

# How to File an International Trademark Application Madrid System Webinar

Olivier Pierre, Yali WU

June 12, 2024



# Our Speakers



**Olivier Pierre**

Information Assistant  
Madrid Information and  
Promotion Division  
WIPO



**Yali WU**

Principal Examiner  
Madrid Operations Division  
WIPO

# Madrid Application Assistant

Prepare your international application in an intuitive and linear manner with the Madrid Application Assistant

- Method of filing according to selected Office of Origin
- Pre-populated application with data import from the Office of origin
- List of goods and services automatically translated/checked with the [Madrid Goods & Services Manager](#) and estimate by the [Fee Calculator](#).
- Application in PDF file ([MM2](#) form) ready to submit to the Office of origin.

# WIPO IP Portal

The screenshot shows the WIPO IP Portal website. The top navigation bar includes the WIPO logo, a language selector set to English, a search icon, and an "IP Portal login" button. Below the navigation bar are five main menu items: "Understand & Learn", "Find & Explore", "Protect & Manage", "Partner & Collaborate", and "About WIPO". The "Protect & Manage" menu is expanded, showing a grid of links categorized into four columns: Patent Protection, Trademark Protection, Industrial Design Protection, and Geographical Indication Protection. The "eMadrid" link under Trademark Protection is circled in red.

Patent Protection	Trademark Protection	Industrial Design Protection	Geographical Indication Protection
<a href="#">PCT - The International Patent System</a>	<a href="#">Madrid - The International Trademark System</a>	<a href="#">Hague - The International Design System</a>	<a href="#">Lisbon - The International System of Appellations of Origin and Geographical Indications</a>
<a href="#">ePCT</a>	<a href="#">eMadrid</a>	<a href="#">eHague</a>	<a href="#">eLisbon</a>
<a href="#">Budapest - The International Microorganism Deposit System</a>	<a href="#">Article 6ter (armorial bearings, flags, state emblems)</a>		
Plant Variety Protection (UPOV)	IP Dispute Resolution	IP Office Business Solutions	Paying for IP Services
<a href="#">UPOV PRISMA</a>	<a href="#">Mediation</a>	<a href="#">Centralized Access to Search and Examination (CASE)</a>	<a href="#">WIPO Pay</a>
	<a href="#">Arbitration</a>	<a href="#">Digital Access Service (DAS)</a>	<a href="#">Current Account at WIPO</a>
	<a href="#">Expert Determination</a>		
	<a href="#">Domain Name Disputes</a>		

# Quick access to support information

The screenshot shows the WIPO Madrid Monitor interface. At the top left is the WIPO logo and a hamburger menu icon. The top right corner features a 'Help' dropdown menu (circled in red), a language selector set to 'English', and an 'IP Portal login' button. The breadcrumb trail reads: Home > Madrid System > eMadrid > Madrid Monitor. The main heading is 'Madrid Monitor', followed by a descriptive paragraph. An orange callout box contains an 'Important!' notice and a 'Tip!' regarding email address updates. Below this is a search bar with tabs for 'Search', 'WIPO Gazette', and 'Support'. On the left, a sidebar lists search options: 'simple search' (selected), 'advanced search', 'realtime search', and 'image search'. The main content area is titled 'Search for' and contains a search input field with a magnifying glass icon and a dropdown arrow. Below the input field, a small text block provides instructions on how to use the search function.

# Single sign-on

**WIPO**

Home > IP Portal

## WIPO IP Portal

The hub for protecting and managing your IP globally

The IP Portal supports your journey of innovation from concept development to commercialization with accessible online IP services. Find direct access to [ePCT](#), [eMadrid](#), [eHague](#) and [eLisbon](#), or explore the full range of what the IP Portal can offer below. Login for your personal dashboard, and more.

Search our IP tools

IP Portal

Help ▾ English ▾ **IP Portal login**

**WIPO**

Home > Login

## Welcome to WIPO

Login with your WIPO Account to access WIPO's online IP services

Username

Password

**Login**

Create WIPO Account

[Forgot your username?](#) [Forgot your password?](#)

# My Favorites

The screenshot shows the WIPO Madrid Monitor interface. At the top, there are navigation links: Madrid Fee Calculator, IP Portal - FAQ, ePCT, Hague E-Filing, and Madrid Monitor. The WIPO logo is on the left, and the user's name '52168-John OFFICE' is on the right. A dropdown menu is open, showing options: My WIPO Account, My Academy Dashboard, My IP Portal Dashboard, My Favorites (which is circled in red and has a toggle switch turned on), and Logout. The main content area is titled 'Madrid Monitor' and contains an important notice and a tip. Below this is a search section with a search bar and a list of search options: simple search, advanced search, realtime search, and image search.

Madrid Fee Calculator IP Portal - FAQ ePCT Hague E-Filing Madrid Monitor

WIPO

Help English 52168-John OFFICE

Home > Madrid System > eMadrid > Madrid Monitor

## Madrid Monitor

Keep up to date with your international registrations. Follow the status of your international application or trademark registration; access detailed information on all trademarks registered through the Madrid System; and keep an eye on competitors' trademarks.

**Important!** All holders and representatives must provide WIPO with an email address to receive all communications related to their international applications and registrations. Find out more about Madrid System electronic communications.

**Tip!** Submit - or update - your email address via eMadrid, selecting 'Change Holder Details' or 'Manage Representative'. Identify registrations with missing email addresses using our email address status filter.

Search WIPO Gazette Support

simple search  
advanced search  
realtime search  
image search

Search for

Start your search by entering words, numbers, dates, classes or countries: the most likely search field(s) will be automatically selected for you. If you wish to change the assigned field(s), use the drop down menu next to your term. Leave the search box empty to browse the full collection.

# Customizable dashboard of widgets

The screenshot displays the WIPO Madrid Monitor dashboard. At the top, there are navigation links for 'Madrid Fee Calculator', 'IP Portal - FAQ', 'ePCT', 'eHague - Filing', and 'Madrid Monitor'. The WIPO logo is on the left, and the user profile '52168-John OFFICE' is on the right, circled in red. Below the navigation is a breadcrumb trail: 'Home > IP Portal > My Dashboard'. The main heading is 'MY DASHBOARD', with 'Change view' and 'Feedback' buttons to the right. On the left, a 'Widgets' sidebar lists categories like Patents, Trademarks, Designs, Geographical Indications, Digital Evidence, Payments, Wipolex, and General. The 'General' section is expanded, showing checked options for 'Latest news', 'World Clock', 'My Favorites', 'Quick Links', and 'Notepad'. The main dashboard area contains several widgets: 'GLOBAL BRAND DATABASE' (yellow) with a search bar and a dropdown arrow circled in red; 'MADRID MONITOR' (pink) with a 'Watched IRNs' section and a search bar; 'NOTEPAD' (white) with a text area; 'QUICK LINKS' (light blue) with links to 'USPTO' and 'Madrid System Video Tutorials'; 'WORLD CLOCK' (orange) showing times for Switzerland (15:04) and Australia/Eastern Standard (23:04); and 'LATEST NEWS' (light blue) with two news items. A 'Clear Dashboard' link is also visible in the sidebar.



# Give us your feedback!



<https://ipportal.wipo.int>

# 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

WIPO | MADRID

# 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 an Application

The screenshot displays the WIPO eMadrid interface. At the top left is the WIPO logo. The top right contains navigation links for 'Help', 'English', a notification bell, a user profile icon, and the name 'Francesca Fusco'. Below the header is a breadcrumb trail: 'Home > Madrid System > eMadrid'. The main banner features a blue network graphic and the title 'eMadrid: File an Application for an International Trademark Registration'. A horizontal menu below the banner includes 'eMadrid home', 'File an application' (circled in red), 'Manage your trademarks', and 'Find & monitor'. The central content area provides instructions: 'Tools to prepare and submit your application for an international trademark registration, and to respond to irregularity notices from WIPO.' It includes a call to action: '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 tool cards: 'Simulate an application', 'Calculate your fees', 'Consult Member profiles', and 'Build goods & services' (with a sub-link 'Explore goods & services').

## Benefits of the Madrid Application Assistant



### SIMPLE PROCESS

Retrieve essential information concerning your basic mark directly from the database of your Office of origin.



### FASTER COMPLETION

Fill in your application following our step by step process and ensure accuracy of the captured data.



### VALIDATED DATA

Get your list of goods and services checked for classification and translated automatically

## Get Started

Your Office may offer the services of Madrid e-Filing or its own online filing solutions. In that case, the services of WIPO's Madrid Application Assistant will not be available to you. [Learn more about the Madrid e-Filing services.](#)

Search your Office of origin  
Denmark



# Madrid Application Assistant

My portfolio of applications for international registration

Ready to start a new application for international registration? Click the "New application" button to begin

Show  applications

Number	Office	Reference	Mark text	last updated	Paid	Status	
					-	-	
VA 2022 02130	DK		AUDO	24.05.2023	No	Application in progress	
3020221204738	DE		DESIGNA	07.02.2023	No	Application completed	
VA 2020 00505	DK			19.01.2023	No	Application completed	
VA 2022 00505	DK		myVi	11.01.2023	No	Application completed	
VA 2020 00505	DK			13.12.2022	No	Application completed	
VA 2020 00505	DK			12.10.2022	No	Application completed	
VA 2020 00505	DK			11.10.2022	No	Application completed	
VA 2022 00505	DK		myVi	14.09.2022	No	Application completed	
VA 2022 00505	DK		myVi	14.09.2022	No	Application completed	
VA 2022 00505	DK		myVi	13.09.2022	No	Application completed	

Showing 1 to 10 of 16 applications

[First](#)
[Previous](#)


[Next](#)
[Last](#)

# Madrid Application Assistant

## Application

Designated Contracting Parties 

- Basic application or registration
- Designated Contracting Parties
- Applicant(s)
- Representative
- Languages and correspondence
- Mark
- Goods and services
- Limitations
- Claimed priorities
- Fee calculations
- Payment
- Summary

### General

Office of origin \*


Filing language \*

Applicant's Reference

### Basic application or registration

# Madrid Application Assistant

## Application

Designated Contracting Parties 

- Basic application or registration
- Designated Contracting Parties
- Applicant(s)
- Representative
- Languages and correspondence
- Mark
- Goods and services
- Limitations
- Claimed priorities
- Fee calculations
- Payment
- Summary

### General

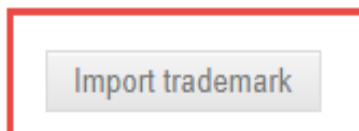
Office of origin \*

Filing language \*

Applicant's Reference

### Basic application or registration

To start the application process, click the "Import trademark" button and enter a national application or registration number. Once done, click on "Designated Contracting Parties" to continue.





# Madrid App Application

## Basic application or registration

Designated Contracting Parties

Applicant(s)

Representative

Languages and correspondence

Mark

Goods and services

Limitations

Claimed priorities

Fee calculations

Payment

Summary

### Import a national trademark

Import

Application number

VA200801968

Registration number

Search



Filing language \*

English

Applicant's Reference

### Basic application or registration

To start the application process, click the "Import trademark" button and enter a national application or registration number. Once done, click on "Designated Contracting Parties" to continue.

Import trademark

# Madrid App Application

- Basic application or re
- Designated Contractin
- Applicant(s)
- Representative
- Languages and corres
- Mark
- Goods and services
- Limitations
- Claimed priorities
- Fee calculations
- Payment
- Summary

## Import a national trademark

Import

Application number

Registration number

Search

Status Registered  
Current holder Arla Foods amba  
Mark type Figurative  
Registered Yes  
Registration number VR 2008 02421  
Application number VA 2008 01968  
Mark Arla



OK

# Madrid Application Assistant

Application VA 200 01968

Designated Contracting Parties 

## Basic application or registration

Designated Contracting Parties

Applicant(s)

Representative

Languages and correspondence

Mark

Goods and services

Limitations

Claimed priorities


Fee calculations

Payment


Summary

## General

Office of origin \*

DK - Denmark 


Filing language \*


English 

Applicant's Reference

## Basic application or registration

Primary national mark imported

 Application number: VA 2008  
01968

Registration number: VR 2008 02421 Registration date: 26.06.2008 

Import another trademark

# Madrid Application Assistant

Application VA 200 01968

Basic application or registration Applicant(s)

Basic application or registration	☑
<b>Designated Contracting Parties</b>	
Applicant(s)	
Representative	
Languages and correspondence	
Mark	
Goods and services	
Limitations	
Claimed priorities	
Fee calculations	
Payment	
Summary	

## Designated Contracting Parties

Select the Contracting Parties for which protection of the Mark is sought. Learn more about the procedures of the designated Contracting Parties in the [Madrid Members Profiles Database](#) and in the [Madrid Information Notices](#).

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> AE United Arab Emirates           | <input type="checkbox"/> GG Guernsey                              | <input type="checkbox"/> NA Namibia   |
| <input type="checkbox"/> AF Afghanistan                    | <input type="checkbox"/> GH Ghana                                 | <input type="checkbox"/> NO Norway  |
| <input type="checkbox"/> AG Antigua and Barbuda            | <input type="checkbox"/> GM Gambia                                | <input type="checkbox"/> NZ New Zealand                                       |
| <input type="checkbox"/> AL Albania                        | <input type="checkbox"/> GR Greece                                | <input type="checkbox"/> OA African Intellectual Property Organization (OAPI) |
| <input type="checkbox"/> AM Armenia                        | <input type="checkbox"/> HR Croatia                               | <input type="checkbox"/> OM Oman  |
| <input type="checkbox"/> AT Austria                        | <input type="checkbox"/> HU Hungary                               | <input type="checkbox"/> PH Philippines                                       |
| <input type="checkbox"/> AU Australia                      | <input type="checkbox"/> ID Indonesia                             | <input type="checkbox"/> PK Pakistan  |
| <input type="checkbox"/> AZ Azerbaijan                     | <input type="checkbox"/> IE Ireland                               | <input type="checkbox"/> PL Poland  |
| <input type="checkbox"/> BA Bosnia and Herzegovina         | <input type="checkbox"/> IL Israel                                | <input type="checkbox"/> PT Portugal  |
| <input type="checkbox"/> BG Bulgaria                       | <input type="checkbox"/> IN India                                 | <input type="checkbox"/> RO Romania   |
| <input type="checkbox"/> BH Bahrain                        | <input type="checkbox"/> IR Iran (Islamic Republic of)            | <input type="checkbox"/> RS Serbia  |
| <input type="checkbox"/> BN Brunei Darussalam              | <input type="checkbox"/> IS Iceland                               | <input type="checkbox"/> RU Russian Federation                                |
| <input type="checkbox"/> BQ Bonaire, St Eustatius and Saba | <input checked="" type="checkbox"/> IT Italy                      | <input type="checkbox"/> RW Rwanda  |
| <input type="checkbox"/> BR Brazil                         | <input type="checkbox"/> JM Jamaica                               | <input type="checkbox"/> SD Sudan   |
| <input type="checkbox"/> BT Bhutan                         | <input checked="" type="checkbox"/> JP Japan                      | <input type="checkbox"/> SE Sweden  |
| <input type="checkbox"/> BW Botswana                       | <input type="checkbox"/> KE Kenya                                 | <input type="checkbox"/> SG Singapore   |
| <input type="checkbox"/> BX Benelux (BOIP)                 | <input type="checkbox"/> KG Kyrgyzstan                            | <input type="checkbox"/> SI Slovenia  |
| <input type="checkbox"/> BY Belarus                        | <input type="checkbox"/> KH Cambodia                              | <input type="checkbox"/> SK Slovakia  |
| <input type="checkbox"/> BZ Belize                         | <input type="checkbox"/> KP Democratic People's Republic of Korea | <input type="checkbox"/> SL Sierra Leone                                      |

- |  |  |                                      |
|--|--|--------------------------------------|
| <input checked="" type="checkbox"/> EM European Union Intellectual Property Office (EUIPO) | <input type="checkbox"/> MN Mongolia   | <input type="checkbox"/> VN Viet Nam |
| <input type="checkbox"/> ES Spain  | <input type="checkbox"/> MU Mauritius  | <input type="checkbox"/> WS Samoa    |
| <input type="checkbox"/> FI Finland  | <input type="checkbox"/> MW Malawi     | <input type="checkbox"/> ZM Zambia   |
| <input type="checkbox"/> FR France   | <input type="checkbox"/> MX Mexico     | <input type="checkbox"/> ZW Zimbabwe |
| <input type="checkbox"/> GB United Kingdom   | <input type="checkbox"/> MY Malaysia   |                                      |
| <input type="checkbox"/> GE Georgia  | <input type="checkbox"/> MZ Mozambique |                                      |

Select / unselect all offices bound to the following region:

- |                                 |  |  |
|---------------------------------|--|--|
| <input type="checkbox"/> Africa | <input type="checkbox"/> Asia and Pacific                | <input type="checkbox"/> Australia and Oceania |
| <input type="checkbox"/> Europe | <input type="checkbox"/> Latin America and the Caribbean | <input type="checkbox"/> North America         |

### Remarks

#### EM

The designation of the European Union covers its Member States (Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, The Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden).



#### JP

Japan's individual fees are payable in two parts. The first part of the individual fee is paid at the time of filing. The second part is paid only if Japan is satisfied that the mark of international registration qualifies for protection. The date and the amount due of the second part fees will be notified to the holder at a later stage.

#### US

By designating the United States of America, it is compulsory to complete the Declaration of Intention to use (MM18) screen.

Note: in the United States one must confirm a trademark after five years. [Learn more](#)


[Basic application or registration](#)
[Applicant\(s\)](#)


# Madrid Application Assistant

Application VA 200001968



Basic application or registration

Applicant(s)



Basic application or registration	<input checked="" type="checkbox"/>
<b>Designated Contracting Parties</b>	
Applicant(s)	
Representative	
Languages and correspondence	
Mark	
Goods and services	
Limitations	
Claimed priorities	
Seniority claim	
Declaration of Intention to use	
Fee calculations	
Payment	
Summary	

## Designated Contracting Parties

Select the Contracting Parties for which protection of the Mark is sought. Learn more about the procedures of the designated Contracting Parties in the [Madrid Members Profiles Database](#) and in the [Madrid Information Notices](#).

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> AE United Arab Emirates           | <input type="checkbox"/> GG Guernsey                   | <input type="checkbox"/> NA Namibia   |
| <input type="checkbox"/> AF Afghanistan                    | <input type="checkbox"/> GH Ghana                      | <input type="checkbox"/> NO Norway  |
| <input type="checkbox"/> AG Antigua and Barbuda            | <input type="checkbox"/> GM Gambia                     | <input type="checkbox"/> NZ New Zealand                                       |
| <input type="checkbox"/> AL Albania                        | <input type="checkbox"/> GR Greece                     | <input type="checkbox"/> OA African Intellectual Property Organization (OAPI) |
| <input type="checkbox"/> AM Armenia                        | <input type="checkbox"/> HR Croatia                    | <input type="checkbox"/> OM Oman  |
| <input type="checkbox"/> AT Austria                        | <input type="checkbox"/> HU Hungary                    | <input type="checkbox"/> PH Philippines                                       |
| <input type="checkbox"/> AU Australia                      | <input type="checkbox"/> ID Indonesia                  | <input type="checkbox"/> PK Pakistan  |
| <input type="checkbox"/> AZ Azerbaijan                     | <input type="checkbox"/> IE Ireland                    | <input type="checkbox"/> PL Poland  |
| <input type="checkbox"/> BA Bosnia and Herzegovina         | <input type="checkbox"/> IL Israel                     | <input type="checkbox"/> PT Portugal  |
| <input type="checkbox"/> BG Bulgaria                       | <input type="checkbox"/> IN India                      | <input type="checkbox"/> RO Romania   |
| <input type="checkbox"/> BH Bahrain                        | <input type="checkbox"/> IR Iran (Islamic Republic of) | <input type="checkbox"/> RS Serbia  |
| <input type="checkbox"/> BN Brunei Darussalam              | <input type="checkbox"/> IS Iceland                    | <input type="checkbox"/> RU Russian Federation                                |
| <input type="checkbox"/> BQ Bonaire, St Eustatius and Saba | <input checked="" type="checkbox"/> IT Italy           | <input type="checkbox"/> RW Rwanda  |

# Madrid Application Assistant

Application VA 200001968

Designated Contracting Parties Representative

Basic application or registration	✓
Designated Contracting Parties	✓
<b>Applicant(s)</b>	
Representative	
Languages and correspondence	
Mark	
Goods and services	
Limitations	
Claimed priorities	
Seniority claim	
Declaration of Intention to use	
Fee calculations	
Payment	
Summary	

## Applicant(s)

Open the applicant information below to review and complete the required applicant details

Arla Foods amba

Add another applicant

# Madrid Application Assistant

## A Add/edit applicant



### General information

Name \*

Arla Foods a.m.b.a

Applicant

Address \*

Sønderhøj 14  
8260 Viby J

Country \*

Denmark

Email \*

Telephone

Applicant type \*

Natural person  Legal entity

Nationality \*

--

### Entitlement to file

- Entitlement through establishment: Denmark
  - Reuse the contact information provided above
  - Provide another address
- Entitlement as a national
- Entitlement through domicile

OK



# Madrid Application Assistant

Application VA 200 01968

← Designated Contracting Parties

Representative →

Basic application or registration	☑
Designated Contracting Parties	☑
<b>Applicant(s)</b>	
Representative	
Languages and correspondence	
Mark	
Goods and services	
Limitations	
Claimed priorities	
Seniority claim	
Declaration of Intention to use	
Fee calculations	
Payment	
Summary	

## Applicant(s)

Open the applicant information below to review and complete the required applicant details

Arla Foods amba

Add another applicant

# Madrid Application Assistant

Application VA 200 01968

Applicant(s)

Languages and correspondence

- Basic application or registration
- Designated Contracting Parties
- Applicant(s)
- Representative**
- Languages and correspondence
- Mark
- Goods and services
- Limitations
- Claimed priorities
- Seniority claim
- Declaration of Intention to use
- Fee calculations
- Payment
- Summary

## Representative

Appoint a representative below. If the details of the representative for the international registration are different from those imported, review and update the required details. [Learn more about appointing a representative.](#)

Appointed representative?  Yes  No

Name \* Z [REDACTED]

Address \* Ar [REDACTED]  
2 [REDACTED]

Country \* Denmark

Email \* [REDACTED]

Telephone

# Madrid Application Assistant

Application VA 200 01968

← Representative

Mark →

Basic application or registration	✔
Designated Contracting Parties	✔
Applicant(s)	✔
Representative	✔
<b>Languages and correspondence</b>	
Mark	
Goods and services	
Limitations	
Claimed priorities	
Seniority claim	
Declaration of Intention to use	
Fee calculations	
Payment	
Summary	

## Languages

Preferred correspondence language with WIPO \*

English ▼

When designating the EUIPO, a second language is required. Use the drop-down list below to indicate a preference

Second language for European Union Intellectual Property Office (EUIPO) \*

Italian ▼

# Madrid Application Assistant

Application



← Representative

Goods and services →

- Basic application or registration
- Designated Contracting Parties
- Applicant(s)
- Representative
- Languages and correspondence
- Mark**
- Goods and services
- Limitations
- Claimed priorities
- Seniority claim
- Declaration of Intention to use
- Fee calculations
- Payment
- Summary

## Mark

Type

Figurative

Kind \*

Individual

## Representation



The mark is in color

The applicant claims color(s) as a distinctive feature of the mark

## Transliteration of the mark

This is mandatory if a mark is or contains non-Latin characters or non-Arabic numerals

## Translation of the mark

As required by some designated Contracting Parties

The words in the mark have no meaning and cannot be translated

English translation

French translation

Spanish translation

## Additional information

Description, if any, as it appears in the basic mark

# Madrid Application Assistant

Application VA 200 01968

◀ Mark Limitations ▶

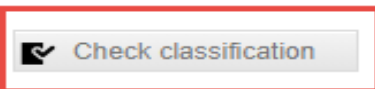
Basic application or registration	🔍
Designated Contracting Parties	🔍
Applicant(s)	🔍
Representative	🔍
Languages and correspondence	🔍
Mark	🔍
<b>Goods and services</b>	
Limitations	
Claimed priorities	
Seniority claim	
Declaration of Intention to use	
Fee calculations	
Payment	
Summary	

## Goods and Services

As a courtesy, the imported list of goods and services, if not already defined in one of WIPO's three filing languages (English, French or Spanish), is automatically translated into the selected filing language.

If creating an application manually, use the [Madrid Goods & Services Manager](#) to prepare the list. Once done, add the class(es) as defined in the national mark. Open the class to add and edit the terms.

Want to avoid possible irregularities from WIPO? Click the "Check classification" button to verify that the terms are in the correct class and not too vague. Refer to the [examination guidelines](#) for more information regarding WIPO's classification practices.



<i>New class</i>	2	▼	+
Class 1			✕
Class 5			✕
Class 29			✕
Class 30			✕
Class 31			✕
Class 32			✕

# Madrid Application Assistant

Application VA 200001968

◀ Mark **Limitations** ▶

- Basic application or registration
- Designated Contracting Parties
- Applicant(s)
- Representative
- Languages and correspondence
- Mark
- Goods and services**
- Limitations
- Claimed priorities
- Seniority claim
- Declaration of Intention to use
- Fee calculations
- Payment
- Summary

## Goods and Services

As a courtesy, the imported list of goods and services, if not already defined in one of WIPO's three filing languages (English, French or Spanish), is automatically translated into the selected filing language.

If creating an application manually, use the [Madrid Goods & Services Manager](#) to prepare the list. Once done, add the class(es) as defined in the national mark. Open the class to add and edit the terms.

Want to avoid possible irregularities from WIPO? Click the "Check classification" button to verify that the terms are in the correct class and not too vague. Refer to the [examination guidelines](#) for more information regarding WIPO's classification practices.

Check classification

- Classification not yet checked
- ✓ Checked and certified
- Wrong class
- Too vague or not found
- Too long or poorly formulated
- Duplicate term

New class 2

Class 1		Bilingual Display   Edit   Remove selected terms   <input type="button" value="X"/>
<input type="checkbox"/>	EN	Chemical products for industrial purposes and for use in agriculture, horticulture and forestry, chemical preservatives for foodstuffs, tanning agents, binders for industrial purposes <input type="button" value="?"/>
<input type="checkbox"/>	EN	cultures of microorganisms, not for medical or veterinary purposes <input type="button" value="?"/>
<input type="checkbox"/>	EN	emulsifiers (emulsifying agent), proteins for industrial purposes, casein and caseinates for industrial purposes <input type="button" value="?"/>

Class 5		Bilingual Display   Edit   Remove selected terms   <input type="button" value="X"/>
<input checked="" type="checkbox"/>	EN	Dietetic substances adapted for medical use, food for babies
<input checked="" type="checkbox"/>	EN	Cultures of microorganisms for medical and veterinary use
<input checked="" type="checkbox"/>	EN	Lacteal flour for babies
<input type="checkbox"/>	EN	dietary supplements in the form of vitamins and minerals, dietetic foodstuffs and beverages for medical purposes <input type="button" value="?"/>
<input type="checkbox"/>	EN	lactose

# Madrid Application Assistant

Application VA 20001968

← Goods and services

Claimed priorities →

- Basic application or registration
- Designated Contracting Parties
- Applicant(s)
- Representative
- Languages and correspondence
- Mark
- Goods and services
- Limitations**
- Claimed priorities
- Seniority claim
- Declaration of Intention to use
- Fee calculations
- Payment
- Summary

## Limitations

1 Italy

Designated Contracting Parties \* Japan

Italy

Check Acceptance

1

Class 29

Add another limitation

# Madrid Application Assistant

Application VA 200 01968

← Limitations **Seniority claim** →

Basic application or registration	✔
Designated Contracting Parties	✔
Applicant(s)	✔
Representative	✔
Languages and correspondence	✔
Mark	✔
Goods and services	✔
Limitations	✔
<b>Claimed priorities</b>	
Seniority claim	
Declaration of Intention to use	
Fee calculations	
Payment	

## Claimed priorities

As a courtesy, a claimed priority is added automatically when the national application filing date is within six months of the international application filing date. It is possible to delete the claimed priority if such protection is not sought.

NOTE: it is not possible to add a claimed priority if the national application filing date is older than six months of the international application filing date. Additionally, the priority claim must be based on the first application of a country within the Paris Union.



# Madrid Application Assistant

Application VA 20001968

← Claimed priorities

Declaration of Intention to use →

- Basic application or registration
- Designated Contracting Parties
- Applicant(s)
- Representative
- Languages and correspondence
- Mark
- Goods and services
- Limitations
- Claimed priorities
- Seniority claim**
- Declaration of Intention to use
- Fee calculations
- Payment
- Summary

## Seniority claim (MM17)

1	DK - Denmark	National	Date :DD.MM.YYYY	
European country code *	<input type="text" value="DK - Denmark"/>			
Registration number *	<input type="text"/>			
Scope *	<input type="text" value="National"/>			
Filing date *	<input type="text" value="DD.MM.YYYY"/>			

Add another seniority

# Madrid Application Assistant

Application VA 200 01968

← Seniority claim

Fee calculations →

Basic application or registration	🔍
Designated Contracting Parties	🔍
Applicant(s)	🔍
Representative	🔍
Languages and correspondence	🔍
Mark	🔍
Goods and services	🔍
Limitations	🔍
Claimed priorities	🔍
Seniority claim	🔍
<b>Declaration of Intention to use</b>	
Fee calculations	
Payment	
Summary	

## Declaration of Intention to use (MM18)

This form contains the exact wording of the declaration of intention to use the mark required by the United States of America. The United States of America requires that the intention to use the mark be made in English, even if the international application is in French or Spanish.

### DECLARATION OF INTENTION TO USE THE MARK: UNITED STATES OF AMERICA

By designating the United States in the application for international registration/subsequent designation, the person signing below declares that:

- (1) the applicant/holder has a bona fide intention to use the mark in commerce that the United States Congress can regulate on or in connection with the goods/services identified in the international application/subsequent designation;
- (2) he/she is properly authorized to execute this declaration on behalf of the applicant/holder;
- (3) he/she believes applicant/holder to be entitled to use the mark in commerce that the United States Congress can regulate on or in connection with the goods/services identified in the international application/subsequent designation; and
- (4) to the best of his/her knowledge and belief no other person, firm, corporation, association, or other legal entity has the right to use the mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion, or to cause mistake, or to deceive; and
- (5) to the best of the signatory's knowledge, information, and belief, formed after an inquiry reasonable under the circumstances, the allegations and other factual contentions made above have evidentiary support.

I declare under penalty of perjury under the laws of the United States of America that all the foregoing statements are true and correct to the best of my knowledge and belief. I understand that willful false statements and the like may jeopardize the validity of the application or document or any registration resulting therefrom, and are punishable by fine or imprisonment, or both (18 U.S.C. §1001). 35 U.S.C. §25(b).

\_\_\_\_\_  
Signature \*

\_\_\_\_\_  
Date of execution (dd.MM.yyyy) \*

\_\_\_\_\_  
Signatory's Name (Printed) \*

# Madrid Application Assistant

Application VA 200 01968

← Declaration of Intention to use

Payment →


Basic application or registration	☑
Designated Contracting Parties	☑
Applicant(s)	☑
Representative	☑
Languages and correspondence	☑
Mark	☑
Goods and services	☑
Limitations	☑
Claimed priorities	☑
Seniority claim	☑
Declaration of Intention to use	☑
<b>Fee calculations</b>	
Payment	
Summary	

## – Fee calculations

The fees payable for this international application are shown below. For representatives, use the print screen function to save the fee calculation sheet for further reference. [Learn more about fees.](#)

International fees (basic part)	CHF 903.00
International fees (individual part)	CHF 6,192.00
<b>Grand total</b>	<b>CHF 7,095.00</b>

[Show fee details](#)

 [Print fee screen](#)

# Madrid Application Assistant

Application VA 200-01968

← Fee calculations

Summary →

Basic application or registration	☑
Designated Contracting Parties	☑
Applicant(s)	☑
Representative	☑
Languages and correspondence	☑
Mark	☑
Goods and services	☑
Limitations	☑
Claimed priorities	☑
Seniority claim	☑
Declaration of Intention to use	☑
Fee calculations	☑
<b>Payment</b>	
Summary	☑

## Payment Information

**IMPORTANT: PAYMENT TO BE MADE ON CONFIRMATION OF APPLICATION BY WIPO ONCE RECEIVED FROM THE CERTIFYING OFFICE OF ORIGIN**

On receipt of this application for international registration, WIPO will email a reference number and payment URL to complete an online payment. Payments can be made using all major credit cards or current account at WIPO. Learn more about [payments](#). The estimated amount owed is **7,095 CHF**.

**NOTE:** Payment is for the registration of the international application only. Any national handling fees owed must be paid directly to the office of origin.

# Madrid Application Assistant

Application [redacted]

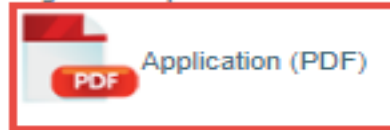
Basic application or registration	✔
Designated Contracting Parties	✔
Applicant(s)	✔
Representative	✔
Languages and correspondence	✔
Mark	✔
Goods and services	✔
Limitations	✔
Claimed priorities	✔
Seniority claim	✔
Declaration of Intention to use	✔
Fee calculations	✔
Payment	
Summary	

## Summary

Well done! The application for international registration is complete. **A VERY IMPORTANT NOTE:** do NOT send the international application directly to WIPO. It must first go to the Office of Origin.

Please review, sign and email a copy of the MM2 PDF to the Office of Origin for certification. Once the Office of Origin has validated, certified and submitted to WIPO, start tracking the status of the international application using the [realtime search](#) in the Madrid Monitor.

If necessary, it is always possible to make further modifications to this application. To do so, click on the basic application number found in the portfolio screen. Use [Contact Madrid](#) to seek assistance for any query or issue related to the international registration process.



My portfolio

## Application details

Application number  
VA 20 [redacted] 1968

**General information**

Office of origin:	Denmark	Application language:	English
My reference:	--	Reception date:	
Office Reference:	DK IRPI-000085388		

**Basic application(s) or registration(s)**

Basic registration(s): VR 2008 02421 (Date: 26.06.2008) Application number: VA 2008 01968 (Date: 21.05.2008)

**Applicant(s)**

Applicant #1

Applicant details

<b>Full name:</b>	Arla Foods amba
Address:	Sønderhøj 14 8260 Viby J
Country:	Denmark
<b>Telephone:</b>	--
Email:	catherine.dupenloup@wipo.int
Dedicated communication channel:	E-mail
Applicant type:	Natural person
Nationality:	Denmark

Entitlement to File

Domiciled in the territory of:Denmark	No	Real and effective industrial or commercial establishment in the territory of:Denmark	Yes
Domicile address in the territory of: Denmark or commercial establishment address in the territory of: Denmark	Reuse the applicant address		

- Q&A Session

# Public Education Resources



# Good news! We are now on LinkedIn!

We'll be sharing tips, facts, stories, learning opportunities and much more on WIPO's [Madrid System](#), [Hague System](#) and [Lisbon System](#), as well as trademarks, designs, and geographical indications!

[Follow us](#) now and spread the word!



# Public Webinars – 8 Languages

Webinar sobre el Sistema de Madrid

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

1:03:21

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

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

Webinar sobre el Sistema 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

5 MONTHS AGO

Protéger sa marque à l'étranger ...

التحديات القانونية بشأن نظام مدريد

**تحديثات قانونية لعام 2023 وملاحظات الفريق العامل**

8 MONTHS AGO

عام 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

EDUCATION 4 MONTHS AGO

**The Madrid Filing Procedure in China Trademark Office**

Семинары по Мадридской системе

**Официальные формы: Управление международной регистрацией**

59:39

EDUCATION 2 YEARS AGO

Official Forms: Managing an international registration

Madrid System Webinars

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

1:06:25

EDUCATION 1 MONTH AGO

Understanding Procedures at th...

# 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.

# 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](#)



# Madrid System Podcast

WIPOD –

International Trademark

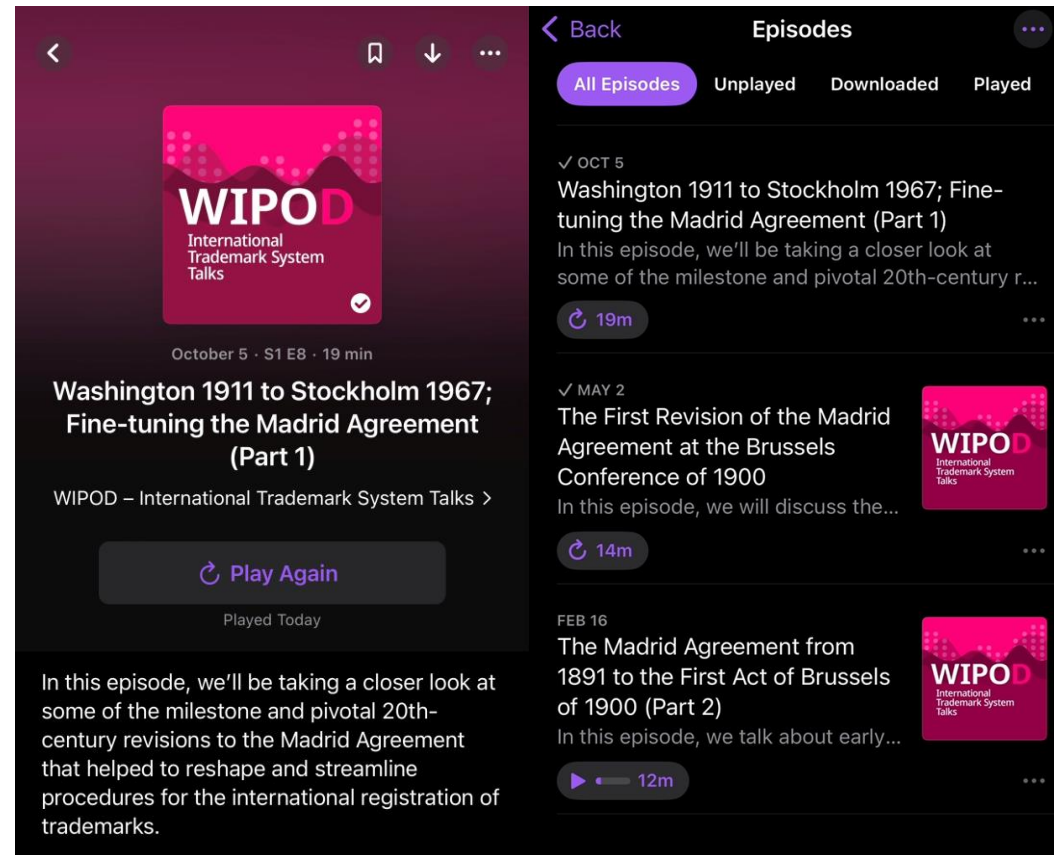
System Talks

10 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 Maingaila 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 Maingaila 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 Maingaila 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."

— Maingaila 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](#)

# 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](#)





# Keep Updated on the Madrid System

# Stay informed

- **Website** - Visit the [Madrid System Website](#)
- **Webinars** - Access [Madrid System Webinars](#) recordings and stay tuned for new topics
- **Tutorials** - Play our Madrid System [“How-to” videos and tutorials](#)
- **Madrid System News** - Subscribe to [Madrid System News](#)
- **Podcast and YouTube** - Check our WIPO Madrid System [YouTube](#) playlists and listen our [historical podcasts](#)
- **LinkedIn** [WIPO – Brands and Designs](#)
- **Questions** [Contact us](#) online or by phone



# Thank you for your attendance

Contact us: [Contact Madrid](#)

© WIPO, 2024

Attribution 4.0 International (CC BY 4.0)

The CC license does not apply to non-WIPO content in this presentation.

Photo credits: