

JAPAN INTELLECTUAL PROPERTY ASSOCIATION

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13th July, 2011

Mr. Ricardo R. Blancaflor
Director General
Intellectual Property Office of Philippines
IPO Building
351 Sen. Gil Puyat Ave., Mkat City
Philippines 1200

Dear Mr. Ricardo R. Blancaflor,

We, the Japan Intellectual Property Association having around 1,200 members including regular and associate members, are a private IP user organization. And we have worldwide activities to send our opinions and recommendations for the purpose of the establishment IP system and more effective implementations to the relevant authorities, when appropriate opportunities arise, Now, we heard that your office had a plan to make a review meeting related the conclusion of the Madrid Protocol. And so our opinion is hereby submitted.

We are still interested in Philippines' IP movement before "*Forum on the Use of the Madrid Protocol System in enhancing economic competitiveness*" held in Singapore 2008, which IPOPHL's members participated in. And we still think that Philippines' signature of the Protocol will simplify Trade Mark procedures and their maintenances, and it will make a great effect for applicants/stakeholders regardless from home and abroad to business in Philippines. Therefore, we highly raise an expectation for Philippines' conclusion of the Protocol.

And we also expect that your sign will promote other ASEAN countries' participation of the treaty and that will boost the business activities in Philippines and in ASEAN countries.

Your deeply consideration on this matter will be appreciated.

Sincerely yours,

(Hirokazu Kokumai)

Chairperson of the Trademark Committee
Japan Intellectual Property Association

