



EUROPEAN UNION

OFFICE TO HONG KONG AND MACAO

Head of Office

Hong Kong, 10 February 2015

Director of Intellectual Property
Intellectual Property Department,
The Hong Kong SAR Government
25th Floor, Wu Chung House
213 Queen's Road East
Wanchai
Hong Kong
Email: mp_consultation@ipd.gov.hk

BY MAIL and E-MAIL

Dear Director of Intellectual Property,

**Re: Proposed Application of the Protocol Relating to the Madrid Agreement
Concerning the International Registration of Marks (Madrid Protocol) to
Hong Kong**

I am writing on behalf of the European Union in response to your public consultation on the application of the Madrid Protocol to Hong Kong.

The European Union very much welcomes Hong Kong's intention to join the Madrid Protocol. The Madrid System for the International Registration of Marks (Madrid system) offers trademark owners a cost effective, user friendly and streamlined means of protecting and managing their trademark portfolio internationally. The decision by Hong Kong to join this system would be excellent news for the international trademarks community, and would represent an important step towards ensuring that the Madrid System has an ever greater global reach.

The European Union looks forward to working with Hong Kong on the implementation of the Madrid Protocol very soon.

Your sincerely,

Vincent PIKET