

## 400 trademark applications received through Madrid System

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**KUALA LUMPUR:** Nearly 400 international trademark applications from abroad have been received through the Madrid System since its implementation on Dec 27 last year, says Datuk Seri Saifuddin Nasution Ismail.

The Domestic Trade and Consumer Affairs Minister said the Intellectual Property Corporation of Malaysia (MyIPO) also received 15 applications from local entrepreneurs for filing of their trademarks overseas through the system.

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

"It 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 yesterday.

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

The Madrid Protocol is an international system for obtaining trademark protection for a number of countries and 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 trademarks.

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

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

In his speech, Saifuddin said MyIPO was in the process of establishing a Data Analytics and Decision Support Unit to improve its services and serve stakeholders better.

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

"MyIPO is also looking at the commercialisation of patents by developing a patent harvesting programme 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 said.

Saifuddin added that with many advancements in artificial intelligence and data analytics, there were opportunities to innovate in intellectual property filings and registration, as well as at the policy level. — Bernama