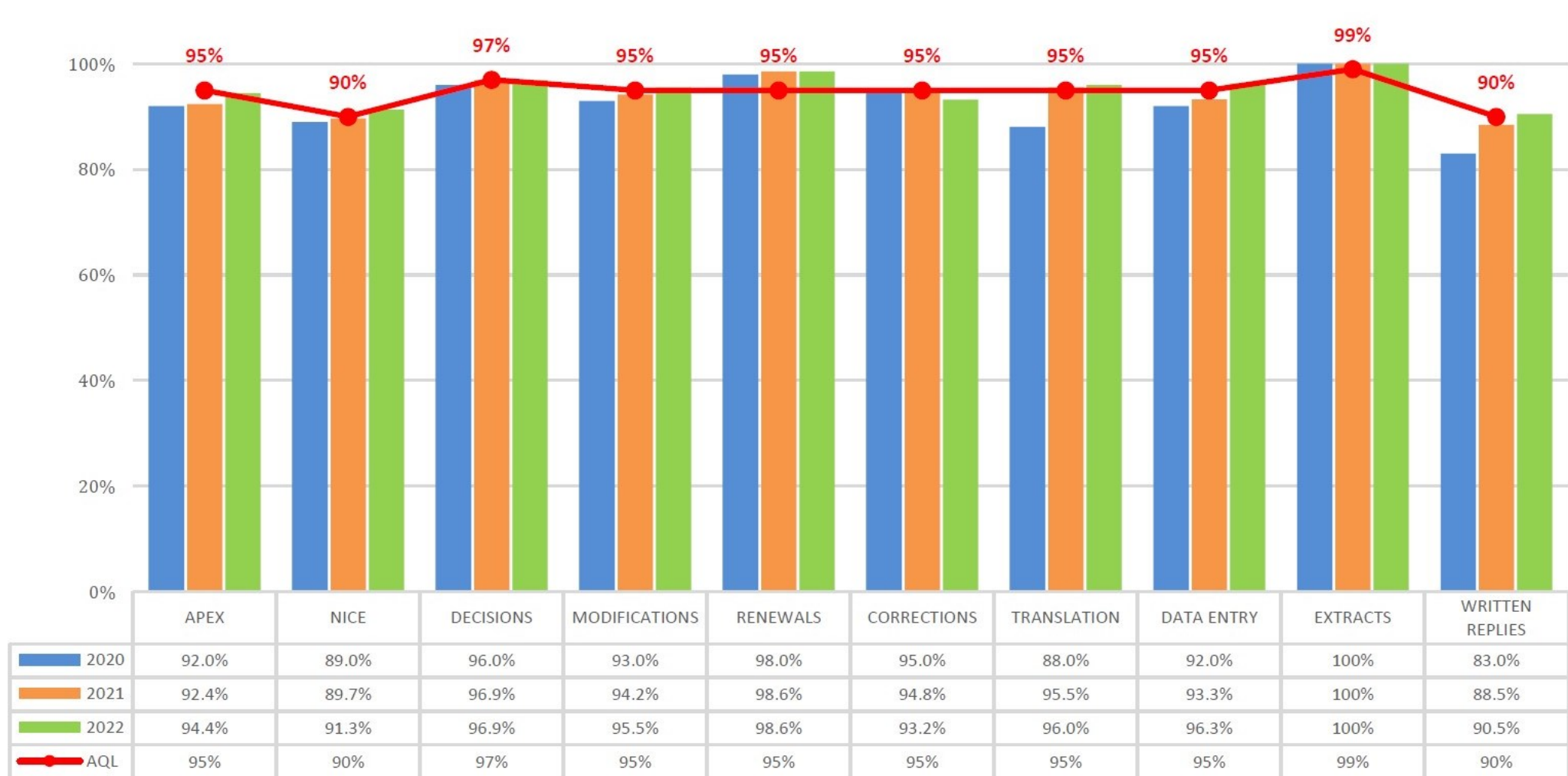


Renewals



■ https://www.wipo.int/export/sites/www/madrid/en/docs/madrid_pendency_rates.pdf

Performance Indicators: quality performance



Who's behind?



Benefits by digital transformation

■ **Efficiency**

- Speediness of delivery: real-time vs batch-based
- Machine-to-machine dialogue vs manual document processing
- Automated inscription vs manual formality check

■ **Quality**

- Standardized content and format
- Less risk of error

■ **Improved user experience**

■ **Resilience**

- Disruption of postal services

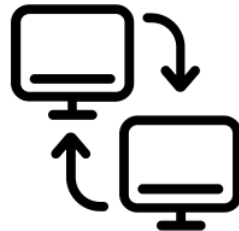
A vision of digital transformation

P1. Enhancing Customer Online Experience



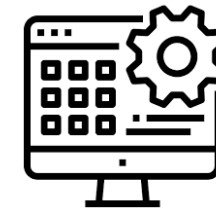
- Single online entry point
- Self-service portfolio management
- Transparency - Real-time
- Seamless payments

P2. Improving Electronic Data Exchange with IP Offices



- Standardization of data format/channel
- More exchange of information (status)
- Move from file exchange to data (machine-readable) exchange

P3. Supporting data-driven business innovation



- Improved customer relations management with new generation of WIPO Account/customer ID
- More targeted marketing based on data analytics
- Improved consistency regarding classification practice via database collaboration and data mining

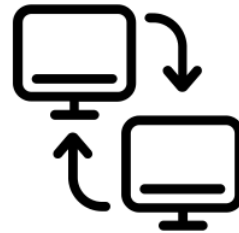
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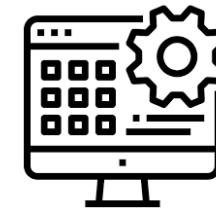
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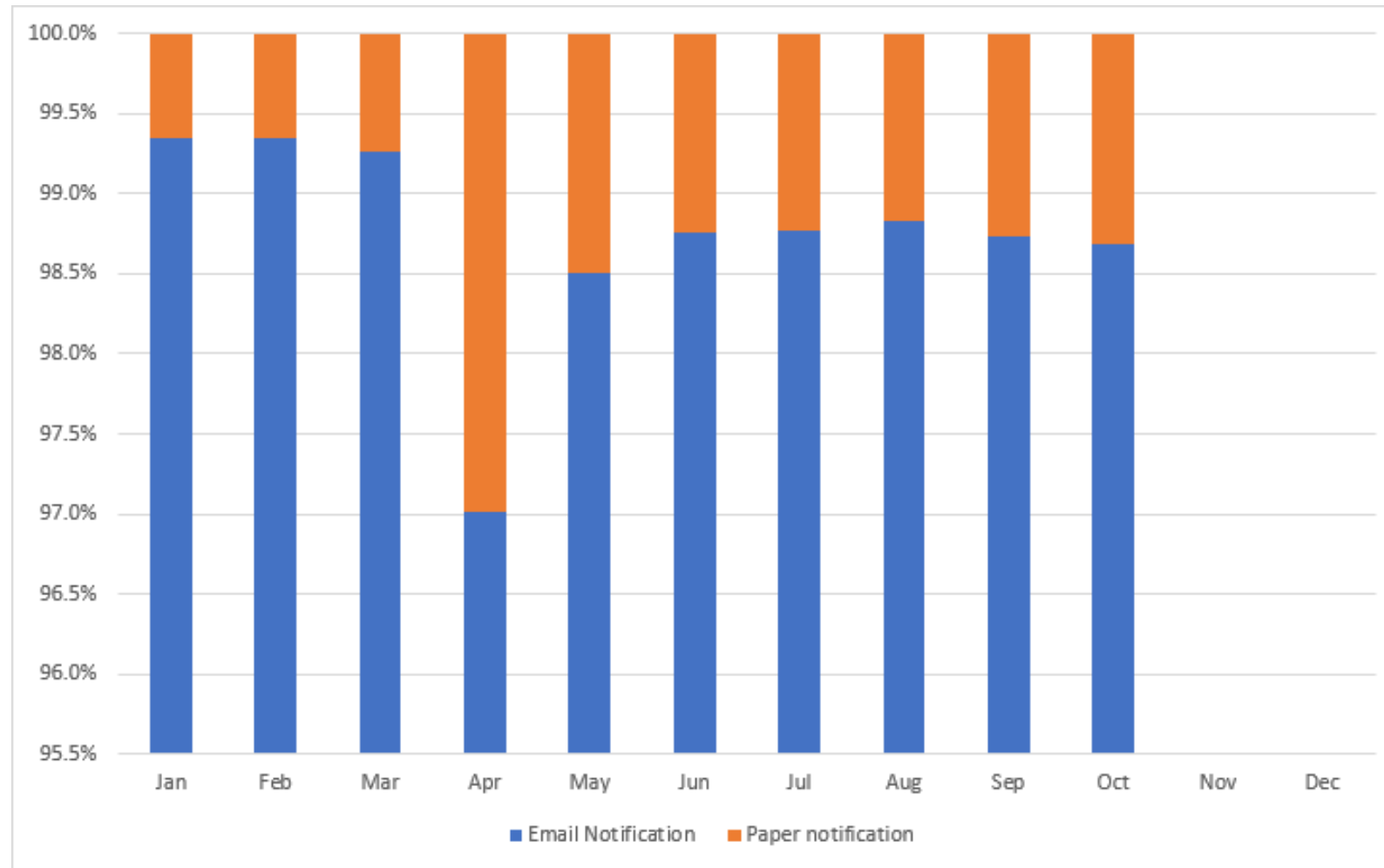
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Electronic notification via email



- As of start of the pandemic: **app. 20% of effective IRs**
- As of today: **app. 1.6% of effective IRs**
- A special action on email collection including collaboration with Offices

Electronic notification via email



Electronic notification via email

■ Multiple benefits:

- speediness
- delivery status monitoring
- improvement of customer experience
- cost saving

■ Two question:

- Shall we consider applying the same requirements concerning email address as in the new rule changes effective from Feb. 2022?
- How could we respond to some users' request of sharing their email addresses with certain dCPs?

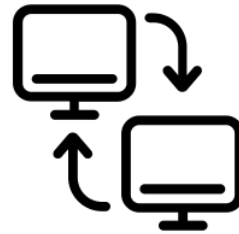
A vision of digital transformation

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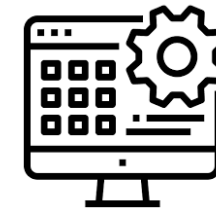
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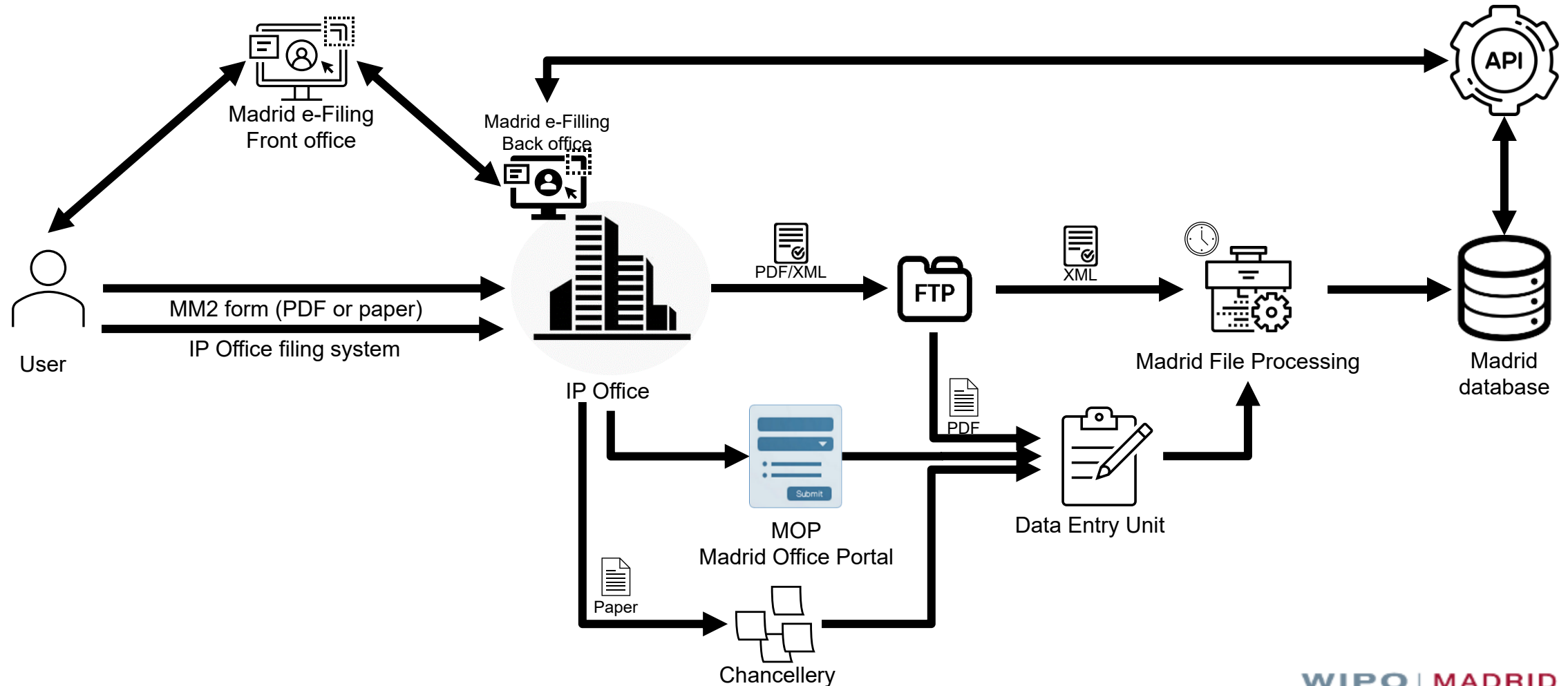
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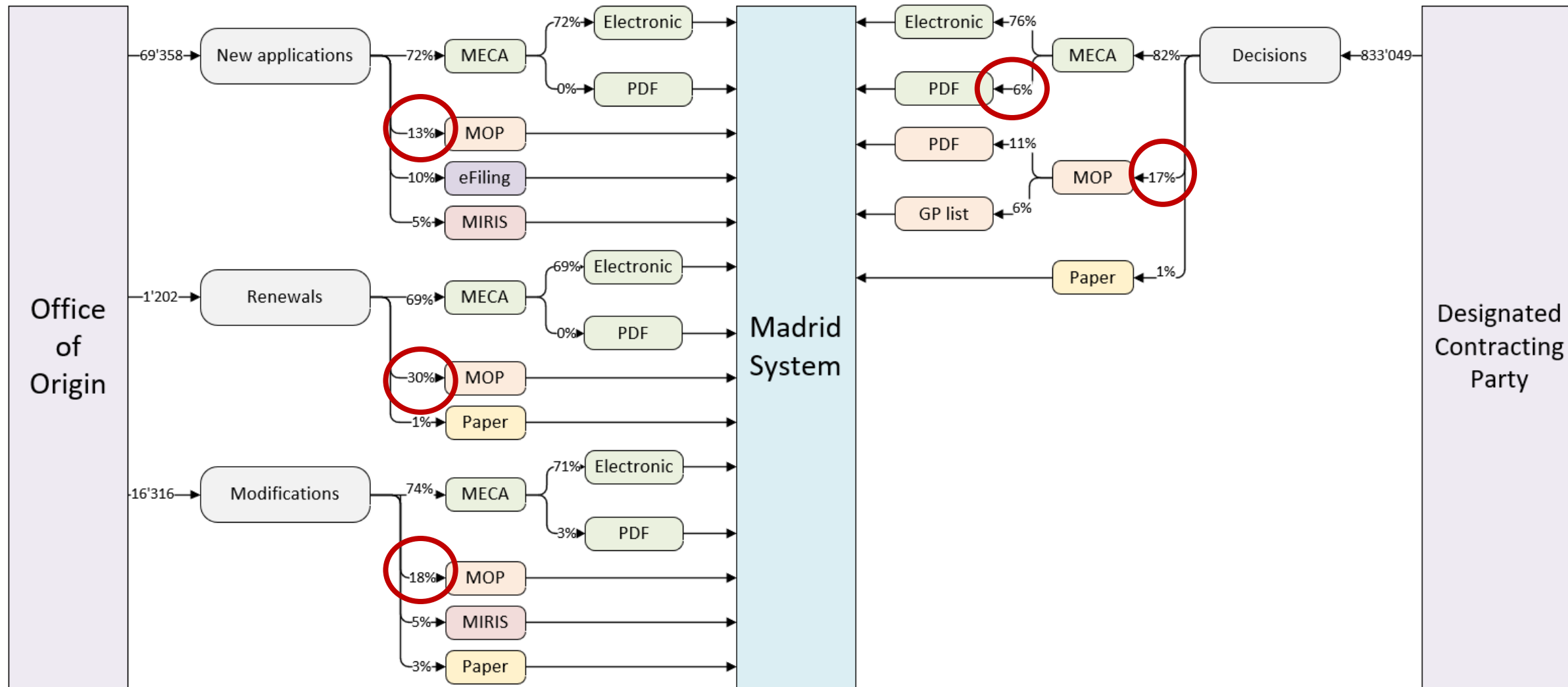


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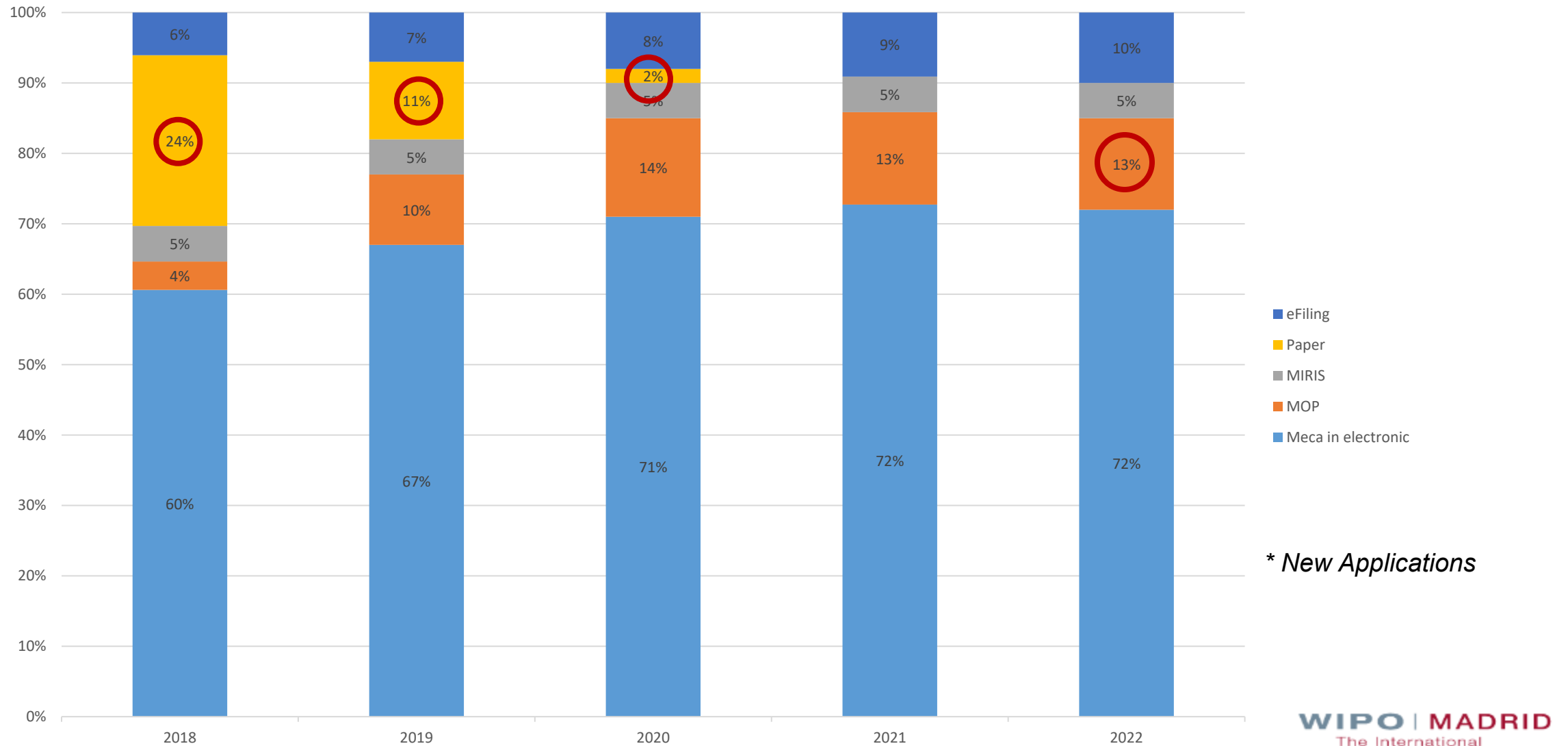
Data Exchange with IP Offices – Current



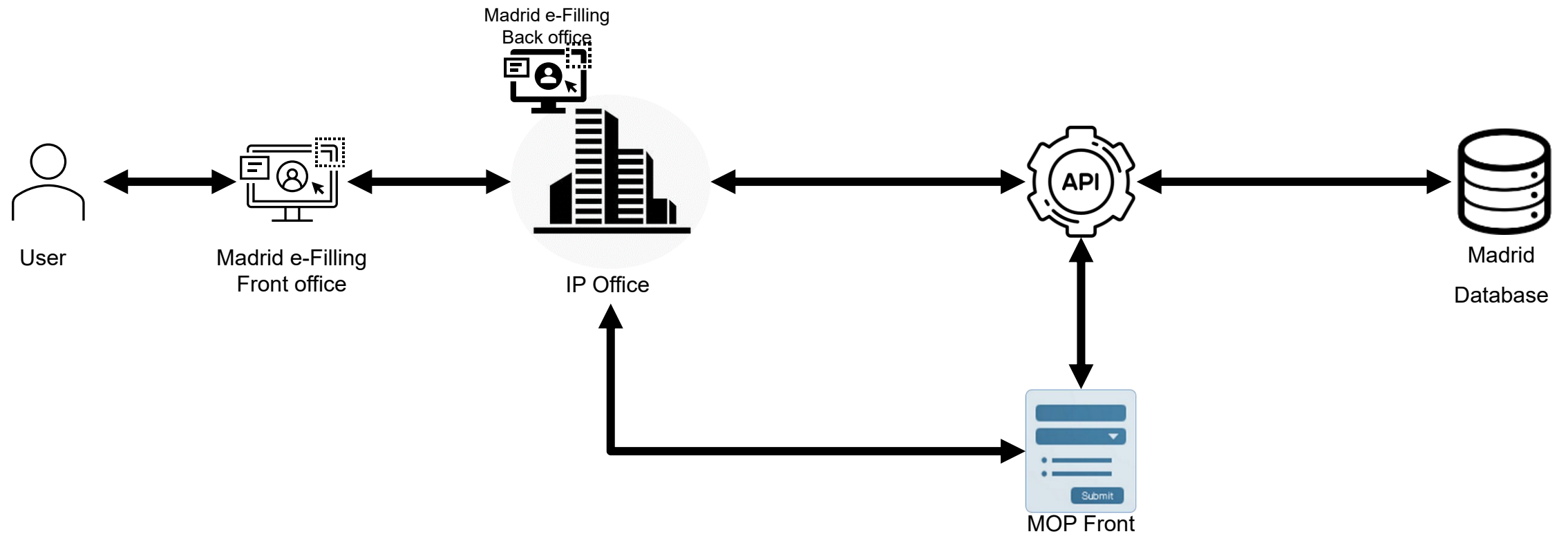
Data Exchange with IP Offices – Current



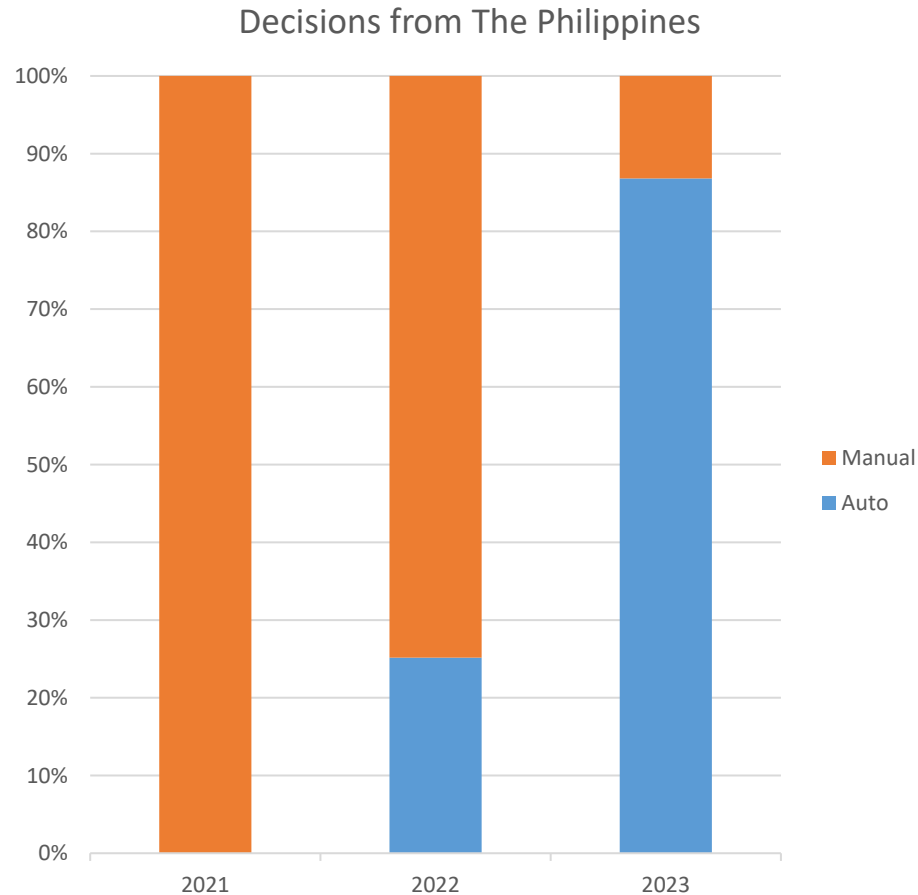
Data Exchange with IP Offices – % of Volume*



Data Exchange with IP Offices – Future



An Example: switch decisions to XML by Philippines



- Sending PDFs on MECA FTP
- Switched to XML at the end of Q3 2022
- Enhanced efficiency and quality of data
- Enabled automation of decisions

Key objectives:

- **Availability of an online filing service for all international applications to Madrid users (2025 / 2026)**
 - Madrid Application Assistant
 - Madrid e-Filing
 - Own solution of Office of Origin
- **More transactions to be switched from PDF to XML (ST. 96)**
- **Technologies/tools: from FTP/MOP to API/API-powered MOP**

Options for Certifying an International Application

- Madrid e-Filing
- Madrid e-Filing hybrid (EUIPO SP BO)
- Own solution

Elements requiring certification

- Date of receipt of the application
- Name of the applicant is the same in the basic mark
- Reproduction corresponds to the basic mark
- Claims of color, 3-D, sound, collective, certification or guarantee mark appear in the basic mark
- Colors claimed are also claimed in the basic mark or the basic mark is in those colors
- G&S are covered by the basic mark(s)



Madrid e-Filing – Office Module

WORLD INTELLECTUAL PROPERTY ORGANIZATION

Statistics Office settings Office tasks My tasks

My tasks

Show 10 applications Search

✓	Number	Office reference	Mark text	Reception date	last updated	Deadline	Status	
	MU/M/2021/33029	Soleil Vinegar		07.03.2023 06:27	07.03.2023	07.05.2023	Office examination	 

Date of Receipt of the IA

WORLD INTELLECTUAL PROPERTY ORGANIZATION

Statistics Office settings Office tasks My tasks

Application MU/M/2021/33029 Validation Close

General Basic mark(s) DCP Applicant Representative Mark representation Goods and services Limitations Attachments Check Comments

Application information

Submitted	07.03.2023 06:27		
Office reference	MU IRPI-000059391		
Reception date *	07.03.2023 06:27		
Filing language	English	Correspondence language	English


All irregularities

No irregularities Add an irregularity

Jump to Basic application or registration screen

Applicant Name


General Basic mark(s) DCP **Applicant** Representative Mark representation Goods and services Limitations Attachments Check Comments

 Jump to corresponding efilng screen


— Applicant(s) —

— International application — — National mark 202133029 — Information is correct

Applicant **Applicant**

 Mauritius Oil Refineries Ltd Mauritius Oil Refineries Ltd

Quay Road Quay Road
Port-Louis Port-Louis
116 15 116 15
Mauritius MU

Add an irregularity 

Mark information

General Basic mark(s) DCP Applicant Representative **Mark representation** Goods and services Limitations Attachments Check Comments

[Jump to corresponding e-filing screen](#)

Mark

International application

Mark information

Mark feature	Figurative
Mark kind	INDIVIDUAL
The mark consists of colors	Yes

Transliteration

English translation

French translation

Spanish translation

Description


Voluntary description

Verbal elements	Soleil Vinegar
Disclaimed protection for	No claim is made to the exclusive right of the word 'vinegar' when used separately and apart from the mark.

Color(s) claimed

Not available

Representation of the mark



Primary national mark 202133029

Mark information

Mark feature	Figurative
Mark kind	Individual
The mark consists of colors	No

Transliteration

English translation

French translation

Spanish translation

Description


Voluntary description

Verbal elements	Soleil Vinegar
Disclaimed protection for	


Color(s) claimed

Not available

Representation of the mark



Information is correct (mark information)
 Information is correct (color claim)


[Add an irregularity](#) 

Goods and Services

Application 202133029

Validation ▼ Close

General Basic mark(s) DCP Applicant Representative Mark representation **Goods and services** Limitations Attachments Check Comments

 Jump to corresponding e-filing screen

Goods and services


International application

Primary national mark 202133029

Information is correct

Main list

Main list

Add an irregularity 

Class 30 : Vinegar

Class 30 : Vinegar

Assign to Baker Peter (baker-of2@ ▼)

Send

View full application

Send to applicant

Save

Save and close


Certification and Submission to the IB

Application 049451

Validation

General Basic mark(s) DCP Applicant Representative Mark representation Goods and services Limitations Attachments **Check** Comments


Application validation check

 The application is valid

Application 049451

Decision

Summary

-  Basic mark(s)
-  DCP
-  Applicant
-  Representative
-  Mark representation
-  Color claims
-  Goods and services
-  Limitations
-  Attachments
-  Fee payment

WIPO | MADRID
The International
Trademark System

Reception by the IB

Request : 1515078101
Related requests : [Detail](#)

Seq	Action
1	Create IRPI Service Req
2	Send Fees to AIMS
3	Application Examination
4	Application Nice Class'n
5	Application Vienna Class
6	Email Campaign

Reposition to :

Status	Assigned	Completed	
C	IRIS-EXT	IRIS-EXT	05/12/2022 16:46:16
S		IRIS	05/12/2022 16:46:22
A	MT3		
A	MT3		
A			
A			

WIPO Irregularities when using MeF

- Rule 11 – less than 1 %
- Rule 12 – 24%
- Rule 13 – 66.5%
- Payment (Rule 12) – 8%

Participating National Offices

2014 – BX

2015 – AU

2018 – GE

2019 – AT, LT, EE, CA

2020 – MD, BG, IS, NO

2021 – IR, ES, TR, UA

2022 – AE, JP

2023 – TT, HR, GM, IL, MN, SM

2024 – AG

Next steps

- Dedicated test environment: <https://efiling.madrid.demo.wipo.int>
- Tailored communication strategy



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Trademark System