

Friday, August 6, 2010, 4:00 p.m. to 5:00 p.m.
Laurel Hill, 4th Floor, InterContinental
San Francisco

The Madrid System of Trademark Registrations

Since the U.S. acceded to the Madrid Protocol more than six years ago, the Madrid System of trademark registrations is regularly used by practitioners from both sides of the Atlantic. The system became even more attractive in October 2004 when the Community Trademark System joined the Protocol, thereby allowing an extension of a U.S. trademark by International Registration to the CTM system, which provides protection in all 27 EU member states at once. During recent years, many problems had to be dealt with by the practitioners using the Madrid System. There are more subtleties in extending protection of an international registration to the U.S. due to specific requirements of the USPTO than most lawyers in Europe and the U.S. know. Moreover, there are several pitfalls for U.S. users extending the protection of their trademarks to Europe, particularly when it comes to the identification of goods and services and strategies of protection related thereto. This program will provide an overview about the most important strategies to be kept in mind when using the Madrid System in a transatlantic context, and provide tips for its everyday use.