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# International vs. National Trademark Filing Guide (XI): Long-term Brand Strategy

Trademark filing should not be merely about "obtaining a certificate"; it is a strategic foundation supporting a company's global expansion for the next 5 to 10 years. A mature long-term strategy is rarely a binary choice between routes but rather a flexible "Dynamic Configuration."

## 1. Alignment with Brand Life Cycle

(1) **Startup and Testing Phase:** When resources are limited and markets are uncertain, focusing on National Applications in core markets is recommended. This ensures the most robust protection in critical battlegrounds while avoiding the risk of a "Central Attack" collapsing the entire portfolio.

(2) **Rapid Expansion Phase:** Once the brand is established at home and ready for broad entry into regions like Europe or Southeast Asia, the Madrid System becomes the ultimate tool. It allows companies to cast a wide "Defensive Net" quickly to deter trademark squatters.

## 2. Segregating Core and Defensive Assets

(1) **Core Marks (Main Brand):** For your most vital brand assets, National Applications in key jurisdictions (U.S., China, Japan, EU) are advised. This "premium" approach ensures that rights are independent of any home-country setbacks and are defined by precise local specifications.

(2) **Sub-brands and Defensive Marks:** For secondary lines or marks filed primarily to block competitors, the Madrid System is ideal for reducing administrative overhead and achieving cost-effective mass management.

## 3. Adapting to Geopolitical and Economic Changes

The Madrid System membership evolves. A long-term strategy should include periodic reviews:

(1) **Subsequent Designation:** As new countries join (e.g., recent ASEAN members), companies can extend existing international registrations to these new markets without refiling everything.

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(2) **National Backups:** Budget should always be reserved for national filings in non-member states (e.g., Taiwan, Saudi Arabia) or markets with highly idiosyncratic examination practices.

**Summary Advice** The most powerful brand strategy is the "1+N" Model: utilizing 1 set of solid national filings in core markets as a foundation, paired with N countries under a Madrid International Application for expansive coverage. By aligning legal tools with business momentum, you ensure your brand can both stand firm and move fast in the global arena.

*If you wish to obtain more information or assistance, please visit the official website of Kaizen CPA Limited at* ***www.kaizencpa.com*** *or contact us through the following and talk to our professionals:*
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