



# Topic 1 : Madrid Protocol – A Route to Global Branding

ARISE+ IPR Workshop on Madrid & Hague Systems

Benoît Apercé

Communications and Information Manager, Madrid Information and  
Promotion Division, Madrid Registry, Brands and Designs Sector

**Online**  
**September 20, 2022**

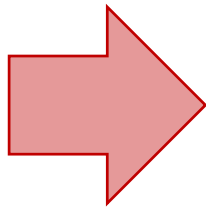
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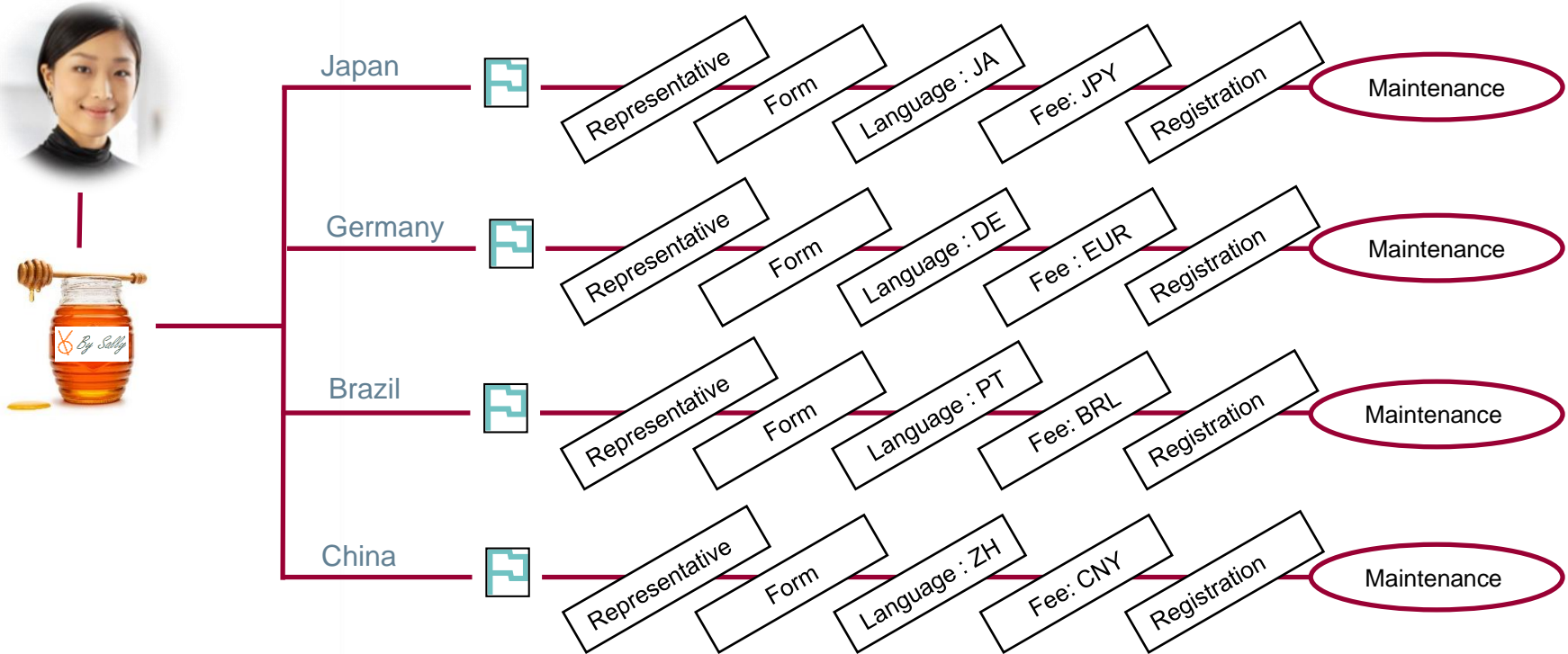
# Outline

- Key Benefits
- Facts and Figures
- How the System Works: Role of WIPO
- Online Services
- Public Education Opportunities

# A Brand and a Plan to Export



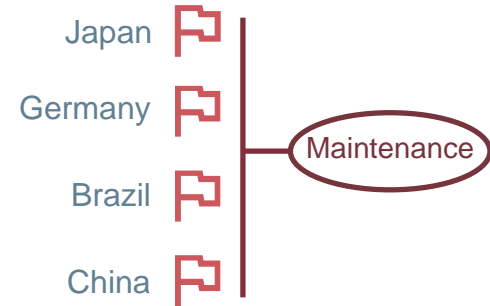
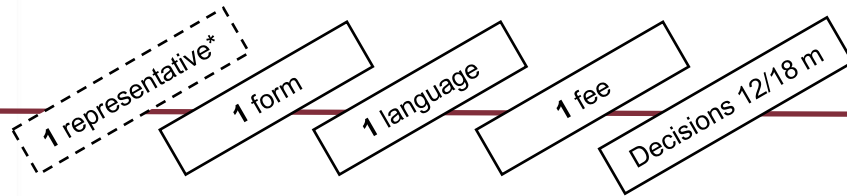
# Market by Market Filing



# Madrid System



WIPO  
IP Office



\* optional

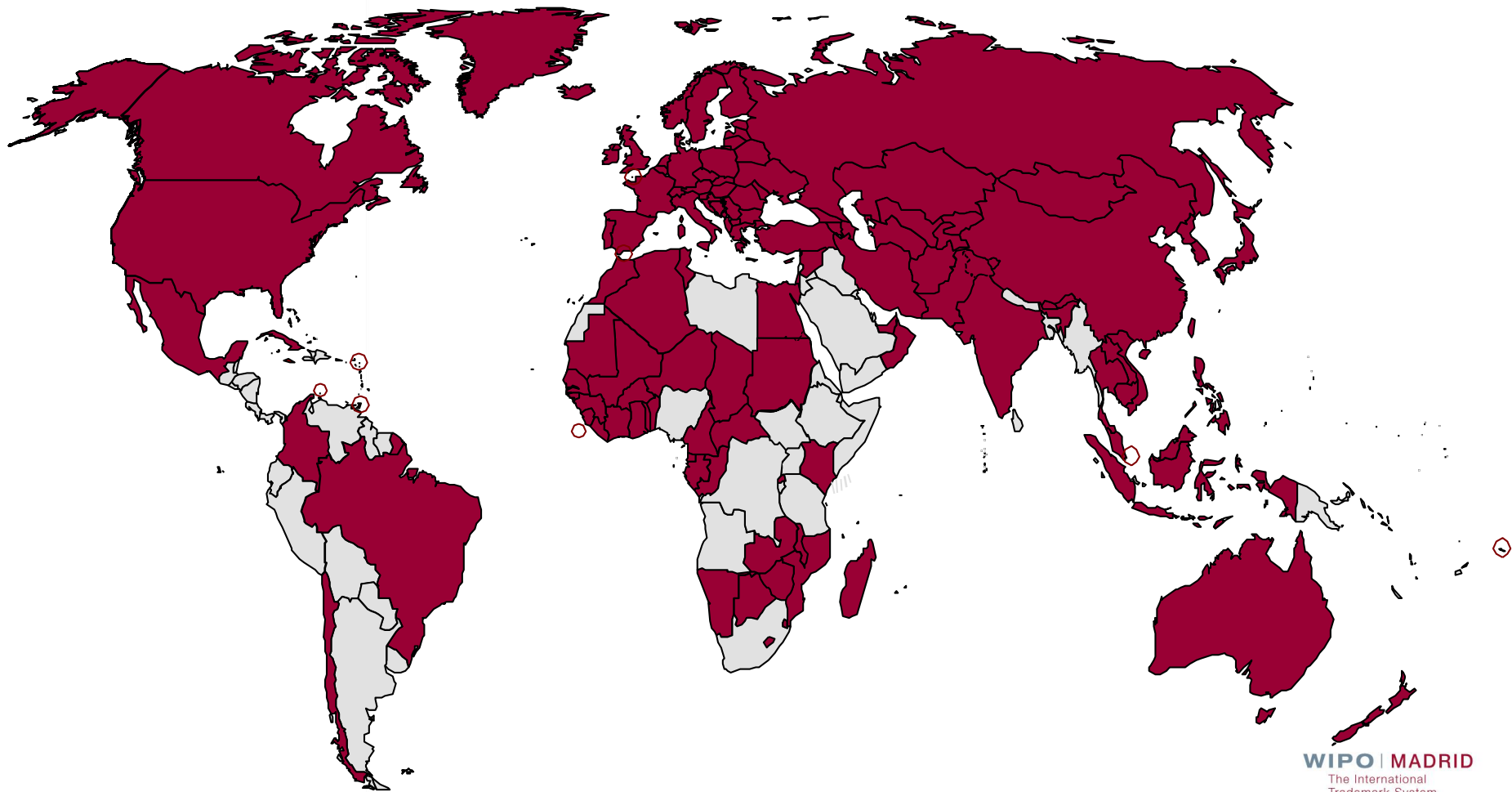
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The International  
Trademark System

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# 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



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# The Madrid System is Global

- 128 countries covered by the 112 members
- Markets cover more than 80% of world trade
- Recent accessions:
  - **2018:** Afghanistan, Malawi, Samoa
  - **2019:** Brazil, Canada, Malaysia
  - **2020:** Trinidad and Tobago
  - **2021:** Islamic Republic of Pakistan, United Arab Emirates, Jamaica
  - **2022:** Chile and Cabo Verde

# Accession Outlook - 2022/23

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

# The Madrid System is Convenient

- Access a centralized filing and management procedure
- File one application, in one language and pay one set of fees for protection in multiple markets
- Expand protection to new markets as your business strategy evolves

# The Madrid System is Cost-Effective

- One international application saves time and money
- Avoid translations and multiple procedures

# Costs comparison - applications

## Madrid System

- Basic fee (mark in b/w or color)
- Fees for designating members
- Example: designating Brazil, China, Germany and Japan, for a mark in color for 2 classes of goods/services

**= CHF 2,493**

## National Route

- NA
- Official fees for 4 countries
- Additional costs:
  - 4 x translations
  - 4 x local attorney fees

\* Applicants from [LDCs](#) pay only 10% of basic fee

# 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



The International  
Trademark System

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# Madrid System: For all Businesses



**Individual  
Entrepreneurs**

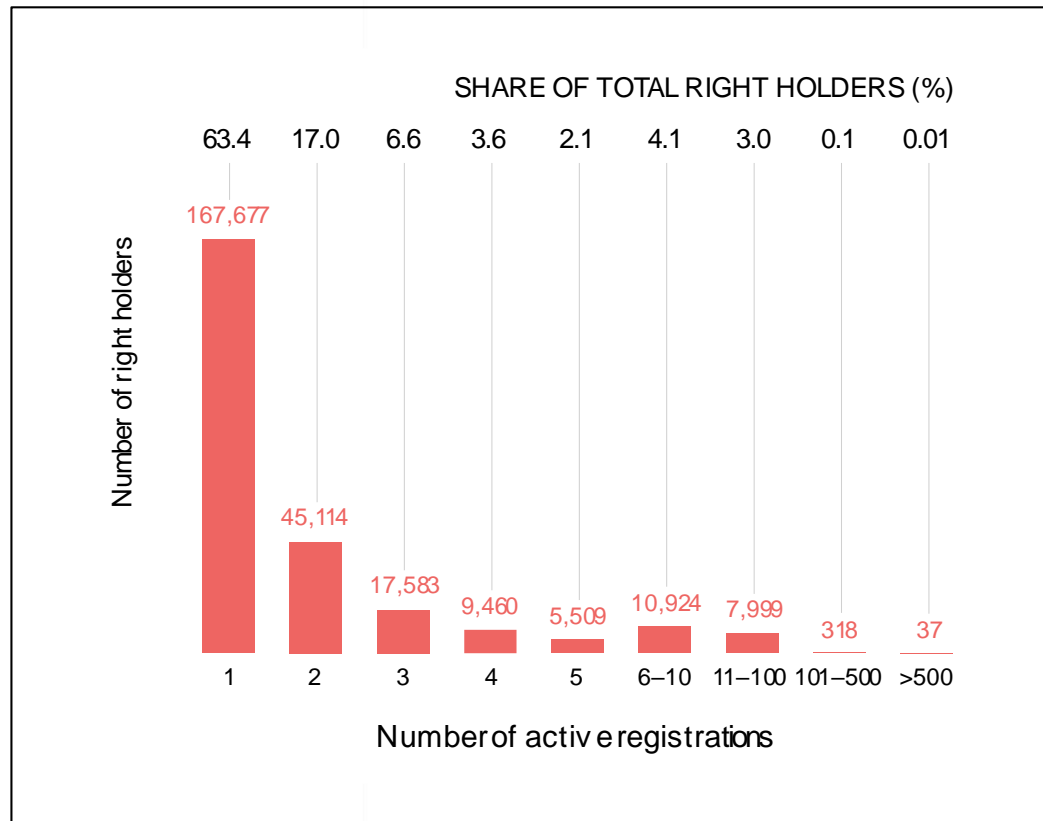


**Small & Medium  
Businesses**



**Large Businesses**

# Right-Holders (2021)





# More than 1.5 Million International Registrations

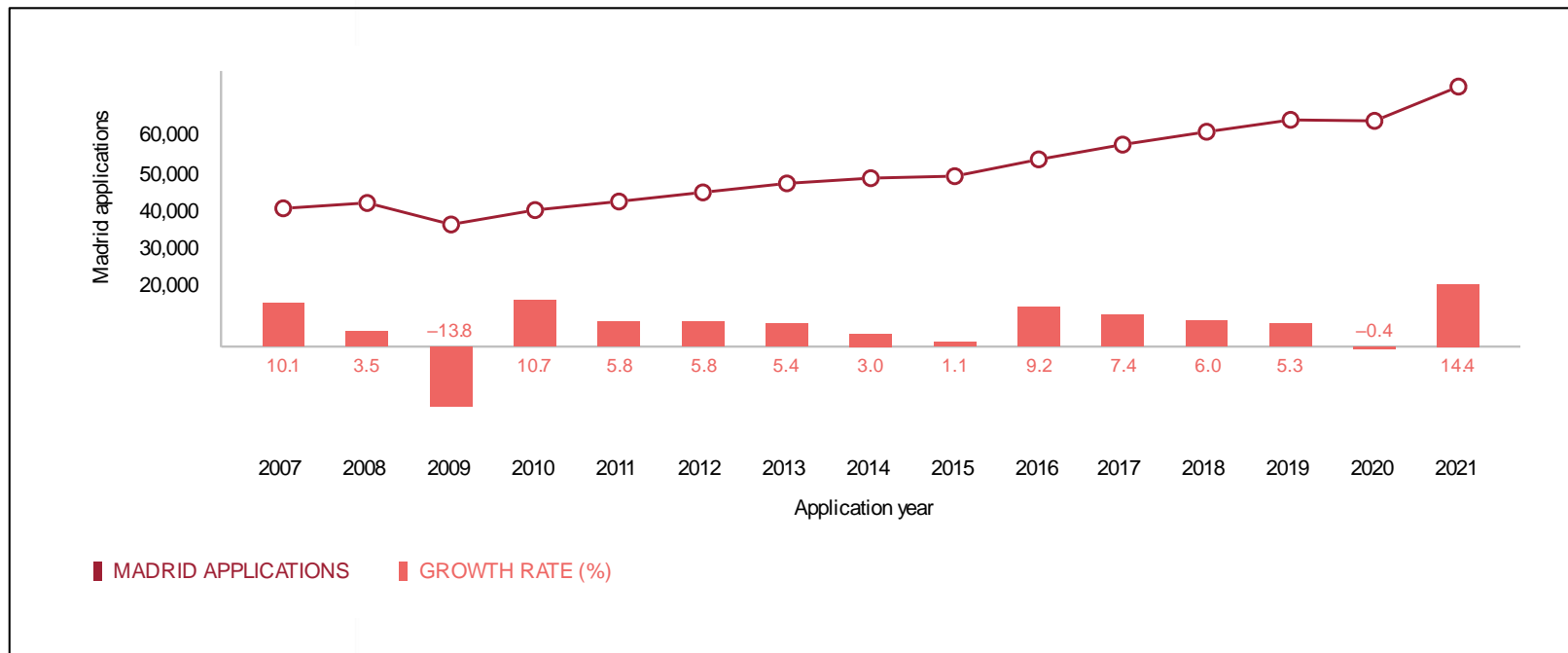


- This LONGINES mark is the oldest trademark still in effect
- Registered in Switzerland in 1889, internationally in **1893**

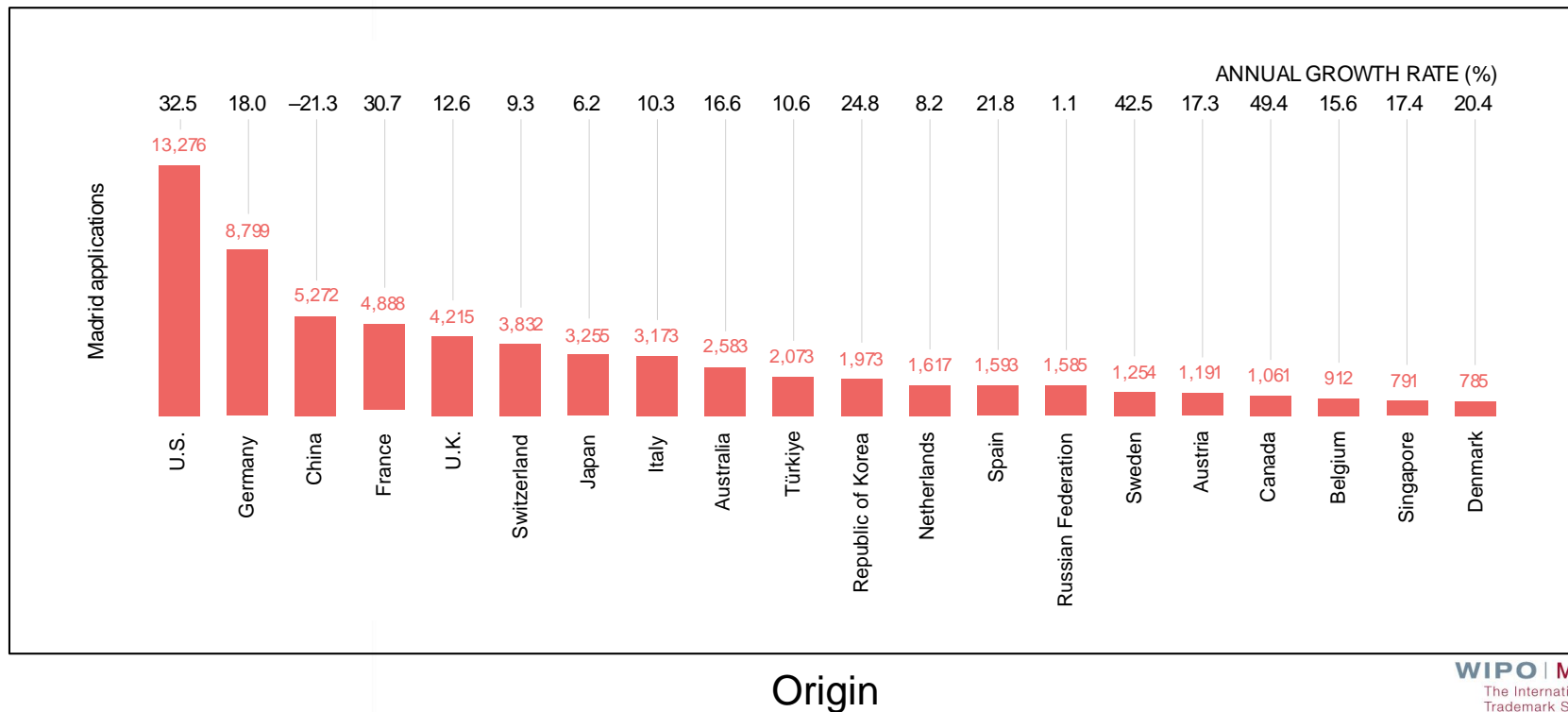


- COLTEJER is international trademark registration 1.5 million
- Registered in Colombia in 2009, internationally in **2019**

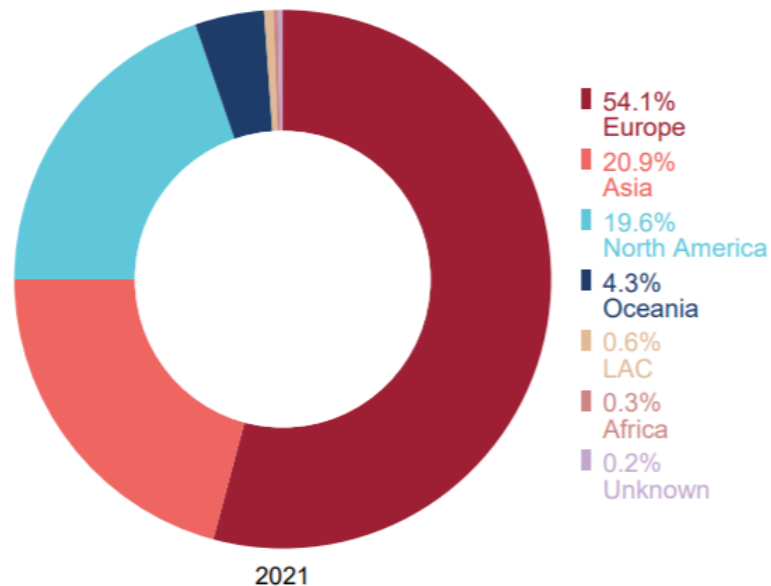
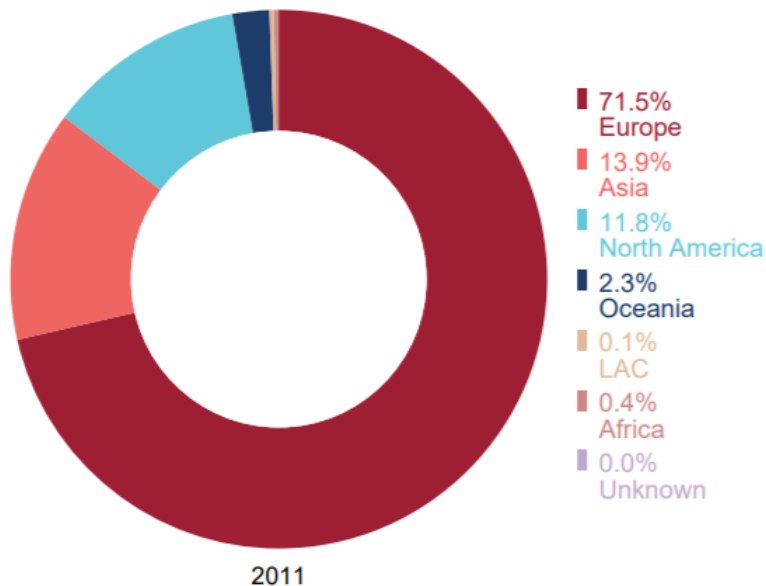
# International Applications (2007-2021)



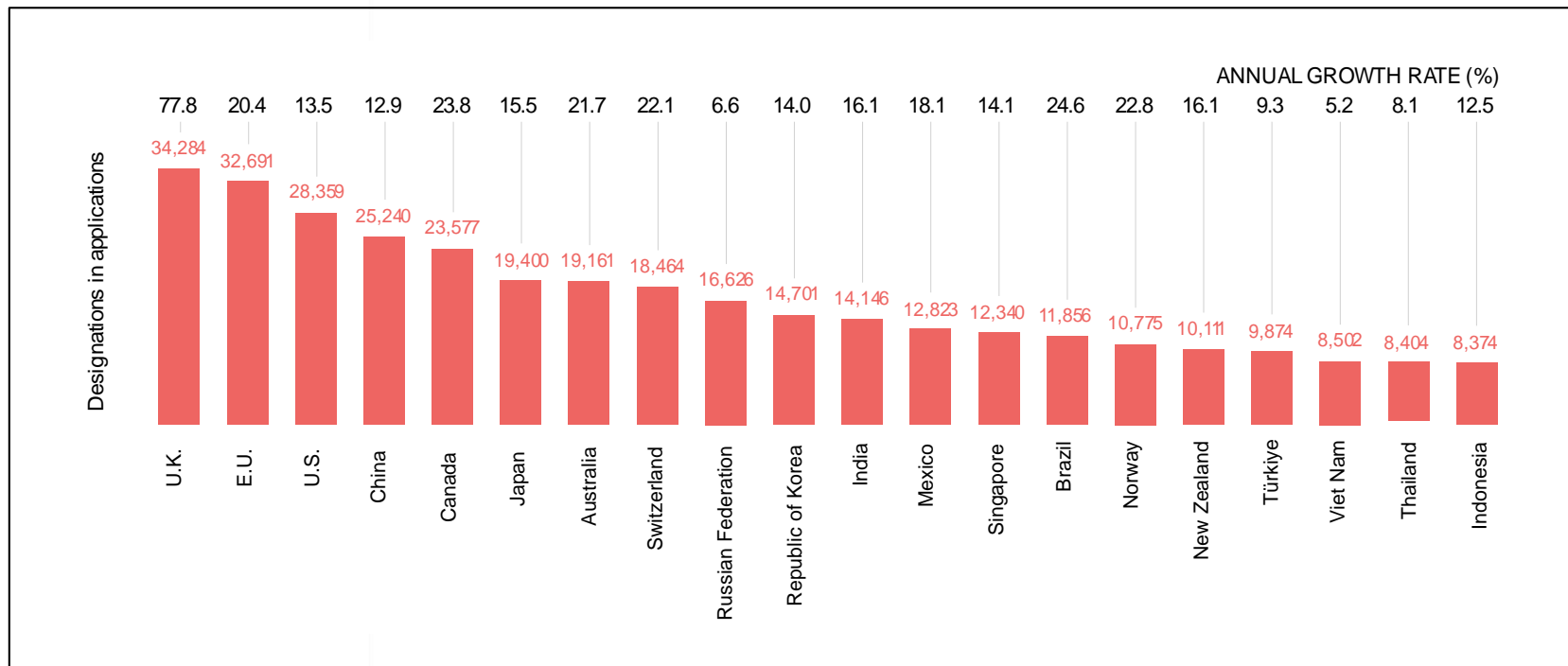
# Top 20 Filing Origins (2021)



# International Applications by Region - 2011 and 2021



# Top 20 Designated Contracting Parties 2021



Madrid Member

# 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

# Top 5 Classes in International Applications (2021)

Rank	Classes	Number of Classes	Growth (%) 2020/2021	Share of Total (%)
1	Class 9: Computer and electronic	20,085	21.8	10.7
2	Class 35: Services for business	15,637	23.0	8.4
3	Class 42: Technological services	14,653	30.1	7.8
4	Class 41: Leisure, education and training services	9,341	23.9	5.0
5	Class 5: Pharmaceuticals	8,460	7.3	4.5

# 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/#/>



# How the Madrid System Works

## The International Trademark Registration Process



# Stage 1

## Application through your Office of origin

- To be entitled to use the Madrid System, you must:
  - Have a real and effective industrial or commercial establishment in, or
  - Be domiciled in, or
  - Be a national of a member of the Madrid System
- Before filing an international application, you need to have registered or filed an application (**basic mark**) in your Office of origin
- Submit an **international application** through this same IP Office, which will certify and forward it to WIPO

# Stage 2

## Formal examination by WIPO

- WIPO conducts a **formalities examination**
- Once requirements have been met, the mark is **recorded in the International Register**
- WIPO sends a **certificate of international registration** to the holder and notifies the IP Offices, of the **designated Contracting Parties (dCP)**, in which protection is sought
- The scope of protection is not known at this stage. It is only determined **after substantive examination** and decision by the IP Offices, as outlined in Stage 3

# Stage 3

## Substantive examination by IP Offices (Office of the dCP)

- IP Offices make a **decision within 12 or 18 months** in accordance with their legislation. WIPO records the decisions and notifies you
- If an IP Office refuses to protect your mark, it will not affect the decisions of other offices. You can contest a refusal decision before the IP Office concerned
- If an IP Office accepts to protect your mark, it will issue **statement of grant of protection**
- The international registration is **valid for 10 years**. Renew directly with WIPO with effect in the dCPs

# Costs

## Fees are payable to WIPO in Swiss francs

### ■ Basic fee\*

- 653 Swiss francs – b/w reproduction of mark
- 903 Swiss francs – color reproduction of mark

### ■ Fees for designated Contracting Parties (dCP)

- Standard fees – complementary (100 Swiss francs per dCP) and supplementary (100 Swiss francs per class beyond 3)

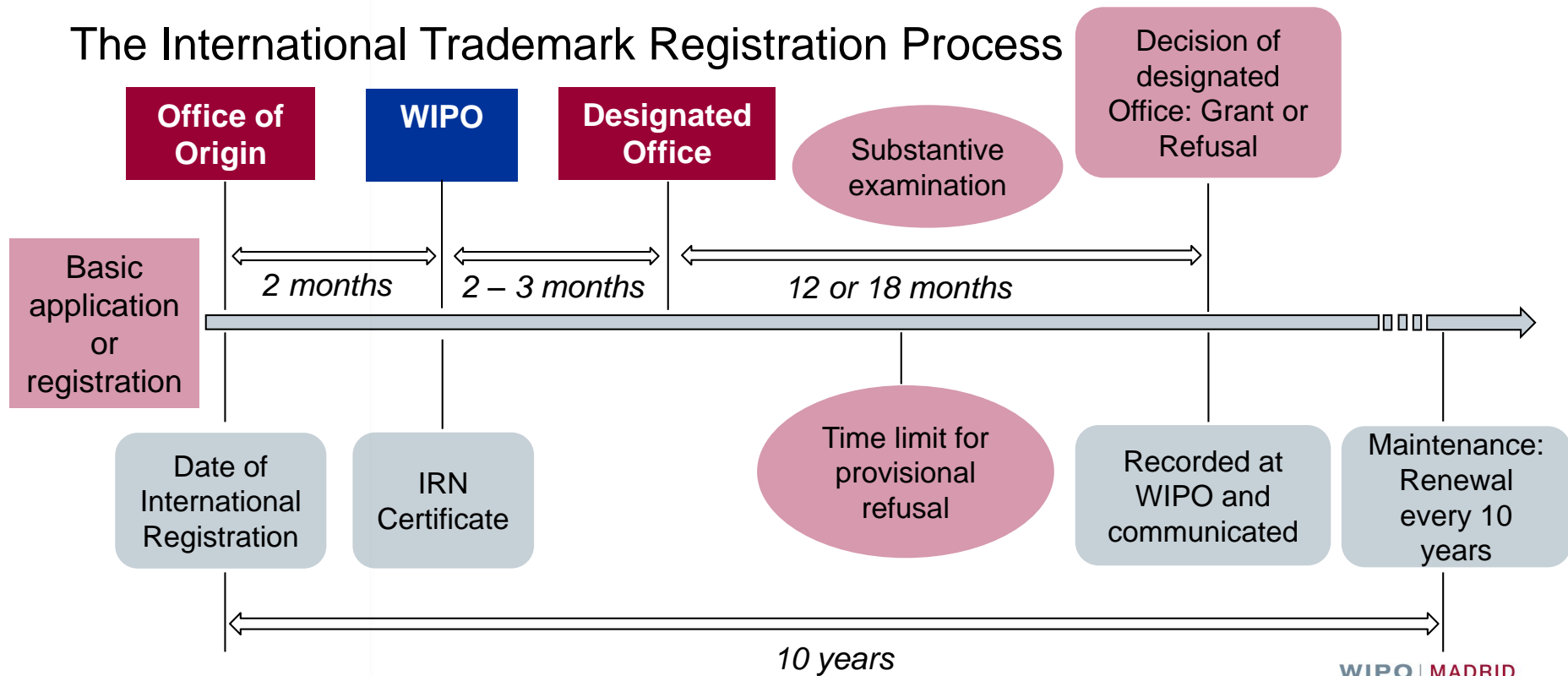
OR

- Individual fees where this is declared

\* Applicants from [Least Developed Countries](#) benefit from a 90% reduction in the basic fee

# Timeline

## The International Trademark Registration Process



# 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

Your gateway to the Madrid System, keeping you up to date on your trademark.

Follow the status of your international application or trademark registration, access detailed information on all trademarks registered through the Madrid System, and keep an eye on competitors' trademarks

**COVID-19 UPDATE:** We urge users who have not already done so to [provide an e-mail address via Contact Madrid](#) to receive electronic communications under the Madrid System. [Find out why this is necessary.](#)

**NEW:** Identify registrations with missing email addresses with our new [email address status filter](#).

Search

WIPO Gazette

Support

### Refine Terms

holder only

mark only

### Filters

#### ▼ Status

Active 5

Pending 0

Inactive 4

#### ▼ Origin

IT 4

IN 2

CH 1

### Current Search

**MARK\_ALL,HOL:micromax**

image search


download

monitor

1 - 9 / 9

Display: 30 per page options

1 / 1

	Trademark	Image	Status	Ori	Holder	Reg. No	Reg. Date	Nice Cl.	Vienna Cl.
	<a href="#">MICROMAX</a>		Active	IR	Seyed Ahmad Haghgou (Mr)	1443999	2018-10-01	9, 35	
	<a href="#">MICROMAX</a>	<b>MICROMAX</b>	Active	IN	<a href="#">MICROMAX</a> INFORMATICS LIMITED	1250000	2014-09-29	9, 16, 38	
	<a href="#">micromax</a>		Active	CH	Rinspeed AG	1157798	2013-03-19	12	
	<a href="#">MICROMAX</a>		Active	IT	De Longhi Benelux S.A.	497146	1985-05-30	7, 8, 9, 11, 21, 28	



# ONLINE SERVICES DEVELOPMENT

# eMadrid – Principles

- Key component of digital transformation of the Madrid Registry
- One central place, through a secured access, to perform all actions for the filing international applications and management of registrations in users' portfolio
- Guidance throughout the online journey and trademark lifecycle in a self-service manner

# eMadrid - Centralized access to Madrid System Online Services

**WIPO**  
IP PORTAL

MENU

*eMadrid*

HELP

ENGLISH

LOGIN

**WIPO**

## eMADRID

### PROTECT YOUR TRADEMARKS IN MULTIPLE COUNTRIES

**Introducing eMadrid**  
Your New Gateway to all Madrid System Online Services.

**Madrid System Podcast**  
Episode 2 of the Madrid System Podcast is in. Listen now!

**WIPOD**

↓ DISCOVER eMADRID

# Single sign-on – WIPO IP Portal

The image shows a screenshot of the WIPO IP Portal login interface. A red circle highlights the 'LOGIN' button in the top navigation bar, with a red arrow pointing down to the 'Create WIPO account' link on the login form. Another red circle highlights the 'Create WIPO account' link itself. The page features a search bar at the top, a sidebar menu on the left, and a main content area with the login form.

**WIPO IP PORTAL** MENU HELP ENGLISH **LOGIN** **WIPO**

What are you looking for?

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

## WELCOME TO THE WIPO IP PORTAL

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

<input type="text" value="Username *"/>	<input type="password" value="Password *"/>	<input type="button" value="Login"/>
-----------------------------------------	---------------------------------------------	--------------------------------------

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

↑

# Customizable Dashboard of Widgets

WIPO  
IP PORTAL

MENU

HELP105411- JOHN DOE

WIPO

MY DASHBOARD

Feedback

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

☆ 0 Watched IRNs

Quick Search

Search by trademark text or IRN.

MY FAVORITES

[Madrid Application Assistant \[TRADEMARKS\]](#)

[Madrid Member Profiles \[TRADEMARKS\]](#)

[Management of Representative \[TRADEMARKS\]](#)

[Fee Calculator \[TRADEMARKS\]](#)

[Contact Madrid \[TRADEMARKS\]](#)

GLOBAL BRAND DATABASE

Search

Saved Searches

Search Global Brands

Search by Brand name, Applicant/Holder name, Application/Registration number

QUICK LINKS

USPTO

WIPO - Madrid

Madrid - video tutorials: Subsequent Designa...

Add a link or drag and drop a link.

WORLD CLOCK

Settings

How to use

Duplicate

Remove

LATEST NEWS

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](#)

2 >

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The International Trademark System

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# WIPO IP Portal - eMadrid

**WIPO  
IP PORTAL** MENU

Covid-19 Update X

What are you looking for?

MY FAVORITES >

PATENTS >

**TRADEMARKS** >

DESIGNS >

GEOGRAPHICAL INDICATIONS >

PLANT VARIETY PROTECTION >

DIGITAL EVIDENCE >

ASSISTANCE PROGRAMS >

MEDIATION AND ARBITRATION >

DOMAIN NAME DISPUTE RESOLUTION >

PAYMENTS >

Search >

**File & Manage** >

Pay >

IP Offices >

Statistics >

**eMadrid** **New** >

Perform transactions under the Madrid System online.

**eMadrid Reference** **New** >

Consult reference data for international applications and registrations.

**Madrid Portfolio Manager** >

Manage your portfolio of international trademark registrations.

**Contact Madrid** >

Send enquiries and submit official forms, documents and responses to irregularity letters, and request extracts from the international register.

# eMadrid : Gateway to Online Services

**eMADRID**  
PROTECT YOUR TRADEMARKS IN MULTIPLE COUNTRIES

DISCOVER eMADRID

**WHAT IS eMADRID?**  
eMadrid provides you with central and secure access to all the online tools and services you need to file and manage international trademark applications and registrations under the Madrid System.

**SERVICES**

- PREPARE YOUR APPLICATION**  
Use the Madrid Application Assistant to prepare your international registration.  
[Get started](#)
- MONITOR YOUR REGISTRATION**  
Use Madrid Monitor to track the status of your international application or registration.  
[Get started](#)
- EXPAND PROTECTION OF YOUR REGISTRATION**  
Use our Subsequent Designation service to expand the geographical scope of your international registration.  
[Get started](#)
- LIMIT THE GOODS AND SERVICES**  
Restrict the list of goods and services for the Contracting Parties designated in your international registration.  
[Get started](#)
- RENOUNCE PROTECTION IN CONTRACTING PARTIES**  
Abandon the effects of your international registration for all goods and services, for some of the designated Contracting Parties.  
[Get started](#)
- MANAGE YOUR REPRESENTATIVE**  
Appoint, cancel or change name and for consent details of your representative, as recorded in the International Register.  
[Get started](#)
- CHANGE HOLDER DETAILS**  
Change the holder's name and/or address as recorded in the International Register.  
[Get started](#)
- CHANGE OWNERSHIP**  
Record a total or partial change in ownership of your international registration.  
[Get started](#)
- RENEW YOUR REGISTRATION**  
Renew your international registration for all or some of the designated Contracting Parties.  
[Get started](#)
- UPLOAD A FORM**  
Submit a form to WIPO in the frame of your international registration.  
[Get started](#)
- CORRECT A RECORDING**  
Rectify an error recorded in the International Register.  
[Get started](#)
- REQUEST A CERTIFIED DOCUMENT**  
Request certified documents and extracts from the Madrid Registry.  
[Get started](#)

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Trademark System

# 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.

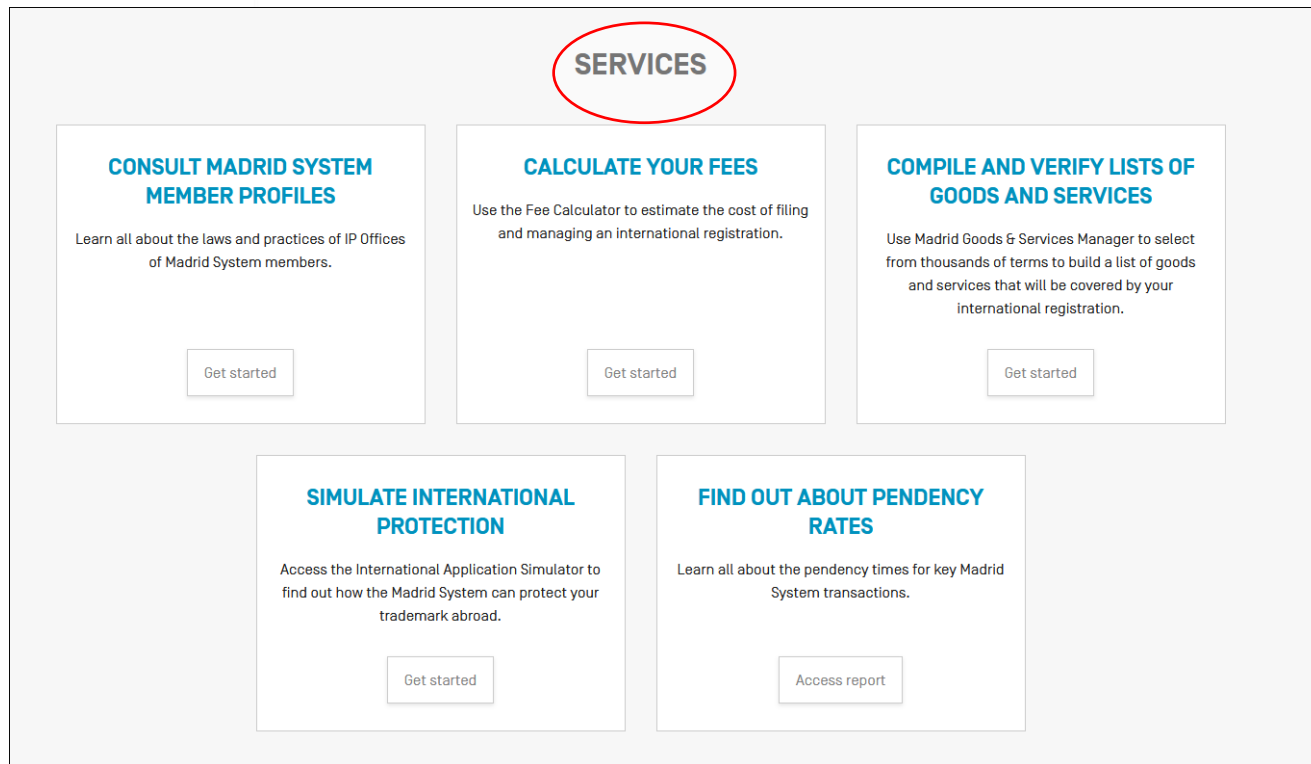


# Madrid E-Filing

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

# eMadrid : Gateway to Supporting Tools

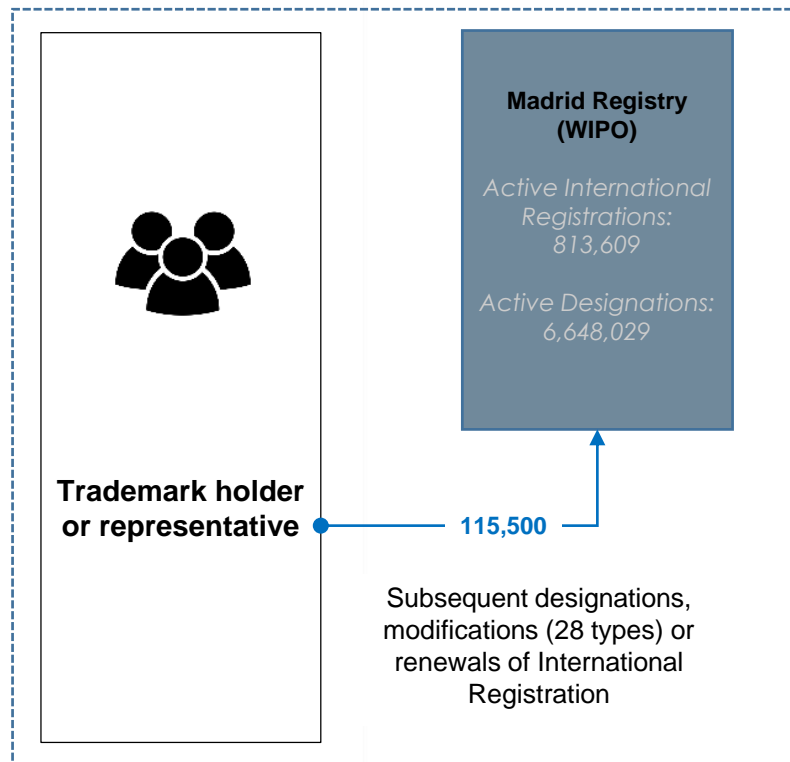


# Online Transactions: Key Benefits

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

# Management – International Registrations

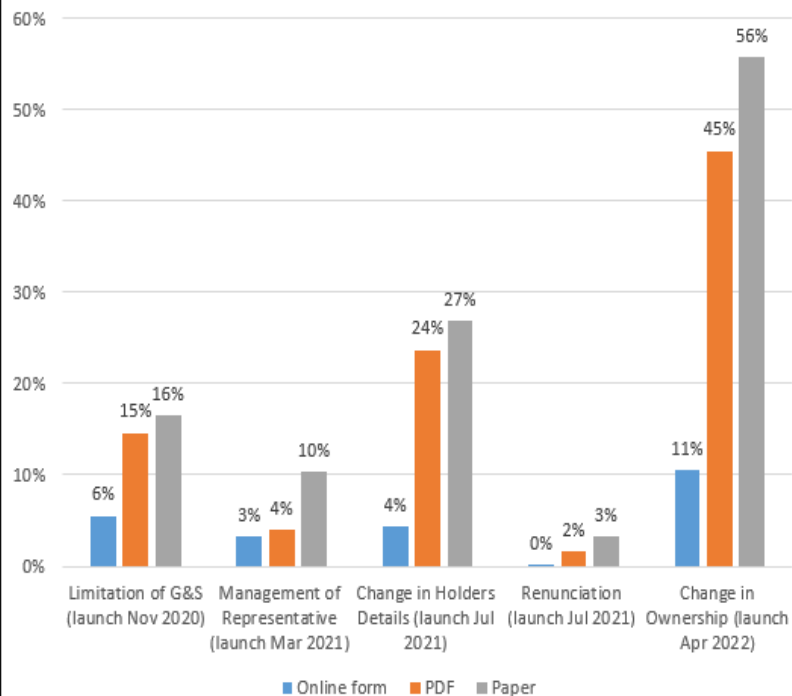


Figures based on 2021 data

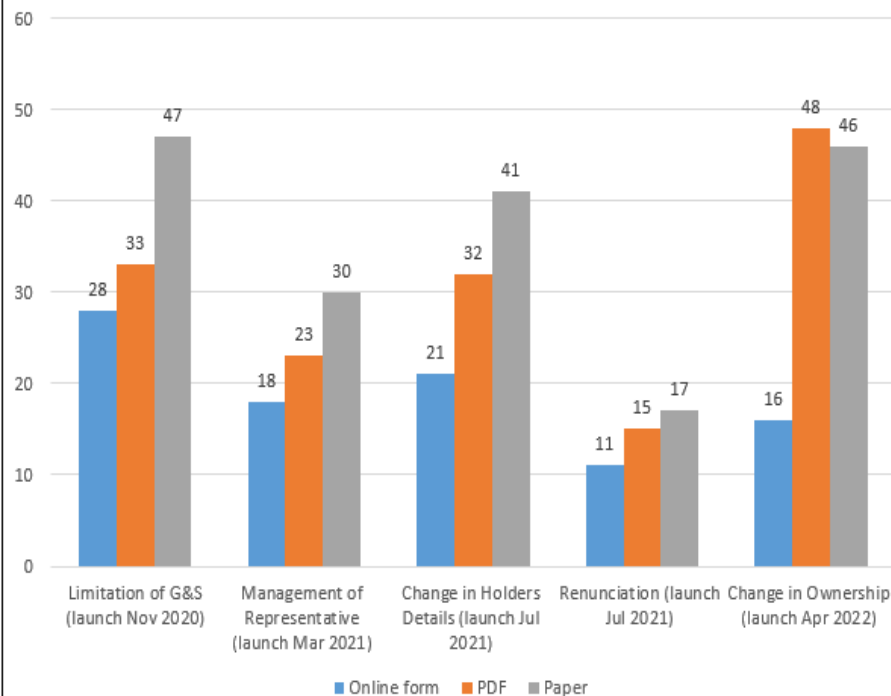
Transaction	Volume	Online
Subsequent designation (MM4)	21,891	Jul 2014
Renewal (MM11)	35,050	Aug 2019
Limitation of Goods & Services (MM6)	7,308	Nov 2020
Management of Representative (MM10/12)	15,072	Mar 2021
Change in Holders Detail (MM19)	17,502	Jul 2021
Renunciation (MM17)	1,890	Jul 2021
Change in Ownership (MM5)	9,449	Apr 2022
Corrections (MM21)	1,326	Aug 2022
Cancellations (MM8)	1,029	Pending
Other modification transactions	4,923	TBD
<b>Total</b>	<b>115,500</b>	

ONLY

Irregularity rate (%)



Pendency (in days)



# PUBLIC EDUCATION OPPORTUNITIES

# 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.](#)

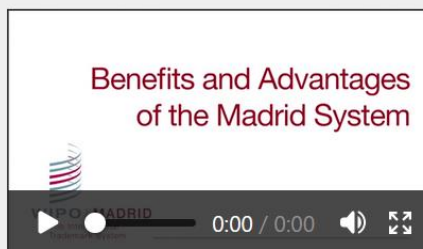


### How to renew international registrations (part 1)

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**

WIPO 1:00:34

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**

WIPO 1:08:57

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?**

WIPO 1:01:14

EDUCATION

7 DAYS AGO

Corrections in the International Register: How

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# Certificates of Attendance

- Share your certificate on [LinkedIn](#), [Twitter](#) and other social media channel.



Tag WIPO **#MadridSystem**

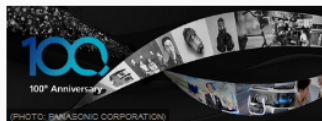
# Testimonials and Case Studies

## 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

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# Madrid System Podcast

## WIPOD – International Trademark System Talks

■ Spotify 

■ Apple Podcasts 

■ Google Podcasts 



# Stay informed



## ■ Website

Visit the [Madrid System Website](#)



## ■ Madrid News

Subscribe to [Madrid News](#)



## ■ Webinars

Access [Madrid Webinars](#) recordings and stay tuned for new topics



## ■ Podcast and YouTube

Check our WIPO Madrid [YouTube](#) playlists and listen our [historical podcasts](#)



## ■ Tutorials

Play our Madrid [“How-to” videos and tutorials](#)



## ■ Questions

[Contact us](#) online or by phone