

Consultation on proposed application of Protocol Relating to the Madrid Agreement Concerning International Registration of Marks to Hong Kong

The Government today (November 11) issued a consultation paper on the proposed application of the Protocol Relating to the Madrid Agreement Concerning the International Registration of Marks to Hong Kong (Madrid Protocol).

Traditionally, trademark owners need to apply for registration in each jurisdiction separately if they wish to obtain protection by registration locally. The Madrid System is an international arrangement which seeks to facilitate the registration and management of trademarks in different jurisdictions.

Under the Madrid System, a trademark owner may apply for registration in one or more countries or territories by filing a single application and paying one set of fees. They may also manage their trademark portfolios through a single procedural step with the International Bureau of the World Intellectual Property Organization.

The Madrid Protocol was first adopted in 1989, and now has 91 contracting parties including China. The Protocol currently does not apply to Hong Kong.

A Government spokesperson said, "To enhance the competitiveness of Hong Kong as an international business and intellectual property trading hub, the Government believes that it would be in Hong Kong's overall interest to apply the Madrid Protocol to Hong Kong so that we can take advantage of the Madrid System."

The Madrid System offers an efficient and cost-effective one stop service for trademark owners. Local businesses will be better positioned to explore business opportunities overseas and overseas companies will be better incentivised to do business in Hong Kong. Joining the system will also enhance the credibility of our trademark regime and help us establish Hong Kong as an intellectual property trading hub.

The consultation paper seeks views on the proposed application of the Madrid Protocol to Hong Kong.

The three-month consultation will end on February 11, 2015. Views should be sent to us on or before the deadline by:

email: mp_consultation@ipd.gov.hk

fax: 2574 9102

post: Intellectual Property Department

25/F, Wu Chung House

213 Queen's Road East

Wanchai

Hong Kong

The consultation document is available on the Government websites www.cedb.gov.hk/citb and www.ipd.gov.hk.

Ends/Tuesday, November 11, 2014