



**WIPO | MADRID**

The International  
Trademark System



# Protecting your Brand Abroad

## WIPO Regional Webinar

Olivier Pierre

**Geneva**  
**December 7, 2023**

# Program

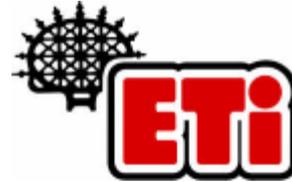
- Presentation + Interactive questions
- Introduction to the Madrid System
- Live demonstration of tools for SMEs
- Q&A

# Q&A – Mentimeter

- Scan the QR code below
- Join us at **menti.com** | use code **5423 1714**
- Click on this link: <https://www.menti.com/alpjetr1ng21>



# It Begins with a Trademark and a Plan to Export...



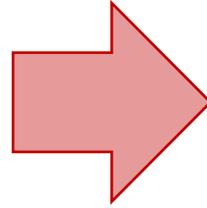
# Protection Options

...Then a choice must be made regarding the best way to protect your trademark/s abroad:

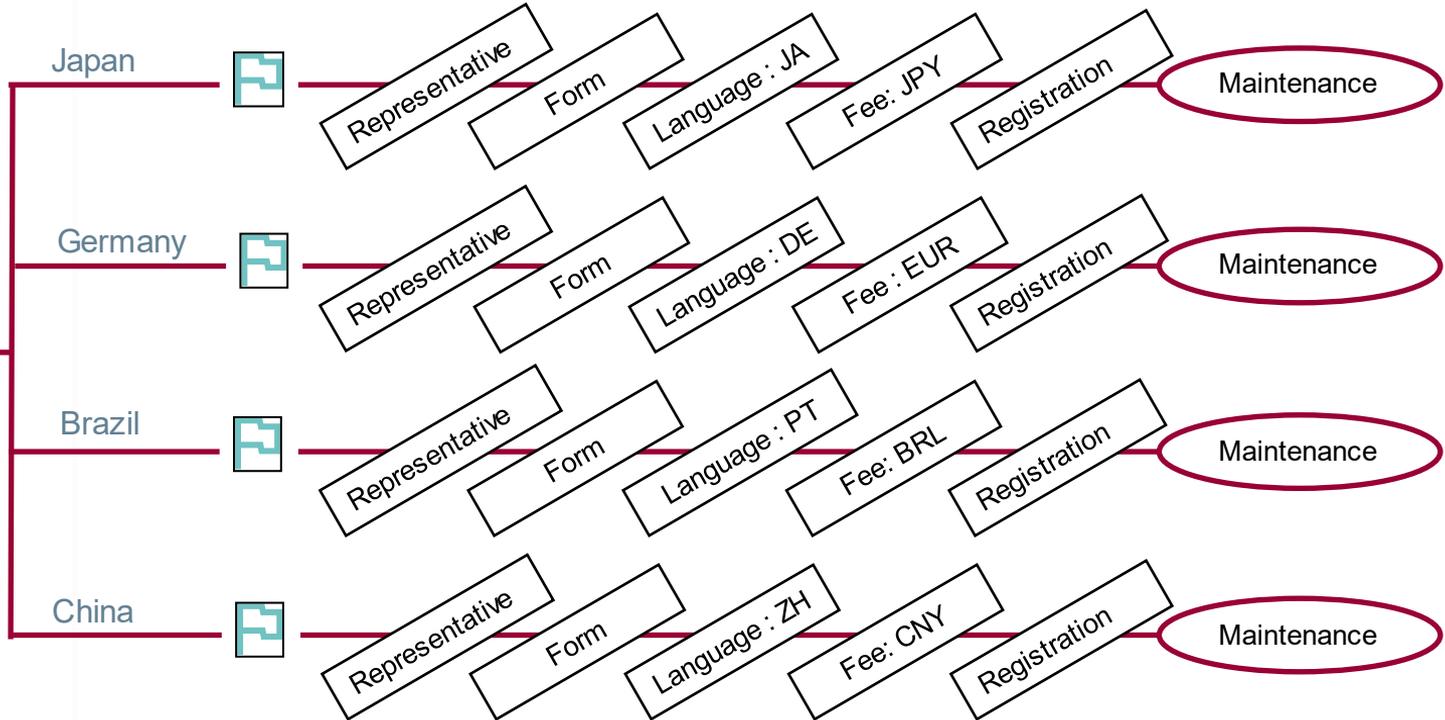
- **The national route** – file trademark application/s with the IP Office of each country in which you want protection
- **The regional route** – apply through a regional trademark registration system with effect in all member states (BOIP, EUIPO and OAPI)
- **The international route** – file through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

# A trademark and a plan to export

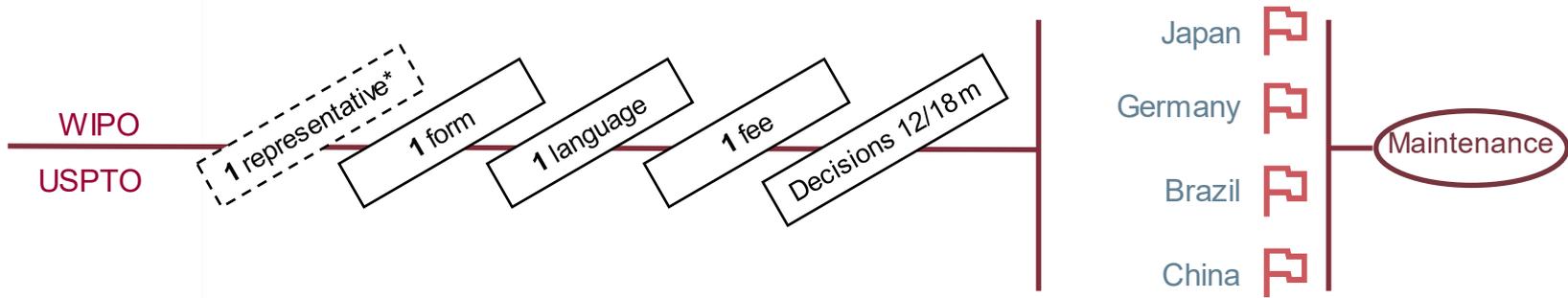
 *By Sally*



# Market by Market Filing



# Madrid System



\* optional

# 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

# Costs comparison - Applications

## Madrid System

Designating Brazil, China, Germany and Japan, for a mark in color for 2 classes of goods/services

**= CHF 2,116**

## National Route

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

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



# Question

- How many countries are currently members of the Madrid System?
  - 114
  - 89
  - 195
  - 130

# Geographical coverage

- 130 countries covered by 114 members
- Over 80% of world trade
- Recent members:
  - 2019: Brazil, Canada, Malaysia
  - 2021: Trinidad and Tobago, Pakistan, the UAE
  - Expansion to Guernsey and Gibraltar
  - 2022: Jamaica, Chile and Cabo Verde
  - 2023: Belize, Mauritius

# Accession outlook: 2023 – 2025

- **Africa** : South Africa
- **Arab Region**: Qatar, Saudi Arabia
- **Asia** : Bangladesh, Papua New Guinea, Sri Lanka, Fiji, Tonga
  - China to extend the Protocol to Hong Kong SAR
- **Europe**: Malta
- **Latin America / Caribbean** Grenada, St. Vincent and the Grenadines

# The 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**

114 members	130 countries	Over 80% of world trade	And growing

# Question

- Can you file your international application directly at WIPO?
  
- Yes
- No

# How the Madrid System Works

## The International Trademark Registration Process



# Madrid System Users: Business Size

- Individual entrepreneurs, small and large businesses find the Madrid System to be a convenient and cost-effective means to protect marks in key markets throughout the world



**Individual  
Entrepreneurs**

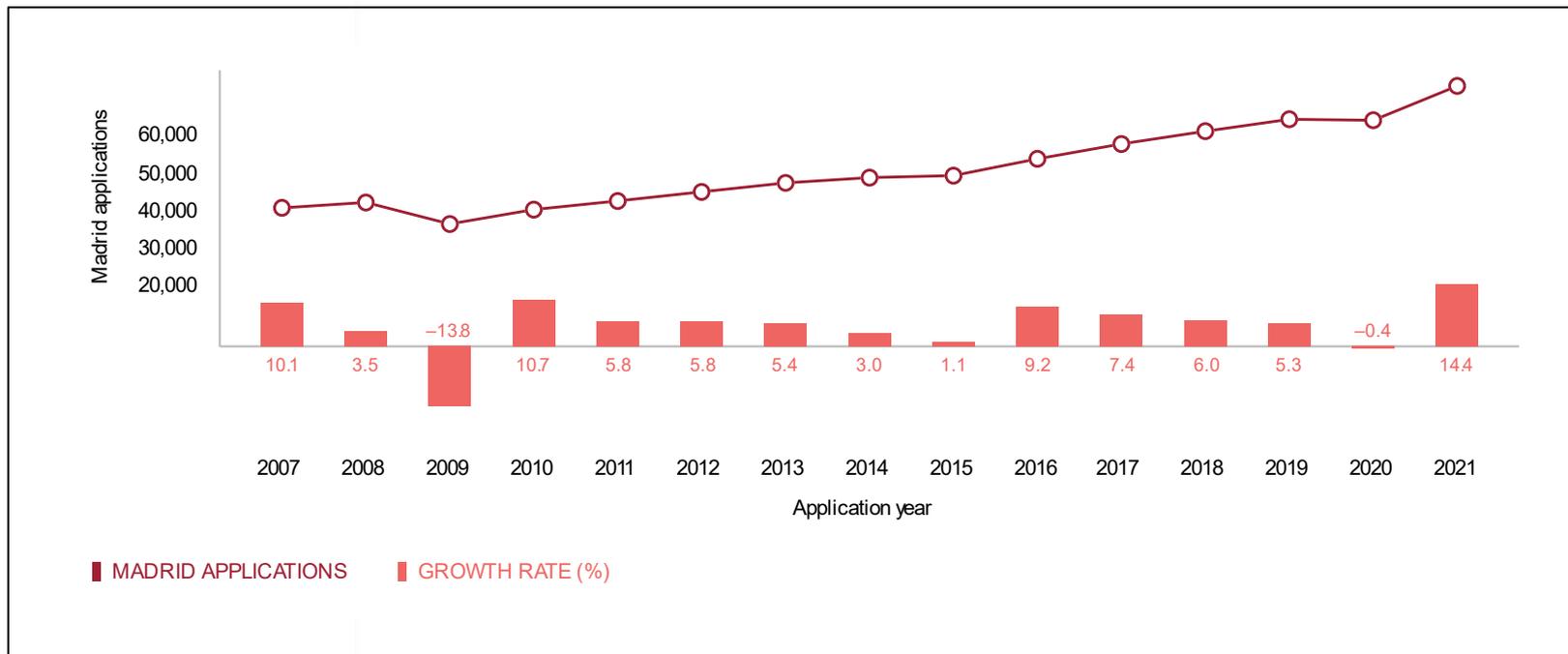


**Small & Medium  
Businesses**

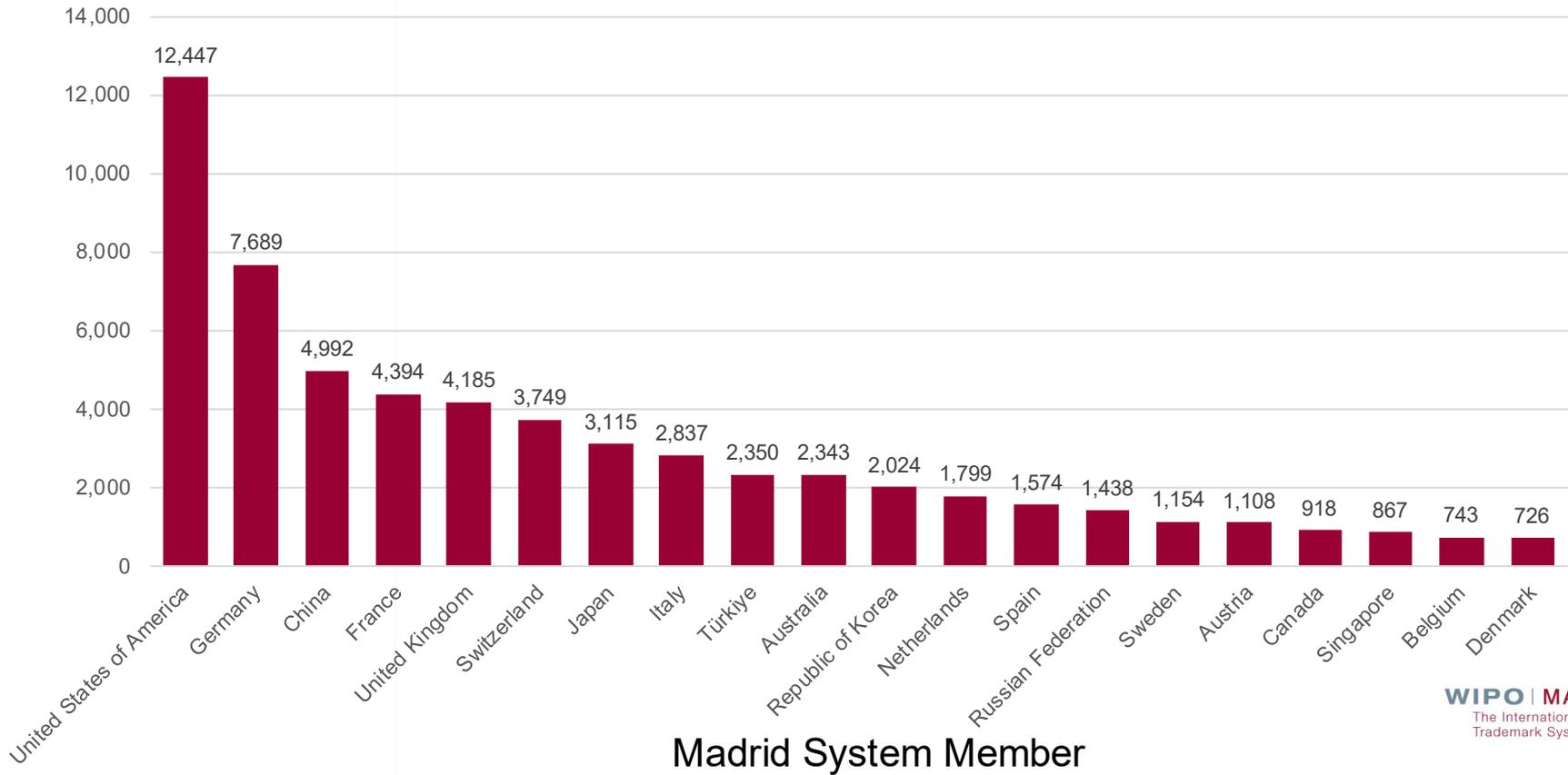


**Large  
Businesses**

# International Applications (2007-2021)



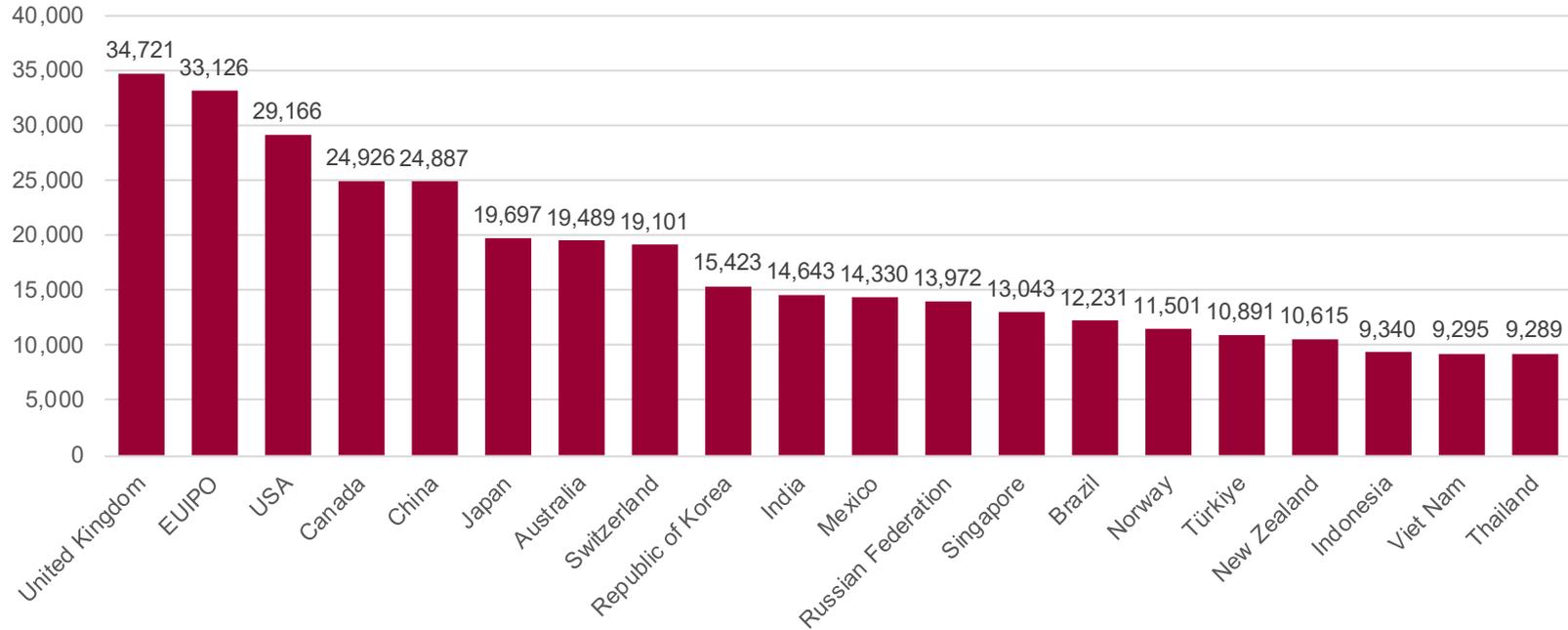
# Top 20 Filing Origin 2022



# Question

- Which country was the most designated in 2022?
  - China
  - United States of America
  - United Kingdom
  - European Union

# Top 20 Designated Madrid System Members 2022



Madrid System Member

# eMadrid

- You can access [eMadrid](#) through the [WIPO website](#) or through the [WIPO IP Portal](#) using your WIPO Account

## Madrid System online services – eMadrid

Use **eMadrid** to file your applications and manage your trademark portfolio, in a secure and self-service environment.

[Go to eMadrid](#)

[Access supporting tools](#)

**eMadrid – your digital gateway to international trademark protection**  
File and manage your trademark portfolio online in over 125 countries

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Trademark System



# eMadrid – Supporting Tools

The screenshot displays the WIPO eMadrid Reference page. At the top left, the WIPO logo is visible, and the breadcrumb trail reads 'Home > Madrid System > eMadrid > Reference'. The main heading is 'eMadrid Reference', with a sub-link 'Discover eMadrid Reference'. Below this, a section titled 'What is eMadrid Reference?' explains that it provides access to supporting tools and resources for filing and managing international trademark registrations. The 'Services' section features five tool cards:

- CONSULT MADRID SYSTEM MEMBER PROFILES**: Learn all about the laws and practices of IP Offices of Madrid System members. [Get started](#)
- CALCULATE YOUR FEES**: Use the Fee Calculator to estimate the cost of filing and managing an international registration. [Get started](#)
- COMPILE AND VERIFY LISTS OF GOODS AND SERVICES**: Use Madrid Goods & Services Manager to select from thousands of terms to build a list of goods and services that will be covered by your international registration. [Get started](#)
- SIMULATE INTERNATIONAL PROTECTION**: Access the International Application Simulator to find out how the Madrid System can protect your trademark abroad. [Get started](#)
- FIND OUT ABOUT PENDENCY RATES**: Learn all about the pendency times for key Madrid System transactions. [Access report](#)

# Live Demo

- Tools before filing
- Filing
- Managing
- Monitoring

# Madrid System Public Webinars

Webinars del Sistema de Madrid

**Actualizaciones legales del Sistema de Madrid de 2023: Todo lo que necesita saber**

1:03:21  
WIPO | MADRID

9 MONTHS AGO

Actualizaciones legales del Siste...

マドリッド制度に関するWebセミナー

**商標の国際登録制度『マドリッド制度』の概要(初級) - 制度を学びたいスタートアップ、中小企業の方にも!**

2023年10月26日

1:13:44  
WIPO | MADRID

EDUCATION 15 DAYS AGO

商標の国際登録制度『マドリッド制度』の概要(初級) - 制度

Webinars du système de Madrid

**Protéger sa marque à l'étranger : Guide sur le système de Madrid de l'OMPI et outils de propriété intellectuelle pour les PME**

1:08:24  
WIPO | MADRID

5 MONTHS AGO

Protéger sa marque à l'étranger ...

التدوینات القانونية بشأن نظام مدريد

**تحديثات قانونية لعام 2023 وملاحظات الفريق العامل**

44:48  
WIPO | MADRID

8 MONTHS AGO

لعام 2023 آراء ومقترحات الفريق العامل ...

马德里体系网络研讨会

**中国商标局的马德里申请程序 (2023)**

1:09:00  
WIPO | MADRID

EDUCATION

4 MONTHS AGO

## The Madrid Filing Procedure in China Trademark Office

Вебинары по Мадридской системе

**Официальные формы: Управление международной регистрацией**

59:39  
WIPO | MADRID

EDUCATION 2 YEARS AGO

Official Forms: Managing an international registration

Madr 1 System Webinars

**Understanding Procedures at the IP Office of the United Kingdom (UKIPO)**

1:06:25  
WIPO | MADRID

EDUCATION 1 MONTH AGO

Understanding Procedures at th...

# Webinars

- [How to File an International Trademark Application](#)
- [Protecting your Trademark Abroad](#)
- [Overview of eMadrid: The Madrid System Online Services](#)
  
- [Webinar recordings library](#)

# 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

# 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 restrict the list of goods and services of the international registration (part 1)

In this tutorial, we will review how to restrict the list of goods and services of the international registration for some or all of the designated Contracting Parties. [About limitations.](#)



How to change the ownership of an international registration  
This tutorial will show you how to request a change of ownership. [About changes in ownership.](#)



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.](#)

# Madrid System Podcast

## WIPOD – International Trademark System Talks

8<sup>th</sup> episode



■ Spotify

■ Apple Podcasts

■ Google Podcasts



October 5 - S1 E8 - 19 min

**Washington 1911 to Stockholm 1967; Fine-tuning the Madrid Agreement (Part 1)**

WIPOD – International Trademark System Talks >

[Play Again](#)

Played Today

In this episode, we'll be taking a closer look at some of the milestone and pivotal 20th-century revisions to the Madrid Agreement that helped to reshape and streamline procedures for the international registration of trademarks.

< Back Episodes ...

All Episodes Unplayed Downloaded Played

✓ OCT 5  
Washington 1911 to Stockholm 1967; Fine-tuning the Madrid Agreement (Part 1)  
In this episode, we'll be taking a closer look at some of the milestone and pivotal 20th-century r...  
[19m](#) ...

✓ MAY 2  
The First Revision of the Madrid Agreement at the Brussels Conference of 1900  
In this episode, we will discuss the...  
[14m](#) ...

FEB 16  
The Madrid Agreement from 1891 to the First Act of Brussels of 1900 (Part 2)  
In this episode, we talk about early...  
[12m](#) ...

# The New Guide on the Madrid System

Whoever you are, our new [Guide to the Madrid System](#) (the Guide) will provide you with everything you need to know about trademark protection through the Madrid System.

The Guide has clear headings, practical examples and a logical structure, making it easy to navigate and quick to find the information you are looking for. It also includes direct links to related online services, information and forms.

The updated English version of the Guide is already available online. The Arabic, Chinese, French, Russian and Spanish versions will be available soon.



# Madrid System User Group

Help us shape the future of our Madrid System online services under [eMadrid!](#)

[Sign up to our Madrid System User Group](#)





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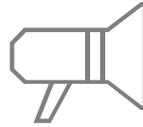
■ Questions?

# Stay informed



## ■ Website

Visit the [Madrid System Website](#)



## ■ Madrid News

Subscribe to [Madrid News](#)



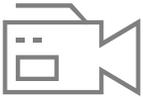
## ■ Webinars

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



## ■ Podcast and YouTube

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



## ■ Tutorials

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



## ■ Questions

[Contact us](#) online