

IP
ALERT

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Thailand Joins the Madrid Protocol

The anticipation of brand owners and IP practitioners for Thailand's implementation of the international registration system of marks is finally over as Thailand becomes a member of the Madrid Protocol with the World Intellectual Property Organization (WIPO) on 7 August 2017.

What this means for your business

From 7 November 2017, when the Madrid system takes effect in Thailand, local brand owners in Thailand will be able to file a single international application with the Department of Intellectual Property (DIP) to register their marks in any of the 114 territories of the other 98 member countries. Brand owners in those countries will also be able to designate Thailand in their international applications, or use their existing international registrations to subsequently designate an extension of protection to Thailand.

We expect that international brand owners will soon start considering including Thailand in their unified international filing strategy.

The Madrid Protocol

The Madrid system provides a channel for brand owners in the member countries to obtain protection of their marks worldwide conveniently and cost-effectively by reducing the requirement to file an application at the intellectual property office in each country in which protection is sought. It also simplifies the subsequent management of the mark, making it possible to record any changes or renewal of registration through a single procedural step.

Thailand becomes the 99th member of the Madrid system and the latest country in ASEAN to join. The six other ASEAN countries that already joined the Madrid Protocol are Brunei, Cambodia, Laos, the Philippines, Singapore, and Vietnam.

Learn more about the Madrid Protocol [here](#).

What now?

ZICO IP is prepared to assist both local and foreign clients interested in this international registration system. We will closely observe the developments of the implementation of the Madrid Protocol in each of the ASEAN jurisdictions in order to provide the most suitable and practical advice.

If you have any questions or require additional information concerning intellectual property enforcement law in Thailand, please contact [Titirat Wattanachewanopakorn](#) and [Nuttaphol Arammuang](#).

This alert is for general information only and is not a substitute for legal advice.