

Madrid Agreement and Protocol Concerning the International Registration of Marks

Introduction of the new Madrid system logo

1. On April 26, 2010, the World Intellectual Property Organization (WIPO) unveiled a new logo. The new logo forms the cornerstone of a new visual identity for the Organization, in line with the new directions being taken to keep pace with the rapid evolution of intellectual property in the 21st century.
2. The new and former WIPO logos have been communicated to all the member States of the Paris Union and to the members of the World Trade Organization (WTO), under Article 6*ter* of the Paris Convention for the Protection of Industrial Property and Article 3(1)(a) of the Agreement between WIPO and WTO.
3. The International Bureau of WIPO is integrating the new logo of the Organization in all contacts with users of the Madrid system and the public at large. Accordingly, in the course of September 2011, the International Bureau of WIPO will gradually introduce the new Madrid system logo, which is based on WIPO logo, as reproduced below:



4. The new Madrid system logo will be incorporated in all printed and electronic publications and in all official documents issued by the International Bureau of WIPO within the framework of the Madrid system.

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