



# Renewing your international trademark registration

With WIPO's Madrid System, you can renew protection across all your designated markets in one go – directly through your eMadrid workbench.

### Four tips for smart renewals

1

#### **Update your registration before you renew**

Make sure any changes — such as ownership, name or address — are recorded before you renew. This ensures your renewal certificate reflects the most up-to-date information.

2

#### **Time new market additions carefully**

If timing isn't critical, consider adding new markets (subsequent designation) after your renewal due date. Adding them just before renewal means paying full fees for only a short period before renewing again.

3

#### **Narrow your goods and services before you renew**

If you want to reduce the scope of goods and services your registration covers, do so before you renew. A narrower scope can lower your renewal fees.

4

#### **Review which markets you want to keep**

If your business is no longer active in certain countries, dropping them at renewal can reduce your fees. It's a good opportunity to make sure your protection still matches your business strategy.

### Never miss a renewal deadline

Your eMadrid workbench keeps track of your renewal dates for you. Any registration approaching its expiry date is flagged as "Due for renewal – Renew now" — giving you plenty of time to act before extra fees apply or it's too late to renew.

### Ready to check your renewal status?

**Access your eMadrid workbench now**  
[madrid.wipo.int/manage/trademarks](https://madrid.wipo.int/manage/trademarks)