



The Madrid System
















2nd Seminar on IP

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Sao Paulo
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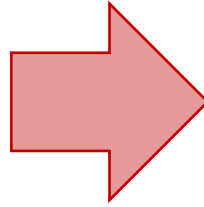
Overview of the Madrid System

It begins with a trademark and...

01  R\$ 28.196 +6%	02  R\$ 22.113 +18%	03  R\$ 16.040 +8%	04  R\$ 11.200 +5%	05  R\$ 10.327 +3%
06  R\$ 7.144 +3%	07  R\$ 4.095 +3%	08  R\$ 3.031 -12%	09  R\$ 2.356 -3%	10  R\$ 1.740 -5%
11  R\$ 1.292 +16%	12  R\$ 1.149 +2%	13  R\$ 1.146 +8%	14  R\$ 1.079 -19%	15  R\$ 691 +2%

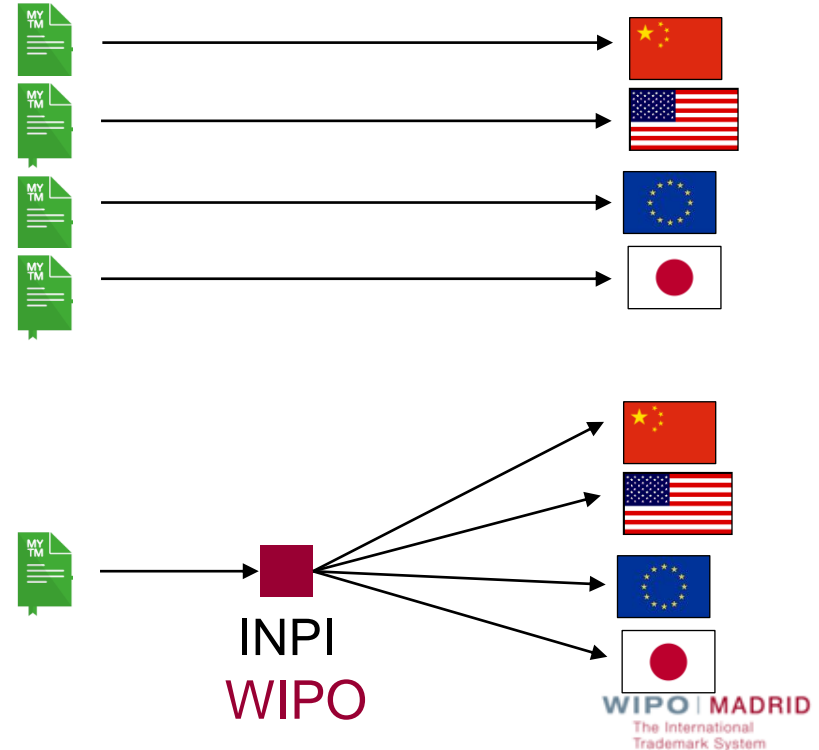
Interbrand, Best
Brazilian Brands
Report 2017

...and a plan to export



Trademark Protection Abroad – Options

- **National route –**
IP Office of each country
- **Regional route –**
Regional System (ARIPO, Benelux, EUIPO et OAPI)
- **International route –**
Madrid System



The Madrid System: Key Benefits

The Madrid System is the convenient and cost-effective way to protect your brand internationally

Register and manage your trademarks in multiple countries through one system



ONE-STOP SHOP

One application



One set of fees



One filing language



Centralized management



GLOBAL REACH

101 members



117 countries covered



Over 80% of world trade

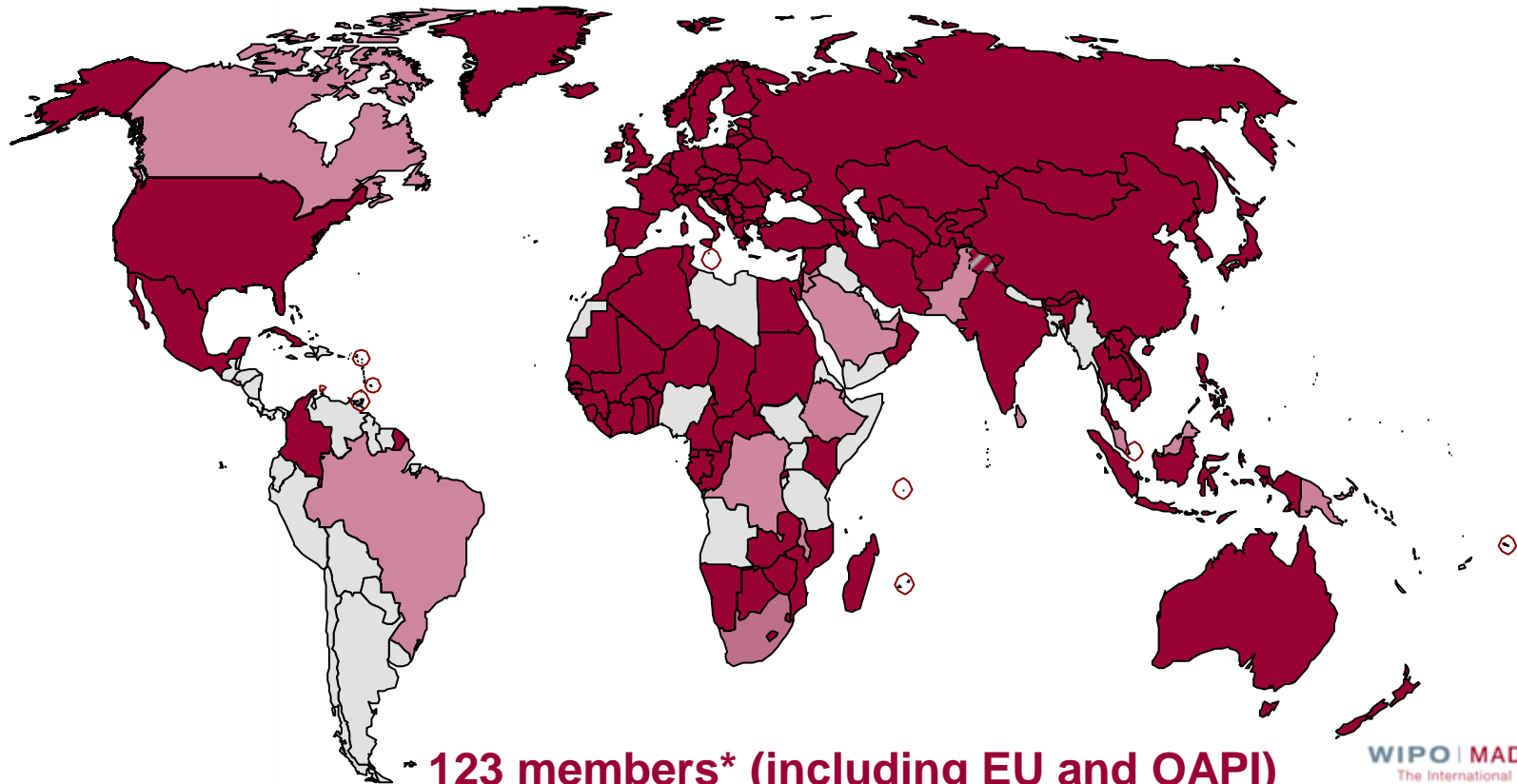


And growing



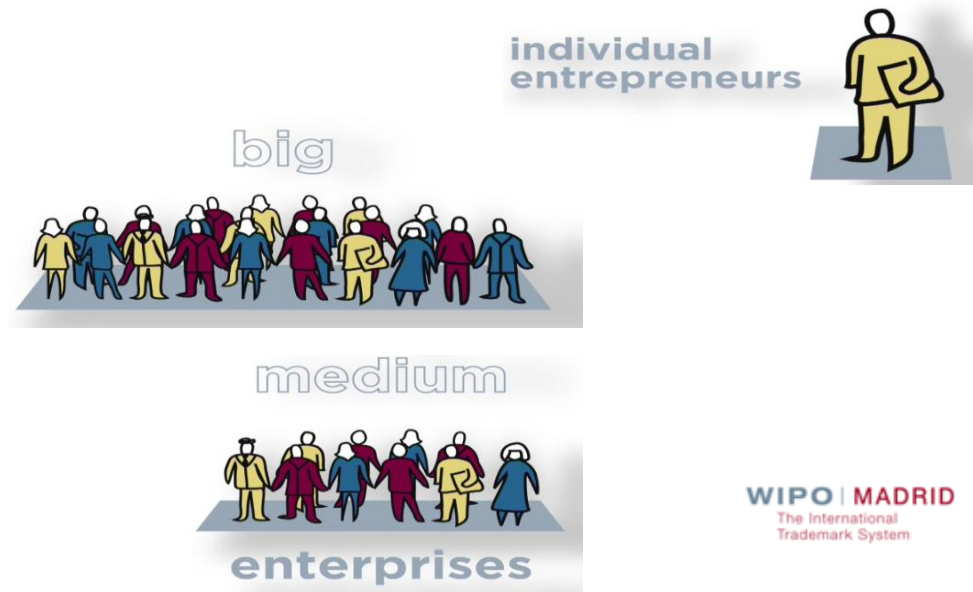


Accession Outlook 2018/20



**123 members* (including EU and OAPI)
covering 139 countries**

■ Madrid System users come from all corners of the globe and represent a broad cross-section of industries



Top Five Classes (2017)

13,646

**COMPUTERS AND
ELECTRONICS**



9.8%

11,079

**SERVICES FOR
BUSINESS**



7.9%

8,607

**TECHNOLOGICAL
SERVICES**



6.2%

6,587

**LEISURE, EDUCATION
AND TRAINING
SERVICES**



4.7%

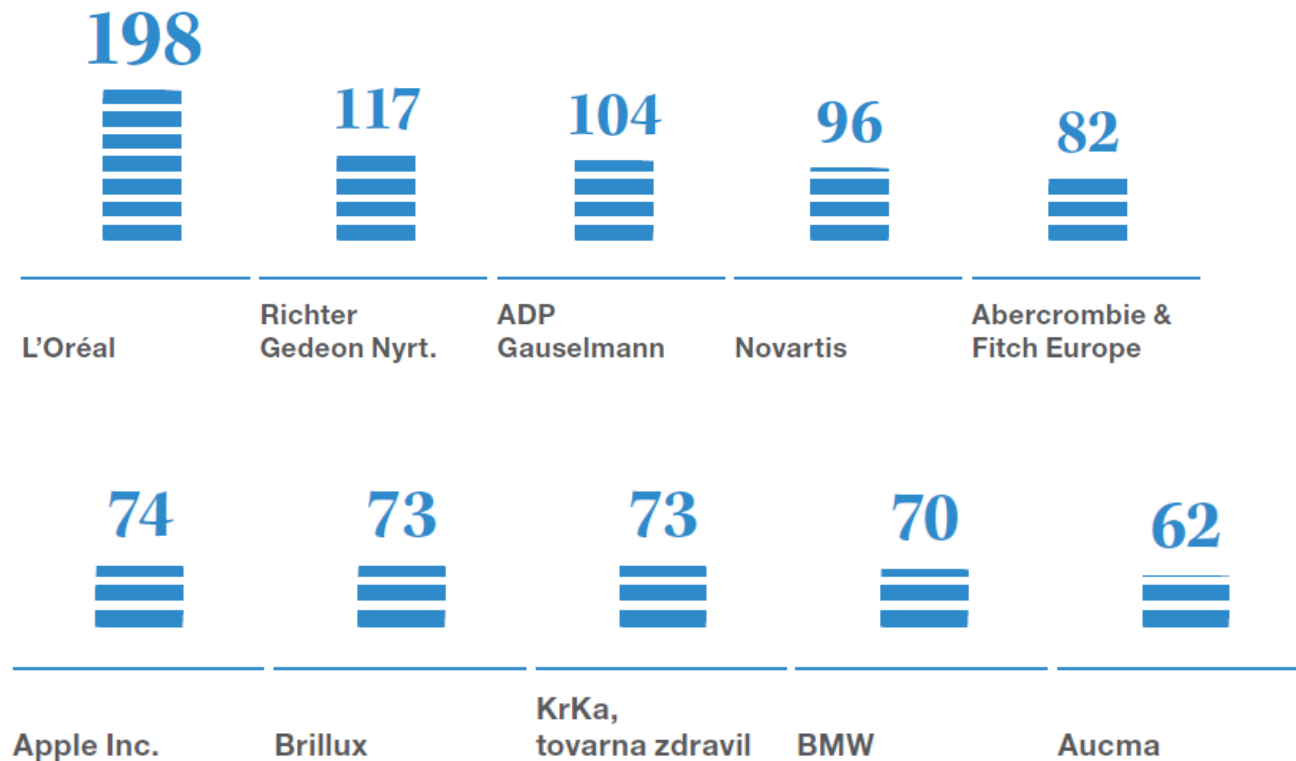
6,239

PHARMACEUTICALS



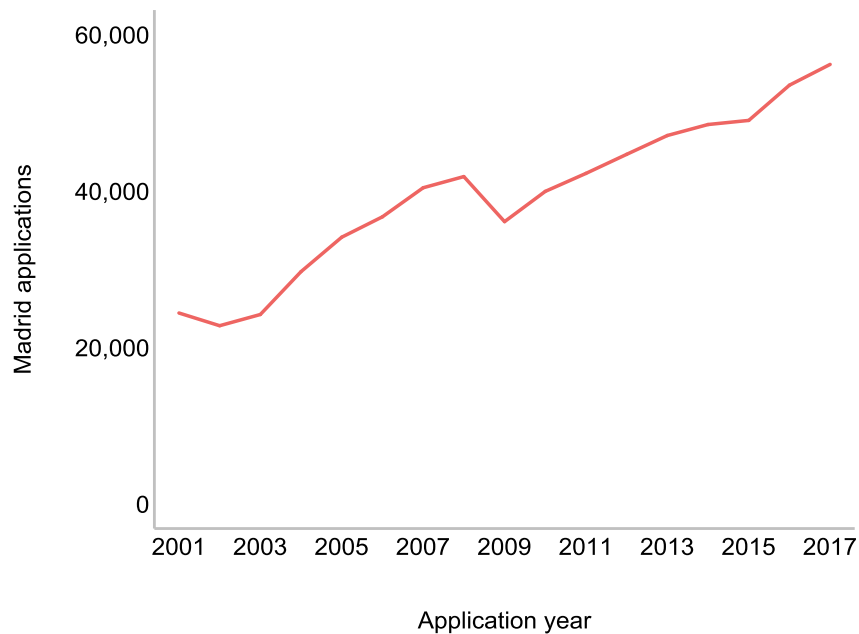
4.5%

Top 10 Applicants (2017)



International Applications

Figure A.1.1 Trend in international applications (2001-2017)

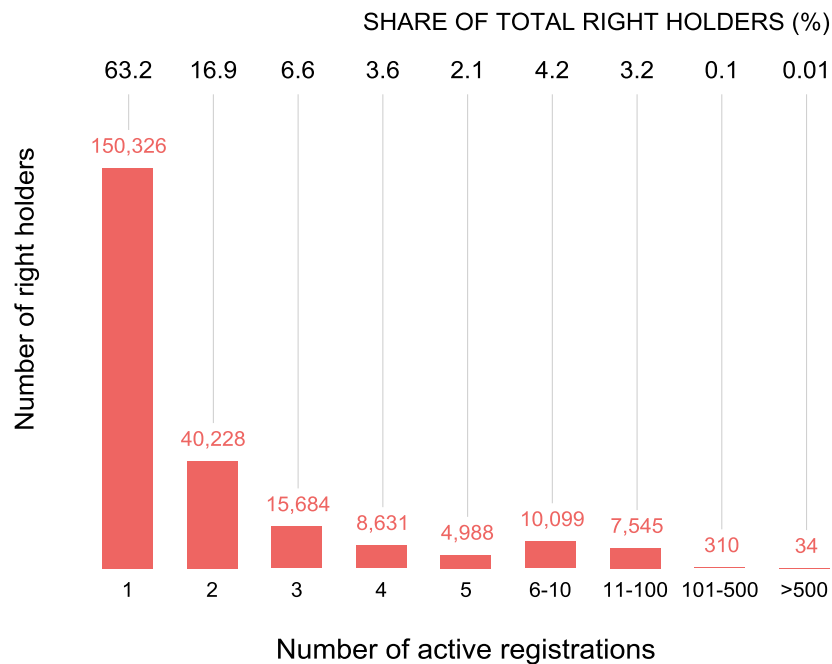


General Profile (2017)

56,267 International Registrations

Average Number of Designations	6.5
Average Number of Classes	2-3
Average Fee	CHF 3,166
All Fees	70% < CHF 3,166

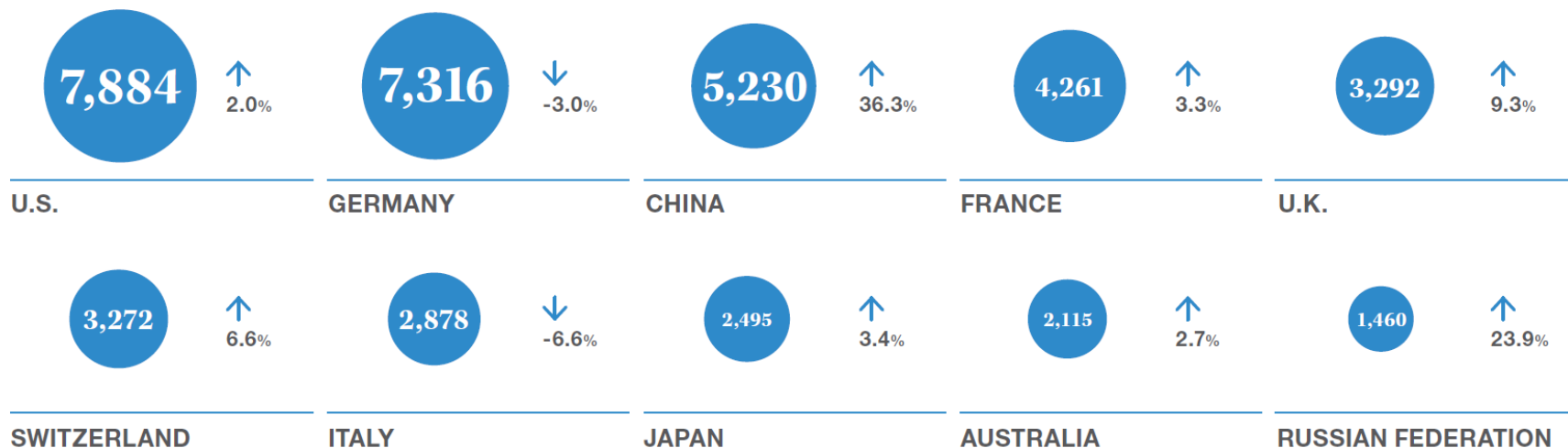
Right-Holders (2017)



Top Ten Filing Origins (2017)

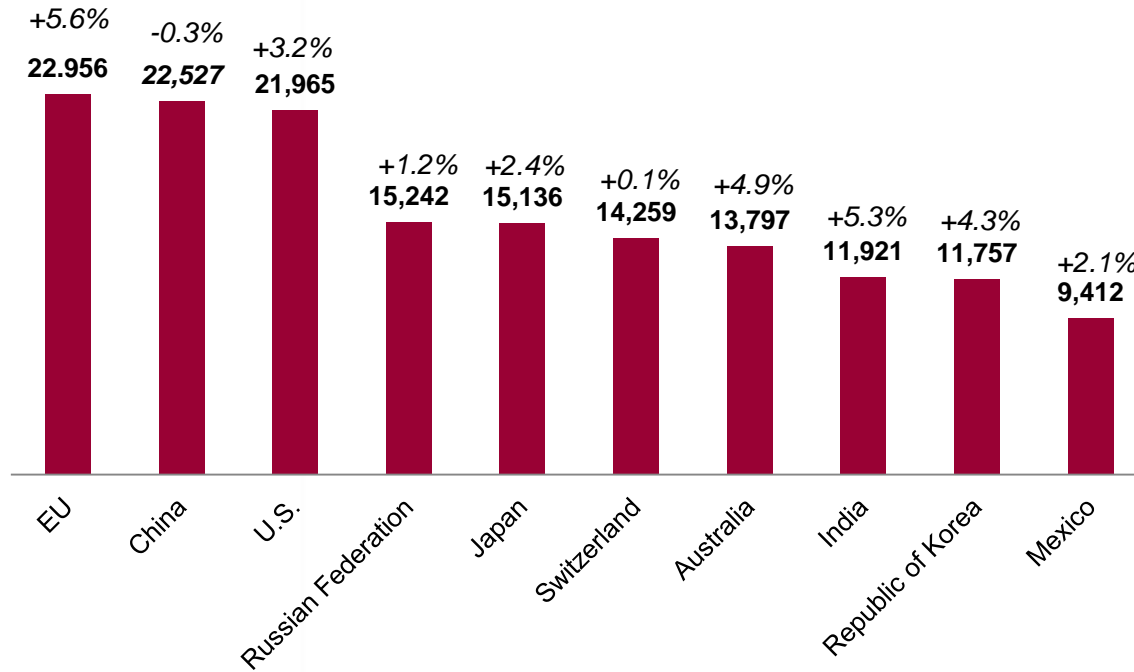
TOP 10 COUNTRIES

Number of Madrid applications and % growth since 2016



Top Ten Designated Contracting Parties (2017)

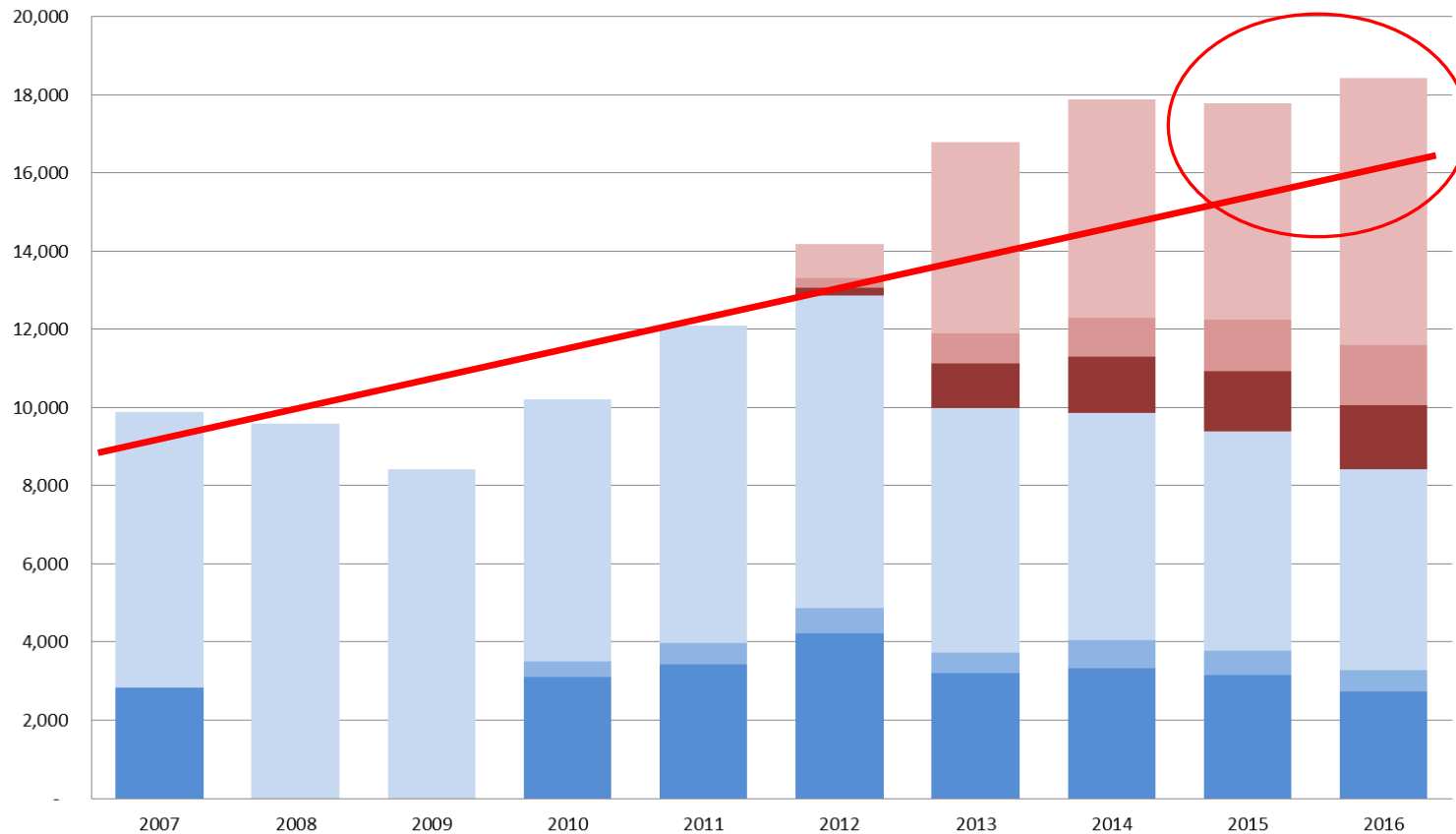
16



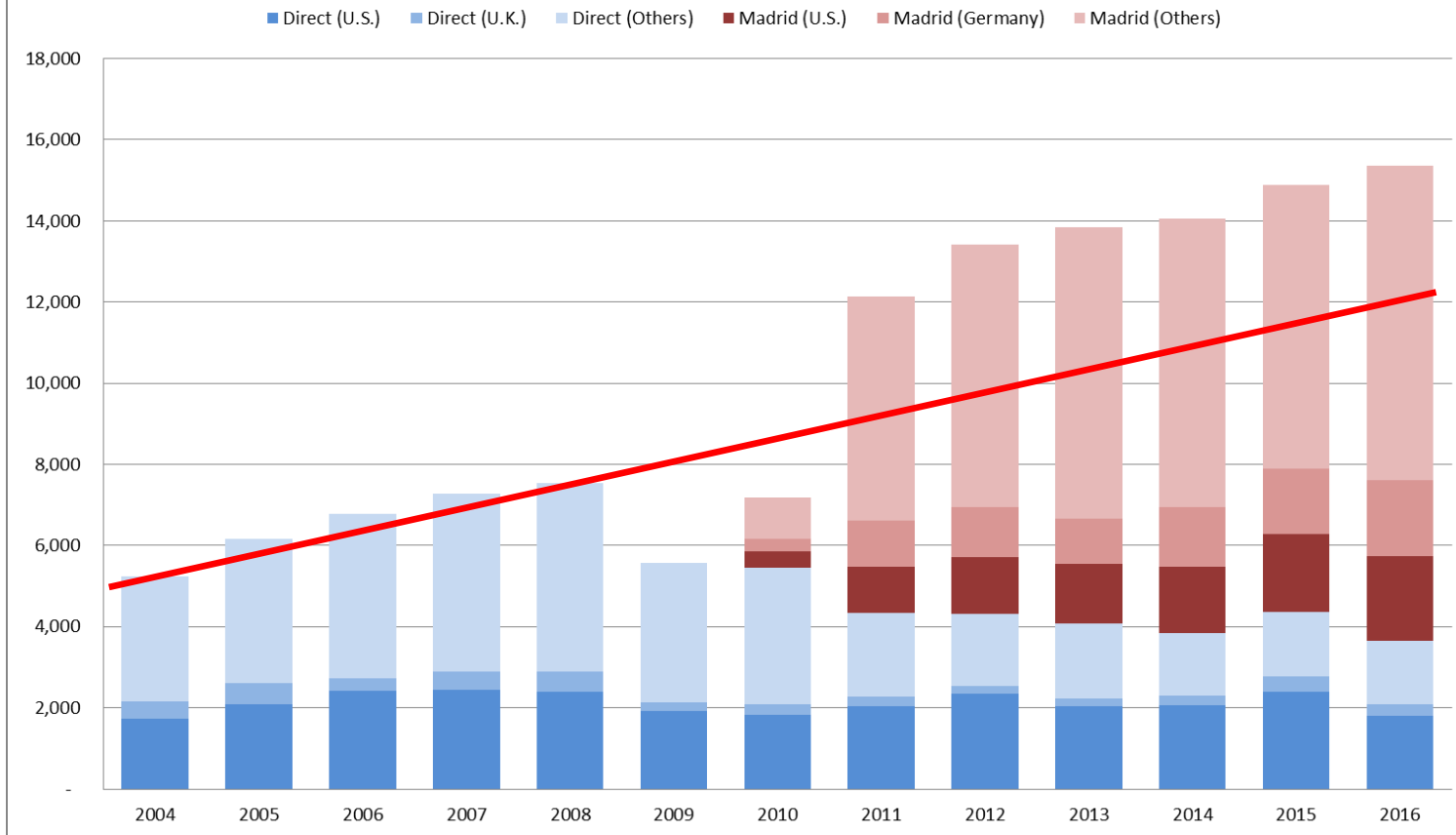
Madrid Accession: Statistics for Selected Members

Colombia: Non-resident Class Counts by Route - Direct & Madrid

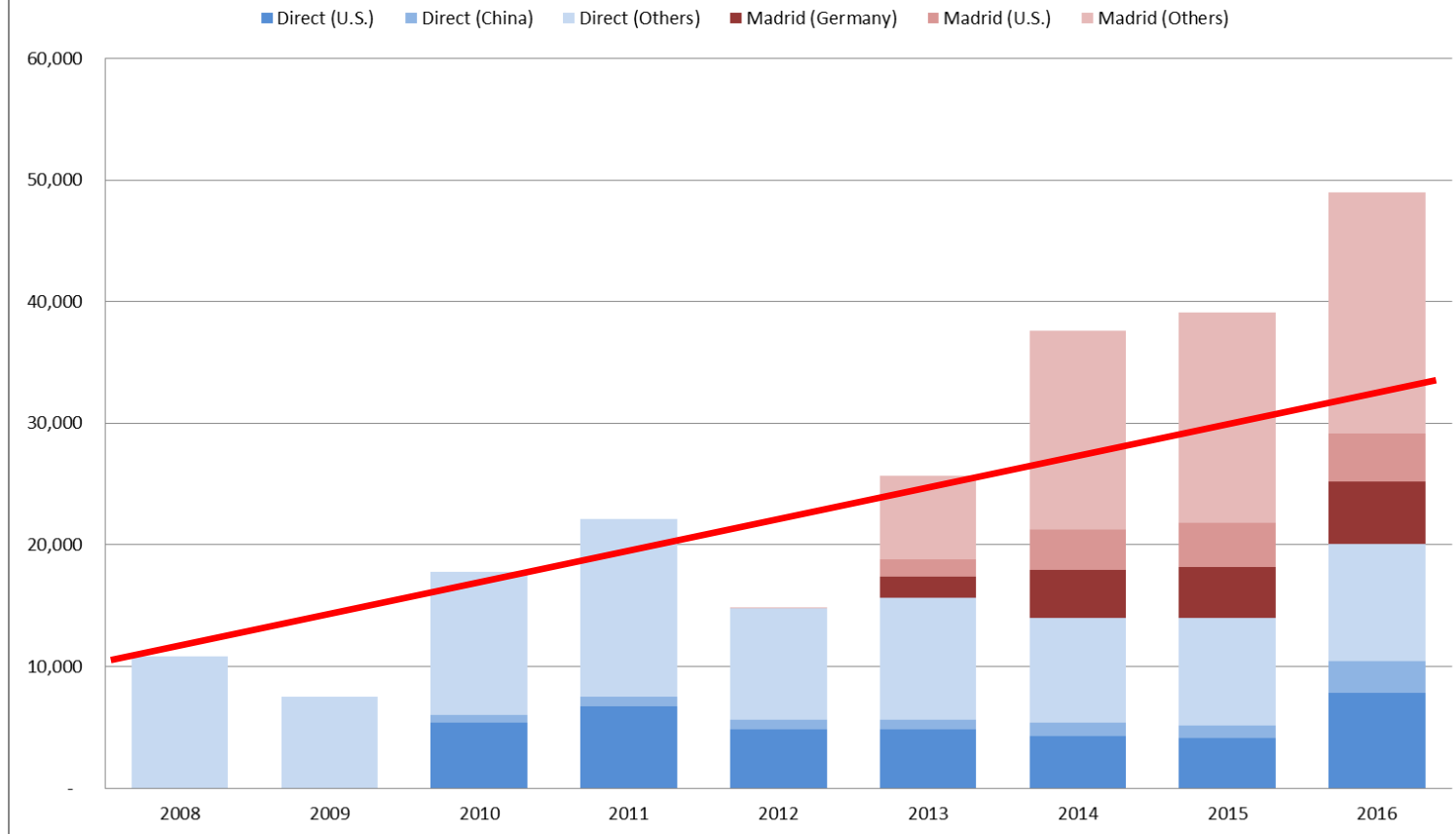
Direct (U.S.) Direct (Mexico) Direct (Others) Madrid (U.S.) Madrid (Germany) Madrid (Others)



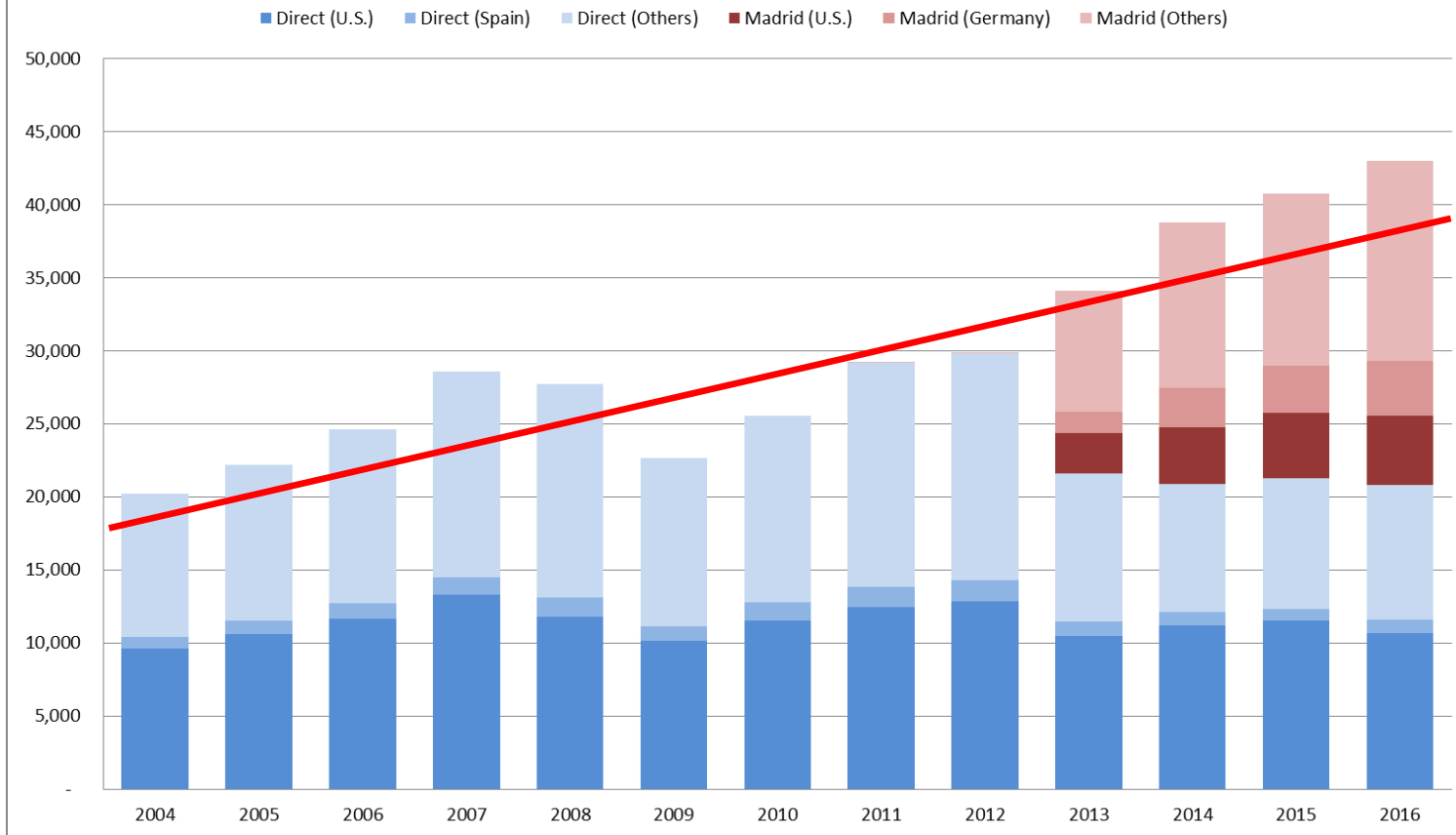
Israel: Non-resident Class Counts by Route - Direct & Madrid



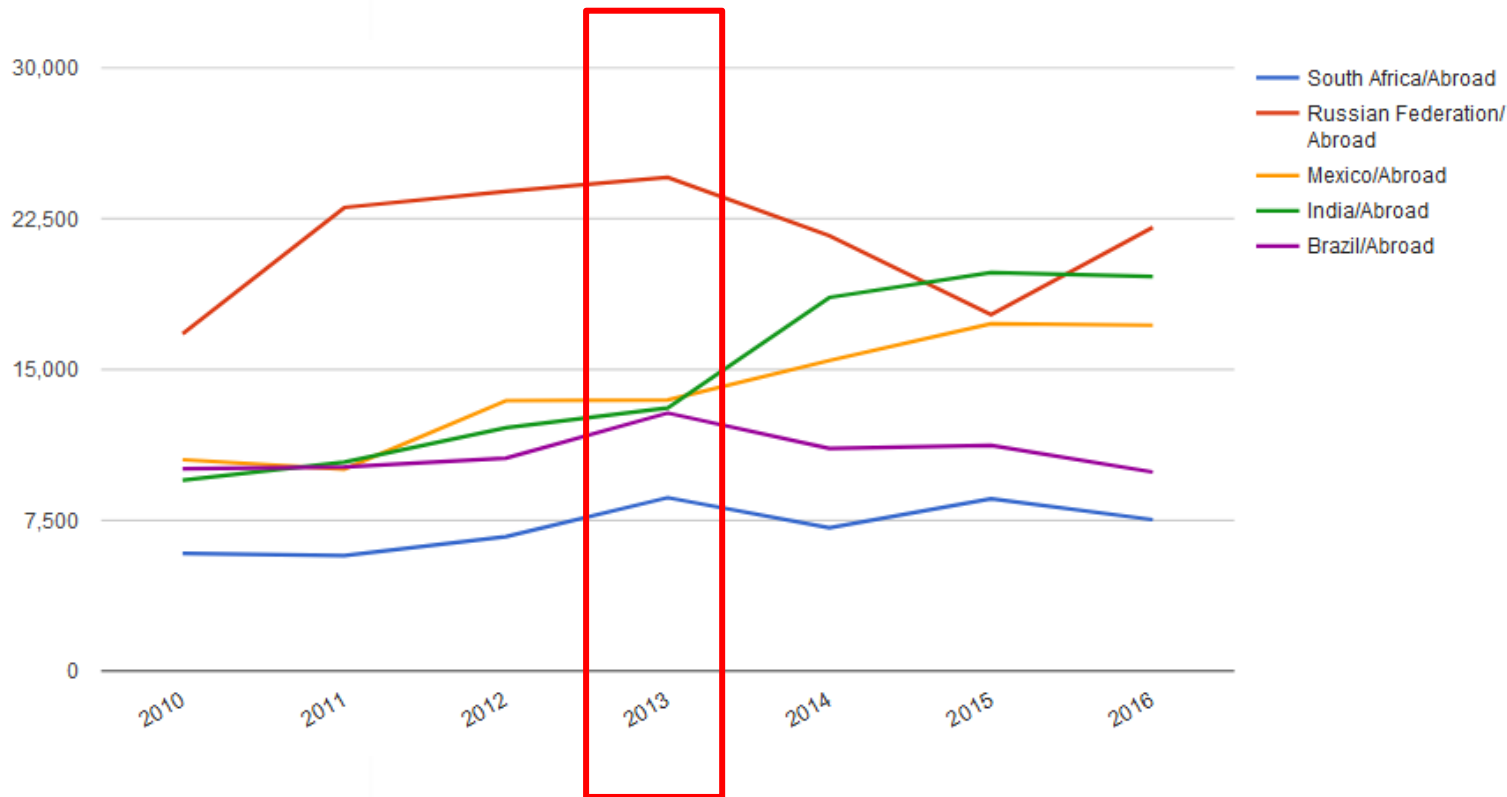
India: Non-resident Class Counts by Route - Direct & Madrid



Mexico: Non-resident Class Counts by Route - Direct & Madrid

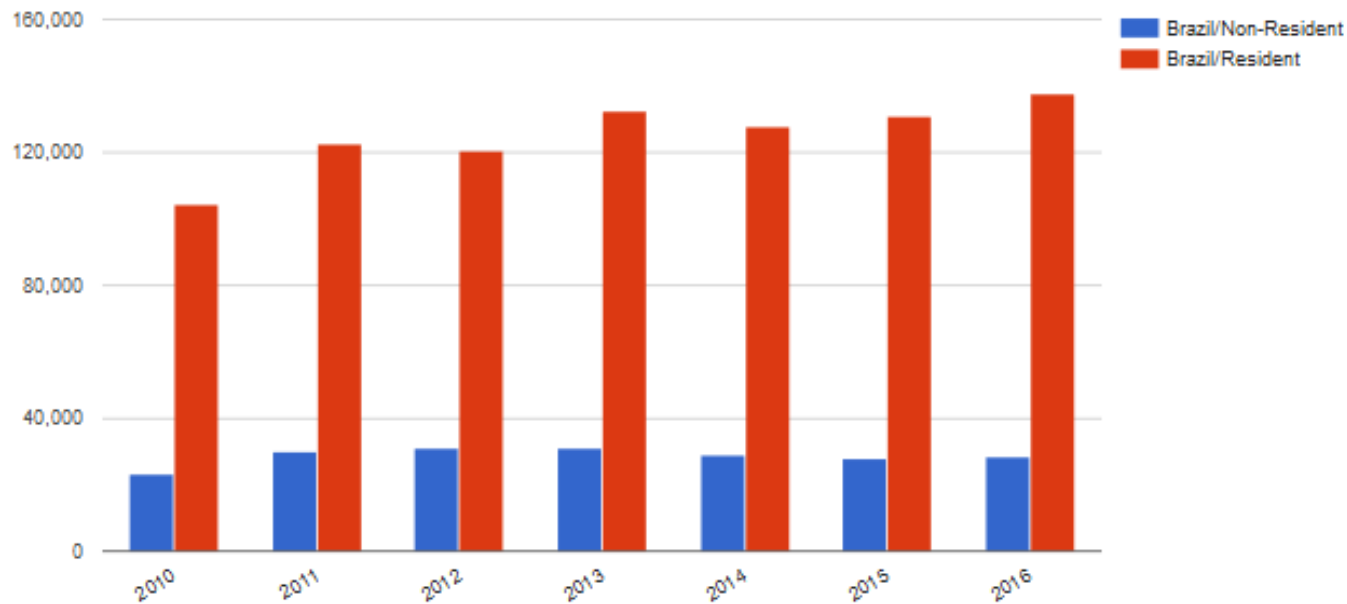


TM Applications Abroad: Brazil, Russia, India, South Africa, Mexico

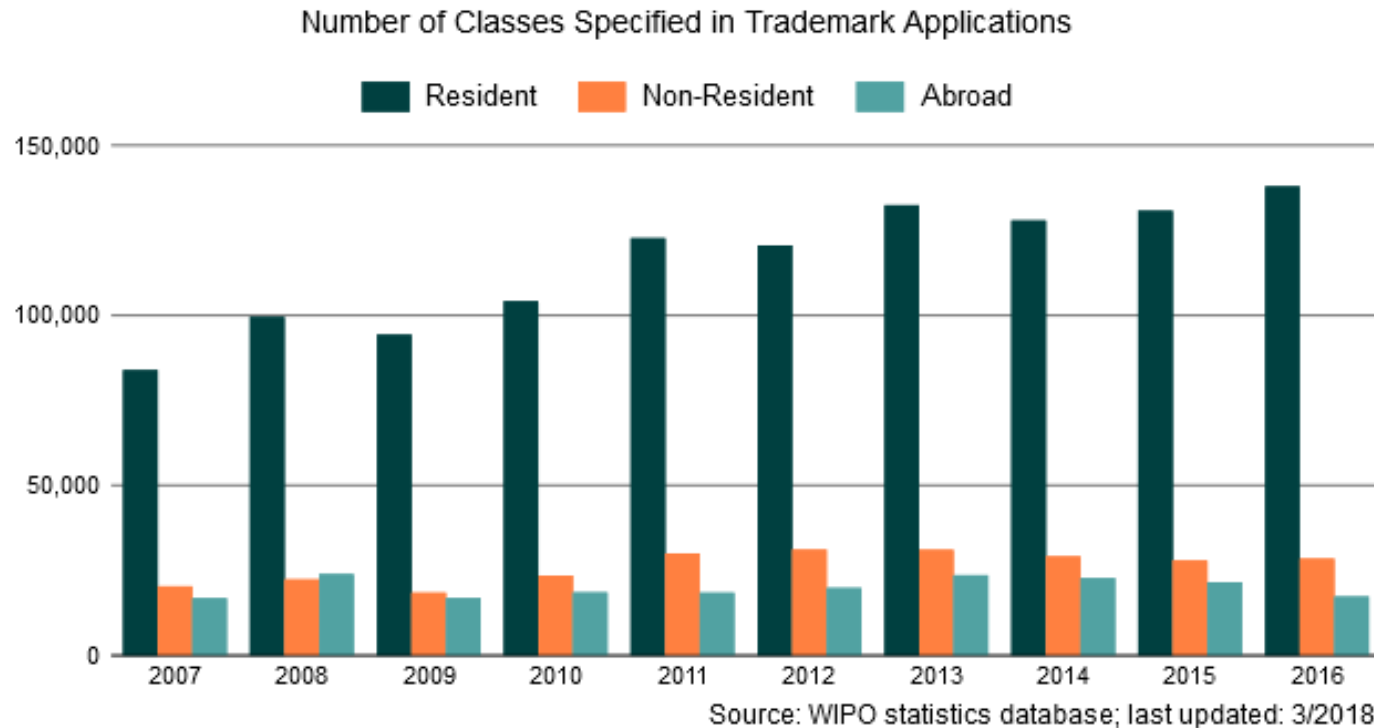


Brazil Trademark Filing Situation

Trademark Applications - Brazil



Trademark Applications – Brazil



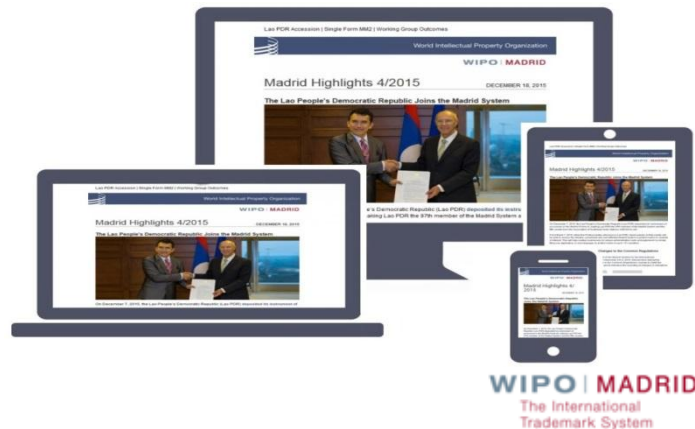
Trademark Applications – To/From Brazil

Trademark Application Count by top Filing Office and Applicant's Origin, in Brazil (2016)	
Origin	Number of Applications
Brazil	137878
United States of America	8450
Germany	2713
France	1777
Switzerland	1506
United Kingdom	1399
Mexico	1294
China	1228
Japan	1128
Republic of Korea	980

Trademark Applications to Main Trading Partners of Brazil (2016)	
Country	Number of Applications
United States of America	633
Argentina	477
China	382
Mexico	291
Chile	230
Japan	51
India	27
Republic of Korea	24
United Kingdom	10
Germany	4

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Thank you
for your attention

