Madrid Protocol Concerning the International Registration of Marks

The Madrid Application Assistant: Helping Users to Complete an International Application Form

1.   The Madrid Application Assistant is a new online tool that will support users of the Madrid System for the International Registration of Marks when completing an international application form (form MM2).

2.   The Madrid Application Assistant will be a valuable tool for users filing in Contracting Parties where the Office of origin still requires applicants to fill in the form in paper or as a portable document format (PDF) file.

3.   The Madrid Application Assistant is an intuitive and easy-to-use tool, guiding users through each step and allowing them to complete the international application form quickly and accurately. Where available, the Madrid Application Assistant gives users the option to retrieve and import required information regarding the basic mark from the database of the Office of origin. The new tool also integrates the features of the Madrid Goods and Services Manager to help users compile their lists of goods and services and obtain an automatic translation of those lists, where necessary.

4.   The completed international application form is safely stored in the Madrid Application Assistant, in case the user needs to retrieve and amend it. Once they are ready to file the application with the Office of origin, users can print the form or download the PDF file. The Madrid Application Assistant gives users the option to pay the automatically calculated fees using e-payment, by credit card or by debiting them from a current account with the International Bureau of the World Intellectual Property Organization (WIPO), soon after the International Bureau of WIPO has received the international application from the Office of origin. Users may also pay the fees by transferring the required amount to WIPO's bank or postal account.

5.   The Madrid Application Assistant saves users time and effort and it reduces the risk of mistakes when completing the form, which makes the process of filing an international application more efficient and accurate. Offices of origin will also benefit from the improved quality of the international application forms generated by the Madrid Application Assistant, which will facilitate their certification and expedite their transmission to the International Bureau of WIPO.

6.   To access the Madrid Application Assistant, users must first log in using their WIPO Account. Once the Office of Origin has transmitted the application to the International Bureau of WIPO, this account can be used to submit and pay for future related transactions via our on-line services such as renewal and subsequent designation, view and manage your registrations with Madrid Portfolio Manager, and monitor the status of your trademarks with Madrid Monitor.

7.   Disruptions in global postal and delivery services due to the COVID-19 pandemic have made even more evident the value of online solutions and highlighted the importance of the electronic exchange of communications. Accordingly, the International Bureau of WIPO will soon make available a complete set of online solutions for the management of international registrations and will spare no effort to reach the objective of exchanging all communications under the Madrid System by electronic means.

8.   For more information on the Madrid Application Assistant, users may visit WIPO's website at the following address: https://www.wipo.int/madrid/en. The Madrid Application Assistant itself is available at the following address: https://www.wipo.int/madrid/maa-landing/. Information on how to create a WIPO Account is also available at the following address: https://www.wipo.int/services/en/help.html.

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