



Making your mark and protecting your brand online in Canada

Part three - Effective registration and branding strategies

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In short:
When filing a trademark application or renewing a registration, the assessment of your business and core goods and services is key in determining the coverage you need. Reviewing your trademark portfolio and identifying key markets for your business will help you decide if the Madrid system is right for you.

Title: Nice and Madrid implementation, one year later: Lessons learned and what to expect

Key takeaways

- Nice classification
 - Goods and services must be grouped under one or more of the 45 classes available
 - Brands owners are still required to provide a statement of goods and services in ordinary commercial terms
 - Filing and renewal fees will depend on the number of classes covered by a trademark
- Madrid Protocol
 - An international application can be designated in more than 100 countries
 - Possible costs savings if the application extends to multiple countries
 - Simplified application process and record keeping
 - Dependency issue: make sure to have a valid application or registration
 - Consider filing national applications if you have an interest that is limited to a few key jurisdictions

Key contact



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