

**Brazil: Possibility of joining the Madrid Protocol under discussion in an important event in Brazil**

The possibility of Brazil joining the Madrid Protocol in 2018 was one of the main topics under discussion during the 2nd Seminar on Intellectual Property, held in São Paulo on May 8, organized by the Brazilian National Confederation of Industry (CNI), jointly with the Brazilian Patent and Trademark Office (BPTO) and the World Intellectual Property Organization (WIPO). If this scenario turns into reality, in 2019 it will be possible to file trademark applications under the Protocol.

The main goal of the international treaty is to simplify the trademark registration system between its signatories, reducing its costs and time for obtaining a trademark registration in the member countries. Currently, the Protocol is applicable in 117 countries that together represent 80% of the global trade.

During the event, representatives of the BPTO indicated that the office is being prepared for the adoption of the treaty. Among other measures, such preparation includes reducing the time for examining a trademark application to 18 months (which, according to the trademark director, is expected to occur until December this year), the creation of the multi-class and co-ownership systems, the change of administrative procedures and also the training of trademarks examiners.

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