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WIPO
WORLD
INTELLECTUAL PROPERTY
ORGANIZATION

MM/LD/WG/24/7
ORIGINAL: ENGLISH
DATE: AUGUST 14, 2026

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

Twenty-Fourth Session
Geneva, October 5 to 9, 2026

PLAN FOR PHASE II OF THE MADRID INFORMATION TECHNOLOGY PLATFORM PROJECT, INCLUDING ITS RELATIONSHIP WITH THE POSSIBLE INTRODUCTION OF NEW MADRID SYSTEM LANGUAGES

Document prepared by the International Bureau

INTRODUCTION

1. At its twenty-third session, held in Geneva from September 22 to 26, 2025, 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 several documents regarding the possible introduction of new Madrid System languages[1]. Following the debates, the Working Group made several requests. Among these, it requested the International Bureau to present a plan for Phase II of the Madrid Information Technology (IT)

[1] Documents MM/LD/WG/16/7 "Proposal by the Delegation of China"; MM/LD/WG/16/9 Rev. "Proposal by the Delegation of the Russian Federation"; MM/LD/WG/17/10 "Proposal by the Delegations of Algeria, Bahrain, Egypt, Morocco, Oman, Sudan, the Syrian Arab Republic and Tunisia"; MM/LD/WG/21/7 "Report on Technical Consultations Held on the Possible Introduction of New Languages and Proposals for a Possible Way Forward"; MM/LD/WG/22/10 "Proposal by the Delegation of Japan"; MM/LD/WG/22/11 "Proposal by the Delegations of Brazil, Cabo Verde, Mozambique, Portugal and Sao Tome and Principe"; MM/LD/WG/22/12 "Proposal by the Delegation of Germany"; MM/LD/WG/22/13 Rev. "Proposal by the Delegations of Brazil, Cabo Verde, Germany, Japan, Mozambique, Portugal, the Republic of Korea and Sao Tome and Principe"; MMM/LD/WG/23/7 "Updated Statistics Concerning Document MM/LD/WG/22/6 Rev."; MM/LD/WG/23/8 "Updated Cost Estimates for the Possible Enhancement of the Terminology Database"; MM/LD/WG/23/9 "Detailed Explanation of the Unified Goods & Services Database (Formerly the Unified Terminology Database)"; MM/LD/WG/23/10 "Report on the Introduction of a Differentiated Translation Practice"; MM/LD/WG/23/11 "Comments on the 'International Registration Language Option' Contained in Document MM/LD/WG/22/13 Rev."; and, MM/LD/WG/23/12 "Technical Assessment of the Possible Implementation of the 'International Registration Language Option' Contained in Document MM/LD/WG/22/13 Rev.".

Platform project, including its relationship with the possible introduction of new Madrid System languages[2].

2. This document addresses the Working Group's request by (i) providing an overview of the Madrid IT Platform project and describing the objectives achieved under Phase I; (ii) describing the implementation plan for Phase II and the progress achieved through July 2026; and (iii) explaining the relationship between Phase II and the possible introduction of new Madrid System languages.

THE MADRID IT PLATFORM PROJECT

BACKGROUND AND RATIONALE

3. The Madrid System's IT infrastructure has, over several years, become increasingly reliant on a collection of legacy systems that were developed incrementally and, in an *ad hoc* manner, to meet immediate operational needs. While these systems have served the Madrid Registry adequately in the past, they have progressively become difficult and costly to maintain, insufficiently flexible to accommodate evolving user expectations, and unable to fully support the growing volume and complexity of transactions processed under the Madrid System. In addition, the existing legacy architecture presents its own challenges with respect to electronic data and document exchanges with the Intellectual Property (IP) Offices of Contracting Parties. Against this background, the International Bureau initiated the Madrid IT Platform project.

OBJECTIVES AND EXPECTED ADVANTAGES

4. The Madrid IT Platform project has the overarching objective of replacing the Madrid System legacy systems with a modern, robust, scalable, and maintainable IT infrastructure capable of meeting the current and future operational needs of the Madrid Registry.

5. The project will yield benefits for all stakeholders. Users benefit from guided, accessible, and secure online forms covering most transactions, as well as from a unified portfolio management interface enabling self-service and streamlined communication with the International Bureau. IP Offices will gradually benefit from the adoption of reliable, event-driven application programming interfaces (APIs) replacing the existing legacy file transfer protocols, thereby improving the timeliness and accuracy of communications.

6. The International Bureau will benefit from a modern and maintainable system that reduces operational costs, improves data integrity, and provides the flexibility required to respond to future developments in the Madrid System.

PROJECT STRUCTURE AND PHASES

7. The project has two phases. Phase I of the project focused on enhancing customer experience through the development and implementation of additional online services, creation of a new self-service user portal, improvements to communication with holders and representatives, development of APIs for data exchange with IP Offices, and improvements to data storage and integrity[3]. These achievements have resulted in the realization of the benefits mentioned in paragraph 5, above. Phase I was completed by the end of 2024 and delivered within its approved budget of six million Swiss francs[4].

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2 Document MM/LD/WG/23/14 "Summary by the Chair", paragraph 24(ii).
3 Document WO/PBC/26/9 "Capital Master Plan for 2018-27", Annex IV.
4 Document WO/PBC/38/3 Rev. "WIPO Performance Report (WPR) 2024", Annex IX.

8. Phase II of the project is aimed at establishing a new application architecture, upon which the Madrid Registry will base streamlined and cost-effective data processing and examination systems[5]. This will enable the flexibility and responsiveness required to support the current and future needs of the Madrid Registry and its customers. Realization of the expected benefits, mentioned in paragraph 6, are expected following Phase II delivery. Phase II is planned to run until the end of 2028 and has an approved budget of just over 10.9 million Swiss francs.
The table below shows the scope of deliverables between Phase I and Phase II of the project.

Table – Madrid IT Platform Project

	Phase I	Phase II
Online Services & Portfolio Management	• Madrid Credit Card Payment • Madrid Online Forms (*) • ID & Portfolio Management (Analysis) • eMadrid (version 1)	• eMadrid (hyper-care and version 2)
Data Exchanges with IP Offices	• Overhaul of Notification System • Madrid Office APIs (*)	• New Data Ingestion System
New Architecture	• Analysis and Planning • Madrid Object Storage System (MOSS) (*)	• Operational system for start-to-finish examination of new applications: New Application MVP (Core Architectural Elements: BPM, EMB, Data Access Module) • Database Refactoring
Implementation of Remaining Transactions		• Operational system for start-to-finish examination of remaining transactions

(*) Hyper-care and version 2 of these deliverables will run into Phase II

PHASE II IMPLEMENTATION PLAN

9. Phase II of the Madrid IT Platform project is structured around a set of clearly defined deliverables to be implemented progressively between 2025 and the end of 2028.
The implementation plan follows a sequenced approach. Foundational elements are established first to enable the subsequent development and deployment of more complex back-end examination systems. The plan encompasses five deliverables.

10. The first deliverable provided ongoing maintenance, enhancements, and hyper-care releases of the user-facing systems delivered in Phase I to ensure continued reliability and responsiveness. The second deliverable covers the replacement of the legacy data ingestion tool with a modern data ingestion system capable of more reliably validating and processing communications received from the IP Offices of Contracting Parties. The third deliverable comprises the refactoring of the legacy database structure, a prerequisite to ensuring data integrity and compatibility with the new application architecture. The fourth and most technically complex deliverable involves the development of a new examination system supporting the processing of the international applications, based on new core architectural elements capable of interfacing with both new and legacy external systems. The fifth deliverable involves the staged and gradual implementation of the remaining transactions using the platform created during the fourth deliverable.

5 Document WO/PBC/37/11 Rev. “Capital Master Plan Project Proposals”, Annex, pages 1 to 5.

PROGRESS ACHIEVED UNDER PHASE II OF THE MADRID IT PLATFORM PROJECT

11. Two major deliverables were fully completed in the early stages of Phase II.

12. With respect to eMadrid, the new portal was released to the public in a phased manner throughout 2025. An early beta release was made available to a select group of trademark professionals in March 2025, followed by a public beta launch at the International Trademark Association (INTA) Annual Meeting in May 2025, and the official full public release in September 2025.

13. The response from the Madrid System user community has been encouraging. By the end of June 2026, eMadrid recorded over 2.3 million logins from 34,800 unique users, with 75 per cent of active international registrations managed through eMadrid, 77 per cent of requests for recording presented via the platform, and management of over 330,000 assets (international applications or registrations) shared among users, demonstrating increased collaboration capabilities within the platform. With the official release of eMadrid, the legacy Madrid Portfolio Manager (MPM) was retired and historical webpages were removed, making eMadrid the default user environment. The eMadrid deliverable was formally fulfilled at the end of 2025.

14. A legacy document storage system was retired, and a new document storage system was fully operational in the second quarter of 2025. The new system provides improved document storage and retrieval capabilities and is designed to integrate more readily with new systems being developed under the project, in alignment with WIPO-wide organizational standards.

15. Development work on the new data ingestion system is well advanced. The planned release date is set for the end of July 2026, following which the system will be activated progressively, commencing with a defined subset of IP Offices and expanding to all Contracting Parties in a controlled and monitored manner.

16. Finally, the development of a new Madrid back-office system is currently underway. This new system will be the backbone of the Madrid Registry's examination function and is designed to integrate with artificial intelligence tools to facilitate and enhance the work of examiners. The system is expected to be operational for the start-to-finish examination of international applications in 2027, with the gradual integration of all remaining Madrid Registry transactions targeted for completion by the end of 2028, at which point the legacy examination systems will be fully decommissioned and the Madrid IT Platform project concluded.

RELATIONSHIP BETWEEN PHASE II OF THE MADRID IT PLATFORM PROJECT AND THE POSSIBLE INTRODUCTION OF NEW MADRID SYSTEM LANGUAGES

MULTILINGUAL CAPABILITIES OF THE NEW BACK-OFFICE SYSTEM

17. The new back-office system currently under development as the central deliverable of Phase II of the Madrid IT Platform project has been designed from the outset with multilingual functionality as a core architectural feature. Unlike the current back-office system, which was built incrementally over many years and whose architecture presents constraints with respect to the addition of new languages, the new back-office is being built on modern architectural principles that will allow it to support additional languages in the future. This represents a fundamental shift in the technical capacity of the Madrid Registry's operational systems to accommodate a possible language expansion of the Madrid System.

THE UNIFIED GOODS AND SERVICES DATABASE AND ITS ROLE IN THE NEW SYSTEM

18. A key enabler of the new back-office multilingual capabilities is the Unified Goods and Services Database (UGSD), the first version of which (in English, French and Spanish) is currently under development, in parallel with the new back-office system, and will be fully integrated with it. The UGSD is designed to consolidate data from the Madrid Goods and

Services (MGS) database and the International Bureau's internal classification database into a single, coherent repository structured in a format suitable for machine learning and automated classification decision support. Critically, the UGSD will be developed with the ability to support multilingual processing and will serve as the backbone of all classification activities within the new back-office system.

19. The integration of the UGSD into the new back-office system will bring significant enhancements to the quality and efficiency of classification work. The system will support AI-assisted classification capabilities, enabling examiners to benefit from automated decision support when assessing the classification of goods and services indications. Furthermore, the architecture of the UGSD will be designed to be readily scalable, meaning that the possible addition of new languages to the system can be accommodated without requiring fundamental changes to the underlying system architecture. In the medium to long term, the International Bureau envisages that the UGSD will also facilitate and streamline the process by which IP Offices of Contracting Parties contribute acceptability information and classification data, including through the development of dedicated APIs enabling more dynamic and proactive exchanges between the International Bureau and participating Offices.

20. Based on current planning, the full replacement of the internal classification database by the UGSD is anticipated to be completed in 2028, in alignment with the overall Phase II timeline.

IMPLICATIONS FOR THE INTRODUCTION OF NEW LANGUAGES

21. The current back-office system is scheduled to be retired upon the successful deployment of the new back-office system. The current system was not designed with multilingual scalability in mind, and introducing a new language into a system that is already in the process of being decommissioned would require the investment of technical and human resources, with benefits that would be limited in both scope and duration. Any development work undertaken on the current back-office system at this stage will risk diverting resources away from the completion of Phase II and delaying the delivery of the new back-office system, which is itself the platform on which future language expansion will most effectively and sustainably be built.

22. Taking into account the above considerations, the most prudent and cost-effective approach would be to defer the implementation of any new Madrid System language until Phase II of the Madrid IT Platform project has been fully completed, irrespective of whether and when the decision in principle to expand the Madrid System language regime might be taken. Specifically, it is advisable that any decision to introduce a new language be implemented only once the new back-office system has been expanded to support all Madrid Registry transaction types and operations; the current back-office system has been fully retired and decommissioned; the hyper-care period for the new system has been concluded; and the new system has been demonstrated to be fully operational, stable, and performing reliably in a production environment.

23. This approach would ensure that any new language is introduced directly and natively into a modern, scalable, and AI-enabled system, thereby maximizing the quality and sustainability of the multilingual service offered to users of the Madrid System, while avoiding unnecessary duplication of effort or wasteful investment in a system that is already in the process of being replaced.

24. The Working Group is invited to:

(i) consider the contents of the present document; and,

(ii) provide guidance to the International Bureau on a possible way forward on the proposals made for the introduction of new languages into the Madrid System.

[End of document]