



WIPO | MADRID

The International  
Trademark System

# 상표 소유권 이전 안내/ e-Madrid를 중심으로 마드리드 제도 웨비나

Howard LEE

**Republic Of Korea**  
**2023년 6월 28일**

# 발표자

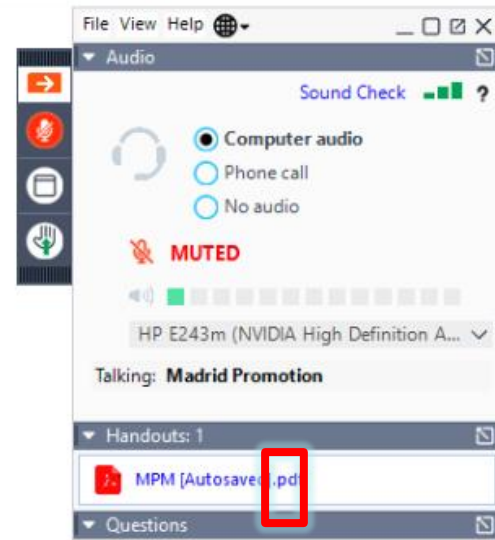


Howard LEE

External Consultant  
**WIPO Madrid**



# GoToWebinar 사용법



# 본 웨비나의 구성

- 프레젠테이션 - 참여형 질문 및 실시간 시연
- 마지막에 질의응답 세션이 진행됨
- 프레젠테이션 자료는 다운로드 가능함
- 녹화 자료는 [마드리드 웨비나 페이지](#)에 업로드됨
- 간략한 피드백 설문 조사

# 소유권 변경

MM5양식으로 신청, 국제등록상표의 소유권 변경은 크게 4가지로 구분 됨

- 모든 상품 및 서비스에 대한 모든 지정 국가
- 모든 상품 및 서비스에 대한 일부 지정 국가
- 일부 상품 및 서비스에 대한 모든 지정 국가
- 일부 상품과 서비스에 대한 일부 지정 국가

# e-Madrid – 소유권의 변경 (I)

MM5 form 양식의 전자적 제출 방식. 소유권 변경을 통하여 하기와 같은 업무를 할 수 있습니다.

- 전체, or 부분
- 일부 제품/ 서비스, or
- 일부 지정국
- 각 단계별 절차에 대한 확인
- Online payment

## e-Madrid – 소유권의 변경 (II)

- 전부 혹은 부분 소유권의 변경의 수수료는 177 CHF
- 자동으로 확인메일 발송
  - 자세한 신청내용
  - 신청에 대한 WIPO Reference No,
  - Real-Time search를 사용하여 실시간 조회 가능

# Question?

■ E-마드리드를 통하여 국제등록상표의 부분 소유권 이전이 가능한가요?

■ 네

■ 아니요



# Question?

- 현재 국제상표등록에 기록된 소유자가 더 이상 존재 하지 않는 경우 누가 WIPO 사무국에 소유권변경 신청을 할 수 있나요?
  - 권리이전을 받고자 하는 새로운 권리권자
  - 위 새로운 권리권자의 대리인
  - 이전 혹은 새로운 권리권자의 본국관청

# 소유권 변경 신청이 가능한자

- 상표의 현 등록 권리권자 (Transferor)
- 상표의 신규 권리권자 ( Transferee)
  - Transferor가 신청하는 경우 본국관청 및 WIPO에 신청가능
  - Transferee가 신청하는 경우 Transferor혹은 Transferee의 본국관청을 통해서만 가능
  - WIPO는 소유권에 대한 법적 판단을 하지 않음
  - Transferee에 의한 신청은 본국관청이 검증 판단

# 소유권 변경 신청이 가능한자

- Transferee가 신청하는 경우 WIPO는 소유권에 대한 법적 판단을 하지 않음
- Transferee에 의한 신청은 본국관청이 검증 판단

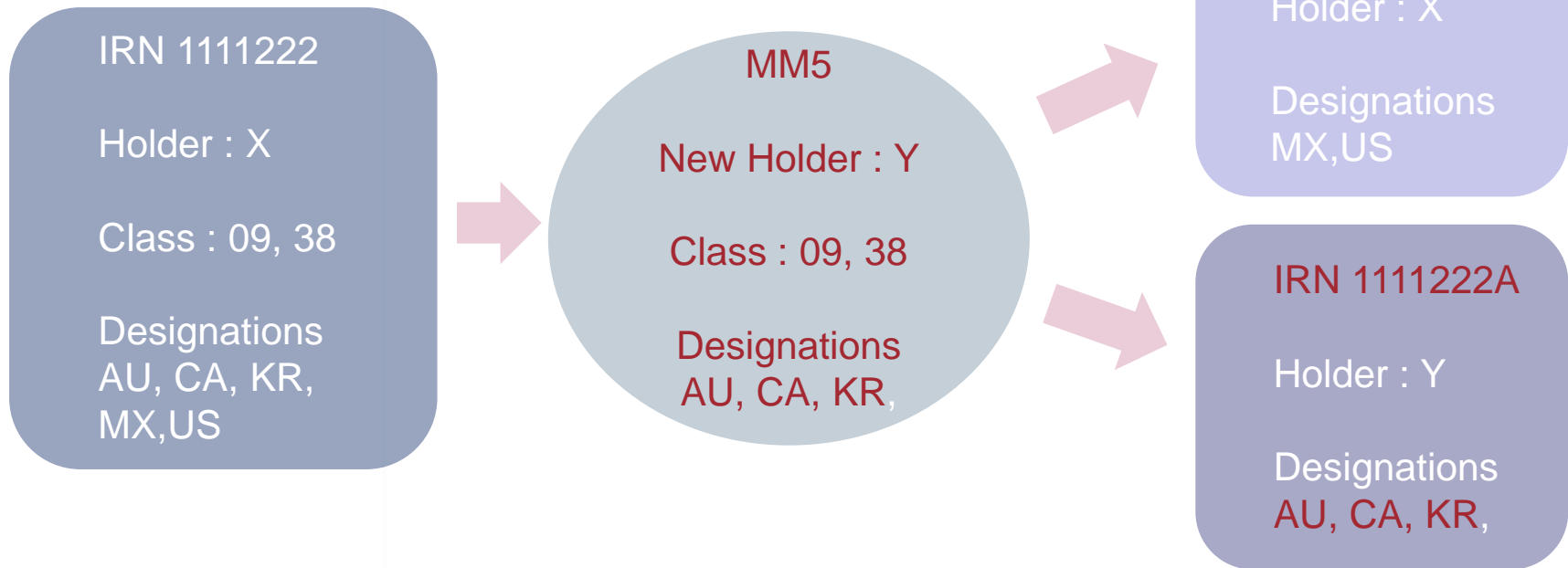
# Entitlement

- Transferee는 하기의 4개의 Entitlement 중 적합한 한가지를 선택하여야 함
  - 체결국이 Transferee의 국적임
  - 체결조직(EU or OAIP)의 회원국이 Transferee의 국적임
  - 체결국 혹은 조직에 Transferee가 거주하고 있음
  - 체결국 혹은 조직에서 실제적이고 유효한 상업, 산업활동을 하고 있음

# 대리인의 지정

- Transferee는 대리인의 지정이 가능함
  - MM5 를 제출하거나 e-마드리드를 통해 신청시 대리인 지정이 가능함
  - Transferee의 확인이 있어야 가능함
  - 소유권의 전부 이전인 경우 이전의 등록이 완료되면 이전 소유권자의 대리인은 직원으로 말소 됨

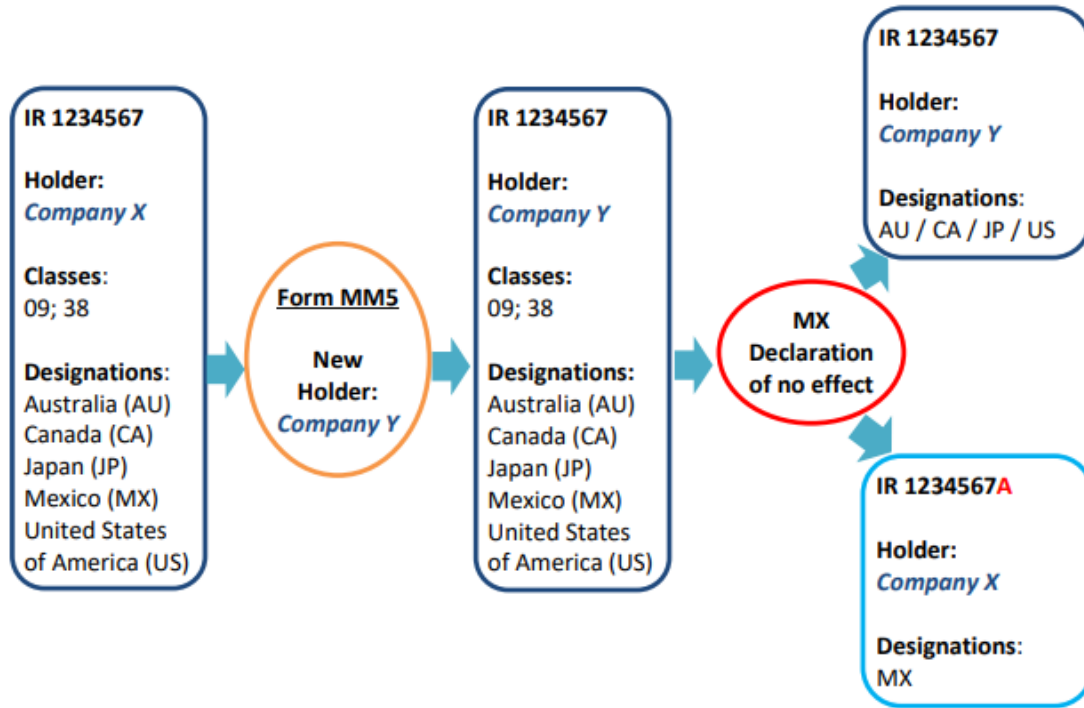
# 부분 소유권 이전



# 지정국관청의 No effect 선언

- 지정국관청은 통보 받은 소유권 변경 신청에 대해 No Effect를 선언할 수 있음
- 부분 이전에 경우에 주로 발생할 수 있음
- 지정국의 법령에 따라 판단함
  - Transferee의 법적지위가 상표의 소유에 부적합
  - 일부 소유권 이전이 대중에 혼돈을 야기할 경우

# 지정국관청의 No effect 선언





# 하자 및 하자의 치유

- 하자가 발생한 경우 WIPO는 보정을 요구함
- 통보일로부터 3개월 내에 하자가 치유 되어야 하며
- 3개월 도과시 포기 한것으로 간주
- 수수료의 절반인 88.50 CHF만 환불함
- 관청을 통하여 접수한 신청의 하자의 경우 원 소유자 혹은 새로운 소유자가 신청한 관청에 관청이 하자를 보정할 것인지 아니면 신청인들이 해야 하는 지를 별도 확인해야 함



## WELCOME TO THE WIPO IP PORTAL

Login with your WIPO Account to access WIPO's online IP services

<input type="text" value="Username *"/>	<input type="password" value="Password *"/>	<input type="button" value="Login"/>
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[Create WIPO account](#) [Forgot your username?](#) [Forgot your password?](#)

# Single sign-on – WIPO IP Portal

The image displays two screenshots of the WIPO IP Portal interface. The top screenshot shows the header with 'WIPO IP PORTAL', 'MENU', 'HELP', 'ENGLISH', 'LOGIN', and 'WIPO'. A search bar contains the text 'What are you looking for?'. A red circle highlights the 'LOGIN' button, with a red arrow pointing down towards the bottom screenshot. The bottom screenshot shows the 'WELCOME TO THE WIPO IP PORTAL' page with the text 'Login with your WIPO Account to access WIPO's online IP services'. It features a login form with 'Username \*' and 'Password \*' fields, a 'Login' button, and a 'Create WIPO account' link circled in red. Other links include 'forgot your username?' and 'Forgot your password?'. A 'New Madrid Transactions' notification is visible in the top right of the bottom screenshot.

# WIPO IP Portal - eMadrid

WIPO IP PORTAL MENU Covid-19 Update X

What are you looking for?

- MY FAVORITES
- PATENTS
- TRADEMARKS**
  - Search
  - File & Manage**
    - eMadrid** **New** Perform transactions under the Madrid System online.
    - eMadrid Reference** **New** Consult reference data for international applications and registrations.
    - Madrid Portfolio Manager** Manage your portfolio of international trademark registrations.
    - Contact Madrid** Send enquiries and submit official forms, documents and responses to irregularity letters, and request extracts from the international register.
  - Pay
  - IP Offices
  - Statistics
- DESIGNS
- GEOGRAPHICAL INDICATIONS
- PLANT VARIETY PROTECTION
- DIGITAL EVIDENCE
- ASSISTANCE PROGRAMS
- MEDIATION AND ARBITRATION
- DOMAIN NAME DISPUTE RESOLUTION
- PAYMENTS

# e-MADRID : new Gateway to all Madrid System Online Services

**eMADRID**  
PROTECT YOUR TRADEMARKS IN MULTIPLE COUNTRIES

↓ DISCOVER eMADRID

**WHAT IS eMADRID?**

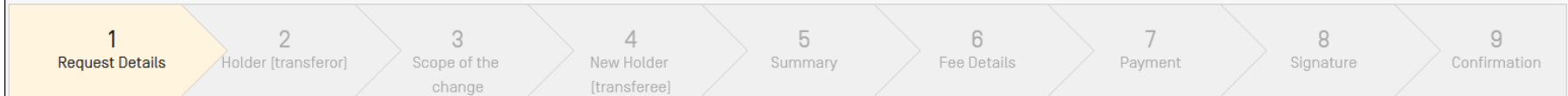
eMADRID provides you with central and secure access to all the online technical services you need to file and manage international trademark applications and registrations under the Madrid System.

**SERVICES**

- PREPARE YOUR APPLICATION**  
Use the Madrid Application Assistant to prepare your application for international registration.  
Get started
- MONITOR YOUR REGISTRATION**  
Use Madrid Monitor to track the status of your international application or registration.  
Get started
- EXPAND PROTECTION OF YOUR REGISTRATION**  
Use our Subsequent Designation service to expand the geographical scope of your international registration.  
Get started
- LIMIT THE GOODS AND SERVICES**  
Restrict the list of goods and services for the Contracting Parties designated in your international registration.  
Get started
- RENUNCE PROTECTION IN CONTRACTING PARTIES**  
Abandon the effects of your international registration for all goods and services, for some of the designated Contracting Parties.  
Get started
- MANAGE YOUR REPRESENTATIVE**  
Appoint, cancel or change name and/or contact details of your representative, as recorded in the International Register.  
Get started
- CHANGE HOLDER DETAILS**  
Change the holder's name and/or address as recorded in the International Register.  
Get started
- CHANGE OWNERSHIP**  
Record a total or partial change in ownership of your international registration.  
Get started
- RENEW YOUR REGISTRATION**  
Renew your international registration for all or some of the designated Contracting Parties.  
Get started
- REQUEST A CERTIFIED DOCUMENT**  
Request certified documents and extracts from the Madrid Registry.  
Get started

# Step 1 : Request Details (I)

## CHANGE IN OWNERSHIP



### REQUEST DETAILS

The request for the recording of a change in ownership must be authorized [signed] by the recorded holder or by the recorded holder representative.

If the email address in your WIPO account, does not match the email address of the recorded holder or of the recorded holder representative, we will email a request for approval [signature] to the recorded holder representative, if any, or to the holder.

A request for the recording of a total change in ownership [i.e., for all goods and services and for all Contracting Parties] can be submitted for multiple international registrations in a single request, provided they are being transferred from the same recorded holder [transferor] to the same new holder [transferee].

A request for the recording of a partial change in ownership [i.e., for some goods and services or for some Contracting Parties] must concern only one international registration.

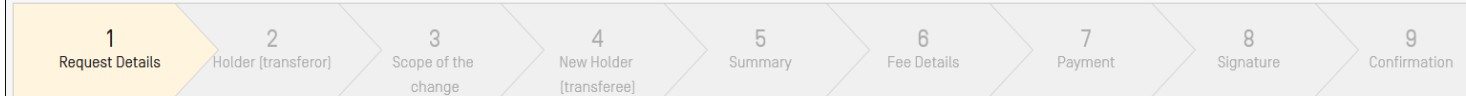
[Learn more about the Change in Ownership](#)

My request concerns \*

- Total change in Ownership
- Partial change in Ownership

# Step 1 : Request Details (II)

## CHANGE IN OWNERSHIP



### REQUEST DETAILS

The request for the recording of a change in ownership must be authorized [signed] by the recorded holder or by the recorded holder representative.

If the email address in your WIPO account, does not match the email address of the recorded holder or of the recorded holder representative, we will email a request for approval [signature] to the recorded holder representative, if any, or to the holder.

A request for the recording of a total change in ownership [i.e., for all goods and services and for all Contracting Parties] can be submitted for multiple international registrations in a single request, provided they are being transferred from the same recorded holder [transferor] to the same new holder [transferee].

A request for the recording of a partial change in ownership [i.e., for some goods and services or for some Contracting Parties] must concern only one international registration.

[Learn more about the Change in Ownership](#)

My request concerns \*

- Total change in Ownership
- Partial change in Ownership

Next

# Step 2 : Holder - Transferor (I)

## ▼ TOTAL CHANGE IN OWNERSHIP

### TOTAL CHANGE IN OWNERSHIP

A request for the recording of a total change in ownership can be submitted for multiple international registrations in a single request, provided they are being transferred from the same recorded holder [transferor] to the same new holder [transferee]".

The search will only display **active** international registrations.

Holder Name

Trademark  
WIPO Patentscope

International Registration Number

Search





# Step 2 : Holder - Transferor (II)

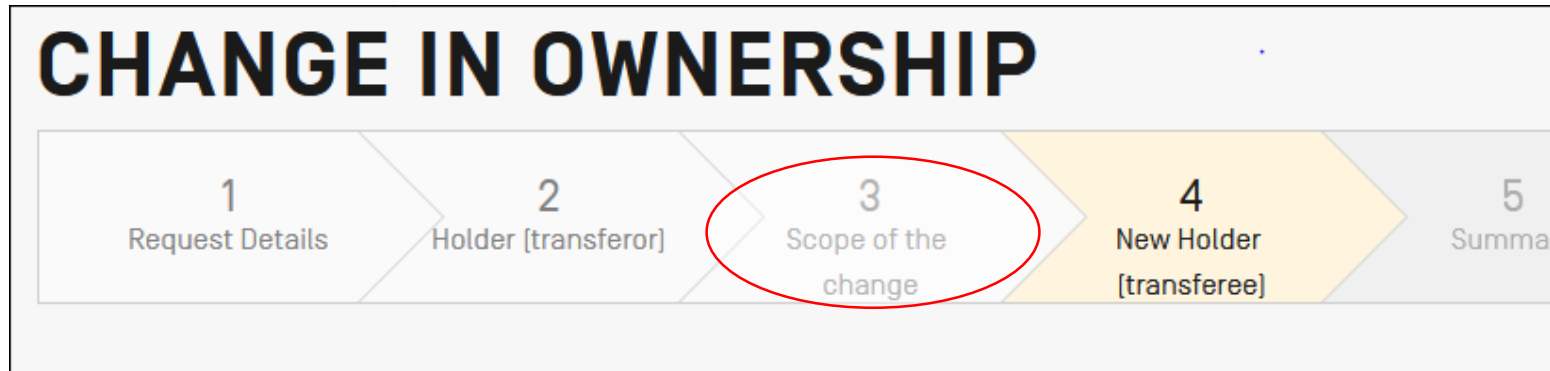
Selected International Registration(s): 1

<input checked="" type="checkbox"/>	INTERNATIONAL REGISTRATION NUMBER ↕	MARK ↕	HOLDER ↕	REPRESENTATIVE ↕
<input checked="" type="checkbox"/>	1358297	WIPO PATENTSCOPE	Organisation Mondiale de la Propriété Intellectuelle 34, chemin des Colombettes CH-1211 Genève 20	

Cancel Back **Next**



# Step 3 : Scope of the Change (I)



# Step 3 : Scope of the Change (II)

## PARTIAL CHANGE IN OWNERSHIP

### DESIGNATIONS

If the change in ownership is to be recorded for all the designated Contracting Parties, please select all. Otherwise, please select the designated Contracting Parties for which the change in ownership is to be recorded.

The recording of a partial change in ownership may be requested for only some of the designated Contracting Parties or only some of the goods and services, or a combination therefrom. Please select below the designated Contracting Parties and the goods and services for which the change in ownership is to be recorded. Please note that where the request concerns Brazil, as designated Contracting Party, the new holder [transferee] declares that the transferee, or a company controlled by the new holder [transferee], effectively and lawfully conducts business in connection with the goods and services for which the international registration has effect in Brazil.

Designated Contracting parties

- AU [Australia]
- EM [European Union]
- KR [Republic of Korea]

Selected Contracting Parties 0 / 3

select all

unselect all

# Step 3 : Scope of the Change (III)

**GOODS AND SERVICES**

If the change in ownership is to be recorded for all goods and services, please, select all. Otherwise, please select the class number[s] for which the change in ownership is to be recorded. If you wish to transfer only some of the goods or services in a class, please click "Select and Edit" in the class concerned and indicate the goods or services to be transferred. Please, use semicolons ; to separate items in the list.

Class 9	Select and Edit	select
Class 16	Select and Edit	select
Class 35	Select and Edit	select
Class 38	Select and Edit	select
Class 41	Select and Edit	select
Class 42	Select and Edit	select
Class 45	Select and Edit	select

# Step 4 : New Holder – Transferee (I)

## NEW HOLDER (TRANSFEREE)

If there is more than one new holder [transferee], only indicate the details of the first new holder [transferee] and provide the details of the additional joint new holder[s] by selecting "Add joint holder[s] transferee[s]" at the bottom of this page. Each new holder [transferee] must be entitled to use the Madrid System [be a national of or have a domicile or a real and effective industrial or commercial establishment in a member of the Madrid System].

Name

Francesca Fusco

Email address

co@wipo.int

Phone number

Country

Switzerland

Address

chemin des Colombettes


# Step 4 : New Holder – Transferee (II)

Preferred language for correspondence English	▼
Nature of the transferee <input checked="" type="radio"/> Natural person <input type="radio"/> Legal entity	
Nationality Switzerland	▼
Entitlement of the transferee	
Entitlement of the transferee <input checked="" type="radio"/> Contracting State of which the transferee is a national <input type="radio"/> Member State of the Contracting Organization (i.e., EU or OAPI) of which the transferee is a national <input type="radio"/> Contracting Party in the territory of which the transferee is domiciled <input type="radio"/> Contracting Party in the territory of which the transferee has a real and effective industrial or commercial establishment	
Contracting Party Switzerland	▼
Cancel Save	

# Step 4 : New Holder – Transferee (III)

**NEW HOLDER (TRANSFEREE)**

If there is more than one new holder (transferee), only indicate the details of the first new holder (transferee) and provide the details of the additional joint new holder(s) by selecting "Add joint holder(s) transferee(s)" at the bottom of this page. Each new holder (transferee) must be entitled to use the Madrid System [be a national of or have a domicile or a real and effective industrial or commercial establishment in a member of the Madrid System].

name  

**REPRESENTATIVE OF THE NEW HOLDER (TRANSFEREE)**

The appointment of the new holder (transferee) representative must be authorized [signed] by the new holder (transferee). If the email address in your WIPO account does not match the email address of the new holder (transferee) that you have indicated above, WIPO must email a request to approve [sign] this appointment to the new holder (transferee).

If the new holder (transferee) either rejects or does not approve [sign] this request WIPO will record the change in ownership without recording the appointment of the new holder (transferee) representative. The new holder (transferee) may request the recording of such appointment anytime thereafter by using the relevant online form.

Appoint a representative

**ADDRESS FOR CORRESPONDENCE**

Fill a correspondence address

# Step 4 : Holder - Transferor

▼ **TOTAL CHANGE IN OWNERSHIP**

**SELECTION**

▶ Selected International Registration(s): 1

**TRANSFEROR**

Current Holder

Organisation Mondiale  
de la Propriété Intellectuelle  
34, chemin des Colombettes  
CH-1211 Genève 20  
a\*\*\*\*\*l@\*\*\*\*\*o.int

Wipo email address that will overwrite transferor email address [TEST]  
@wipo.int

Current Correspondence Contact

Organisation Mondiale de la Propriété Intellectuelle  
à l'attention Monsieur Denis Cohen 34, chemin des Colombettes Genève 20



# Step 5 : Summary (I)

1 Request Details   2 Holder (transferor)   3 Scope of the change   4 New Holder (transferee)   5 Summary   6 Fee Details   7 Payment   8 Signature   9 Confirmation

**▼ TOTAL CHANGE IN OWNERSHIP**

**INTERNATIONAL REGISTRATION NUMBER**

▶ Selected International Registration[s]: 1


**RECORDED HOLDER (TRANSFEROR) DETAILS**

Organisation Mondiale  
de la Propriété Intellectuelle  
34, chemin des Colombettes  
CH-1211 Genève 20  
a\*\*\*\*\*i@\*\*\*\*\*o.int

**NEW HOLDER (TRANSFEEE)**

▶ name Francesca Fusco

Cancel   Back   **Next**



# Step 6 : Fee details

1 Request Details   2 Holder [transferor]   3 Scope of the change   4 New Holder [transferee]   5 Summary   **6 Fee Details**   7 Payment   8 Signature   9 Confirmation

**▼ TOTAL CHANGE IN OWNERSHIP**

**FEE DETAILS**

Total or partial transfer fee: Calculation [1 x 177]	177.00
Total [CHF] [Swiss francs]:	<b>177.00</b>

Cancel   Back   **Next**

# Step 7 : Payment

**Payment details**

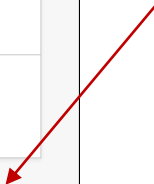
Transaction ID **TMFRMTR-200002023**  
Transaction subject **TR**  
Amount to pay **177.00 CHF**

Your reference [optional, free text box for your own purposes]

E-mail address  
[redacted]@wipo.int

Payment Method:  
 Credit/Debit card  
 Current account at WIPO

[Back](#) [Submit](#)



# Step 8 : Signature

1 Request Details

2 Holder [transferor]

3 Scope of the change

4 New Holder [transferee]

5 Summary

6 Fee Details

7 Payment

8 Signature

9 Confirmation


▼ **TOTAL CHANGE IN OWNERSHIP**

**SIGNATURE**

Approval of Current Holder  
Email is sent to f [redacted]@wipo.int for confirmation. You will be notified as soon as the Current Holder has approved your request

Next

# Email : acknowledgment of receipt (I)

MADRID SYSTEM ONLINE SERVICES		WIPO	
<p>Greetings,</p> <p>Thank you for using the Madrid System Online Services.</p> <p>We acknowledge receipt of the request for recording indicated below.</p>			
<b>Request for the Recording of a Change in Ownership</b>			
Date of the request:	03 Jun 2022		
International Registration Number(s):	1358297		
Recorded Holder's Name	Organisation Mondiale de la Propriété Intellectuelle		
<b>New Holder's (Transferee) Details</b>			
Name	F [REDACTED]		
Address	chemin des Colombettes Switzerland		
Email address	[REDACTED]@wipo.int		
Entitlement to be the new holder of an international registration	Contracting State of which the transferee is a national, Switzerland		
Nationality of the holder, where the holder is a natural person	Switzerland		
<b>Signature</b>			
Signature by the Recorded Holder:	Status	Created	
	Find out more	about electronic signatures.	
<b>Payment Information</b>			
Payment date	03 Jun 2022		
Payment Method:	Current Account		
Transaction number:	TMFRMTR-200002026		
Amount to be Debited (in Swiss francs)	177		
<p>The amount of 177 (Swiss francs) will be charged to your WIPO account. Please indicate the transaction number for any claim relating to this payment.</p> <p>We will process the request for recording indicated above if no further signature by the recorded holder or by the recorded holder's representative is required.</p> <p>Should the signature of the recorded holder or of the recorded holder's representative be required, we will process this request for recording as soon as we received such signature. In such case, we will keep you informed of the signature status of this request and provide you with the WIPO reference number.</p> <p>Please <a href="#">contact us</a> if you have any questions.</p> <p>Best regards,</p> <p>The Madrid Registry</p>			
<p>World Intellectual Property Organization 34, chemin des Colombettes   CH-1211 Geneva 20   Switzerland   <a href="http://www.wipo.int">www.wipo.int</a></p> 			

# Email : acknowledgment of receipt (II)

**MADRID SYSTEM ONLINE SERVICES** | **WIPO**

Greetings,

We ask that you kindly review the details of a request for recording of a Transfer of ownership.

If you agree, please sign this request; otherwise, ignore this message.

[Review and Sign Request](#)

This link will expire in fourteen (14) days, on 17 Jun 2022 15:11:59 CEST.

We will process this request for recording as soon as all the required parties have signed it.

Please [contact us](#) if you have any questions.

Best regards,

The Madrid Registry

IMPORTANT - External signature requests expires 14 days after sending.

World Intellectual Property Organization  
34, chemin des Colombettes | CH-1211 Geneva 20 | Switzerland | [www.wipo.int](http://www.wipo.int)

**WIPO**  
WORLD  
INTELLECTUAL PROPERTY  
ORGANIZATION

# Email : signature status

MADRID SYSTEM ONLINE SERVICES		WIPO
Greetings,		
Please find an update on the signature status of the request for recording indicated below.		
<b>Details of the Request for Recording</b>		
<b>Request for the Recording of a Change in Ownership</b>		
Date of the request:	03 Jun 2022	
International Registration Number(s):	1358297	
Recorded Holder's Name	Organisation Mondiale de la Propriété Intellectuelle	
<b>Payment Information</b>		
Payment date	03 Jun 2022	
Payment Method:	Current Account	
Transaction number:	TMFRMTR-200002026	
Amount to be Debited (in Swiss francs)	177	
<b>Signature</b>		
Signature by the Recorded Holder:	Status: Signed Find out <a href="#">more</a> about electronic signatures.	

# Email : Summary of the request (I)

MADRID SYSTEM ONLINE SERVICES		WIPO
<p>Thank you for using our E-services.</p> <p>We acknowledge receipt of your request for the Total change in Ownership.</p> <p>Please see below a summary of your request.</p> <p>We will also send an acknowledgment of receipt of your request to the email address of the holder or the representative if different from the email address indicated in your request.</p>		
Request for the Recording of a Change in Ownership		
Date of the request:	03 Jun 2022	
International Registration Number(s):	1358297	
Recorded Holder's Name	Organisation Mondiale de la Propriété Intellectuelle	
New Holder's (Transferee) Details		
Name	Francesca	
Address	chemin des Colombettes Switzerland	
Email address	[redacted]@wipo.int	
Entitlement to be the new holder of an international registration	Contracting State of which the transferee is a national, Switzerland	
Nationality of the holder, where the holder is a natural person	Switzerland	

Signature	
Signature by the Recorded Holder:	Status: Signed Find out <a href="#">more</a> about electronic signatures.
Payment Information	
Payment date	03 Jun 2022
Payment Method:	Current Account
Transaction number:	TMFRMTR-200002026
Amount to be Debited (in Swiss francs)	177

The amount of 177 (Swiss francs) will be charged to your WIPO account. Please indicate the transaction number for any claim relating to this payment.

This request is now being processed by WIPO.


You can track the status of this request for recording on [Madrid Monitor](#) and receive alerts each time this status is updated.

Please [contact us](#) if you have any question

Best regards,

The Madrid Registry

World Intellectual Property Organization  
34, chemin des Colombettes | CH-1211 Geneva 20 | Switzerland | [www.wipo.int](http://www.wipo.int)





# Email : External Signature Request (I)

## EXTERNAL SIGNATURE REQUEST

The content of the document requiring review and signature will be made available to you by the person who submitted the external signature request

Document type <b>Transfer of ownership</b>	WIPO reference <b>1358297</b>	Applicant/agent's file reference
External signature request ID <b>67zSmSdynPeL</b>	Requested by <b>Francesca Fusco</b>	Date and time <b>03 Jun 2022 17:11:59 CEST</b>

Current date and time at recipient Office: 03 Jun 2022 17:25:23 CEST  
**IMPORTANT** - External signature requests expire 7 days after sending.  
[Link to document](#)

Informal message

Select action \*  
Approve and sign document

Signature of Applicant/Agent \*  
 Text signature  
 Image signature  
 Hand-drawn signature

Should include name

Signature \*  
/ F [redacted] /

Submit

# Email : External Signature Request (II)

## EXTERNAL SIGNATURE REQUEST

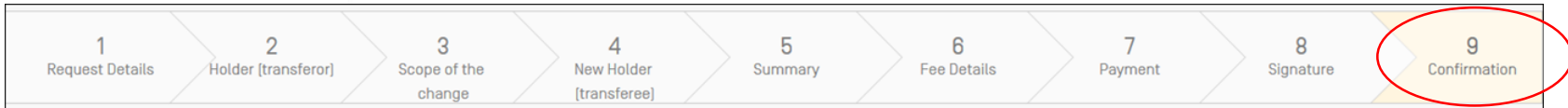
**The person who submitted the external signature request will be notified that the following document has been signed.**

Document type Transfer of ownership  
External signature request ID G7zSmSdynPeL

International Application Number 1358297  
Requested by F [REDACTED]

Applicant/agent's file reference  
Date and time 03 Jun 2022 17:11:59 CEST

# Step 9 : Confirmation (I)



## TOTAL CHANGE IN OWNERSHIP

### CONFIRMATION

Thank you for using the Madrid System Online Services.

We acknowledge receipt of the request for recording indicated below.

### REQUEST FOR THE RECORDING OF A CHANGE IN OWNERSHIP

Date of the request: 03 June 2022

International Registration Number(s): 1358297

Recorded Holder's Name **Organisation Mondiale de la Propriété Intellectuelle**

### NEW OWNER (TRANSFEREE)

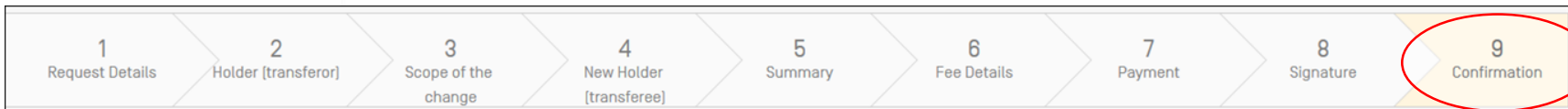
Name [REDACTED]  
Address **Chemin des Colombettes, Switzerland**  
Phone number  
Email address **francesca.fusco@wipo.int**

Entitlement to be the new holder of an international registration **Nationality, Switzerland**  
Nationality of the holder, where the holder is a natural person **Switzerland**

### SIGNATURE

Signature by the Recorded Holder **Status: Created**  
Find out [more](#) about electronic signatures.

# Step 9 : Confirmation (II)



## PAYMENT INFORMATION

Payment Method: Credit Card  
Transaction number: TMFRMTR-200002028  
Amount to be Debited [in Swiss francs] 177

The amount of 177 will be charged to your credit card. Please indicate the transaction number for any claim relating to this payment.

WIPO Finance Division do not issue any payment receipt of invoice for on-line credit card settlements. This electronic message is generated as the payment confirmation.

We will process the request for recording indicated above if no further signature by the recorded holder or by the recorded holder's representative is required.

Should the signature of the recorded holder or of the recorded holder's representative be required, we will process this request for recording as soon as we received such signature. In such case, we will keep you informed of the signature status of this request and provide you with the WIPO reference number.

Please [contact us](#) if you have any questions.

Close your session

# Video Explainers and Tutorials



Madrid "How-to" series

## Change of ownership

0:00 / 0:00

WIPO | MADRID

**How to change the ownership of an international registration**

This tutorial will show you how to request a change of ownership and how to fill the corresponding [MM5 form](#). [About changes in ownership](#).

# 통합 탐색 기능

The screenshot shows the WIPO IP Portal homepage. At the top left, the WIPO logo is circled in red. The page features a navigation menu with categories like 'Understand & Learn', 'Find & Explore', 'Protect & Manage', 'Partner & Collaborate', and 'About WIPO'. The main content area is divided into four columns: Patent Protection, Trademark Protection, Industrial Design Protection, and Geographical Indication Protection. Below these are sections for Plant Variety Protection, IP Dispute Resolution, IP Office Business Solutions, and Paying for IP Services. A footer section contains links to various tools like Global Brand Database, Madrid Monitor, 6ter Express, NCLPUB, VCL, and Vienna Classification Assistant.

**WIPO** IP Portal

Help ▾ English ▾ [IP Portal login](#)

Understand & Learn ▾ Find & Explore ▾ **Protect & Manage** ▾ Partner & Collaborate ▾ About WIPO ▾

Patent Protection	Trademark Protection	Industrial Design Protection	Geographical Indication Protection
PCT – The International Patent System	Madrid – The International Trademark System	Hague – The International Design System	Lisbon – The International System of Appellations of Origin and Geographical Indications
ePCT	eMadrid	eHague	eLisbon
Budapest – The International Microorganism Deposit System	eMadrid Reference		
	Article 6ter (armorial bearings, flags, state emblems)		

Plant Variety Protection (UPOV)	IP Dispute Resolution	IP Office Business Solutions	Paying for IP Services
UPOV PRISMA	Mediation	Centralized Access to Search and Examination (CASE)	WIPO Pay
	Arbitration	Digital Access Service (DAS)	Current Account at WIPO
	Expert Determination		
	Domain Name Disputes		

[Find more IP tools in the IP Portal >](#)

<b>Global Brand Database</b> Search for Trademarks, appellations of origin, official emblems and international nonproprietary names.	<b>Madrid Monitor</b> Search among all trademarks registered through the Madrid System and consult the WIPO Gazette of International Marks.	<b>6ter Express</b> Search for flags and other State emblems as well as for names, abbreviations and emblems of IGOs, communicated under Article 6ter of the Paris Convention.
<b>NCLPUB</b>	<b>VCL</b>	<b>Vienna Classification Assistant</b>

# 일원화된 서비스

WIPO

IP Portal

Help English IP Portal login

Home > Madrid System > eMadrid

## eMadrid

Protect Your Trademarks In Multiple Countries

Discover eMadrid

**Introducing eMadrid**  
Your New Gateway to all Madrid System Online Services.

**Madrid System Podcast**  
Episode 2 of the Madrid System Podcast is in. Listen now!

### What is eMadrid?

eMadrid provides you with central and secure access to all the online tools and services you need to file and manage international trademark applications and registrations under the Madrid System.

### Services

- PREPARE YOUR APPLICATION**  
Use the Madrid Application Assistant to prepare your international registration
- MONITOR YOUR REGISTRATION**  
Use Madrid Monitor to track the status of your international application or registration.
- EXPAND PROTECTION OF YOUR REGISTRATION**  
Use our Subsequent Designation service to expand the geographical scope of your international registration.

# 고객지원 정보에의 빠른 접근

IP Portal

WIPO

Help ^

English v

IP Portal login

Home > Madrid System > eMadrid > Madrid Monitor

## Madrid Monitor

Keep up to date with your international registrations. Follow the status of your international application or trademark registration, access detailed information on all trademarks registered through the Madrid System, and keep an eye on competitors' trademarks.

**Important!** All holders and representatives must provide WIPO with an email address to receive all communications related to their international applications and registrations. Find out more about Madrid System electronic communications.

**Tip!** Submit - or update - your email address via eMadrid, selecting 'Change Holder Details' or 'Manage Representative'. Identify registrations with missing email addresses using our email address status filter.

Search

WIPO Gazette

Support

simple search

advanced search

realtime search

image search

Search for



Start your search by entering words, numbers, dates, classes or countries: the most likely search field(s) will be automatically selected for you. If you wish to change the assigned field(s), use the drop down menu next to your term. Leave the search box empty to browse the full collection.

Contact Us

FAQs

How to Search

More About Madrid

Terms of Use

Privacy Policy



# 통합 인증(SSO)

The image shows two overlapping screenshots of the WIPO IP Portal. The top screenshot is the homepage, featuring the WIPO logo, navigation links for 'Help', 'English', and 'IP Portal login' (highlighted with a red circle), and a main heading 'WIPO IP Portal' with a sub-heading 'The hub for protecting a globally'. Below this is a search bar and a section titled 'IP Portal - Patent t'. The bottom screenshot is the login page, titled 'WIPO 방문을 환영합니다' (Welcome to WIPO), with a sub-heading 'WIPO의 온라인 IP 서비스에 접속하시려면 WIPO 계정으로 로그인 하십시오.' (To access WIPO's online IP services, please log in with a WIPO account). The login form includes fields for '사용자 아이디' (User ID) and '비밀번호' (Password), a blue '로그인' (Login) button, and a 'WIPO 계정 만들기' (Create WIPO account) link. At the bottom, there are links for '아이디 찾기' (Forgot ID) and '비밀번호 찾기' (Forgot Password).

This is a detailed view of the login page. It features the WIPO logo and a navigation menu with '도움말' (Help) and '한국어' (Korean). The main heading is 'WIPO 방문을 환영합니다' (Welcome to WIPO). Below the heading is the text 'WIPO의 온라인 IP 서비스에 접속하시려면 WIPO 계정으로 로그인 하십시오.' (To access WIPO's online IP services, please log in with a WIPO account). The login form consists of two input fields: '사용자 아이디' (User ID) and '비밀번호' (Password) with an eye icon for visibility. A prominent blue button labeled '로그인' (Login) is positioned below the fields. Underneath the button is a link for 'WIPO 계정 만들기' (Create WIPO account). At the very bottom, there are two links: '아이디 찾기' (Forgot ID) and '비밀번호 찾기' (Forgot Password).

# 내 즐겨찾기

Madrid Fee Calculator IP Portal - FAQ ePCT Hague E-Filing Madrid Monitor

WIPO

Help English



52168-John OFFICE

Home > Madrid System > eMadrid > Madrid Monitor

## Madrid Monitor

Keep up to date with your international registrations. Follow the status of your international application or trademark registration; access detailed information on all trademarks registered through the Madrid System; and keep an eye on competitors' trademarks.

**Important!** All holders and representatives must provide WIPO with an email address to receive all communications related to their international applications and registrations. Find out more about Madrid System electronic communications.

**Tip!** Submit - or update - your email address via eMadrid, selecting 'Change Holder Details' or 'Manage Representative'. Identify registrations with missing email addresses using our email address status filter.

Search WIPO Gazette Support

- simple search
- advanced search
- realtime search
- image search

Search for

Start your search by entering words, numbers, dates, classes or countries; the most likely search field(s) will be automatically selected for you. If you wish to change the assigned field(s), use the drop down menu next to your term. Leave the search box empty to browse the full collection.

- My WIPO Account
- My Academy Dashboard
- My IP Portal Dashboard
- My Favorites
- Logout

# 사용자화할 수 있는 위젯 대시보드

Madrid Fee Calculator IP Portal - FAQ ePCT eHague - Filing Madrid Monitor

WIPO

Help English 52168-John OFFICE

Home > IP Portal > My Dashboard

## MY DASHBOARD

Change view Feedback

« Widgets [Clear Dashboard](#)

- > Patents
- ▼ Trademarks
  - Madrid Monitor
  - Global Brand Database
  - Madrid System Member Profiles
- > Designs
- > Geographical Indications
- > Digital Evidence
- > Payments
- > Wipolex
- ▼ General
  - Latest news
  - World Clock
  - My Favorites
  - Quick Links
  - Notepad

### GLOBAL BRAND DATABASE

Search Saved Searches

Search Global Brand Database

Search by Brand name, Applicant/Holder name, Application/Registration number

### MADRID MONITOR

0 Watched IRNs

Quick Search

Search by trademark text or IRN.

### QUICK LINKS

USPTO

Madrid System Video Tutorials

[Add a link](#) or drag and drop it in the widget.

### MY FAVORITES

Madrid Fee Calculator

IP Portal - FAQ

ePCT

eHague - Filing

Madrid Monitor

### NOTEPAD

Register to the specialized distance learning course on the Madrid system (DL-303)

### WORLD CLOCK

15:04	23:04
April 19, 2023	April 19, 2023
Switzerland	Australia/Eastern Standard

### LATEST NEWS

10 reasons why you should vote for the winners of the #WorldIPDay Video...

April 19, 2023 @WIPO on Twitter

Women inventors, creators, and entrepreneurs are making a difference 🧡...

April 18, 2023 @WIPO on Twitter



**WIPO | MADRID**

The International  
Trademark System



질의응답

# 여러분의 의견을 들려주세요!



<https://ipportal.wipo.int>

# 수료증




- 수료증을 링크드인, 트위터 및 기타 소셜미디어에 공유해보세요.



**‘#MadridSystem’**  
해시태그로 WIPO를  
태그하세요.

# 마드리드 제도 팟캐스트

## WIPOD – International Trademark System Talks

- 스포티파이 
- 애플 팟캐스트 
- 구글 팟캐스트 



# 이용 후기와 사례 연구

## Madrid System Case Study Highlight: Panasonic, Branding for Further Growth and Greater Value

October 5, 2021

We continue with our highlights of key case studies giving you practical insights on how companies across various industries use the Madrid System globally to their advantage. Our latest study focuses on [Panasonic, the renowned Japanese electronics corporation](#).

Panasonic provides a wide range of products and services that are used in consumers' daily lives worldwide. These include home appliances, the electronic components used in them, housing and various services.



With more than a hundred years of experience, the company has been thoroughly committed to creating a better life for its users under the brand slogan of "A Better Life, A Better World".

Over the years, Panasonic introduced several business brands to achieve further growth and greater brand value in each area of business. In 2008, the corporation changed its name from the Matsushita Electric Industrial Co., Ltd to the Panasonic Corporation, consolidating its brand identity.

Discover how, with such a varied portfolio and an expansion strategy geared internationally, Panasonic uses the Madrid System to simplify the administrative procedures and greatly reduce costs.

[Read the full Panasonic case study](#)



### Micromax on How WIPO's Madrid System Supports its International Growth Strategy

World Intellectual Property Organization – WIPO



### MixMediaWorx on the Benefits of Using the Madrid System

World Intellectual Property Organization – WIPO

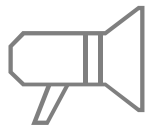


# 소식과 정보



## ■ 웹사이트

[마드리드 제도 웹사이트](#)  
방문하기



## ■ 마드리드 뉴스

[마드리드 뉴스](#) 구독하기



## ■ 웨비나

[마드리드 웨비나](#) 녹화  
자료를 이용하고 새로운  
주제에 관한 소식 얻기



## ■ 팟캐스트 및 유튜브

WIPO 마드리드 [유튜브](#)  
재생목록 살펴보기 및  
[팟캐스트](#) 청취하기



## ■ 튜토리얼

WIPO의 마드리드 관련  
[“How-to” 영상과](#)  
[튜토리얼](#) 시청하기



## ■ 문의

온라인 [문의하기](#)