

Working Group on the Legal Development of the Madrid System for the International Registration of Marks

Twenty-Third Session
Geneva, September 22 to 26, 2025

REPORT ON THE INTRODUCTION OF A DIFFERENTIATED TRANSLATION PRACTICE

Document prepared by the International Bureau

BACKGROUND

1. At its twenty-second session, held in Geneva from October 7 to 11, 2024, the Working Group on the Legal Development of the Madrid System for the International Registration of Marks (hereinafter referred to as “the Working Group” and “the Madrid System”) discussed document [MM/LD/WG/22/9](#) “Detailed Draft Implementation Plan for the Introduction of a Differentiated Translation Practice”.
2. The Working Group agreed to the introduction of this practice, as described in paragraphs 13 to 18 of the aforesaid document, and requested that the International Bureau monitor the implementation of this new practice to ensure that the necessary translation quality levels are maintained¹.
3. The present document provides an update on the advances made towards implementing this practice as of June 2025.

¹ See paragraph 18(iii) of document [MM/LD/WG/22/15](#) “Summary by the Acting Chair”.

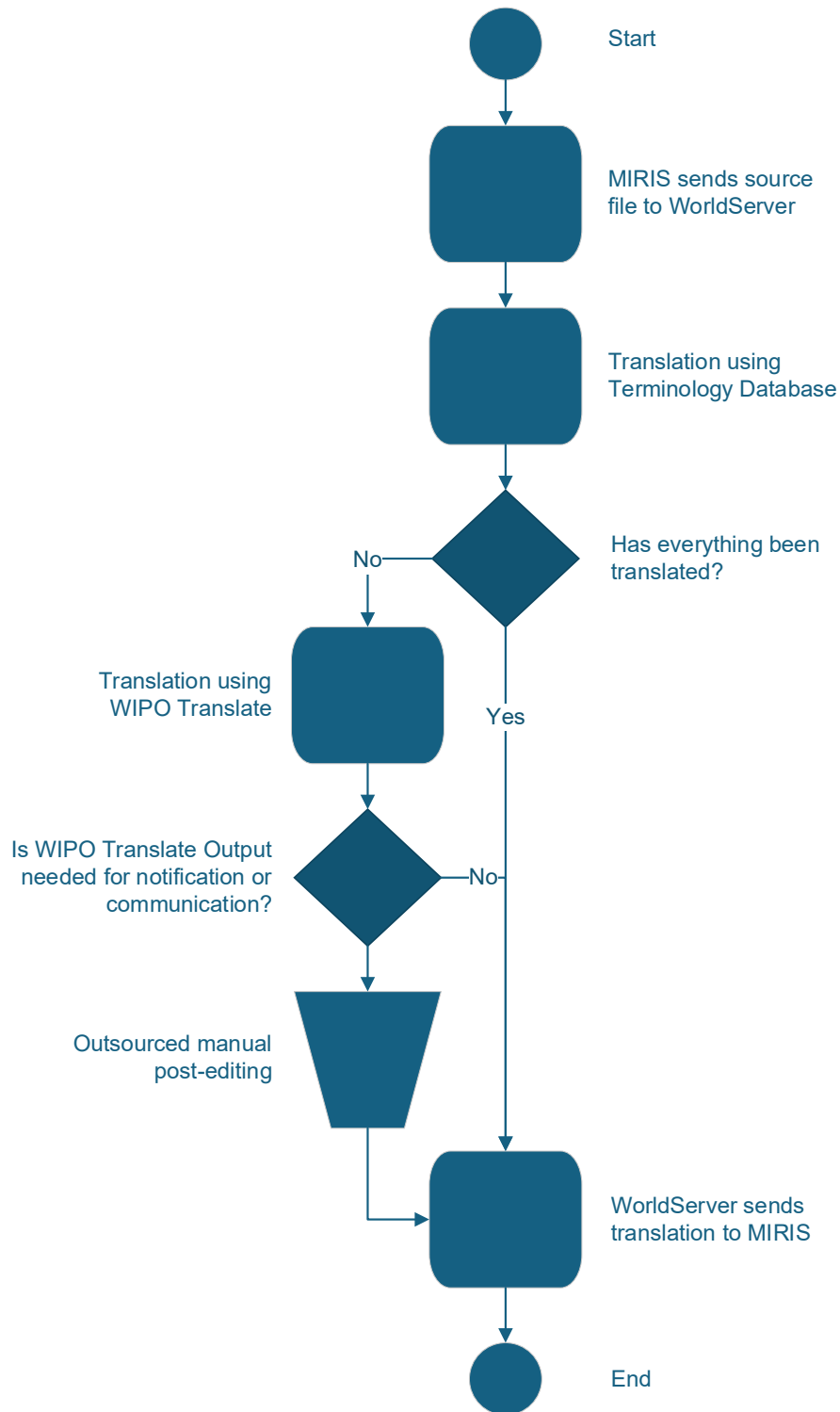
NEW TRANSLATION PRACTICE

4. Under the new translation practice, the International Bureau applies post-editing to translations that will be used to notify designated Contracting Parties or inform holders of international registrations. Post-editing consists of external translation agencies reviewing machine-translation output, with WIPO translation experts later performing quality control on selected samples. For text required only for publication purposes, the International Bureau uses automatic and machine translation without post-editing.

5. Text from registrations and recordings is first captured in MIRIS, the International Bureau's back-office system, in the filing language (source language). This text is then transferred to WorldServer, the computer-assisted translation software used by the International Bureau. WorldServer contains an extensive translation database (translation memory or terminology database) primarily comprising indications of goods and services with their equivalents in the other two Madrid System languages (target languages). These translations have been validated by WIPO translation experts. Using this database, WorldServer automatically translates between 70 and 75 per cent of text in registrations and recordings.

6. The remaining 25 to 30 per cent of text is translated into the target languages via WorldServer using WIPO Translate, an artificial intelligence machine-translation software developed by WIPO and trained with trademark-related data. External translation agencies post-edit this machine-translated content only when it will be used to notify a designated Contracting Party or inform a registration holder. WorldServer then transmits the translated text in both target languages back to MIRIS for publication and, when required, for notification to designated members or communication to holders of international registrations. Graph I, below, illustrates the new translation practice of the International Bureau.

Graph I: New Translation Practice



NEW TRANSLATION PRACTICE WHEN PROCESSING SUBSEQUENT DESIGNATIONS

7. Holders of international registrations may subsequently designate Contracting Parties that have opted to receive communications in a language that was previously only used for publication purposes and for which machine-translated text in this language has not been post-edited.

8. In such cases, the International Bureau will post-edit the international registration and any cancellation in the language in which the designated Contracting Party has opted to receive communications from the International Bureau before sending the notification.

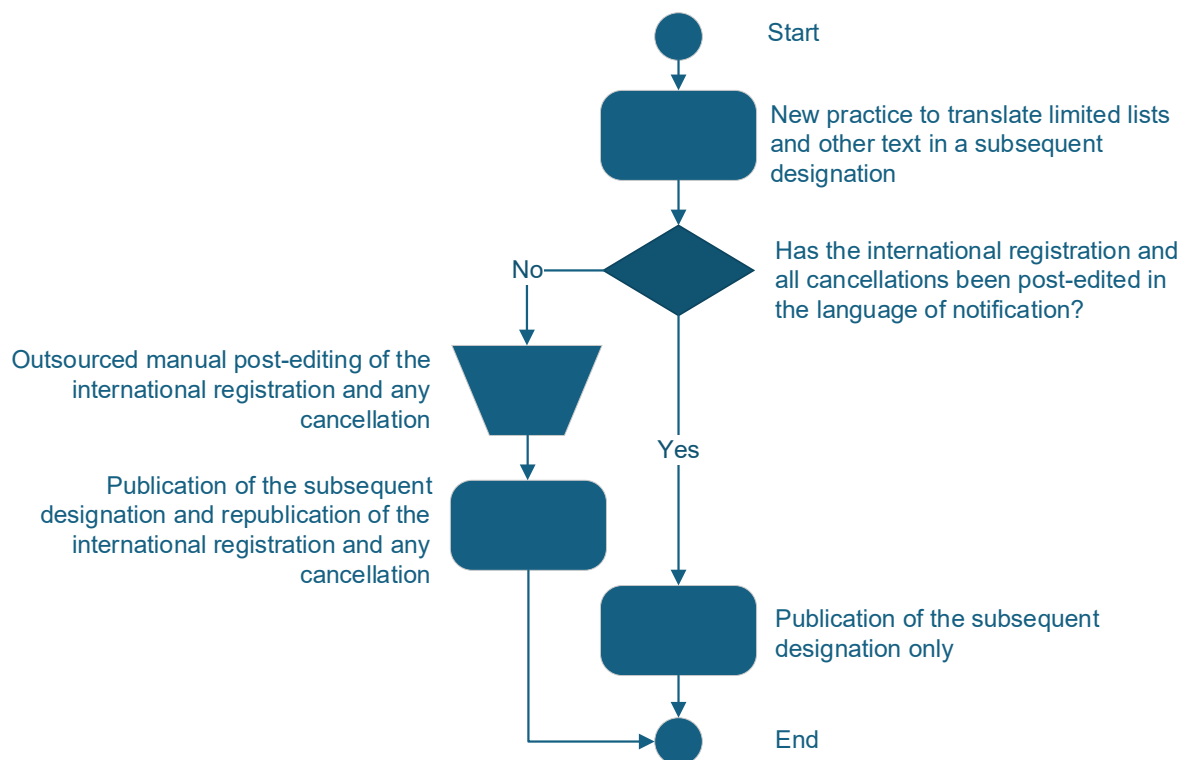
9. For example, machine-translation output in English and Spanish of an international registration filed in French would not be post-edited when the international registration only designates Contracting Parties that have opted to receive communications in French.

10. Nevertheless, when the holder of that international registration subsequently designates a Contracting Party that has opted to receive communications in English, the International Bureau will post-edit the international registration and any cancellation in English before notifying the subsequently designated Contracting Party.

11. The post-edited text of the international registration and of any cancellation will be published in the *WIPO Gazette of International Marks* (WIPO Gazette) along with the subsequent designation, and the Madrid Monitor database will be updated accordingly.

12. The process described above is similar to the process created to handle subsequent designations during the transition to a bilingual regime (English and French) and, later, to the current trilingual regime (English, French and Spanish). Graph II, below, illustrates the process for handling subsequent designations under the new differentiated translation practice.

Graph II: Process to Record Subsequent Designations



TIMELINE FOR THE INTRODUCTION OF THE NEW TRANSLATION PRACTICE

13. Instead of introducing the new translation practice to all registrations and recordings at once, the International Bureau opted for a sequential approach, introducing the new practice to a few transactions at a time.

14. In the period between October and December 2024, the International Bureau undertook preparatory work with the aim of introducing the new practice to the recording of limitations and invalidations. This preparatory work consisted of a detailed analysis, development of business and technical specifications, and allocation of internal resources. Development and testing took place during the first two months in 2025, with deployment occurring during the second week in March 2025.

15. Development is currently underway to implement the new translation practice for recording subsequent designations, which represents the most complex transaction type in the system. This complexity stems from the fact that, as previously explained, it may necessitate post-editing of earlier recordings and republication in the WIPO Gazette. Furthermore, successfully implementing the new practice for subsequent designations has been established as a critical prerequisite before extending it to international registrations and cancellations. The deployment of this new translation practice for subsequent designations is scheduled to take place in July 2025.

16. The International Bureau plans to implement the new translation practice for international registrations and cancellations in August 2025, covering both those resulting from the ceasing of effect of the basic mark and those requested by holders. Finally, before the end of the year, the International Bureau will extend this practice to limitations made in international applications and subsequent designations. Graph III, below, illustrates the timeline for the phased implementation of the new translation practice.

Graph III: Timeline for the Introduction of the New Translation Practice

Limitations and invalidations	Subsequent designations	International registrations and cancellations	Simultaneous limitations
New practice in place in March 2025	Expected to be in place in July 2025	Expected to be in place in August 2025	Expected to be in place in December 2025

PROJECTED SAVINGS FROM THE INTRODUCTION OF THE NEW TRANSLATION PRACTICE

17. During the two-month period between March 12 and May 12, 2025, the outsourcing cost for post-editing the recording of limitations and invalidations fell below 4,000 Swiss francs. In comparison, during the same period in 2024, that cost was approximately 10,000 Swiss francs. This reduction results from the new practice requiring post-editing for fewer words.

18. The International Bureau anticipates that the most substantial cost savings will be realized once the new translation practice is implemented for international applications and cancellations. Following full implementation of the practice across all transaction types, the annual savings could reach approximately 150,000 Swiss francs.

PRELIMINARY QUALITY ASSESSMENT OF MACHINE-TRANSLATION OUTPUT

19. At its twenty-second session, the Working Group requested that the International Bureau provide data on the accuracy of machine-translation tools used in the implementation of the new translation practice at future sessions².

20. As explained in paragraph 6, above, machine-translation concerns only 25 to 30 per cent of the total number of words in international registrations and recordings that cannot be automatically translated through the terminology database. For this content, WIPO uses its own machine-translation system called WIPO Translate.

21. As a proxy for quality, the International Bureau sought to determine the percentage of words of the machine-translation output that were amended during post-editing. For this purpose, the International Bureau analyzed data from the one-year period between February 2024 and February 2025. This analysis revealed that about 10 per cent of the words from the machine-translation output were amended during post-editing. These findings were consistent across all language combinations and remained constant throughout the review period.

22. Since the machine-translation output represents only 25 to 30 per cent of the total number of words in the translation workload, these preliminary findings suggest that between 2.5 and three per cent of the total number of words in international registrations and recordings is amended during post-editing. In other words, the translation process the International Bureau has implemented, combining automatic translation based on pre-validated terms and machine translation, results in approximately 97 to 97.5 per cent of the total number of words being translated accurately without human intervention.

23. Further analysis is needed to confirm these preliminary findings and to determine whether quality data on commercial machine-translation solutions is publicly available for benchmarking against WIPO's own solution. The analysis period could be extended to assess whether WIPO's machine-translation capabilities have improved over time. A comprehensive analysis could determine the extent to which source data from users and designated Offices containing grammatical and spelling errors is negatively affecting translation quality. Additionally, in-depth analysis could determine whether some post-editing changes reflect actual corrections or simply the linguistic preferences of translator-revisers. The International Bureau will continue this analysis and present its findings at future sessions.

24. The Working Group is invited to take note of the information presented in this document.

[End of document]

² See paragraph 18(iii) of document [MM/LD/WG/22/15](#) "Summary by the Acting Chair".