

Madrid System for the International Registration of Marks



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Protection Options

- The national route - file trademark application/s with the IP Office of each country in which you want protection
- The regional route - apply through a regional trademark registration system with effect in all member states (ARIPO, Benelux Office for IP, EUIPO and OAPI)
- The international route - file through the Madrid System

The International Route

The Madrid System may be preferred 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

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

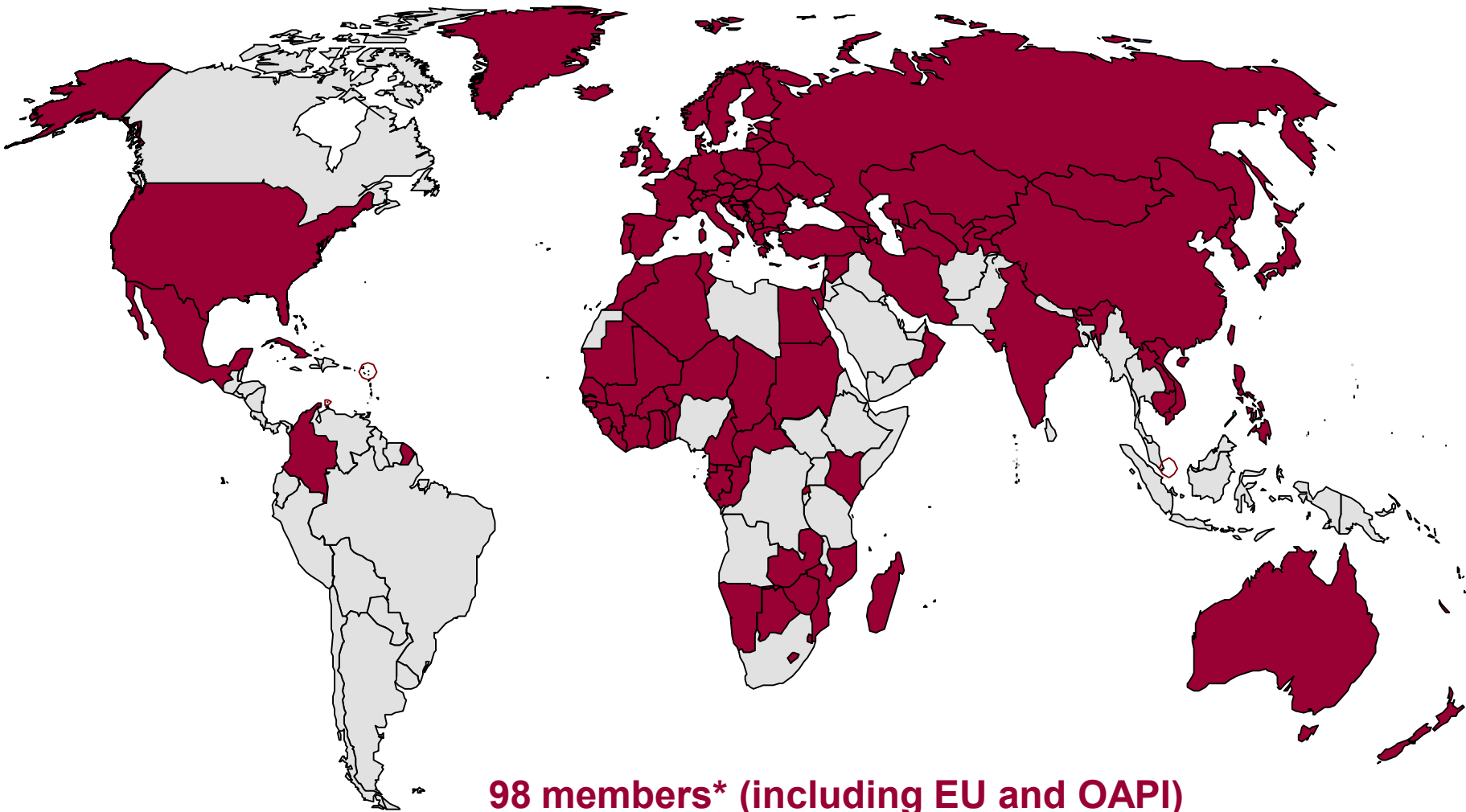
The Madrid System is Cost-effective

- File an international application, which is the equivalent of a bundle of national applications, effectively saving time and money
- Avoid paying for translations into multiple languages or working through the administrative procedures of multiple IP Offices

The Madrid System Offers Broad Geographic Coverage

- Currently: 114 countries covered by the 98 members
- Markets that represent more than 80% of world trade
- Recent accessions include:
 - 2013: India, Rwanda and Tunisia
 - 2014: OAPI and Zimbabwe
 - 2015: Algeria, Cambodia, The Gambia and
Lao People's Democratic Republic
 - 2016: Brunei Darussalam

Members of the Madrid System



**98 members* (including EU and OAPI)
covering 114 countries**

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

Accession Outlook - 2017/19

■ Africa

- Malawi
- Mauritius
- South Africa

■ Arab Countries

- Jordan
- Saudi Arabia

■ Asia

- Malaysia
- Sri Lanka
- Thailand
- Indonesia

■ Latin America & the Caribbean

- Brazil
- El Salvador
- Trinidad and Tobago

■ North America

- Canada

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**, 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 designated Contracting Party)

- 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 designated Contracting Parties

Costs

Fees are payable to WIPO in Swiss francs

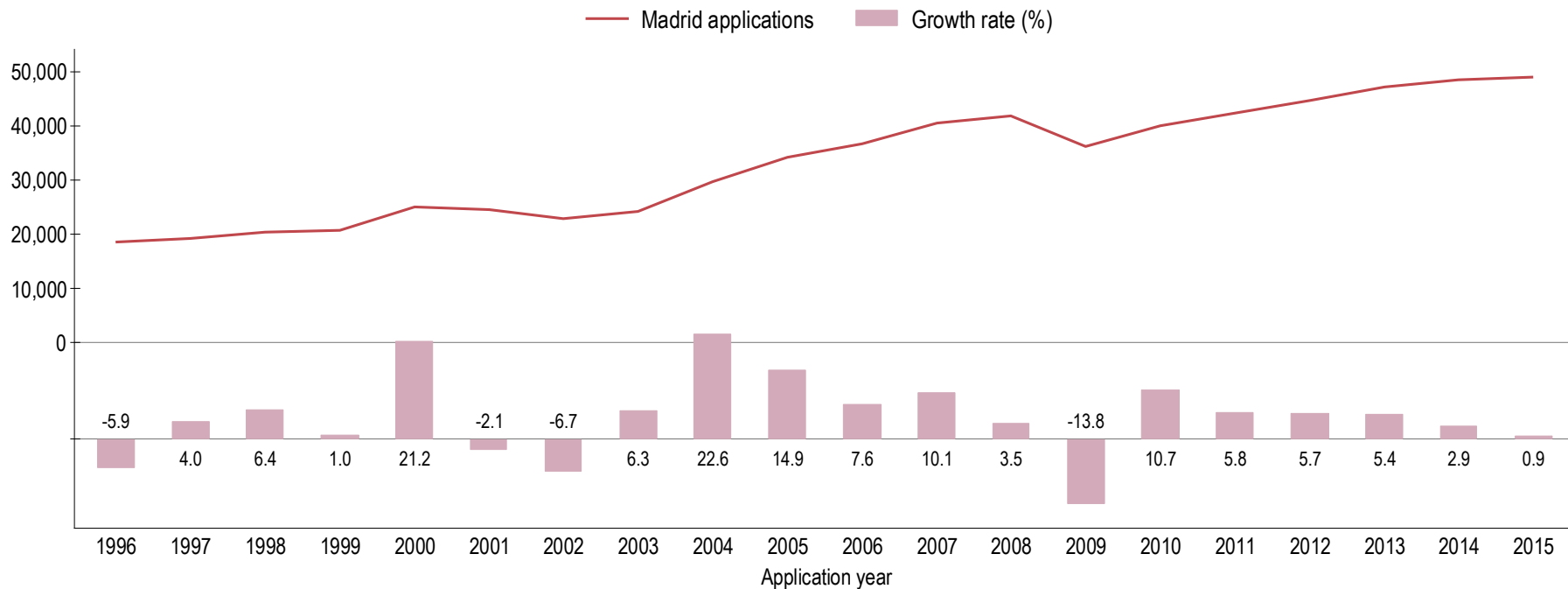
- Basic fee*, which includes 3 classes of goods/services
 - 653 Swiss francs - b/w reproduction of mark
 - 903 Swiss francs - color reproduction of mark

- Fees for designating 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

International Applications

Figure A.1.1 Trend in international applications

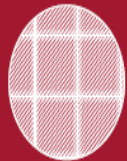


Top Five Classes

Number of classes specified in international applications
and share of total



**COMPUTERS
AND ELECTRONICS**



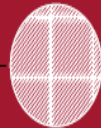
12,748



9.4%



**SERVICES
FOR BUSINESS**



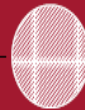
10,265



7.6%



**TECHNOLOGICAL
SERVICES**



8,114



6.0%



**LEISURE, EDUCATION
AND TRAINING
SERVICES**



6,253



4.6%



CLOTHING



5,870

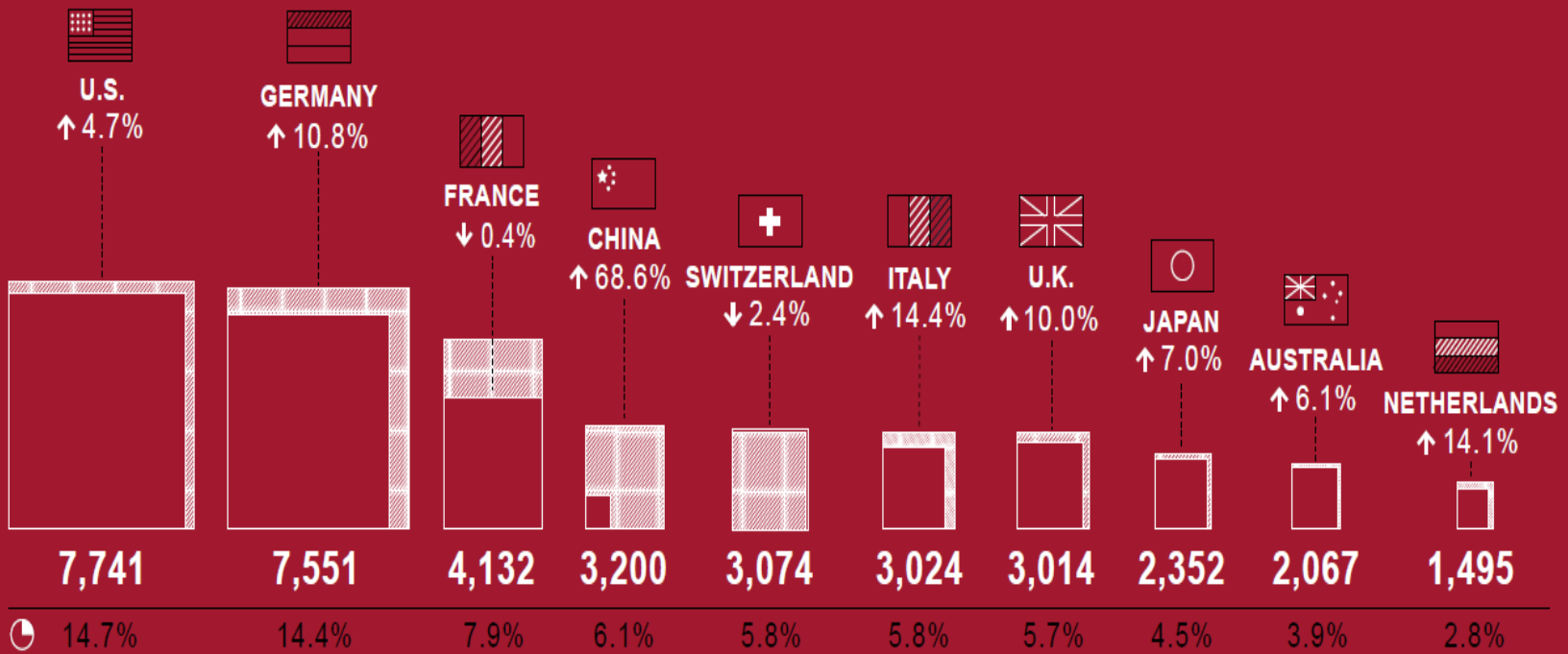


4.3%

Top Ten Countries

Number of applications and share of total

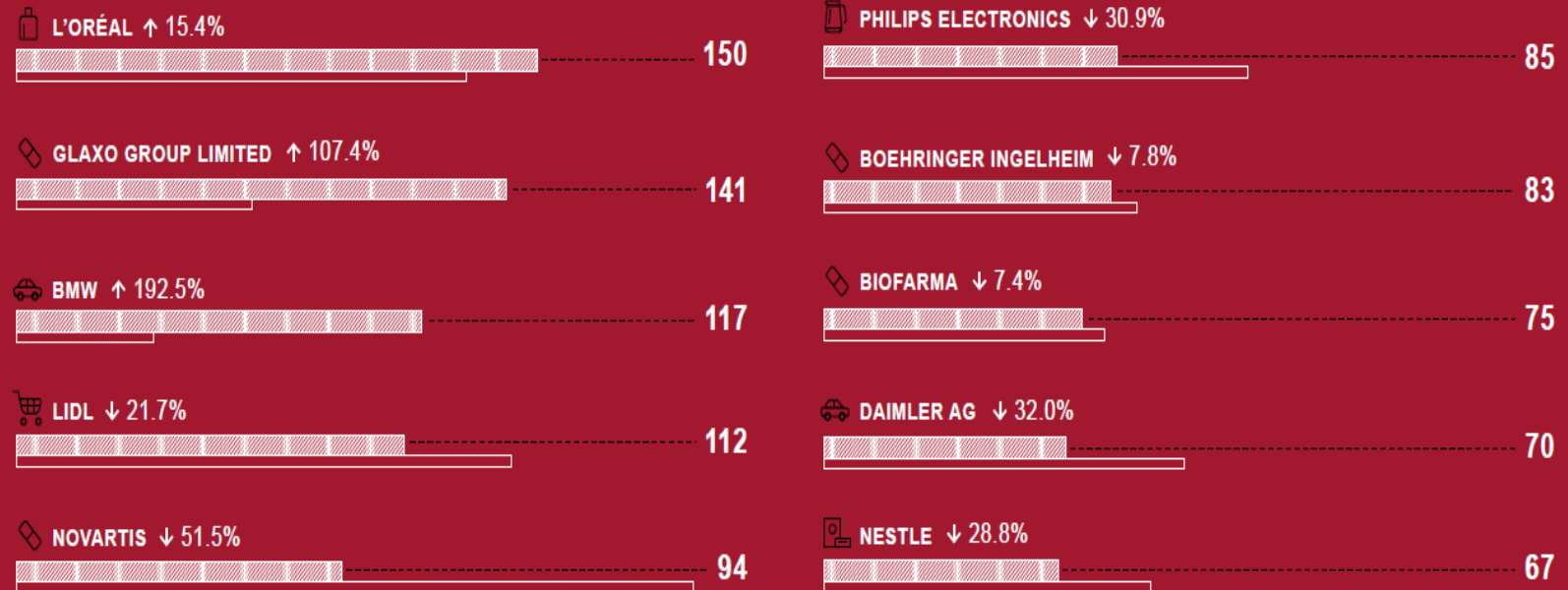
□ 2015 ■ 2016 ↑ Change in totals



Top Ten Applicants

Number of Madrid applications

□ 2015 ■ 2016 ↑ Change in totals



Online Resources and E-Services

- The Madrid Website provides information on how to [search before filing](#), [file an application](#) and how to monitor and [manage your registration](#).
- [Madrid E-Services](#) are available to assist you at each stage of your mark's lifecycle:

Online Resources and E-Services

search

file

monitor

manage

Global Brand Database

- search existing marks from national & international sources
- trademarks, appellations of origin and emblems

Madrid Goods & Services Manager

- compile a list of approved goods & services terms in 18 languages

Member Profiles Database

Madrid Monitor

- track real-time status of registration
- watch competitors' marks
- e-alerts
- consult the WIPO Gazette

Madrid Portfolio Manager

- access documents
- request changes
- designate, modify & renew
- pay fees
- obtain extracts

Search



Check if similar marks
already exist in your target
markets

Search the
Global Brand
Database

Global Brand Database

Search the [Global Brand Database](#) before filing a trademark application, or to simply browse brands in markets of interest

- A first step in researching whether a similar or identical mark already exists
- The gateway to more than 28 million records from 35 national and international collections, including trademarks registered under the Madrid System
- Offers unique image search for visually similar brands

File



Madrid Goods & Services Manager

Compile the list of goods & services you want covered by your trademark registration



Member Profiles Database

Learn about trademark rules and procedures of Madrid System members



Fee Calculator

Estimate the cost of your international trademark registration

Madrid Goods & Services Manager

Compile and verify the list of goods and services required for an international trademark application using [Madrid Goods & Services Manager](#)

- Nice Classification class headings, terms and explanatory notes
- Over 61,000 English descriptions
- Compile and translate your list in 18 languages
- Terms pre-approved by WIPO and participating Madrid System members (“check acceptance” feature)

Member Profiles Database

Use the Member Profiles Database to learn about and compare trademark rules and examination procedures in the IP Offices of Madrid System members

- General information, including contact details and national trademark laws
- Rules and procedures for filing an international application through a particular IP Office
- Rules and procedures applicable when designating a member in your international trademark registration

Fee Calculator

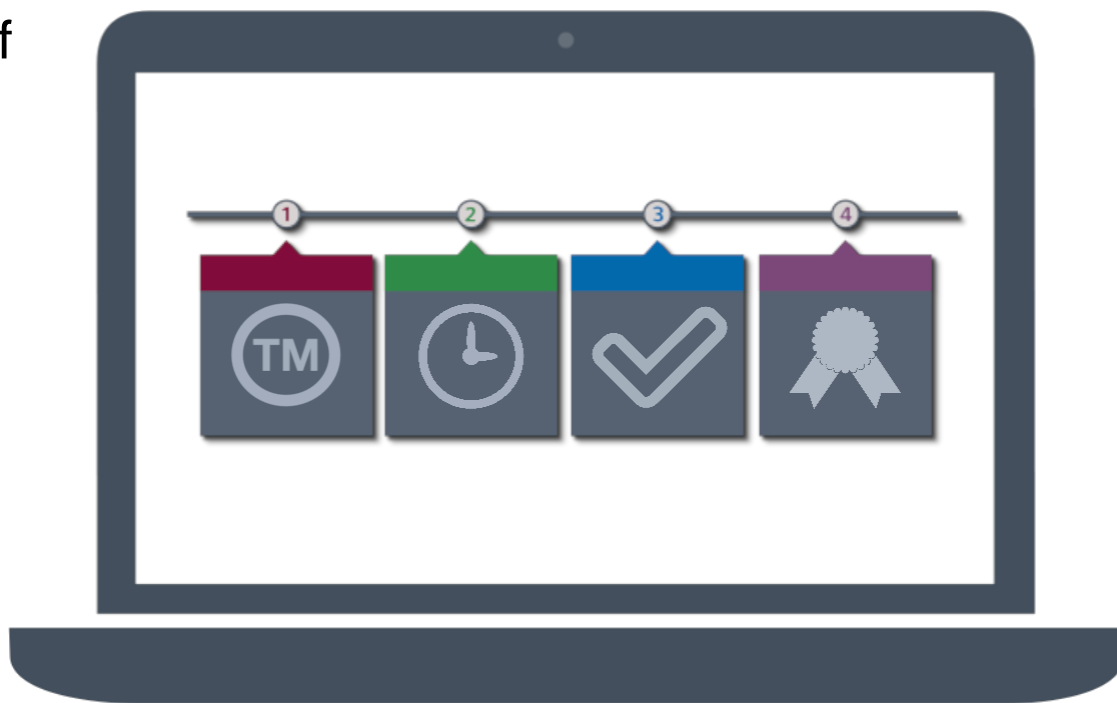
Use the [Fee Calculator](#) to estimate the fee for:

- International application
- Subsequent designation
- Renewal

Monitor

Use [Madrid Monitor](#) to:

- Track real-time status of your international registration
- Follow other marks registered through the Madrid System
- Register for e-alerts about trademarks of interest
- Consult the WIPO Gazette of International Marks

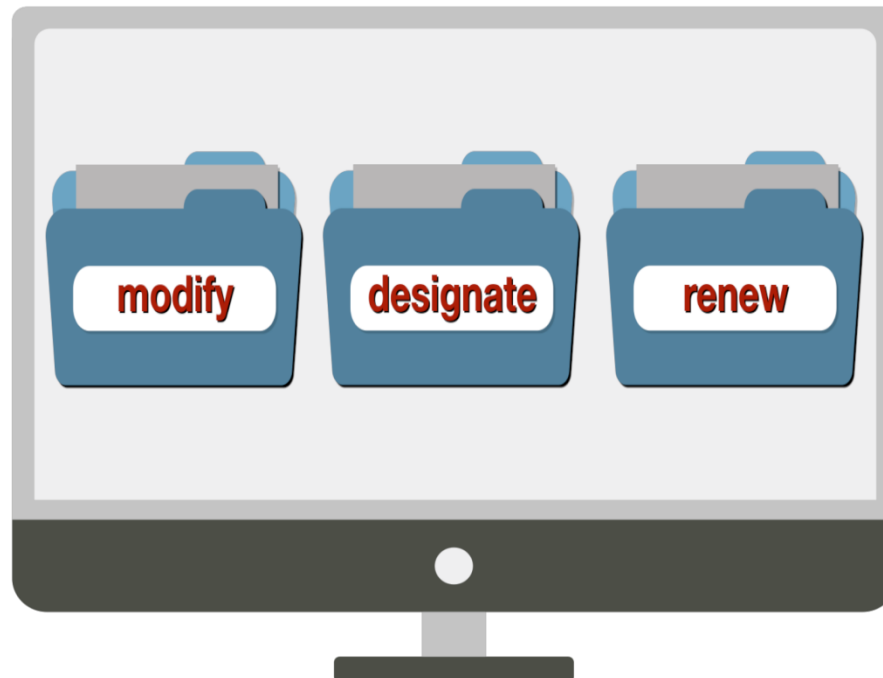


Madrid Monitor

- [Madrid Monitor](#) integrates the functionalities of ROMARIN, Real-Time Status, Madrid E-Alert and the WIPO Gazette of International Marks into one easy-to-use tool
- The intuitive search interface provides access to all information available in the International Register

Manage

Use [Madrid Portfolio Manager](#) to easily manage your portfolio of international trademark registrations using a single account



Madrid Portfolio Manager

Madrid Portfolio Manager is your secure gateway to your portfolio of international trademark registrations

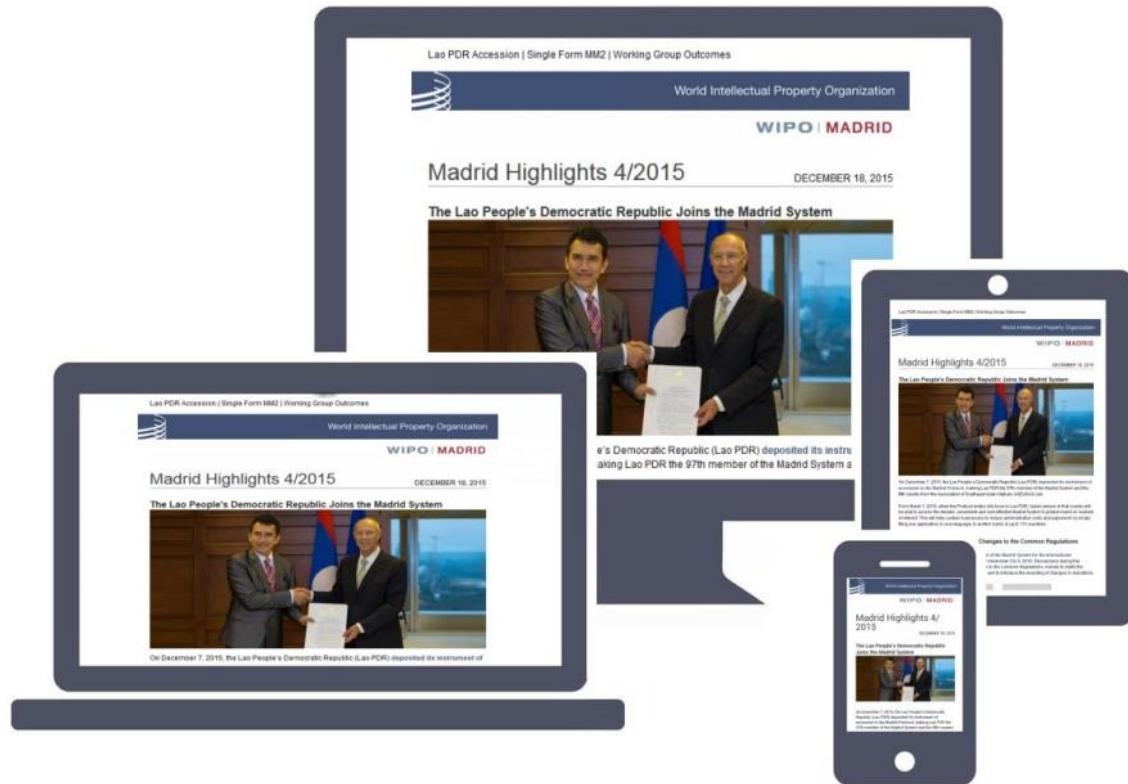
- Request changes, [renewals](#), [subsequent designations](#)
- Track the status of your trademark registrations
- Make multiple changes to your portfolio
- Pay fees ([E-Payment](#) or Current Account)
- Delegate management responsibility for all or part of your portfolio
- View and download decision documents (secure access)
- Request extracts from the International Register

Keep Updated on the Madrid System

■ Visit the Madrid Website www.wipo.int/madrid/en

■ Subscribe to [Madrid Notices](#), our regular legal and news updates

■ Sign up for [Madrid Highlights](#)



Thank you
for your attention

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