

## Local entrepreneurs can register their trademarks through Madrid Protocol for worldwide protection



Domestic Trade and Consumer Affairs minister Datuk Seri Saifuddin Nasution Ismail says the Madrid Protocol allows Malaysian entrepreneurs to register in any of the 122 selected Madrid Protocol countries. -- NSTP/Zunnur Al Shafiq

By Teh Athira Yusof  
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**KUALA LUMPUR:** Malaysian entrepreneurs who trademark their intellectual properties under the Intellectual Property Corporation of Malaysia (MyIPO) can now start registering their brand through the Madrid System to gain worldwide protection.

Domestic Trade and Consumer Affairs minister Datuk Seri Saifuddin Nasution Ismail said the Madrid Protocol allows Malaysian entrepreneurs to register in any of the 122 selected Madrid Protocol countries.

Madrid System or Protocol Relating to the Madrid Agreement Concerning the International Registration of Marks (Madrid Protocol) was adopted in Madrid on June 27, 1989.

He said it follows Malaysia's participation in the Madrid Protocol under the World Intellectual Property Organisation (WIPO)'s international trademark registration system on Sept 27.

"Through the Madrid System, local brand owners can file and register their brands or businesses in 122 countries participating in the protocol at a lower cost in every country they want to explore without applying to each country," he said in a statement.

“Brand owners who wish to register their brand through this system can visit any of the MyIPO customer service centres nationwide.

“Existing brand owners registered with MyIPO can also benefit from the Madrid Protocol,” he said.

Saifuddin said with the country’s participation in the Madrid Protocol, it could also attract foreign investment by facilitating the registration of foreign trademarks in Malaysia easier as well as cutting cost of trademark registrations in participating countries.

“It will send a clear message to the international community that Malaysia’s intellectual property protection standards are in line with international standards,” he said.

Malaysia is the 106th member of the Madrid System. Other Asean countries which have acceded to the protocol are Brunei, Cambodia, Indonesia, Laos, the Philippines, Singapore, Thailand and Vietnam.

The Madrid System enables brand owners or entrepreneurs to protect their brands in 122 countries, including the United States, Australia, the United Kingdom and Brazil.

Trademark owners only need to fill a single application with MyIPO to register their local brands in the countries participating in the protocol.

The system is an international treaty administered by WIPO which allows trademark owners to seek protection in several countries simultaneously by filing one application with a single office, in one language and by paying one fee.

