Madrid Yearly Review

International Registration of Marks

Economics & Statistics Series

2016

WIPO
WORLD INTELLECTUAL PROPERTY ORGANIZATION

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Acknowledgements

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Further information

Online resources

The electronic version of the *Review* as well as the images and the underlying data used to produce all figures and tables can be downloaded at *www.wipo.int/ipstats*. This webpage also provides links to the IP Statistics Data Center – offering access to WIPO's statistical data – and to the IP Statistical Country Profiles.

Conditions of use

Contact information

Economics and Statistics Division
Website: *www.wipo.int/ipstats*
Email: *ipstats.mail@wipo.int*

2015 Key numbers

Description	Number	Growth[1]
International applications	48,910	+0.9%
Designations in international applications	331,834	-0.4%
International registrations	51,938	+22.4%
Subsequent designations in international registrations	44,209	-3.8%
Renewals of international registrations	28,596	+9%
Active (in force) international registrations	623,482	+2.7%
Active designations in international registrations	5,657,616	+0.2%
Share of Madrid designations in total non-resident trademark filing activity[2] (for Madrid members only)[3]	58.6%	-0.6 percentage point[4]
Contracting Parties (Madrid members)	97	+3 members
Countries covered	113	+3 countries

1. Growth refers to the period 2014–15.
2. Trademark filing activity is measured in application or designation class counts – the number of classes specified in applications and designations.
3. The latest available year for total trademark application class counts is 2014.
4. Refers to the period 2013–14.

Highlights

International trademark applications continued to climb

International trademark applications filed under the WIPO-administered Madrid System reached yet another record of 48,910 in 2015, representing 0.9% growth on 2014 and marking the sixth year of continuous growth.

The Madrid System added three new members

Continuing to increase its geographical scope, the countries of Cambodia, Gambia and Lao People's Democratic Republic joined the Madrid System, bringing total membership to 97. With these accessions, the Madrid System now offers trademark holders the ability to obtain protection for their branded products and services in an area covering a total of 113 countries.

For the second year in a row, the United States of America (U.S.) was the largest user of the Madrid System

With double-digit growth of 11.2%, international applications from the U.S. reached 7,361, securing its top spot for the second year running. Germany (6,759) and France (4,143) were the second and third largest origins of Madrid applications.

Growth was mixed for the top countries of origin

Among the top 20 origins, Australia (+24.7%), Luxembourg (+30%), the Republic of Korea (+43.3%) and Singapore (+51%) saw the highest growth in the number of international applications filed in 2015. In contrast, China (-30.8%) and the Russian Federation (-23.5%) experienced considerable decreases.

Madrid member offices received the bulk of their non-resident filing activity via the Madrid System

Collectively, close to 60% of applications received by all Madrid member offices from abroad arrive via the Madrid System.

Pharmaceutical company Novartis remains the largest applicant

For the fifth consecutive year, Swiss pharmaceutical company Novartis heads the list of top filers, with 193 applications in 2015. It was followed by Germany's Lidl supermarket chain (142) and French cosmetic company L'Oréal (130). Among the top 60 applicants, pharmaceutical and biotechnology company Gedeon Richter (Hungarian: Richter Gedeon Nyrt.) saw the largest growth in applications in 2015 (+112 additional filings).

China remains the most designated country in international applications and registrations

China (21,087 designations) is the most designated Madrid member in international applications, followed by the European Union (19,352), the U.S. (19,248), the Russian Federation (14,805) and Japan (13,533). China (2,154) also received the highest number of subsequent designations in international registrations. It was followed by the U.S. (1,750), the Republic of Korea (1,570) and Mexico (1,548).

Marks related to computer hardware and software continued to account for the largest share of total applications

For more than a decade, the most specified class according to the Nice Classification has been Class 9, which includes computer hardware and software. Class 9 accounted for 9.4% of all international applications; it was followed by Class 35 (8%), which covers services such as office functions, advertising and business management; Class 42 (5.9%), which includes services provided by, for example, scientific, industrial or technological engineering and computer specialists; Class 41 (4.8%), which mainly covers services in the area of education, training, entertainment, sporting and cultural activities; and Class 25 (4.6%), which includes clothing.

The research and technology sector attracted the highest share of trademark protection via the Madrid System

Scientific research, and information and communication technologies (research and technology), which includes goods Class 9, is the industry sector that accounted for the highest share (19.1%) of all filing activity via the Madrid System in 2015, up two percentage points on its 2005 share.

The service industry continued to increase its overall share of international applications

One-third of all classes specified in international applications were for services – an increase of about five percentage points on the share recorded in 2005.

Renewals continued to grow steadily

Renewals of international registrations approached 30,000, up 9% on 2014. Similar to 2014, holders of international registrations originating in Germany renewed the highest number of registrations (6,912) in 2015, followed by those in France (4,317), Switzerland (3,071), Italy (2,454) and the U.S. (1,529). Together, these top five origins accounted for 64% of the 2015 total.

Active international registrations exceed 600,000

In 2015, approximately 623,000 international registrations were active, that is, in force. The number of active Madrid registrations has grown steadily year by year, increasing from about 331,000 in 1996.

The total number of registrations in force grew by 2.7% in 2015. These approximately 623,000 international registrations contained almost 5.66 million active designations and were owned by about 221,000 right holders.

A majority (63.6%) of firms or individuals holding an active international registration possessed only a single such registration in their 2015 portfolios – a situation that has remained almost unchanged since 2012. Another 16.7% of holders owned only two active registrations. Overall, about 90% of all holders of active registrations held four or fewer registrations in their portfolios, and 95% owned no more than seven active registrations.

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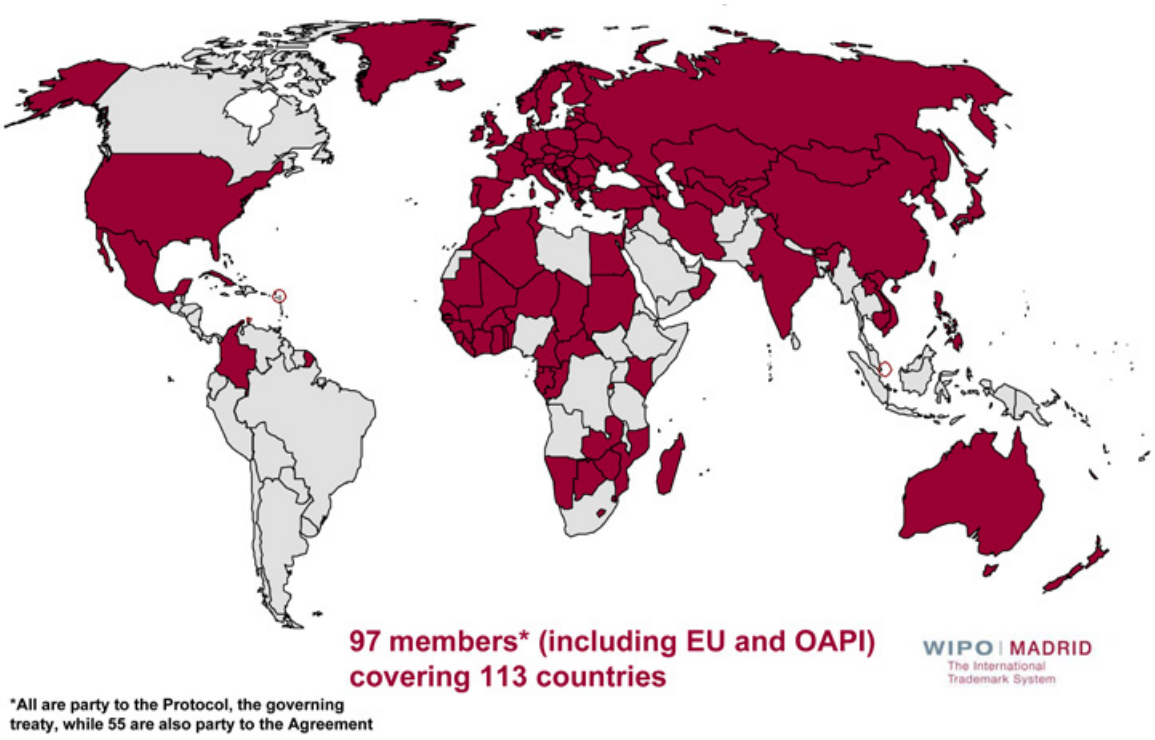
A brief presentation of the Madrid System

Figure 1: Madrid members in 2015



Source: World Intellectual Property Organization (WIPO), June 2016.

The Madrid System makes it possible for a trademark holder to apply for trademark[5] registration in multiple countries by filing a single international application via a national or regional intellectual property (IP) office.[6] It simplifies the process of multinational trademark registration by eliminating the need to file a separate application in each jurisdiction in which protection is sought. The System also simplifies managing the mark after registration, as it is possible to centrally request and record further changes or to renew the registration through a single procedural step.

Two treaties administered by the World Intellectual Property Organization (WIPO) govern the Madrid System for the International Registration of Marks. These treaties are the Madrid Agreement Concerning the International Registration of Marks and the Protocol Relating to the Madrid Agreement – referred to jointly as the Madrid System. The Madrid Agreement was concluded in 1891, and the Madrid Protocol came into operation in 1996. As of December 31, 2015, the System comprised 97 Contracting Parties (figure 1). The 95 countries which are party to the Agreement and/or the Protocol, as well as the two intergovernmental organizations that represent regions which are party to the Protocol – namely, the European Union (EU) covering 28 countries, and member countries of the African Intellectual Property Organization (OAPI) covering 17 countries – are referred to collectively as Contracting Parties (hereinafter referred to as Madrid members), and together form the Madrid Union.

5. For the sake of simplicity, the term "trademark" is often used interchangeably with "mark" in this publication, regardless of whether the registration concerns goods or services.
6. This publication uses the generic term "IP office" to refer to a national or regional office that receives trademark applications and issues registrations, since not all are specifically named "trademark office".

Advantages offered by the Madrid System

The Madrid System offers many advantages to both applicants and IP offices compared to the Paris route, which involves filing separate applications in a number of countries or regions. It facilitates obtaining protection in multiple jurisdictions by enabling trademark holders to submit a single application in one language while paying a single set of fees in one currency. As outlined above, the Madrid System also makes the maintenance and management of the international registration easier, as any renewal or change in the registration (such as a change of ownership or limitation to the list of goods and services) can be carried out by one single central procedure with effect for the countries concerned covered by the international registration. The changes are recorded in the International Register. The international registration has one registration number and one renewal date, regardless of the number of countries designated. If the Paris route is used instead, such changes or renewals must be done directly with each of the national or regional IP offices concerned. For each such registration, there is a different registration number and different renewal date to manage, each depending on the country concerned where protection is obtained.

The Madrid System also allows trademark holders to make changes to their international registrations. An international registration can be transferred with regard to all or some designated Madrid members or for all or some goods and services, or the holder can limit the list of goods and services with respect to all or some designated Madrid members. The Madrid System also delivers benefits to IP offices by reducing their workload. Since the International Bureau (IB) of WIPO carries out the formal examination of applications, the IP offices need only perform the substantive examination in order to determine whether protection can be granted or not.

International application and registration procedure

When deciding to seek protection for marks in multiple jurisdictions, a trademark holder can either file separate applications with each office directly – referred to as the "Paris route" (referring to the Paris Convention for the Protection of Industrial Property), or file a single international application through the Madrid System. Figure 2 illustrates the differences in procedures between the Direct/Paris route and the Madrid System.

An international application can only be filed by a person or legal entity that has the necessary connection (entitlement) – through commercial establishment, domicile or nationality – with a member of the Madrid Union. The IP office of this Madrid member becomes the applicant's "office of origin".

To file an international application for a mark under the Madrid System, the applicant must have a basic mark, meaning that the same mark must first have been applied for with, or registered by, the office of origin. The international application must be filed through this office, as there is no direct filing to the IB. The IB accepts international applications filed in three languages – English, French and Spanish – but the office of origin may restrict the choice of filing language.

The international application must contain a list of the goods and services for which protection is sought and it must indicate the designations, meaning the Madrid members in which the holder of the mark seeks protection. Additional Madrid members can be designated at a later date (subsequent designation).[7] The IB is responsible for carrying out an examination to verify that the international application meets all the formal requirements. In the event of irregularities, the applicant will be given the opportunity to remedy them in order to prevent the application from being considered abandoned. Where the application meets all the formal requirements, the mark is recorded in the International Register, published in the *WIPO Gazette of International Marks* ("the *Gazette"*), and the IB notifies the designated Madrid members in whose jurisdictions protection has been requested.

7. The office of origin cannot be designated in an international application, nor can it be designated subsequently.

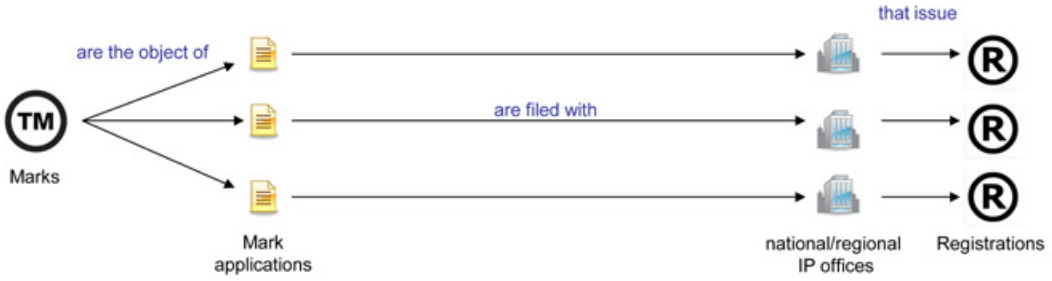
The international application is subject to a basic fee (653 or 903 Swiss francs); the amount depends on whether the mark is in black and white or in color and covers three classes of goods and/or services. The applicant is also required to pay for the designations indicated: a complementary fee (100 Swiss francs) per designated Madrid member, and also a supplementary fee (100 Swiss francs) per class of goods and services beyond three. However, under the Protocol, Madrid members may declare that they wish to receive individual fees instead of sharing the revenues produced by the complementary and supplementary fees.

It is for the designated Madrid member only to determine whether or not protection can be granted in its jurisdiction, in accordance with its domestic trademark legislation. If the designated Madrid member cannot grant protection, it must submit a provisional refusal to the IB within the time limit concerned (12 months, or 18 months if the relevant declaration has been made). If no refusal is communicated by a designated Madrid member within the specific refusal period, or if a designated Madrid member issues a grant of protection within the applicable time limit, the mark is then considered protected in that Madrid member's jurisdiction.

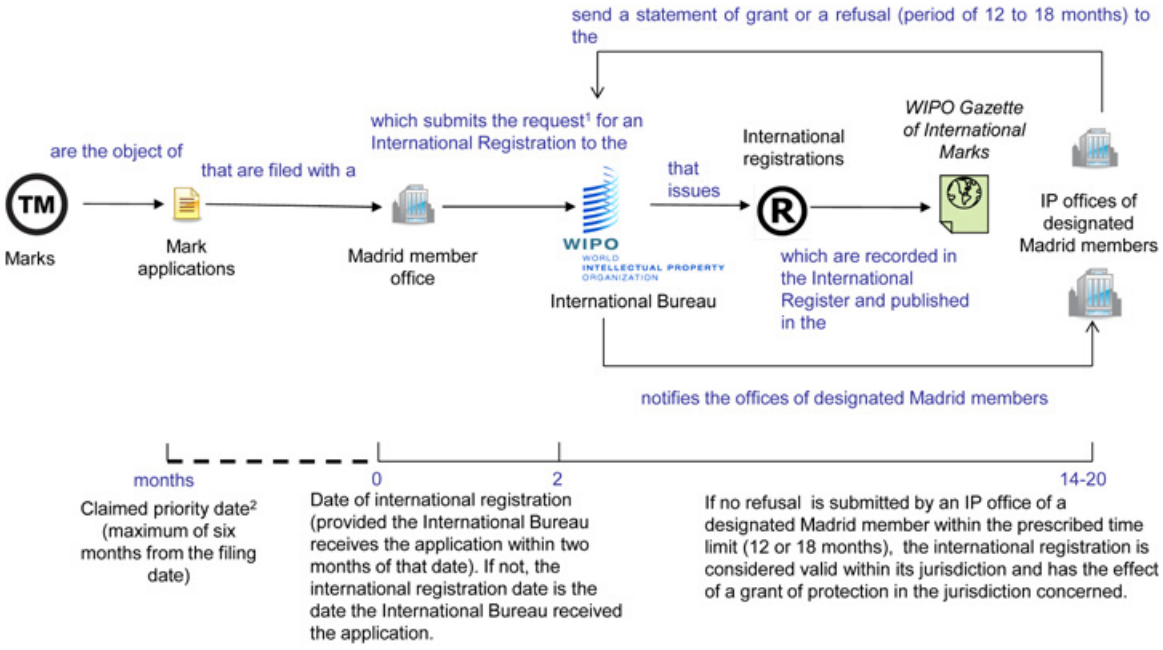
For the first five years from the date of the international registration, the international registration is dependent on the basic mark. The office of origin must inform the IB of any change concerning the scope of protection regarding the basic mark. Where the basic mark is abandoned or canceled (totally or partially) during this dependency period, the consequence is that the international registration is canceled to the same extent (totally or partially). When this happens, the cancellation of the international registration is published in the *Gazette*, and the designated Madrid members concerned are notified.

Figure 2: Overview of the registration process

Direct or "Paris" route



The Madrid System



[1] An application for international registration (an "international application") may be filed only by a natural person or a legal entity that has a real and effective industrial or commercial establishment in, or is domiciled in, or is a national of a country which is party to the Madrid System; that has such an establishment in, or is domiciled in, the territory of an intergovernmental organization which is party to the Madrid System; or that is a national of a member state of such an organization.

[2] An applicant can claim priority of a first national or regional application in an international application within six months of the filing of that first application.

Source: World Intellectual Property Organization (WIPO), June 2016.

International registrations are valid for a period of 10 years and may be renewed for further periods of 10 years. In most jurisdictions, trademark protection can be renewed indefinitely. The IB administers the renewal process by sending a reminder to holders and their respective representatives (if any) six months before renewal is due. The international registration may be renewed in respect of all designated Madrid members or in respect of only some of them. It may not, however, be renewed in respect of only some of the goods and services recorded in the International Register. Therefore, if holders wish at the time of renewal to remove some of the goods and services from the international registration, they must separately request the recording of limitation or cancellation in respect of those goods and services.

For more information regarding the Madrid System, visit: *www.wipo.int/madrid*.

Data description

Data are compiled by WIPO on the processing of international applications and registrations through the Madrid System, and complete data exist for the calendar year 2015. Statistics on the number of direct application class counts at national and regional IP offices are extracted from the WIPO Statistics Database, primarily based on WIPO's Annual IP Survey, via which WIPO receives offices' statistics four months or more after the end of the year concerned. The latest available year to date for complete direct application data is therefore 2014.

In previous editions of the *Madrid Yearly Review,* many indicators were based on international registration data. With the aim of better understanding the behavior of an applicant when first filing a Madrid international application, this edition has enlarged its scope by primarily focusing on application data, albeit while still reporting pertinent registration statistics.

The application statistics used are based on the original filing date at a Madrid member office of origin. This removes the time lag between the date on which an application is first filed at an office of origin and the date it is received and recorded by WIPO.

Due to this change in methodology, it is not possible to compare these new indicators based on applications with registration-based indicators published in earlier editions of the *Review.*

The figures shown in this publication are subject to change.[8]

8. Regular updates are available at *www.wipo.int/ipstats*.

Section A
Use of the Madrid System

This section explains the key trends in use of the Madrid System for the International Registration of Marks. The data reported cover international applications, registrations, provisional refusals, renewals and active registrations (that is, those currently in force). The global trend is briefly described, followed by a breakdown of the data according to applicants and their countries of origin, designated Contracting Parties – hereinafter referred to as Madrid members – and classes defined under the International Classification of Goods and Services for the Purposes of the Registration of Marks (the Nice Classification). Global trend data are mostly reported from the late 1990s or 2005 onwards in order to provide a historical overview, while the majority of indicators focus on 2015 activity, one-year growth or share of overall total. Figures and tables show data for selected countries of origin and Madrid members, whereas the annex provides data for all origins and Madrid members. In a change from previous years, this report focuses primarily on applications rather than registrations, since applications provide a better approximation of the demand for protection of marks. Nevertheless, a few core indicators based on registration data are also included in this *Review.* Data reported in subsections A.1 to A.3 are based on Madrid international applications, whereas subsections A.4 to A.7 report data for international registrations.

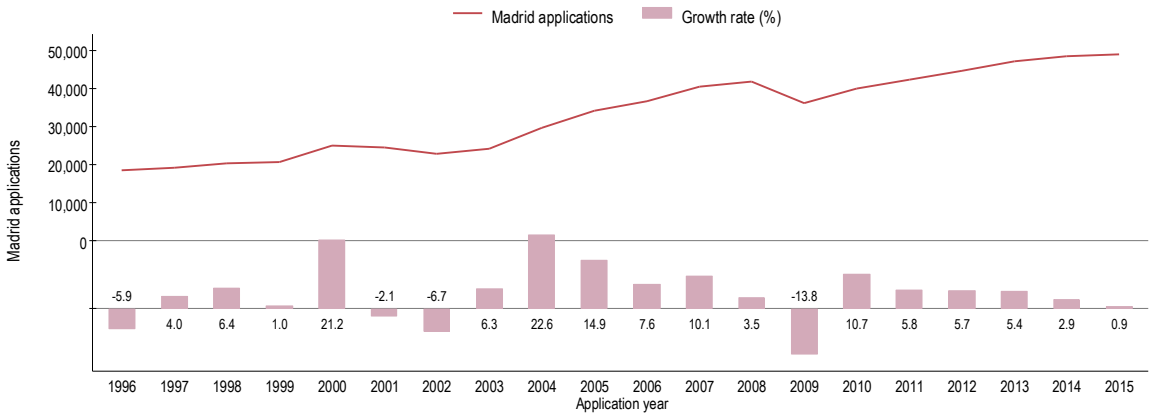
A.1 Madrid international applications

A.1.1 Overall trend in international applications

To file an international application through the Madrid System, the applicant must have a "basic mark", meaning that they must have filed a trademark application or have a trademark registration with the IP office of the Madrid member to which the entitlement is claimed (office of origin). On the basis of this basic application or registration, the trademark holder may seek protection for this trademark internationally in countries or jurisdictions that are members of the Madrid System by filing an international application with the office of origin. Figure A.1.1 presents the numbers and annual growth rates of international applications filed via all Madrid member IP offices combined.

In 2015, Madrid international applications totaled 48,910, up 0.9% on 2014, marking the sixth consecutive year of growth and, once again, the highest number of international applications ever filed. In fact, over the 20-year period presented, the number of applications increased in all but four years, three of which coincided with economic downturns in the early 2000s and 2009. This prevailing growth is partly due to factors such as increased usage of the Madrid System and its expanding membership, coupled with a general upward trend in trademark application volumes worldwide. In 1996, the number of Madrid System member countries totaled just 50. By 2004, membership had increased to 77, following the addition of several larger members, including the Republic of Korea, the United States of America (U.S.) and the European Union (EU). This in turn led to a spike in the number of international applications filed. By 2008, the Madrid System comprised 84 members before reaching a total of 97 members in 2015 covering a total of 113 countries.

Figure A.1.1 Trend in international applications



Source: WIPO Statistics Database, June 2016.

A.1.2 Top Madrid applicants

Although the top 60 applicants that filed 24 or more international applications in 2015 accounted for only about 6% of total international applications filed that year, it is interesting nevertheless to look at these most frequent users of the Madrid System. Table A.1.2 lists the top Madrid applicants in 2015 as well as their change in filing activity compared with 2014. These applicants are active in areas ranging from pharmaceuticals, personal care and the food industry to consumer electronics, the automotive industry and retail stores, to name a few. Eighteen – or almost one-third – of them are pharmaceutical companies; seven produce foodstuffs; six are retailers; five make personal care products; companies that make computer hardware, software or consumer electronics and those that are active in the automobile industry number four each.

For the fifth consecutive year, pharmaceutical company Novartis of Switzerland was the most active user of the Madrid System, filing 193 international applications in 2015, despite having filed 93 fewer applications in 2015 than in 2014. After almost doubling the number of applications filed in 2014, German retail company Lidl added 17 more in 2015 to reach 142 applications, making it the year's second largest filer. French cosmetics and beauty company L'Oréal (130) was the third largest user of the Madrid System.

Pharmaceutical company Richter Gedeon Nyrt of Hungary recorded the biggest increase in the number of applications in 2015, filing 112 more than in 2014. In contrast, Glaxo Group Limited of the U.K. showed the largest decrease, filing 166 fewer applications in 2015 than in the previous year.

Since international registrations are subject to renewal every 10 years, new applications filed each year generally represent an increase in the number of marks in a trademark holder's portfolio. Depending on various circumstances, companies or entities may choose to expand their existing brand base rapidly, slowly or not at all. A decline in applications from one year to the next does not necessarily represent a reduced trademark portfolio.

The geographical locations of the companies which comprise these most frequent users of the Madrid System in 2015 extend from Asia to Europe to North America. Nineteen are located in Germany, eight in Switzerland, four each in France and the U.S., and two each in Austria, Hungary, Japan, the Netherlands and Turkey.

Table A.1.2 Top Madrid applicants, 2015

Rank	Applicant	Origin	Madrid applications 2015	Change from 2014
1	NOVARTIS AG	Switzerland	193	-93
2	LIDL STIFTUNG & CO. KG	Germany	142	17
3	L'OREAL, SOCIETE ANONYME	France	130	41
4	RICHTER GEDEON NYRT.	Hungary	126	112
5	PHILIPS ELECTRONICS N.V.	Netherlands	123	37
6	DAIMLER AG	Germany	99	36
7	APPLE INC.	United States of America	86	37
8	BIOFARMA	France	80	49
9	BOEHRINGER INGELHEIM INTERNATIONAL GMBH	Germany	69	7
10	GLAXO GROUP LIMITED	United Kingdom	68	-166
11	JANSSEN PHARMACEUTICA N.V.	Belgium	61	36
12	ETI GIDA SANAYI VE TICARET ANONIM SIRKETI	Turkey	57	52
13	HENKEL KGAA	Germany	53	-33
14	UNIVERSAL ENTERTAINMENT CORPORATION	Japan	51	-2
15	SOCIETE DES PRODUITS NESTLE S.A.	Switzerland	50	-63
16	GILEAD SCIENCES LIMITED	Ireland	49	12
16	KRKA, TOVARNA ZDRAVIL, D.D., NOVO MESTO	Slovenia	49	15
18	MICROSOFT CORPORATION	United States of America	46	16
19	AUGUST STORCK KG	Germany	45	19
20	WORLD MEDICINE ILAC SANAYI VE TICARET ANONIM SIRKETI	Turkey	44	-15
21	BORA CREATIONS S.L.	Spain	41	24
22	VOLKSWAGEN AKTIENGESELLSCHAFT	Germany	40	14
23	BAYERISCHE MOTOREN WERKE AKTIENGESELLSCHAFT	Germany	38	-11
24	ABERCROMBIE & FITCH EUROPE SA	Switzerland	37	7
25	SAMSUNG ELECTRONICS CO., LTD.	Republic of Korea	36	10
26	PHILIP MORRIS BRANDS SARL	Switzerland	35	-16
26	SIEMENS AKTIENGESELLSCHAFT	Germany	35	-3
28	BSH HAUSGERATE GMBH	Germany	33	33
28	UST GLOBAL (SINGAPORE) PTE LIMITED	Singapore	33	32
28	VALEANT SP. Z O. O. SP. J.	Poland	33	-5
31	DEUTSCHE TELEKOM AG	Germany	32	16
32	RIGO TRADING S.A. SOCIETE ANONYME	Luxembourg	31	31
32	SYNGENTA PARTICIPATIONS AG	Switzerland	31	-17
34	S. MALHOTRA & CO. AG	Switzerland	30	30
35	EGIS GYOGYSZERGYAR RT.	Hungary	29	-62
35	KAUFLAND WARENHANDEL GMBH & CO. KG	Germany	29	-5
35	MIGROS-GENOSSENSCHAFTS-BUND	Switzerland	29	5
35	SUN PHARMACEUTICAL INDUSTRIES LIMITED	India	29	29
39	ACTAVIS GROUP PTC EHF.	Iceland	28	-38
39	MERCK KGAA	Germany	28	12
41	AKZO NOBEL COATINGS INTERNATIONAL B.V.	Netherlands	27	14
41	CONTINENTAL REIFEN DEUTSCHLAND GMBH	Germany	27	8
41	MAKE-UP ART COSMETICS INC.	United States of America	27	23
41	MWR HOLDINGS, LLC	United States of America	27	27
45	ADP GAUSELMANN GMBH	Germany	26	20
45	CBSA INVESTMENTS PTY LTD.	Australia	26	26
45	DERMAPHARM AG	Germany	26	13
45	HARIBO RICQLES ZAN	France	26	23
45	JAPAN TOBACCO INC.	Japan	26	-6
45	KRONOPLUS TECHNICAL AG	Switzerland	26	-3
45	STADA ARZNEIMITTEL AG	Germany	26	23
45	WIBERG BESITZ GESELLSCHAFT M.B.H.	Austria	26	25
53	BAYER INTELLECTUAL PROPERTY GMBH	Germany	25	-12
53	HERMES INTERNATIONAL	France	25	7
55	BEIERSDORF AG	Germany	24	-13
55	INTERSNACK GROUP GMBH & CO. KG	Germany	24	5
55	JOINT STOCK COMPANY GAZPROM NEFT	Russian Federation	24	-37
55	KUSUM PHARM LLC	Ukraine	24	24
55	XXXLUTZ MARKEN GMBH	Austria	24	24

Note: This list includes applicants that filed 24 or more international applications in 2015.

Source: WIPO Statistics Database, June 2016.

A.1.3 International applications by origin

The map depicted in figure A.1.3.1 shows the distribution of the 48,910 international applications filed across the world in 2015. These came from applicants located in 114 countries or territories.[9] Filing activity is most concentrated in Australia, China, Japan, Turkey, the U.S. and Western Europe.

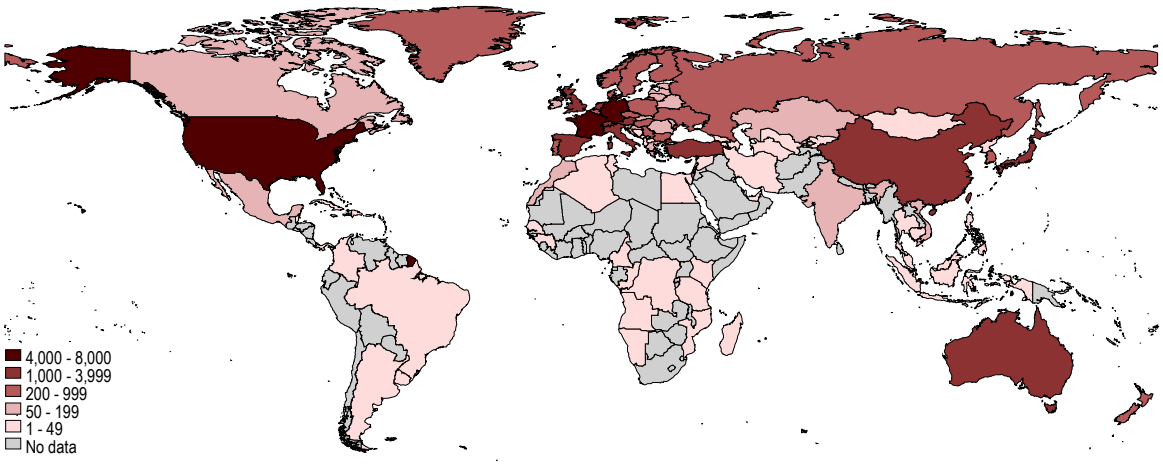
The total number of international applications filed in 2015 shows that the Madrid System as a whole is expanding. But in order to better understand the components of the annual growth, it is necessary to ascertain where Madrid applicants are from. For this, we examine the top origins and their respective increases from 2014 to 2015 in figure A.1.3.2.

In 2015, for the second consecutive year, the highest number of international applications was filed by applicants domiciled in the U.S. (7,361), up 11.2% on the previous year. They were followed by applicants in Germany (6,759) and France (4,143). Together, more than one-third of all international applications came from these three countries, which have been the top three origins of Madrid applications since 2005.

They were followed by Switzerland, the U.K. and Italy, each accounting for between 5% and 6% of all applications. The top 20 origins as a whole accounted for about 86% of the total, similar to their share of the total in the previous year.

Of the top 20 origins, Singapore (+51%), the Republic of Korea (+43.3%), Luxembourg (+30%) and Australia (+24.7%) saw the highest annual growth. This is in contrast to the decreases in international applications from China (-30.8%), the Russian Federation (-23.5%), Italy (-10.3%) and Turkey (-10.2%).

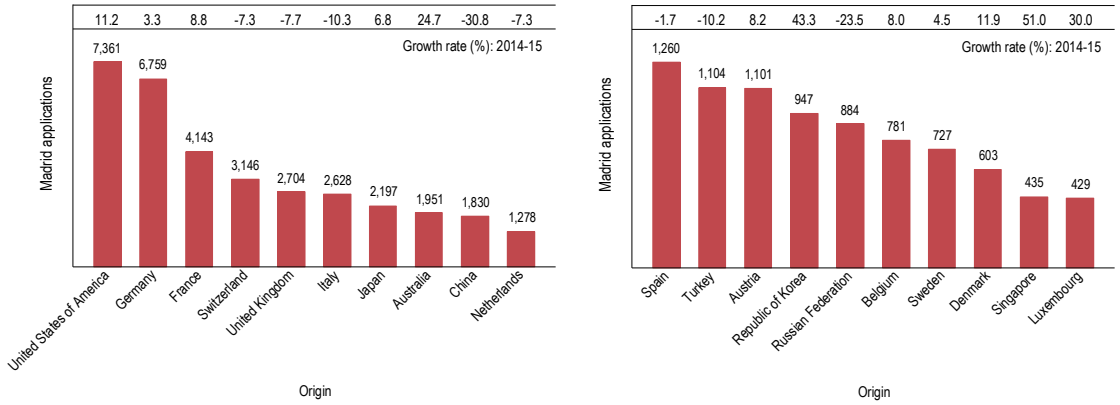
Figure A.1.3.1 International applications by origin, 2015



Source: WIPO Statistics Database, June 2016.

9. An application for international registration may be filed by a natural person or a legal entity that has a real and effective industrial or commercial establishment in, or is domiciled in, or is a national of a country party to the Madrid System; that has such an establishment in, or is domiciled in the territory of an intergovernmental organization party to the Madrid System (the EU or OAPI); or that is a national of a member state of such an organization.

Figure A.1.3.2 International applications for the top 20 origins, 2015



Note: Origin data are based on the country of the applicant's address.

Source: WIPO Statistics Database, June 2016.

A.1.4 Non-resident trademark applications by filing route (direct and Madrid)

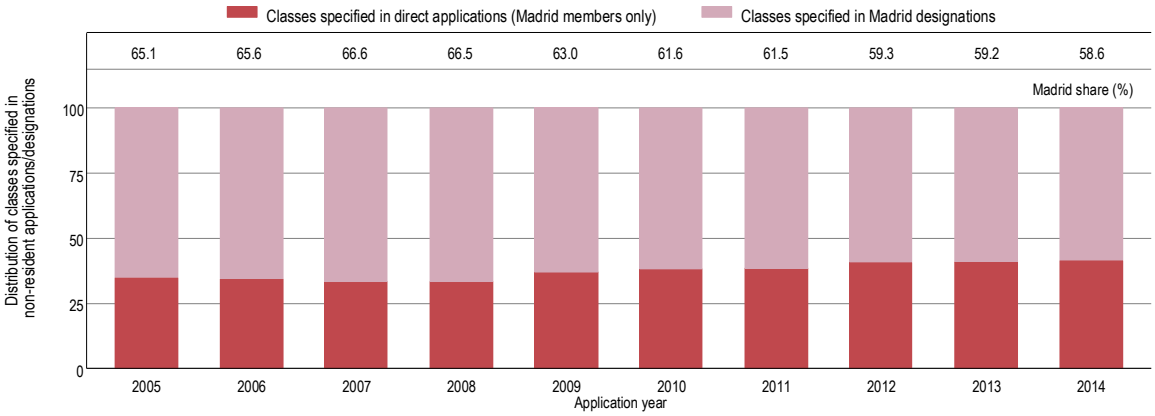
Applicants seeking protection for their marks in countries abroad can file applications either directly with foreign national or regional IP offices, following the principles of the Paris Convention (the Paris route), or they can make use of the Madrid System (the Madrid route). Where an office has received a notification of designation through the Madrid System, this has the same effect as if the office had received an application directly from an applicant.

Some offices have a single-class filing system that requires applicants to file a separate application for each class in which the goods or services to which the mark is applied are classified. Other offices follow a multi-class filing system that enables applicants to file a single application in which goods or services belonging to a number of classes can be specified. To make better international comparisons between numbers of applications received, it is important to compare class counts – the number of classes specified in applications and designations – across offices.

When filing a Madrid international application, the holder can, with only the exception of its own office of origin, designate any of the 95 Madrid member countries or two intergovernmental organizations – the EU and the African Intellectual Property Organization (OAPI) – in which to seek and extend protection for their mark outside their own Madrid member country. To the extent that these Madrid members represent possible export markets for the holder, the Madrid System replaces the need to file separate applications directly with each of their IP offices.

Applicants domiciled in a Madrid member country therefore choose one of the two options when seeking protection in countries abroad, the direct route – also called the Paris route – or the Madrid route. Figure A.1.4 shows that, between 2005 and 2014, applicants for international registrations accounted for between 58% and 67% of all non-resident trademark filing activity emanating from Madrid member jurisdictions at IP offices of all Madrid members combined.

Figure A.1.4 Trend in classes specified in non-resident trademark applications by filing route (direct and Madrid)



Note: Direct application data are available only up to 2014; therefore, 2015 Madrid designation data are not included. The direct route refers to classes specified in applications filed by non-residents of Madrid member origins directly with national or regional IP offices of Madrid members. The Madrid route refers to classes specified in designations received by offices via the Madrid System. For the sake of simplicity, designations are referred to as non-resident applications received via the Madrid System.

Source: WIPO Statistics Database, June 2016.

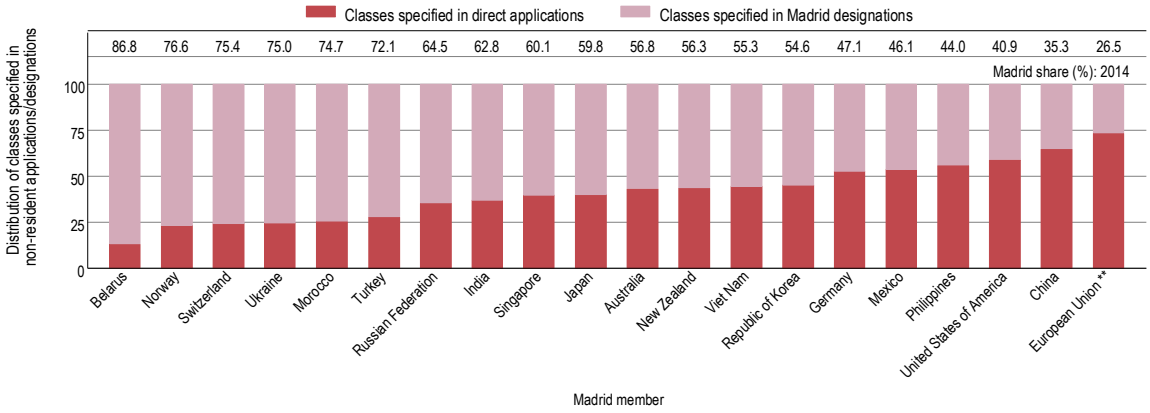
A.1.5 Non-resident trademark applications by filing route and by office (direct and Madrid)

Figure A.1.5.1 shows how use of the Madrid System by non-resident trademark holders varies across Madrid members. For instance, in smaller countries such as Belarus, Norway and Switzerland, the vast majority – between 75% and 87% – of all filing activity from abroad arrived in the form of Madrid designations. Madrid members Germany, Mexico and the Philippines received just under half of their trademark filing activity from abroad via the Madrid System. India, which joined the Madrid System in 2013, received 62.8% of its non-resident filing activity via the Madrid route in 2014, up from only 39% recorded the previous year. China (35.3%) continued to receive more than a third of its non-resident filing activity via the Madrid System. In the case of the EU, direct applications received via the Paris route were the primary source of all non-resident filing activity at the European Union Intellectual Property Office (EUIPO), with only about a quarter (26.5%) of such applications attributed to the Madrid System.

Rather than presenting the percentage shares of non-resident filing volumes for selected Madrid members via the Madrid route in descending order, figure A.1.5.2 goes further than figure A.1.5.1 by showing the actual numbers of classes specified in non-resident applications – together with their Madrid designation shares – for the same selected top designated Madrid members in 2014.

Although shares of non-resident filing activity occurring via the Madrid route in China and the U.S. were lower than those of many other Madrid members, these two countries were nevertheless the most designated in international applications, with Madrid designation class counts of about 51,000 and 45,000, respectively (represented by the top portions of the bars in figure A.1.5.2). Japan, the Russian Federation and Switzerland, each with a Madrid designation class count of between approximately 29,000 and 40,000, received the next highest volumes. India and the Republic of Korea had similar designation class counts of around 23,500, with lower direct non-resident application class counts of about 14,000 in India and 19,500 in the Republic of Korea.

Figure A.1.5.1 Madrid share of total classes specified in non-resident applications for selected designated Madrid members, 2014

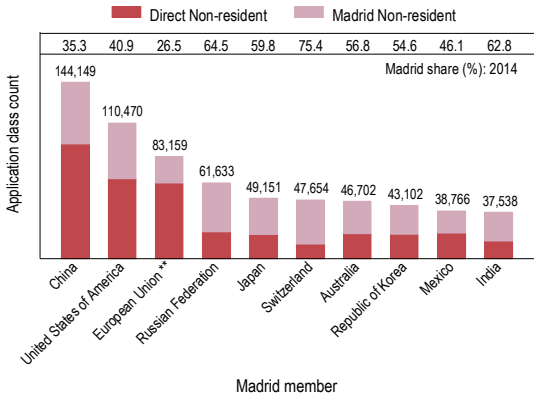


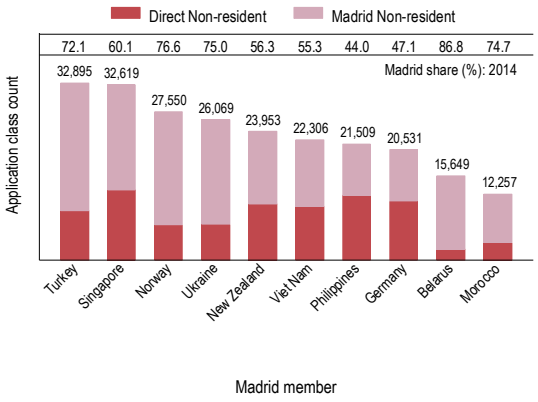
Note: **European Union indicates trademark activity occurring at the European Union Intellectual Property Office (EUIPO) and not within the IP offices of individual EU member states.

The direct route refers to classes specified in applications filed by non-residents of all origins – irrespective of Madrid membership – directly with the Madrid member office. The Madrid route refers to classes specified in designations received by the Madrid member office.

Source: WIPO Statistics Database, June 2016.

Figure A.1.5.2 Class count in non-resident applications by filing route for selected designated Madrid members, 2014





Note: **Protection for registrations offered by the European Union Intellectual Property Office (EUIPO) is extended to all 28 EU member states. Direct application data are available only up to 2014; therefore, 2015 Madrid designation data are not included.

The direct route refers to classes specified in applications filed by non-residents of all origins – irrespective of Madrid membership – directly with the Madrid member office. The Madrid route refers to classes specified in designations received by the Madrid member office.

Source: WIPO Statistics Database, June 2016.

A.2 Geographical coverage of Madrid international applications

A.2.1 Designations in international applications

Section A.2 builds on the analysis of the origin of international applications by mapping the jurisdictions in which applicants seek international trademark protection.

When applicants first apply for an international registration, they can initially choose any of the current 97 Madrid members in which they aim to extend protection for their trademarks. These are called designations.

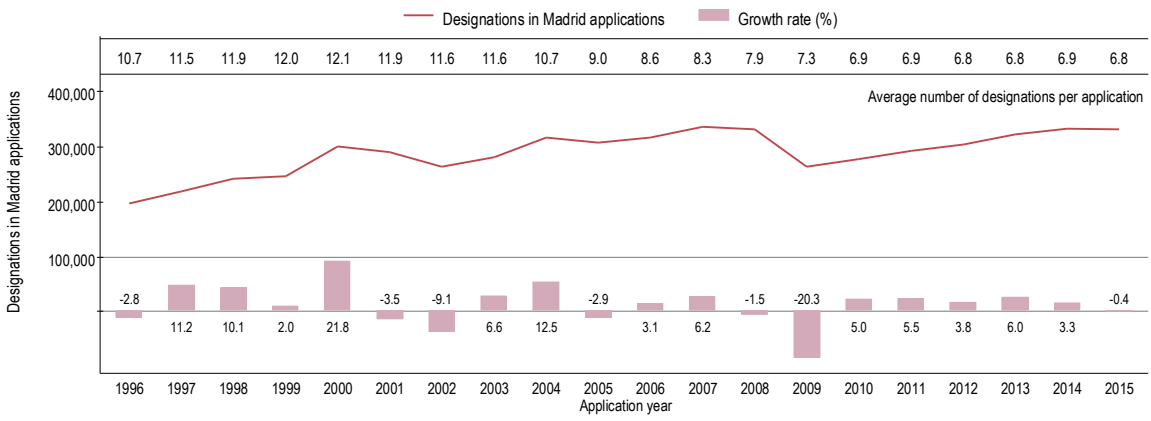
Figure A.2.1.1 shows that the number of designations specified in international applications filed in 2015 totaled 331,834, down 0.4% on 2014 despite an increase of 0.9% in international applications.

As is the case for international applications, the general upward trend in designations since the 1990s has been due to the increase in Madrid membership over the years and the ensuing increased usage of the Madrid System, coupled with a general growth in trademark filings worldwide.

In 2015, applicants for Madrid international registrations designated, on average, about seven Madrid members, an average similar to that recorded every year since 2009. It would apply equally to an applicant who wished to extend protection for their mark to seven different countries and to one who sought protection in 50 countries through just seven designations, if the EU and OAPI were among those designations (5 countries, 28 EU member states and 17 OAPI member states).

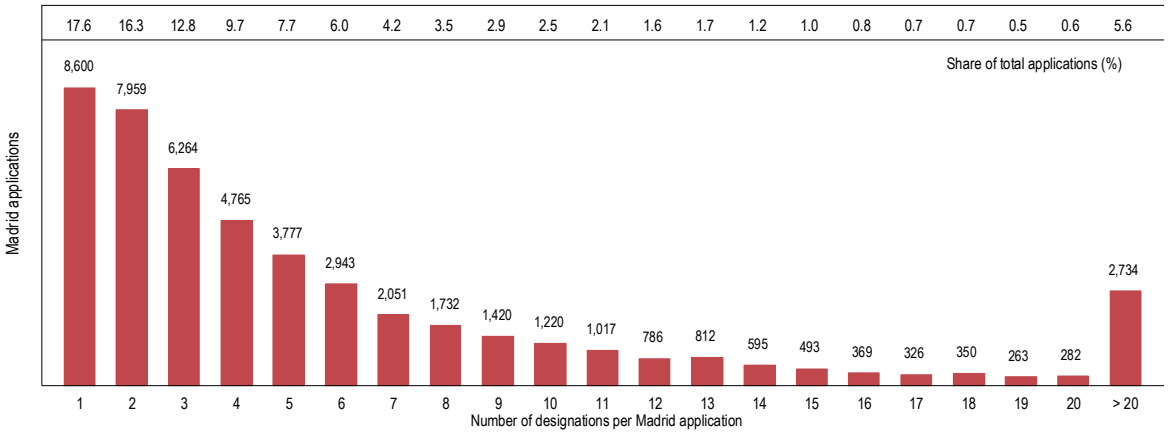
After peaking at about 11 to 12 designations per application between 1996 and 2004, the average number of designations per application began to decrease over time to the current stable level of seven. The decrease can be explained by the fact that the EU joined the Madrid System in 2004, and this has enabled applicants to designate the EU as a whole via a single designation rather than designating each individual member state separately.

Figure A.2.1.1 Trend in designations in international applications



Source: WIPO Statistics Database, June 2016.

Figure A.2.1.2 Distribution of designations per international application, 2015



Source: WIPO Statistics Database, June 2016.

Applicants can designate in their international application any of the Madrid members in whose jurisdictions they wish to obtain protection for their marks internationally. Figure A.2.1.2 shows the total 331,834 designations distributed among international applications filed in 2015. Similar to previous years, 17.6% of all international applications filed were used to designate only a single Madrid member; an additional 16.3% of applications contained two designations, 12.8% contained three, and 9.7% contained four. This means that four or fewer Madrid members were designated in over half (56%) of all 2015 international applications. Slightly more than one-third of all applications were used by holders to seek protection in between 5 and 15 Madrid member jurisdictions, and about 9% chose to designate 16 or more Madrid members.

In some cases, a small number of applications served to request protection simultaneously in a large number of Madrid members' jurisdictions. For example, only about 420 of the 48,910 applications filed in 2015 were used to designate 60 or more Madrid members. A total of 90 or more Madrid members were designated in about 110 international applications.

International applications designating a single Madrid member show how trademark holders use the Madrid System in a staged manner to first obtain protection in the jurisdiction that is the highest priority for them, and later extend protection to other jurisdictions through subsequent designations filed in respect of the latter. For example, of the 8,600 international applications filed in 2015 that contained a single designation, 1,771 (or one-fifth of these) designated the EU – and, by default, its 28 member states – via the EUIPO, illustrating the importance of the EU market for Madrid applicants.

A.2.2 Designations in international applications by origin

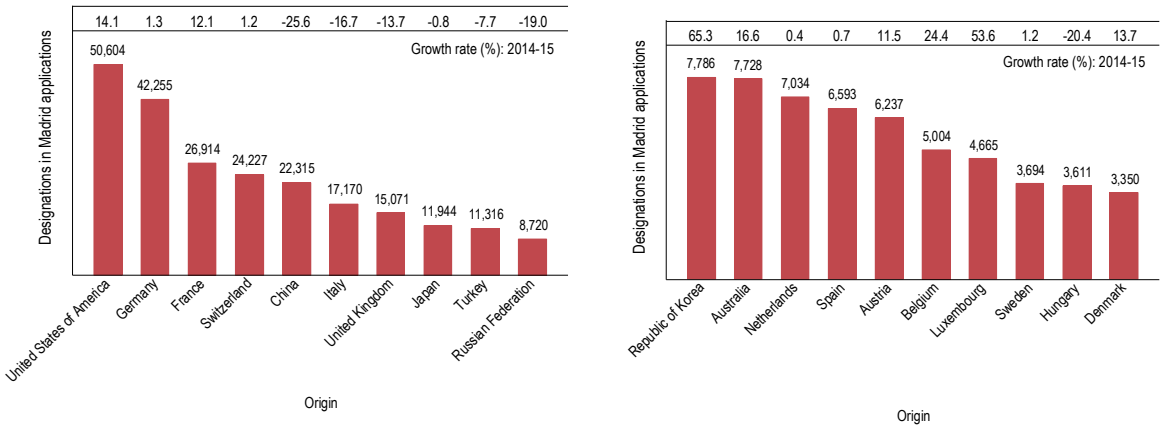
Figure A.2.2.1 presents the top origins in terms of number of designations specified by applicants in their international applications. The high volumes of designations for each of the listed top origins demonstrate how a single application for a Madrid international registration is effectively converted into simultaneous applications destined for a multitude of Madrid member IP offices.

Applicants from the U.S. (50,604) and from Germany (42,255) recorded the highest numbers of designations made in their international applications in 2015. They were followed by applicants from France, Switzerland and China, each recording between 22,000 and 27,000 designations. The numbers of designations in applications for all origins are reported in statistical table 1 in the annex.

Among the top 20 origins, growth in designations was highest for holders from the Republic of Korea (+65.2%), Luxembourg (+53.6%) and Belgium (+24.4%). Austria, Australia, Denmark, France and the U.S. also saw double-digit growth of between 11% and 14%.

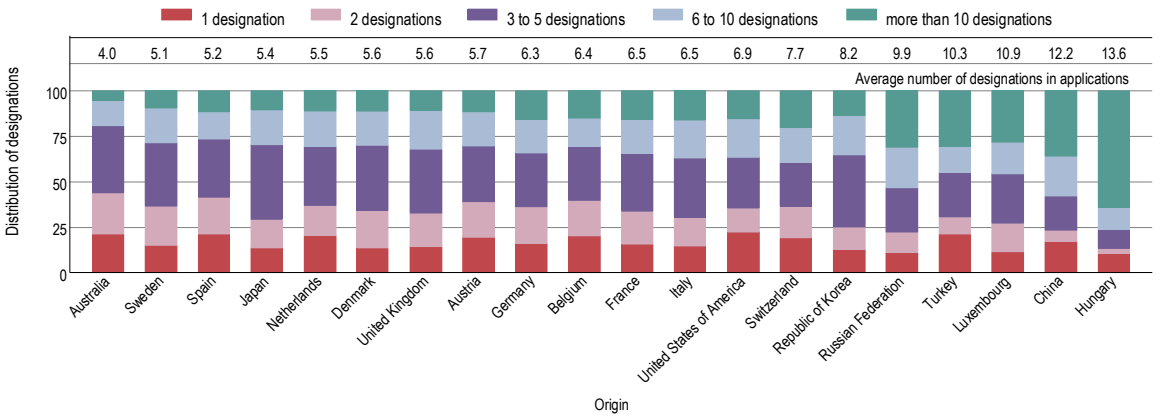
However, six of the listed origins witnessed declines in their total numbers of designations; for example, origins such as China (-25.6%), Hungary (-20.4%) and the Russian Federation (-19%) saw decreases in designations made in international applications filed in 2015 compared to 2014.

Figure A.2.2.1 Designations in international applications for the top 20 origins, 2015



Source: WIPO Statistics Database, June 2016.

Figure A.2.2.2 Distribution of designations per application for the top 20 origins, 2015



Source: WIPO Statistics Database, June 2016.

Figure A.2.2.2 breaks down the number of designations per international application filed in 2015. This shows how holders of different origins differ in terms of deciding to what extent to seek protection abroad for their marks when they are first applying for an international registration. Of the top 20 origins defined in terms of designations, holders residing in Hungary (13.6) and China (12.2) designated the highest average number of Madrid members in their international applications filed in 2015. This is due to the fact that applicants from these two countries designated more than 10 Madrid members in a high proportion of their total applications filed in 2015. For Hungarian applicants, this share was close to two-thirds (65%), and more than one-third (36%) for applicants from China. In contrast, for applications of Australian origin – where each application contained an average of four designations – the corresponding figure was just 5%.

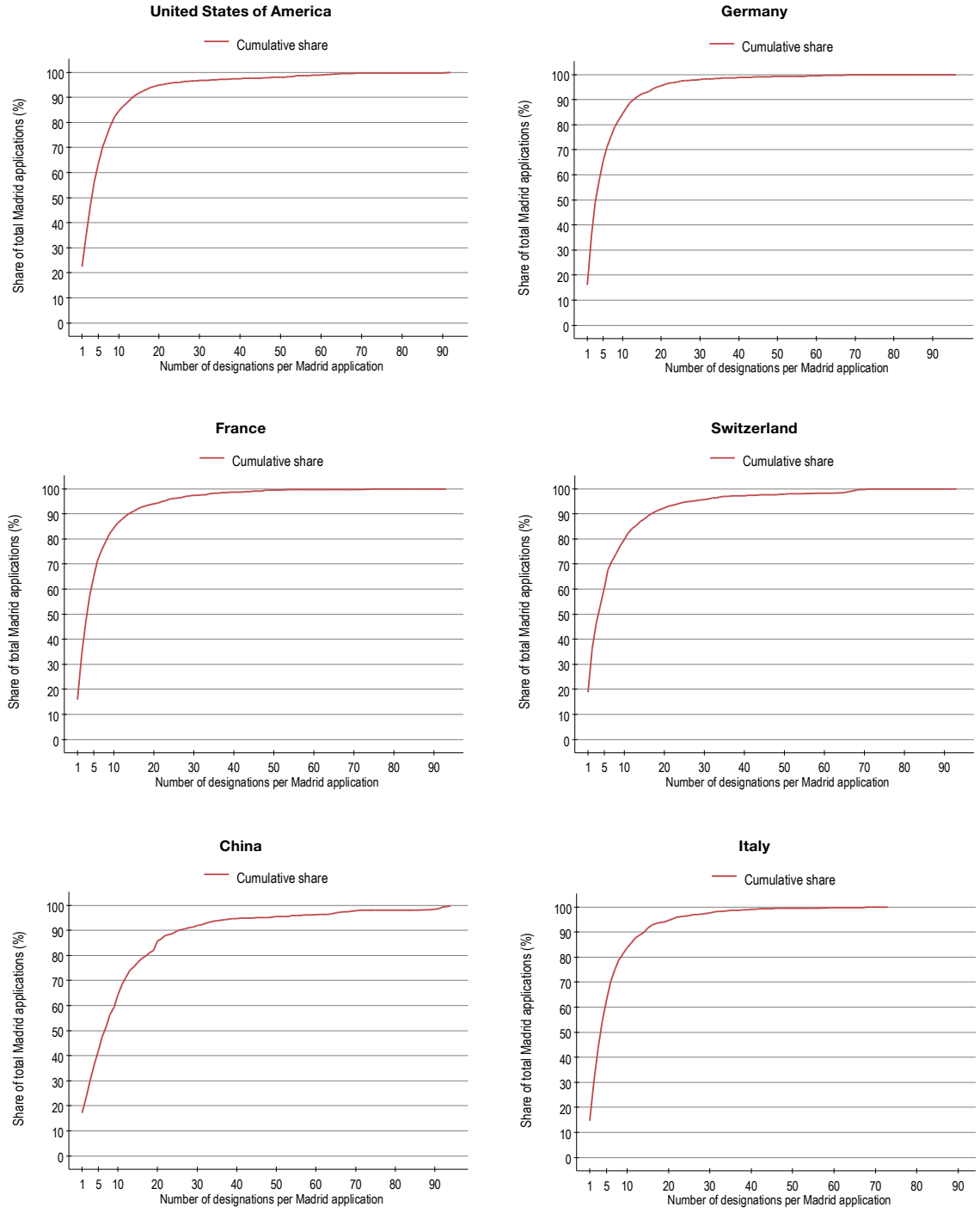
With the exception of designating their own office of origin, it was possible for applicants of international registrations to designate 96 of the 97 Madrid members in 2015.[10] However, most applicants from the origins listed designated between four and seven members on average in their international applications.

10. Although Lao People's Democratic Republic joined the Madrid System in 2015, the Protocol only entered into force there in March 2016.

The distributions of the number of designations per international application for the top six origins in figure A.2.2.3 show that, for Germany, France, Italy, Switzerland and the U.S., half of all applications in 2015 designated up to three or four Madrid members. The exception is China for which this number rises to seven.

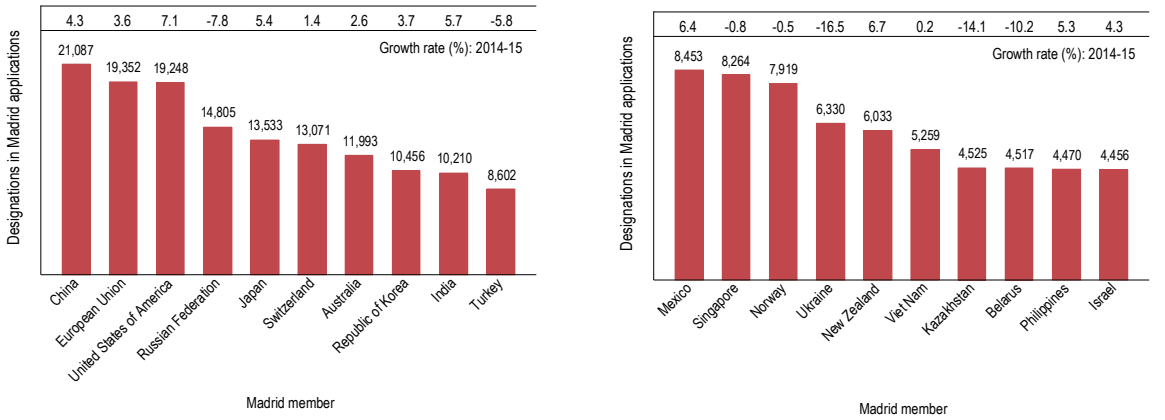
Additionally, the indicators for these top origins show that around nine-tenths of all Madrid applications originating in all of these origins except China designated 17 or fewer Madrid members. For China, it was 25 or fewer for the same share.

Figure A.2.2.3 Distribution of the number of designations per application for the top six origins, 2015



Source: WIPO Statistics Database, June 2016.

Figure A.2.3.1 Designations in applications for the top 20 designated Madrid members, 2015



Source: WIPO Statistics Database, June 2016.

In general, only a small percentage of all international applications from these countries designated more than one-third of the 90 plus Madrid members. These percentages were about 2% for Germany, France and Italy, between 3% and 4% for Switzerland and the U.S., and 7% for China.

A.2.3 Designations in international applications by Madrid member

Figure A.2.3.1 shows the countries and the region – in the case of the EU – where applicants for international registrations sought trademark protection in 2015 in the form of designations. These 20 most designated Madrid members accounted for 61% of all designations made in international applications filed in 2015.

China, the only country to exceed 20,000 designations, was the most designated member. It was followed by the EU (19,352) and the U.S. (19,248), which were designated almost equally, and by the Russian Federation (14,805).

Among the 20 Madrid members, 13 showed increases in the frequency with which they were designated in applications, with the U.S. (+7.1%), Mexico (+6.4%) and New Zealand (+6.7%) showing the highest one-year growth. In contrast, Belarus (-10.2%), Kazakhstan (-14.1%) and Ukraine (-16.5%) showed the largest declines in designations compared to 2014.

The upper panel of table A.2.3.2 shows the numbers of designations made in Madrid applications for the top 10 designated Madrid members from the top 20 origins in 2015. The lower panel of the table shows the percentage shares of designations for these Madrid members from the top origins.

China received the largest shares of designations from trademark holders domiciled in the U.S. (18.1%), followed by those in Germany (13.6%) and France (9%). In the case of the EU, the highest shares of designations came from the U.S. (23.5%), Germany (11.8%) and Switzerland (9.6%).

Designations from the U.S. accounted for the largest shares of totals for two-thirds of the top designated Madrid members. These shares ranged from 18.1% of designations in China to 26.6% of designations in Australia. Designations of German origin constituted the largest shares for the remaining one-third of the top designated members, accounting for 15.1% of the total in the U.S., 16.1% in the Russian Federation and exceeding 20% in both Turkey and Switzerland.

In the Madrid System it is not possible for a trademark holder to designate, in an international application, the Madrid member to which the holder is connected. However, a trademark holder may be entitled to use the Madrid System through more than one member. The holder may be domiciled in one member, have the nationality of another, and have an industrial or commercial establishment in yet another Madrid member. In table A.2.3.2, where designations exist for an origin that is the same as the designated Madrid member, this indicates that a trademark holder residing in this country of origin used another Madrid member country in order to file the original international application.[11]

11. For example, 111 applications where the holder had an address in Switzerland also designated Switzerland.

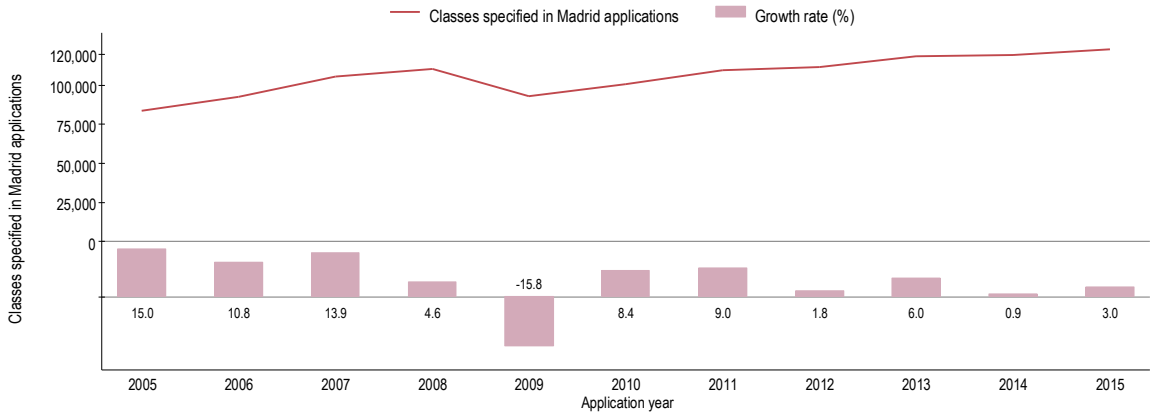
Table A.2.3.2 Designations in international applications for the top 20 origins and top 10 designated Madrid members, 2015

	Designated Madrid member (number of designations)									
Origin	**China**	**European Union**	**United States of America**	**Russian Federation**	**Japan**	**Switzerland**	**Australia**	**Republic of Korea**	**India**	**Turkey**
Australia	925	931	1,312	172	482	87	17	282	327	79
Austria	337	380	360	323	154	608	140	110	158	202
Belgium	266	279	302	216	143	256	115	82	109	126
China	17	579	905	905	751	400	676	741	865	471
Denmark	270	222	348	142	181	192	144	118	104	93
France	1,894	1,320	1,734	1,314	1,254	1,684	775	805	713	673
Germany	2,859	2,286	2,911	2,388	1,638	3,959	1,456	1,281	1,332	1,763
Hungary	61	36	33	196	16	34	11	19	10	20
Italy	1,506	817	1,488	1,182	916	900	564	610	538	601
Japan	1,336	1,105	1,323	417	7	279	546	1,030	485	257
Luxembourg	219	149	218	190	120	176	125	103	115	120
Netherlands	522	526	616	348	295	391	262	205	274	272
Republic of Korea	655	425	631	235	513	108	223	8	243	148
Russian Federation	337	190	229	8	80	100	53	83	119	135
Spain	500	164	624	400	265	244	214	219	158	213
Sweden	358	96	395	232	214	228	202	168	154	122
Switzerland	1,175	1,862	1,254	956	990	111	649	665	607	794
Turkey	257	234	341	511	118	127	117	96	163	0
United Kingdom	1,309	1,094	1,650	647	880	597	1,190	533	680	426
United States of America	3,815	4,545	73	1,632	3,286	1,446	3,195	2,351	2,026	1,030
Others	2,469	2,112	2,501	2,391	1,230	1,144	1,319	947	1,030	1,057
Total	**21,087**	**19,352**	**19,248**	**14,805**	**13,533**	**13,071**	**11,993**	**10,456**	**10,210**	**8,602**

	Designated Madrid member (share of designations %)									
Origin	**China**	**European Union**	**United States of America**	**Russian Federation**	**Japan**	**Switzerland**	**Australia**	**Republic of Korea**	**India**	**Turkey**
Australia	4.4	4.8	6.8	1.2	3.6	0.7	0.1	2.7	3.2	0.9
Austria	1.6	2.0	1.9	2.2	1.1	4.7	1.2	1.1	1.5	2.3
Belgium	1.3	1.4	1.6	1.5	1.1	2.0	1.0	0.8	1.1	1.5
China	0.1	3.0	4.7	6.1	5.5	3.1	5.6	7.1	8.5	5.5
Denmark	1.3	1.1	1.8	1.0	1.3	1.5	1.2	1.1	1.0	1.1
France	9.0	6.8	9.0	8.9	9.3	12.9	6.5	7.7	7.0	7.8
Germany	13.6	11.8	15.1	16.1	12.1	30.3	12.1	12.3	13.0	20.5
Hungary	0.3	0.2	0.2	1.3	0.1	0.3	0.1	0.2	0.1	0.2
Italy	7.1	4.2	7.7	8.0	6.8	6.9	4.7	5.8	5.3	7.0
Japan	6.3	5.7	6.9	2.8	0.1	2.1	4.6	9.9	4.8	3.0
Luxembourg	1.0	0.8	1.1	1.3	0.9	1.3	1.0	1.0	1.1	1.4
Netherlands	2.5	2.7	3.2	2.4	2.2	3.0	2.2	2.0	2.7	3.2
Republic of Korea	3.1	2.2	3.3	1.6	3.8	0.8	1.9	0.1	2.4	1.7
Russian Federation	1.6	1.0	1.2	0.1	0.6	0.8	0.4	0.8	1.2	1.6
Spain	2.4	0.8	3.2	2.7	2.0	1.9	1.8	2.1	1.5	2.5
Sweden	1.7	0.5	2.1	1.6	1.6	1.7	1.7	1.6	1.5	1.4
Switzerland	5.6	9.6	6.5	6.5	7.3	0.8	5.4	6.4	5.9	9.2
Turkey	1.2	1.2	1.8	3.5	0.9	1.0	1.0	0.9	1.6	0.0
United Kingdom	6.2	5.7	8.6	4.4	6.5	4.6	9.9	5.1	6.7	5.0
United States of America	18.1	23.5	0.4	11.0	24.3	11.1	26.6	22.5	19.8	12.0
Others	11.7	10.9	13.0	16.1	9.1	8.8	11.0	9.1	10.1	12.3
Total	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

Source: WIPO Statistics Database, June 2016.

Figure A.3.1.1 Trend in the number of classes specified in international applications



Source: WIPO Statistics Database, June 2016.

A.3 Coverage of goods and services

A.3.1 Classes specified in international applications

Within the international trademark system, many offices have adopted the Nice Classification (NCL), an international classification of goods and services applied to trademark applications and registrations. Applicants are required to provide a description of the goods or services for which the mark is to be used according to one or more of the 45 Nice classes (see *www.wipo.int/classifications/nice).* When filing an international application, applicants must specify all classes into which their marks fall, as it is not possible to add other classes at a later date. Some offices require the holder of a registration to prove use of the mark for the goods and services specified. For example, two Madrid members – the Philippines and the U.S. – require actual use, where proof of use must be submitted directly to the offices concerned.

In 2015, about 123,000 classes were specified in the 48,910 international applications filed. This means that, on average, each application contained a trademark that its owner intended to use for products or services categorized in two to three goods and/or services classes, a number that has remained unchanged for over a decade. Since the average number of classes per application is stable, it stands to reason that the trend in growth shares similarities with that for international applications (see figure A.1.1).

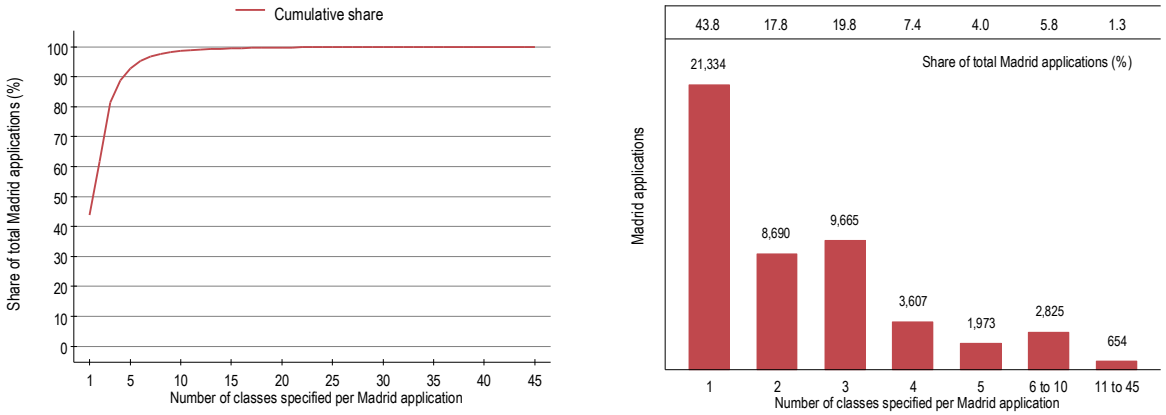
However, this average of two to three classes masks the variation in the number of classes specified across all international applications. In fact, figure A.3.1.2 shows that 43.8% or 21,334 of all international applications filed in 2015 indicated a single class to which the trademark applied, and 81.4% of total applications included up to three classes. Only 654 applications – 1.3% of the total – specified 11 or more of the 45 goods and services classes.

A.3.2 International applications by class

Table A.3.2 lists the ranking and distribution of the individual classes specified in international applications in 2015 together with their respective percentage changes from the previous year.

For more than a decade, the most specified class has been Class 9, which includes computer hardware and software and other electrical or electronic apparatus of a scientific nature. In 2015, Class 9 was specified in 11,524 Madrid applications, representing 9.4% of all classes specified in all applications filed. The other most specified classes were: Class 35 (8% of the total), which covers services such as office functions, advertising and business management; Class 42 (5.9%), which includes services provided by, for example, scientific, industrial or technological engineering and computer specialists; Class 41 (4.8%), which mainly covers services in the area of education, training, entertainment, sporting and cultural activities; and Class 25 (4.6%), which includes clothing. Three of the five most specified classes were services classes.

Figure A.3.1.2 Distribution of the number of classes specified per international application, 2015



Source: WIPO Statistics Database, June 2016.

The distribution of classes varies only slightly from year to year, and so the ranking of classes also remains largely unchanged. Whereas the top 10 of the total 45 goods and services classes combined accounted for half of all classes specified in applications in 2015, individually they accounted for only between 3% and 9% each of the total. The remaining 35 classes accounted for even smaller percentages.

More than half the classes saw increases compared to 2014. This can be attributed to a general increase in international applications filed in 2014. Among the top 20 classes, Class 3 (mainly cleaning preparations and toilet preparations) had the highest growth (+9.5%), followed by Class 10 (surgical, medical, dental and veterinary apparatus and instruments), which increased by almost the same percentage (+9.3%). In contrast, the sixth most specified, Class 5, which covers mainly pharmaceuticals and other preparations for medical purposes, saw a notable decrease of 4.6% compared to the previous year.

The classes least specified in recent years include Class 15 (musical instruments), Class 23 (yarns and threads, for textile use) and Class 13 (firearms; ammunition and projectiles; explosives; fireworks). In 2015, they accounted for only 208, 172 and 171, respectively, of the total 123,229 classes specified in international applications.

A.3.3 International applications by class, industry sector and origin

Figure A.3.3.1 groups the 45 Nice classes into 10 industry sectors, some of which comprise a mix of goods and services classes. It shows the distribution of classes within each industry sector along with the industry sector share of total classes specified in international applications.

Scientific research, and information and communication technologies (Research & Technology), which includes top Nice Class 9, is the industry sector that accounted for the highest share (19.1%) of all filing activity via the Madrid System in 2015, up two percentage points on its 2005 share. It is followed by the health and cosmetics (Health); textiles, clothing and accessories (Clothing); and agricultural products and services (Agriculture) sectors, each accounting for between 12% and 13% of all classes specified in international applications. The chemicals sector continued to receive the lowest share (3.4%) of filing activity.

The distribution of classes in applications across industries has remained stable between 2005 and 2015. Like class rankings, the shares of class groups differ across offices.

Table A.3.3.2 presents the distribution of total classes specified in international applications – class counts – according to industry sectors for the top five origins.

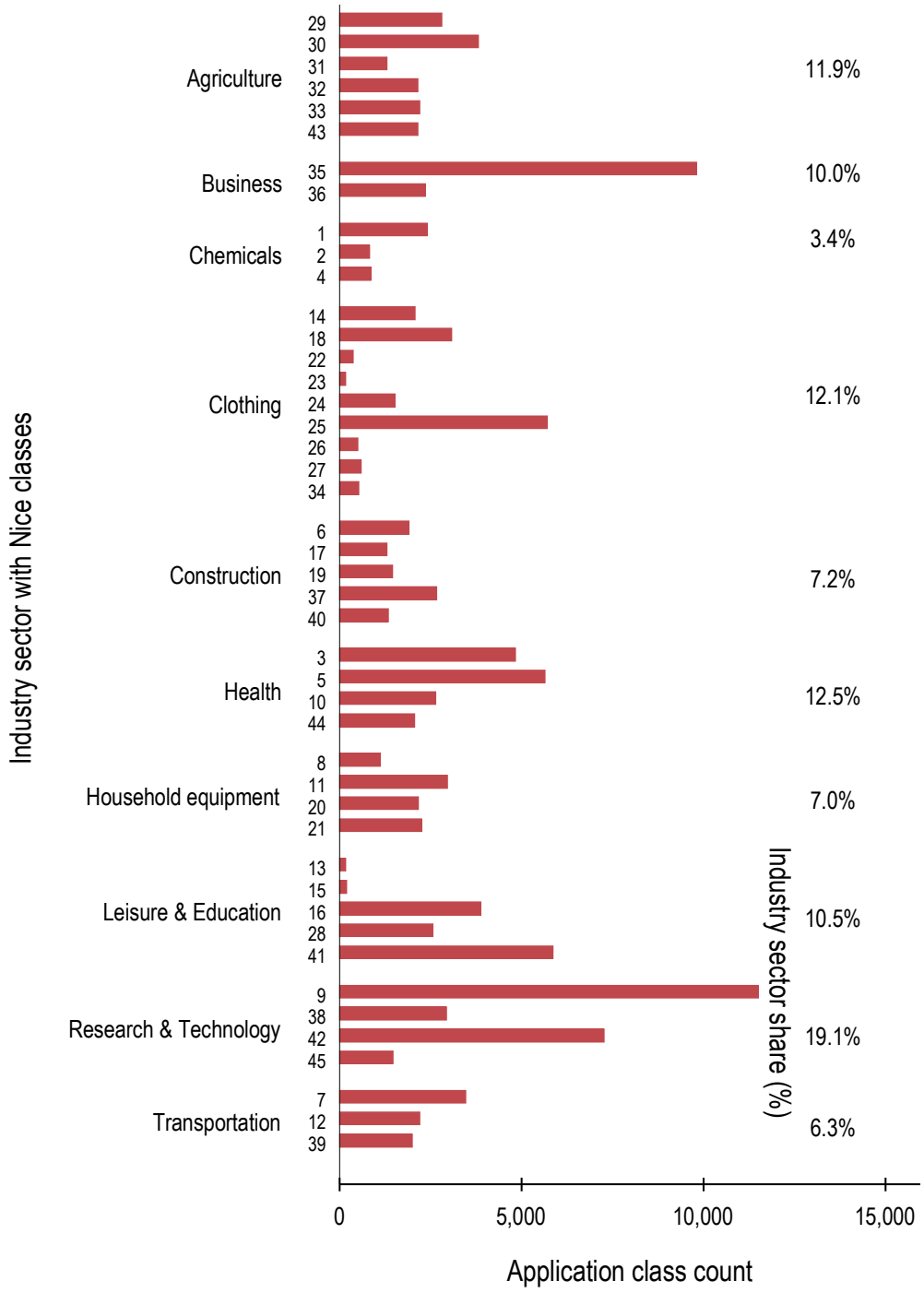
Table A.3.2 Total international applications by class, 2015

Class covers/includes	Year 2015	Growth (%): 2014-15	Share of total (%): 2015
Class 9: Computer hardware and software and other electrical or electronic apparatus of a scientific nature	11,524	5.2	9.4
Class 35: Services such as office functions, advertising and business management	9,818	1.8	8.0
Class 42: Services provided by, for example, scientific, industrial or technological engineers and computer specialists	7,283	6.1	5.9
Class 41: Services in the area of education, training, entertainment, sporting and cultural activities	5,863	3.9	4.8
Class 25: Clothing, footwear and headgear	5,713	-4.0	4.6
Class 5: Mainly pharmaceuticals and other preparations for medical purposes	5,659	-4.6	4.6
Class 3: Mainly cleaning preparations and toilet preparations	4,832	9.5	3.9
Class 16: Mainly paper, goods made from that material and office requisites	3,885	-1.6	3.2
Class 30: Mainly foodstuffs of plant origin, prepared for consumption or conservation as well as auxiliaries intended for the improvement of the flavor of food	3,818	4.3	3.1
Class 7: Mainly machines, machine tools, motors and engines	3,474	-2.2	2.8
Class 18: Leather and imitations of leather, and products made therefrom, traveling bags and umbrellas	3,091	1.1	2.5
Class 11: Apparatus for lighting, heating, steam generating, cooking, refrigerating, drying, ventilating, water supply and sanitary purposes	2,972	0.1	2.4
Class 38: Telecommunications services	2,958	8.1	2.4
Class 29: Meat, fish, poultry; frozen, dried and cooked fruits and vegetables	2,808	0.4	2.3
Class 37: Building construction; repair; installation services	2,669	0.4	2.2
Class 10: Surgical, medical, dental and veterinary apparatus and instruments	2,641	9.3	2.1
Class 28: Games and playthings; gymnastic and sporting articles	2,577	2.8	2.1
Class 1: Chemicals used in industry, science and photography, as well as in agriculture	2,421	7.6	2.0
Class 36: Services relating to insurance, financial affairs, monetary affairs, and real estate affairs	2,373	-2.0	1.9
Class 21: Mainly household or kitchen utensils and containers; combs and sponges; articles for cleaning purposes, glassware, porcelain and earthenware	2,273	8.8	1.8
Class 33: Alcoholic beverages (except beers)	2,224	-4.8	1.8
Class 12: Vehicles; apparatus for locomotion by land, air or water	2,218	-3.6	1.8
Class 20: Mainly furniture, mirrors, picture frames and goods made from, for example, wood, cork, reed, cane, wicker	2,162	2.2	1.8
Class 43: Services for providing food and drink; temporary accommodation	2,156	9.1	1.7
Class 32: Beers; mineral and aerated waters and other non-alcoholic beverages; fruit beverages and fruit juices; syrups and other preparations for making beverages	2,148	-5.1	1.7
Class 14: Mainly precious metals and their alloys and goods in precious metals or coated therewith, not included in other classes	2,094	0.9	1.7
Class 44: Medical services; veterinary services; hygienic and beauty care for human beings or animals; agriculture, horticulture and forestry services	2,072	15.2	1.7
Class 39: Services related to transport, packaging and storage of goods, and travel arrangement	1,999	-2.5	1.6
Class 6: Mainly includes common metals and their alloys and goods of common metal not included in other classes	1,928	-3.9	1.6
Class 24: Textiles and textile goods, not included in other classes; bed covers; table covers	1,539	-4.2	1.2
Class 45: Legal services; security services for the protection of property and individuals; personal and social services rendered by others to meet the needs of individuals	1,477	7.3	1.2
Class 19: Mainly non-metallic building materials and asphalt	1,464	1.9	1.2
Class 40: Services related to the treatment of materials	1,348	-7.5	1.1
Class 31: Mainly grains and agricultural, horticultural and forestry products; live animals; fresh fruits and vegetables; seeds	1,304	3.2	1.1
Class 17: Mainly rubber, plastics in extruded form for use in manufacture; packing, stopping and insulating materials; non-metallic flexible pipes	1,301	-0.5	1.1
Class 8: Hand tools and implements (hand-operated); cutlery; side arms; razors	1,118	-1.3	0.9
Class 4: Mainly industrial oils, lubricants, fuels and illuminants	876	-3.3	0.7
Class 2: Mainly paints, varnishes, lacquers	828	1.2	0.7
Class 27: Carpets, rugs, mats and matting, linoleum and other materials for covering existing floors; wall hangings (non-textile)	598	8.5	0.5
Class 34: Tobacco; smokers' articles; matches	542	-26.3	0.4
Class 26: Lace and embroidery, ribbons and braid; buttons, hooks and eyes, pins and needles; artificial flowers	516	9.6	0.4
Class 22: Mainly ropes, string, nets, tents, awnings, tarpaulins, sails, sacks and bags (not included in other classes)	386	-13.5	0.3
Class 15: Musical instruments	208	-2.8	0.2
Class 23: Yarns and threads, for textile use	172	8.2	0.1
Class 13: Firearms; ammunition and projectiles; explosives; fireworks	171	7.5	0.1
Not specified	1,728	742.9	1.4
Total	**123,229**	**3.0**	**100.0**

Note: For full class definitions see: *www.wipo.int/classifications/nice*.

Source: WIPO Statistics Database, June 2016.

Figure A.3.3.1 International applications by industry sector, 2015



Note: Industry sectors based on class groups are those defined by Edital®. Some industry sectors are abbreviated. See the annex for full definitions. For full class definitions, see *www.wipo.int/classifications/nice*.

Source: WIPO Statistics Database, June 2016.

Table A.3.3.2 International applications by industry sector and top five origins, 2015

	Origin									
	Class count					Share of total (%)				
Industry sector	Germany	United States of America	France	Switzerland	United Kingdom	Germany	United States of America	France	Switzerland	United Kingdom
Agricultural products and services	2,167	898	1,548	868	639	9.8	7.3	12.8	9.8	8.1
Chemicals	803	419	396	259	199	3.6	3.4	3.3	2.9	2.5
Construction, infrastructure	2,065	553	800	591	426	9.3	4.5	6.6	6.7	5.4
Household equipment	1,877	726	701	426	514	8.5	5.9	5.8	4.8	6.5
Leisure, education, training	2,386	1,359	1,299	1,029	1,103	10.8	11.0	10.7	11.6	14.0
Management, communications, real estate and financial services	1,881	1,275	1,314	926	893	8.5	10.3	10.8	10.4	11.3
Pharmaceuticals, health, cosmetics	2,435	1,954	1,628	1,359	851	11.0	15.8	13.4	15.3	10.8
Scientific research, information and communications technology	4,428	3,371	2,385	1,759	1,685	20.0	27.2	19.7	19.8	21.4
Textiles – clothing and accessories	2,213	1,242	1,329	1,216	1,239	10.0	10.0	11.0	13.7	15.7
Transportation and logistics	1,905	579	711	433	337	8.6	4.7	5.9	4.9	4.3
Total	**22,160**	**12,376**	**12,111**	**8,866**	**7,886**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

Note: See annex for the class composition of industry sectors as defined by Edital®.

Source: WIPO Statistics Database, June 2016.

In 2015, the highest number of classes (22,160) was specified in applications of German origin. Although U.S. applicants filed more applications than their German counterparts, their much lower 12,376 class count placed the U.S. behind Germany. This is due to the fact that the average number of classes (1.7) specified in applications from the U.S. was lower than the average number of classes specified in applications from Germany (3.3).

The table also shows that at the industry level, classes associated with the sector relating to scientific research, information and communication technologies (Research & Technology) were the most specified in Madrid applications for all top five origins, ranging from 20% of Germany, France and Switzerland's total class count to 27% of all classes specified in applications from the U.S.

For Germany, two industry sectors – leisure, education and training, and pharmaceuticals, health and cosmetics – had similar shares of around 11%, putting them roughly on a par as the next most frequently specified industries for applications of this origin. In the case of France, applications relating to the pharmaceuticals, health and cosmetics sector and to agricultural products and services almost tied for second position, with each accounting for about 13% of total classes. Classes relating to the pharmaceuticals, health and cosmetics sector ranked second for registrations of Swiss origin (15.3%) and U.S. origin (15.8%). In the case of applications from the U.K., the textiles, clothing and accessories sector, which accounted for 15.7% of its total class count, was the second most specified sector. Leisure, education and training, and the textiles, clothing and accessories sectors accounted for 10% or more of total class counts in the applications from all top five origins. German applications had higher shares of total class counts dedicated to the construction and infrastructure, household equipment, and transportation and logistics sectors than did those of the other four listed origins.

The first 34 of the Nice classes cover goods, whereas the remaining 11 classes cover services. In recent years, an increasing number of applications have been filed for marks that apply to the service industry. In 2015, services classes accounted for close to one-third (32.9%) of all classes specified in international applications, an increase of about five percentage points on the share recorded in 2005.

However, goods/services class shares differ across origins. For example, among the selected origins presented in table A.3.3.3, Luxembourg had the highest share (41.9%) of services-related classes in 2015. It was followed by Australia (39.5%), France (38.6%), Switzerland (38.3%) and the U.K. (36.4%), reflecting the developed services sectors of these countries. Conversely, China had by far the lowest services class share among these selected origins, accounting for just 14.4% of its total class count – nevertheless much higher than its 8.7% share in 2005.

The largest changes in shares between 2005 and 2015 occurred in Luxembourg, where the services

class share increased by 20.4 percentage points, and in Australia and Turkey where the increases were 14.7 and 11.5 percentage points, respectively.

A.3.4 International applications by class and designated Madrid member

Table A.3.4 shows the top five designated Madrid members, both in terms of class counts and in terms of the top 10 classes specified in all international applications filed in 2015. These top five Madrid members are the same in terms of designations in applications (see figure A.2.3.1).

Consistent with the shares of international applications reported in subsection A.3.2, the top 10 classes also accounted for about half of all classes specified in applications for the top five designated Madrid members; percentages ranged from 47.1% for Japan to 49.8% for the Russian Federation. Although the numbers differ for each class among these top-listed Madrid members, their shares of the totals are of a similar magnitude for most of the top 10 classes.

Class 9, which includes computer hardware and software, was the most specified class for all top five designated Madrid members, with between 10% and 12% each. Class 35 (services such as office functions, advertising and business management) also ranked high for these designated members, comprising about 7% to 8% of total class counts for each Madrid member. Class 42 (services provided by, for example, scientific, industrial or technological engineers and computer specialists) ranked as the third most designated class for the EU (7.3%), Japan (6.6%) and the U.S. (7.4%). However, Class 5 (mainly pharmaceuticals and other preparations for medical purposes) was the third most specified class in designations for the Russian Federation (5.5%). Class 30 (which includes foodstuffs of plant origin) was the tenth most specified class for all these listed origins, accounting for between 2% and 3% of all classes.

Table A.3.3.3 Services versus goods classes in applications for selected origins, 2005 versus 2015

	2005 (%)		2015 (%)		Change in services class share compared to 2005 (percentage points)
Origin	Goods	Services	Goods	Services	
Luxembourg	78.5	21.5	58.1	41.9	20.4
Australia	75.2	24.8	60.5	39.5	14.7
France	71.0	29.0	61.4	38.6	9.6
Switzerland	64.8	35.2	61.7	38.3	3.1
United Kingdom	69.4	30.6	63.6	36.4	5.8
United States of America	70.7	29.3	64.7	35.3	6.0
Sweden	72.0	28.0	65.2	34.8	6.8
Netherlands	67.7	32.3	65.3	34.7	2.4
Denmark	71.2	28.8	66.0	34.0	5.2
Germany	70.6	29.4	67.5	32.5	3.1
Austria	69.6	30.4	68.3	31.7	1.3
Belgium	71.9	28.1	68.4	31.6	3.5
Spain	72.2	27.8	69.4	30.6	2.8
Russian Federation	65.1	34.9	70.7	29.3	-5.6
Turkey	85.2	14.8	73.7	26.3	11.5
Japan	86.7	13.3	77.1	22.9	9.6
Italy	84.3	15.7	77.6	22.4	6.7
Republic of Korea	71.2	28.8	80.0	20.0	-8.8
Hungary	71.5	28.5	82.7	17.3	-11.2
China	91.3	8.7	85.6	14.4	5.7

Source: WIPO Statistics Database, June 2016.

Table A.3.4 Applications by class and office: top 10 classes for the top 5 designated Madrid members, 2015

Goods and services classes specified in designations

	Designated Madrid members				
Class	**China**	**United States of America**	**European Union**	**Russian Federation**	**Japan**
Class 9: Computer hardware and software and other electrical or electronic apparatus of a scientific nature	5,571	5,647	5,343	3,492	3,691
Class 35: Services such as office functions, advertising and business management	3,635	3,903	3,686	2,621	2,084
Class 42: Services provided by, for example, scientific, industrial or technological engineers and computer specialists	3,137	3,641	3,461	1,898	2,056
Class 41: Services in the area of education, training, entertainment, sporting and cultural activities	2,202	2,587	2,447	1,409	1,404
Class 25: Clothing, footwear and headgear	2,753	2,406	2,117	1,764	1,827
Class 5: Mainly pharmaceuticals and other preparations for medical purposes	2,162	1,596	1,986	2,024	1,531
Class 3: Mainly cleaning preparations and toilet preparations	2,220	1,598	1,678	1,904	1,409
Class 16: Mainly paper, goods made from that material and office requisites	1,487	1,550	1,550	1,027	890
Class 30: Mainly foodstuffs of plant origin, prepared for consumption or conservation as well as auxiliaries intended for the improvement of the flavor of food	1,318	1,186	1,160	1,006	693
Class 7: Mainly machines, machine tools, motors and engines	1,944	1,671	1,318	1,279	948
Others	25,795	23,435	22,907	18,267	14,709
Total	**52,224**	**49,220**	**47,653**	**36,691**	**31,242**

Distribution of goods and services classes specified in designations (%)

	Designated Madrid members				
Class	**China**	**United States of America**	**European Union**	**Russian Federation**	**Japan**
Class 9: Computer hardware and software and other electrical or electronic apparatus of a scientific nature	10.7	11.5	11.2	9.5	11.8
Class 35: Services such as office functions, advertising and business management	7.0	7.9	7.7	7.1	6.7
Class 42: Services provided by, for example, scientific, industrial or technological engineers and computer specialists	6.0	7.4	7.3	5.2	6.6
Class 41: Services in the area of education, training, entertainment, sporting and cultural activities	4.2	5.3	5.1	3.8	4.5
Class 25: Clothing, footwear and headgear	5.3	4.9	4.4	4.8	5.8
Class 5: Mainly pharmaceuticals and other preparations for medical purposes	4.1	3.2	4.2	5.5	4.9
Class 3: Mainly cleaning preparations and toilet preparations	4.3	3.2	3.5	5.2	4.5
Class 16: Mainly paper, goods made from that material and office requisites	2.8	3.1	3.3	2.8	2.8
Class 30: Mainly foodstuffs of plant origin, prepared for consumption or conservation as well as auxiliaries intended for the improvement of the flavor of food	2.5	2.4	2.4	2.7	2.2
Class 7: Mainly machines, machine tools, motors and engines	3.7	3.4	2.8	3.5	3.0
Others	49.4	47.6	48.1	49.8	47.1
Total %	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

Note: For full class definitions see *www.wipo.int/classifications/nice*.

Source: WIPO Statistics Database, June 2016.

A.4 Madrid international registrations

A.4.1 Overall trend in international registrations

Upon receipt of an international application, the IB carries out a formal examination by verifying, among other things, that the goods or services specified in the application are properly classified according to the Nice Classification, that the application contains indications of one or more designated Madrid members, and that the necessary fees have been paid. An international application that meets all the formal requirements is then inscribed in the International Register and becomes an international registration.

An international registration does not provide the holder with an internationally protected trademark at the time it is inscribed in the International Register. Upon notification of the designation, the concerned IP offices of the designated Madrid members – based on their own substantive examinations (where applicable) – then decide whether and to what extent the trademark is to be protected in their respective jurisdictions.

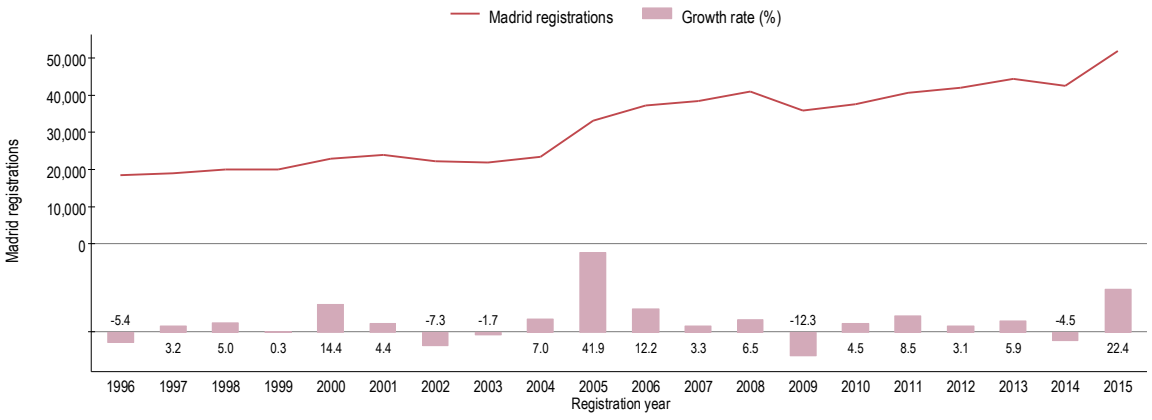
The trend for registrations closely mirrors that for applications for most years, with similar increases and decreases. This reflects the fact that international applications are only subject to a formalities examination, resulting in the issuance of an international registration for most filings.

Over the course of 2015, the IB recorded 51,938 international registrations. Whereas international applications increased by 0.9% in 2015 (see figure A.1.1), international registrations increased at a much higher rate of 22.4%. This can be explained by the fact that a large number of applications filed in 2014 were recorded as registrations by the IB in 2015.

A.4.2 International registrations by origin

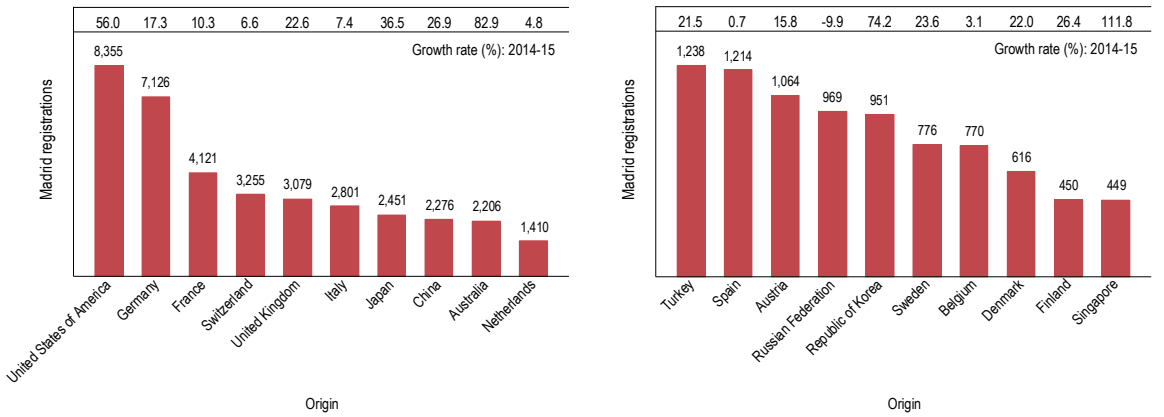
The top 20 origins in terms of international registrations recorded in 2015 are almost the same as those for international applications, albeit with some variations in their ranking (see figure A.1.3.2). For many of these listed origins, their one-year registration growth rates were high. For example, Australia and the U.S. showed growth of 82.9% and 56%, respectively. Growth rates of this magnitude for larger countries of origin contributed to the overall increase of 22.4% in total international registrations in 2015. Again, this reflects the lag between the time at which many international applications were filed at a Madrid member office of origin in 2014 and the time at which they were inscribed in the International Register at the IB in 2015. The numbers of international registrations for all origins are reported in statistical table 2 in the annex.

Figure A.4.1 Trend in international registrations



Source: WIPO Statistics Database, June 2016.

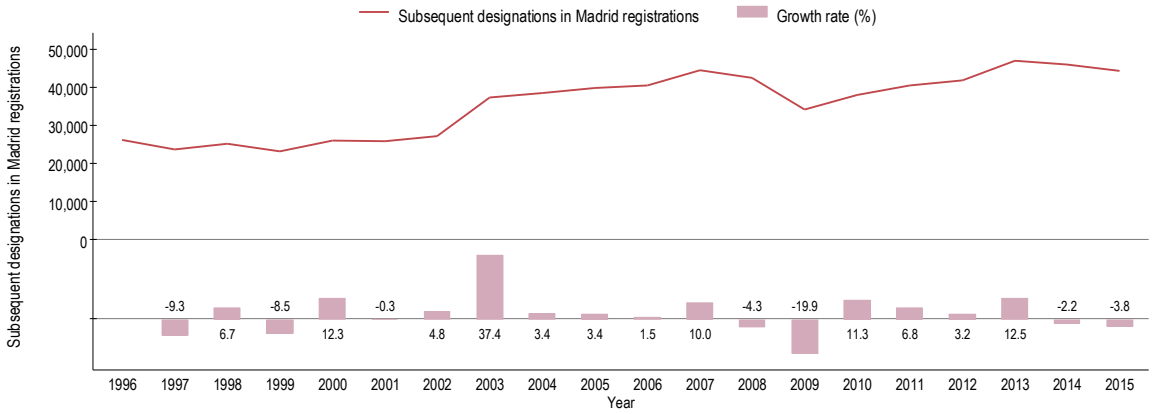
Figure A.4.2 International registrations for the top 20 origins, 2015



Note: Origin data are based on the country of the registration holder's address.

Source: WIPO Statistics Database, June 2016.

Figure A.4.3 Trend in subsequent designations in international registrations



Source: WIPO Statistics Database, June 2016.

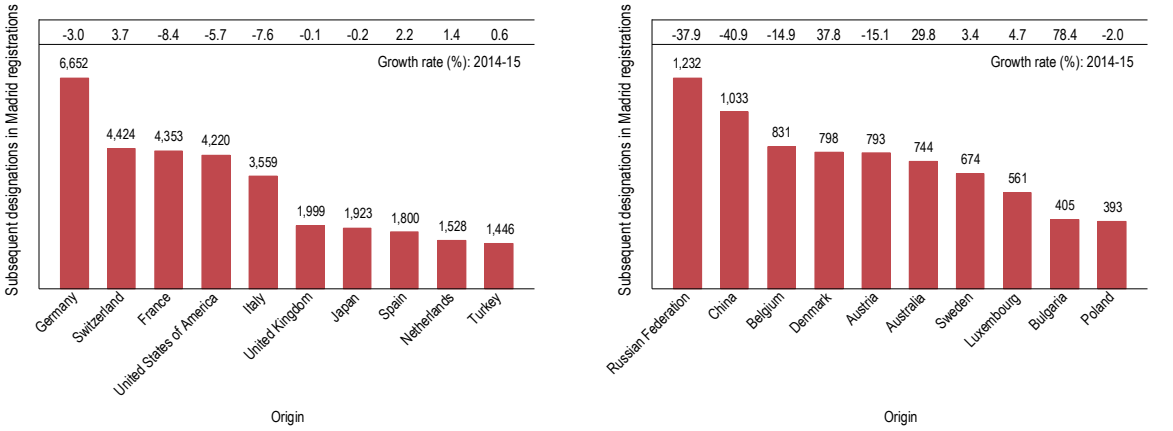
A.4.3 Subsequent designations in registrations

As outlined in subsection A.2.1, applicants for new international registrations initially define the geographical areas in which to protect their trademarks at the time of filing their Madrid international applications. After the international application is recorded as an international registration in the International Register, the holder may decide at a later date to seek protection in new markets by subsequently designating additional Madrid members. These may include existing members or new members that have joined the Madrid System since the registration was first recorded. These designations are called subsequent designations. As their business grows, trademark holders may use subsequent designations to extend protection for their marks to additional export markets.

Due in part to Madrid System accessions and the incentive for holders to extend protection to new members' jurisdictions as well as existing ones, the long-term trend shows that subsequent designations have increased from about 26,000 in 1996 to 44,209 in 2015. International registration holders requested 3.8% fewer subsequent designations in 2015 than in 2014. This was the second consecutive year of a decline in subsequent designations.

Subsequent designations increased sharply by 37.4% in 2003, corresponding with the year in which the U.S. became a member of the Madrid System and the year

Figure A.4.4 Subsequent designations in international registrations for the top 20 origins, 2015



Source: WIPO Statistics Database, June 2016.

before the accession of the EU to the System. In contrast, subsequent designations decreased by 19.9% at the height of the economic crisis in 2009, on a par with the 20.3% drop in designations in new registrations (see figure A.2.1.1).

A.4.4 Subsequent designations in registrations by origin

German holders extended protection for their marks to other Madrid members with 6,652 subsequent designations, the highest number from any country of origin in 2015. In fact, the number of German holders' subsequent designations was more than 2,000 higher than those from the next highest origins, Switzerland (4,424), France (4,353) and the U.S. (4,220). The top 20 origins accounted for almost 90% of all subsequent designations made in 2015.

Contributing to the overall drop in 2015, about half the top 20 origins of subsequent designations saw declines, with China (-40.9%) and the Russian Federation (-37.9%) falling the most. Bulgaria (+78.4%), Denmark (+37.8%) and Australia (+29.8%), on the other hand, had double-digit growth, although their overall numbers are comparatively low.

A.4.5 Subsequent designations in registrations by Madrid member

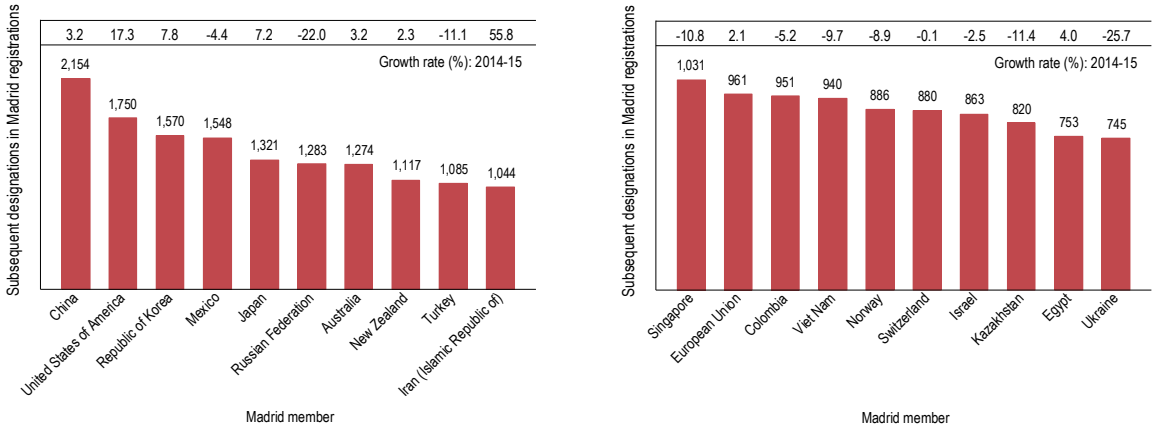
Combined, the 20 most designated Madrid members received just over half (52%) of all subsequent designations in international registrations. China (2,154) received the highest number of subsequent designations in 2015, followed by the U.S. (1,750), the Republic of Korea (1,570) and Mexico (1,548). Ranking tenth, the Islamic Republic of Iran (1,044) exhibited the highest one-year growth of 55.8% among all listed origins, followed by the 17.3% increase in the number of subsequent designations received by the U.S. The Russian Federation (-22%) and Ukraine (-25.7%) saw the largest decreases.

The upper panel of table A.4.5.2 shows the numbers of subsequent designations in Madrid registrations for the top 10 designated Madrid members from the top 20 origins in 2015. The lower panel of the table shows the percentage shares of subsequent designations for these Madrid members from the top origins.

China, as the most subsequently designated Madrid member in 2015, received the largest shares of its subsequent designations from holders in Germany (19.3%), France (10.2%) and Italy (9.1%). These three countries were also the top three origins of subsequent designations in the Islamic Republic of Iran.

Germany accounted for the largest shares of subsequent designations received by all top 10 Madrid members, ranging from 16.3% of the total in Mexico to 20.6% in the Russian Federation. The U.S. had the second largest shares of the totals in six of these top Madrid members, the highest being in Mexico (13%) and New Zealand (13.2%).

Figure A.4.5.1 Subsequent designations in international registrations for the top 20 Madrid members, 2015



Source: WIPO Statistics Database, June 2016.

A.5 Provisional refusals

A.5.1 Overall trend

Any designated Madrid member has the right to refuse protection for an international registration within its territory.[12] If a Madrid member's IP office refuses to grant protection, it must notify the IB of this decision within 12 or 18 months (12 months unless the Madrid member has made the declaration of 18 months under the Protocol) from the date of the notification from WIPO.[13] The provisional refusal is recorded in the International Register, published in the *Gazette*, and the IB sends a copy of the notification to the mark holder. If a designated Madrid member does not notify the IB of any provisional refusal within these time limits, protection is deemed granted in the jurisdiction concerned. In addition, a mandatory requirement of statement of grant of protection was introduced in the Madrid System in 2011. This means that where an office, before the expiry of the time limit for refusals (12 or 18 months), has completed all its examination procedures and finds no grounds for refusal, it is obliged to submit to the IB a statement of grant of protection. This is a useful additional feature because many users now receive a document explicitly affirming the protection of their rights.

Figure A.5.1 shows the number of provisional refusals of designations issued by designated Madrid members between 2005 and 2015, covering provisional refusals that are either total or in part. In 2015, the number of provisional refusal notifications received by the IB from all Madrid members totaled 110,907, representing a 12.7% increase on the previous year and the first time that refusals have surpassed 100,000. Provisional refusals of international registrations increased sharply in both 2005 and 2006, exceeding 20% growth in both years. These refusals followed not long after the accession of the U.S. to the Madrid System in late 2003. Since 2004, this Madrid member's IP office has issued the most refusals of international registrations. For every year thereafter, between 17% and 21% of all refusals worldwide were issued by the United States Patent and Trademark Office (USPTO). The high rate of refusals is largely due to the USPTO's requirement for specifying goods and services.

12. In general, a provisional refusal can be made on absolute grounds (such as trademarks that are likely to deceive consumers, or marks that are devoid of any distinctive character) and/or on relative grounds (trademarks that have been applied for but are in conflict with an earlier mark), depending on the applicable domestic legislation.
13. The specific time limit of 12 or 18 months is only for the provisional refusal; there is no time limit in the Madrid System for issuing the following final decision.

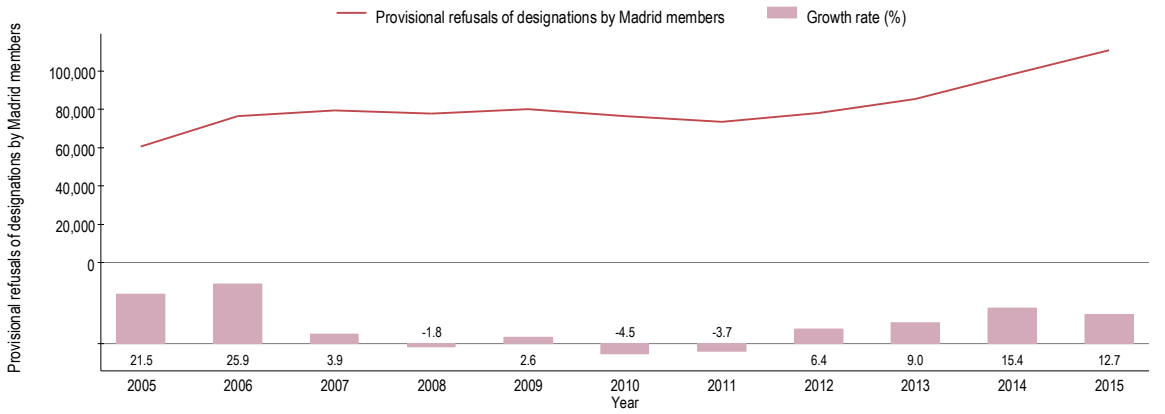
Table A.4.5.2 Subsequent designations in international registrations for the top 20 origins and top 10 designated Madrid members, 2015

	Designated Madrid member (number of subsequent designations)									
Origin	**China**	**United States of America**	**Republic of Korea**	**Mexico**	**Japan**	**Russian Federation**	**Australia**	**New Zealand**	**Turkey**	**Iran (Islamic Republic of)**
Australia	66	43	41	35	53	29	0	36	19	13
Austria	45	41	21	27	21	21	34	22	12	27
Belgium	48	36	28	30	22	26	17	18	24	17
Bulgaria	9	11	6	7	4	5	3	7	5	15
China	1	26	23	36	33	11	15	27	19	14
Denmark	24	29	20	20	21	16	21	23	16	24
France	220	185	168	151	159	131	116	81	92	117
Germany	415	310	278	252	226	264	214	191	186	192
Italy	196	195	162	145	126	114	109	79	108	107
Japan	80	91	83	104	1	35	61	54	49	48
Luxembourg	26	22	23	17	13	17	23	24	20	11
Netherlands	89	100	50	41	41	42	60	31	38	55
Poland	26	16	7	6	3	11	3	7	18	5
Russian Federation	51	26	41	21	24	0	11	7	34	10
Spain	85	91	64	65	55	43	50	52	34	77
Sweden	31	37	26	23	30	29	38	31	27	8
Switzerland	189	208	113	140	127	149	125	109	95	92
Turkey	38	49	21	17	27	26	17	10	0	44
United Kingdom	101	76	106	88	64	50	101	87	65	38
United States of America	180	6	180	202	153	122	145	147	109	49
Others	234	152	109	121	118	142	111	74	115	81
Total	**2,154**	**1,750**	**1,570**	**1,548**	**1,321**	**1,283**	**1,274**	**1,117**	**1,085**	**1,044**

	Designated Madrid member (share of subsequent designations %)									
Origin	**China**	**United States of America**	**Republic of Korea**	**Mexico**	**Japan**	**Russian Federation**	**Australia**	**New Zealand**	**Turkey**	**Iran (Islamic Republic of)**
Australia	3.1	2.5	2.6	2.3	4.0	2.3	0.0	3.2	1.8	1.2
Austria	2.1	2.3	1.3	1.7	1.6	1.6	2.7	2.0	1.1	2.6
Belgium	2.2	2.1	1.8	1.9	1.7	2.0	1.3	1.6	2.2	1.6
Bulgaria	0.4	0.6	0.4	0.5	0.3	0.4	0.2	0.6	0.5	1.4
China	0.0	1.5	1.5	2.3	2.5	0.9	1.2	2.4	1.8	1.3
Denmark	1.1	1.7	1.3	1.3	1.6	1.2	1.6	2.1	1.5	2.3
France	10.2	10.6	10.7	9.8	12.0	10.2	9.1	7.3	8.5	11.2
Germany	19.3	17.7	17.7	16.3	17.1	20.6	16.8	17.1	17.1	18.4
Italy	9.1	11.1	10.3	9.4	9.5	8.9	8.6	7.1	10.0	10.2
Japan	3.7	5.2	5.3	6.7	0.1	2.7	4.8	4.8	4.5	4.6
Luxembourg	1.2	1.3	1.5	1.1	1.0	1.3	1.8	2.1	1.8	1.1
Netherlands	4.1	5.7	3.2	2.6	3.1	3.3	4.7	2.8	3.5	5.3
Poland	1.2	0.9	0.4	0.4	0.2	0.9	0.2	0.6	1.7	0.5
Russian Federation	2.4	1.5	2.6	1.4	1.8	0.0	0.9	0.6	3.1	1.0
Spain	3.9	5.2	4.1	4.2	4.2	3.4	3.9	4.7	3.1	7.4
Sweden	1.4	2.1	1.7	1.5	2.3	2.3	3.0	2.8	2.5	0.8
Switzerland	8.8	11.9	7.2	9.0	9.6	11.6	9.8	9.8	8.8	8.8
Turkey	1.8	2.8	1.3	1.1	2.0	2.0	1.3	0.9	0.0	4.2
United Kingdom	4.7	4.3	6.8	5.7	4.8	3.9	7.9	7.8	6.0	3.6
United States of America	8.4	0.3	11.5	13.0	11.6	9.5	11.4	13.2	10.0	4.7
Others	10.9	8.7	6.9	7.8	8.9	11.1	8.7	6.6	10.6	7.8
Total	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

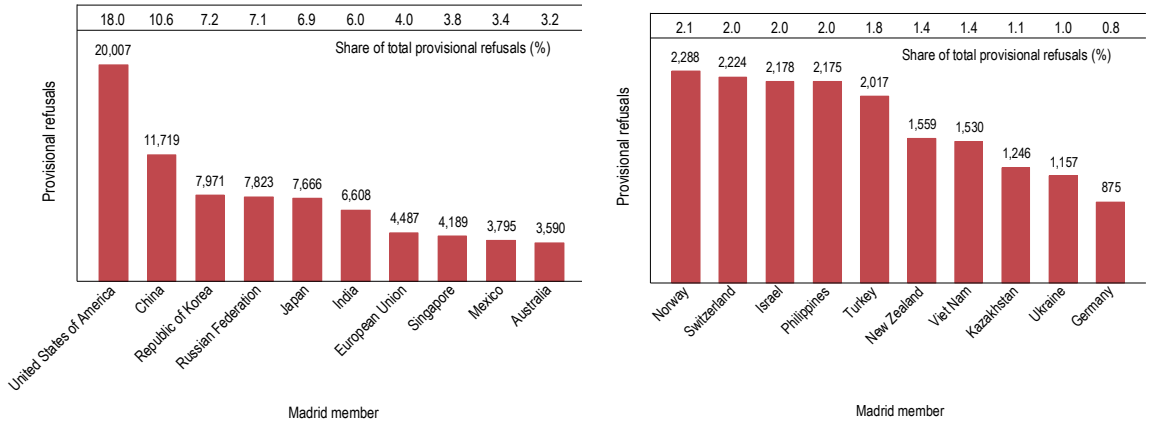
Source: WIPO Statistics Database, June 2016.

Figure A.5.1 Trend in provisional refusals of designations in international registrations



Source: WIPO Statistics Database, June 2016.

Figure A.5.2 Provisional refusals of designations by selected designated Madrid members, 2015



Source: WIPO Statistics Database, June 2016.

A.5.2 Provisional refusals of designations in international registrations by designated Madrid member

In 2015, the U.S. issued 20,007 provisional refusals, accounting for 18% of all provisional refusals of designations. China (11,719), the Republic of Korea (7,971) and the Russian Federation (7,823) also issued large numbers of provisional refusals, each accounting for between 7% and 11% of the total. Together, the top 20 Madrid members issued 86% of all provisional refusals.

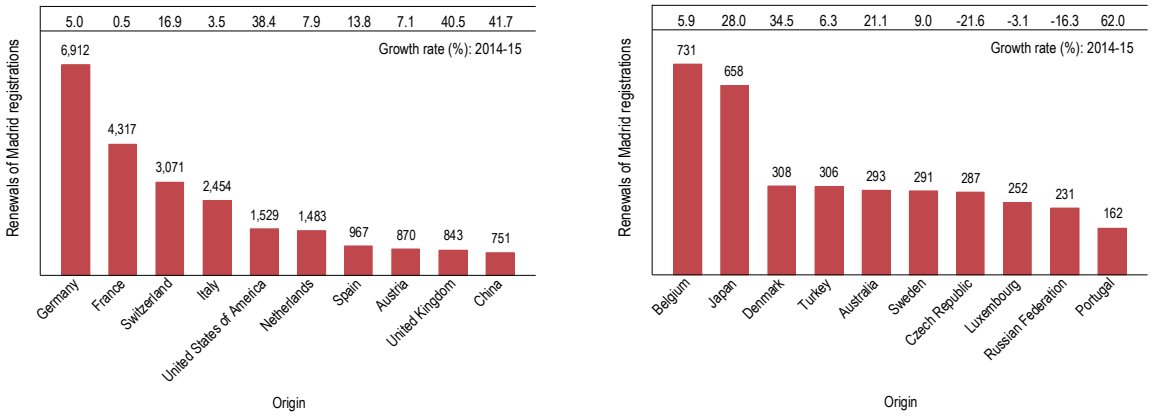
A.6 Renewals

Once recorded, an international registration is valid for a period of 10 years and can be renewed for additional 10-year periods on payment of the prescribed fees. International registrations must be renewed in order to remain active. To facilitate the renewal process, the IB sends an unofficial reminder to holders and their representatives (if any) six months before renewal is due. The international registration may be renewed in respect of all designated Madrid members or only some of them.

Figure A.6.1 Trend in renewals of international registrations

Source: WIPO Statistics Database, June 2016.

Figure A.6.2 Renewals of international registrations for the top 20 origins, 2015



Source: WIPO Statistics Database, June 2016.

A.6.1 Overall trend

International registration holders renewed 28,596 registrations in 2015, representing an increase of 9% on 2014 and marking the fourth consecutive year of growth. The number of renewals made in a given year depends on both the number of registrations recorded 10 years prior to that given year and the number of renewals also recorded 10 years prior to that given year.[14] Therefore, the trend seen in figure A.6.1 is only a partial reflection of the trend in registrations with a 10-year lag. Renewals of Madrid registrations sharply increased from about 7,900 in 2005 to almost 16,400 in 2006. Since then, they have followed an upward trend, notwithstanding a modest decline in 2011. The high growth in renewals seen in 2006 resulted from a change in the renewal period from 20 to 10 years that came into effect in 1996.

14. In addition, due to a change in the renewal period (from 20 years to 10 years) that came into effect in 1996, the number of registrations made 20 years previously still influences the total number of renewals. This will remain the case until 2016.

A.6.2 Renewals of international registrations by origin

As was the case in 2014, holders of international registrations originating in Germany filed the highest number of renewals (6,912) in 2015. Again, they were followed by holders domiciled in France (4,317), Switzerland (3,071) and Italy (2,454).

Figure A.6.3 Trend in designations in renewals of international registrations

Source: WIPO Statistics Database, June 2016.

Seventeen of the top 20 origins for renewals saw growth on the previous year, with almost half recording double-digit growth; these origins included Portugal (+62%), China (+41.7%), the U.K. (+40.5%) and the U.S. (+38.4%). Only the Czech Republic (-21.6%), Luxembourg (-3.1%) and the Russian Federation (-16.3%) saw declines. Combined, the top 20 origins accounted for around 93% of all renewals recorded in 2015, the same share as in 2014.

A.6.3 Designations in renewals of international registrations

When renewing their international registrations, holders decide to maintain or reduce the geographical coverage of their marks by maintaining or modifying the number of Madrid members designated. Figure A.6.3 presents the number of designations contained in renewals of international registrations. In 2015, the total number of designations in renewals amounted to 294,613, resulting in an increase of 0.8% on 2014. The long-term trend is similar to that for registration renewals, with growth rates largely mirroring one another due to a stable average of between 10 and 12 designations per renewal over the 11-year period shown.

A.6.4 Designations in renewals by origin

Figure A.6.4 shows the numbers of such designations contained in renewals for the top 20 origins. This list of origins and their rankings shares some similarities with those for renewals of international registrations presented in figure A.6.2. They differ somewhat, however, due to that fact that international registration holders of different origins designate varying average numbers of Madrid members per renewal.

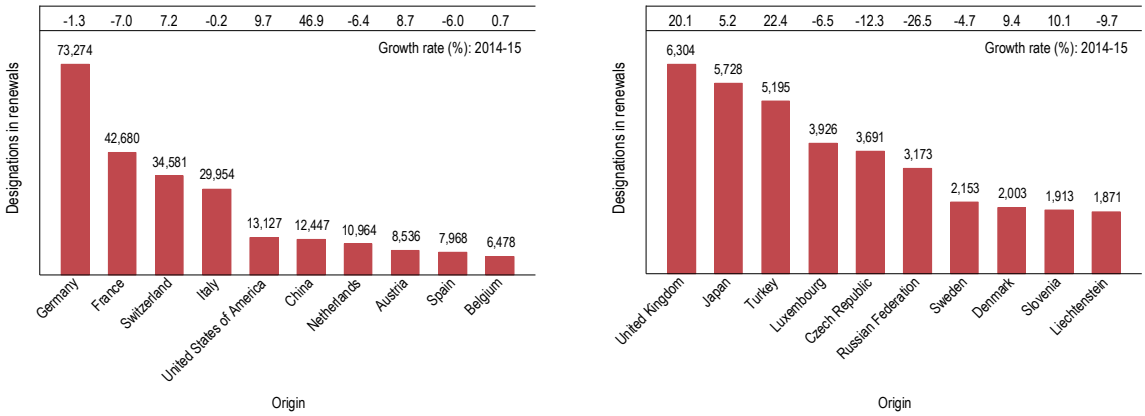
On average, holders domiciled in China, Turkey and Luxembourg designated between 15 and 17 Madrid members per renewal in 2015; this resulted in them being ranked higher when designations in renewals – as opposed to renewals alone – were taken into account. In contrast, holders from Denmark, the Netherlands, Sweden and the U.K. had lower average numbers of designations per renewal of 6.5 to 7.5, reducing their ranking.

For the top 20 origins, the number of designations in renewals of Madrid registrations showed the highest year-on-year growth for China (+46.9%), Turkey (+22.4%) and the U.K. (+20.1%). The next highest growth rates in designations in renewals were for Slovenia (+10.1%), the U.S. (+9.7%) and Denmark (+9.4%). Whereas 10 of the 20 origins demonstrated growth in designations in renewals from 2014 to 2015, the other 10 saw decreases.

A.6.5 Designations in renewals by designated Madrid member

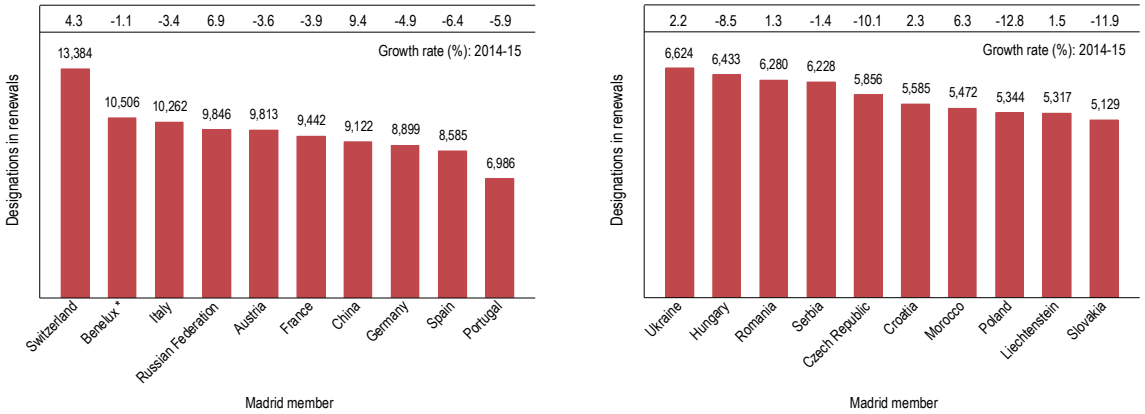
Figure A.6.5 presents the top 20 designated Madrid members with regard to renewals of international registrations. At 13,384, Switzerland was the most designated Madrid member in terms of renewals in 2015. Like the IP office of Switzerland, both the Benelux Office for Intellectual Property (BOIP) – acting on behalf of Madrid members Belgium, Luxembourg and the Netherlands – and the IP office of Italy each received more than 10,000 designations in renewals. The composition of the top 20 designated members in 2015 was almost

Figure A.6.4 Designations in renewals for the top 20 origins, 2015



Source: WIPO Statistics Database, June 2016.

Figure A.6.5 Top designated Madrid members in renewals of international registrations, 2015



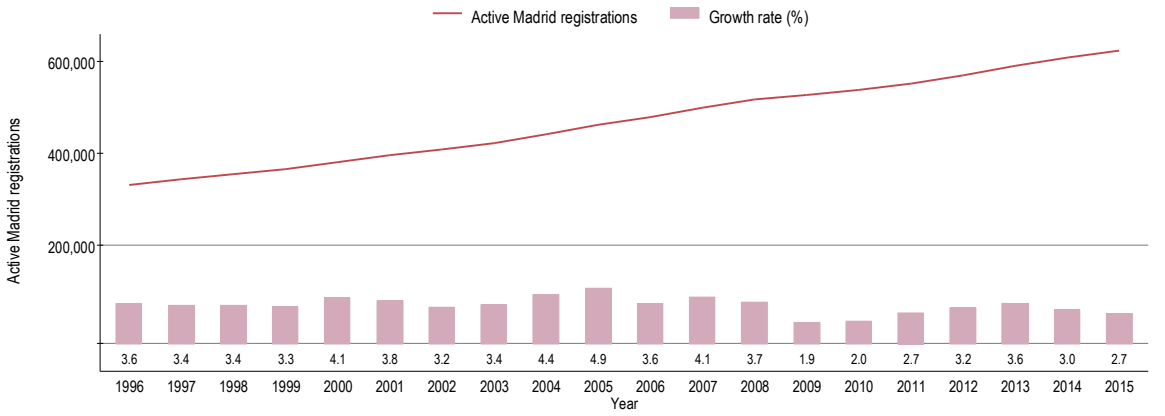
Note: *The Benelux Office for Intellectual Property (BOIP) is the official trademark registration office for Madrid members Belgium, Luxembourg and the Netherlands.

Source: WIPO Statistics Database, June 2016.

identical to that for the previous year, albeit with slightly different rankings. For example, the Russian Federation moved from eighth position in 2014 to fourth position in 2015 due to its 6.9% growth, and China moved up two spots from ninth position to seventh position due to its 9.4% increase on 2014. Together, these 20 designated Madrid members accounted for 53% of all designations in renewals for 2015.

Although total renewals and designations in renewals increased from 2014 and 2015, as shown in figures A.6.1 and A.6.3, 12 of the 20 listed top designated Madrid members saw declines in designations in renewals. The largest were seen in the Czech Republic (-10.1%), Hungary (-8.5%), Poland (-12.8%) and Slovakia (-11.9%).

Figure A.7.1 Trend in active international registrations



Source: WIPO Statistics Database, June 2016.

A.7 Active international registrations

Trademark registrations can be maintained indefinitely as long as the trademark holder pays the associated renewal fees and, in some jurisdictions, proves that the mark is being actively used. The procedures for registering trademarks are governed by the rules and regulations of national and regional IP offices. Data on marks in force (active registrations) provide an indication of the volume of marks that currently benefit from protection.

A.7.1 Overall trend

In 2015, 623,482 international registrations were active (in force), representing an increase of 2.7% on the previous year; these registrations contained approximately 5.66 million active designations and were owned by about 221,000 right holders.

Active Madrid registrations have steadily increased year by year from a total of about 331,000 in 1996. They surpassed 600,000 in 2014. Over a 20-year period, growth has been steady, ranging from 2% to 5%, as trademark holders from existing Madrid members have continued to file applications for international registrations and holders from new Madrid members have begun to apply for international registrations.

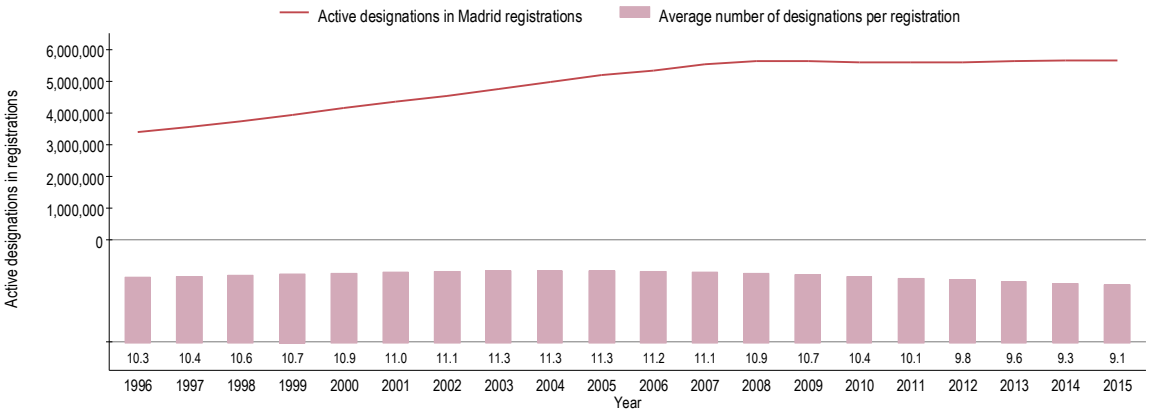
A.7.2 Designations in active Madrid registrations

The trend in the total number of designations contained in active international registrations – called active designations – is similar to that for active registrations presented in figure A.7.1. As previously outlined, international registrations often have multiple designations. Figure A.7.2 shows the total number of active designations resulting from active registrations, together with the average number of designations per registration. This provides an insight into the extent of international protection sought via these registrations.

As highlighted in subsection A.7.1, the 623,482 active international registrations recorded in 2015 contained 5.66 million active designations, resulting in an average of 9.1 designations – designated Madrid members – per active registration. This average of 9.1 designations per active registration is higher than the average 6.8 designations recorded per new international registration recorded in 2015 (see figure A.2.1.1). The difference between the average number of active designations and designations in new registrations can be explained by the designations subsequently added to existing international registrations by holders who decided to extend their mark's geographical coverage.

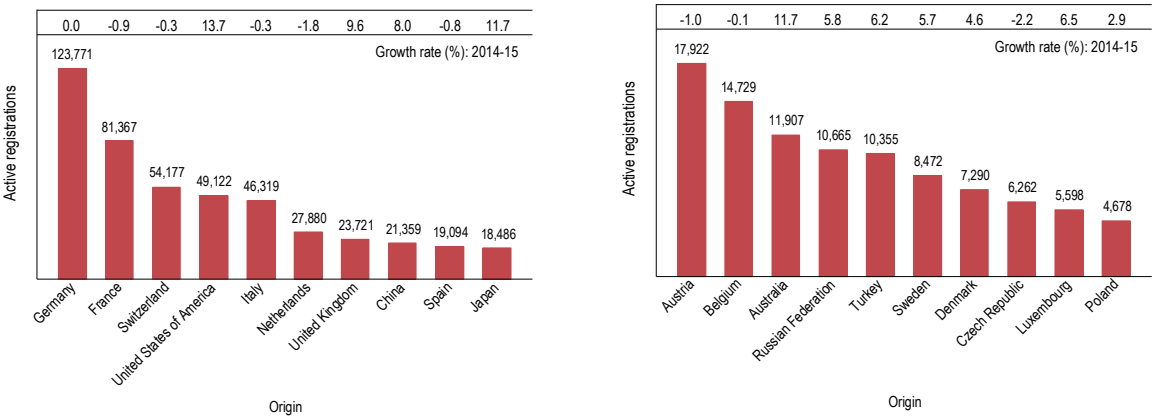
The 9.1 average number of designations per active registration in 2015 is the lowest recorded over the 20-year period shown. It has decreased by about two from a peak of 11.3 in the 2003–5 period.

Figure A.7.2 Trend in designations in active Madrid registrations



Source: WIPO Statistics Database, June 2016.

Figure A.7.3 Active registrations for the top 20 origins, 2015



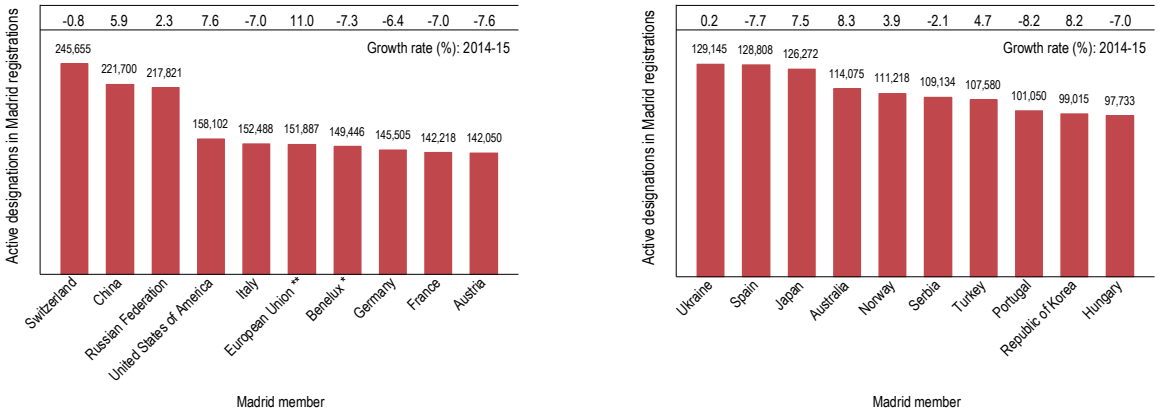
Source: WIPO Statistics Database, June 2016.

A.7.3 Active international registrations by origin

In 2015, Madrid registration holders domiciled in Germany (123,771) owned about 20% of all active registrations. Holders domiciled in France (81,367) had about 13% of the total and those in Switzerland (54,177) owned about 9%, whereas for holders in the U.S. (49,122) the share was about 8%. Together, the holders in these four countries owned almost half of all active international registrations.

Among the top origins, the U.S. experienced the highest one-year growth (+13.7%), followed by 11.7% growth recorded by both Australia and Japan. In contrast, 8 of the 20 origins presented saw slight declines of between 0.1% and 2.2% in active designations when figures for 2014 and 2015 are compared.

Figure A.7.4 Active designations in registrations for the top 20 designated Madrid members, 2015



Note: *The Benelux Office for Intellectual Property (BOIP) is the official trademark registration office for Madrid members Belgium, Luxembourg and the Netherlands. **European Union indicates active trademark designations at the European Union Intellectual Property Office (EUIPO) and not at the IP offices of individual EU member states.

Source: WIPO Statistics Database, June 2016.

A.7.4 Active designations in international registrations by designated Madrid member

Despite a fall of 0.8% compared with 2014 figures, Switzerland (245,655) was once again the Madrid member that had the highest number of active designations in Madrid registrations for 2015, a position it has held since 2006. This means that as of 2015, almost a quarter of a million trademarks that were in force in Switzerland resulted from Madrid international registrations. China (221,700) and the Russian Federation (217,821) were the second and third highest-ranking designated Madrid members, followed by the U.S (158,102) in fourth position.

Half of the top 20 Madrid members showed fewer active designations in 2015 than in 2014. Eight of these were Madrid member offices of individual EU member countries. However, the EU itself, as a designated Madrid member, saw the highest growth of 11%.

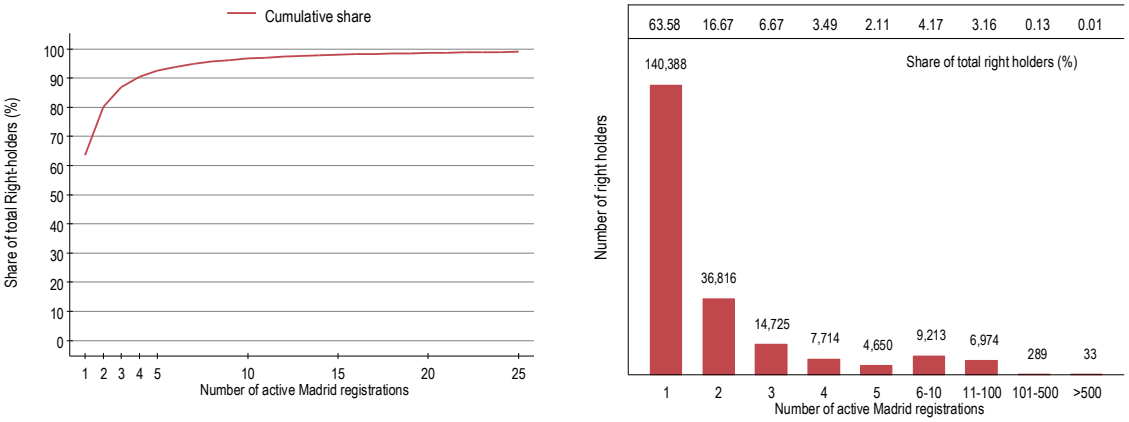
A.7.5 Distribution of active international registrations by right holder

A majority (63.6%) of companies or individuals holding an active international registration possessed only a single such registration in their 2015 portfolios – a situation that has remained almost unchanged since 2012. An additional 16.7% of holders owned only two active registrations. Overall, about 90% of all holders of active registrations held four or fewer registrations in their portfolios. A total of 95% of the approximately 221,000 holders owned no more than seven active registrations. And about 2% of holders owned 15 or more active registrations, with only 322 – equivalent to 0.14% of the total – having portfolios containing more than 100 registrations.

A.7.6 Active international registrations by class

Table A.7.6 shows the number of active registrations in 2015 according to the Nice classes specified in those registrations. Similar to table A.3.2, which presents Madrid applications by class, the top 10 class numbers were the same, albeit in a slightly different order. The top 10 classes in active registrations have remained more or less unchanged for more than a decade. As was the case with new registrations by class, Class 9 (computer hardware and software and other electrical or electronic apparatus of a scientific nature) was the most prevalent in active registrations, accounting for 8.2% of all classes specified. It was followed by Class 35 (services such as office functions, advertising and business management), accounting for 5.9% of the total. In contrast to its sixth position in terms of new Madrid registrations, Class 5 (mainly pharmaceuticals and other preparations for medical purposes) was the third most listed class in active registrations, with 5.6% of the total. Once again, three of the top 10 classes specified in active registrations were services classes.

Figure A.7.5 Distribution of active registrations by right holder, 2015



Source: WIPO Statistics Database, June 2016.

Table A.7.6 Active registrations by class, 2015

Class	2015	Share of total (%)
Class 9: Computer hardware and software and other electrical or electronic apparatus of a scientific nature	130,977	8.2
Class 35: Services such as office functions, advertising and business management	93,818	5.9
Class 5: Mainly pharmaceuticals and other preparations for medical purposes	89,363	5.6
Class 42: Services provided by, for example, scientific, industrial or technological engineers and computer specialists	79,989	5.0
Class 25: Clothing, footwear and headgear	77,753	4.9
Class 3: Mainly cleaning preparations and toilet preparations	68,278	4.3
Class 16: Mainly paper, goods made from that material and office requisites	63,071	3.9
Class 41: Services in the area of education, training, entertainment, sporting and cultural activities	61,493	3.8
Class 30: Mainly foodstuffs of plant origin, prepared for consumption or conservation as well as auxiliaries intended for the improvement of the flavor of food	54,441	3.4
Class 7: Mainly machines, machine tools, motors and engines	50,382	3.2
Class 11: Apparatus for lighting, heating, steam generating, cooking, refrigerating, drying, ventilating, water supply and sanitary purposes	43,582	2.7
Class 29: Meat, fish, poultry; frozen, dried and cooked fruits and vegetables	42,996	2.7
Class 18: Leather and imitations of leather, and products made therefrom, traveling bags and umbrellas	40,850	2.6
Class 1: Chemicals used in industry, science and photography, as well as in agriculture	40,595	2.5
Class 37: Building construction; repair; installation services	34,653	2.2
Class 6: Mainly includes common metals and their alloys and goods of common metal not included in other classes	34,283	2.1
Class 38: Telecommunications services	33,832	2.1
Class 33: Alcoholic beverages (except beers)	33,061	2.1
Class 12: Vehicles; apparatus for locomotion by land, air or water	32,925	2.1
Class 20: Mainly furniture, mirrors, picture frames and goods made from, for example, wood, cork, reed, cane, wicker	32,857	2.1
Class 28: Games and playthings; gymnastic and sporting articles	32,600	2.0
Class 32: Beers; mineral and aerated waters and other non-alcoholic beverages; fruit beverages and fruit juices; syrups and other preparations for making beverages	31,064	1.9
Class 10: Surgical, medical, dental and veterinary apparatus and instruments	30,619	1.9
Class 21: Mainly household or kitchen utensils and containers; combs and sponges; articles for cleaning purposes, glassware, porcelain and earthenware	30,495	1.9
Class 36: Services relating to insurance, financial affairs, monetary affairs, and real estate affairs	30,002	1.9
Remaining 20 classes	304,375	19.0
Total	**1,598,354**	**100.0**

Note: For full class definitions see: *www.wipo.int/classifications/nice*.

Source: WIPO Statistics Database, June 2016.

Section B
Administration, revenue and fees

This section provides indicators on the administrative performance of the Madrid System. Subsection B.1 focuses on the characteristics of applications, whereas subsection B.2 presents changes made to registrations after they were recorded. The final subsection, B.3, provides information on revenue generated by the Madrid System in the form of fees related to international registrations, in addition to providing a breakdown of the collected fees distributed to Madrid members.

B.1 International applications

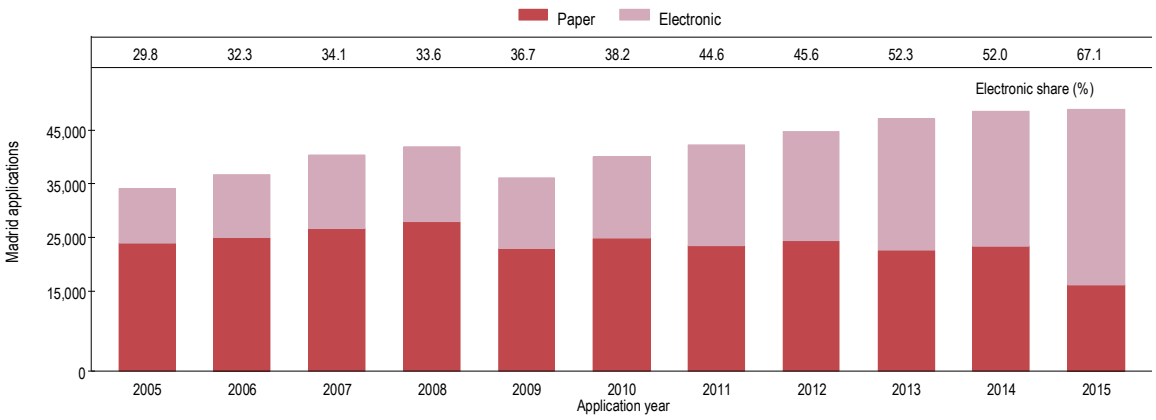
B.1.1 International applications by medium of transmission

International applications are transmitted by the office of origin to the IB in paper form or through the Madrid Electronic Communications System (MECA). Figure B.1.1 shows the number of international applications transmitted by Madrid member offices of origin to the IB, broken down by medium of transmission. When electronic transmission was introduced in 1998, its share of total transmissions reached just 0.2% by the end of that year. Since then, the share of applications received electronically by the IB has increased significantly. In 2013 and 2014, slightly more than half (52%) of all applications received by the IB were transmitted electronically by all offices of origin combined. This share increased by 15 percentage points to reach 67.1% in 2015.

B.1.2 Type of mark in international applications by color of reproduction

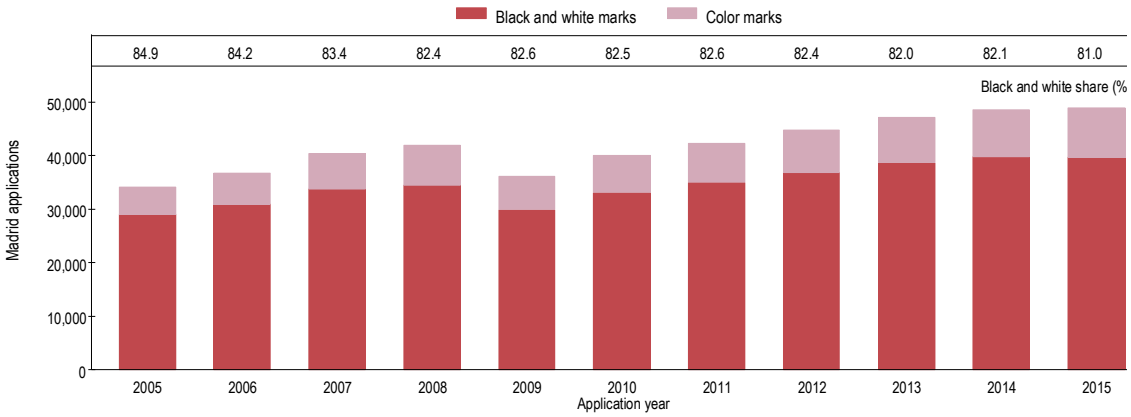
The mark depicted in the international application can be provided in black and white or in color and should be the same as the basic mark (the mark as it appears in the basic application or registration). The basic fee is different for black and white marks versus those in color, which incur a higher fee. Most marks are provided in black and white, and in 2015 they accounted for 81% of the total (figure B.1.2). Over the years, the share of black and white marks has steadily decreased, whereas the share of color marks has risen from about 15% in 2005 to 19% of the total in 2015.

Figure B.1.1 Trend in applications by medium of transmission



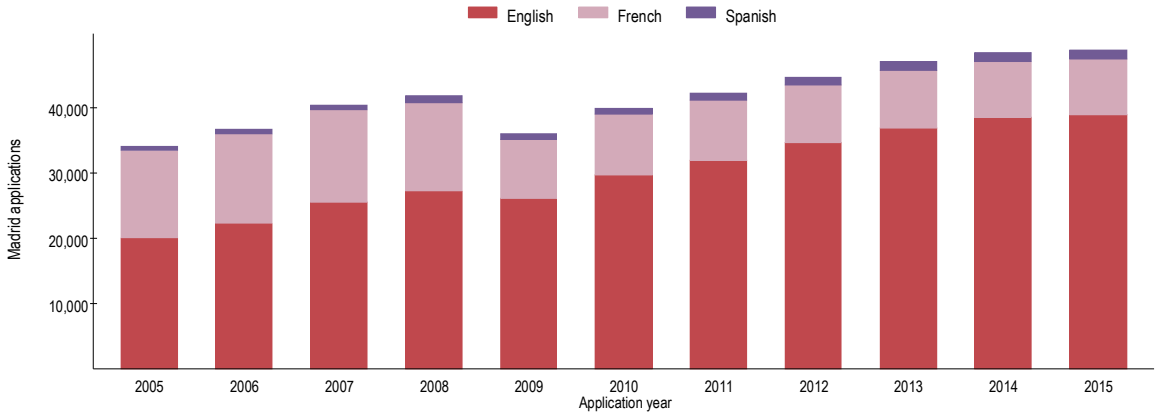
Source: WIPO Statistics Database, June 2016.

Figure B.1.2 Trend in types of mark – black and white versus color



Source: WIPO Statistics Database, June 2016.

Figure B.1.3 Trend in applications by filing language



Source: WIPO Statistics Database, June 2016.

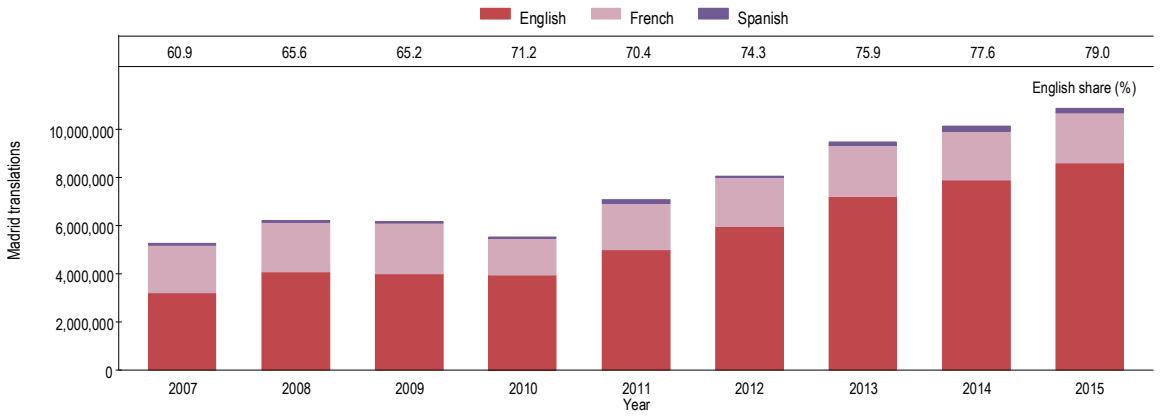
B.1.3 International applications by filing language

International applications may be filed in English, French or Spanish.[15] In 2015, about 80% of applications were filed in English, with French accounting for 17% and Spanish for 3% (figure B.1.3). In 2004, the Madrid System introduced Spanish as a third filing language. The low share of filings in Spanish since its introduction is due to the fact that, to date, the Madrid System includes only four Spanish-speaking countries (Colombia, Cuba, Mexico and Spain), with Spain being the only country listed among the top 20 origins of international applications (see figure A.1.3.2).

For all years presented, English-language filings account for the largest share of total applications. The share of international applications filed in English has increased from 59% in 2005 to 80% in 2015. In contrast, the French-language share has declined from 39% to 17% over the same period.

15. The office of origin can restrict the choice of languages or allow applicants to file in any of the three languages.

Figure B.1.4 Trend in translations



Source: WIPO Statistics Database, June 2016.

Figure B.1.5 Trend in irregularities in international applications

Source: WIPO Statistics Database, June 2016.

B.1.4 Translations

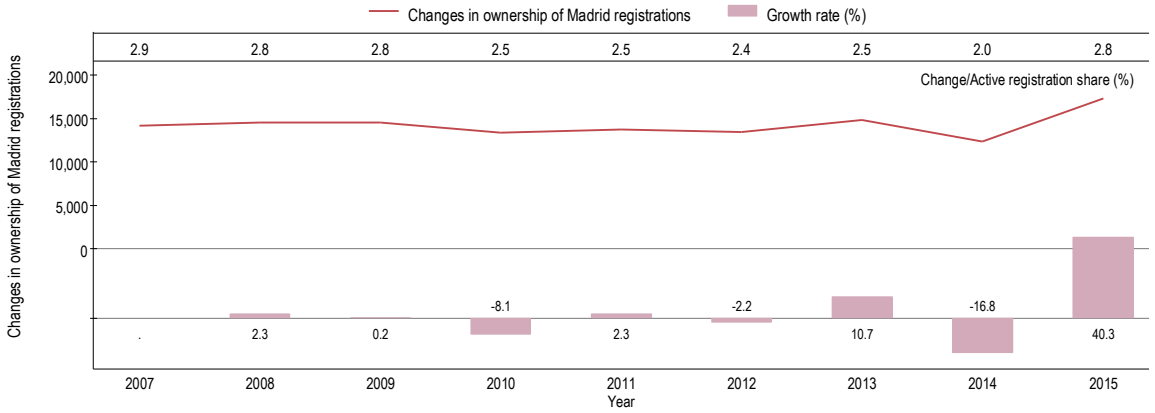
International registrations are recorded and published in English, French and Spanish. The IB prepares the translations required for recording and publication. Figure B.1.4 presents the total number of words translated by the IB from each of the three languages. Of the approximately 10.9 million words translated in 2015, 79% were translated from English, 19% from French and about 2% from Spanish. Since 2007, the English share has increased by 18 percentage points, whereas the French share has decreased by the same amount. Over the seven-year period presented, the Spanish share has varied from about 1% to 2.3% of total words translated from this language. The IB translated 7.2% more words in 2015 than in 2014.

B.1.5 Irregularities in international applications

International applications that fail to meet all the formal requirements are considered by the IB to be irregular. In such instances, the IB informs both the Madrid member's IP office of origin and the applicant of the irregularities. The responsibility for remedying such irregularities lies with the IP office of origin or with the applicant, depending on the nature of the irregularity.[16] For all years depicted in figure B.1.5, irregularities have been reported in between 28% and 39% of all international applications filed, with 2015 marking the highest share of irregularities recorded.

16. There are three types of irregularities: irregularities with regard to the classification of goods and services; irregularities with regard to the indication of goods and services; and other irregularities.

Figure B.2.1 Trend in changes in ownership



Source: WIPO Statistics Database, June 2016.

B.2 Administrative changes to international registrations

B.2.1 Changes in ownership

An international registration may change ownership following an assignment of a mark, a merger of one or more companies, a court decision or for other reasons.[17] The change is subject to the recording of the new owner as the new holder of the registration in the International Register. The new holder must, however, fulfill the requirements necessary for holding an international registration. These include having the relevant connection to a Madrid member, such as being a national of, or domiciled in, or having a real and effective industrial or commercial establishment in a Madrid member's jurisdiction.

Figure B.2.1 shows that in 2015, there were approximately 17,300 changes in ownership of active international registrations – about 5,000 more than in 2014 – representing high growth of 40.3%. The long-term trend shows a slight upward progression in the number of changes in ownership. However, the share of changes in ownership relative to the number of active registrations (see figure A.7.1) is small, and has remained relatively stable over time. In 2015, only 2.8% of all active registrations changed ownership.

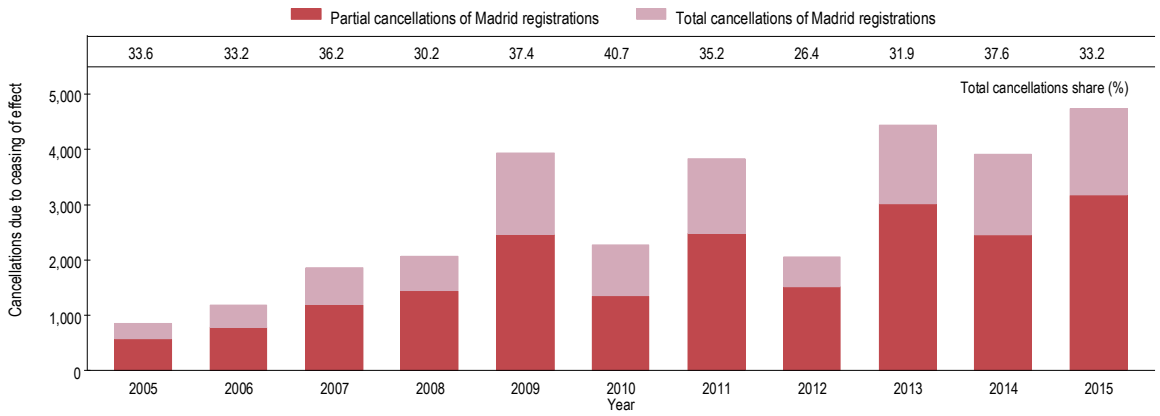
17. The change in ownership of an international registration may be total or partial; it may relate to all or some of the goods and services covered by the international registration. Similarly, the change in ownership may be made in respect of all or some of the designated Madrid members.

B.2.2 Cancellations of international registrations due to notification by the office of origin

Madrid member offices acting as offices of origin are obliged to notify the IB of decisions concerning the ceasing of effect of basic marks made within the five-year dependency period. Where this is the case, the office of origin is obliged to request the IB to cancel an international registration to the same extent (in part or entirely: Article 6 of the Agreement and the Protocol). The IB then records the cancellation in the International Register and informs the offices of the designated Madrid members as well as the holder of the international registration.

In 2015, 4,744 international registrations were canceled in part or entirely. Figure B.2.2 shows that in 2015, as was the case for almost all years prior to that, partial cancellations comprised the bulk of all cancellations, meaning that most basic marks (applications/registrations) remained valid although they were limited with regard to the goods and services for which they were protected. In contrast, one-third of all cancellations were total in nature, resulting in the total cancellation of the international registration. Where an international registration is canceled due to the ceasing of effect of the basic mark, the Madrid Protocol offers the holder the possibility of transforming the international registration into a national or regional application in each of the designated Madrid members within three months, counted from the date of the cancellation of the international registration.

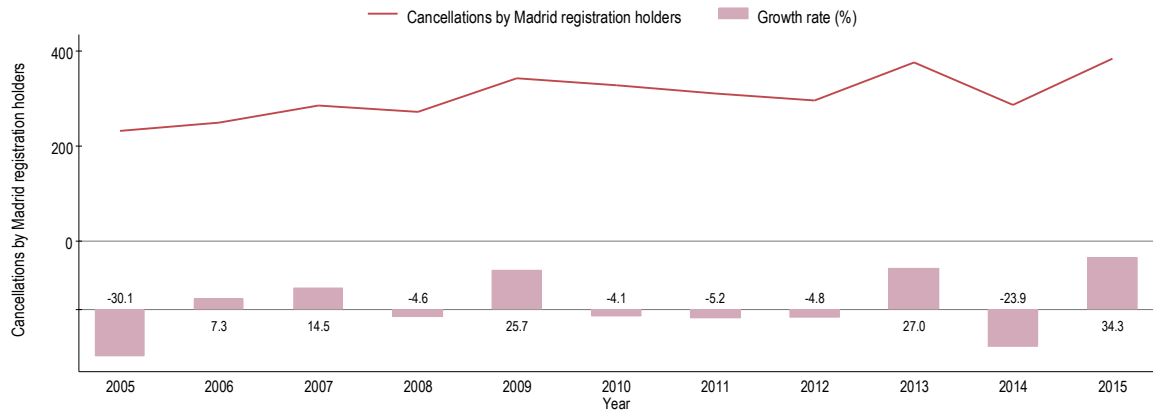
Figure B.2.2 Trend in cancellations due to ceasing of effect of the basic mark as notified by offices of origin



Note: Data refer to cancellations due to ceasing of effect (Rule 22).

Source: WIPO Statistics Database, June 2016.

Figure B.2.3 Trend in cancellations by holders



Source: WIPO Statistics Database, June 2016.

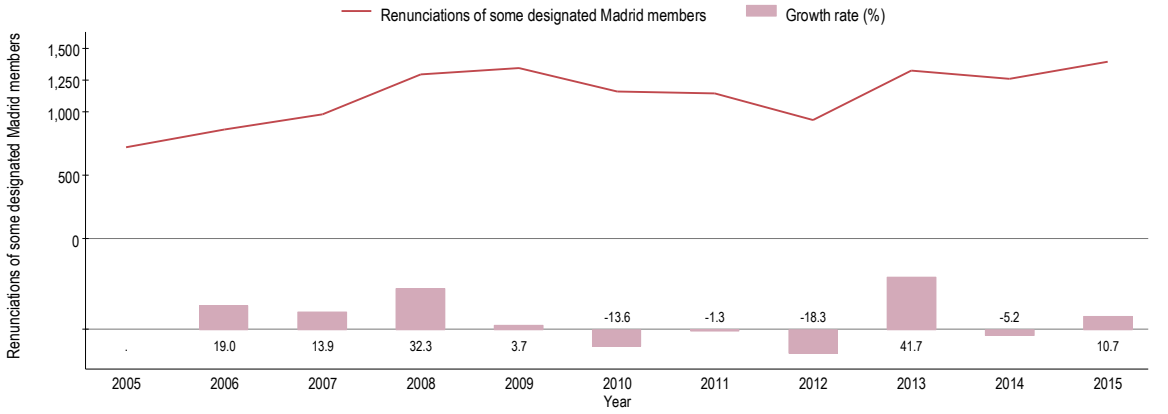
B.2.3 Cancellations by holders

Holders of international registrations can request the recording of cancellation of their registrations in all designated Madrid members with regard to all or some of the goods and services specified in their registrations. Figure B.2.3 shows that only 384 registrations were canceled by their holders in 2015. In fact, cancellations by holders have ranged from slightly more than 200 to around 400 for most of the years presented. The low number of cancellations in general indicates that relatively few international registration holders decide to reduce the geographical scope of protection for their marks or to limit the range of goods and services classes covered by the registrations.

B.2.4 Renunciations

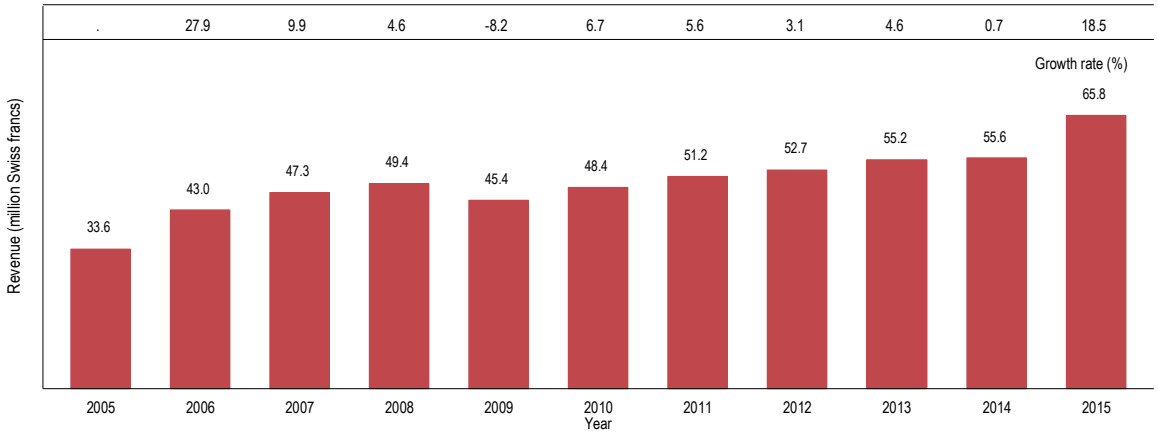
A holder may wish to restrict protection of an international registration through renunciation of protection for all goods and services in some (but not all) designated Madrid members. The IB records the renunciation in the International Register and notifies the designated Madrid members concerned. Renunciations almost doubled from about 700 in 2005 to almost 1,350 in 2009 before declining to 936 in 2012. Since then, they have risen again to about 1,400 in 2015. Nevertheless, the number of renunciations relative to the total number of active international registrations has remained low for all years presented.

Figure B.2.4 Trend in renunciations



Source: WIPO Statistics Database, June 2016.

Figure B.3.1 Trend in total revenue collected by the International Bureau



Source: WIPO Statistics Database, June 2016.

B.3 Revenue and fees

B.3.1 Total revenue collected by the International Bureau

The International Bureau (IB) collects fees in Swiss francs (CHF) for services related to applications for international registrations, for recording changes in international registrations and for their renewal. Figure B.3.1 presents the total revenue generated by the Madrid System each year from 2005 to 2015. The total revenue collected by the IB in 2015 amounted to about CHF 65.8 million, representing an increase of 18.5% on 2014. The amount of revenue generated by the System increased in all years presented except for 2009, when revenue decreased by 8.2%. This reflects the reduction in the number of international applications received in that year (see figure A.1.1). The highest growth occurred in 2006 (+27.9%), which was partly due to the expansion of Madrid System membership. For example, the Republic of Korea and the U.S. joined the Madrid System in 2003.

B.3.2 Fees distributed to Madrid members by the International Bureau

The IB collects and distributes fees to Madrid members. In 2015, the IB distributed around CHF 206.4 million to all designated members.[18] The EU (via the EUIPO) received the largest share of the total (15.6%), followed by the U.S. (8.8%), Japan (6.8%), Australia

18. The fees consist of supplementary fees, complementary fees or individual fees for each Madrid member designated.

Table B.3.2 Fees distributed to Madrid members by the International Bureau

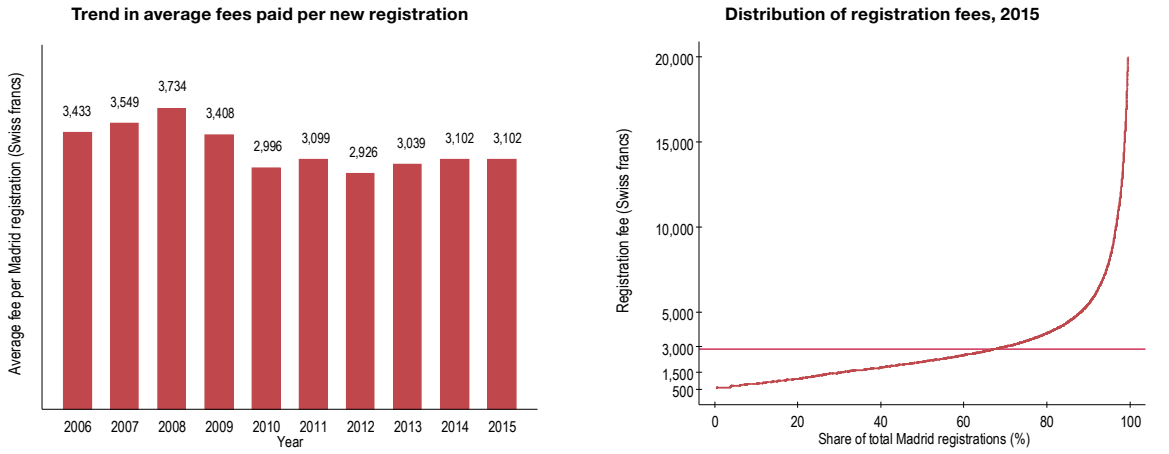
Madrid member	Fees (in millions of Swiss francs) 2014	2015	2015 share of total (%)	Change in share 2014-15
European Union*	22.6	32.1	15.6	2.8
United States of America	14.5	18.2	8.8	0.6
Japan	13.5	14.1	6.8	-0.8
Australia	10.9	12.8	6.2	0.0
China	7.7	9.9	4.8	0.5
Republic of Korea	6.7	8.3	4.0	0.2
Singapore	6.2	7.3	3.5	0.0
Switzerland	4.9	5.8	2.8	0.0
Norway	5.2	5.4	2.6	-0.3
Uzbekistan	4.3	4.6	2.2	-0.2
Israel	3.7	4.6	2.2	0.1
Mexico	3.4	4.3	2.1	0.2
Turkey	3.8	3.7	1.8	-0.3
Russian Federation	3.1	3.3	1.6	-0.1
Oman	2.7	3.1	1.5	0.0
Ukraine	3.0	3.1	1.5	-0.2
Colombia	2.3	2.6	1.3	0.0
United Kingdom	2.6	2.6	1.3	-0.2
Belarus	2.2	2.4	1.2	0.0
Georgia	2.2	2.3	1.1	-0.1
Others	51.7	55.9	27.1	-2.1
Total	**177.2**	**206.4**	**100.0**	

Note: *The fees distributed to the European Union are those distributed to the European Union Intellectual Property Office (EUIPO) and are not a sum of all fees distributed to the individual IP offices of each EU country.

Source: WIPO Statistics Database, June 2016.

(6.2%) and China (4.8%). These top five designated Madrid members – in terms of fees distributed to them – received 42% of the total in 2015, which was similar to their combined share for the previous year. Most of the listed Madrid members received about the same share of total revenue that they received in 2014. However, the exceptions were the EU, which saw an increase of 2.8 percentage points and Japan, which saw a decrease of 0.8 percentage point compared to 2014. Of these 20 Madrid members, only Turkey received less revenue in fees in 2015 than in 2014 – about CHF 150,000 less. More than 80% of the 90 plus Madrid members received more fee revenue in 2015 than in the previous year.

Figure B.3.3 Registration fees



Source: WIPO Statistics Database, June 2016.

B.3.3 Fees per international registration

The total fees for an international application are determined by several factors, such as the number of Madrid members and which specific members are designated, whether any of these have made a declaration of individual fees, whether the mark is in color or in black and white, the number of classes of goods and services to be protected, etc.[19] Average fees paid per registration fell from a peak of CHF 3,734 in 2008 to CHF 2,926 in 2012. However, the following two years saw small increases in the average fees paid per new registration, amounting to CHF 3,102 in both 2014 and 2015.

The average fees paid per international registration masks wide variation in the fees paid by applicants. In 2015, fees ranged from CHF 704 up to a maximum of almost CHF 207,000. Similar to 2014, just over 10% of all applicants paid less than CHF 1,000 per registration, and approximately one-third paid between CHF 1,001 and CHF 2,000. Almost 70% of all applicants paid fees that were lower than the average of CHF 3,102 per registration in 2015, and a total of 95% of international registrations cost CHF 8,000 or less. Fees for the remaining 5% of international registrations, comprising approximately 2,700 of the over 50,000 registrations recorded in 2015, ranged from CHF 8,001 to CHF 127,000. The fees for six registrations were assessed at in excess of CHF 125,000.

19. The fees payable for an international application are composed of the basic fee, an individual fee for each Madrid member designated, a complementary fee for each Madrid member designated if the individual fee is not applicable, and a supplementary fee for each class of goods and services in excess of three.

Section C
Developments in the Madrid System

The Madrid System continues to grow geographically, with four new members joining the Madrid Protocol in 2015, namely Cambodia, Algeria,[20] the Gambia and Lao People's Democratic Republic (PDR).[21]

The accession of Algeria is particularly important, as it means that the Madrid System is now, in all practicality, a one-treaty System, governed by the Madrid Protocol only.

With these accessions, the Madrid System reinforced its position as a truly global system, offering trademark holders the ability to obtain protection for their branded products and services in an area covering 113 countries (95 member countries and two intergovernmental organizations – the EU and OAPI).

In October 2015, the Madrid Union Assembly adopted changes to Rules 5 and 36 of the Common Regulations, recommended by the Working Group on the Legal Development of the Madrid System, which entered into force on April 1, 2016.

Under amended Rule 5, a failure by an interested party to meet a time limit for a communication addressed to WIPO sent by electronic means may be excused, where this is due to failure in the electronic communication systems or to extraordinary circumstances in its locality.

Amended Rule 36 clarifies that applicants and holders may record changes in the address for correspondence, email address, telephone and fax numbers free of charge.

In November 2015, the Working Group discussed topics of interest to both users and offices, resulting in the following main recommendations for adoption by the Madrid Union Assembly in 2016:

- Amendments to the Common Regulations, including a clarification of the level of examination by the International Bureau of limitations presented in international applications and in requests for recording of limitations in international registrations; and a procedure for recording changes to the legal nature and State of organization of the holder, where the holder is a legal entity;

- Article 9*sexies*(1)(b) of the Madrid Protocol remains as it is, that is neither to repeal nor restrict its scope. While the Madrid Protocol alone shall be applicable in the mutual relations between States that are both bound by both treaties of the Madrid System, in these mutual relations, the standard refusal period of one year and the standard regime of complementary and supplementary fees apply; and

- To take the necessary measures to prevent accessions to the Madrid Agreement only, to consolidate the current one-treaty System, based on the Madrid Protocol.

The International Bureau (IB) informed that the restricted translation practice that had been in place for the previous three years would no longer apply. In early 2016, the IB began to translate all the relevant documents into all official working languages of the Madrid System.

The Working Group made progress in its discussion on the possible introduction of division and merger of international registrations, which will continue in the next session in 2016.

Furthermore, the Working Group discussed the findings of a user survey on Madrid dependency issues. While there was no consensus on suspending the dependency provision, the IB was requested to present a document for the next session on how the Madrid System can evolve to meet the needs of all its members and be more flexible and effective.

20. Algeria was already a member of the Madrid Agreement when it joined the Madrid Protocol.
21. Lao PDR deposited the instrument of accession on December 7, 2015, with the Madrid Protocol entering into force on March 7, 2016.

Statistical tables

The following tables present the number of international applications, registrations and renewals in 2015, together with their designations, and in the case of international registrations, their subsequent designations. Only countries, territories or Madrid members indicated as origins or designated members in 2015 are reported. This includes both Madrid members and non-members. The inclusion of non-members reflects the possibility that applicants can claim entitlement in a Madrid member country or jurisdiction even if they are domiciled in a non-member country or jurisdiction. For example, applicants domiciled in Canada can file an international registration if they have a real and effective industrial or commercial establishment in a Madrid member country/region, for example the U.S. In such a case, Canada is listed as the country of origin. However, Canada cannot be designated in an international registration, because it is not yet a Madrid member.

The statistical tables report data by origin and designated member. Using Germany as an example, statistical table 1 can be read as follows. Applicants located in Germany filed a total of 6,759 international applications in 2015. These applications included 42,255 designations of other Madrid members to which these applicants sought to extend protection for their marks. The last column shows that Germany received 3,833 designations in applications filed by applicants domiciled in other Madrid members wishing to extend protection for their marks to Germany. Statistical table 2 can be read the same way. However, the data in this table refer to international registrations recorded in 2015 and to the subsequent designations that holders made in registrations recorded in 2015 and in years prior in order to increase the geographical coverage of their marks.

Statistical table 3 presents renewals of international registrations, also by origin and designated member. Using Turkey as an example, holders domiciled in Turkey renewed 306 international registrations in 2015. These renewed registrations contained 5,195 designations of Madrid members. The last column shows that Turkey was designated 4,636 times in international registrations belonging to holders of other Madrid member origins that were renewed in 2015.

Statistical table 1: International applications via the Madrid System, 2015

	Origin[1]		Designated member
Name	Number of applications	Designations	Designations
African Intellectual Property Organization	n.a.	n.a.	1,127
Albania	5	39	2,096
Algeria	10	22	1,641
Andorra (a)	6	18	n.a.
Angola (a)	3	10	n.a.
Antigua and Barbuda	..	..	702
Argentina (a)	2	2	n.a.
Armenia	23	138	2,459
Australia	1,951	7,728	11,993
Austria	1,101	6,237	2,375
Azerbaijan	5	124	3,102
Bahamas (a)	8	28	n.a.
Bahrain	2	26	2,125
Barbados (a)	9	138	n.a.
Belarus	160	898	4,517
Belgium (b)	781	5,004	n.a.
Belize (a)	23	97	n.a.
Benelux	n.a.	n.a.	2,397
Bermuda (a)	7	100	n.a.
Bhutan	..	..	648
Bonaire, Sint Eustatius and Saba	..	..	566
Bosnia and Herzegovina	19	105	2,955
Botswana	..	..	822
Brazil (a)	3	20	n.a.
Bulgaria	274	2,037	1,320
Cambodia	1	1	674
Cameroon (a)	10	50	n.a.
Canada (a)	66	346	n.a.
China	1,830	22,315	21,087

Name	Origin[1]		Designated member
	Number of applications	Designations	Designations
China, Hong Kong SAR (a)	43	248	n.a.
Colombia	33	183	3,570
Congo (a)	4	4	n.a.
Croatia	166	1,195	1,416
Cuba	3	43	1,535
Curaçao	8	45	668
Cyprus	160	1,321	655
Czech Republic	337	2,480	1,537
Democratic People's Republic of Korea	6	17	784
Democratic Republic of the Congo (a)	1	3	n.a.
Denmark	603	3,350	1,108
Dominica (a)	1	21	n.a.
Dominican Republic (a)	4	4	n.a.
Egypt	26	381	3,916
Estonia	79	443	1,036
European Union	n.a.	n.a.	19,352
Fiji (a)	3	15	n.a.
Finland	426	2,349	991
France	4,143	26,914	3,000
Gambia	..	..	24
Georgia	32	282	2,657
Germany	6,759	42,255	3,833
Ghana	..	..	1,170
Greece	87	547	1,047
Guinea (a)	1	2	n.a.
Hungary	266	3,611	1,361
Iceland	74	422	2,230
India	152	1,395	10,210
Indonesia (a)	2	12	n.a.
Iran (Islamic Republic of)	44	791	2,885
Ireland	170	1,654	919
Israel	246	1,216	4,456
Italy	2,628	17,170	2,768
Japan	2,197	11,944	13,533
Kazakhstan	71	375	4,525
Kenya	5	44	1,559
Kyrgyzstan	1	3	2,355
Latvia	101	553	1,170
Lebanon (a)	5	17	n.a.
Lesotho	..	..	654
Liberia	..	..	735
Liechtenstein	84	812	2,312
Lithuania	92	445	1,190
Luxembourg (b)	429	4,665	n.a.
Madagascar	1	5	861
Malaysia (a)	3	13	n.a.
Malta (c)	34	350	n.a.
Marshall Islands (a)	1	9	n.a.
Mauritius (a)	16	95	n.a.
Mexico	98	634	8,453
Monaco	65	323	2,171
Mongolia	3	12	1,660
Montenegro	7	34	2,529
Morocco	87	523	3,584
Mozambique	1	5	1,026
Namibia	1	62	879
Netherlands (b)	1,278	7,034	n.a.
New Zealand	395	1,527	6,033
Norway	280	1,387	7,919
Oman	..	..	2,054
Panama (a)	6	58	n.a.

Name	Origin[1]		Designated member
	Number of applications	Designations	Designations
Philippines	29	334	4,470
Poland	417	3,104	2,042
Portugal	236	1,499	1,282
Qatar (a)	4	28	n.a.
Republic of Korea	947	7,786	10,456
Republic of Moldova	84	368	2,649
Romania	92	569	1,511
Russian Federation	884	8,720	14,805
Rwanda	1	15	674
Saint Kitts and Nevis (a)	2	9	n.a.
Saint Lucia (a)	2	19	n.a.
Saint Vincent and the Grenadines (a)	2	4	n.a.
San Marino	16	89	1,077
Sao Tome and Principe	..	..	566
Senegal (a)	1	1	n.a.
Serbia	212	1,529	3,865
Seychelles (a)	5	51	n.a.
Sierra Leone	..	..	759
Singapore	435	2,258	8,264
Sint Maarten (Dutch Part)	..	..	640
Slovakia	126	994	1,219
Slovenia	175	1,533	1,176
Spain	1,260	6,593	2,388
Sudan	..	..	1,065
Swaziland	..	..	700
Sweden	727	3,694	1,270
Switzerland	3,146	24,227	13,071
Syrian Arab Republic	1	2	1,182
T F Y R of Macedonia	14	105	2,648
Tajikistan	..	..	2,034
Thailand (a)	2	16	n.a.
Tunisia	15	109	2,332
Turkey	1,104	11,316	8,602
Turkmenistan	1	36	2,062
Ukraine	409	3,133	6,330
United Arab Emirates (a)	31	405	n.a.
United Kingdom	2,704	15,071	3,549
United Republic of Tanzania (a)	1	7	n.a.
United States of America	7,361	50,604	19,248
Uruguay (a)	1	2	n.a.
Uzbekistan	1	20	2,188
Viet Nam	63	332	5,259
Zambia	..	..	881
Zimbabwe	..	..	483
Others	332	2,317	1
Total	**48,910**	**331,684**	**331,684**

Note: Only countries or territories of origin and designated Madrid member countries or jurisdictions for which 2015 Madrid System statistics exist are listed.
[1] Origin is defined as the country/territory of the stated address of residence of the applicant for an international registration.
(a) This country/territory was not a member of the Madrid System as of December 31, 2015. Applicants from this country/territory are entitled to file via the Madrid System by claiming commercial activity or domicile in a country, or in the jurisdiction of a regional IP office, that is a member of the Madrid System. An applicant cannot designate the Madrid member to which entitlement is claimed (no self-designation is possible).
(b) The IP office is the regional Benelux Office for Intellectual Property (BOIP), which receives designations on behalf of this country.
(c) This country is a member of the Madrid System via its membership of the European Union.
.. indicates zero.
n.a. indicates not applicable.

Source: WIPO Statistics Database, June 2016.

Statistical table 2: International registrations via the Madrid System, 2015

	Origin[1]		Designated member
Name	Number of registrations	Subsequent designations	Subsequent designations
African Intellectual Property Organization	n.a.	n.a.	476
Albania	5	..	391
Algeria	1	..	574
Andorra (a)	2	..	n.a.
Angola (a)	3	..	n.a.
Antigua and Barbuda	..	38	89
Argentina (a)	2	..	n.a.
Armenia	19	19	454
Australia	2,206	744	1,274
Austria	1,064	793	202
Azerbaijan	8	..	564
Bahamas (a)	8	10	n.a.
Bahrain	2	..	548
Barbados (a)	11	26	n.a.
Belarus	163	155	634
Belgium (b)	770	831	n.a.
Belize (a)	22	..	n.a.
Benelux	n.a.	n.a.	226
Bermuda (a)	7	..	n.a.
Bhutan	..	..	88
Bonaire, Sint Eustatius and Saba	..	..	68
Bosnia and Herzegovina	13	6	471
Botswana	..	..	173
Brazil (a)	5	..	n.a.
Bulgaria	194	405	159
Cambodia	1	..	224
Cameroon (a)	10	..	n.a.
Canada (a)	81	46	n.a.
Chile (a)	1	..	n.a.
China	2,276	1,033	2,154
China, Hong Kong SAR (a)	45	19	n.a.
Colombia	9	..	951
Congo (a)	4	..	n.a.
Croatia	124	86	187
Cuba	1	..	573
Curaçao	22	8	90
Cyprus	189	301	125
Czech Republic	269	340	217
Democratic People's Republic of Korea	5	..	118
Denmark	616	798	198
Dominica (a)	1	..	n.a.
Dominican Republic (a)	3	..	n.a.
Egypt	25	43	753
Estonia	77	37	137
European Union	n.a.	n.a.	961
Fiji (a)	3	..	n.a.
Finland	450	248	170
France	4,121	4,353	205
Gambia	..	..	23
Georgia	33	31	512
Germany	7,126	6,652	284
Ghana	..	..	350
Greece	95	36	185
Guinea (a)	2	..	n.a.
Hungary	300	180	198
Iceland	98	26	340
India	133	48	541
Indonesia (a)	2	..	n.a.
Iran (Islamic Republic of)	40	150	1,044

Name	Origin[1]		Designated member
	Number of registrations	Subsequent designations	Subsequent designations
Ireland	158	359	141
Israel	278	84	863
Italy	2,801	3,559	208
Japan	2,451	1,923	1,321
Kazakhstan	52	4	820
Kenya	5	..	415
Kyrgyzstan	1	..	411
Latvia	94	74	167
Lebanon (a)	5	1	n.a.
Lesotho	..	..	110
Liberia	4	..	120
Liechtenstein	99	72	255
Lithuania	91	60	181
Luxembourg (b)	424	561	n.a.
Madagascar	1	..	175
Malaysia (a)	7	2	n.a.
Malta (c)	53	16	n.a.
Marshall Islands (a)	1	..	n.a.
Mauritius (a)	14	8	n.a.
Mexico	92	6	1,548
Monaco	65	34	237
Mongolia	1	15	300
Montenegro	11	24	396
Morocco	100	51	672
Mozambique	1	..	250
Namibia	1	..	140
Netherlands (b)	1,410	1,528	n.a.
New Zealand	438	192	1,117
Norway	318	239	886
Oman	..	..	534
Panama (a)	11	24	n.a.
Philippines	30	16	439
Poland	408	393	260
Portugal	229	305	146
Qatar (a)	4	..	n.a.
Republic of Korea	951	234	1,570
Republic of Moldova	76	73	488
Romania	80	47	229
Russian Federation	969	1,232	1,283
Rwanda	1	..	179
Saint Kitts and Nevis (a)	1	14	n.a.
Saint Lucia (a)	3	..	n.a.
Saint Vincent and the Grenadines (a)	2	..	n.a.
San Marino	11	24	140
Sao Tome and Principe	..	..	79
Saudi Arabia (a)	1	..	n.a.
Senegal (a)	1	..	n.a.
Serbia	219	127	568
Seychelles (a)	10	6	n.a.
Sierra Leone	1	..	106
Singapore	449	159	1,031
Sint Maarten (Dutch Part)	..	..	93
Slovakia	119	97	187
Slovenia	144	97	133
Spain	1,214	1,800	245
Sudan	..	..	211
Swaziland	..	..	102
Sweden	776	674	191
Switzerland	3,255	4,424	880
Syrian Arab Republic	..	..	187
T F Y R of Macedonia	13	41	384

Name	Origin[1]		Designated member
	Number of registrations	Subsequent designations	Subsequent designations
Tajikistan	1	..	313
Thailand (a)	3	..	n.a.
Tunisia	11	..	689
Turkey	1,238	1,446	1,085
Turkmenistan	..	..	340
Ukraine	389	356	745
United Arab Emirates (a)	33	3	n.a.
United Kingdom	3,079	1,999	331
United States of America	8,355	4,220	1,750
Uzbekistan	2	..	362
Viet Nam	77	63	940
Zambia	..	..	172
Zimbabwe	..	..	153
Others	129	61	..
Total	**51,938**	**44,209**	**44,209**

Note: Only countries or territories of origin and designated Madrid member countries or jurisdictions for which 2015 Madrid System statistics exist are listed.
[1] Origin is defined as the country/territory of the stated address of residence of the holder of an international registration.
(a) This country/territory was not a member of the Madrid System as of December 31, 2015. Applicants from this country/territory are entitled to file via the Madrid System by claiming commercial activity or domicile in a country, or in the jurisdiction of a regional IP office, that is a member of the Madrid System. An applicant cannot designate the Madrid member to which entitlement is claimed (no self-designation is possible).
(b) The IP office is the regional Benelux Office for Intellectual Property (BOIP), which receives designations on behalf of this country.
(c) This country is a member of the Madrid System via its membership of the European Union.
.. indicates zero.
n.a. indicates not applicable.

Source: WIPO Statistics Database, June 2016.

Statistical table 3: Renewals of international registrations via the Madrid System, 2015

Name	Origin[1]		Designated member
	Number of renewals	Number of designations	Number of designations
African Intellectual Property Organization	n.a.	n.a.	10
Albania	1	15	1,897
Algeria	1	1	3,327
Andorra (a)	1	9	n.a.
Antigua and Barbuda	1	16	572
Argentina (a)	2	4	n.a.
Armenia	18	204	2,401
Australia	293	1,435	4,485
Austria	870	8,536	9,813
Azerbaijan	..	..	1,708
Bahamas (a)	2	15	n.a.
Bahrain	3	19	503
Barbados (a)	1	37	n.a.
Belarus	18	310	4,644
Belgium (b)	731	6,478	n.a.
Benelux	n.a.	n.a.	10,506
Bermuda (a)	2	28	n.a.
Bhutan	..	..	491
Bonaire, Sint Eustatius and Saba	..	..	574
Bosnia and Herzegovina	4	22	3,743
Botswana	..	..	107
Brazil (a)	1	12	n.a.
Bulgaria	113	1,497	4,531
Cambodia	..	..	8
Canada (a)	1	13	n.a.
Chile (a)	1	44	n.a.
China	751	12,447	9,122
China, Hong Kong SAR (a)	20	135	n.a.
Colombia	..	..	155

Name	Origin[1]		Designated member
	Number of renewals	Number of designations	Number of designations
Croatia	71	574	5,585
Cuba	..	..	1,719
Curaçao	9	40	579
Cyprus	42	588	850
Czech Republic	287	3,691	5,856
Democratic People's Republic of Korea	..	..	2,084
Denmark	308	2,003	2,074
Egypt	15	386	4,482
Estonia	39	305	1,433
European Union	n.a.	n.a.	4,701
Finland	115	664	1,713
France	4,317	42,680	9,442
Gambia	..	..	4
Georgia	5	100	1,814
Germany	6,912	73,274	8,899
Ghana	..	..	135
Greece	27	238	1,940
Hungary	95	1,017	6,433
Iceland	19	158	1,662
India	9	87	..
Iran (Islamic Republic of)	11	147	1,852
Ireland	64	650	1,375
Israel	7	151	266
Italy	2,454	29,954	10,262
Japan	658	5,728	4,445
Kazakhstan	11	93	3,057
Kenya	..	..	1,024
Kyrgyzstan	..	..	2,300
Latvia	38	475	2,515
Lebanon (a)	1	4	n.a.
Lesotho	..	..	551
Liberia	..	..	540
Liechtenstein	122	1,871	5,317
Lithuania	41	216	1,793
Luxembourg (b)	252	3,926	n.a.
Madagascar	..	..	108
Malta (c)	6	67	n.a.
Marshall Islands (a)	1	77	n.a.
Mauritius (a)	7	58	n.a.
Mexico	3	17	208
Monaco	49	464	4,775
Mongolia	..	..	1,641
Montenegro	2	14	3,740
Morocco	53	393	5,472
Mozambique	..	..	750
Namibia	..	..	599
Netherlands (b)	1,483	10,964	n.a.
New Zealand	3	10	139
Norway	120	768	4,685
Oman	..	..	304
Pakistan (a)	1	10	n.a.
Panama (a)	6	87	n.a.
Poland	157	1,797	5,344
Portugal	162	1,208	6,986
Republic of Korea	76	692	3,450
Republic of Moldova	22	241	2,907
Romania	38	338	6,280
Russian Federation	231	3,173	9,846
Rwanda	..	..	25
San Marino	9	138	2,680
Sao Tome and Principe	..	..	49

Name	Origin[1]		Designated member
	Number of renewals	Number of designations	Number of designations
Serbia	23	215	6,228
Sierra Leone	..	..	606
Singapore	76	517	3,463
Sint Maarten (Dutch Part)	..	..	573
Slovakia	67	889	5,129
Slovenia	141	1,913	4,475
Spain	967	7,968	8,585
Sudan	..	..	1,369
Swaziland	..	..	606
Sweden	291	2,153	1,782
Switzerland	3,071	34,581	13,384
Syrian Arab Republic	..	..	1,163
T F Y R of Macedonia	11	61	3,929
Tajikistan	..	..	1,912
Thailand (a)	1	4	n.a.
Tunisia	2	18	87
Turkey	306	5,195	4,636
Turkmenistan	..	..	1,395
Ukraine	46	459	6,624
United Arab Emirates (a)	9	224	n.a.
United Kingdom	843	6,304	3,214
United States of America	1,529	13,127	3,743
Uzbekistan	..	..	2,267
Venezuela (Bolivarian Republic of) (a)	1	13	n.a.
Viet Nam	11	138	3,497
Zambia	..	..	646
Zimbabwe	..	..	8
Others	5	21	5
Total	**28,593**	**294,613**	**294,613**

Note: Only countries or territories of origin and designated Madrid member countries or jurisdictions for which 2015 Madrid System statistics exist are listed.
[1] Origin is defined as the country/territory of the stated address of residence of the holder of an international registration.
(a) This country/territory was not a member of the Madrid System as of December 31, 2015. Applicants from this country/territory are entitled to file via the Madrid System by claiming commercial activity or domicile in a country, or in the jurisdiction of a regional IP office, that is a member of the Madrid System. An applicant cannot designate the Madrid member to which entitlement is claimed (no self-designation is possible).
(b) The IP office is the regional Benelux Office for Intellectual Property (BOIP), which receives designations on behalf of this country.
(c) This country is a member of the Madrid System via its membership of the European Union.
.. indicates zero.
n.a. indicates not applicable.

Source: WIPO Statistics Database, June 2016.

Acronyms

BOIP	Benelux Office for Intellectual Property
EU	European Union
EUIPO	European Union Intellectual Property Office
IB	International Bureau of WIPO
IP	intellectual property
NCL	Nice Classification
OAPI	Organisation Africaine de la Propriété Intellectuelle (English: African Intellectual Property Organization)
U.K.	United Kingdom
U.S.	United States of America
WIPO	World Intellectual Property Organization

Industry sectors

Industry sector	Industry sector (abbreviated)	Nice classes
Agricultural products and services	Agriculture	29, 30, 31, 32, 33, 43
Management, communications, real estate and financial services	Business	35, 36
Chemicals	Chemicals	1, 2, 4
Textiles – clothing and accessories	Clothing	14, 18, 22, 23, 24, 25, 26, 27, 34
Construction, infrastructure	Construction	6, 17, 19, 37, 40
Pharmaceuticals, health, cosmetics	Health	3, 5, 10, 44
Household equipment	Household equipment	8, 11, 20, 21
Leisure, education, training	Leisure & Education	13, 15, 16, 28, 41
Scientific research, information and communication technology	Research & Technology	9, 38, 42, 45
Transportation and logistics	Transportation	7, 12, 39

Source: Edital®

Glossary

This glossary provides definitions of key technical terms and concepts used in trademark registration systems and the Madrid System.

Applicant: An individual or a legal entity that files an application. There may be more than one applicant in an application.

Application: The formal request for the protection of a trademark at a national or regional IP office, which usually examines the application and decides whether to grant or refuse protection in the jurisdiction concerned. (See also "International application".)

Application date: The date on which an IP office receives an application that meets the minimum filing formality requirements. This may also be referred to as the filing date.

Basic application: The national or regional application on which an international application is based.

Basic mark: The national or regional application (basic application) or the registration (basic registration) on which an international application is based.

Basic registration: The national or regional registration on which an international application is based.

Cancellation: A procedure to cancel the effects of an international registration for all or some goods and services in respect of all the Madrid members designated in a given international registration.

Class: Refers to the classes defined in the Nice Classification. Classes indicate the categories of goods and services for which trademark protection is requested. (See "Nice Classification".)

Class count: The number of classes specified in a trademark application or registration. In the Madrid System, and at certain offices, an applicant can file an application that specifies one or more of the 45 goods and services classes of the Nice Classification. Offices use either a single-class or multi-class filing system. The Madrid System is a multi-class system.

Contracting Party (Madrid member): A state or intergovernmental organization – in the case of the European Union (EU) and the African Intellectual Property Organization (OAPI) – that is party to the Madrid Agreement and/or the Madrid Protocol.

Designation: The request, in an international registration, for protection in a Madrid member's jurisdiction.

Direct route: See "Paris route".

Entitlement: In order to file an international application, the applicant needs to be entitled to do so, by having a connection with a member of the Madrid System through domicile, nationality or having a real and effective industrial or commercial establishment in one of the Contracting Parties to the Madrid System.

Holder: The person or legal entity in whose name an international registration is recorded.

Intellectual property (IP): Refers to creations of the mind: inventions, literary and artistic works, and symbols, names, images and designs used in commerce.

International application: an application for international registration under the Madrid System, which is a request for protection of a trademark in one or more of the Madrid members. An international application must be based on a basic mark.

International Bureau (IB): The International Bureau of WIPO administers the Madrid System. It is responsible for procedural tasks related to international applications as well as the subsequent management of international registrations.

International Register: A register maintained by the IB in which international applications that conform to the applicable requirements are recorded as international registrations. Changes made to these registrations are also recorded in the International Register.

International registration: An application for international registration of a mark leads to its recording in the International Register, and the publication of the international registration in the *WIPO Gazette of International Marks*. If the international registration is not refused protection by a designated Madrid member, it will have the same effect as a national or regional trademark registration made under the law applicable in that Madrid member's jurisdiction.

International registrations in force: International registrations currently enjoying a 10-year period of protection. To remain in force, registrations must be renewed. In most jurisdictions, a mark can be maintained indefinitely and is renewed on a 10-year basis.

Invalidation: A designated Madrid member can invalidate an international registration in its jurisdiction, in accordance with its national or regional legislation. Invalidation is not subject to appeal. The invalidation is entered in the International Register and the holder is informed.

Limitation: Limitation is a procedure for restricting the list of goods and services in respect of all or some of the designated Contracting Parties in an international registration.

Madrid Agreement (Concerning the International Registration of Marks): A treaty administered by the IB of WIPO that governs the system of international registration of trademarks and service marks. (See "Madrid System".)

Madrid member (Contracting Party): A state or intergovernmental organization – in the case of the European Union (EU) and the African Intellectual Property Organization (OAPI) – that is party to the Madrid Agreement and/or the Madrid Protocol.

Madrid Protocol (Protocol Relating to the Madrid Agreement): A treaty administered by the IB of WIPO that governs the system of international registration of trademarks and service marks. (See "Madrid System".)

Madrid route: The Madrid route (the Madrid System) is an alternative to the direct national or regional route (also called the Paris route).

Madrid System: An abbreviation describing two procedural treaties for the international registration of trademarks, namely the Madrid Agreement for the International Registration of Marks and the Protocol relating to that Agreement. The Madrid System is administered by the International Bureau of WIPO.

National registration: A trademark right issued (registered) by an IP office of a country.

Nice Classification (NCL): The abbreviated form of the International Classification of Goods and Services for the Purposes of Registering Marks, an international classification established under the Nice Agreement. The Nice Classification consists of 45 classes, which are divided into 34 classes for goods and 11 for services. (See also "Class" above.)

Non-resident application: An application filed with an IP office of a given country/jurisdiction by an applicant residing or established in another country/jurisdiction.

Opposition: An administrative process for disputing the validity of a trademark right. An opposition procedure is often limited to a specific time period before or after the right has been granted. For the Madrid System, opposition procedures are accommodated and are defined by national laws of designated Madrid members.

Origin: The country/territory of residence, nationality or establishment of the applicant filing a trademark application. The country of the applicant's address is used to determine the origin of the application. In the Madrid System, the office of origin is the IP office of the Madrid member in which the applicant is entitled to file an international application.

Paris Convention: The Paris Convention for the Protection of Industrial Property is one of the most important IP treaties, as it establishes general principles applicable for all IP rights. For example, the "right of priority" enables an applicant, when filing an application for an IP right in countries other than the original country of filing, to claim priority of an earlier application filed up to six months previously.

Paris route: An alternative to the Madrid route, the Paris route (also called the "direct route") enables individual IP applications to be filed directly with an IP office that is a signatory of the Paris Convention.

Priority date: The filing date of the application on the basis of which priority is claimed. (See "Paris Convention" above.)

Regional application: A trademark application filed with an IP office having regional jurisdiction over more than one country. There are currently three regional offices that represent members of the Madrid System: the Benelux Office for Intellectual Property (BOIP) (for Belgium, Luxembourg and the Netherlands), the European Union Intellectual Property Office (EUIPO), and the African Intellectual Property Organization (OAPI).

Regional registration: A trademark right issued (registered) by an IP office having regional jurisdiction.

Registration: An exclusive right for marks, issued to a holder by an IP office. Registrations are issued to holders so that they may exclusively exploit their marks for a limited period of time. (See "International registration".)

Renewal: The process by which a trademark right is maintained (kept in force). This usually consists of paying renewal fees to an IP office at regular intervals. If renewal fees are not paid or, in some jurisdictions, if the holder cannot prove that the mark is actively being used, the registration may lapse.

Renunciation: A procedure intended to abandon the effects of an international registration for all the goods and services in respect of one or some of the designated Madrid members.

Resident application: An application filed with an IP office by an applicant residing or established in the country/region in which that office has jurisdiction. Resident applications are sometimes referred to as domestic applications. A resident registration is an IP right issued on the basis of a resident application.

Statement of Grant of Protection: A communication from the IP office of a designated Madrid member notifying the IB that it has granted protection within its jurisdiction.

Subsequent designation: A designation made subsequently to an international registration to extend its geographical scope.

Trademark: A sign used by the owner of certain products to distinguish them from those of others. Depending on the jurisdiction, a trademark can consist of words and combinations of words (for instance, slogans), names, logos, figures and images, letters, numbers, smells, sounds and moving images, or a combination thereof. The procedures for registering trademarks are governed by the legislation and procedures of national and regional IP offices and WIPO. Trademark rights are limited to the jurisdiction of the IP office that registers the trademark. Trademarks can be registered by filing an application at the relevant national or regional office(s), or by filing an international application through the Madrid System.

***WIPO Gazette of International Marks*:** The official publication of the Madrid System published weekly online and containing information regarding new international registrations, renewals, subsequent designations and modifications affecting existing international registrations.

World Intellectual Property Organization (WIPO): A United Nations specialized agency dedicated to the promotion of innovation and creativity for the economic, social and cultural development of all countries through a balanced and effective international IP system. Established in 1967, WIPO's mandate is to promote the protection of IP throughout the world through cooperation among states and in collaboration with other international organizations.

Madrid members

In 2015, the Madrid System comprised 97 members.

Albania (A)(P)
Algeria (A)(P)
Antigua and Barbuda (P)
Armenia (A)(P)
Australia (P)
Austria (A)(P)
Azerbaijan (A)(P)
Bahrain (P)
Belarus (A)(P)
Belgium (A)(P)
Bhutan (A)(P)
Bosnia and Herzegovina (A)(P)
Botswana (P)
Bulgaria (A)(P)
Cambodia (P)
China (A)(P)
Colombia (P)
Croatia (A)(P)
Cuba (A)(P)
Cyprus (A)(P)
Czech Republic (A)(P)
Democratic People's Republic of Korea (A)(P)
Denmark (P)
Egypt (A)(P)
Estonia (P)
European Union (P)
Finland (P)
France (A)(P)
Gambia (P)
Georgia (P)
Germany (A)(P)
Ghana (P)
Greece (P)
Hungary (A)(P)
Iceland (P)
India (P)
Iran (Islamic Republic of) (A)(P)
Ireland (P)
Israel (P)
Italy (A)(P)
Japan (P)
Kazakhstan (A)(P)
Kenya (A)(P)
Kyrgyzstan (A)(P)
Latvia (A)(P)
Lao People's Democratic Republic (P)
Lesotho (A)(P)
Liberia (A)(P)
Liechtenstein (A)(P)
Lithuania (P)
Luxembourg (A)(P)
Madagascar (P)
Mexico (P)
Monaco (A)(P)
Mongolia (A)(P)
Montenegro (A)(P)
Morocco (A)(P)
Mozambique (A)(P)
Namibia (A)(P)
Netherlands (A)(P)
New Zealand (P)
Norway (P)
Organisation Africaine de la Propriété Intellectuelle – OAPI (P)
Oman (P)
Philippines (P)
Poland (A)(P)
Portugal (A)(P)
Republic of Korea (P)
Republic of Moldova (A)(P)
Romania (A)(P)
Russian Federation (A)(P)
Rwanda (P)
San Marino (A)(P)
Sao Tome and Principe (P)
Serbia (A)(P)
Sierra Leone (A)(P)
Singapore (P)
Slovakia (A)(P)
Slovenia (A)(P)
Spain (A)(P)
Sudan (A)(P)
Swaziland (A)(P)
Sweden (P)
Switzerland (A)(P)
Syrian Arab Republic (P)
Tajikistan (A)(P)
The former Yugoslav Republic of Macedonia (A)(P)
Tunisia (P)
Turkey (P)
Turkmenistan (P)
Ukraine (A)(P)
United Kingdom (P)
United States of America (P)
Uzbekistan (P)
Viet Nam (A)(P)
Zambia (P)
Zimbabwe (P)

Madrid Agreement Concerning the International Registration of Marks (A)
Protocol Relating to the Madrid Agreement (P)

Additional resources

The following resources are available on WIPO's website:

Information on the Madrid System
www.wipo.int/madrid

Online services
www.wipo.int/madrid/en/services

IP statistics
www.wipo.int/ipstats

World Intellectual Property Organization
34, chemin des Colombettes
P.O. Box 18
CH-1211 Geneva 20
Switzerland

Tel: +41 22 338 91 11
Fax: +41 22 733 54 28

For contact details of WIPO's
External Offices visit:
www.wipo.int/about-wipo/en/offices/

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