

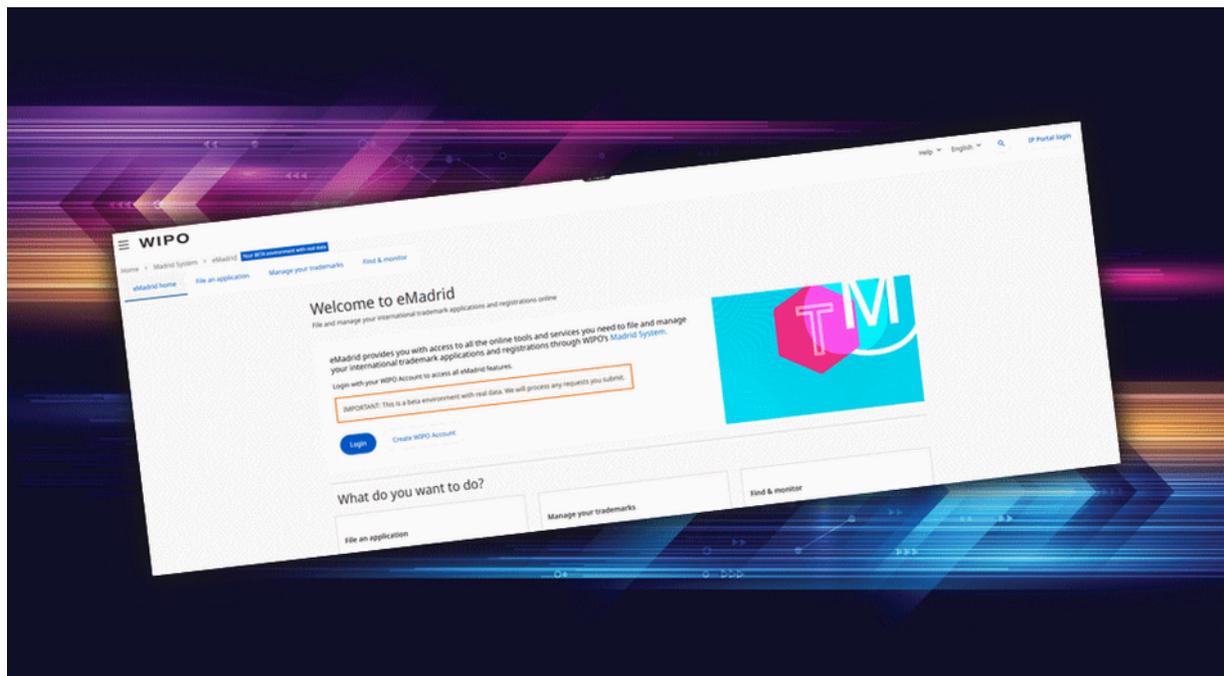


Three ways the new eMadrid system makes trademark management easier

Jeffrey M Becker and Preston Mason

Haynes Boone

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Managing an international trademark portfolio just got easier – and thus less expensive.

Last month, WIPO launched a new beta version of [eMadrid](#), its online platform for managing international trademark filings under the Madrid Protocol.

This new version introduces notable user experience improvements and several new features. The changes bring practical updates that have already improved our ability to manage clients' Madrid filings.

The new (beta) version of eMadrid

The new eMadrid beta environment went live for the general public last month during the INTA 2025 Annual Meeting, but we were able to have early access. The beta release is running in parallel with the old eMadrid experience, with both versions currently accessible. Do not be misled by the “beta” characterisation of this new version – the actions you perform in the environment will take effect.

In brief, the beta version is a centralised online hub that more easily allows Madrid System users to file and manage their international trademark portfolios. It is a user experience improvement, informed by existing Madrid System users, and we have found that three features have been particularly helpful to our trademark practice.

1. The Workbench – see all your Madrid filings at a glance

The beta environment features a new, personalised online workspace known as a “workbench”. Users can access and manage all of their Madrid trademark filings through this main hub. For US practitioners, the workbench may remind you of the USPTO’s Trademark Center, from which various portfolio management actions can be taken.

The workbench automatically populates the filings associated with a user’s WIPO account email address, but users can request to add any international filing to their workbench by submitting a request to the recorded representative or holder. This feature saves time by consolidating filings and reducing form-filling efforts.

We also find utility in customising our workbench view. Trademark filings can be filtered by office of origin, designation jurisdiction and registration date, among other things.

A particularly useful feature is the ability to group filings in “portfolios”, which are digital folders within the workbench. Filings can be bundled in portfolios based on jurisdiction, owner or other useful metrics.

For outside practitioners, it may be most efficient to group filings by client. For in-house practitioners, perhaps it makes sense to organise filings by business unit. In any event, the flexibility introduced by the beta release has been a welcome addition to our Madrid Protocol practice, as we can now see a client’s entire Madrid portfolio on a single screen.

2. Collaboration features – share access with all your team members

This update also brings additional collaboration features to eMadrid – a seemingly small change, but one that adds big value to anyone who manages hundreds of portfolios.

In the past, eMadrid collaboration was limited. Only the on-record representative (if any) or the owner could take action on filings independently. Now, with the introduction of a “connection” feature, trademark filings can be shared between – and managed by – a number of WIPO account holders. This change enables docketing departments, paralegals and attorneys to simultaneously see and act on clients’ Madrid filings.

When sharing a filing, the access rights of recipients can be tailored to their role. Recipients can be given either editing rights or viewing rights, and users can control

whether recipients are able to delegate access to others. This, again, may remind US practitioners of the US Trademark Center, where sponsorship, association and sharing features have recently been introduced. The comparable evolution of the eMadrid platform helps it become an intuitive – if not familiar – option, particularly for US users.

3. Real-time alerts – see alerts for upcoming deadlines

We now have better access to real-time updates on Madrid trademark filings. By default, the workbench prioritises filings that have an action due. So, for example, filings that receive a refusal or are in their renewal period will appear at the top of the list when users access their workbench. For us, this feature stimulates the flow of communication with local counsel, which is crucial in a system as intricate as the Madrid Protocol.

Additionally, taking action on those international filings is now easier. The workbench provides direct-access links to required actions, which cuts out several previously necessary steps. Not only does this save us time, but it also simplifies the process and mitigates the potential for input error. Small improvements like this make the eMadrid platform a more user-friendly tool.

Returning to eMadrid? Exploring it for the first time?

Learning how to navigate a brand protection framework like the Madrid Protocol can seem like a daunting task, but these updates to the eMadrid environment help. They simplify processes and create a more intuitive user experience.

Applications under the Madrid Protocol were increasing even before this new improvement in eMadrid. WIPO recently released its [2025 edition](#) of the Madrid Yearly Review, offering key statistics on the Madrid System. An estimated 65,000 international applications were filed via the system in 2024 – marking a 1.2% increase from 2023. More applications were filed by US companies in 2024 than by companies in any other country, constituting almost one-fifth of all new applications and representing an increase of 2.5% year-over-year.

These trends should not be ignored, especially as enhancements to the Madrid System continue to make it a more practical and beneficial option. We think this updated version of eMadrid is one such enhancement.

For additional information on this new release, WIPO provides a number of helpful resources, including the [Quick Start Guide](#), the [eMadrid Glossary](#) and an [FAQ page](#). WIPO is also [soliciting feedback](#) from its users, as it continually strives to improve its administration of the Madrid Protocol.

On a final note, trademark practitioners who regularly use eMadrid should consider signing up for the [Madrid System User Group](#), which tests new features and provides feedback to WIPO. Its members have an opportunity to help WIPO continue to make the Madrid System a more practical and efficient resource for

trademark practitioners worldwide. This eMadrid update is a big step in that direction.

Jeffrey M Becker

Partner

Haynes Boone

jeff.becker@haynesboone.com

Preston Mason

Associate

Haynes Boone

preston.mason@haynesboone.com

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