

# ■ Topic 1 : Madrid System – Latest Developments

ARISE+ IPR Regional Workshop on the Madrid  
Protocol

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**Online**  
**November 16, 2021**

# Outline

## ■ Facts and Figures

- The Madrid System: a trademark protection service for businesses

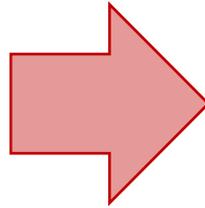
## ■ Legal Framework and Latest Changes

## ■ Online Services

- Online services development
- Online services provided by WIPO with IP Offices
- WIPO – IP Offices cooperation

## ■ Public Education Opportunities

# A Brand and a Plan to Export



# Protection Option: The Madrid System

The International Route may be the best option to protect your trademarks abroad when you:

- Seek protection in multiple markets, particularly if these are in different regions
- Want flexibility to add new markets as your export plans develop
- Have limited budget and/or time to spend on registration and management of your trademarks

# Madrid System: Key Benefits

## THE MADRID SYSTEM: PROTECTING TRADEMARKS ABROAD

**WIPO | MADRID**  
The International  
Trademark System

The Madrid System is the convenient and cost-effective way to protect your brand internationally

Register and manage your trademarks in multiple countries through one system



### ONE-STOP SHOP

One application



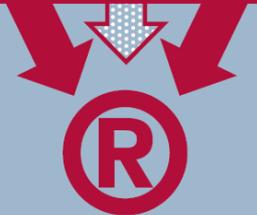
One set of fees



One filing language



Centralized management



### GLOBAL REACH

109 members



125 countries



Over 80% of world trade



And growing



# Madrid System: For all Businesses



**Individual  
Entrepreneurs**



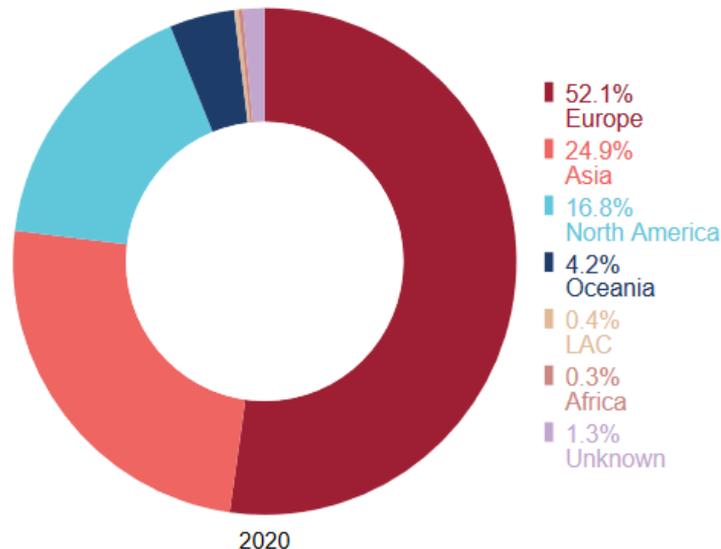
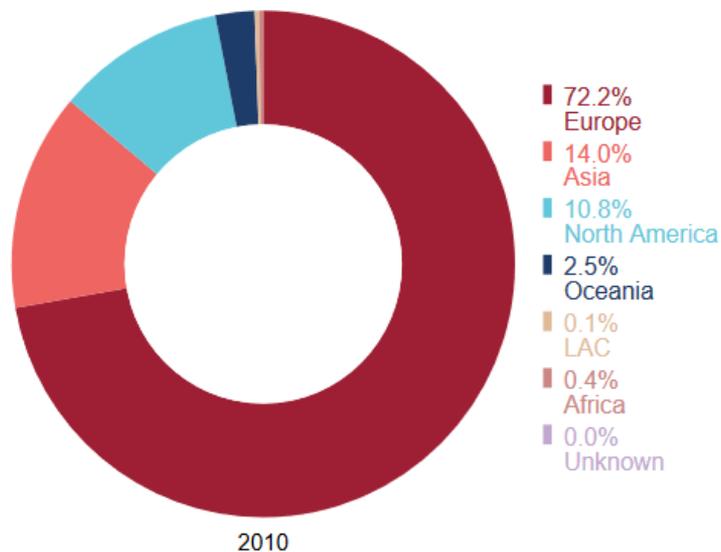
**Small & Medium  
Businesses**



**Large Businesses**

# Madrid Filing 2010/20: a Shift to Asia

International applications by region, 2010 and 2020



Note: Data for 2020 are WIPO estimates. Origin data are based on the country or territory of the applicant's address. Madrid applications filed in 2020 came from applicants domiciled in a total of 117 countries or territories of origin. Each geographical region included the following number of countries or territories: Africa (17), Asia (33), Europe (42), Latin America and the Caribbean (LAC) (19), North America (3) and Oceania (3).

Source: WIPO Statistics Database, March 2021.

# ASEAN Members: Key Figures (2020)

<b>Contracting Parties</b> ( <i>Accession Date</i> )	<b>National Applications</b>	<b>Madrid Applications</b> (% Growth 2019/20)	<b>Madrid Designations</b>	<b>Madrid Revenues (CHF)</b>
Brunei Darussalam ( <i>January 2017</i> )	1,748	1 (-50%)	1,115	371,839
Cambodia ( <i>June 2015</i> )	8,685	10 (+150%)	2,617	810,803
Indonesia ( <i>January 2018</i> )	101,048	101 (+83%)	7,547	2,619,504
Lao People's Democratic Republic ( <i>March 2016</i> )	2,047	1 (-66%)	1,729	421,114
Malaysia ( <i>December 2019</i> )	37,254	89 (+709%)	5,864	3,098,970
Philippines ( <i>July 2012</i> )	34,325	57 (-40%)	6,477	1,757,400
Singapore ( <i>October 2000</i> )	26,544	647 (-8%)	10,864	8,504,997
Thailand ( <i>November 2017</i> )	45,845	114 (-14%)	7,869	7,861,954
Viet Nam ( <i>March 1949</i> )	63,654	179 (-3%)	8,287	2,981,920

# Legal Framework

- Madrid Agreement (1891) – *no longer in “operations”*
- Madrid Protocol (1989)
- Regulations
- Administrative Instructions
  
- **Laws and Regulations of each Contracting Party**

See [http://www.wipo.int/madrid/en/legal\\_texts/](http://www.wipo.int/madrid/en/legal_texts/)  
<http://www.wipo.int/madrid/memberprofiles/#/>

# Legal Changes

*February 1, 2020*

- Common Regulations => the Regulations under the Protocol
- Simplified renewal procedure

*February 1, 2021*

- Replacement and mandatory email address

*November 1, 2021*

- Appointment of a representative in separate communication
- Address of holder no longer required in subsequent designation

# Mandatory Email Requirement

Amendments to the Regulations, *February 1, 2021*.

Mandatory to indicate an email address for:

- Applicants in international applications
- New holders in requests for recording of a change in ownership
- Appointed representatives in any requests

=>WIPO will send all communications by email to the representative or, if not appointed, to the applicant or holder.



# WIPO & IP Offices: a Partnership for a better user experience

- **Digital transformation** of Madrid services: online transactions
- **Online services** provided by WIPO with IP Offices
- Continuous exchanges **and client-centered approach** for improving the operations of the System (rules implementations, electronic communications, timeliness of service requests, etc.)

# ONLINE SERVICES DEVELOPMENT

# IP Portal: Single Sign-on

WIPO IP PORTAL MENU HELP ENGLISH LOGIN WIPO

What are you looking for? [SEARCH] [CLOSE]

PATENTS >  
TRADEMARKS >  
DESIGNS >  
GEOGRAPHICAL INDICATIONS >  
TRADE SECRETS >  
CREATIVE WORKS >  
RESEARCH AND DATA >  
DIGITAL EVIDENCE >  
ASSISTANCE PROGRAMS >  
MEDIATION AND ARBITRATION >  
DOMAIN NAME DISPUTE RESOLUTION >

WIPO IP PORTAL MENU HELP ENGLISH WIPO

## WELCOME TO THE WIPO IP PORTAL

Login with your WIPO Account to access WIPO's online IP services

Username \* Password \* Login

[Create WIPO account](#) [Forgot your username?](#) [Forgot your password?](#)

↑

# Unified Navigation

WIPO IP PORTAL **MENU** HELP 105411- JOHN DOE WIPO

What are you looking for? CLOSE

- MY FAVORITES >
- PATENTS >
- TRADEMARKS** >
  - Search >
  - File & Manage** >
    - International Application Simulator**   
Find out how to use the Madrid System to seek the protection of your trademark abroad.
    - Madrid Application Assistant**   
Complete applications for international registrations with pre-populated data fields and step-by-step validation.
    - Madrid Member Profiles**   
Learn about the laws and practices of IP offices of Madrid System members to ensure application complies with trademark registration requirements in target markets.
    - Madrid Goods & Services Manager**   
Compile and verify the list of goods and services to be covered by international trademark registrations.
  - DESIGNS >
  - GEOGRAPHICAL INDICATIONS >
  - TRADE SECRETS >
  - CREATIVE WORKS >
  - RESEARCH AND DATA >
  - DIGITAL EVIDENCE >
  - ASSISTANCE PROGRAMS >
  - MEDIATION AND ARBITRATION >

**New Madrid Transactions: Change in Holder Details and Renunciation**

Submit your international registration requests online, effortlessly.

WIPO | MADRID

WIPO PROOF  
Produce trusted digital evidence for your intellectual assets.

WIPO Lex  
Free of charge access to legal information on intellectual property [IP].

# Customizable Dashboard of Widgets

The screenshot displays the WIPO IP Portal dashboard with a dark header. The header includes the 'WIPO IP PORTAL' logo (circled in red), a 'MENU' button, and user information: 'HELP 105411- JOHN DOE' with notification and home icons, and the 'WIPO' logo. The main content area is titled 'MY DASHBOARD' and features a 'Feedback' button in the top right.

**WIDGETS** (Clear Dashboard)

- PATENTS
- TRADEMARKS
  - Madrid Monitor
  - Global Brand Database
- DESIGNS
- GEOGRAPHICAL INDICATIONS
- DIGITAL EVIDENCE
- PAYMENTS
- GENERAL
  - Latest News
  - World Clock
  - My Favorites
  - Quick Links
  - Notepad

**MADRID MONITOR** (dropdown arrow)

- ☆ [0 Watched IRNs](#)
- Quick Search
- Search by trademark text or IRN.

**GLOBAL BRAND DATABASE** (dropdown arrow)

- Search  Saved Searches
- Search Global Brands
- Search by Brand name, Applicant/Holder name, Application/Registration number

**MY FAVORITES** (dropdown arrow)

- [Madrid Application Assistant \[TRADEMARKS\]](#)
- [Madrid Member Profiles \[TRADEMARKS\]](#)
- [Management of Representative \[TRADEMARKS\]](#)
- [Fee Calculator \[TRADEMARKS\]](#)
- [Contact Madrid \[TRADEMARKS\]](#)

**QUICK LINKS** (dropdown arrow)

- USPTO
- WIPO - Madrid
- Madrid - video tutorials: Subsequent Designa...

[Add a link](#) or drag and drop a link.

**WORLD CLOCK** (dropdown arrow, circled in red)

- Settings
- How to use
- Duplicate
- Remove

**NOTEPAD** (dropdown arrow)

Register to the specialized distance learning course on the Madrid system [DL-303]

**LATEST NEWS** (dropdown arrow)

- COVID-19 Support Services, Global Innovation Index Launch: Save the Date  
August 5, 2021 [WIPO Wire](#)
- WIPO Wire: WIPO, WTO, WHO Together Against the COVID-19 Pandemic; Israel, Nice...  
July 8, 2021 [WIPO Wire](#)

# New Online Transactions

## LIMITATION OF GOODS AND SERVICES

The limitation you are requesting will reduce the list of goods and services in respect of some, or all the Contracting Parties designated in the international registration. The goods and services that are the subject of the limitation will remain in the main list of the international registration, but they will no longer be covered by the designated Contracting Party concerned. You may later request the recording of a subsequent designation for the goods and services that are the subject of the limitation. Request a partial cancellation to permanently remove the goods and services from the main list of your international registration. Request a renunciation if you wish to abandon the effects of your international registration [for all the goods and services] with respect to one or more [but not all] of the designated Contracting Parties.

Please enter your International Registration Number

IRN

*November 2020*

## MANAGEMENT OF REPRESENTATIVE



### REQUEST DETAILS

You may use this form to appoint a Representative to act on your behalf to manage your International Registration before the International Bureau [WIPO]; request a recording of a change in the contact details [including name or address] of the Representative already recorded in the International Register; or to cancel a Representative.

A single form may be used by the Holder to request the Appointment, or the cancellation of a Representative for multiple International Registrations provided that all registrations listed are recorded in the name of the Holder making the request. A single form may also be used by a Representative to request a change in contact details, or to cancel the Appointment of a Representative for multiple International Registrations provided all registrations listed are recorded in the name of the Representative making the request.

*March 2021*

## CHANGE IN HOLDER DETAILS



### REQUEST DETAILS

Use this form to record a change of name and/or address of the holder; and/or where the holder is a legal entity, to introduce and/or change its legal nature. A single form can concern one or more changes for one or more international registrations. The same change(s) can be recorded for multiple international registrations [for example, you may submit one request to change the holder's name and address for several international registrations] provided the name of the holder [as recorded] is the same for all registrations listed.

The holder may also submit one form to record a number of changes such as, a change of name, address and an indication of legal nature to one international registration.

Please note that WIPO will record the information received in the International Register, provided it meets the requirements of Rule 25 of the Regulations. Therefore, it is important that you provide accurate and complete information.

*July 2021*

## RENUNCIATION

Use this form to abandon the effects of an International Registration for all the goods and services with respect to some [but not all] of the designated Contracting Parties.

Do not use this form if you wish to restrict the list of goods and services with respect to all or some of the designated Contracting Parties in an International Registration, use [limitation](#) for this purpose.

Do not use this form if you wish to permanently remove particular goods and services from the international registration, affecting all the designated Contracting Parties, use form MMB [partial cancellation] for this purpose.

There is no fee for this request.

I am:\*

- The recorded Holder
- The recorded Representative

*July 2021*

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# Online Transactions: Key Benefits

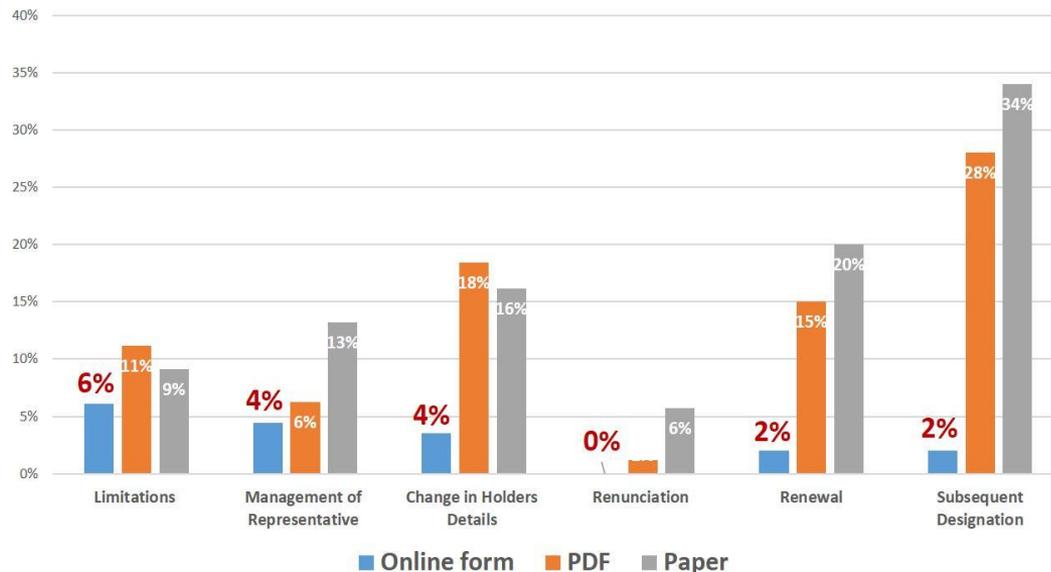
More than an electronic version of MM forms...

- Authentication via WIPO Account
- Built-in checks every step of the way
- Search by holder or representative name, trademark or international registration number
- Up-to-date information on the international registration
- Online payment
- Automatic confirmation email

# Online Transactions: Key Figures

Online Transactions	% Request
Holder's details	55%
Renunciation	35%
Management of Representative	45%
Limitation of Goods & Services	61%
Renewal	75%
Subsequent Designation	65%

## Irregularity Rates



# Online Transactions: Coming Next

- Change in Ownership: record a total or partial change in ownership ([MM5](#) form)
- Cancellation: remove goods and services in respect of all the designated Contracting Parties ([MM8](#) form)
- Correction of a recording: request that WIPO correct an error recorded in the International Register ([MM21](#) form)

# ONLINE SERVICES: WIPO – IP OFFICES

# Madrid Application Assistant

Prepare international application in an intuitive and linear manner (*launch in July 2020*)

- Method of filing according to selected Office of Origin
- Pre-populated application with data import from the Office of origin
- List of goods and services automatically translated/checked with the [Madrid Goods & Services Manager](#) and estimate by the [Fee Calculator](#).
- Application in PDF file ([MM2](#) form) ready to submit to the Office of origin.

# Madrid Application Assistant

	MAA	Total	Percentage
Germany	683	5620	12.15%
Russian Federatic	182	2228	8.17%
Denmark	141	426	33.10%
Mexico	121	129	93.80%
Ukraine	116	647	17.93%
Italy	92	2461	3.74%
Spain	89	718	12.40%
Turkey	87	2413	3.61%
Sweden	77	199	38.69%
Poland	46	307	14.98%
Israel	31	471	6.58%
Norway	30	459	6.54%
India	29	386	7.51%
Finland	26	101	25.74%
Japan	23	3863	0.60%
Armenia	21	52	40.38%
Croatia	21	213	9.86%
Malaysia	21	166	12.65%
Ireland	19	87	21.84%

- Users from **63** countries
- ASEAN: Brunei Darussalam, Cambodia, Indonesia, Lao People's Democratic Republic, Malaysia, Philippines, Viet Nam
- Over **3,000** attempts
- Positive feedback from users and IP Offices
- Joint promotional activities
- Possibility of further Office-to-Office collaboration

# Madrid E-Filing

File international applications online with the solution developed by WIPO

- Available on the website of IP Offices
- Full electronic process and certification
- Customized to IP Office needs (response to irregularities)
- Integrate Madrid Goods & Services Manager/Fee Calculator
- Authentication via WIPO Account

# Madrid Member Profiles Database

Learn about and compare trademark rules and examination procedures in IP Offices of Madrid Members

- General information, including contact details and national trademark laws
- Rules and procedures for filing an international application through your “home” Office (Office of origin)
- Types of trademarks can be protected in your target markets
- Rules and procedures applicable when designating a member in your international trademark registration

# Madrid Goods & Services Manager

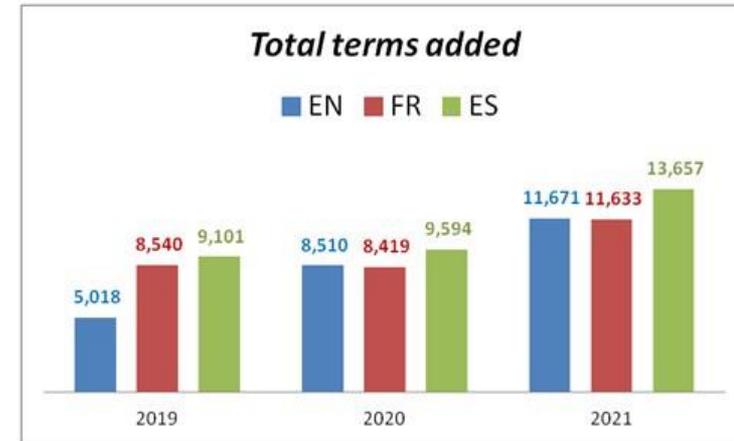
Compile and verify list of goods and services for international applications

- Nice Classification class headings, terms and explanatory notes

- 125,845 terms in English, 88,516 in French and 88,789 in Spanish acceptable to WIPO

- Compile/translate list in 25 languages

- Check acceptance of terms by WIPO and 40 IP Offices (ASEAN: Brunei Darussalam, Indonesia, Cambodia, Singapore, and Viet Nam)



# WIPO & IP Offices: other Improvements

- Communicating between WIPO and IP Offices fully electronically
- Standardizing decisions from IP Offices of the designated Contracting Parties in Machine-Readable Format

=> Forum to discuss challenges faced by IP Offices: next workshop for ASEAN IP Offices scheduled in 1Q 2022

# PUBLIC EDUCATION OPPORTUNITIES

# WIPO & IP Offices: a Partnership for a better promotion of the System

- Cooperation for public education and promotion activities
  - Case studies and video testimonials featuring businesses from the ASEAN region
  - Webinars with experts from ASEAN IP Offices
  - Localized promotion: Madrid Flyer
- Market researches and data analytics to understand user behaviors, obstacles and decision making process

# Video Explainers and Tutorials

## Madrid 'How-to' videos



### How to extend the protection of an international registration via the subsequent designation

In this tutorial, you will learn how to expand the geographical coverage of your existing international registration by adding additional countries or regions through a subsequent designation. [About subsequent designations.](#)



### How to renew international registrations (part 1)

This tutorial will go over the renewal process, modifications to international registrations before and after the renewal and the costs associated to the renewal. [About renewals.](#)



Video: An introduction to the International Trademark System.



Video: Benefits and advantages of the Madrid System.

# Madrid Public Webinars



## Madrid Public Webinars

WIPO's free interactive Madrid System webinars offer practical information on a wide range of topics related to filing an international application and managing your international trademark registration. These webinars are held in the three working languages of the Madrid System: English, French and Spanish. For more languages visit: [gotostage.com/channel/wipo-madrid-public-webinars-multi](https://gotostage.com/channel/wipo-madrid-public-webinars-multi)

Share this page



## Featured Videos

Webinaires du système de Madrid

**Tout ce que vous avez toujours voulu savoir sur le système de Madrid sans jamais oser le demander**

1:00:34

WIPO MADRID

**EDUCATION** 21 DAYS AGO

Everything you have always wanted to know about the

Webinars del Sistema de Madrid

**Todo lo que siempre quiso saber sobre el Sistema de Madrid pero nunca se atrevió a preguntar**

1:08:57

WIPO MADRID

**EDUCATION** 2 MONTHS AGO

Everything you have always wanted to know about the

Madrid System Webinars

**Corrections in the International Register: How Does It Work?**

1:01:14

WIPO MADRID

**EDUCATION** 7 DAYS AGO

Corrections in the International Register: How

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# Testimonials and Case Studies

## Madrid System Case Study Highlight: Panasonic, Branding for Further Growth and Greater Value

October 5, 2021

We continue with our highlights of key case studies giving you practical insights on how companies across various industries use the Madrid System globally to their advantage. Our latest study focuses on [Panasonic, the renowned Japanese electronics corporation](#).

Panasonic provides a wide range of products and services that are used in consumers' daily lives worldwide. These include home appliances, the electronic components used in them, housing and various services.



With more than a hundred years of experience, the company has been thoroughly committed to creating a better life for its users under the brand slogan of "A Better Life, A Better World".

Over the years, Panasonic introduced several business brands to achieve further growth and greater brand value in each area of business. In 2008, the corporation changed its name from the Matsushita Electric Industrial Co., Ltd to the Panasonic Corporation, consolidating its brand identity.

Discover how, with such a varied portfolio and an expansion strategy geared internationally, Panasonic uses the Madrid System to simplify the administrative procedures and greatly reduce costs.

[Read the full Panasonic case study](#)



### Micromax on How WIPO's Madrid System Supports its International Growth Strategy

World Intellectual Property Organization – WIPO



### MixMediaWorx on the Benefits of Using the Madrid System

World Intellectual Property Organization – WIPO

# Localized Promotion: Madrid Flyer

**Get Ahead Globally**



When you register your trademark using the Madrid System your trademark can be:

- Protected in more than 90 countries
- Distinguished from the competition
- More valuable as your business grows all over the world

**IPOPHL**

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The International Trademark System

IPOPHL

**Here's what you need to know about the Madrid System!**

Attractive and lucrative markets are becoming more accessible as the global economy provides a world of opportunity for smart businesses – both large and small – to sell their goods and services beyond the Philippines.

The good news is that Filipino trademark owners can take advantage of the international trademark registration service called the Madrid System.

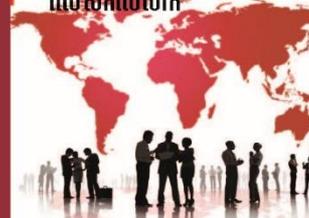
Operated by the World Intellectual Property Organization, a specialized agency of the United Nations, the Madrid System is your one-stop solution for registering and managing trademarks in multiple territories all at once.

Registering your trademark internationally is the first step in protecting your commercial interests abroad and should be an integral part of any global business strategy.

By filing one application, in one language with one set of fees, trademark owners can seek protection in more than 90 countries including China, Japan, the Republic of Korea, the US, and the members of and the European Union.

Make your move now to secure your trademark all over the world. Visit [www.wipo.int/madrid](http://www.wipo.int/madrid), contact the IP Office of the Philippines or call an IP lawyer to find out how to protect your brand in key overseas markets.

**ដំណើរការ នៅមុខ លើសកលលោក**



ដំណើរការនៃការប្រើប្រាស់ប្រព័ន្ធគ្រប់គ្រងសម្គាល់ពាណិជ្ជកម្មអន្តរជាតិ គឺជាជំហានដំបូង ដើម្បីការពារសម្គាល់ពាណិជ្ជកម្មរបស់អ្នកនៅក្នុងប្រទេសផ្ទះរបស់អ្នក និងក្នុងប្រទេសដទៃទៀត។

ដោយប្រើប្រាស់ប្រព័ន្ធគ្រប់គ្រងសម្គាល់ពាណិជ្ជកម្មអន្តរជាតិ អ្នកអាចស្នើសុំការពារសម្គាល់ពាណិជ្ជកម្មរបស់អ្នកក្នុងប្រទេសច្រើនជាង ៩០ ប្រទេសក្នុងរយៈពេលតែមួយ។

សម្រាប់ព័ត៌មានបន្ថែម ទាក់ទងនឹងប្រព័ន្ធគ្រប់គ្រងសម្គាល់ពាណិជ្ជកម្មអន្តរជាតិ ទូរស័ព្ទលេខ ០២៣ ២២២ ២២២ ឬទៅកាន់គេហទំព័រ [www.wipo.int/madrid](http://www.wipo.int/madrid) ។

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The International Trademark System

Cambodia DIP

**នេះគឺជាព័ត៌មាន ដែលលោកអ្នក ចាំបាច់ រួមទាំងអំពីប្រព័ន្ធ ម៉ាឌ្រីដ !**

ប្រព័ន្ធគ្រប់គ្រងសម្គាល់ពាណិជ្ជកម្មអន្តរជាតិ គឺជាប្រព័ន្ធគ្រប់គ្រងសម្គាល់ពាណិជ្ជកម្មអន្តរជាតិ ដែលអនុញ្ញាតឱ្យអ្នកស្នើសុំការពារសម្គាល់ពាណិជ្ជកម្មរបស់អ្នកក្នុងប្រទេសច្រើនជាង ៩០ ប្រទេសក្នុងរយៈពេលតែមួយ។

ប្រព័ន្ធគ្រប់គ្រងសម្គាល់ពាណិជ្ជកម្មអន្តរជាតិ គឺជាប្រព័ន្ធគ្រប់គ្រងសម្គាល់ពាណិជ្ជកម្មអន្តរជាតិ ដែលអនុញ្ញាតឱ្យអ្នកស្នើសុំការពារសម្គាល់ពាណិជ្ជកម្មរបស់អ្នកក្នុងប្រទេសច្រើនជាង ៩០ ប្រទេសក្នុងរយៈពេលតែមួយ។

សម្រាប់ព័ត៌មានបន្ថែម ទាក់ទងនឹងប្រព័ន្ធគ្រប់គ្រងសម្គាល់ពាណិជ្ជកម្មអន្តរជាតិ ទូរស័ព្ទលេខ ០២៣ ២២២ ២២២ ឬទៅកាន់គេហទំព័រ [www.wipo.int/madrid](http://www.wipo.int/madrid) ។

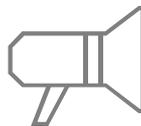
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The International Trademark System

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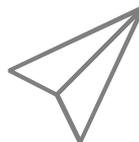
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# ANNEX (for background information)

**Online**  
**November 16, 2021**

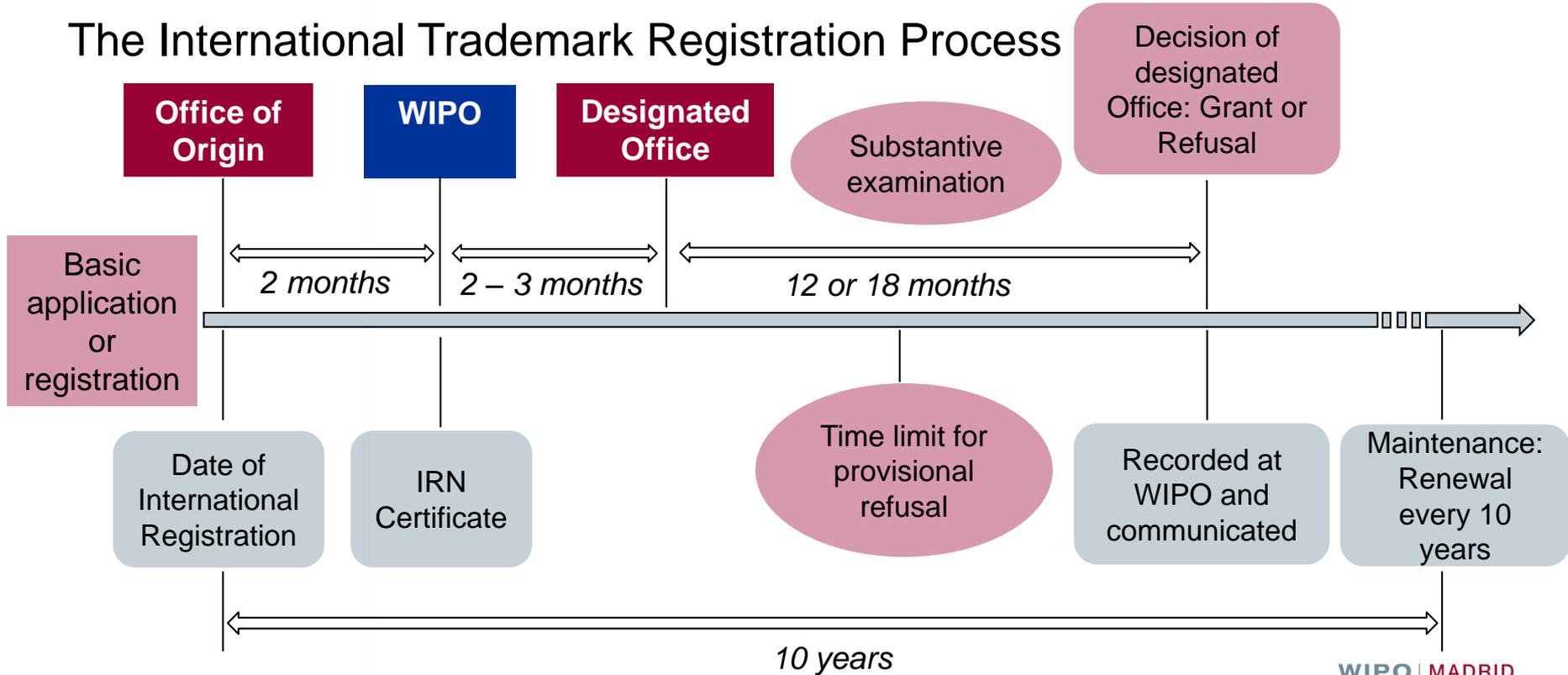
# How the Madrid System Works

## The International Trademark Registration Process

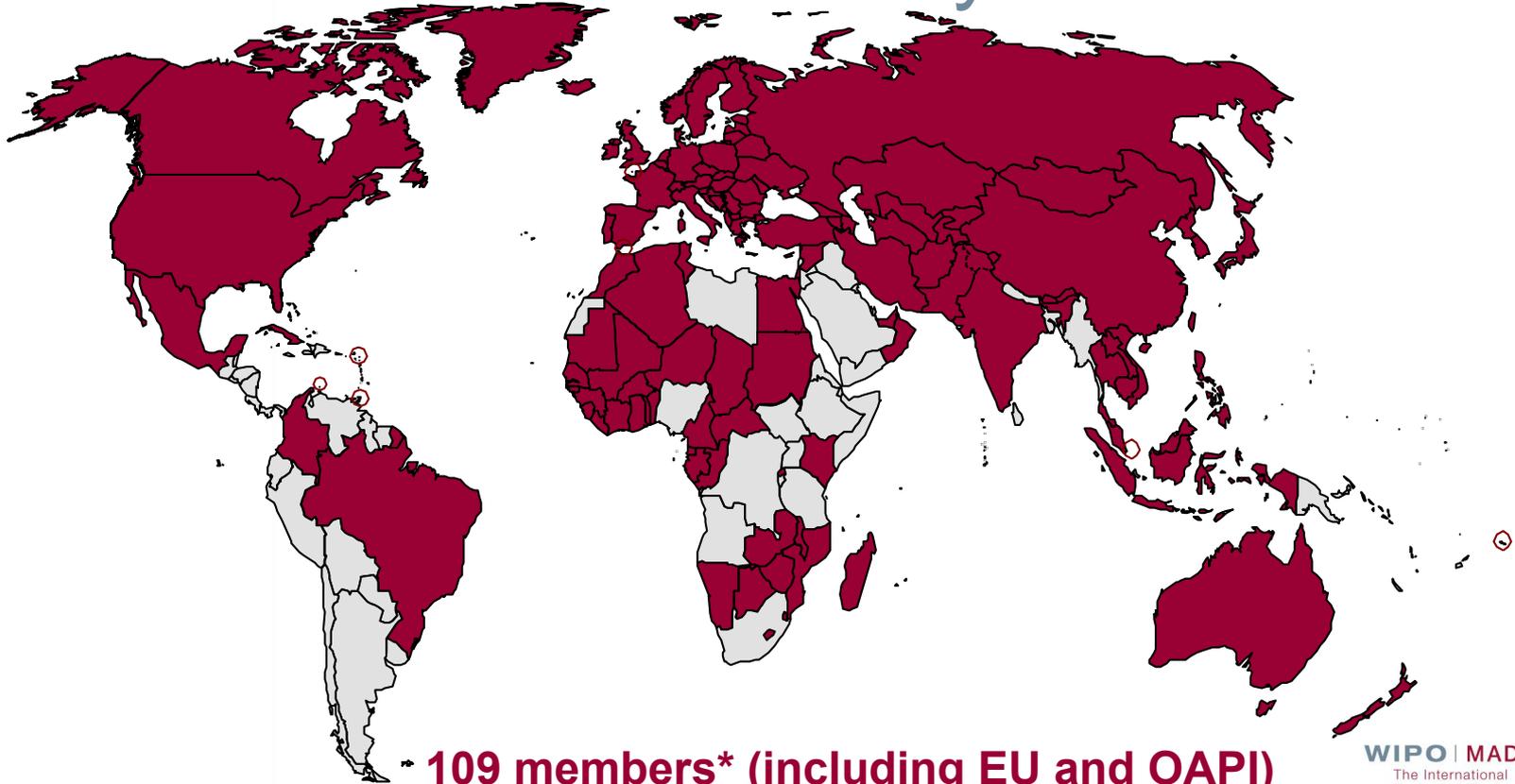


# Timeline

## The International Trademark Registration Process



# Members of the Madrid System



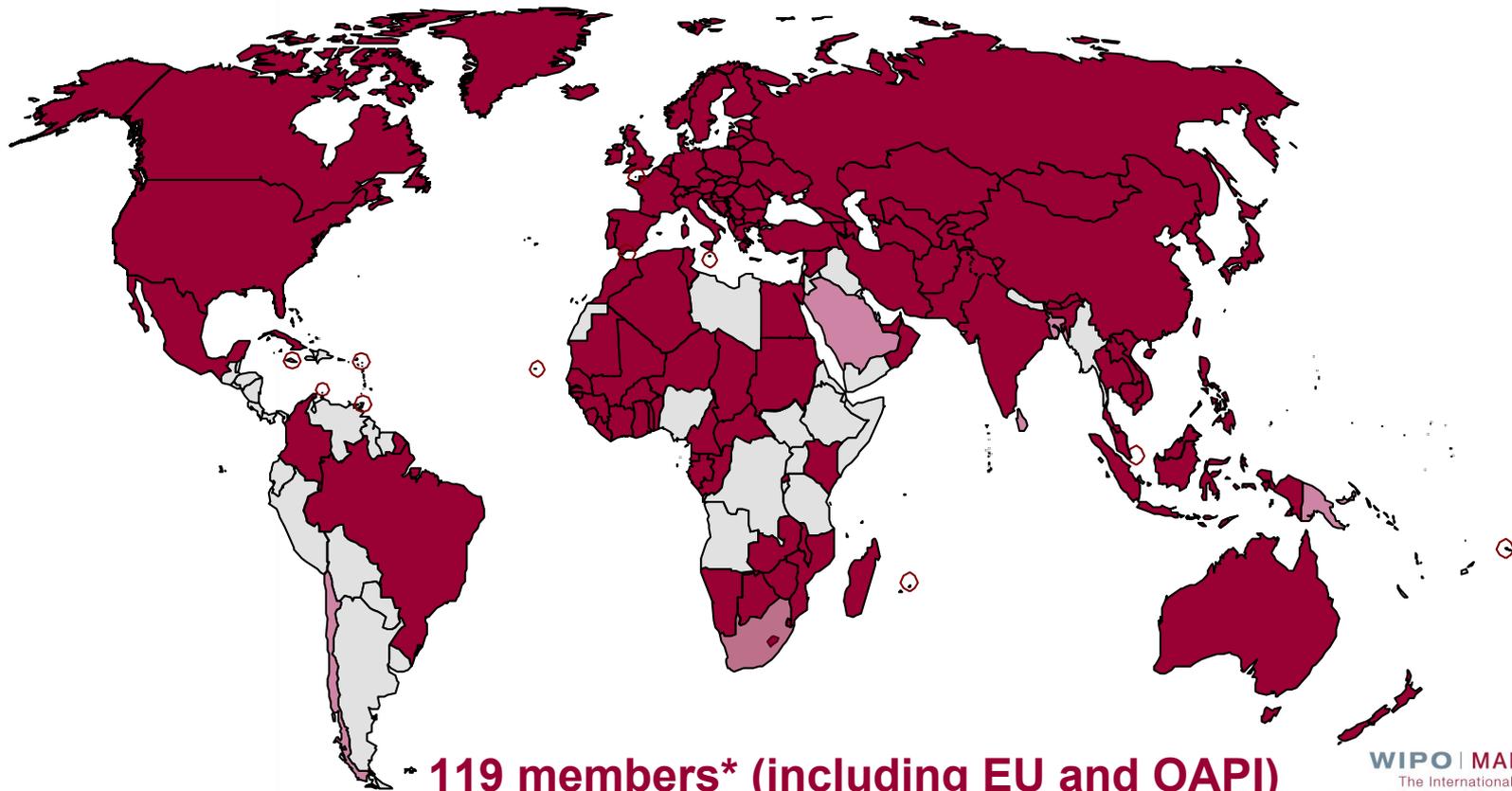
**109 members\* (including EU and OAPI)  
covering 125 countries**

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\*All are party to the Protocol, the governing treaty, while 55 are also party to the Agreement

# Accession Outlook 2021/23



**119 members\*** (including EU and OAPI)  
**covering 134 countries**

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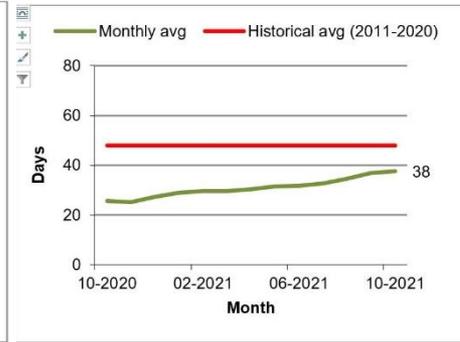
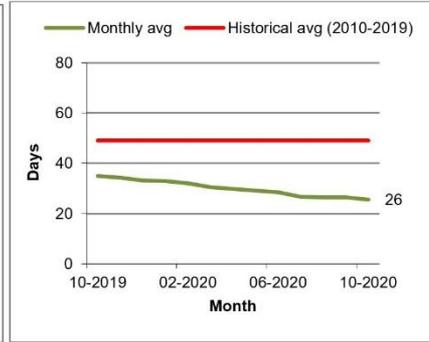
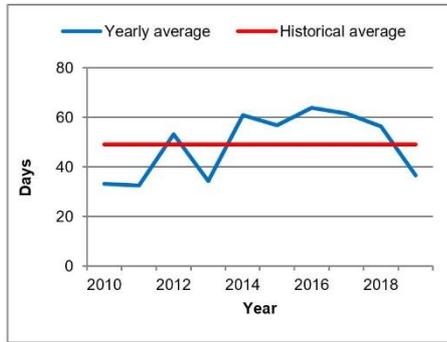
\*All are party to the Protocol, the governing treaty, while 55 are also party to the Agreement

# Accession Outlook – 2021/23

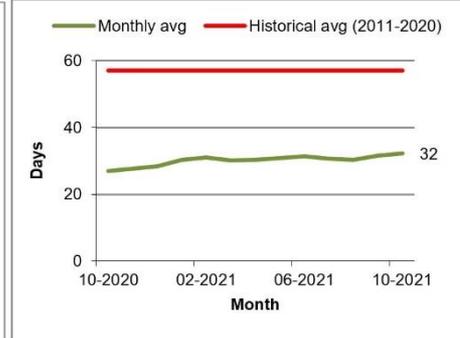
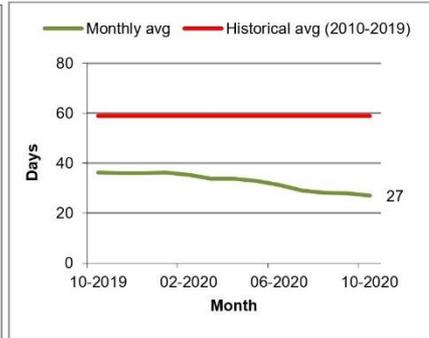
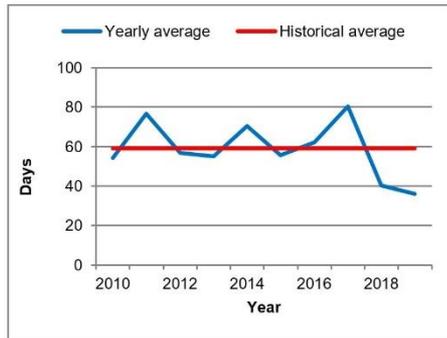
- **Africa:** Cape Verde, Mauritius, South Africa
- **Arab region:** Saudi Arabia
- **Asia:** Bangladesh, Papua New Guinea, Sri Lanka
- **Europe:** Malta
- **Latin America/Caribbean:** Chile, Jamaica

# WIPO Operational Performance

## International Applications

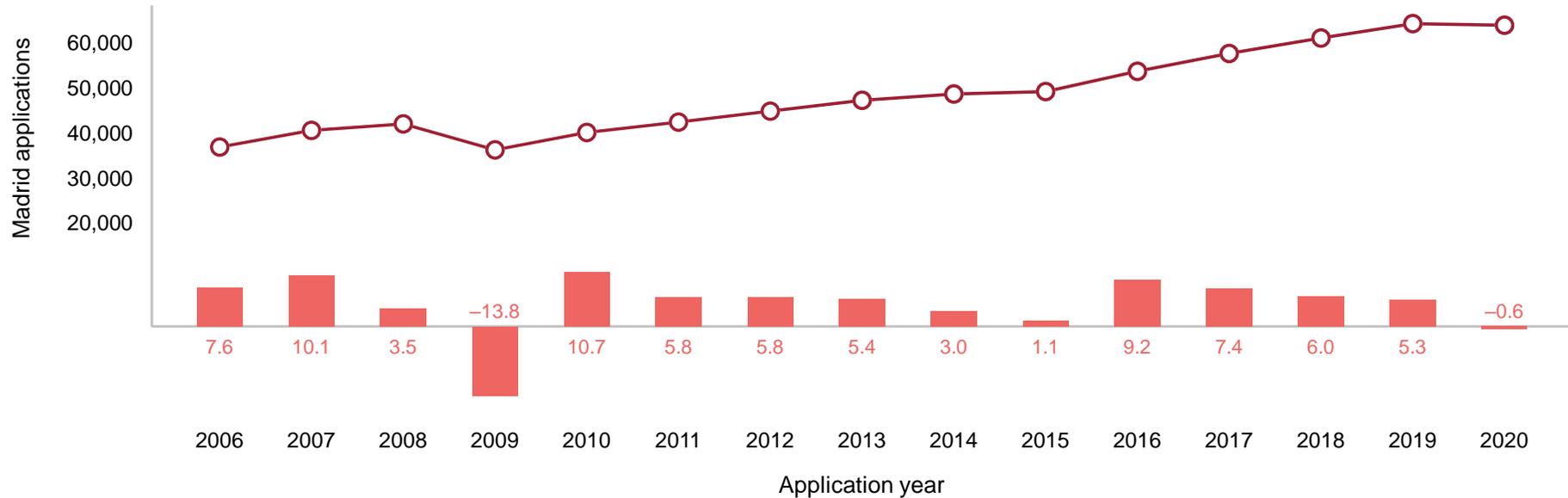


## Modifications



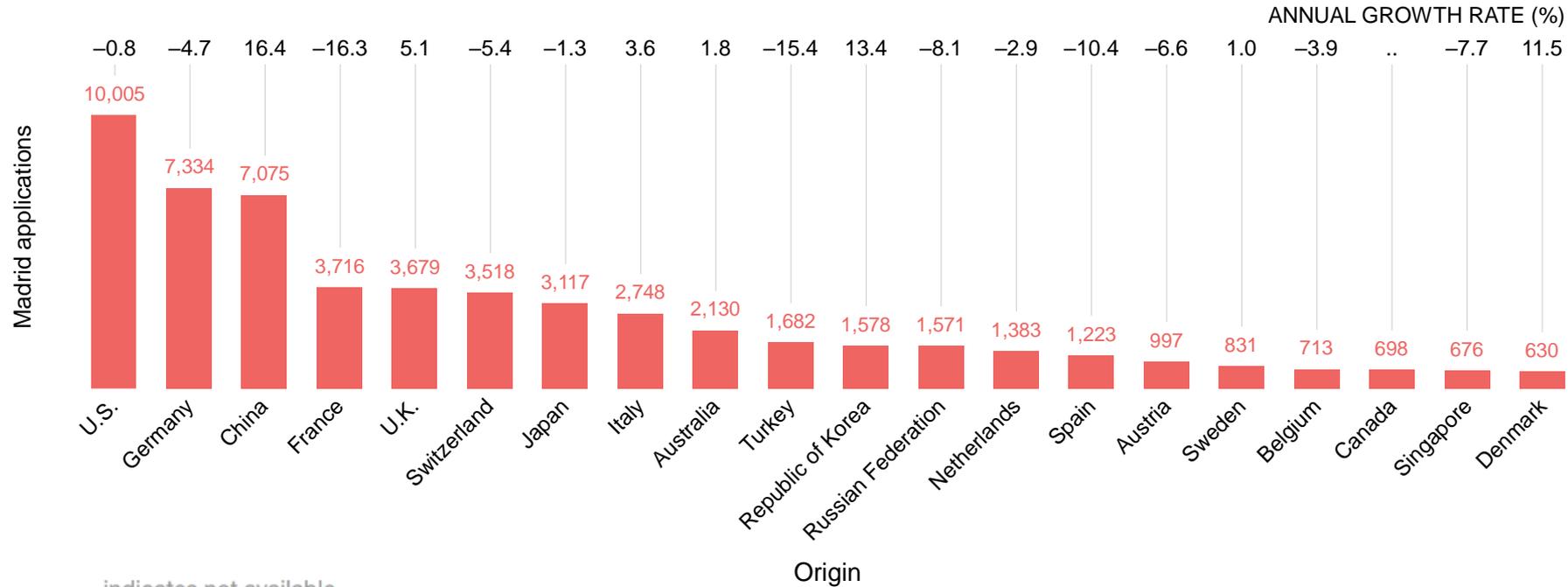
# International Applications

## Trend in international applications (2006-2020)



■ MADRID APPLICATIONS ■ GROWTH RATE (%)

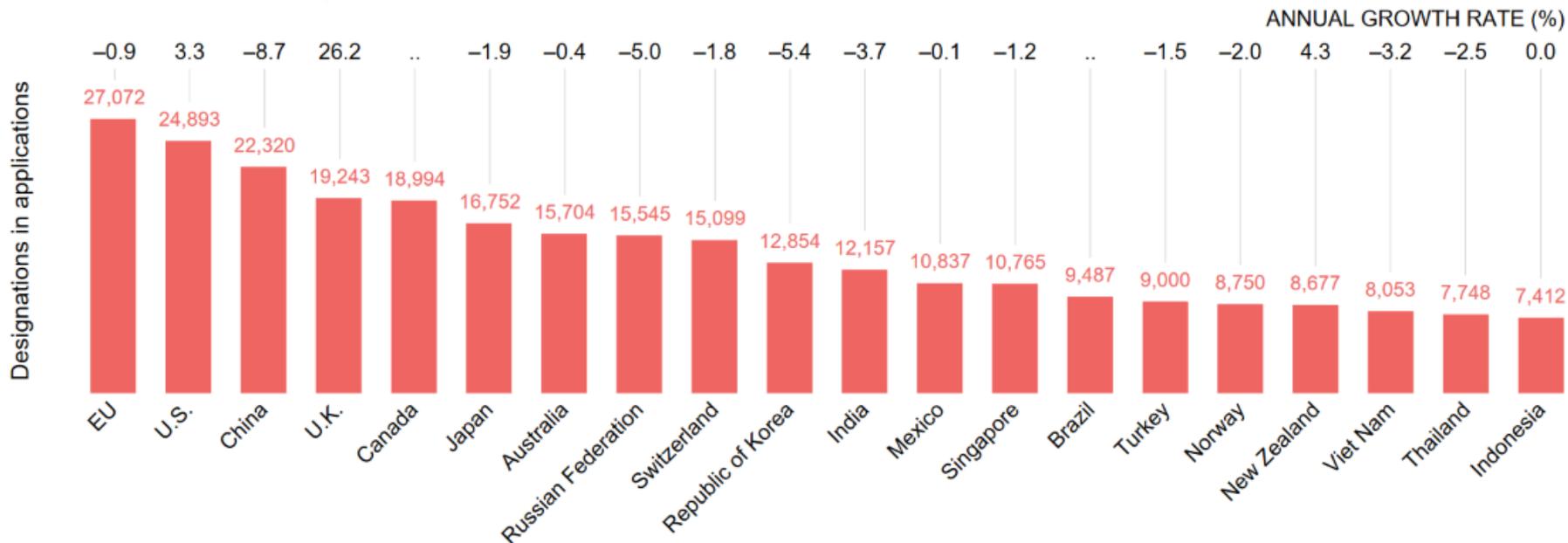
# Top 20 Filing Origins (2020)



.. indicates not available.

Source: WIPO Statistics Database, March 2021.

# Top 20 Designated Contracting Parties and Growth Rate (2020)



.. indicates not available.

Madrid member

Source: WIPO Statistics Database, March 2021.

# Madrid Working Group 2021

Hybrid format, November 15 to 17, 2021

- Amendments to the Regulations
- Provisional Refusal
- Dependency
- Introduction of possible new languages
- Proposal by Switzerland

# Madrid E-Filing: Participating IP Offices

MeF Offices



- Australia
- Austria
- Benelux
- Bulgaria
- Canada
- Estonia
- Georgia
- Iceland
- Iran
- Lithuania
- Norway
- Republic of Moldova
- Spain