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Meisser & Partners Newsletter

Thailand joins the International Trademark System ("Madrid System")

As of November 7, 2017, it will be possible to obtain trademark protection by an International Registration through WIPO (International Registration) in Thailand. Brand owners will benefit from lower costs and an efficient mechanism to seek protection in Thailand. So far, trademark protection required a national application through local lawyers. Therewith, trademark protection by the International Registration can be claimed in 99 jurisdictions.

Accordingly, it will be possible to extend the protection of existing International Registrations to Thailand or designate Thailand within new applications as of November 7, 2017. The existing national trademark registrations remain valid.

We generally recommend replacing the national trademark registrations by International registrations, as this reduces the costs and administrative expenses in the long run. We will advise on your trademark portfolio at the time of the renewal of national trademark registrations in the relevant jurisdiction.

In case of further queries, please do not hesitate to contact us.