

Madrid Protocol Concerning the International Registration of Marks

Amendments to the Regulations Under the Protocol Relating to the Madrid Agreement Concerning the International Registration of Marks in force as from November 1, 2026

1. At its sixtieth (34th extraordinary) session, the Madrid Union Assembly adopted amendments to Rules 3, 18, 25 and 27 of the Regulations Under the Protocol Relating to the Madrid Agreement Concerning the International Registration of Marks (hereinafter referred to as “the Regulations”). These amendments will enter into force on November 1, 2026.
2. The amended text of the Regulations is available in the Annex to the present Information Notice.

Prescribed form to request the cancellation of the recording of the appointment of a representative before the International Bureau

3. An amendment to Rule 3(2)(b) of the Regulations will require use of an official form to request the cancellation of the recording of the appointment of a representative. This update, part of ongoing efforts to modernize and secure procedures before the International Bureau, is designed to speed up processing, reduce errors, and strengthen the overall security of the process.
4. Holders and representatives wishing to submit a request for the cancellation of the recording of the appointment of a representative are encouraged to use the secure online form currently available through the eMadrid platform. In addition, and to accommodate users who may not yet have access to eMadrid, a new downloadable form ([MM25](#)) has been made available on the website of the International Bureau, providing an alternative means of complying with the amended requirements.
5. Users are advised that, as of November 1, 2026, any request for the cancellation of the recording of the appointment of a representative that is not submitted using the prescribed form, whether through the eMadrid online platform or the corresponding downloadable form, will be considered irregular. In such cases, the International Bureau will not proceed with the cancellation, and a new request satisfying the formal requirements set out in amended Rule 3(2)(b) of the Regulations must be submitted for the cancellation to be duly recorded.

Requests to record a change to the email address of the holder or representative

6. An amendment to Rule 25(1)(a)(iv) and (vi) of the Regulations explicitly includes requests to change the e-mail address of a holder or representative among the changes that may be recorded under this Rule.

7. Since electronic mail has become an integral part of secure access to the portfolios of international applications and registrations through eMadrid, it is essential that any changes to the e-mail addresses of holders and representatives be properly reflected in the International Register. The amendment is intended to ensure that such requests are formally processed and recorded in a standardized and secure manner, and that any resulting change is duly notified to the holder or representative concerned, as applicable. Formalizing this process will provide greater certainty and security for users managing their international trademark portfolios.

8. In practice, the International Bureau has already made available a secure online form through the eMadrid platform for this purpose, along with a downloadable form ([MM9](#)) for those who do not yet have access to eMadrid. Holders and representatives are notified whenever a change to their e-mail address is recorded.

9. For privacy reasons, a consequential amendment to Rule 27(1)(a) of the Regulations specifies that notifications of such recordings are to be sent only to the holder or, where one has been appointed, to the representative. Given the personal nature of this information, recordings of changes to e-mail addresses under Rule 25(1)(a)(iv) and (vi) of the Regulations will not be published in the *WIPO Gazette of International Marks*.

Editorial amendments to the Regulations

10. Two editorial amendments to the Regulations have been introduced to align the text with current practice and remove outdated references. Neither amendment changes existing procedures or requirements, and both are intended solely to improve the clarity and accuracy of the Regulations.

11. The first amendment updates Rule 18(1)(c)(vi) of the Regulations by removing the reference to the address of the opponent as a required element in notifications of provisional refusal based on opposition. This reference became obsolete in November 2023, when the opponent's address ceased to be a required element in such notifications. The amendment therefore ensures that Rule 18(1)(c)(vi) of the Regulations accurately reflects current requirements.

12. The second amendment clarifies the scope of Rule 25(2)(a)(vii) of the Regulations, which concerns the information to be included in requests for the recording of changes. As certain requests submitted under Rule 25 of the Regulations do not require the payment of a fee, the amendment specifies that information regarding fee payment need only be included where applicable.

13. As these amendments are editorial in nature, they do not affect users, Offices of Contracting Parties, or the International Bureau, and no change in practice is required as a result.

October 29, 2026

Regulations Under the Protocol Relating to the Madrid Agreement Concerning the International Registration of Marks

as in force on November 1, ~~2025~~2026

Rule 3 Representation Before the International Bureau

[...]

(6) *[Cancellation of Recording; Effective Date of Cancellation]*

- (a) Any recording under paragraph (4)(a) shall be cancelled where cancellation is requested in ~~a communication~~the relevant official form signed by the applicant, holder or representative. The recording shall be cancelled *ex officio* by the International Bureau where a new representative is appointed or, in case a change in ownership has been recorded, where no representative is appointed by the new holder of the international registration.

[...]

Rule 18 Irregular Notifications of Provisional Refusal

(1) *[General]*

[...]

- (c) If the notification

[...]

- (vi) does not contain, where applicable, the name ~~and address~~ of the opponent and the indication of the goods and services on which the opposition is based (Rule 17(3)),

the International Bureau shall, nonetheless record the provisional refusal in the International Register. The International Bureau shall invite the Office that communicated the provisional refusal to send a rectified notification within two months from the invitation and shall transmit to the holder copies of the irregular notification and of the invitation sent to the Office concerned.

[...]

Rule 25

Request for Recording

(1) *[Presentation of the Request]*

- (a) A request for recording shall be presented to the International Bureau on the relevant official form where the request relates to any of the following:

[...]

- (iv) a change in the name, ~~or~~ address or electronic mail address of the holder or, where the holder is a legal entity, an introduction of or a change in the indications concerning the legal nature of the holder and the State and, where applicable, the territorial unit within that State under the law of which the said legal entity has been organized;

[...]

- (vi) a change in the name, ~~or~~ address or electronic mail address of the representative.

[...]

(2) *[Contents of the Request]*

- (a) A request under paragraph (1)(a) shall, in addition to the requested recording, contain or indicate

[...]

- (vii) where applicable, the amount of the fees being paid and the method of payment, or instructions to debit the required amount of fees to an account opened with the International Bureau, and the identification of the party effecting the payment or giving the instructions.

[...]

Rule 27

Recording and Notification with Respect to Rule 25; Declaration that a Change in Ownership or a Limitation Has No Effect

(1) *[Recording and Notification]*

- (a) The International Bureau shall, provided that the request referred to in Rule 25(1)(a) is in order, promptly record the indications, the change or the cancellation in the International Register, shall notify accordingly the Offices of the designated Contracting Parties in which the recording has effect or, in the case of a cancellation, the Offices of all the designated Contracting Parties, and shall inform at the same time the holder and, if the request was presented by an Office, that Office. Where the recording relates to a change in ownership, the International Bureau shall also inform the former holder in the case of a total change in ownership and the holder of the part of the international registration which has been assigned or otherwise transferred in the case of a partial change in ownership. Where the request for the recording of a cancellation was presented by the holder or by an Office other than the Office of origin

during the five-year period referred to in Article 6(3) of the Protocol, the International Bureau shall also inform the Office of origin. Where the recording relates to a change in the electronic mail address of the holder or the representative, the International Bureau shall inform only the holder.

[...]

[End of Annex]