



**SWARIT**

A D V I S O R S



**INTERNATIONAL**

**TRADEMARK**

**REGISTRATION**



# AN OVERVIEW

## International Trademark Registrations

are regulated by WIPO (World Intellectual Property Organisation). It's an organisation established by the United Nations in 1967 with the aim of protecting Intellectual Property throughout the globe. International Trademark Registration and management are governed by WIPO treaties as well as other regional laws & countries.



# MADRID – THE INTERNATIONAL TRADEMARK SYSTEM

- The Madrid System is a cost-effective & useful solution for managing & registering Trademarks throughout the world.
- In this system, you have to file a single application and pay one set of fees to apply for Trademark Protection in up to 125 nations.
- Renew, expand, or modify your International Trademark Portfolio through one centralised system.





# WHO IS ENTITLED TO USE MADRID SYSTEM?

*Anyone can use this system if they have a personal or business connection to one of the members of the Madrid System. It means you should either be domiciled, have a commercial/industrial establishment or be a citizen of one of the 125 nations covered by the 109 members of the Madrid System.*

# ADVANTAGES OF INTERNATIONAL TRADEMARK REGISTRATION

## 1. Distinctive Identity

With this registration, your products get recognition worldwide & registration is the foremost step towards confirming it.

## 2. Legal Protection

In case of any violation or infringement or misuse, International Trademark Registration legally protects you and your Trademark.

## 3. Renewal of Registration

The validity of this registration is only for ten years from the date of registration and you can renew it further.

## 4. Business Opportunity

A well-recognized trademark provides your business with an opportunity to earn fame and money.

## 5. Helpful for E-Commerce

Registration plays an essential role in the E-Commerce business growth. If you are involved in online product selling, then somehow, it covers your products to be available to global

# CATEGORIZATION OF GOODS & SERVICES UNDER WIPO

- According to the *NICE Agreement* implemented at the Nice Diplomatic Conference conducted in 1957, an international standard of categorisation of goods & services is established for the objective of Trademark Registration. This standard of categorisation is known as *NCL (Nice Classification)*.
- Primarily, this categorisation included 34 classes of goods & services. Over the few years, this list has been revised many times, and its latest or updated version of the 11<sup>th</sup> edition was implemented in 2008 and it consists of a total of **45 classes (34 of goods & 11 of services)**.

# BASIC REQUIREMENTS FOR INTERNATIONAL TRADEMARK REGISTRATION

The applicant should be a respective national citizen or have a real and effective business within the country.

The applicant should have a national trademark registration within the national Trademark Registry.

International Trademark Registration applicants must choose one or more members in the Madrid Protocol countries where the applicant wants to protect their Trademark.



# PROCEDURE FOR INTERNATIONAL TRADEMARK REGISTRATION



01

## Applying through National Trademark Office

Before applying for international registration, you must confirm that you are registered. If not, you have to file an application in the Trademark Office and IP (Intellectual Property) Office of the nation.



02

## Inspection by WIPO

After applying the WIPO will go through your application. When they approve your application, your international Trademark is recorded in the International Trademark Register & distributed in the WIPO Gazette of International Marks.

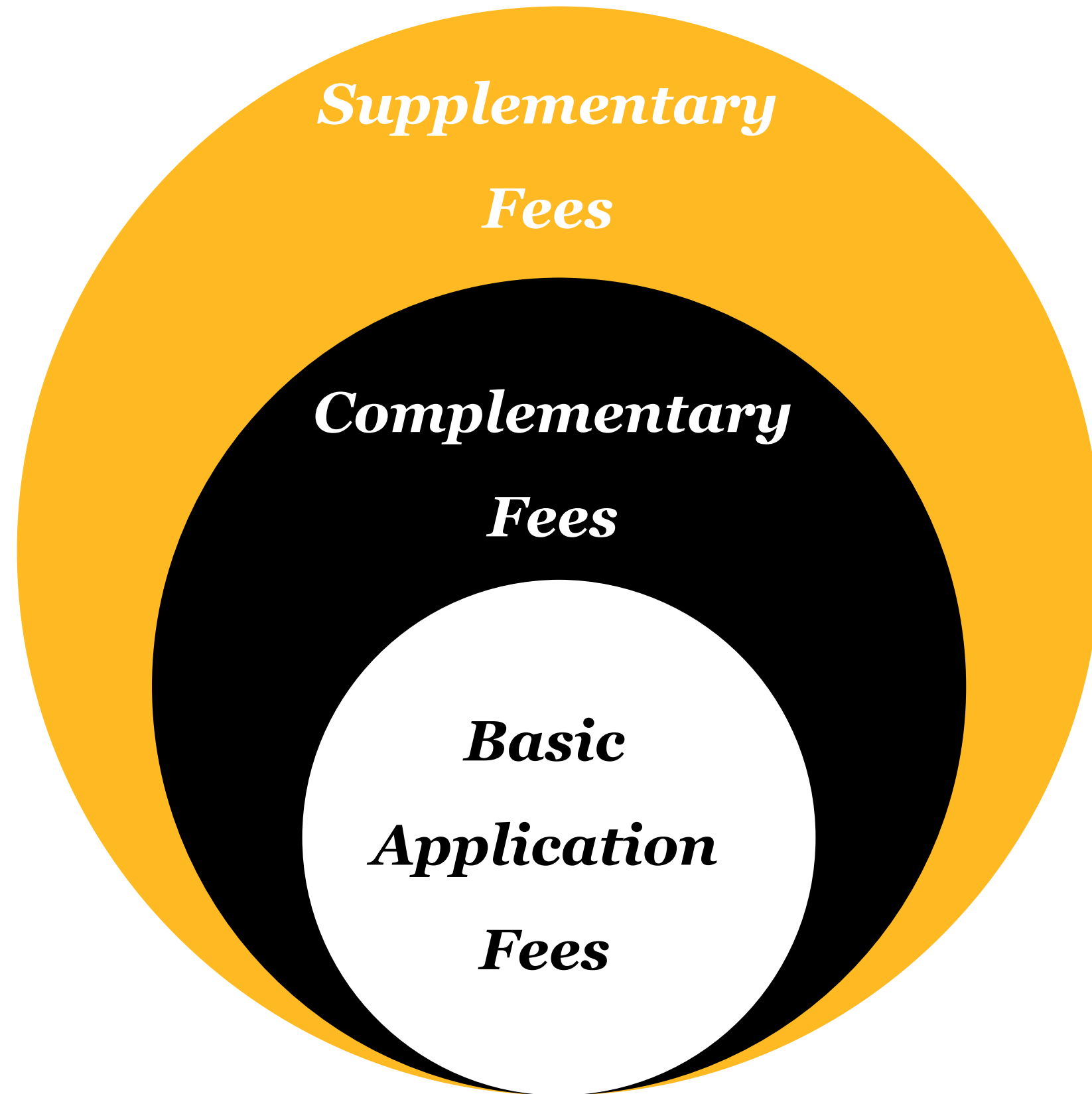


03

## Inspection by National Offices

WIPO will register the Trademark Offices choices in the International Trademark Register and it will give a declaration of assurance award.

# INTERNATIONAL TRADEMARK REGISTRATION FEES



- **Basic Fees:** This is the basic International Trademark Registration fees.
- **Complementary Fees:** For every country, the application is filed for the jurisdiction where the candidate wants to safeguard their mark.
- **Supplementary Fees:** For each class of goods/services **Trademark**, this supplementary fee is charged.

# WHY SWARIT ADVISORS?

Swarit Advisors is a technology motivated platform establishing the specialized legal & Financial advisory services in India.

We are dedicated to helping startups and MNC in solving legal, Taxation and compliance related to starting and running their business around the world.

Our goal is to offer one-click access to individuals & industries for all their legal & professional desires!



## EXPERIENCE

10+ Years of  
Experience in Banking  
and Insurance laws

## FOCUS

*Dedicated Team with  
Prior Experience in  
Regulation*

## COMMITMENT

*90% Success in  
RBI/SEBI/IRDA/IPR  
Matters*

## RESPECT

*We work like  
Co-Founders  
with our clients*

## OPENNESS

*Innovative and  
Strong Project  
Plans*



# Contact Us

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Reach out to us for inquiries  
or comments.



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## Website

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