UNITED STATES PATENT AND TRADEMARK OFFICE



Madrid Protocol: USPTO as Office of origin

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Topics covered

- Overview of the Madrid system
- Filing and review of the international application
- How to avoid a denial of certification
- Petition to the director
- Notice of irregularity
- After the international registration issues

Overview of the Madrid System

Overview of Madrid Protocol

- Filing treaty only
- Cost-effective and efficient for obtaining protection in multiple countries:
 - One application with a single office; one language; one set of fees
 - No local agent is needed to file



Overview of Madrid Protocol

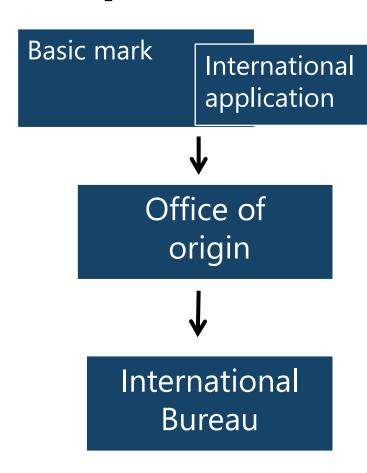
- When international registration issues:
 - Each Contracting Party designated for protection determines whether or not protection can be granted.
 - Once the trademark office in a designated country grants protection, the mark is protected in that country just as if that office had registered a directly filed application.

Overview of Madrid Protocol

- Simplifies the subsequent management of the mark
 - Changes in ownership; name or address of the holder; renewal; adding designations
- Administered by the International Bureau (IB) in Geneva, Switzerland
- Current members: **114** (130 countries)



General procedure of Madrid system



Certifies Forwards

Examines
Records
Publishes
Issues
Notifies

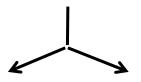




General procedure of Madrid system

Office of designated Contracting Party

Substantive examination



No refusal

Same effect as a national or regional registration

Refusal

national or regional procedure followed; final result reported to IB

Filing overview

dependent on the scope of the basic mark

for five years. If basic mark is canceled

or restricted, so is the international registration and the designations.



protection is centralized by maintaining

international registration at WIPO.



Noteworthy items of the Madrid system

- An International application may be based on one or more applications/registrations that cover the same mark
- Fees include
 - Basic fee (due to WIPO)
 - Designated contracting Party fees
- Scope of protection determined by designated Contracting Party
 - Right of refusal
 - Right of invalidation



Noteworthy items of the Madrid system

- Period for refusal is limited in time
 - 12 months or 18 months
 - Beyond 18 months in cases of opposition
- Five-year period of dependency on basic mark
 - Transformation option
- Possibility of subsequent designation
 - Geographic expansion
 - Re-designation after initial refusal
 - Designation of goods/services not previously extended

Madrid system reminders

- Rights in the international registration may not exceed those present in the basic mark.
 - Representation and description of mark
 - Listing of goods and/or services
 - Type of mark (three dimensional, certification, collective, sound)
 - Color claims
 - Standard characters



Madrid system administered at WIPO

Operations of the IB:

- Four teams
 - Centralized knowledge and service according to member states
 - Streamlined communication
 - Processing applications, decisions from national offices, requests regarding maintenance of rights, corrections, restrictions, etc.
- Customer service to users for information and guidance
- Outreach



Madrid Protocol implementation in U.S.

- Madrid Protocol was made effective in U.S. as of November 2, 2003.
- Madrid Protocol Implementation Act of 2002 amended the U.S. Trademark Act to provide:
 - Owner of a U.S. national application and/or registration may seek protection of its mark in any of the countries or intergovernmental organizations party to the Madrid Protocol by submitting a single international application to the International Bureau of WIPO through the USPTO; and
 - Holder of an international registration may request an extension of protection of the international registration to the U.S.

Madrid Protocol implementation in U.S.

- A notice of final rulemaking amending the USPTO Trademark Rules of Practice was published at 68 Fed. Reg. 55748 (September 26, 2003).
- The U.S. is a big user of the Madrid system.
 - Top-three user as Office of origin and as a designated Contracting Party
 - 8-10% of applications as designated Contracting Party





USPTO implementation

- 18-month refusal period
 - If IB not notified of a refusal automatic grant of protection
- Declaration of Intent to Use requirement
 - MM18
- Individual fee
- Incorporated the designations into U.S. trademark national filing system
- Established a separate unit to process Madrid transactions
 - Madrid Processing Unit (MPU)

Madrid system is a two-way process

- Outgoing international applications
 - U.S. applicants seeking protection in other countries (USPTO is Office of origin)
 - TMEP §§1900-1903 applies to outgoing international applications
- Incoming requests for extension of protection
 - Foreign applicants seeking protection in U.S. (USPTO is a designated Contracting Party)
 - TMEP §§1904–1904.15 applies to incoming §66(a) applications, i.e., requests for extension of protection to the U.S.





Madrid Processing Unit

- Madrid Processing Unit (MPU)
 - One supervisor
 - One administrative assistant
 - One lead specialist
 - Six specialists
- MPU specialists (Office of origin):
 - Examine international applications
 - Review responses to irregularity notices
 - Send ceasing of effect notices to the IB

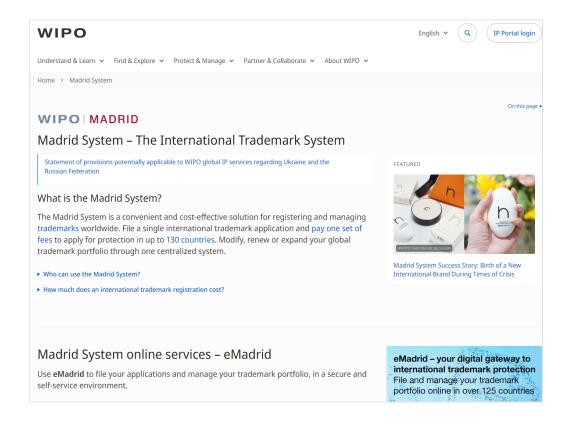


USPTO webpage for Madrid





WIPO website





Filing and review of the international application

Filing options

- Electronic filing required except in limited circumstances
- Filing language is English only
- Certification fees:
 - US\$100 per class if based on one basic application or registration
 - US\$150 per class if based on more than one basic application or registration

International fees

- Basic fee for international application:
 - CHF 653 if mark is black and white
 - CHF 903 if mark in color
- The basic fee for a subsequent designation
 - CHF 300
- Filing fees for each designated Party.
- See WIPO's Madrid fee calculator.

Filing options

- Official WIPO and country fees can be paid through the USPTO or to WIPO directly via credit card or a WIPO account.
- Credit card payments through the USPTO must be less than \$25,000 per day.
- The USPTO sends transactions to the IB every day in a batch file (not individually).
 - The USPTO sends fees to the IB once a week.



USPTO TEASi forms

- The USPTO accepts two types of filings:
 - Electronic applications:
 - Pre-populated form only one basic mark
 - No modifications no review
 - Free-text form more than one basic mark



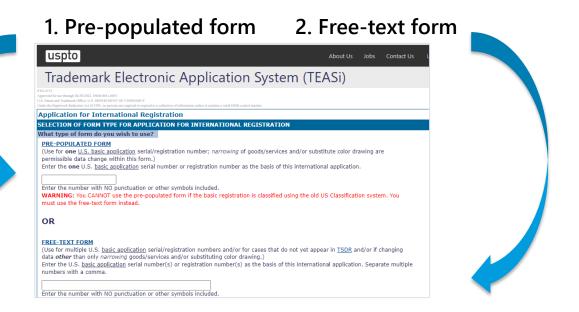
USPTO TEASi forms

- The USPTO accepts two types of filings:
 - Paper applications:
 - Must be submitted to the USPTO on IB's MM2 form, available from WIPO, via petition as appropriate
 - Mandatory electronic filing rules apply
 - U.S. counsel rules apply



Electronic filing options

- Electronic applications filed via TEASi
 - TEASi forms on the USPTO website allow filing an international application in two ways:



TEASi pre-populated form advantages

- Only one U.S. basic application or registration is used as the basis for filing an international application.
 - The form automatically displays the exact information from the USPTO database for one U.S. basic application serial number or registration number.
 - If no changes are made, the USPTO automatically certifies the international application and transmits it directly to the IB, without independent review of this data. There is no specialist review of the data.
 - If any changes are made to the data fields, independent review will occur by MPU before the application will be certified and forwarded to IB.

TEASi pre-populated form disadvantages

- Mistakes in basic → mistakes in international application and international registration
- These cannot be corrected.
 - Examples: hyphens, punctuation, and wrong type of mark.
 - This may affect protection in designated countries.
 - A color image but no color claim in the U.S. will generate a black and white mark image.
 - Assignment of change of ownership did not automatically upload.
 - Check assignment record



Examination for certification

- MPU examines international application and compares information with each basic application/registration.
- MPU certifies or denies the international application:
 - MPU certifies and forwards the international application to the IB for further examination either electronically or via upload to Madrid Office Portal (MOP).
 - MPU denies certification of the international application if filing requirements are not met and sends the applicant a letter setting forth the reasons for the denial.
 - Refund of international fee if paid to the USPTO at filing.

Key elements of review for certification

Ownership

Owner must be identical in the international application and in all basic applications/registrations.

Reproduction of mark

- Must be the **same** as in basic application/registration.

Standard character claim

Standard character claim required in all basic applications and registrations.

Description of the mark

 Must be the same as the description of the mark in the basic application/registration.



Key elements of review for certification

- Special type/category of marks
 - If basic mark is one of the following, international application must indicate the same by checking the appropriate box:
 - Three-dimensional mark
 - Checking this box indicates the mark is trade dress (i.e., product design, product packaging, interior/exterior of buildings).
 - Sound mark
 - Collective mark or certification mark



Key elements of review for certification

- Identification of goods/services
 - It must be same as or less than the goods and services in the U.S. basic application/registration.
 - International application goods/services must be within scope of the basic application/registration on the day it is reviewed.



Key elements of review for certification

- Identification of goods/services
 - Caution:
 - If identification is amended in the basic application/registration before review of the international application, the international application may be denied.



Key elements of review for certification

- Identification of goods/services
 - May include a limitation:
 - List the specific goods and services that apply to each designated Contracting Party.
 - Limited goods and services must be within scope of goods and services in the basic application or registration.



Not a certification requirement: classifications of goods/services

Classification

- MPU does not certify international application classification.
 - See, TMEP §1902.02(g).
- IB determines proper classification based on Nice Agreement.
- Current edition of Nice Agreement in effect as of filing date of international application.

International registration date

- If IB receives international application within two months of the date of receipt by the USPTO, the international registration date is the date of receipt at the USPTO.
- If priority is claimed in an international application and the international application is certified within two months, the IB will honor the priority claim.



International registration date

• Example:

 If the international application is filed with the USPTO on the last day of the priority period, the USPTO will have two months to forward the international application to the IB.



How to avoid a denial of certification

- Review information in each basic application or registration to ensure it is correct.
- Mistakes and inaccuracies should be fixed **before** international application is filed.
- When filling out international application, use basic record data shown in the Trademark Status and Document Retrieval (TSDR) system, not the trademark search system.

- Fixing inconsistencies:
 - Amend basic application.
 - If assigned to examining attorney → contact examining attorney to request necessary amendment(s).
 - If not assigned to examining attorney → may file voluntary amendment.
 - Amend basic registration.
 - File §7 amendment with the USPTO's Post Registration Unit. See 37 C.F.R. §2.173; TMEP §1609.01.

- Fixing inconsistencies:
 - Filing assignment in basic application/registration
 - May file assignment with the USPTO's Assignment Recordation Branch using the USPTO Electronic Trademark Assignment System (ETAS).
 See TMEP Chapter 500.



- Owner name, entity, and citizenship
 - Must be same in international application and in each basic record.
 - Fixing ownership issues in basic application/registration:
 - Amend record for basic or file assignment.
 - If assignment filed within days of filing international application → wait until Assignment Recordation Branch has recorded it and correct owner name appears in USPTO records before filing international application.
 - Mistake in owner name or legal entity may or may not be correctible.
 - See TMEP §1201.02(c).

Denial of certification of international application

- If international application does not meet filing requirements → MPU denies certification.
 - MPU sends letter to applicant informing of reasons for denial.
- MPU decision to deny certification is final.
 - Applicant cannot respond to MPU's denial no back and forth.
 - Applicant cannot amend electronically filed international application.



Denial of certification: options

- Refile international application.
- File a petition to Director to review denial of certification of international application.
 - A request to review the MPU decision or exercise authority to permit applicant to correct minor mistakes

Questions?

- USPTO website under Madrid Protocol
- MPU@uspto.gov or (571) 272-8910

Petition to review denial of certification

- Petitions regarding denials of international applications are expedited due to two-month window.
- If electronically filed international application is incorrect (basic application/registration is correct), then a substitute MM2 form must be submitted with the petition.
- If the international application is not certified within two months of the date of receipt of the international application in the USPTO, the date of international registration will be affected.

Other considerations for international application

- Pending U.S. applications or registrations issued by the USPTO on the Supplemental Register can be used to file.
- Additional information may be provided in international application that is not in basic.
 - E.g., disclaimer or translation





Other considerations: subsequent designations

- Protection of subsequent designation expires on same date as international registration.
 - Example:
 - International registration expires on May 1, 2012. Subsequent designation is filed and meets filing requirements such that its effective date is February 1, 2012. Subsequent designation expires on May 1, 2012.



Other considerations: subsequent designations

- You may only subsequently designate certain Contracting Parties if international registration date is after accession date (date those countries joined Madrid Protocol).
 - Examples:
 - Brazil October 2, 2019
 - India July 8, 2013
 - Philippines July 25, 2012
 - Estonia November 17, 1998



Notices of irregularity



Notice of irregularity issued by IB

- IB may issue one or more irregularities if there are deficiencies.
- Irregularities may be issued for several reasons:
 - Classification of goods/services
 - Identification of goods/services
 - Fees





- Must be remedied by the USPTO.
 - Example:
 - Omission of drawing or USPTO signature
- Remedied by applicant directly with IB.
 - Example:
 - Fees



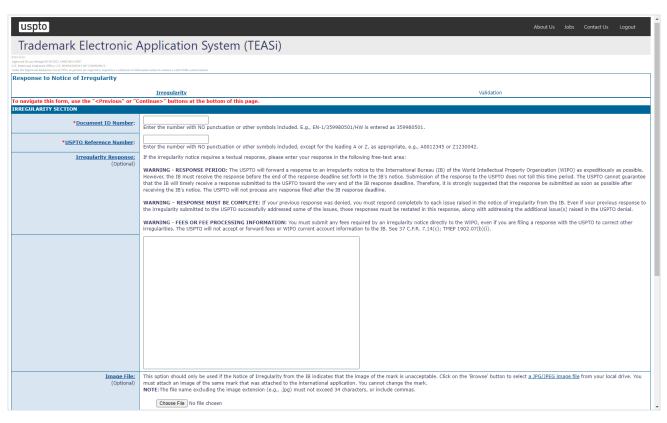


- Remedied by applicant through the USPTO and forwarded to IB.
 - Example: amending goods and services
 - Classification of goods/services not proper
 - USPTO will not advise applicant regarding reclassification.
 - » Regs., Rule 12
 - Identification of goods/services too vague for purposes of classification, incomprehensible, or linguistically incorrect
 - » Regs., Rule 13

- Applicant's response deadline is generally three months from the date of notice.
 - File response with the USPTO at least one month before deadline to allow MPU to review response.
 - MPU will not process response received after IB's response deadline.
 - Wait until the irregularity notice appears in TSDR before filing your response.

TEASi response form







- Caution: ID Suggestions from the IB
 - If possible, the IB will offer suggestions when it rejects wording in the listing of goods and services.
 - These suggestions frequently are beyond the scope of your basic and will be denied by the USPTO.
 - Keep the classes the same in the basic and the IR.
 You will lose any classes in the IR that are not in the basic when a ceasing of effect issues.

- Timing
- Scope
- No response





- MPU reviews amended goods/services for scope at time response is reviewed.
 - If basic goods/services were amended since the date international application was filed, goods/services in response must be within scope of amended goods/services in basic.





- Exceeds scope of basic goods/services:
 - MPU will not forward response to IB.
 - MPU will notify applicant that proposed amendment does not conform to basic goods/services.
 - If response deadline not expired, applicant may submit new response and, if acceptable, MPU will forward to IB.



- If class provided in the international application: IB considers such wording to be too vague for purposes of classification.
- If class or fees are not provided in the international application: IB may reclassify or delete the unacceptable wording/terms.



- MPU will review goods/services in response to ensure they are within scope of basic goods/services at time response is reviewed.
 - If basic goods/services were amended since the date international application was filed, goods/services in response must be within scope of amended goods/services.

After the international registration issues

After international registration issues

- Dependency: ceasing of effect
- Maintaining international registration
- Changes to international registration



- The international registration is dependent on basic application/registration for five years.
- Any protection extended to a mark in a designated country is dependent on basic application/registration for five years.



- Within five-year period → the USPTO must notify IB to restrict or cancel international registration, either totally or partially if:
 - Basic application abandons or registers with narrowed goods/services; or
 - Basic registration cancels



- "Ceasing of effect" The USPTO informs IB of which goods/services are protected in U.S.
 - Registration of basic application all or some goods/services protected in U.S.
 - Abandonment of basic application no goods/services protected in U.S.
 - Cancellation of the basic registration goods/services no longer protected in U.S.



- IB will restrict or cancel international registration to reflect the changes to the basic.
- IB will notify all designated Parties of the changes.
- The changes to the international registration are then reflected in every designation.
 - End of five years → international registration and every designation becomes independent of basic application/registration



- Changes in basic record to drawing, description, translation, owner, and address → not notified to IB.
- Changes in basic record to goods/services
 - → are notified to IB (i.e., ceasing of effect).
 - International registration updated with final basic goods/services

- The IB notifies all of the designated Parties, who update the listing of goods/services associated with their designations.
- Negative consequences to international registration may arise due to changes in basic record during prosecution or after registration.

Other considerations: caution about dependency

- Applicants encouraged to wait until at least the USPTO issues first office action if possible.
- Priority may be claimed if international application is filed within six months of filing date of U.S. basic application.
 - Current USPTO TM pendency = 8.2 months



Caution: dependency ceasing of effect

- Different/inconsistent protection may result:
 - Mark may be different by the time basic application registers.
 - Example:
 - Basic mark filed as RIGHT-ON. International application mark registers as RIGHT-ON. Basic mark registers as RIGHT ON (no hyphen).
 - No provision in Madrid rules to change mark in international registration to RIGHT ON.

Caution: dependency ceasing of effect

- Different/inconsistent protection may result:
 - Goods/services may be different by the time basic application registers.
 - Example:
 - In response to USPTO requirement in the basic, "headgear" in Class 25 is amended to "motorcycle helmets" in Class 9. Unless the international registration includes Class 9, the ceasing notice will not include the Class 9 motorcycle helmets.
 - This means the holder will lose these goods in the international registration and in every pending and registered designation.

Maintaining an international registration

- International registration is valid for 10 years (10 year renewal periods from date of international registration).
- Must be renewed directly with IB for every country in which you want protection to be maintained.
 - Use eMadrid portal on WIPO's website: https://madrid.wipo.int/.
 - The USPTO will not process or forward requests for renewal of international registration to IB.
- If not renewed, the international registration will be canceled, and all designations will be canceled.



Changes to an international registration

- Changes to international registration must be filed directly with IB through the <u>eMadrid portal</u>.
 - Change in owner/holder name, entity, citizenship, and address
 - Change in owner/holder representative name and/or address
 - Limitation of goods/services in one or more designations
 - Renunciation of a designated Contracting Party
 - Cancellation of international registration (whole or part)

Changes to an international registration: owner name

- To record a change due to transfer of property from one legal entity to another, or a change in the nature of legal entity → use the <u>eMadrid portal</u>.
 - IB does not require evidence of change in ownership, so supporting documents should not be sent to IB (e.g., copies of deed of assignment or other contract).

Changes to an international registration: holder details

- Name, address, legal nature
 - To record a change in name and/or address only (including address for correspondence) → use the eMadrid portal.



Changes of ownership filed through the USPTO

- Allowed only when the assignee cannot get the assignor's signature to request recordation of the assignment. <u>Rule 7.23</u>.
 - Assignor no longer exists; or
 - Assignee could not get the assignor's signature
- Assignee must meet Madrid Protocol/Paris entitlement criteria.

Changes of ownership filed through the USPTO

- Applies to a U.S. designation or a U.S. office of origin IR.
- Must complete the IB's <u>MM5 form</u> and attach it to a <u>Petition to Director for an</u> <u>International Application/Registration</u>.





How to find help

- Assignments Recordation Branch
 - 571-272-3350 | <u>ETAS@uspto.gov</u>
- Madrid Processing Unit (MPU)
 - 571-272-8910 | MPU@uspto.gov
- TEAS and TEASi forms technical difficulties
 - TEAS@uspto.gov
- Trademark Assistance Center (TAC)
 - 1-800-786-9199 | TrademarkAssistanceCenter@uspto.gov

Questions

