

## **MyIPO: Almost 400 applications for international trademarks received since implementation of Madrid system**

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**KUALA LUMPUR:** The Intellectual Property Corporation of Malaysia (MyIPO) has received nearly 400 international trademark applications from abroad through the Madrid System, since its implementation on Dec 27 last year, said Domestic Trade and Consumer Affairs Minister Datuk Seri Saifuddin Nasution Ismail.

Apart from that, he said MyIPO also received 15 applications from local entrepreneurs for filing of their trademarks overseas through the system.

"The system enables local trademark owners to register their trademarks in 122 countries around the world and make Malaysia the preferred country for protection of foreign trademarks.

"The Madrid system serves as a catalyst in the cooperation among member countries of the Madrid Protocol to expedite the filing and registration of cross-border trademarks," he told reporters, after opening a meeting of 20 regional members of the Madrid Protocol at the MYIPO headquarters here on Tuesday (Feb 4).

Saifuddin said Malaysia officially implemented the Madrid System after joining the Madrid Protocol on Sept 27 last year, when the Trademarks Act 2019 came into force.

The Madrid Protocol is an international system for obtaining trade mark protection for a number of countries and/or regions using a single application.

On the meeting, Saifuddin said it was a platform to strengthen the capacity and productivity of regional intellectual property offices in the implementation of the Madrid System for international filing of trade marks.

Apart from that, it also provided encouragement and exposure to countries which are yet to become members of the Madrid Protocol on the benefits of participating in the protocol which is administered by the World Intellectual Property Organisation (WIPO).

Besides Malaysia, the three-day meeting, which began today, also involved the participation of 24 representatives from regional countries including Afghanistan, Bangladesh, Bhutan, Brunei, Cambodia, India, Indonesia, Iran, Laos and Mongolia.

Meanwhile, in his speech, Saifuddin said MyIPO is in the process of establishing a Data Analytics and Decision Support Unit to look deeper at the data, so that MyIPO could improve its services and serve stakeholders better.

He said the plan has started early last month and it is scheduled to be completed within six months.

"MyIPO is also looking at the commercialisation of patents in Malaysia by developing a Patent Harvesting Program to improve the rate of commercialisation of patents among Malaysian researchers.



"It will be working with researchers and the business community to develop a methodology for the purpose. To support these new initiatives, MyIPO will develop a talent management programme to groom a pool of leaders to take us into the future," he added.

He said with the many advancements in artificial intelligence and data analytics, there are opportunities to innovate in intellectual property filings and registration, as well as at the policy level.

