Possible Evolution of the Madrid System

Secretariat Perspectives

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Secretariat statement at 2025 WG meeting

- Madrid System is old (1891 and 1989)
- The world has changed a lot since 1989
- Time to consider a rejuvenation

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Madrid Filings

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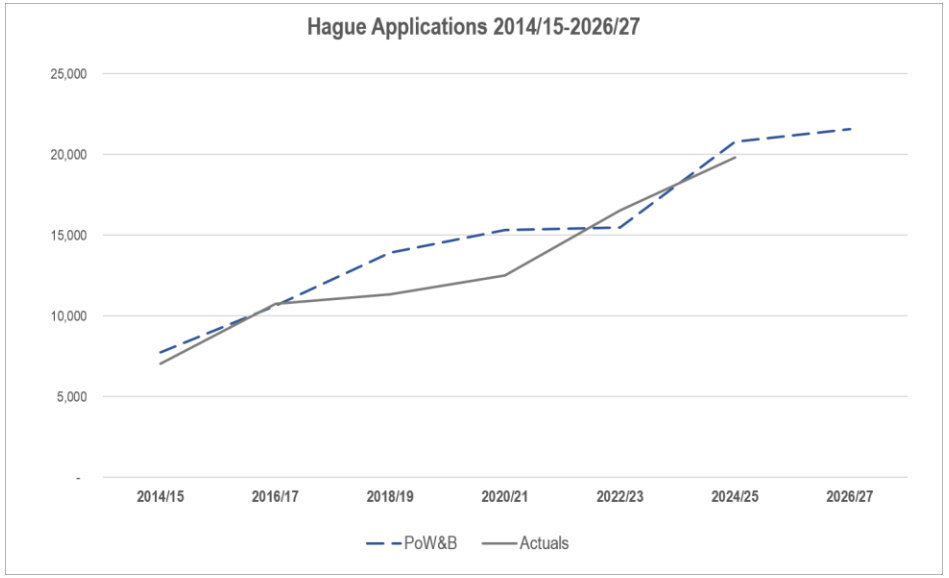

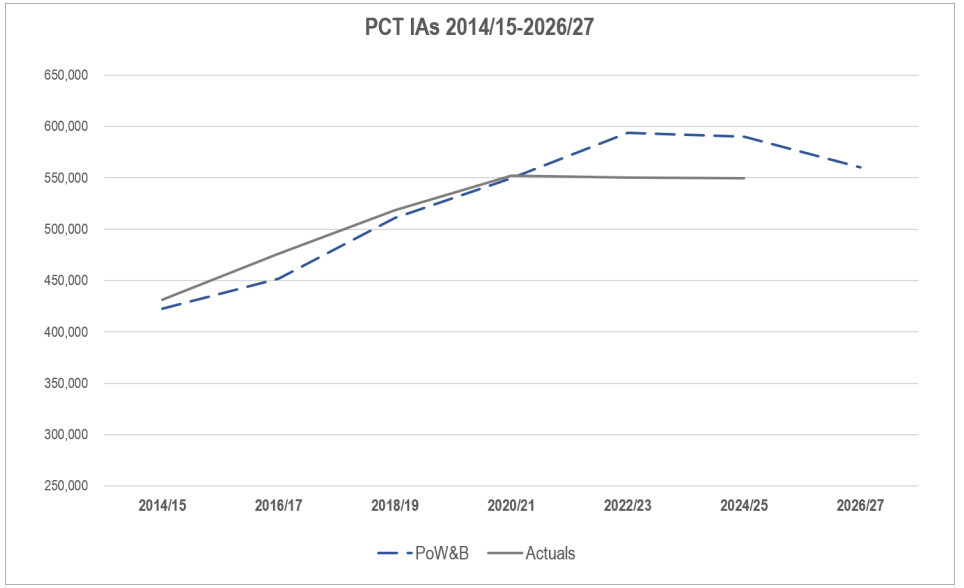

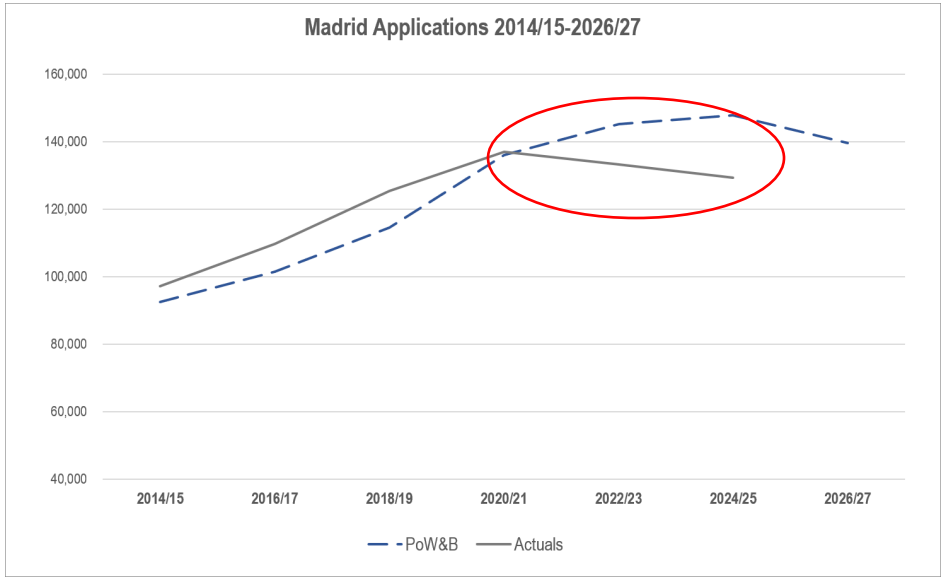

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Madrid Market Share

The Mother of all KPIs

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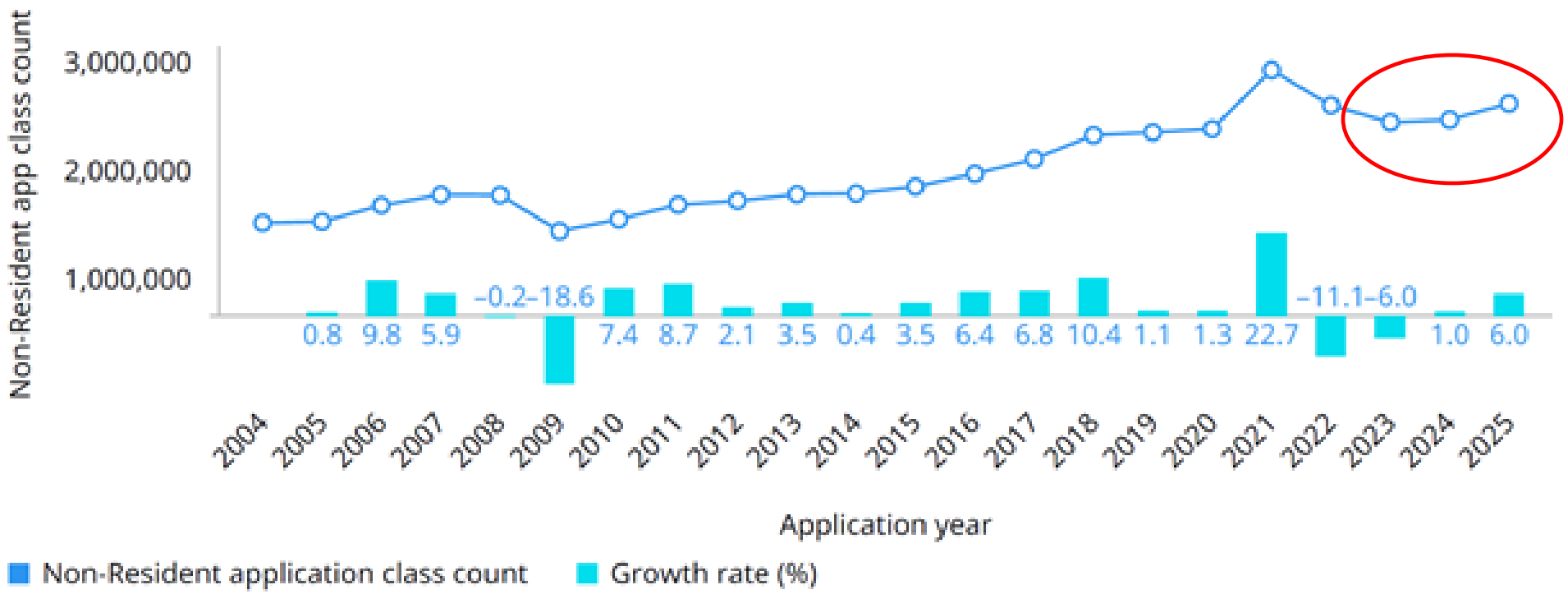
Overall TM Filings



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What does this mean?

- Piecemeal considerations are not enough (e.g. 3 year dependency)

- Overall consideration of the entire System is required
  - Speed
  - Flexibility
  - Legal certainty
  - Balance of interests of users and offices

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Key elements

- No basic mark
- No dependency
- Flexibility
- Direct filing at WIPO
- Mandatory self-designation
- New central attack mechanism at WIPO

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Madrid Languages

- Continued discussions
- Parallel agenda items
- Maybe they will meet in the future

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Proposed Secretariat mandate

- Document concerning the interplay of the key elements for consideration at the 2027 WG session.

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