



**WIPO | MADRID**

The International  
Trademark System

# **The Madrid System for Newcomers** A Beginner's Guide to WIPO's Trademark System

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# Our speaker



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**WIPO**



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**WIPO**



# Outline

- Basic Features
- Public Education Resources
- Keep Updated on the Madrid System

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



Nestlé



ingelec

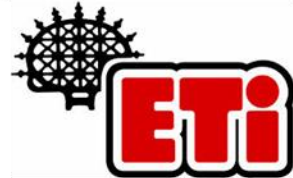


HUAWEI

SHISEIDO



ORKA GROUP  
"FASHION IS OUR BUSINESS"



Microsoft



TREASURY  
WINE ESTATES

MICROMAX

# Trademark protection abroad

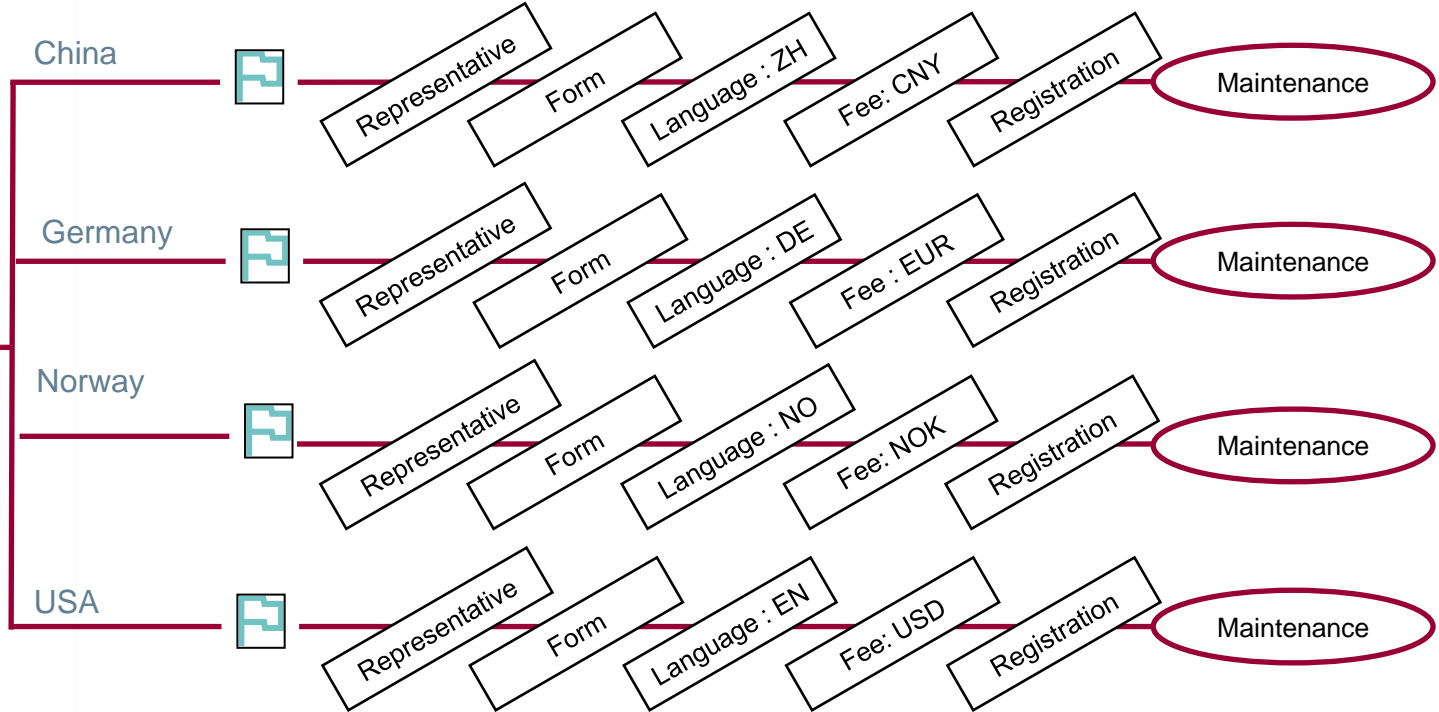
- The national route
- The regional route
- The international route: The Madrid System (Madrid Protocol)
- The better option depends on a number of factors (in particular, the export markets of interest)



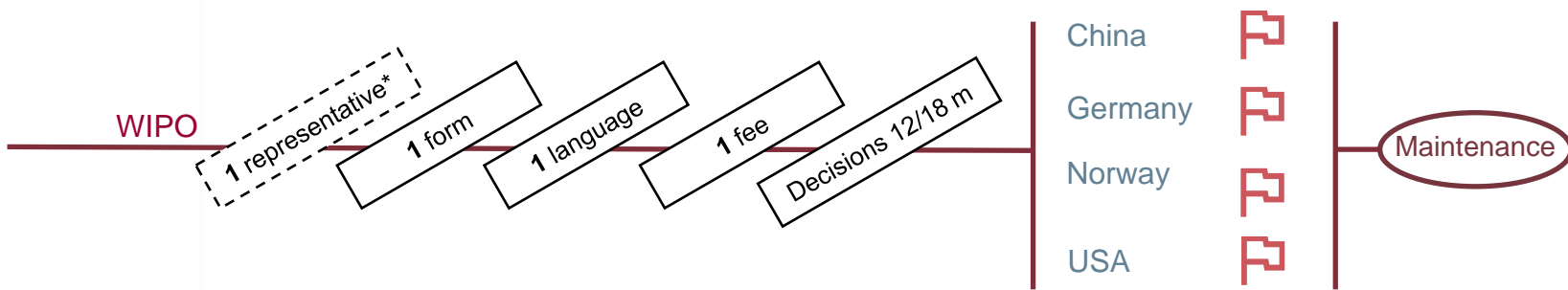
 *By Sally*

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# Market by Market Filing



# Madrid System



\* optional



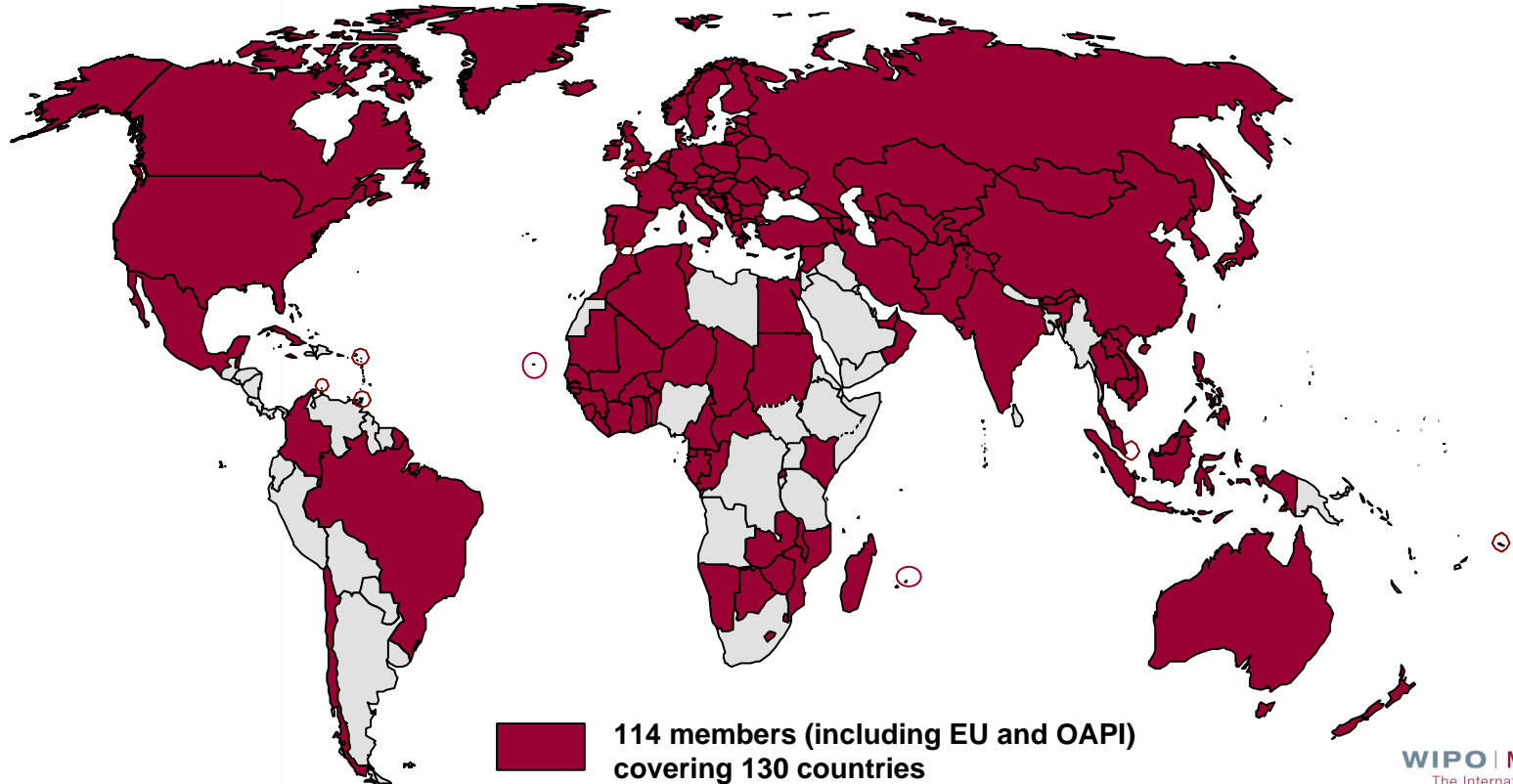
# What is the Madrid System?

- 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

# 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

# Members of the Madrid System



# 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

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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



# How the Madrid System Works

## The International Trademark Registration Process



# The costs of using the Madrid System

- 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 members:
  - Standard fees OR
  - Individual fees, where this is declared

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

# Costs comparison - applications

## Madrid System

- Basic fee (mark in b/w or color)
- Fees for designating members
- Example: designating CN, DE, NO, US for a mark in color for 2 classes of goods/services

**= CHF 2,513**

## National Route

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



# Madrid System Users: Business Sectors

- Madrid System users come from all corners of the globe and represent a broad cross-section of industries



(IMAGE: GETTYIMAGES/BUBAONE)

# More than 1.7 Million International Registrations

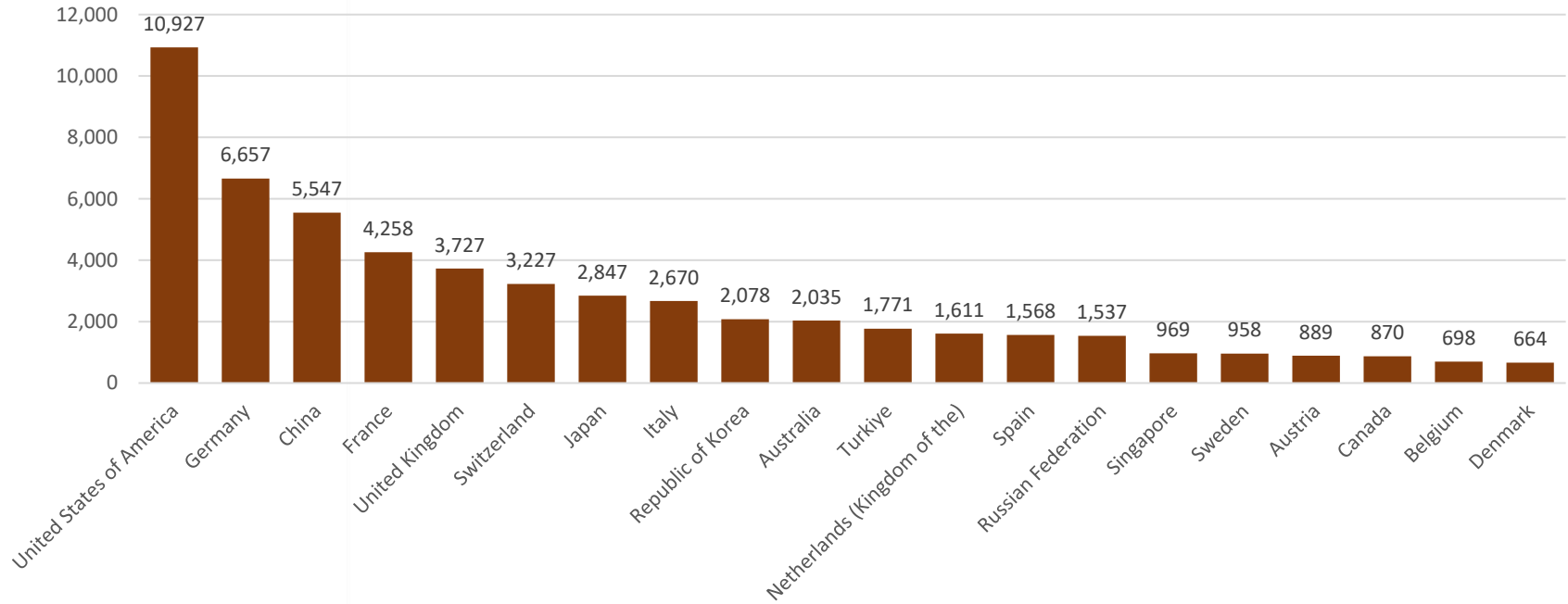


- This LONGINES mark is the oldest trademark still in effect
- Registered in Switzerland in 1889, internationally in **1893**

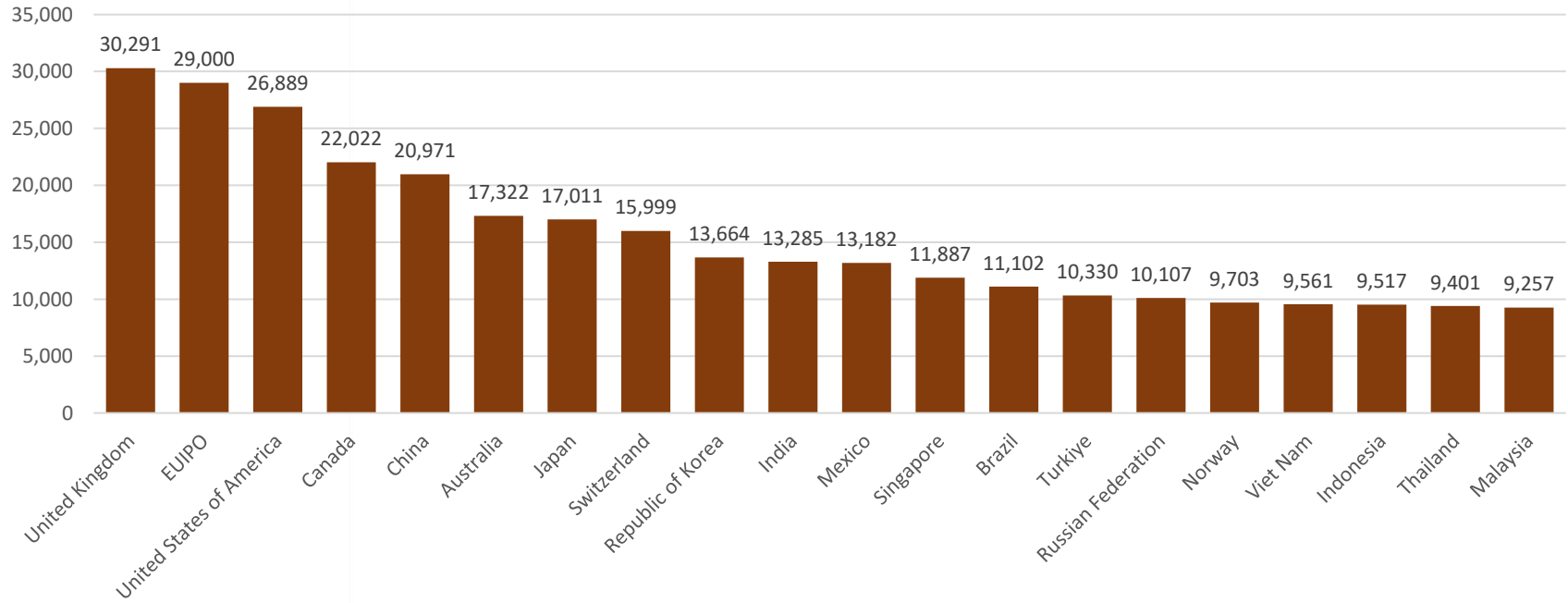
The Coltejer logo is written in a stylized, cursive green font. The letters are thick and have a slight shadow effect, giving it a three-dimensional appearance.

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

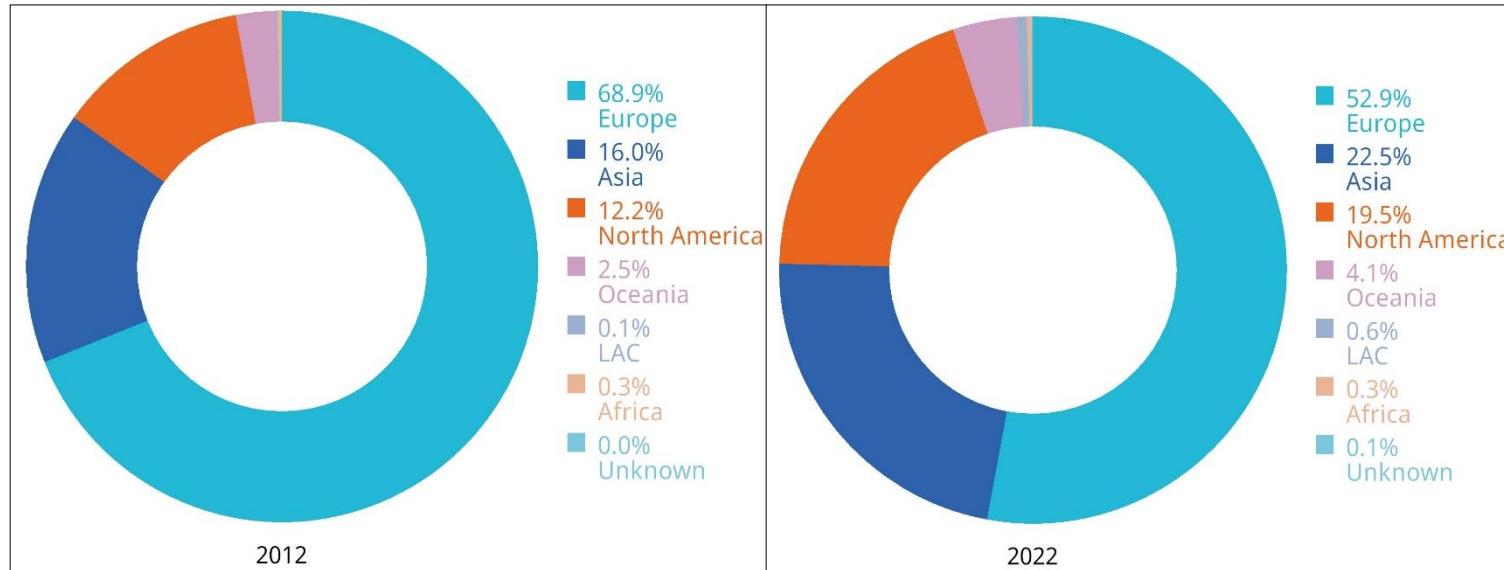
# Top 20 Filing Origin 2023



# Top 20 Designated Members 2023



# International Applications by region – 2012-2022



Source: WIPO Statistics Database, March 2023

# Top 10 Applicants – 2022

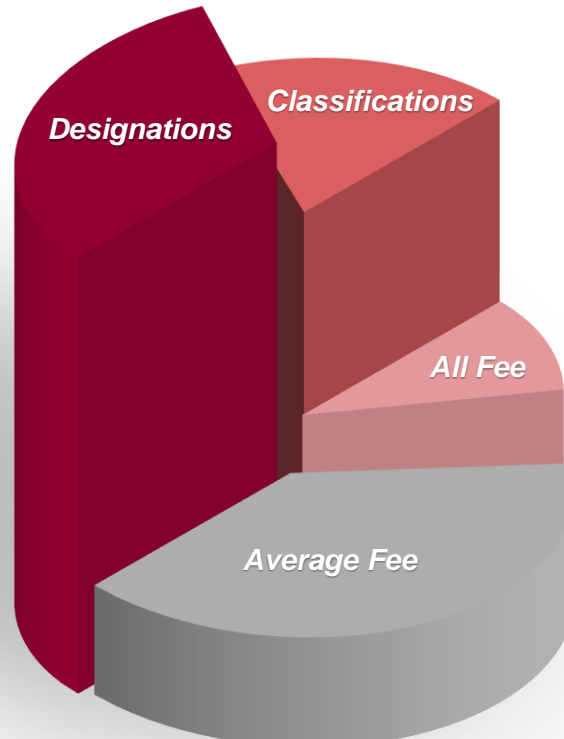
Rank	Name	Origin	Applications
1	L'OREAL	France	160
2	NOVARTIS AG	Switzerland	131
3	GLAXO GROUP LIMITED	UK	128
4	EURO GAMES TECHNOLOGY LTD.	Bulgaria	120
5	HYUNDAI MOTOR COMPANY	Republic of Korea	108
6	SHISEIDO COMPANY, LTD	Japan	92
7	MAPLEBEAR INC.	US	82
8	SYNGENTA CROP PROTECTION AG	Switzerland	80
9	HUAWEI TECHNOLOGIES CO., LTD.	China	74
10	NINTENDO CO., LTD.	Japan	70

Source: WIPO Statistics Database, March 2023.

# General Profile 2022

**7** Average Number  
of Designations

**CHF 3,981**  
Average Fee



**2.6** Average Number of  
Classes per Applications

**72% < CHF 3,981**  
All Fee

# 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

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# eMadrid

The screenshot shows the WIPO eMadrid website. At the top left is the WIPO logo. The top right contains 'Help', 'English', and an 'IP Portal login' button. Below the header is a navigation bar with four items: 'eMadrid home', 'File an application', 'Manage your trademarks', and 'Find & monitor'. Each of these items is circled in red. Below the navigation bar is a main heading 'Welcome to eMadrid' followed by a sub-heading 'File and manage your international trademark applications and registrations in multiple countries'. Below this is a paragraph of text and two buttons: 'Login' and 'Create a WIPO Account'. A red arrow points to the 'Login' button. Below this is a section titled 'What do you want to do?' with three cards. The first card is 'File an application' with a 'Prepare your application' button. The second card is 'Manage your trademarks' with an 'Access our online services' button. The third card is 'Find and monitor' with a 'Get started' button. A red arrow points upwards from the right side of the page towards the 'IP Portal login' button.

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

# 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' 1 System Webinars

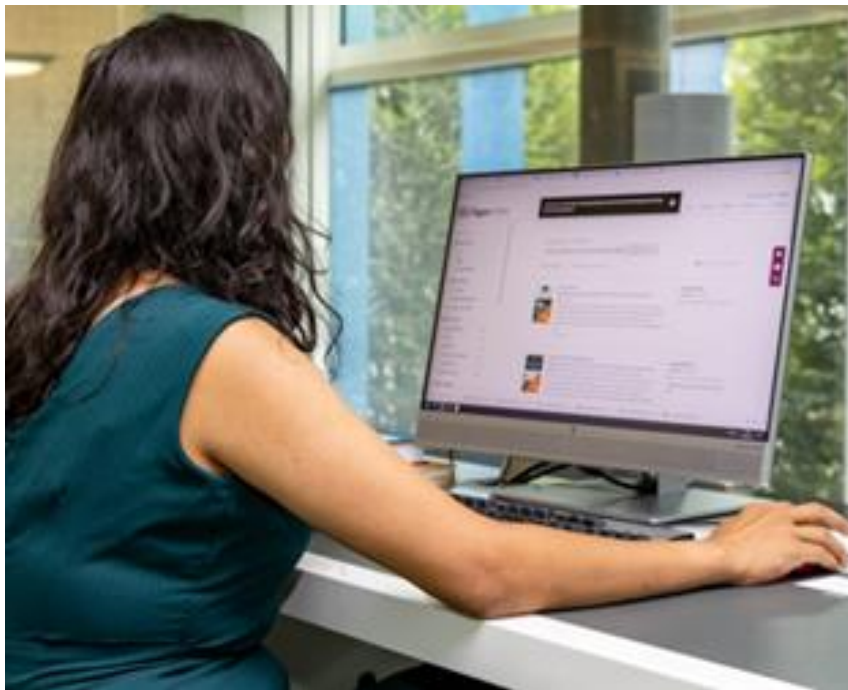
**Understanding Procedures at the IP Office of the United Kingdom (UKIPO)**

1:06:25  
WIPO | MADRID

EDUCATION 1 MONTH AGO

Understanding Procedures at th...

# Distance Learning Course



- Certified and tutored online course
- 6 modules – 15 hours
- Free
- 800 - 1000 participants per session
- With the WIPO Academy
  
- DL-303 Specialized Course on the Madrid System for the International Registration of Marks



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■ Questions?

# Certificates of Attendance

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



Tag WIPO **#MadridSystem**

# 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.






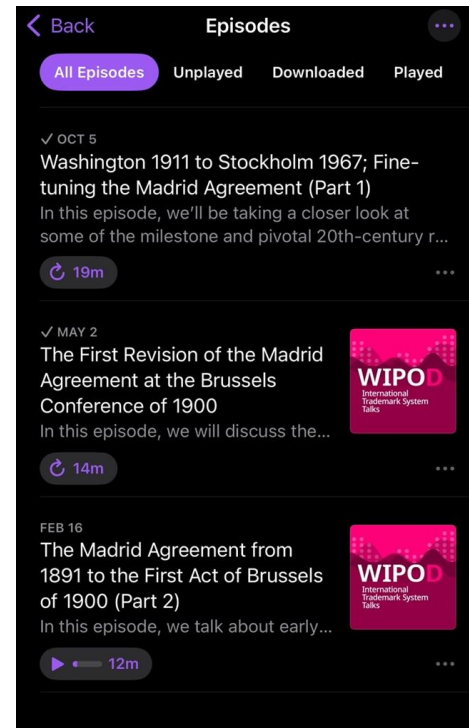
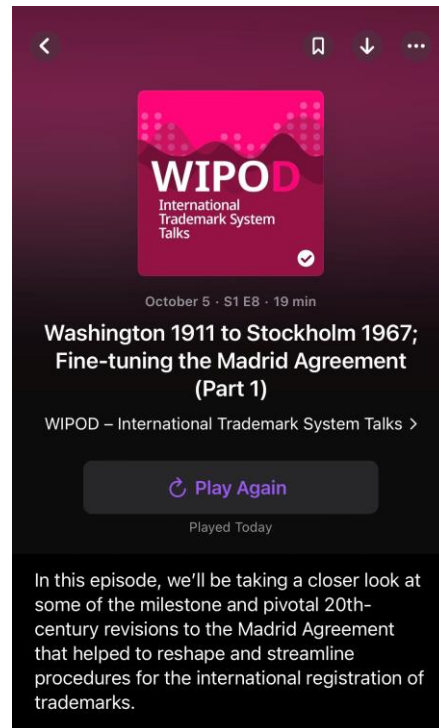
Video: Benefits and advantages of the Madrid System.

# Madrid 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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# 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**

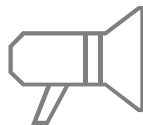


# Stay informed



## ■ Website

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## ■ Madrid System News

Subscribe to [Madrid System News](#)



## ■ 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