

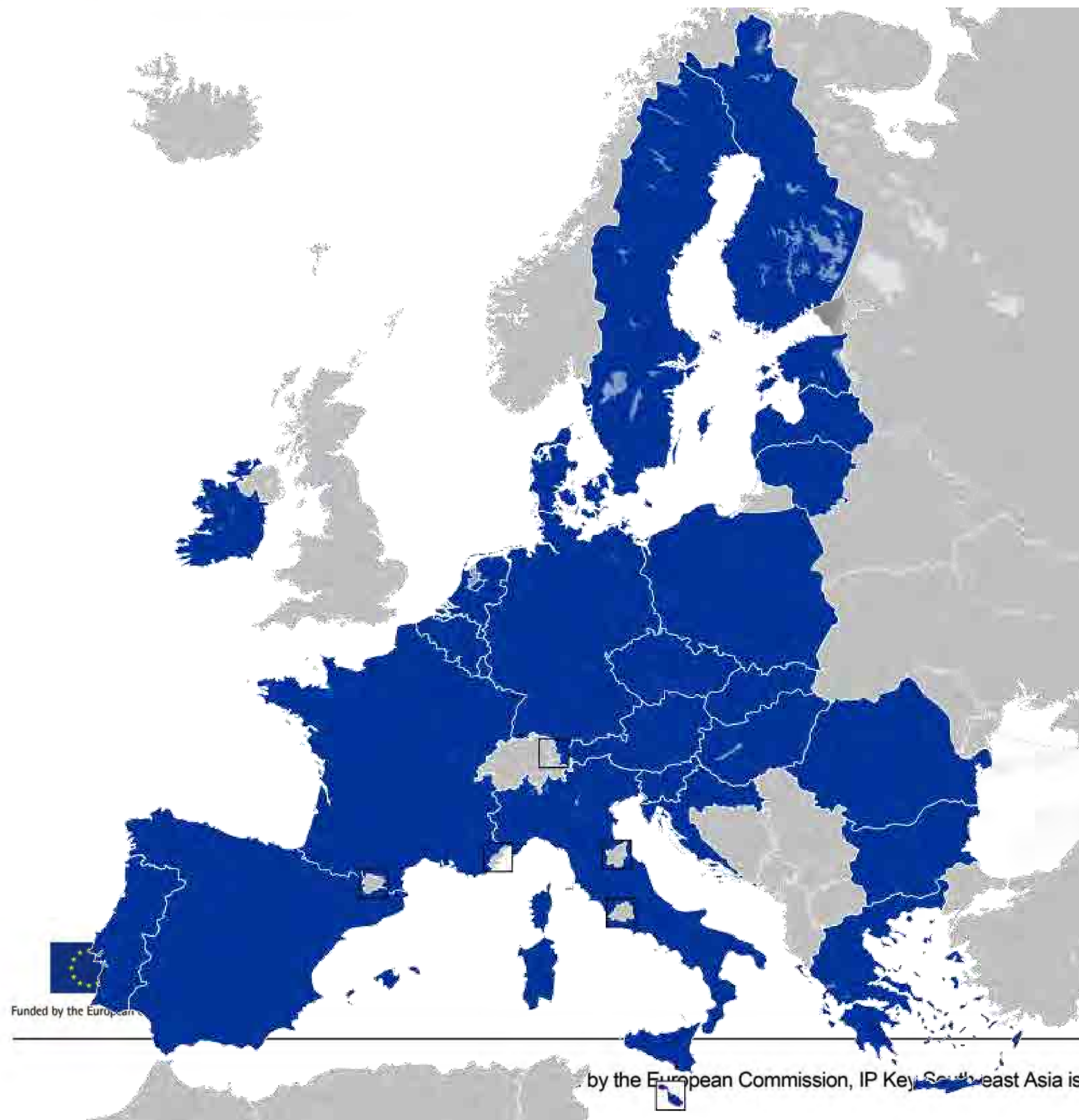


# Protecting trade marks in the EU: national, EU and International

Cristina Senerio Llovet | Manila, Philippines | 30/09/2025

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## CHARACTERISTICS OF EU and EUTM

**27 Member States**

**Population 400+ million**

**Centralised system – unitary protection**

**Harmonised IP law**

**ONE application, set of fees and procedure**

**10 years protection – Indefinite renewal**

**No obligation of use for 5 years (Grace period)**

“What are my choices?”

3

## OPTIONS

EU Trademark via **EUIPO**

International Registration via  
**WIPO (Madrid System)**

**National** Trademark Filings



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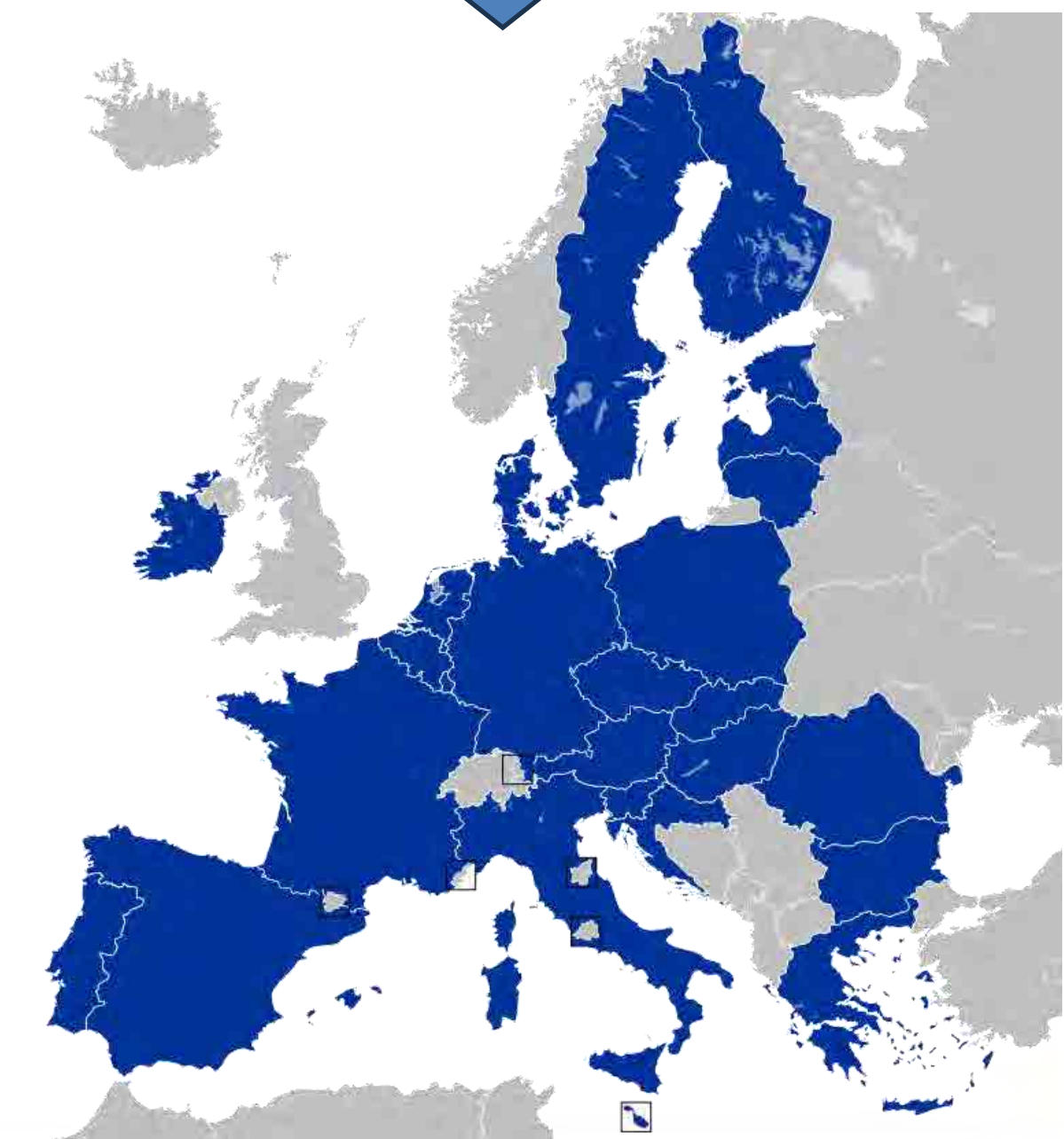
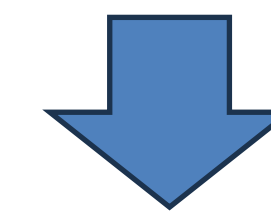
## OPTION 1 – EUIPO (Direct EU Application)

**One** application covers all **27 EU countries**

Managed by the **EUIPO** (in **Spain**)

**Cost-effective** and efficient for broad EU coverage

Requires an **EU-based representative** for **Filipinos** applicants





## OPTION 1 – EUIPO (Direct EU Application)



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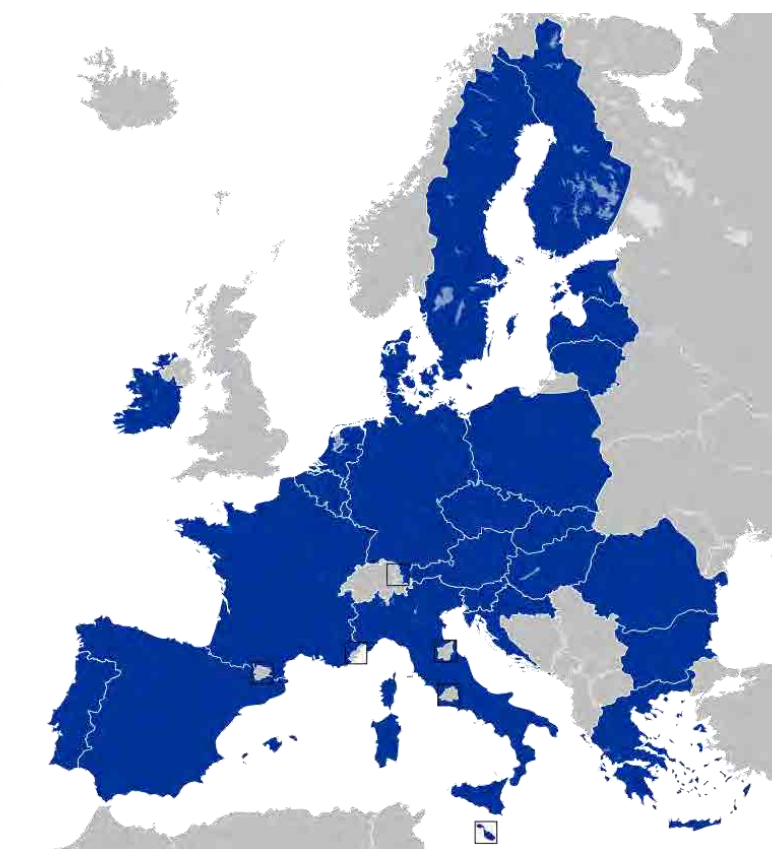
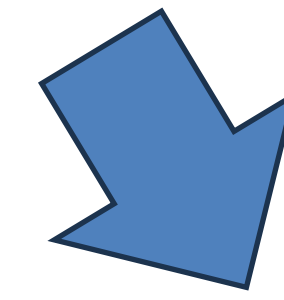
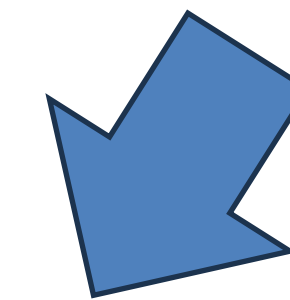


## OPTION 2 – WIPO – Madrid System

File **through WIPO** using your (**Philippines**) trademark as the **base**

Choose to protect in a) the **EU** or b) specific **countries**

Good for **multi-country/global protection**





## OPTION 3 – National trade mark filings

File **separately** in **each country** (e.g. Germany, France, Spain)

**Targeted protection**

**Each registration is independent**

**Local** language, procedures, and costs apply

### National IP Offices



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## So, which route suits me better?

### Directly to **EUIPO**

- **Broad Protection:** If you need protection in **several EU countries** or want **EU coverage as a whole**.
- **Cost-Effective (multi-country):** It is the **simplest** for broad protection and often the **cheapest** (beyond 2–3 countries).
- **Enforcement:** An EU trademark gives **rights in all member states**; you can stop infringers across the EU with one action
- **Cost:** Approx. **€850 official fee** for one class (electronic filing). This includes the entire EU. (Add **€50** for **2nd class**, **€150** per class 2).
- **Procedure:** Must **appoint an EU/EEA representative** since the company is in **Philippines**.  
File online in **English** (or any EU language, with a second language).  
**EUIPO** examines and publishes the application.





## So, which route suits me better?

### International Registration via **WIPO (Madrid System)**

**Cost-Effective for Global:** if you plan to protect your mark in **multiple regions**.  
For example: **EU** + other countries (USA, UK, China etc.).

**One Application, Many Targets: Centralised filing** – one application, one language, one payment covers multiple countries.

**Flexible Coverage: Choose:** EU as a whole or only **specific countries**, depending on needs. Can later **add more countries** by subsequent designations as business expands.

**Independent Outcomes:** Each office (EUIPO or national) decides protection in their jurisdiction. A refusal in one country *does not* cancel the others.



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So, which route suits me better?

## International Registration via **WIPO (Madrid System)**

 **Dependency:** IR depend on your *Philippines basic mark* for **5 years**.  
If the national mark fails or is cancelled in that period, your international registration (and all designations) can be cancelled.

**Costs:** EUIPO fee (as from 850€) + **WIPO fees** (between 700€ and 970€)



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## So, which route suits me better?

### Directly to **National** offices

**Targeted Protection:** You pay only for countries you need. If you only care about, say, **Germany and France**, you don't spend on a full EU coverage.

**Fast in Some Cases:** Some national offices are very quick if no opposition (for example, Germany can register in a few months).



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So, which route suits me better?

Directly to **National** offices



***Multiple Filings = More Work***

***Higher Cumulative Cost***

***Maintenance***



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 **EUIPO**  
EUROPEAN UNION  
INTELLECTUAL PROPERTY OFFICE





What about your  
experience?



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	Graphic representation	Trade mark name	Application date	Goods and Services	Trade mark status	Trade mark office	Application number	Applicant name	
			JOLIBEE	16/08/2019	16, 21, 25, 28, 35	Registered	Spain - O...	M4031756	Jollibee Foods Corporation
		JOLIBEE	JOLIBEE	05/01/2012	29, 43	Registered	Spain - O...	M3012443	JOLIBEE FOODS CORPORATION
			JOLIBEE	26/09/2019	16, 21, 25, 28, 35	Registered	Italy - UIB...	2019000069296	Jollibee Foods Corporation
			JOLIBEE	26/04/2023	9, 29, 43	Registered	Benelux - ...	1483095	Jollibee Foods Corporation
			JOLIBEE	30/04/2020	25	Registered	Ireland - I...	2020/00675	Jollibee Foods Corporation
			JOLIBEE	30/04/2020	16, 21, 28, 29, 30, 32, 35, 39, 43	Registered	Ireland - I...	2020/02384	Jollibee Foods Corporation
			JOLIBEE	16/12/2020	35, 25, 16, 28, 39, 29, 30, 21, 32, 43	Registered	WIPO - W...	1587822	JOLIBEE FOODS CORPORATION
		JOLIBEE	832 Designation(s) under the Madrid Protocol						
			BN - CA - DE - DZ - EG - EM - ES - FR - ID - IN - IT - JP - KE - KH - KR - MX - MY - PL - RU - SG - TH - TR - US - VN						



			JOLLIBEE	28/04/2025	43	Filed	Malta - C...	70002	Jollibee Foods Corporation
			JOLLIBEE	19/09/1995	29, 30, 32, 42	Registered	Czech Re...	104009	JOLLIBEE FOODS CORPORATION
			JOLLIBEE	28/04/2025	9	Filed	Malta - C...	69999	Jollibee Foods Corporation
			Jollibee	09/05/2024	5, 35, 43	Registered	Germany ...	3020242183233	Portes, Bastian, Portes, Reynarie
			Jollibee Foods	18/08/2025	43	Filed	Ireland - I...	2025/01926	Trevor Kearns IE
			JOLLIBEE YUMBURGER	30/03/2023	30	Registered	Germany ...	3020231049956	Jollibee Foods Corp.
			JOLLIBEE YUMBURGER	26/04/2023	30	Registered	Poland - ...	Z.555246	JOLLIBEE FOODS CORPORATION
			FIGURATIVO JOLLIBEE MASCOT	13/03/2013	29, 43	Registered	Italy - UIB...	2013902136214	JOLLIBEE FOODS CORPORATION
			IL MARCHIO E COSTITUITO DALLA DICITURA IN CARATTERI NORMALI JOLLIBEE	15/05/2012	29, 43	Registered	Italy - UIB...	2012902050555	JOLLIBEE FOODS CORPORATION



## Practical steps before applying

**Trademark Search:** Whichever route, perform a ***clearance search in relevant databases*** (EUIPO's *eSearch* and *national databases*) to ensure no conflicting mark that could block you.

**Prepare a Clear Mark and Goods/Services List:** Define your mark (name or logo) and the goods/services it will cover. Use proper class terms (*EUIPO* and *WIPO* have *tools* like TMclass).

### File Application:

For **EUIPO** – use their **online portal**; pay fee in **EUR**; appoint **representative** (your EU attorney).

For **Madrid** – file through **eMadrid platform**, who forwards to WIPO; pay fees in **CHF** ; they will handle onward transmission to EUIPO and others.

For **National** – engage **local IP agents**; prepare documents in each language; file in each office (some have online filing in English possible, e.g. Spain accepts applications in English, but correspondence then in Spanish).



## Practical steps before applying

**Follow-up:** Monitor the status. EUIPO will publish your application in about 1 month for opposition (3-month window). WIPO will issue the international reg. certificate and notify when each office is done (up to 18 months). Nationals will have their own timelines. Be ready to respond if any objections or oppositions arise.

**Registration & Use:** Once registered, use the mark commercially in those markets. Mark your products/website with the ® symbol as appropriate. Diary the renewal dates (10 years from filing for EUIPO and most nationals; Madrid international registration also 10 years).



**THANK YOU**

 @IPKey\_EU



Presentation			
Status	DRAFT / APPROVED		
Approved by owner	-		
Authors	-		
	-		
Contributors	-		
	-		

Revision history			
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0.1	DD/MM/YYYY		
0.1	DD/MM/YYYY		
0.1	DD/MM/YYYY		