Madrid Protocol in Brazil
The United States joined the Madrid Protocol in 2003

GE played a pivotal role in lobbying for the US accession to the Protocol and was an early user of the Madrid system.
GE Statistics

Total Portfolio Size:

- **17,245**

Madrid Portfolio:

- **2,594** registrations (extensions of protection) through **336** International Applications

National Registrations:

- **14,651** national registrations and applications

Countries that recently joined Madrid:
- **Colombia**: 159 applications and registrations. Filed 21 applications since Colombia’s adhesion in 2012 with 16 filings through Madrid.
- **Mexico**: 505 applications and registrations. Filed 133 applications since Mexico’s adhesion in 2013 with 73 filings through Madrid.
Filing Considerations

**Five-Year Dependency Period:**
- Any potential issues identified in clearance searches?
  - Transformation is possible
  - Pending proposal to shorten the dependency period to 3 years

**Specimen Issues – ITU Applications:**
- Any potential issues with obtaining a proper specimen within a statutory period in the US – e.g. goods with long production cycle/highly specialized goods

**Mark’s Status:**
- Is it an established mark or new mark?
- Incontestable?
- Any potential issues with proving use in the US?

**Identification of Goods:**
- A highly-specialized product with a unique description? (e.g. need to use standard descriptions in certain countries such as China)
- Better to use broader/more general descriptions in some countries?
A budget of **$5,000** can provide the following coverage for one mark in one class:

### Cost Comparison Hypothetical

#### National Applications:
- EU
- China
- Japan
- India
- Russia

#### Filing through Madrid Protocol:
- EU
- China
- Japan
- Australia
- Colombia
- South Korea
- Indonesia
- Israel
- India
- Russia
- Kazakhstan
- Vietnam
- Philippines
- Egypt
- Sudan
- Zambia
- Mongolia
- Namibia
- Serbia
- Singapore
- Turkey
- Mexico
Law Firm Considerations

Incoming Applications:
- Office Actions
- Oppositions
- Increase in overall incoming volume due to more filings

Outgoing Applications:
- Direct portfolio management for international filings, with broader coverage
- New stream of work (e.g. notices of irregularity from WIPO)
- Opportunity to offer cost savings to domestic clients, which resonates with GC’s and company leadership