

WIPO Madrid Focus Group Breakfast Meeting

An Update Session and Focus Group for US Users of the Madrid System for the International Registration of Marks

Marriott Wardman Park Hotel
Washington, DC

Saturday, October 27, 2018, from 7:00 am to 9:15 am

What is the purpose of this exercise?

The US is a focus country for the promotion of the Madrid System for the International Registration of Marks (Madrid System) by the World Intellectual Property Organization (WIPO). The purpose of this focus group exercise is to better understand what influence your decision making on trademark protection abroad, as a US user. Market research findings will help us tailor information/training offers to the US audience and will be useful in developing programs for future roving seminars in cooperation with US stakeholders. Your feedback would be valuable to reflect the way we work at WIPO to meet your business needs.

Who will participate?

In-house counsels, trademark attorneys and paralegals who are sophisticated users of trademark registration systems and also stakeholders in the decision-making process for trademark protection overseas.

What would be the topics of the discussion?

Should you agree to participate in the focus group you would have the opportunity to participate in a moderated discussion on the following topics:

- Your perception of the Madrid System
- Factors influencing your decision making for trademark protection abroad
- Your use of the Madrid System for trademark registration overseas
- Your information needs for trademark registrations
- Your utilization of website resources on trademark related matter
- Your interactions as a user with the Madrid Registry (E-services and customer support)

Who is conducting the study?

It is being undertaken by the Madrid Information and Promotion Division, Madrid Registry, Brands and Designs Sector, WIPO.

What does agreeing to take part involve?

The present focus group seeks to collect information and feedback from you. We are looking for your experience on using the Madrid System for trademark registration abroad. You are invited to freely share your views on the use of the Madrid System in an informal setting that will take no longer than two hours.

What about confidentiality?

All information you provide will be treated in the strictest confidence. We will take notes during the discussion and perform an audio recording, but any information you give during the focus group will be fully anonymized and combined with the views and experiences of other participants. No individual will be identifiable at any stage of the discussion, publication or presentation of the findings. Data collected will be stored in a secured manner in WIPO internal systems.

How will participants benefit from this study?

We hope you will find the experience of taking part in the focus group interesting and useful. Results should be used to design promotional and training activities in the US. We hope that you will be able

to participate in some of these future activities on the Madrid System.