

BRAZIL JOINS MADRID AGREEMENT CONCERNING THE INTERNATIONAL REGISTRATION OF MARKS

The World Intellectual Property Organization (WIPO) has received the instrument of adherence from Brazil to the Protocol relating to the Madrid Agreement, which has been signed by the President Jair Bolsonaro, and which determines that from October 2 of 2019, the Madrid Agreement Concerning the International Registration of Marks will come into force.

The Madrid System administered by the WIPO has a double goal: firstly, it facilitates the acquiring process for trademark protection for products and services. And secondly, the international registration obtained is equivalent to a set of national certificates that can be managed in an easier, more efficient way. This means that trademark rights can be renovated through a single registration and thus enables more processes to be completed through this registration, e.g. changes related to it, or those relating to the ownership, name or address, as well as the introduction of limitations in the product list.

Now, Brazilian trademark owners can benefit from registering their marks in more than 120 foreign countries including Colombia, since our country adhered to the Madrid System in 2012. Furthermore, trademark owners abroad can benefit from a reduction in administrative processes considering that, with only one application, a mark can be protected in some or all of the members of the Madrid Union.

Within our region, Brazil became the fifth country to enter the Madrid Agreement Concerning the International Registration of Marks as an active member, joining Colombia, Antigua and Barbuda, Cuba, and Mexico.