

## The Saudi Arabia Cabinet Approves Accession to the Protocol Relating to the Madrid Agreement Concerning the International Registration of Marks.

*Saudi Arabia Joining the Madrid Protocol Strengthens Saudi Arabia's Commitment to IP Protection.*



**Riyadh, Saudi Arabia – November 29, 2023** – The government of the Kingdom of Saudi Arabia has officially accepted joining the Madrid Protocol. This international treaty simplifies the process of obtaining trademark protection in multiple countries. This significant step forward demonstrates Saudi Arabia's unwavering commitment to fostering a vibrant and innovative business environment that protects trademarks.

Under the Madrid Protocol, businesses can file a single application in their home country and designate multiple countries where they wish to protect their trademarks. This streamlined procedure eliminates the need to file separate applications in each designated country, saving time, money, and resources.

### **Key Benefits of Saudi Arabia Joining the Madrid Protocol:**

**Streamlined Trademark Protection:** Businesses can obtain trademark protection in multiple countries with a single application.

**Reduced Costs:** Businesses can save on filing fees and legal expenses compared to filing separate applications in each country.

**Enhanced Efficiency:** The Madrid Protocol's centralized system reduces administrative burdens and accelerates the trademark

registration process.

**Strengthened Intellectual Property Rights:** Saudi Arabia's accession to the Madrid Protocol reinforces its commitment to protecting intellectual property rights.

### **Saudi Arabia's Commitment to Intellectual Property Protection**

The Kingdom of Saudi Arabia recognizes the importance of intellectual property protection as a driver of innovation and economic growth. In recent years, Saudi Arabia has undertaken several initiatives to strengthen its intellectual property regime, including:

- Establishing the Saudi Authority for Intellectual Property (SAIP) to streamline intellectual property administration and enforcement.
- Enacting a new Copyright Law that aligns with international standards.
- Joining the Patent Cooperation Treaty (PCT) to facilitate international patent filings.

### **About the Madrid Protocol**

The Madrid Protocol is an international treaty administered by the World Intellectual Property Organization (WIPO) that simplifies obtaining trademark protection in multiple countries. Currently, there are over 120 member countries in the Madrid Protocol, representing a global market of over 4.5 billion consumers.

*More details to follow.*