



# Overview of the Madrid System

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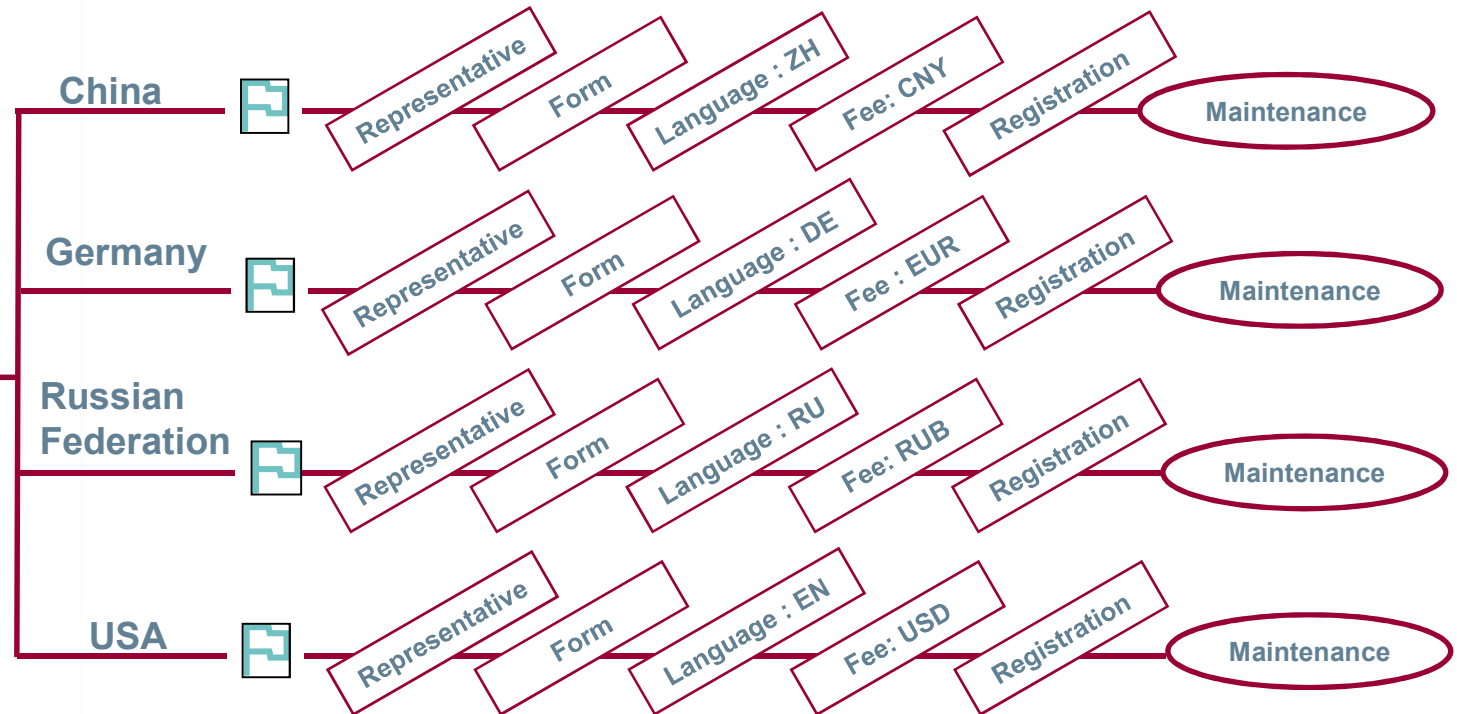
# It begins with a mark and a plan to export



# Trademark protection abroad

- The national route
- The regional route
- The international route: The Madrid Protocol
- Which option to choose, depends on where the export markets are

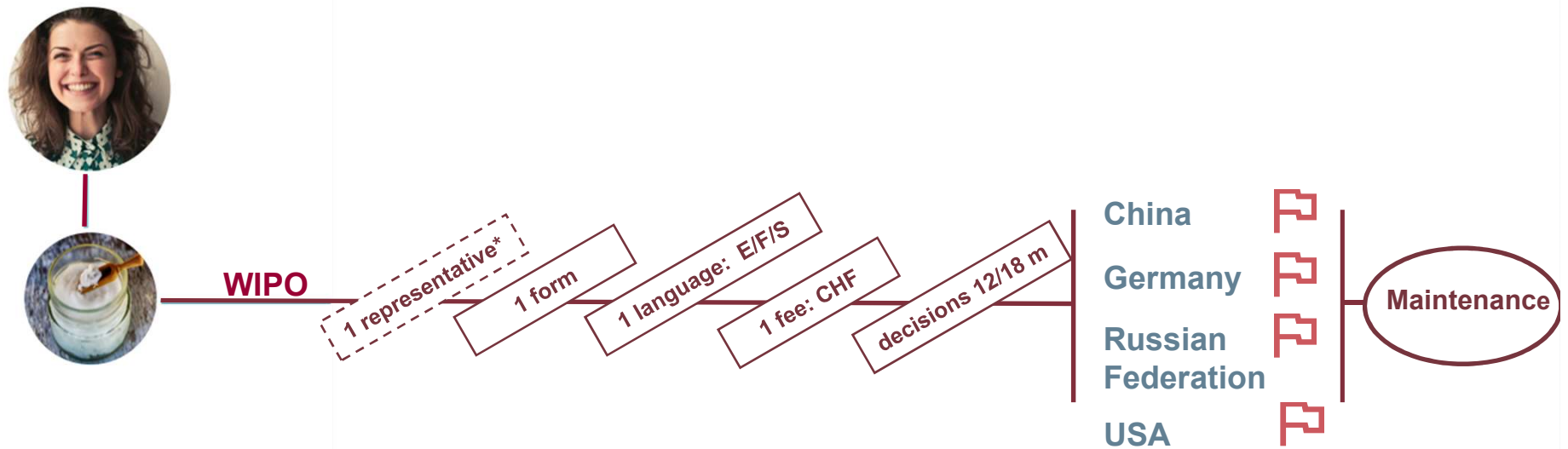
# Direct (or Paris) Route



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# The International Route (Madrid System)



\* optional

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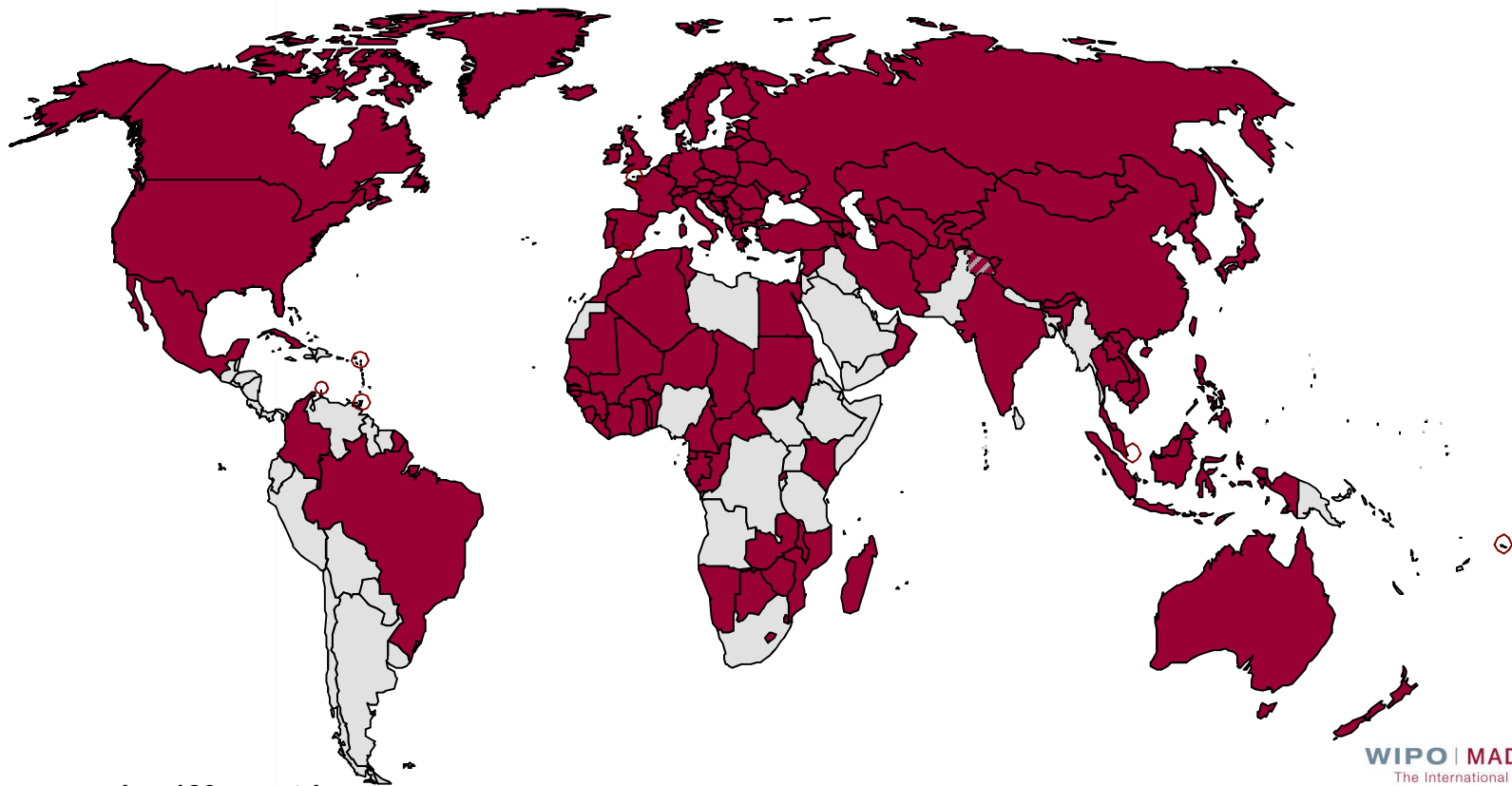
# What is the Madrid System?

- One-stop shop for trademark holders to obtain and maintain protection in export markets
- One application, one language, one set of fees for protection in multiple markets = bundle of national rights

# Madrid System is global

- Currently : 123 countries / 107 members
- Markets : 70% of world population / 80%+ world trade
- Recent accessions:
  - Thailand, Indonesia (2017)
  - Afghanistan, Malawi, Samoa (2018)
  - Brazil, Canada, Malaysia (2019)
  - Trinidad and Tobago (2020)
- Expansion to Guernsey and Gibraltar 2021

# Members of the Madrid System



**107 members covering 123 countries**

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# Accession outlook: 2021 – 2023

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

# Key features

- The Madrid System is a closed system
- Entitlement and basic mark(s)
- Filing the international application through the Office of origin
- Formalities examination by WIPO
- Designated members decide the scope of protection
- Fixed time limit for refusal – 12 or 18 months/18 months+

# The International Trademark Registration Process



[Video:](#)

How to use the Madrid System



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## Key features... cont.

- Possible to expand the geographical protection to new export markets (subsequent designation)
- Possible to tailor the list of goods and services (G&S)
- Centralized management directly with WIPO
  - Renewal and recording of changes to the IR
- Dependency – Ceasing of effect – Transformation
- Replacement

# Fees

- Handling fee to the Office of origin, if required
- Fees are payable to WIPO in Swiss francs (CHF)
- Basic fee (653 CHF/903 CHF)
- Fees for designated Contracting Parties (dCP):
  - Standard fees OR
  - Individual fees, where this is declared

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

# Benefits for the trademark owner

- One application, one language, one currency
- Designate all possible members – except country of origin
- One Madrid application = bundle of national rights
- No requirement of translation or foreign representative
- Expectation of timelines (within which action must be taken)
- Can add countries to the IR later as business expands
- Easy management of portfolio
- Saves costs

# Local industry, the Office and government

## Where it is the Office of origin:

- It empowers local industry, in particular the SMEs
- Provides easier access to export markets
- Promotes international trade and further development of export

## Where the Contracting Party is designated:

- Simplified examination in the Office
- Provides more favorable climate for foreign investment
- More filings means economic growth

# Role of local attorneys and agents

- Develop trademark strategies for local clients/businesses
  - Advise and assist on options for protection
  - Assist with national and international applications
- Assist foreign clients with enforcing rights in the country
  - Act on their behalf before the Office
  - Respond to refusals and file oppositions
  - Initiate cancellation actions

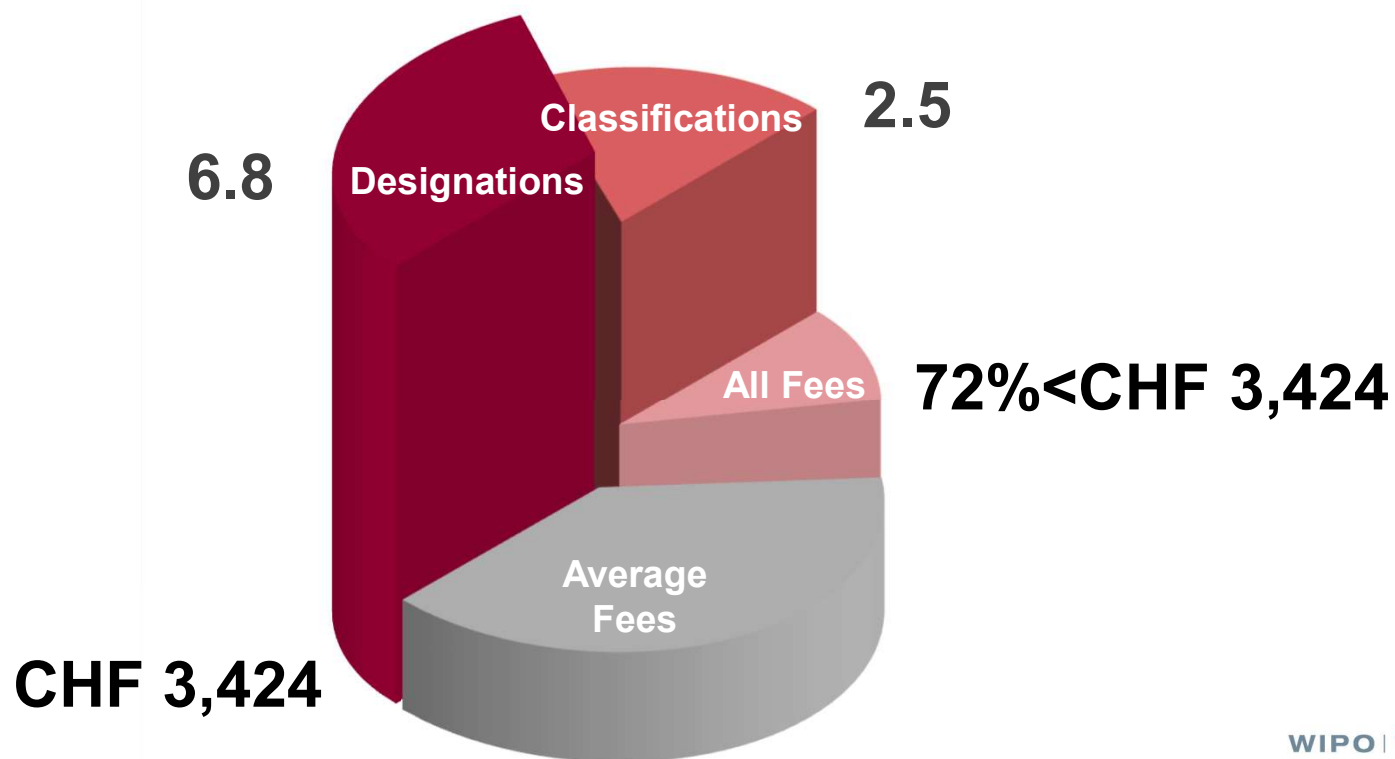


# Applications 2019

- 64,400 international applications received (+5,7%)
- Contained +430,000 designations
- Top filer is L'Oréal (189), followed by Novartis (135) and Huawei (131)
- Prognoses for 2020?

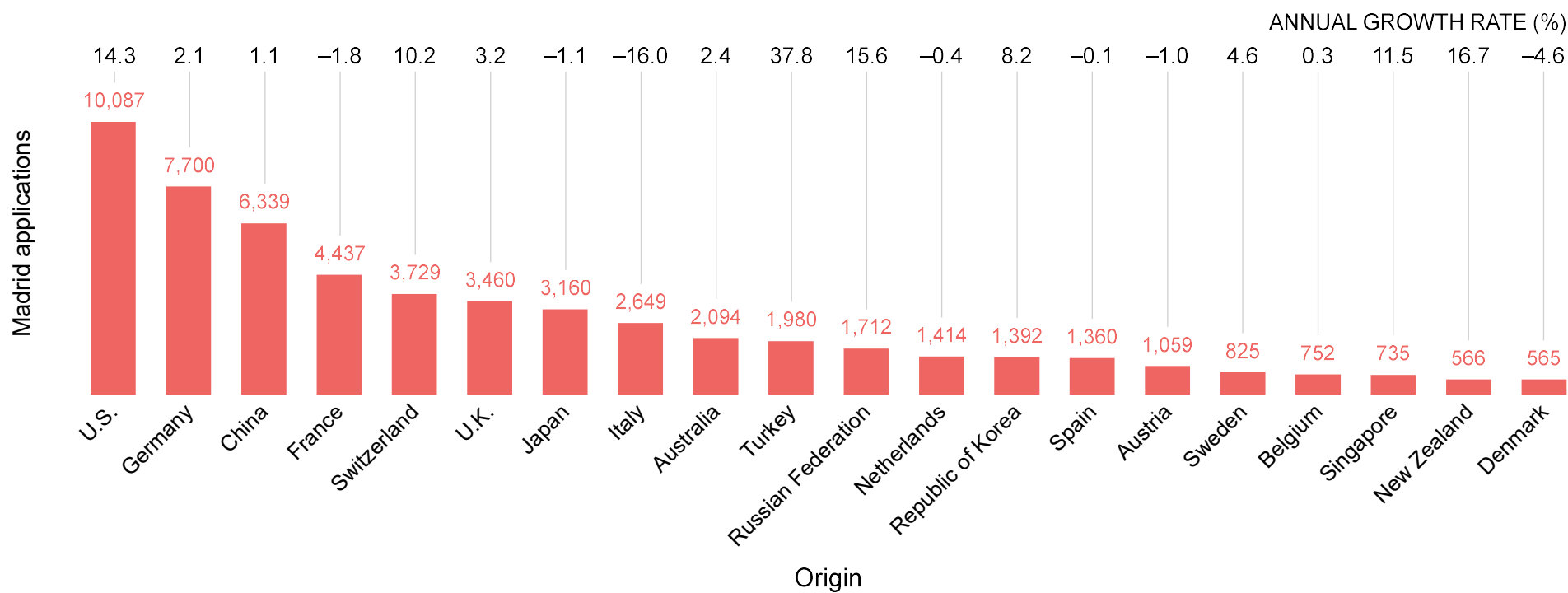
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# Average IR General Profile



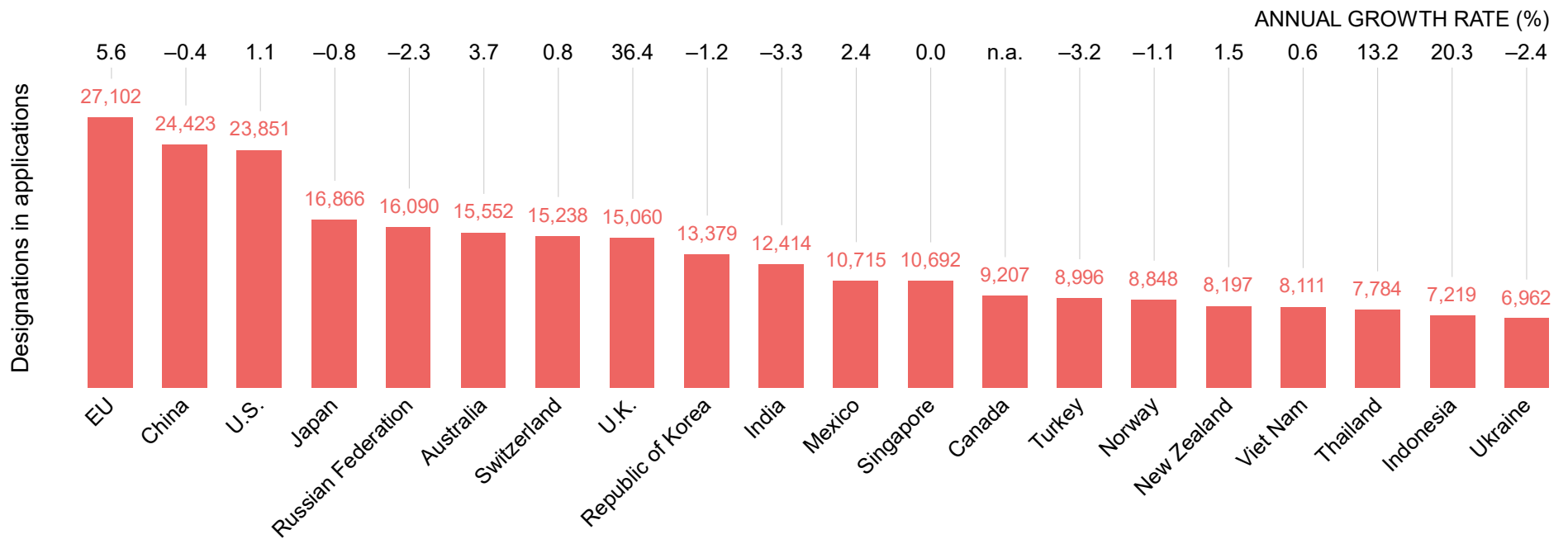
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# Top 20 Filing Origins



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# Top 20 Designated Contracting Parties



Madrid member

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**Search**



**File**



**Monitor**



**Manage**



**Global Brand Database**

- Search existing marks from national & international sources
- Trademarks, appellations of origin & official emblems

**Madrid Application Assistant**

**Madrid Goods & Services Manager**

**Member Profiles Database**

**Fee Calculator**

**Madrid Monitor**

- Track real-time status of Registration
- Watch competitors' marks
- E-alerts
- Consult WIPO Gazette

**Madrid Portfolio Manager**

- Access documents & certificates
- Request changes
- Modify, designate & renew
- Pay fees

[www.wipo.int/madrid/en/](http://www.wipo.int/madrid/en/)

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## Madrid – The International Trademark System

**COVID-19 update** – [Important information for Madrid users](#)

The Madrid System is a convenient and cost-effective solution for registering and managing [trademarks](#) worldwide. File a single application and pay one set of [fees](#) to apply for protection in up to [123 countries](#). Modify, renew or expand your global trademark portfolio through one centralized system.

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# Communication with the Madrid Registry

- Communicate with WIPO through “**Contact Madrid**”
- Ensure that WIPO can communicate with you per email
- Holders/representatives can use “**Madrid Portfolio Manager**”
- Do not send communications on paper!

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# Contact Madrid

■ <http://www.wipo.int/madrid/en/#contact>

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## Contacts

**Madrid Customer Service** is on hand to answer your questions and guide you through trademark transactions and Madrid services.

**Enquiries / Form submissions / Certified documents from the Madrid Registry**

- [Contact Madrid](#)
- Tel: +41 22 338 86 86

**Opening hours:** Monday - Friday,  
9:00 a.m. to 6:00 p.m. (Geneva time).

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# Recent and upcoming changes

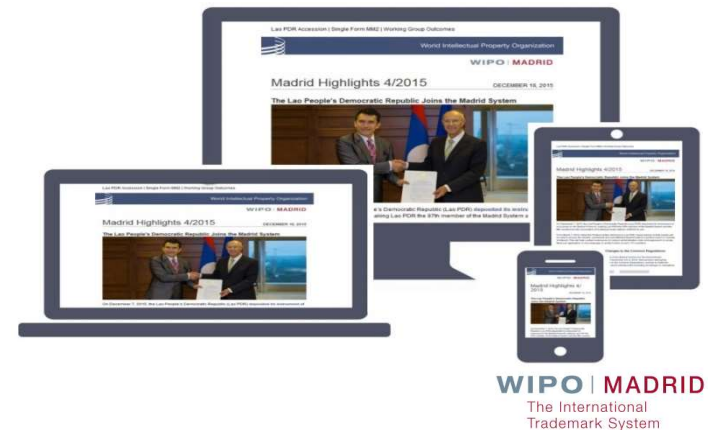
## ■ January 2021:

- BREXIT
- The Protocol is extended to Guernsey and Gibraltar
- The Protocol enters into force in Trinidad and Tobago

## ■ February 1: Mandatory requirement for applicants and holders to provide an email address to WIPO

# Keep Updated on the Madrid System

- Visit the Madrid Website  
[www.wipo.int/madrid/en](http://www.wipo.int/madrid/en)
- Register to free [Madrid Webinars](#)
- Access [“How-to” video tutorials](#)
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for legal and news updates



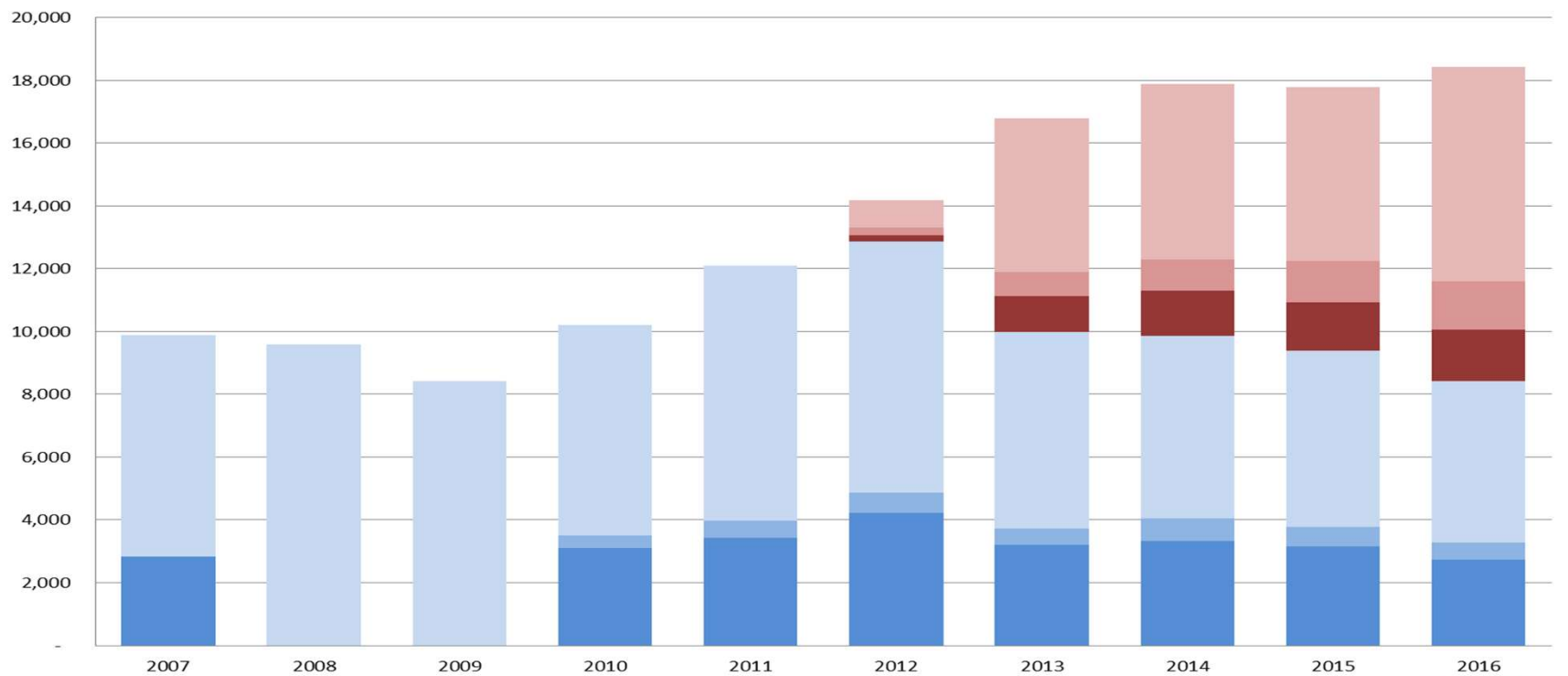
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# Impact of an accession: Experiences by recent members

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### Colombia: Non-resident Class Counts by Route - Direct & Madrid

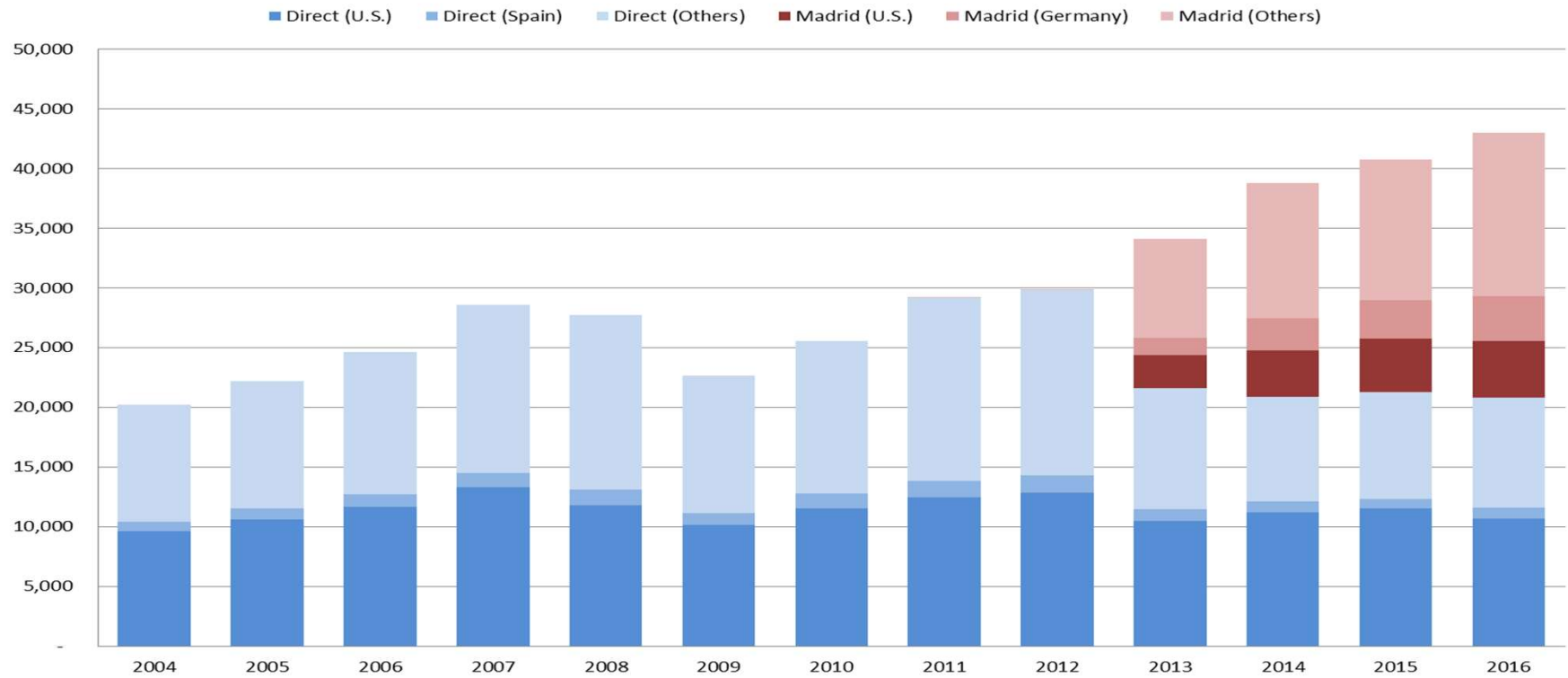
Direct (U.S.) Direct (Mexico) Direct (Others) Madrid (U.S.) Madrid (Germany) Madrid (Others)



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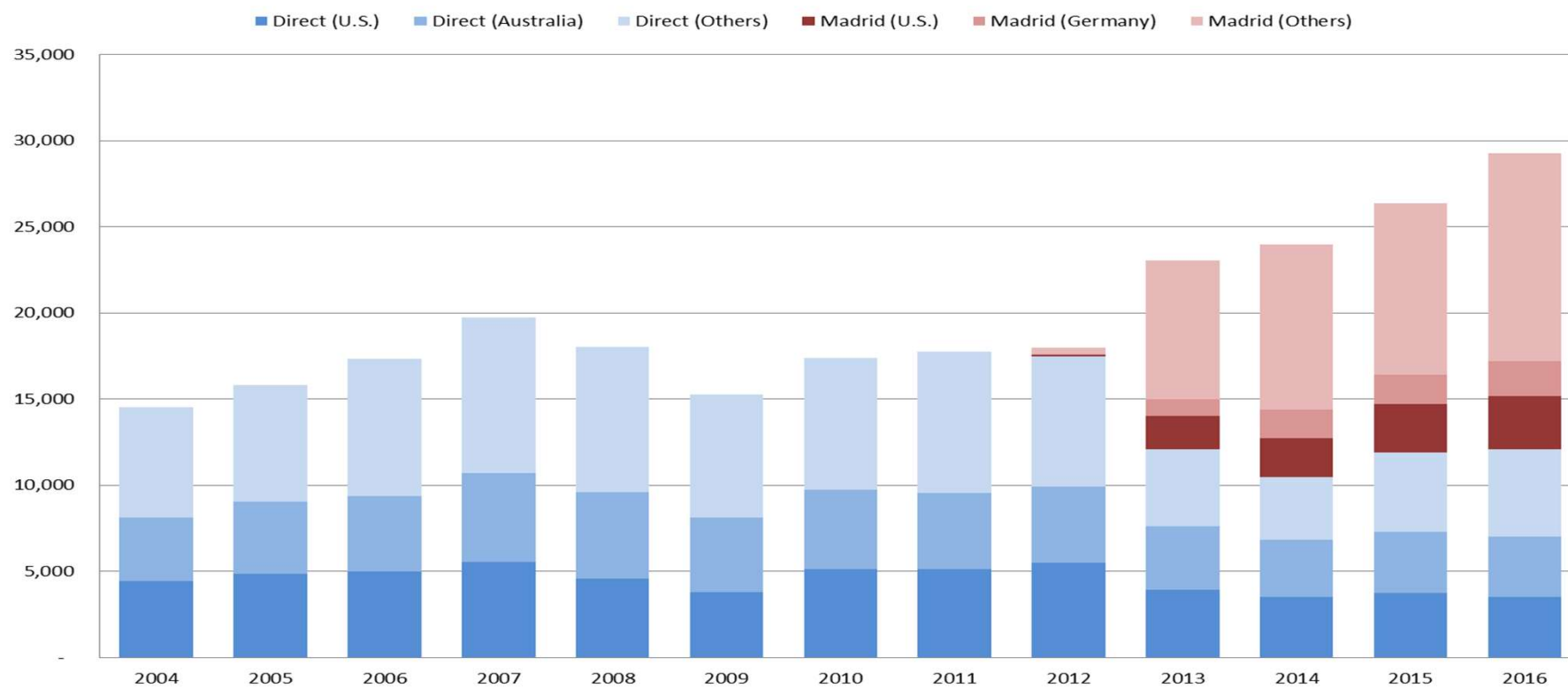
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### Mexico: Non-resident Class Counts by Route - Direct & Madrid



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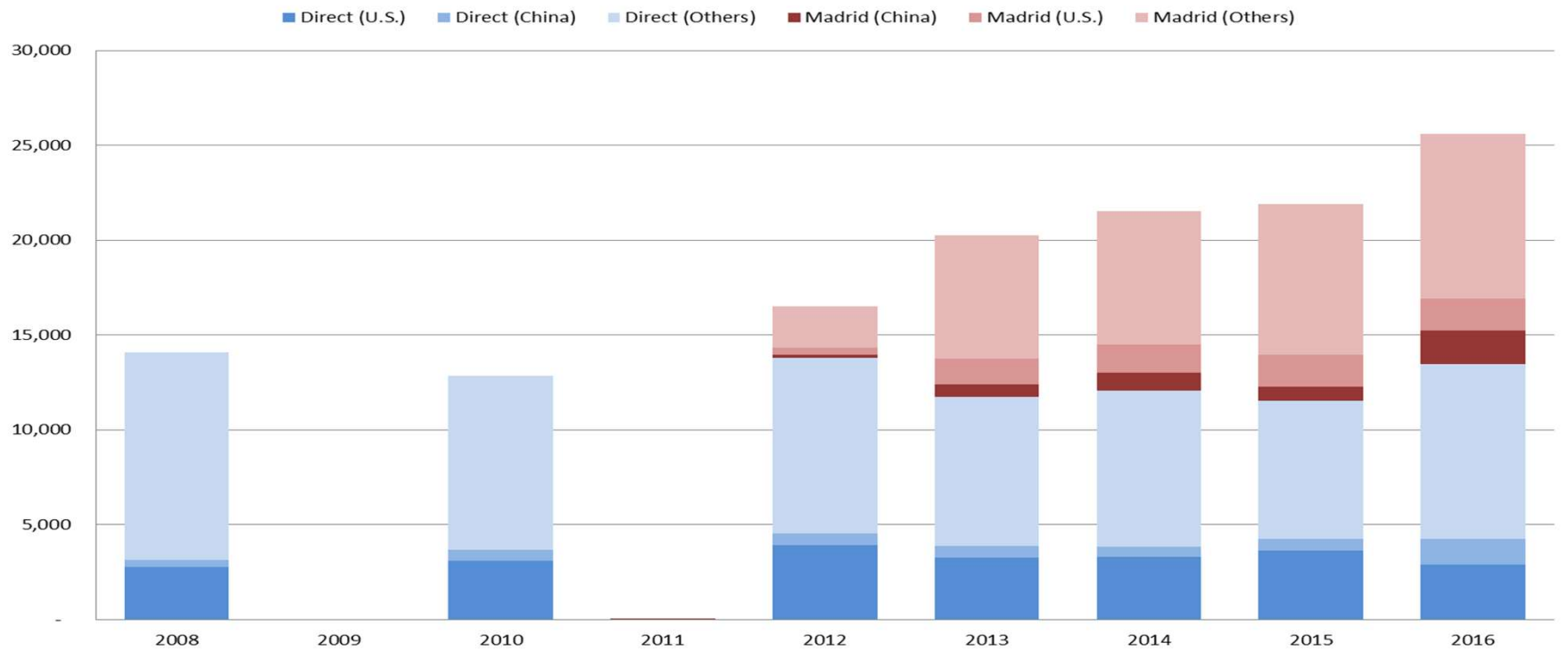
## New Zealand: Non-resident Class Counts by Route - Direct & Madrid



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## Philippines: Non-resident Class Counts by Route - Direct & Madrid

(data missing for 2009 and 2011)



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Thank you

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