

125 YEARS OF 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

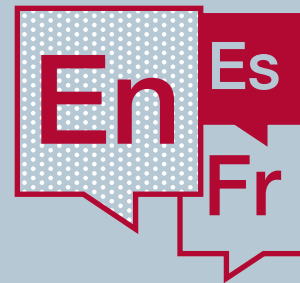
One application



One set of fees



One filing language



Centralized management



GLOBAL REACH

97 members



113 countries covered



Over 80% of world trade



And growing



THE MADRID SYSTEM: 125 YEARS OF GROWTH

WIPO | MADRID

The International
Trademark System

GROWTH OF MEMBERSHIP

The Madrid System
has helped businesses
protect more than
1.25 million marks
worldwide

1891: 9 members



1996: 50 members



2016: 97 members



MILESTONES

1891



Madrid Agreement
is concluded –
The International
Trademark System
is born

1989



Madrid Protocol is
adopted, improving
the System and
enabling geographical
expansion

1992



Digital version of
the Madrid System
Register is launched

2004



Spanish becomes
third filing language,
after French
and English

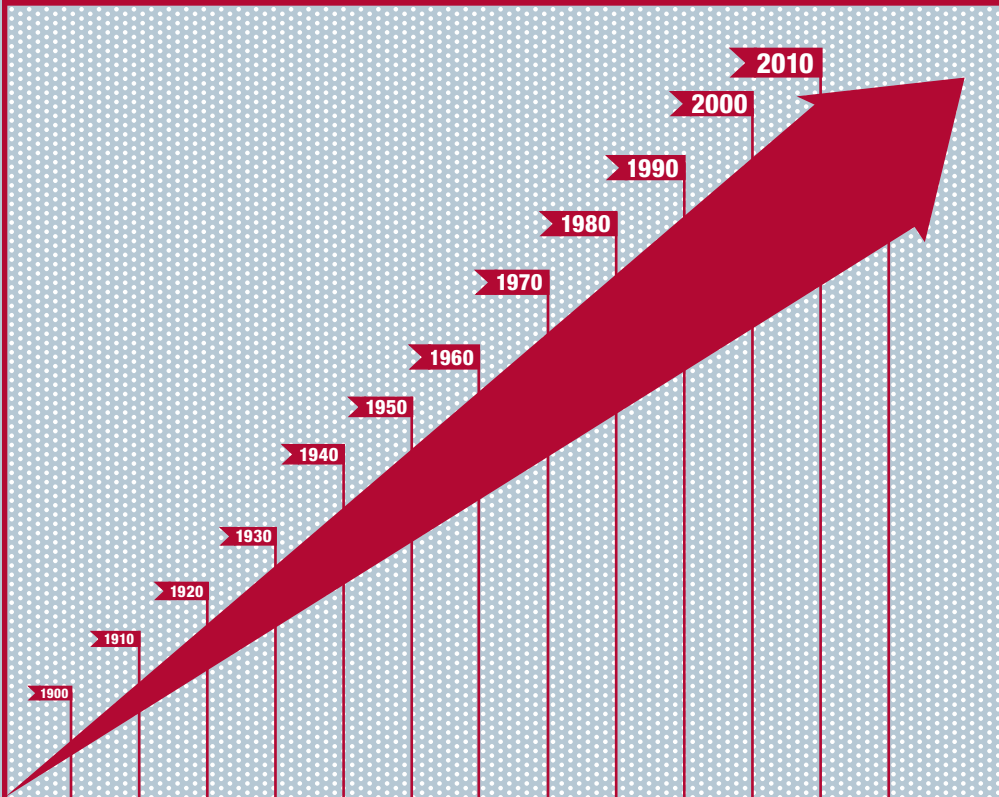
2006



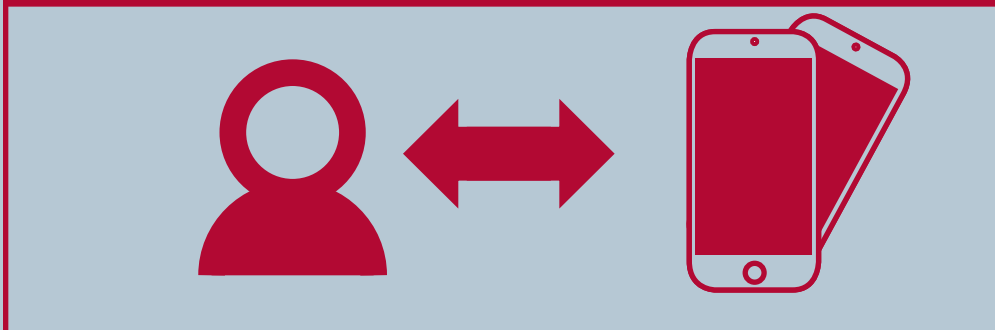
Online user services
begin with E-Renewal

THE MADRID SYSTEM: STILL EVOLVING

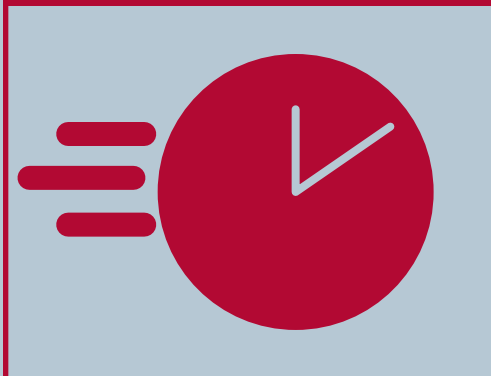
PROJECTED TO REACH 1.5 MILLION REGISTRATIONS BY 2019



**NEW ONLINE SERVICES WILL MAKE
THE SYSTEM EVEN EASIER TO USE**



FASTER PROCESSING TIMES



MORE COUNTRIES SET TO JOIN

