

Report on Indo-Danish Online Workshop on Madrid Protocol Best Practices

An online bilateral workshop on Madrid Protocol best practices was held between India and Denmark on 26th May 2025. The objective was to evaluate the implementation of the Madrid Protocol in both jurisdictions and to explore opportunities for enhancing cooperation in the field of international trademark registration.

The session was inaugurated with remarks from officials of both sides, who emphasized the significance of strong IP systems in supporting innovation, international trade, and sustainable economic growth. The Madrid Protocol was acknowledged as a key mechanism for simplifying trademark registration across borders, and both countries reaffirmed their commitment to its effective utilization.

Officials from both countries presented overviews of their national trademark systems:

- **India** highlighted the rising volume of trademark applications, reflecting entrepreneurial growth. However, examination delays, procedural backlogs, and limitations in IT infrastructure were cited as key challenges.
- **Denmark** presented its experience as an example of procedural efficiency and digital integration, benefitting from the harmonized EU IP system and centralized application processes. Its user-centric services and timely processing were acknowledged as best practices.

The comparative segment focused on the structural and functional differences between the two systems. While India's large volume and complex procedures contribute to delays, Denmark's streamlined processes and advanced digital tools allow quicker turnaround and better user experience. Despite working under the same international framework, notable variations in administrative capacity and legal interpretations were discussed.

Participants broadly endorsed the idea of establishing a structured bilateral IP dialogue to promote continued exchange and alignment of procedural standards. This cooperation aims to improve implementation efficiency and strengthen user trust in the Madrid system.

Conclusion

The session concluded with a reaffirmation of shared objectives in enhancing global brand protection and promoting innovation. It was agreed that a joint action plan would be developed to implement the workshop's recommendations, with technical support from WIPO. A brief concluding statement expressed gratitude to all participants for their valuable contributions and active engagement.