



**WIPO | MADRID**

The International  
Trademark System



# Overview of the New eMadrid Madrid System Webinar

Olivier Pierre  
Catherine Dupenloup

**Geneva**  
**February 7, 2024**

# Our speaker



## Olivier Pierre

Information Assistant  
Madrid Information and Promotion Division  
**WIPO**



## Catherine Dupenloup

Senior Application Support Assistant  
Madrid Information and Promotion Division  
**WIPO**



# 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.

# 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](#)

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



# eMadrid

**WIPO**

Home > Madrid System > eMadrid

Help English IP Portal login

## Welcome to eMadrid

eMadrid home File an application Manage your trademarks Find & monitor

File and manage your international trademark applications and registrations in multiple countries

eMadrid provides you with central and secure access to all the online tools and services that you need to file and manage international trademark applications and registrations under the [Madrid System](#).

Login Create a WIPO Account

### What do you want to do?

**File an application**  
Prepare and submit your application for an international trademark registration and respond to irregularity notices from WIPO.

Prepare your application

**Manage your trademarks**  
Manage your international trademark applications and registrations, and pay fees.

Access our online services

**Find and monitor**  
Search and monitor international trademark applications and registrations.

Get started

# eMadrid – File

The screenshot displays the WIPO eMadrid interface. At the top left is the WIPO logo and a navigation menu. The top right contains utility links for Help, English, a home icon, a user profile icon for Francesca Fusco, and a dropdown arrow. The main header area features a blue background with a network diagram and the title "eMadrid: File an Application for an International Trademark Registration". Below this is a horizontal navigation bar with four tabs: "eMadrid home", "File an application" (circled in red), "Manage your trademarks", and "Find & monitor". The main content area includes a sub-header "Tools to prepare and submit your application for an international trademark registration, and to respond to irregularity notices from WIPO." followed by a call-to-action box: "Use the Application Assistant to prepare your application" with a "Start a new application" button. A section titled "Tools to help you file your application" contains four cards: "Simulate an application", "Calculate your fees", "Consult Member profiles", and "Build goods & services" (with a sub-link "Explore goods & services").

# eMadrid – File

The screenshot displays the WIPO eMadrid interface. At the top left, the WIPO logo is visible. The top right corner includes navigation options for 'Help', 'English', and a user profile for 'Francesca Fusco'. The main heading reads 'eMadrid: File an Application for an International Trademark Registration'. Below this, a horizontal menu contains four items: 'eMadrid home', 'File an application' (circled in red), 'Manage your trademarks', and 'Find & monitor'. A central section provides instructions: 'Tools to prepare and submit your application for an international trademark registration, and to respond to irregularity notices from WIPO.' Below this, an orange box contains the text 'Use the Application Assistant to prepare your application' and a blue button labeled 'Start a new application'. A section titled 'Tools to help you file your application' features four grey boxes, each with a description and a button: 1) 'Find out how and where you can use the Madrid System to protect your trademarks.' with a 'Simulate an application' button; 2) 'Estimate the cost of filing an application and managing an international trademark registration.' with a 'Calculate your fees' button; 3) 'Learn about the laws and procedures of the intellectual property Offices of Madrid System Members.' with a 'Consult Member profiles' button; 4) 'Select from thousands of terms to build and check a list of goods and services that your international trademark registration will cover.' with 'Build goods & services' and 'Explore goods & services' buttons.

WIPO

Home > Madrid System > eMadrid

Help English Francesca Fusco

## eMadrid: File an Application for an International Trademark Registration

eMadrid home **File an application** Manage your trademarks Find & monitor

Tools to prepare and submit your application for an international trademark registration, and to respond to irregularity notices from WIPO.

Use the Application Assistant to prepare your application

[Start a new application](#)

### Tools to help you file your application

Find out how and where you can use the Madrid System to protect your trademarks.

[Simulate an application](#)

Estimate the cost of filing an application and managing an international trademark registration.

[Calculate your fees](#)

Learn about the laws and procedures of the intellectual property Offices of Madrid System Members.

[Consult Member profiles](#)

Select from thousands of terms to build and check a list of goods and services that your international trademark registration will cover.

[Build goods & services](#)

[Explore goods & services](#)

# eMadrid

WIPO

Help English Francesca Fusco

Home Madrid System eMadrid

## eMadrid: Find and Monitor

eMadrid home File an application Manage your trademarks **Find & monitor**

Search and monitor international trademark applications and registrations.

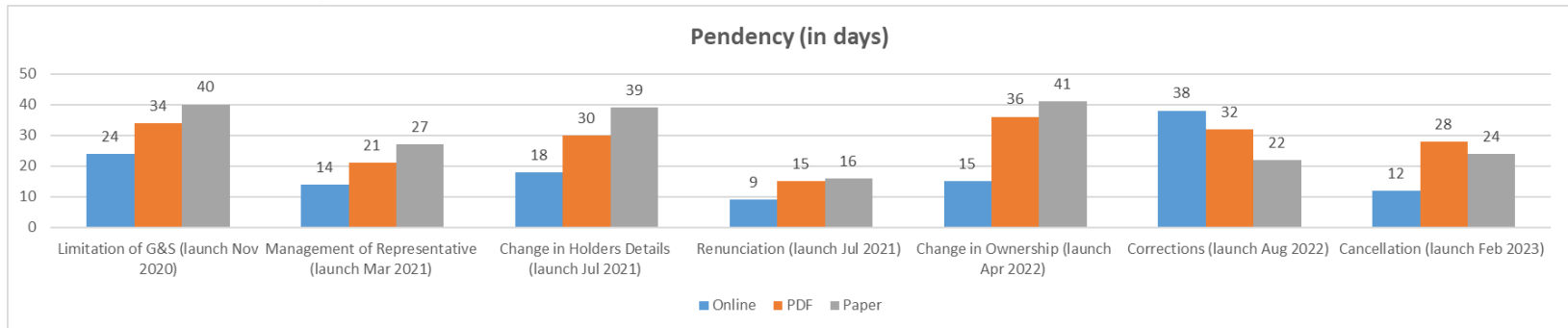
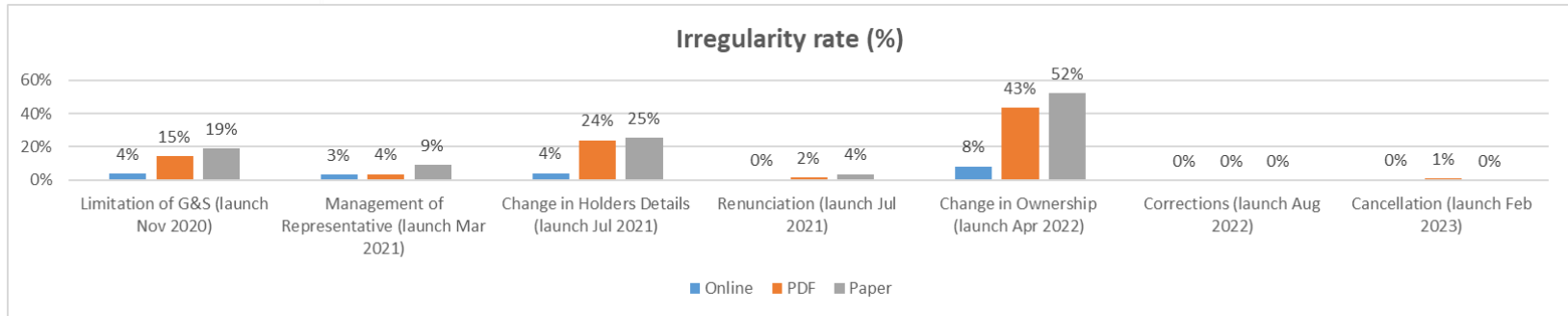
**Global Brand Database**  
Search trademarks in multiple national, regional and international collections.  
[Search trademarks worldwide](#)

**Madrid Monitor**  
Access detailed information on all trademarks registered through the Madrid System and keep an eye on competitors' marks.  
[Monitor international registrations](#)

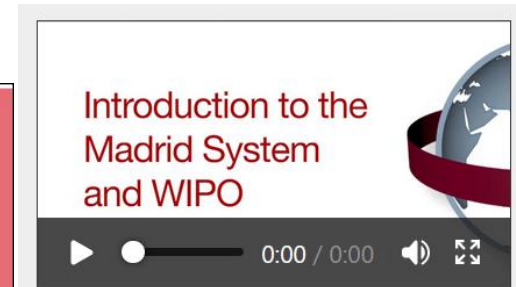
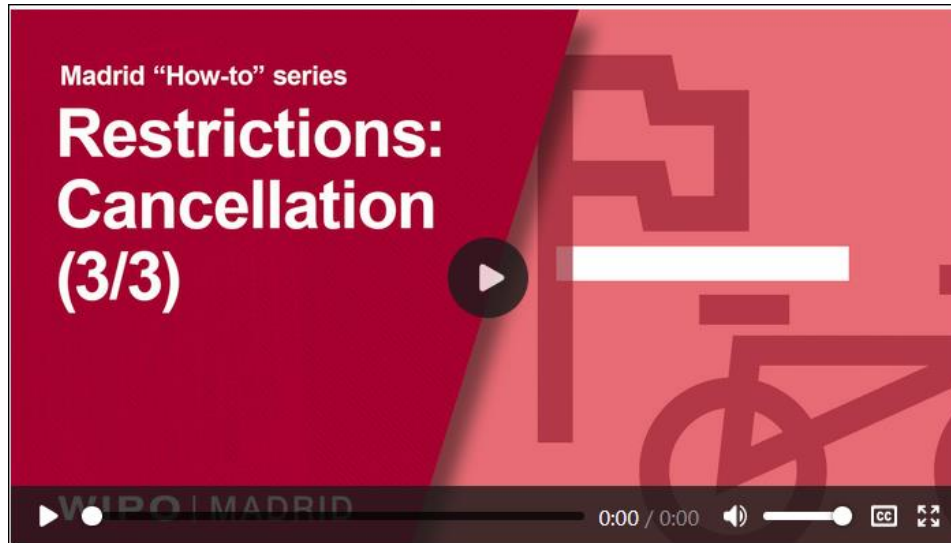
Tip! The WIPO Gazette of International Marks - the official publication of the Madrid System - is available under Madrid Monitor!



# Irregularity Rate and Pendency



# Video Explainers and Tutorials



Video: An introduction to the International Trademark System.



Video: Benefits and advantages of the Madrid System.

# Webinars

- [How to File an International Trademark Application](#)
- [In-depth Look at the Change in Ownership](#)
- [How to Correct Errors in the International Register](#)
- [New Online Transactions of the Madrid System](#)
  
- [Webinar recordings library](#)

# Public Webinars – 8 Languages

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...

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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 ...

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التحديات القانونية بشأن نظام مدريد

**تحديثات قانونية لعام 2023 وملاحظات الفريق العامل**

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

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Madr' | 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...

# 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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The International  
Trademark System

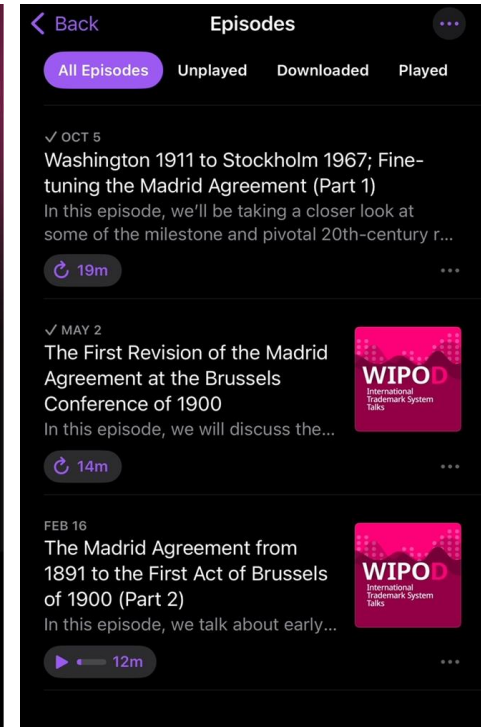
■ Questions?

# Madrid System Podcast

## WIPOD – International Trademark System Talks

9 episodes

- Spotify 
- Apple Podcasts 
- Google Podcasts 



# Testimonials and Case Studies

## Madrid System Success Story: M'Simbi – Spreading Self-Love Globally, One Doll at a Time

July 25, 2023

We have just released a new success story highlighting how the **Madrid System** supports innovative entrepreneurs who want their brand to make a difference even beyond their national borders.

What do you do when society tricks you into believing you do not fit in? You carve your own path and you make your voice heard! This is exactly what Maingalla Moono – former biostatistician and now full-time entrepreneur from Zambia – did when she realized that her daughter did not feel like she complied with traditional beauty standards.



In 2022, the **Zambian Association of Manufacturers** assigned Maingalla the Game Changers Award, as an acknowledgement of her innovative ideas, her sense of leadership and her positive impact on the manufacturing industry. (Photo: Maclean's Photography)

Her little girl motivated Maingalla to find a way to manufacture Black dolls, and to set up her own business - M'Simbi- whose mission is to teach young girls to be proud of their cultural identity and aware of their own unique beauty.

M'Simbi products now range from dolls to backpacks, and from clothes to hair accessories, and are exported to the United Kingdom and the United States of America.

International trademark protection in those countries through the Madrid System is what truly allowed M'Simbi to take off, opening up doors to major international e-commerce platforms.

"I would definitely encourage local entrepreneurs to apply for trademark protection both locally and internationally. When **PACRA (Patents and Companies Registration Agency in Zambia)** told us that you can register your trademark in many countries at once with the Madrid System, it really intrigued us."

— Maingalla Moono

[Access the full success story](#)

## Madrid System Success Story: HABIBA Jewellery – Timeless Tunisian Jewelry Takes the International Stage by Storm

September 26, 2023

Entrepreneur Sonia Feki's brand "**HABIBA Jewellery**" – created as a tribute to her mother – was quick to win the hearts of women across Tunisia. Despite the challenges of the COVID-19 pandemic, the brands' success grew, spontaneously catching the attention of Egyptian media outlets, in turn raising awareness in the Gulf countries. From there, demand grew in other African countries.

Find out all about Sonia's journey to success, and how the **Madrid System** is helping her not just to expand her horizons but also to face the future with confidence.



### Sonia's secret to success?

"When I founded HABIBA Jewellery, I projected myself 15 years into the future. Protecting my trademark – first nationally and then internationally – was one of my top priorities."

— Sonia Feki, HABIBA Jewellery

[Access the full success story](#)

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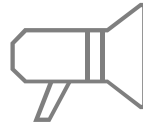


# Stay informed



## ■ Website

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## ■ Madrid System News

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## ■ Webinars

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



## ■ Podcast and YouTube

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



## ■ Tutorials

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



## ■ Questions

[Contact us](#) online or by phone