

All Things IP



Submitted by

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Brand owners having operations in multiple countries are more often than not faced with this important and difficult question of- *How do I protect my brand name uniformly in all countries/jurisdictions in which I have business presence?*

While the question may seem difficult, the answer to it is definitely not so..! India has become a party to the Madrid Protocol in the year 2013. The Madrid Protocol is a cost-effective and efficient route to global branding that is available to brand owners to protect their trademarks in multiple jurisdictions in which they have actual business presence or virtual business presence whether by import or export of their products. The Madrid Union currently has 102 members, covering 118 countries. These members represent more than 80% of world trade, with potential for expansion as membership grows.

Further, most of the important countries that are party to the Madrid Protocol today facilitate online pre-adoption search of trademarks that can be availed by brand owners prior to actually making an application under the Madrid Protocol in such jurisdictions. Pre-adoption searches assist brand owners in arriving at a well informed decision before proceeding with filing of trademark applications in multiple jurisdictions and that can potentially lead to cost savings for the organisation.

We at Eshwars have a rich experience of advising various companies having business presence in multiple jurisdictions by conducting such pre-adoption searches and further by strategizing the international applications under the Madrid Protocol. For more information on IP Protection strategies for your business under the Madrid Protocol please write back to us at: saisunder@eshwars.com.





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