



# Choosing where to protect your trademark

The markets you designate determine the scope of your protection

Each Madrid System member has its own requirements for trademark registration. Researching these requirements before you file your international trademark application increases your chances of successful registration.

### Key considerations

1

#### Business priorities

Prioritize countries where you currently operate or have concrete expansion plans.

2

#### IP Office practices

Each Office has different registration requirements. Some restrict certain sectors (e.g., gambling, alcohol) or require narrow goods/services descriptions.

3

#### Goods and services

You can tailor your goods/services list by export market within one application. If one market won't accept certain items, limit them there while requesting full protection elsewhere.

4

#### A phased approach

Start with priority markets and add more countries later (through "subsequent designation") as your business and budget grow.

### Choose strategically to:

Build a stronger application

Optimize your budget

Manage protection efficiently

### Next steps

Explore Madrid System member profiles for detailed information on IP Office requirements and practices.

**Get started**  
[wipo.int/madrid/memberprofiles](https://wipo.int/madrid/memberprofiles)