Deep Dive: the Madrid System web resources
Madrid System Webinar

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How to use GoToWebinar
Structure of the Webinar

- Presentation: Interactive questions during the webinar
- Question and answer session
- Presentation slides and recordings on the Madrid Webinar page
- Short survey
How to access the Madrid System website

- From the WIPO Homepage (wipo.int)
- Navigation bar
- IP Services – Madrid
How to access the Madrid System website

- From the WIPO Homepage (wipo.int)
- IP Services – Madrid
In what languages is the Madrid System website available?

- Arabic, Chinese, English, French, Russian, Spanish, Japanese
- Arabic, Chinese, English, French, German, Russian, Spanish
- English, French and Spanish
Madrid Website

WIPO | MADRID

Madrid – The International Trademark System

The Madrid System is a convenient and cost-effective solution for registering and managing trademarks worldwide. File a single application and pay one set of fees to apply for protection in up to 122 countries. Modify, renew or expand your global trademark portfolio through one centralized system.

- Who can use the Madrid System?
- How much does it cost?

Read the full list of Madrid System FAQs.

Contact Madrid
Trademarks

What is a trademark?

A trademark is a sign capable of distinguishing the goods or services of one enterprise from those of other enterprises. Trademarks are protected by intellectual property rights.

- How can I protect my trademark?
- What rights does trademark registration provide?
- How long does trademark protection last?
- What kinds of trademark can be registered?
Who can use the Madrid System?

You can use the Madrid System if you have a personal or business connection to one of the System’s members. This means you must either be domiciled, have an industrial or commercial establishment in, or be a citizen of one of the 122 countries covered by the Madrid System’s 106 members. Find out what users say about the Madrid System.
Members of the Madrid System

The Madrid Union is made up of Contracting Parties to the Madrid Agreement and the Madrid Protocol.

The office of the Contracting Party in which you apply for or register your basic mark is referred to as the “Office of Origin”. In your international application, you can select Contracting Parties in which you’d like to protect your mark, or you can expand the geographical scope of your international registration under the Madrid System at a later time.

Membership

This Madrid Union currently has 116 members, covering 122 countries. These members represent more than 90% of world trade, with potential for expansion as membership grows.

Procedures

WIPO conducts a formal examination of the international applications for Contracting Parties may have specific requirements and procedures regarding applications, registrations, or designations through the Madrid System.

Declarations

The Madrid Agreement, Protocol and Regulations enable Contracting Parties to make declarations concerning the international registration system, notably in relation to matters such as and regarding the collection of official fees. These and other declarations are important to consider when designating a Contracting Party.

Future Contracting Parties

Information for prospective Contracting Parties considering accession to the Madrid System for the International Registration of Marks.
How much does it cost?

The cost of an international trademark registration includes the basic fee (653 Swiss francs; or 903 Swiss francs for a mark in color*), plus additional costs depending on where you want to protect your mark, and how many classes of goods and services will be covered by your registration.

For example, to register a trademark on February 16, 2018, with no color elements in India and the European Union, for one class of goods, the total cost will be 1'698 Swiss francs [653 basic fee + 148 (one class in India) + 897 (one class in the European Union)].

After obtaining an international trademark registration, additional fees apply to expand the geographical scope of coverage, modify or renew your trademark portfolio.

Learn more about fees | Estimate your fees

* If you file your application in the IP Office of a Least Developed Country (LDC), your basic fee will be reduced by 90% (to 65 or 90 Swiss francs).
Fees

Fees and Payments – Madrid System

Types of fees
The fees payable in connection with an application for international registration under the Madrid System comprise:

- The basic fee
- A complementary fee for each Contracting Party designated, and
- A supplementary fee for each class of goods and services in excess of three.

For certain Contracting Parties, the complementary fee is replaced by an ‘individual fee’. To confirm whether or not a Contracting Party applies the individual fee (and the amount of such fee), check the list of Individual Fees.

Warning – revisiting revisions

Fee amounts
Before filing your application, use the Fee Calculator to estimate the amount of fees payable. For an overview of basic, complementary, and supplementary fee amounts, see the Schedule of Fees. All fees must be paid in Swiss francs.

Warning – Fee Calculator results are based on information you have provided and the choice of Office as at the time the estimate is generated. The estimates are provided for information purposes only. For the most accurate estimates, consult the Fee Calculator immediately before you submit your application.

Where to submit fees
In general, all international trademark registration fees should be submitted to WIPO. However, for certain Contracting Parties, you may submit applications fees directly to an Office of Origin; the Office will then forward the fees to WIPO.

For a list of Contracting Parties that will collect and forward your application fees to WIPO, refer to the Decisions made by Contracting Parties of the Madrid System (Decisions of the MadridSection 36024).

Warning – Failure to pay your fees in full will result in the annulment of your application. The notice will contain a payment deadline (typically 3 months), after which the application will be deemed abandoned.

Where to submit fees: Contact the relevant IP Office to determine how to submit fees directly. Contact information is available through the World Intellectual Property Organization (WIPO) website.

Payment methods
There are four ways to submit your fees to WIPO: Current Account at WIPO, credit card (in certain cases), bank transfer, or postal transfer (within Europe only).

- Option 1: Current Account at WIPO
- Option 2: credit card payments
- Option 3: bank or postal transfer

Payment follow-up
If you do not receive a payment acknowledgement within 10 days of submitting your payment, please contact us.

Refund request
To request a refund, please fill in the information.

WIPO | MADRID
The International Trademark System
Frequently Asked Questions: Madrid System

- How can I contact the Madrid Registry?
- Which form should I use to apply for the international registration of my mark?
- How can I send WIPO the forms required for the international registration of a mark?
- How can I calculate international application fees and make a payment to WIPO?
- How can I check the status of my international application or request a change concerning an international registration?
- How can I check the status of my international registration?
- How can I renew my international registration?
- How can I transfer my international registration to someone else?
- What is the time limit for an Office of a designated Contracting Party to issue a provisional refusal of protection?
- How can I reply to a provisional refusal received from one of the Contracting Parties in which I applied for protection of my mark?
- How can I request an extract, an attestation or a certified copy of an international registration?
Contact Madrid

Use this form to make an enquiry or to submit a form/response to WIPO. To get started, tell us who you are.

I am:

- a trademark holder, representative or any other interested party

My request concerns:

Submit
News

Survey on WIPO's New Digital IP Service
February 18, 2020

Madrid System: Discover our First Webinars of the Year
February 4, 2020

Brexit Agreement: Implications for Madrid System Users
January 30, 2020

Email updates

- Madrid Highlights – Articles, tips, statistics and publications on the Madrid System (issued quarterly)
- Madrid Notices – Legal Information Notices, news and updates on developments in the Madrid System

Sign up | All WIPO newsletters
Madrid e-services

Madrid System online tools and resources to support trademark owners at each stage of the international trademark registration lifecycle. Madrid e-services brochure.

- **Search**
  - Global Brand Database

- **File**
  - Madrid Goods & Services Manager
  - Member Profiles Database
  - Fee Calculator
    - International Application Form (MM2)
      - PDF

- **Monitor**
  - Madrid Monitor

- **Manage**
  - Madrid Portfolio Manager
    - e-Subsequent Designation
    - e-Renewal
    - e-Payment
    - Madrid System forms
IP Portal
Madrid e-services

Madrid System online tools and resources to support trademark owners at each stage of the international trademark registration lifecycle. Madrid e-services brochure.

- Search: Global Brand Database
- File: Madrid Goods & Services Manager, Member Profiles Database, Fee Calculator (International Application Form (MM2) PDF)
- Monitor: Madrid Monitor
- Manage: Madrid Portfolio Manager (e-Subsequent Designation, e-Renewal, e-Payment, Madrid System forms)

WIPO | MADRID
Search: Madrid e-Services

Before you file a local or international trademark application, it is important to search existing trademarks in your target markets.

Your search will help uncover trademarks that may be similar or identical to yours. If your trademark infringes on the rights of another person or company, you may not be able to register it.

Available WIPO tools and e-services

Global Brand Database
Start your search for existing identical or similar trademarks in your target markets with this simple yet powerful tool. Browse trademarks from multiple national and international databases to find out whether the trademark you want to register (or a similar one) is already protected.

Features & benefits:
- Over 36 million trademark records from 46 databases (including those registered through the Madrid system)
- 14 data field search options, including image search
- Easy to search - filter on a variety of criteria, such as description or Nice Classification
- Autocomplete search suggestions
- Downloadable search results and records

Learn more | Launch the Global Brand Database

Tips
- If you need assistance with your pre-filing search or advice on strategies to avoid conflicts with existing trademarks, consult a trademark attorney or agent.
- National and regional intellectual property offices generally maintain a list of registered attorneys and agents.

How to search

Start your search with the Global Brand Database. This resource includes brand data from 36 sources, including trademarks registered through WIPO’s Madrid System.

1. What other countries, regions, and organizations are included in the database?
2. What can you search in the database?
3. Is there a country or region you are interested in? If so, included in the Global Brand Database, you should start by searching the trademark register of that particular country/region. Use the Member Profiles Database to locate contact information and websites for Trademark Offices of Madrid System members.

More information is available in the guide to searching before filing.

Resources
- Madrid e-Services brochure
- Global Brand Database: an introduction
- Databases directory
- Product FAQs
- Global Brand Database webinar (live, recording and slides)
Monitor: Question

Do you need to log in to your WIPO account to use Madrid Monitor?

- Yes
- No
Monitor: Madrid e-Services

After filing through your Office of origin, you can track the status of your international application as it moves through WIPO’s examination process.

Once your trademark has been registered by WIPO, monitor its progress and find out if protection has been granted or refused in your target markets.

- International applications
- Monitor

Available WIPO tools and e-services

- Global Brand Monitor: Edit the status of your international application or trademark registration, access detailed information on trademarks registered through the Madrid System, and keep an eye on competitors’ marks.
- Subscription Services: Access trademark records via an intuitive search interface.
- Connect: Search and view search results and downloadable files.
- Trademark Status Check: Access the status of your international trademark registration and related requests, including changes in status, renewals, and terminations.
- Madrid division: Get the best possible service for your trademark.
- Register: Keep an eye on changes in trademark registrations through the Madrid System.
- Connect to WIPO: Create an account.
- Document Delivery: Update your address.

Getting started with Madrid Monitor

With Madrid Monitor, you can easily search for a specific trademark, or browse and use the search function.

- Search Madrid search: Search Madrid Database.
- Trademark Status Check: Search Pending.
- Other search functions: Search Madrid Database.

How to monitor

- Monitor your international application or registration.
- Tracking the status of your international application or registration.
- Find out when your application or registration is ready.
- Details of the international registration process.
- Use our services to enhance your trademark portfolio.
- Further decisions and investigations.
Manage: Madrid e-Services

Once you have obtained an international trademark registration through the Madrid System, you can make important changes to your entire portfolio of registered trademarks in one place. Modify your international trademark registration, expand its geographical coverage, transfer or renew your registration and more.

Available WIPO tools and e-services

Madrid Portfolio Manager
Manage your portfolio of trademark registrations with secure access from your WIPO Account.
Features & benefits
- Submit requests for changes, renewals, subsequent designations
- Track the status of your requests
- Pay fees
- Delegate management responsibility for all or part of your portfolio (user-defined)
- View and securely download communications from trademark offices and WIPO
- Download your credits abroad

Other useful management tools
- Subsequent Designations
- Apply online to expand the geographical scope of your international trademark registration.
- Removal
- Remove your international trademark registration entirely in multiple countries.
- Payment
- Pay for changes, subsequent designations, renewals and more using a credit card or bank account at WIPO.

How to manage

Administrative changes
- How to pay fees
- How to change the name or address of the trademark holder
- How to record a change in ownership
- How to appoint a representative to act on your behalf

Changes in the geographical scope of your trademark registration
- How to expand the geographical scope of coverage for your trademark (i.e. subsequent designations)
- How to withdraw your international trademark registration in some or all countries identified by the designated offices

Changes in the list of goods and services
- How to modify the list of goods and services covered by your international trademark registration for some or all countries (i.e. limitation)
- How to remove some or all of the goods and services from all of the countries under your international trademark registration (i.e. cancellation)

Other changes
- How to renew your international trademark registration every 10 years
- How to search for similar marks and determine whether you are eligible to register your mark

More information is available in the guide to managing an international registration.
Using the Madrid System

The Madrid System supports you throughout the lifecycle of your trademark, from application through to renewal. Use these guides to find out more about how to search for existing trademarks before you apply for protection, how to file an international application, and how to manage your international trademark registration.

Learn more

- How the Madrid System works | Benefits of the Madrid System
- Making the Most of the Madrid System [PDF] (how to complete your international application and other forms)
How the Madrid System Works

The International Trademark Registration Process

Stage 1 – Application through your National or Regional IP Office (Office of origin)

Before you can file an international application, you need to have already registered, or have filed an application, in your “home” IP Office. The registration or application is known as the basic mark. You then need to submit your international application through this same IP Office, which will certify and forward it to WIPO.

Stage 2 – Formal examination by WIPO

WIPO only conducts a formal examination of your international application. Once approved, your mark is recorded in the International Register and published in the WIPO Gazette of International Marks. WIPO will then send you a certificate of your international registration and notify the IP Offices in all the territories where you wish to have your mark protected.

Stage 3 – Substantive examination by National or Regional IP Offices (Office of the designated Contracting Party)

The IP Offices of the territories where you want to protect your mark will make a decision within the applicable time limit (12 or 18 months) in accordance with their legislation. WIPO will record the decisions of the IP Offices in the International Register and then notify you.
Moving forward
If you wish to proceed to file an application, refer to:

- How to search before filing
- How to file an application
- How to monitor an application and registration
- How to manage a registration

Find out more

[Image of book: International Registration of Marks: Objectives, Main Features, Advantages]

Download

[Video: How to use the Madrid System]
How to

Search before filing

Before filing an international application, you should search to find out if identical or similar marks already exist in your target markets. Use this guide to find out how to search WIPO's Global Brand Database before filing your application, as well as how to locate the trademark registers of national and regional trademark Offices.

File an international application

In order to file an international application, you must have already registered or applied for a mark in your "home" IP Office. Learn more about the process, including your eligibility to use the Madrid System, how to complete your application form, required fees, and how to track the status of your application as it moves through the examination process.

Monitor an international application or registration

Once you've filed an international application with your "home" trademark office, it will be certified and sent to WIPO for examination. Learn more about the stages of the international registration process (including the roles played by WIPO and each national/regional trademark office) – including a preview of the types of documents you may receive along the way.

Manage your trademark registration

You can easily manage your international trademark registration through our centralized system. Find out how to renew or cancel, extend the geographical scope of protection, transfer ownership or appoint a representative, and learn more about the forms required for your requests.
How to Search

How to Search Before Filing: Overview

Overview

Why search?

Global Brand Database

National and regional IP Office databases and registers

If you discover a similar or identical mark

Related links

Before filing an international application through the Madrid System, you should search to find out if identical or similar marks already exist (or are pending) in your target markets.

Use this guide to find out how to search WIPO's Global Brand Database before filing your application, and how to locate the trademark registers of national and regional trademark Offices.
How to File

How to file your international application: Overview

In order to file an international application, you must have already registered or applied for a mark in your “home” IP Office.

This guide explains more about the process, including your eligibility to use the Madrid System, how to complete your application form, required fees, and how to track the status of your application as it moves through the examination process.

The International Trademark Registration Process:

- Basic application/registration: “Basic Mark”
- Applicant
- Office of Origin
- WIPO
- Office of the designated Contracting Party
- Offices of the designated Contracting Party

WIPO is the international registration authority for trademarks under the Madrid System. It registers the mark in its International Register and issues a certificate of registration and notification to the designated Contracting Parties.

License Agreement:

- The International Trademark Registration Process
- How to file your international application
- Fees
- Track your application
- e-services for filing
- Other related links
How to Monitor your International Application: Overview

Overview

Once you've filed an international application with your "home" trademark office, it will be certified and sent to WIPO for examination.

Use this guide to learn more about the stages of the international registration process (including the roles played by WIPO and each national/regional trademark office), preview the types of documents you may receive throughout the process, understand the possible outcomes of examination, and learn how to track your application or registration.
How to Manage your International Registration: Overview

Once your mark has been recorded in the International Register, the Madrid System makes it possible for you to manage your international registration via a single centralized system.

For instance, a single submission is sufficient to (totally or partially) transfer or renew your international registration in multiple countries/regions, or to appoint a (new) representative before WIPO. You can also record changes to the holder's name and address, request a change in ownership, or restrict the scope of your international registration.

For additional information on potential changes to your international registration, refer to the list of Madrid System forms, Making the Most of the Madrid System, now (a guide to completing your forms), and the Guide to the International Registration of Marks under the Madrid Agreement and Protocol.
### Resources for trademark users

#### Legal resources
- Legal texts on trademarks
- Declarations made under the Madrid System
- Guide to the International Registration of Marks
- WIPO Gazette of International Marks (in Madrid Monitor)
- Alternative dispute resolution

#### Training resources
- Madrid webinars
- Madrid seminars
- Madrid video tutorials
- Distance learning

#### Other resources
- Madrid System forms
- Examination Guidelines for classification of goods & services [PDF](#)
- Office practices on replacement
- Madrid System statistics
- Madrid System pendency rates [PDF](#)
- Certified documents from the Madrid Registry

**Warning – misleading invoices**
Legal Resources

Legal resources

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**Warning** – misleading invoices
Certified Documents: Question

Say you would like to learn more about requesting certified documents. What other resources can you use to do so?

- Contact Madrid and How to Manage page
- Contact Madrid, How to Manage page or the Madrid e-Services page under Manage
Resources for IP offices

Current members

Current members of the Madrid Union have duties as both an Office of Origin and an Office of a designated Contracting Party. Learn more about members' obligations, as well as helpful tools like Madrid System statistics, model forms and provisions.

Future members

Becoming a member of the Madrid Union requires preparation. WIPO is available to help prospective members get ready for accession to the Madrid Protocol. Find out more about the preparatory work required and access tools developed specifically to help new members through the accession process.

Working Group and Madrid Assembly

Members of the Madrid System meet annually in the Working Group and the Madrid Union Assembly to discuss various matters, with the aim to improve the Madrid System for all users. Find out more about past and upcoming meetings.

International applications and subsequent designations in progress

Madrid Office Portal
Contact: Question

How can you contact the Madrid Customer Service?

- By phone only
- By phone and by using the Contact Madrid
- By phone, by using Contact Madrid and by fax
Contact

Contacts

Madrid Customer Service is on hand to answer your questions and guide you through trademark transactions and Madrid services.

Opening hours: Monday - Friday, 9:00 a.m. to 6:00 p.m. (Geneva time)

Enquiries / Form submissions / Certified documents from the Madrid Registry

- Contact Madrid
- Tel: +41 22 338 86 86
If you are a lawyer or attorney working in an IP office (law firm), which of those would you select?

- A trademark holder, representative or any other interested party
- From a national or regional IP office
## Related links

<table>
<thead>
<tr>
<th>Trademarks</th>
<th>Reference</th>
<th>Other IP services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meetings on trademarks</td>
<td>Laws &amp; Treaties</td>
<td>Hague System (industrial designs)</td>
</tr>
<tr>
<td>Trademark statistics</td>
<td>Nice Classification</td>
<td>Article 6ier (emblems)</td>
</tr>
<tr>
<td>Case studies on trademarks</td>
<td>Vienna Classification</td>
<td>Lisbon System (appellations of origin)</td>
</tr>
<tr>
<td></td>
<td>Standards (country codes, INID codes)</td>
<td>PCT System (patents)</td>
</tr>
<tr>
<td></td>
<td>IP Office directory</td>
<td>Alternative dispute resolution services</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Domain name disputes</td>
</tr>
</tbody>
</table>
Q&A Session about the Webinar

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Keep Updated on the Madrid System

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