

Madrid Yearly Review 2023





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International Registration of Marks

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Further information

Online resources

The electronic version of the *Review*, as well as the underlying data used to compile all figures and tables, can be downloaded at www.wipo.int/ipstats. This webpage also provides links to the IP Statistics Data Center – offering access to WIPO's statistical data – and to the IP Statistical Country Profiles.

The following resources are available on WIPO's website:

Information on the Madrid System

www.wipo.int/madrid

Contact information

Department for Economics and Data Analytics

Website: www.wipo.int/ipstats

email: ipstats.mail@wipo.int

Key numbers for 2022

69,000 (−6.1%)
Madrid international applications¹

485,475 (−6.5%)
Designations in international applications

68,589 (+0.5%)
Madrid international registrations

59,125 (−4%)
Subsequent designations in international registrations

36,168 (+5.2%)
Renewals of international registrations

855,749 (+3.9%)
Active (in force) international registrations

6,940,319 (+1.8%)
Designations in active international registrations

113 (+3 members)
Contracting Parties (Madrid members)

129 (+3 countries)
Countries covered

¹ Due to a time lag in transmittal of applications from offices of origin to the International Bureau (IB) of WIPO, total Madrid applications are estimated.

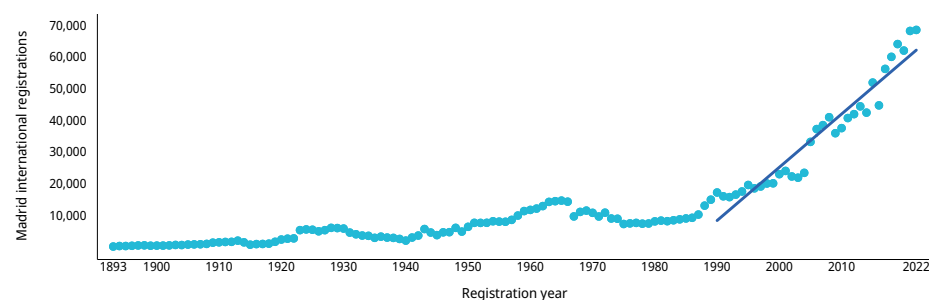
Special theme: The evolution of the Madrid System since 1891 and recent Madrid members Brazil and Canada

In 2022, the total number of applications filed under the Madrid System administered by the World Intellectual Property Organization (WIPO) reached about 69,000 – more than quadruple the amount filed three decades ago in 1992. This year's Special theme looks back at how the Madrid System has evolved since it was founded over 130 years ago and presents filing statistics for two recent Madrid members, Brazil and Canada.

130 years of international registrations

The Madrid System was established under the Madrid Agreement Concerning the International Registration of Marks (the Agreement) in 1891. For the first seven decades of the System's existence, Madrid international registrations increased gradually from 76 in 1893 to just over 11,000 in 1959 (figure S1). During the 30-year period leading up to the adoption of the Madrid Protocol Relating to the Madrid Agreement Concerning the International Registration of Marks (the Protocol) in 1989, Madrid registrations remained under 15,000. However, with adoption of the Protocol came a rapid increase in registration numbers, rising to 20,000 in 1998 and then increasing rapidly to 68,589 by 2022. In total, there have been 1.7 million international registrations recorded since the Madrid System was created.

S1. Trend in Madrid international registrations, 1893–2022



■ MADRID REGISTRATIONS

Note: The line of best fit passing through the scatter points from 1990 to 2022 shows the rapid growth in Madrid registrations recorded over this period.

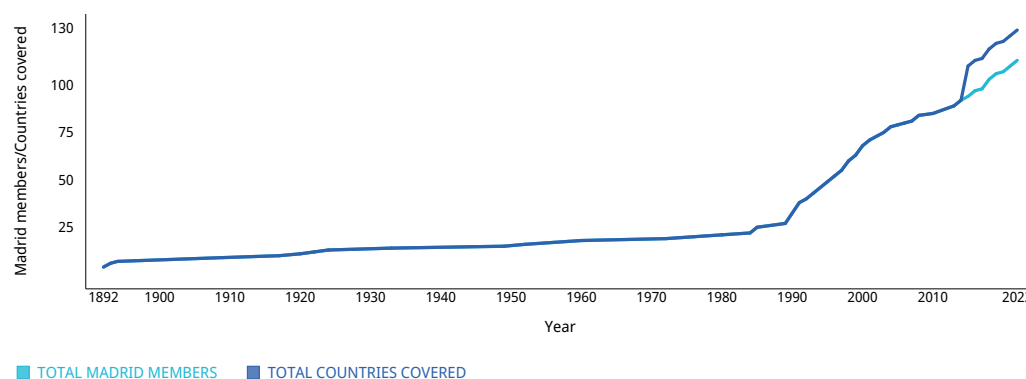
Source: WIPO Statistics Database, March 2023.

Surge in membership under the Madrid Protocol

The adoption of the Protocol in 1989 proved a turning point in the evolution and success of the Madrid System; one which contributed significantly to its global expansion in terms of attracting new members and trademark owners wanting protection for their brands in global markets.

It took almost a century under the Agreement for membership to grow from four members in 1892 to 25 members in 1988 (figure S2). During the first half of the 20th century, all but three Madrid member countries were located in Europe, the exceptions being Egypt (a member since 1952), Morocco (since 1917) and Viet Nam (since 1949). Membership of the Agreement remained confined mainly to Europe, primarily due to the legal trademark frameworks in place in the countries concerned, reflecting their common culture and more or less equivalent stage of development. At that time, the European Union (EU) trademark did not exist and rapid globalization had yet to begin.

S2. Trend in number of Madrid members and countries covered, 1892–2022



Source: WIPO Statistics Database, March 2023.

The Protocol brought the Madrid System greater flexibility and significantly improved the international registration process for trademark holders, as well as for national offices. Unlike the Agreement, the Protocol allows trademark owners to file an application for international registration based on either a trademark application filed at the office of their home country or region or a registration granted by that office. This concession not only avoids delay in filing an international application for registration, but also allows a trademark owner to take advantage of the six-month priority period of the Paris Convention. In addition, the flexibility introduced by the Protocol in terms of language requirements has given trademark holders the choice of filing applications in either English or French (later also Spanish for both the Agreement and the Protocol), rather than solely in French, as originally stipulated under the Agreement. Moreover, the transformation provisions within the Protocol have provided trademark holders with some reassurance and a solution should their international registration be cancelled due to the ceasing of effect of the basic mark (the national right on which the international registration was based). The Protocol allowed members to declare for individual fees as well as to declare an extension of the time limit for issuing provisional refusals to 18 months, and even beyond that in the case of oppositions.

Membership of the Madrid System had quadrupled from just 25 members in 1988 – the year before the Protocol was adopted – to 113 members by the end of 2022. This means that, despite having been in existence for over 130 years, over three-quarters of the current membership have joined the System in the past three decades and a half. Most members are countries. However, the adoption of the Protocol opened the door to intergovernmental organizations joining the System of which two are now members: the African Intellectual Property Organization (OAPI) and the EU. The membership of these organizations has extended the coverage of the Madrid System to include a total of 129 countries in 2022.

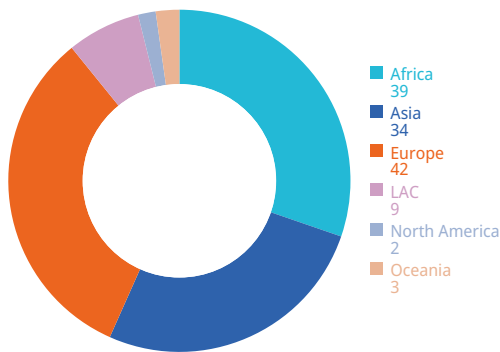
The accession by OAPI – a 17-member organization – to the Protocol in 2015 accounts for the sharp increase that year in the number of countries covered by the Madrid System, as indicated in figure S2. In contrast, when the EU joined the Madrid System in 2004, its accession resulted

in no such significant increase in countries covered by the System, as all EU member states, with the exception of Malta, were already Madrid members at the time.

Since the Protocol was first adopted, the Madrid System has extended its geographical reach through the addition of 88 members. They comprise 31 Asian members, notably China, Indonesia, Japan, the Republic of Korea and Türkiye; 25 additional European members, predominantly former Soviet bloc countries and the EU as a whole; 19 African members, covering a total of 35 countries; eight new Latin America and the Caribbean (LAC) members, including, for example, Brazil, Chile, Colombia, Cuba, Jamaica and Mexico; three Oceania members, namely, Australia, New Zealand and Samoa; and both North America members, namely, Canada and the United States of America (US).

Altogether, as of December 31, 2022, a total 129 countries were covered by 113 Madrid System members comprising 39 in Africa, 34 in Asia, 42 in Europe, nine in the LAC region, two in North America and three in Oceania (figure S3).

S3. Madrid System country coverage, by geographical region, 2022



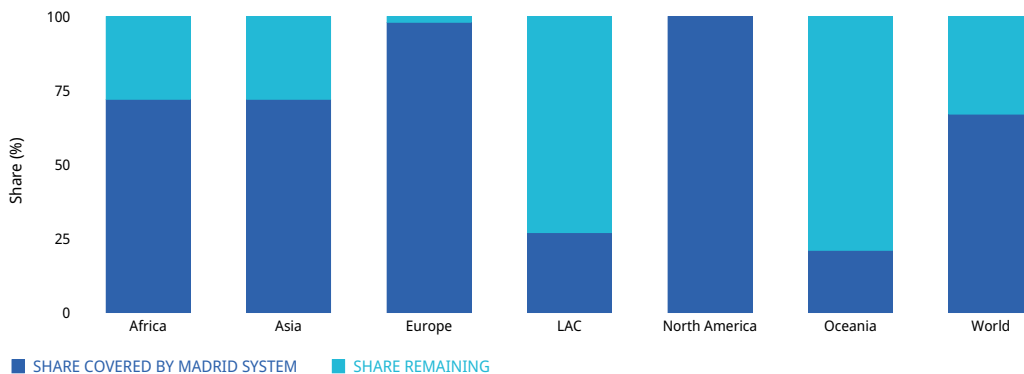
Note: LAC is Latin America and the Caribbean.

Source: WIPO Statistics Database, March 2023.

Figure S4 presents the share of countries in each geographical region and in the world as a whole covered by the Madrid System at the end of 2022. North America – comprising Canada and the US – is fully covered. The Madrid System also currently covers almost every (98%) country located in Europe. For Africa and Asia, over two-thirds (72%) of their respective countries are covered by the Madrid System. However, in the LAC (27%) and Oceania (21%) regions, less than a third of countries are covered by the Madrid System, leaving ample scope for additional future members.

In Africa, several notable countries are not currently Madrid members, namely, Ethiopia, Nigeria, South Africa and the United Republic of Tanzania. Asian countries Bangladesh, Saudi Arabia and Sri Lanka, to name three, are also not members. For the LAC region, Argentina, the Dominican Republic, Panama and Peru are yet to join the System. And in Oceania, Madrid membership has potential to grow with the inclusion of Fiji and Papua New Guinea, among others.

S4. Overall Madrid System coverage, by geographical region, 2022



Note: Share of UN member states covered, as of December 31, 2022. LAC is Latin America and the Caribbean.

Source: WIPO Statistics Database, March 2023.

Expanding global coverage

Table S5 illustrates how Madrid System coverage has increased from only 14% of countries in 1990 to 42% in 2006 and 67% in 2021. It also shows a rising trend since 1990 in Madrid members' combined shares of trademark filings abroad. For instance, in 1990, applicants residing in Madrid member countries accounted for 33% of all trademark filing abroad made either via the Paris or Madrid routes. This share subsequently increased to 73% in 2006 and further to 94% in 2021. With growing membership, global gross domestic product (GDP) and population shares have similarly increased and were between 82–88% of the global totals in 2021.

S5. Coverage of Madrid membership in 1990, 2006 and 2021

Madrid members	1990	2006	2021
Global country coverage	14%	42%	67%
Combined share of trademark applications filed abroad (direct route and via Madrid System)	33%	73%	94%
Combined share of gross domestic product (GDP)	31%	72%	88%
Combined share of world population	35%	48%	82%

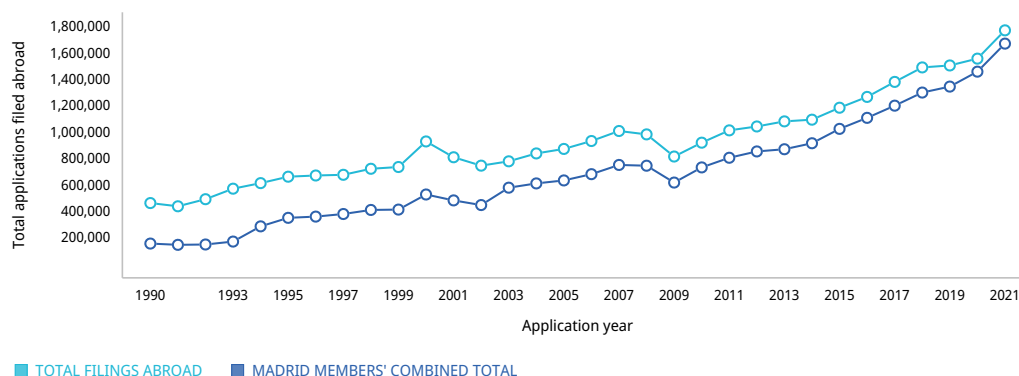
Note: Trademark filings abroad, GDP and population data are complete up until 2021. Global country coverage values are calculated as a share of total United Nations (UN) member states each year.

Sources: WIPO Statistics Database and World Bank, March 2023.

Total trademark applications filed abroad are calculated by adding the number of foreign applications received via the Paris route – otherwise known as the direct route – by offices worldwide and the total number of designations in Madrid registrations received by offices, where applicable. Figure S6 shows that trademark applications filed abroad worldwide grew from about 460,000 in 1990 to almost 1.8 million in 2021, representing an almost fourfold increase over the period. In 1990, trademark applicants residing in Madrid member countries accounted for no more than around 152,000 of the total. However, over the course of the next three decades, applications – consisting of direct applications and designations in Madrid registrations – originating in Madrid member countries destined for foreign markets increased by a factor of 11, climbing to almost 1.7 million and narrowing the gap to total filings abroad to only around 100,000.

The sharp rise in applications filed abroad seen in 2000 is associated with a general increase in trademark applications worldwide at the peak of the “dot-com boom.” The drop in 2009 came at the height of the global economic crisis. The big increase in total filings abroad from 2020 and 2021 was achieved in the face of economic disruption caused by the COVID-19 pandemic.

S6. Trends in total trademark applications filed abroad, 1990–2021

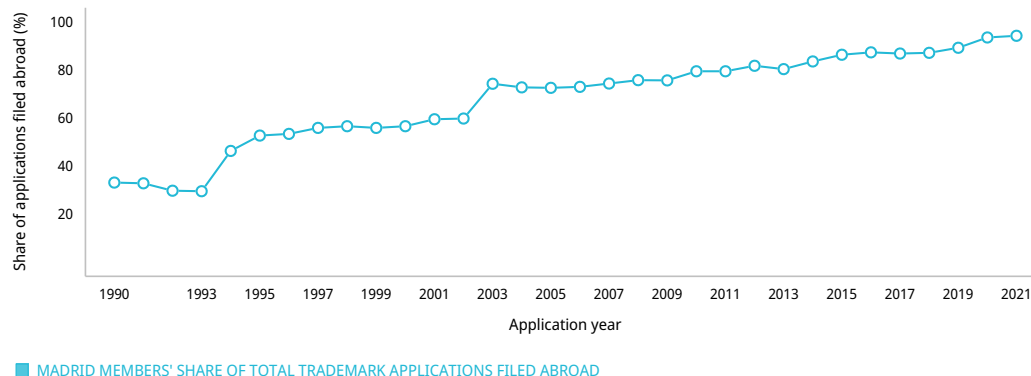


Note: Trademark filings abroad data are complete up until 2021.

Source: WIPO Statistics Database, March 2023.

Based on the data underlying figure S6, figure S7 shows that applicants located in Madrid member countries accounted for 33% of all trademark applications filed abroad in 1990, both directly at intellectual property (IP) offices worldwide and via the Madrid System, where applicable. With growing Madrid membership, this share has trended upward, reaching 94% of all trademark applications filed abroad in 2021. The rise seen in 1995 reflects the addition of six new Madrid members that year. The spike in 2003 was due in large part to the accession of four new members, most notably the Republic of Korea and the US.

S7. Trend in Madrid members' shares of total trademark applications filed abroad, 1990–2021

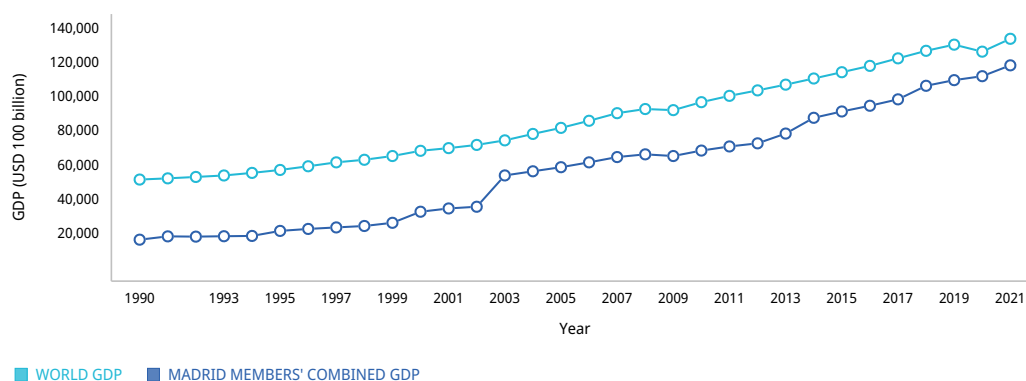


Note: Trademark filings abroad data are complete up until 2021.

Source: WIPO Statistics Database, March 2023.

Similar to figure S6, which shows a convergence over time until Madrid members have come to account for the vast majority of trademark applications filed abroad, figure S8 shows the gap between Madrid members' combined GDP and total worldwide GDP narrowing to around 88% in 2021. In 2003, the Republic of Korea and the US contributed to a sharp rise in the combined GDP of Madrid System members that year. The uptick seen 10 years later, in 2013, coincided with the accessions of India and Mexico to the System.

S8. World GDP and Madrid members' combined GDP, 1990–2021

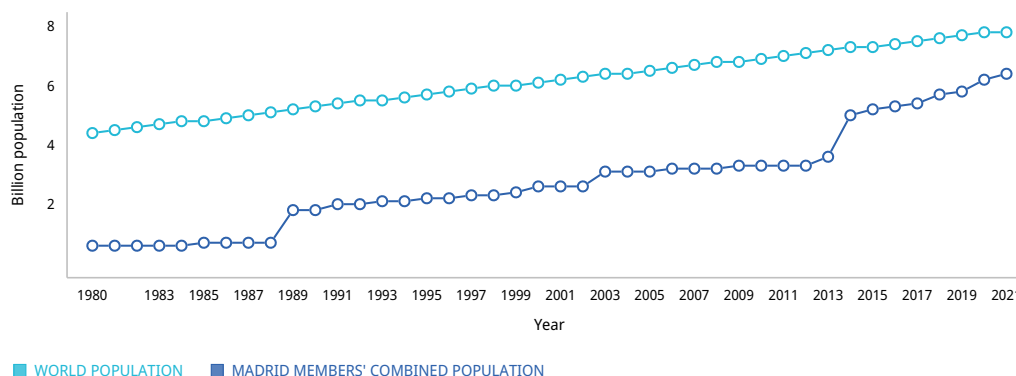


Note: GDP data are in constant 2017 US PPP dollars. Complete GDP data are available up until 2021.

Sources: WIPO Statistics Database and World Bank, March 2023.

Detailed World Bank GDP data are available dating back to 1990. However, population data go back even further and reveal longer term trends. Between 1980 and 1988, the number of people living in Madrid System member countries remained relatively constant at between 0.6 and 0.7 billion (figure S9). That situation changed in 1989 when China joined the System and added a population of over a billion to the total population of all Madrid members combined. Between 1990 and 2012, this gradually increased from 1.8 to 3.3 billion through the addition of new members coupled with a general increase in population among existing members. India's population contributed to a second marked rise, when it joined the System in 2013. In 2021, 6.4 billion of the world's total population of 7.8 billion lived in countries covered by the Madrid System.

S9. World population and Madrid members' combined population, 1980–2021

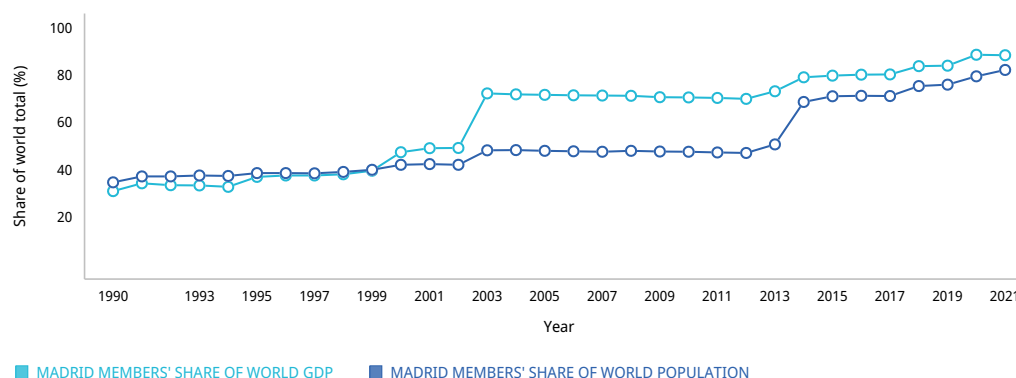


Note: Population data are complete up until 2021.

Sources: WIPO Statistics Database and World Bank, March 2023.

For each year between 1990 and 2000, the Madrid members' combined share of global GDP and of the world's population were similar, differing by no more than five percentage points (figure S10). These two shares began to diverge in 2000, with Japan's accession to the System. The gap widened still further in 2003, when the US joined, causing Madrid members' combined share of global GDP to jump 23 percentage points from 49% in 2002 to 72% in 2003. In comparison, their combined share of the world's population increased by only six percentage points over the same period. It was not until 2013, when India acceded to the Madrid System, that the gap between the members' combined share of global GDP and their share of the world's population began to narrow once again. In 2021, Madrid member countries accounted for 88% of global GDP and 82% of the world's population.

S10. Madrid members' shares of global GDP and of the world's population, 1990–2021

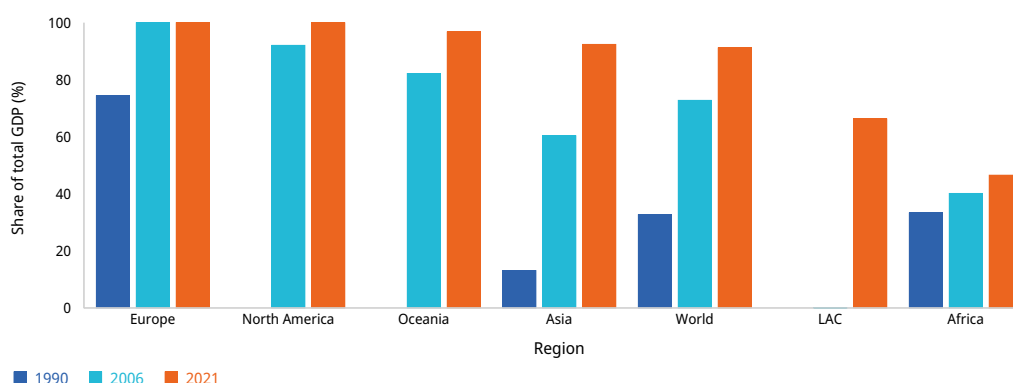


Note: GDP data are in constant 2017 US PPP dollars. GDP and population data are complete up until 2021.

Sources: WIPO Statistics Database and World Bank, March 2023.

With the addition of many former Soviet bloc countries after 1990, European Madrid member countries saw their combined share of Europe's GDP increase from 74% in 1990 to about 100% by 2006 (figure S11). Asian Madrid member countries have also seen significant increases in their combined share of GDP in Asia, increasing from just 13% in 1990 to 92% three decades later in 2021. In 2021, African countries covered by the Madrid System accounted for nearly half (47%) of Africa's GDP. Despite numbering only six in 2021, LAC Madrid members accounted for about two-thirds (66%) of that region's GDP. Together, the US and Canada (a Madrid member since 2019) accounted for 100% of North American GDP in 2021. And Oceania's three Madrid members comprised 97% of total GDP for that region.

S11. Madrid members' share of total GDP by geographical region, 1990, 2006 and 2021

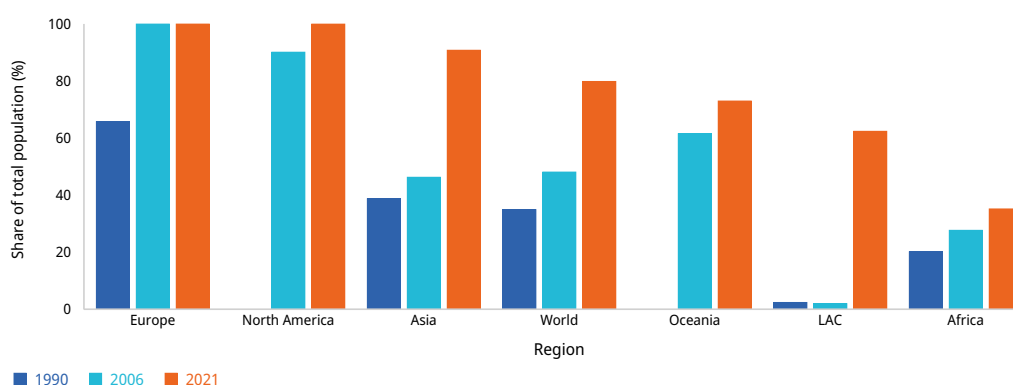


Note: LAC is Latin America and the Caribbean. GDP data are in constant 2017 US PPP dollars. GDP data are complete up until 2021.

Sources: WIPO Statistics Database and World Bank, March 2023.

The region's 33 Madrid member countries accounted for 91% of Asia's population in 2021, up from 39% in 1990, when regional membership comprised just four countries (figure S12). Thanks to the recent membership of several larger countries – namely, Brazil, Colombia and Mexico – the Madrid share of LAC regional population grew from just 2% in both 1990 and 2006 to 62% in 2021. Australia, New Zealand and Samoa accounted for 73% of Oceania's total population in 2021. However, despite covering over two-thirds (72%) of all countries in Africa, Madrid members in this region accounted for a little over a third (35%) of Africa's total population in 2021, owing to a number of larger countries not yet having joined the System.

S12. Madrid members' share of total population by geographical region, 1990, 2006 and 2021



Note: LAC is Latin America and the Caribbean. Population data are complete up until 2021.

Sources: WIPO Statistics Database and World Bank, March 2023.

Recent Madrid members Brazil and Canada

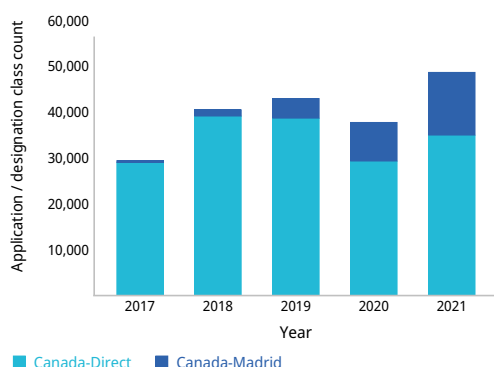
Brazil and Canada joined the Madrid System in 2019. The first complete year of Madrid application and designation statistics for these two countries is therefore 2020. Figures S13 and S14 show how total trademark filing at Madrid member offices by applicants domiciled in Brazil and Canada evolved over the five years between 2017 and 2021. In 2017, before Brazil and Canada had joined the Madrid System, applicants from these two countries of origin filed the vast majority of their applications – measured in class counts – at Madrid member offices via the Paris (direct) route. This is understandable, as most did not have the option of using the Madrid System to seek protection for their marks abroad. The small fraction of applicants from Brazil and Canada who did file for trademark protection abroad via the Madrid System prior to 2019 were able to do so by virtue of having a connection with a Madrid System member through domicile, nationality or having a real and effective industrial or commercial establishment in one of the Contracting Parties to the Madrid System.

S13. Trademark filing abroad by applicants domiciled in Brazil via the Paris (direct) or Madrid routes, 2017-2021



Note: Trademark filings abroad are complete up until 2021.
Source: WIPO Statistics Database, March 2023.

S14. Trademark filing abroad by applicants domiciled in Canada via the Paris (direct) or Madrid routes, 2017-2021



Note: Trademark filings abroad are complete up until 2021.
Source: WIPO Statistics Database, March 2023.

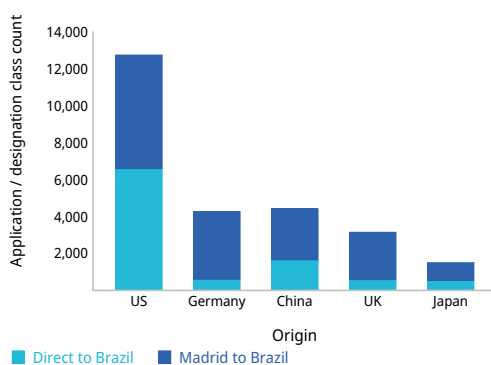
For applicants based in Brazil, trademark filing abroad at Madrid members' offices followed an upward trend, from about 3,385 in 2017 to 4,665 in 2021. However, after Brazil joined the Madrid System in 2019, applicants began to use the Madrid route for a considerable proportion of filing abroad in 2020 (43%) and, to a lesser extent, in 2021 (25%). Given Brazil's recent accession to the System, the Madrid share of total filing in 2021 at Brazilian applicants' most preferred Madrid member destination offices was sizeable. In Australia, it was 33%, in Canada 32%, Colombia 22%, Japan 45%, the Russian Federation 44%, the UK 30% and at the European Union Intellectual Property Office (EUIPO) 28%. But at the top two favorite destination offices for Brazilian applicants – the US (17%) and China (11%) – the proportion of trademark filing made via the Madrid System was relatively smaller that same year.

Having joined the Madrid System as recently as 2019, Canada was already among the top 20 origins of Madrid applications the following year in 2020, debuting at 18th spot. In 2021 and 2022, it ranked 17th. For applicants based in Canada, filing abroad at Madrid members' offices has likewise followed an upward trend, rising from about 29,500 in 2017 to approximately 48,750 in 2021. Since Canada joined the Madrid System, applicants based in that country have used the Madrid route more intensively when seeking trademark protection abroad – 22% in 2020 and 28% in 2021. This is reflected in Canadian applicants' filing behavior at a number of the top Madrid member destination offices where they sought to extend protection for their marks. For example, in 2021, 40% of all Canadian trademark filing at the EUIPO occurred via the Madrid System. The Madrid share of total filing by Canadian applicants was also substantial at their some of their favorite Madrid member destination offices, Australia (44%), Japan (54%), Mexico (51%), the Republic of Korea (50%) and the UK (35%), to name five. However, although the US was the top destination for trademark filing by Canadian applicants, only 8% of their overall filing at this office was made via the Madrid System in 2021. This may reflect the fact that many Canadian applicants might want to file just a single foreign application in the US rather than seek protection for their marks in a number of countries abroad; in which case, they might not see the need to use the Madrid System. It could also reflect Canadian applicants' longstanding practice of using the Paris route for protecting their marks in the US, something which could be slow to change.

Having revealed how applicants based in Brazil and China have responded to a wider choice since accession when it comes to seeking trademark protection abroad, it is interesting to shift the focus in the other direction, by showing how quickly applicants based in other Madrid member countries have used the Madrid route to extend protection for their marks to Brazil and Canada. In 2020, applicants based in Madrid member countries chose the Madrid over the Paris route for 63% of all their filing in Brazil. This Madrid share of total filing climbed even higher to 68% in 2021, which shows a marked preference for the Madrid System over the Paris route. The same is true for applicants residing in Madrid member countries and filing for trademark protection in Canada, where 55–56% of their total filing was made via the Madrid route over the same period.

Figure S15 shows how applicants from a selection of top foreign countries of origin filed for trademark protection in Brazil in 2021. For example, out of a total of approximately 12,800 applications and designations – measured in class counts – of US origin received by the Brazil office in 2021, 6,175 or 48% of the total arrived in the form of a Madrid designation. For top origins China (63%), Germany (86%), Japan (64%) and the UK (82%), the Madrid share of total filing was even higher.

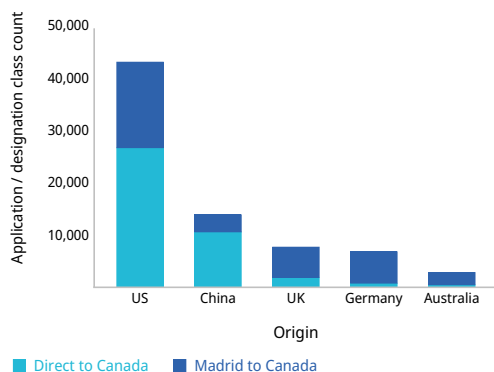
S15. Non-resident trademark filing via the Paris and Madrid routes in Brazil by applicants domiciled in a selection of its top countries of origin, 2021



Note: Trademark filings abroad are complete up until 2021.
Source: WIPO Statistics Database, March 2023.

The US is far and away the top origin of trademark filing in Canada (figure S16). In 2021, 38% of trademark filing from the US destined for Canada arrived via the Madrid route. China, the second most active origin of trademark filing in Canada, had a lower Madrid share of 24% that same year. In contrast, the Madrid shares of all filing flowing from selected top origins Australia (83%), Germany (88%) and the UK (75%) were considerably higher. It is for the future to determine whether the Madrid shares of trademark filing from China and the US will rise to similar levels.

S16. Non-resident trademark filing via the Paris and Madrid routes in Canada by applicants domiciled in a selection its selected top countries of origin, 2021



Note: Trademark filings abroad are complete up until 2021.
Source: WIPO Statistics Database, March 2023.

Future expansion

Membership of the Madrid System has increased significantly over the past three decades, from just 25 – almost exclusively European – members of the Agreement in 1988, to 113 members of the Protocol covering 129 countries in 2022. Since October 11, 2016, accession to the Agreement alone is no longer possible, and all international applications and registrations are governed by the more flexible Protocol. The Protocol's success in attracting new members continues to pave the way for enhanced services, greater efficiency in the administration of the Madrid System and more favorable solutions for global trademark protection.

The growing trend in membership is set to continue. As the Madrid System expands, so too will its members' combined shares of total trademark filings abroad and of global GDP and the world's population. With growing membership will come even higher numbers of Madrid international applications filed by trademark holders from different countries around the globe operating in an increasingly diverse range of industries. Asia, Africa and the LAC regions all show potential for future expansion of the Madrid System. As these regions come to add new Madrid members, trademark holders based in their constituent countries will be able to benefit from facilitated access to a system allowing them to extend protection for their domestic trademarks into foreign Madrid member markets. Reciprocally, the Madrid route will be open to international registration holders seeking protection for their marks, as they expand their businesses into new Madrid member countries.

A. Statistics on Madrid international applications

Highlights

Following exceptional growth of 15% in 2021, use of the international trademark system for brand protection in 2022 declined by 6.1%, the biggest drop since 2009. Applications filed in 2022 totaled around 69,000

Use of the international trademark system decreased by 6.1% in 2022, during which an estimated 69,000 international trademark applications were filed via WIPO's Madrid System for the International Registration of Marks. Economic disruption caused by the COVID-19 pandemic in 2021 prompted firms to introduce new goods and services which helped fuel an exceptional growth in international trademark protection. Although lower than in 2021, the total number of applications filed under WIPO's Madrid System for the International Registration of Trademarks in 2022 was still 8% higher than in 2020.

Three countries – Belize, Cabo Verde and Chile – joined the Madrid System in 2022, bringing the number of Madrid members to 113 covering 129 countries

Belize, Cabo Verde and Chile joined the Madrid System in 2022, bringing the total number of members to 113 as of December 31, 2022, and further expanding the System in Africa and the Latin America and the Caribbean (LAC) region. With the addition of these three members, the Madrid System now offers trademark holders the ability to obtain protection for their branded products and services within a geographical area covering 129 countries. Combined, Madrid members represent 67% of all countries worldwide, home to 82% of the world's population, and in which around 88% of global gross domestic product (GDP) occurs, with the potential to expand further as membership continues to grow.²

Where were the biggest users of the Madrid System located worldwide in 2022?

US-based applicants (12,495) filed the most international trademark applications, followed by those located in Germany (7,695), China (4,991), France (4,403) and the UK (4,227) (figure A5).³ Among the top 20 countries of origin, only four – the Netherlands (+7.5%), the Republic of Korea (+2.1%), Singapore (+12.8%) and Türkiye (+5.2%) – recorded growth from 2021 to 2022. In contrast, Belgium (–17.7%), Canada (–10.8%), Germany (–12.5%) and Italy (–13.9%) saw the sharpest declines. Despite on-year decreases for top origins France (–10.0%), the UK (–0.9%) and the US (–5.9%) from 2021 to 2022, applications filed by these three countries in 2022 were still higher than they were in 2020 by 17.7%, 12.9% and 24.8%, respectively.

² Complete World Bank gross domestic product (GDP) and population data are available only up until 2021.
³ Due to a time lag in the transmittal of applications from offices of origin to the International Bureau (IB) of WIPO, Madrid applications by origin are estimated.

Combined, the top 10 origins accounted for about 70% of Madrid applications filed in 2022, a share that has varied little over the past decade. The composition and ranking of the top 10 origins in 2022 remained largely unchanged from 2021. The only difference is that Türkiye moved ahead of Australia to become the ninth top country of origin of Madrid applications in 2022.

In 2022, applicants based in Madrid member countries in Europe continued to file the majority (52.9%) of Madrid applications. This is, however, 16 percentage points lower than their combined share a decade earlier in 2012. Whereas over half of all Madrid applications continued to originate in Europe in 2022, more than a fifth (22.5%) came from Asia. This share is almost seven percentage points higher than in 2012 (16%). With Canada's recent Madrid membership, almost a fifth (19.5%) of applications in 2022 came from applicants based in North America, up from only 12.2% in 2012, when the US was the sole Madrid member located in that particular geographical region (figure A4).

Once again, US applicants not only filed the most Madrid applications in 2022, but continued to make the most designations (87,110) in Madrid applications in order to broaden the geographical scope of protection for their marks. This is almost one and a half times the number of designations in applications from China (58,891), which ranked second. Applicants in Germany (45,172) ranked third in terms of Madrid designations in 2022, followed by those in the UK (28,972) and France (28,095) (figure A14).

Among the top 20 origins of designations, 15 recorded on-year declines, with the Russian Federation (-18.4%) recording the biggest, followed by Belgium (-17%), Sweden (-15.2%), Germany (-14.8%) and Canada (-14.3%). In contrast, the remaining five top origins all saw double-digit growth, with Bulgaria (+75.6%), the Republic of Korea (+25.4%) and Türkiye (+25.6%) having the highest.

China's higher number of total designations relative to Madrid applications filed can be explained by the fact that applicants based in China designated, on average, about 12 Madrid members in every application filed in 2022 (figure A15). Also high, applicants residing in Bulgaria designated an average of over 18 Madrid members per application filed in 2022. This is the highest average number among the top 20 origins of designations and considerably higher than the average five designations for applicants located in Australia and Spain, for example. The average number of designations made in Madrid applications filed by all origins combined was seven, an average that has remained almost unchanged for over a decade (figure A12).

L'Oréal of France, with 170 Madrid applications, remained top filer for a second year running in 2022

L'Oréal of France filed 170 Madrid applications in 2022, the most filed by any single applicant for that year. Glaxo Group (136) of the UK moved up one place to become the second top filer, followed by Novartis AG (131) of Switzerland, Bulgaria's Euro Games Technology (120) and Hyundai Motor Company (108) of the Republic of Korea. Hyundai Motor Company filed 75 more applications in 2022 than in 2021, elevating it from 48th position to fifth most active applicant. Focused on online grocery delivery and pick-up, Maplebear Inc. (82) of the US also considerably increased its filing rate (+77 applications) to become the eighth largest applicant (figure A2).

Among the top 30 Madrid applicants, there were 10 pharmaceutical companies, three companies active in automotive or personal care and two companies each in either retail or the technology or consumer electronics industries. The remaining 10 top 30 applicants were active in industries spanning agricultural science, chemical and consumer goods, confectionery and food and drink processing, to name a few. A total of 19 top 30 applicants in 2022 were companies based in Europe. A further seven were in Asia and four in North America. Widening the scope to include the top approximately 100 Madrid applicants reveals that 52% were from Europe, 24% from Asia, 23% from North America, 1% from Oceania, while there were no applicants from either the LAC region or Africa among the top filers. Between them, the top applicants accounted for approximately 4,100 applications. This is, however, just under 6% of all the Madrid applications filed in 2022 (similar to 2021 and 2020), which goes to show how widespread is the use of the Madrid System by many different applicants.

Companies located in 25 countries – including Australia, Canada, India, Ireland, Japan, the Russian Federation, Slovenia, Türkiye and the United Arab Emirates – filed at least 20 Madrid applications in 2022, putting them among the approximately 100 top Madrid applicants. For the first time, companies based in the US (21) were the most represented among the top applicants, surpassing top applicants based in Germany (17), followed by Japan and Switzerland with 10 each, France (6), the Republic of Korea (5) and China (4).

Which goods and services attracted the most trademark protection?

Nice Classification statistics enable the kinds of goods and services most frequently covered by Madrid international trademark applications to be ranked. Over the past 15 years, Madrid applicants have specified, on average, between two and three Nice goods and services classes per application. As was the case for Madrid applications, the total number of classes specified in applications decreased, albeit to a lesser extent, by 2.9% in 2022 (figure A22).

Since 1985, the most specified of the 45 Nice classes has been goods class 9, which includes computer hardware and software and other electrical or electronic apparatus of a scientific nature (table A24). In 2022, class 9 alone accounted for slightly more than a tenth (11.4%) of all classes specified in applications filed, up slightly from a share of 10.7% in 2021. The other most specified classes were class 35 (8.9% of the total), which covers services such as office functions, advertising and business management; class 42 (8.6%), which includes services provided by, for example, scientific, industrial or technological engineers and computer specialists; class 41 (5.6%), which mainly covers services in the areas of education, training, entertainment, sporting and cultural activities; class 5 (4.2%), which covers pharmaceuticals and other preparations for medical purposes; and class 25 (3.8%), which relates to clothing and apparel. Three of the five most specified classes were services classes. Despite an overall decrease in Madrid applications filed in 2022, 11 of the 45 Nice classes recorded growth. Goods class 40, which covers services relating to the treatment of materials and which ranked 25th in 2022, saw the largest on-year increase of 10.2%, followed by eighth-ranked class 36 (+10.1%), which covers services relating to insurance, financial and real estate affairs. In contrast, 19 of the remaining 34 Nice classes that saw on-year declines recorded decreases of approximately 10% or more. Interestingly, two classes closely related to the type of products often branded in the period immediately following the onset of the COVID-19 pandemic – goods classes 5 (-12.3%) and 10 (-15.3%), which includes surgical and medical instruments – saw a considerable decline in the number of times they were specified in applications in 2022.

Services classes specified in Madrid applications reached an all-time high, accounting for almost 39% of all classes specified

The first 34 of the 45 Nice classes cover goods, whereas the remaining 11 cover services. Every year since 2018, over a third of all classes specified in Madrid applications were services classes. In 2022, this share reached an all-time high of 38.8%. This is about eight percentage points higher than the combined share of 30.6% recorded a decade earlier in 2012 (figure A28) and reflects a general growth in the global services industry. Goods and services class shares do differ across origins, however. For example, among the selected origins presented in table A29, Romania (51.5%), Norway (45.8%), Mexico (44%), Colombia (43.8%) and the US (43.5%) had the largest proportions of services-related classes in Madrid applications filed in 2022, accounting for about 44% or more of all classes specified. Other countries with a developed services sector, such as Australia, Canada, Portugal, Switzerland and the UK, recorded similarly high shares of service-related classes in applications of approximately 43%. Conversely, China (21.2%), Morocco (23.1%) and Malaysia (28.5%) had services class shares below 30%. Among the 20 selected origins, only two – Morocco (-10.8 percentage points) and New Zealand (-1.5) – saw their service class shares decrease compared to a decade earlier.

The research and technology sector continues to attract the biggest share of trademark protection via the Madrid System, accounting for about 24% of all classes

For the purpose of statistical reporting, the 45 Nice classes are grouped into 10 industry sectors. The scientific research, information and communication technology sector (abbreviated to research and technology), which includes top Nice classes 9 and 42, among others, continued to account for the largest share (23.9%) of all classes specified in Madrid applications filed in 2022. It was followed by business services (11.8% of total filing activity) and pharmaceuticals, health and cosmetics (abbreviated to health) (11.7%), with almost equal shares, and by leisure and education (10.5%), which overtook clothing and accessories (9.8%) to become the fourth

top industry. Agriculture (9.3%) continued in sixth spot. As in previous years, chemicals (3.3%), construction (7.1%), household equipment (6.4%) and transportation (6.2%) were the four sectors that received the lowest shares of total filing activity (figure A25).

The top three sectors for Madrid applications vary across origins. Research and technology was the top sector for all top 10 origins (figure A26). Business services ranked among the top three sectors for seven of the top origins, the health sector for six. Leisure and education was the top third sector for applicants from Australia, Japan and the UK. Clothing and accessories featured as the second or third top sector in Italy and Japan. Italy was the only origin in which agriculture was among the top three sectors, and only China counted transportation among its top three sectors.

Where do Madrid applicants seek protection for their trademarks abroad?

For the second year in a row, the UK (32,567) attracted the most designations in Madrid applications in 2022, followed by the European Union (EU) (31,368). Because of Brexit, trademark holders could no longer seek protection for their marks in the UK via the European Union Intellectual Property Office (EUIPO) after the transition period ended on December 31, 2020. Now, when using the Madrid System, holders must designate the UK separately, if they want to protect marks within this Madrid member's jurisdiction. The UK and the EU were followed by the US (27,063) and Canada (22,093), which surpassed fifth-ranked China (21,983) to become the fourth top recipient of designations in applications from trademark holders abroad (figure A17). The 20 most designated Madrid members, combined, received about 65% of all designations made in Madrid applications filed in 2022. Including China, nine of the top 20 designated Madrid members were middle-income countries, notably Brazil (11,340), India (13,069), Mexico (12,400), the Russian Federation (11,504) and Türkiye (9,463). All top 20 destinations for international trademark registration via the Madrid System saw a decrease on 2021 designations, with the Russian Federation seeing the steepest drop of 32%, followed by China (-13.5%), New Zealand (-11.4%), Australia (-10.1%), the Republic of Korea (-9.8%) and Japan (-8.8%). Mexico (-4%) was the top designated member that saw the smallest on-year decline.

Madrid international applications

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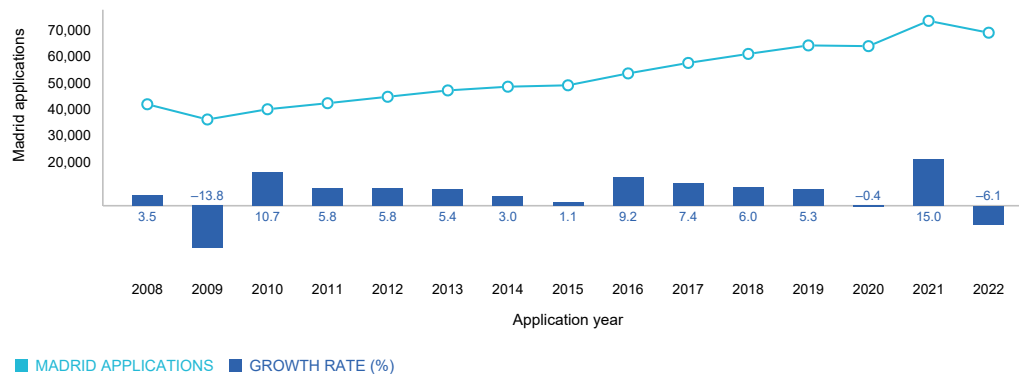
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Madrid international applications

Following exceptional growth of 15% in 2021, use of the Madrid System in 2022 declined by 6.1%, the steepest drop since 2009. Madrid applications filed in 2022 numbered about 69,000. Although this is less than in 2021, the total number of Madrid applications filed in 2022 was still 8% higher than in 2020.

A1. Trend in international applications, 2008–2022



Note: This figure presents the number and annual growth rate of international applications filed via the Madrid System. Data for 2022 are WIPO estimates.

Source: WIPO Statistics Database, March 2023.

L'Oréal of France, with 170 Madrid applications, remained the top filer for a second year running in 2022. The UK's Glaxo Group (136) moved up one place to become the second top filer, followed by Novartis AG (131) of Switzerland, Bulgaria's Euro Games Technology (120) and Hyundai Motor Company (108) of the Republic of Korea.

A2. Top Madrid applicants, 2022

Ranking	Change in position from 2021	Madrid applicant	Origin	Madrid applications		
				2020	2021	2022
1	0	L'OREAL	France	120	189	170
2	1	GLAXO GROUP LIMITED	UK	69	113	136
3	2	NOVARTIS AG	Switzerland	233	94	131
4	2	EURO GAMES TECHNOLOGY LTD.	Bulgaria	84	93	120
5	43	HYUNDAI MOTOR COMPANY	Republic of Korea	44	33	108
6	0	SHISEIDO COMPANY, LTD	Japan	133	93	98
7	5	RIGO TRADING S.A. SOCIETE ANONYME	Luxembourg	70	65	85
8	1,261	MAPLEBEAR INC.	US	2	5	82
9	-5	HUAWEI TECHNOLOGIES CO., LTD.	China	204	106	80
9	1	SYNGENTA CROP PROTECTION AG	Switzerland	79	85	80
11	8	NINTENDO CO., LTD.	Japan	90	58	74
12	182	MERCK SHARP & DOHME B.V.	Netherlands	0	14	62
13	9	RENAULT S.A.S SOCIETE PAR ACTIONS SIMPLIFIEE	France	13	55	59
14	338	BAYER AKTIENGESELLSCHAFT	Germany	29	10	55
14	-3	SOCIETE DES PRODUITS NESTLE S.A.	Switzerland	65	77	55
16	1	BOEHRINGER INGELHEIM INTERNATIONAL GMBH	Germany	37	60	54
17	221	BRILLUX GMBH & CO. KG	Germany	23	12	52
17	39	KIA CORPORATION	Republic of Korea	0	31	52
17	-1	RICHTER GEDEON NYRT.	Hungary	43	61	52
20	25	ABERCROMBIE & FITCH EUROPE SA	Switzerland	48	36	51
20	n.a.	HOMESICK BVG LLC	US	0	0	51
20	91	MIZUNO CORPORATION	Japan	12	21	51
20	332	MODERNATX, INC.	US	6	10	51
24	5	AMOREPACIFIC CORPORATION	Republic of Korea	48	45	47
24	-16	APPLE INC.	US	80	92	47
24	43	KRKA, TOVARNA ZDRAVIL, D.D., NOVO MESTO	Slovenia	47	28	47
27	-18	HENKEL AG & CO KGAA	Germany	61	90	46
28	31	JANSSEN PHARMACEUTICA N.V.	Belgium	20	30	45
29	n.a.	JONATHAN MARK KENDRICK	UK	0	0	44
29	87	MERCK KGAA	Germany	21	20	44
31	3	PHILIP MORRIS PRODUCTS S.A.	Switzerland	20	41	43

Ranking	Change in position from 2021	Madrid applicant	Origin	Madrid applications		
				2020	2021	2022
32	n.a.	ADME (CY) LTD	Cyprus	0	0	40
32	-6	GUERLAIN	France	35	50	40
32	2,847	JOINT STOCK COMPANY FATS AND OIL INTEGRATED WORKS	Russian Federation	3	3	40
35	-14	BAYERISCHE MOTOREN WERKE AKTIENGESELLSCHAFT	Germany	56	56	39
36	n.a.	DRAFTKINGS, INC.	US	1	1	38
37	n.a.	ECISO GLOBAL PRIVATE LIMITED	India	0	0	37
38	-10	HONOR DEVICE CO., LTD.	China	0	47	36
39	-10	APPLIED MATERIALS, INC.	US	38	45	35
39	20	BANDAI CO., LTD.	Japan	7	30	35
39	n.a.	R.G.C.C. HOLDINGS AG	Switzerland	0	0	35
39	50	RICHEMONT INTERNATIONA SA	Switzerland	18	23	35
39	3	UPPER DECK COMPANY	US	1	37	35
44	54	SIEMENS AG	Germany	21	22	32
44	n.a.	TOMMY HILFINGER LICENSING B.V.	Netherlands	1	1	32
46	n.a.	MONSTER, INC.	US	0	1	31
47	-35	EGIS GYA GYSZERGYA R ZRT.	Hungary	43	65	30
47	-15	SAMSUNG ELECTRONICS CO., LTD.	Republic of Korea	36	42	30
47	n.a.	TARTE, INC.	US	0	2	30
50	2,829	ALBAUGH TOVARNA KEMICNIH IZDELKOV D.O.O.	Slovenia	0	3	29
50	-33	BASF SE	Germany	15	60	29
50	n.a.	FITMART GMBH & CO. KG	Germany	0	0	29
50	1,219	GODELMANN GMBH & CO. KG	Germany	0	5	29
50	n.a.	MYTHOS STUDIOS, LLC	US	0	0	29
50	-2	NOVOZYMES A/S	Denmark	20	33	29
56	99	INTERNATIONAL BUSINESS MACHINES CORPORATION	US	25	16	28
56	296	NISBETS PLC	UK	0	10	28
58	-7	SOREMARTEC S.A.	Luxembourg	19	32	27
58	-12	VOLKSWAGEN AG	Germany	27	35	27
60	-23	ARCELIK ANONIM SIRKETI	Türkiye	17	40	26
60	11	BAUSCH HEALTH IRELAND LIMITED	Ireland	9	26	26
60	-46	BEIERSDORF AG	Germany	48	63	26
60	-14	BIOGENA GMBH & CO KG	Austria	16	35	26
60	n.a.	EMIRATES TELECOMMUNICATIONS GROUP COMPANY PJSC	United Arab Emirates	0	0	26
60	17	HERMES INTERNATIONAL	France	16	25	26
60	23	LIFE TECHNOLOGIES CORPORATION	US	16	24	26
60	23	LULULEMON ATHLETICA CANADA INC.	Canada	3	24	26
60	n.a.	MIMIQ, INC.	US	0	0	26
69	-30	GALDERMA HOLDING S.A.	Switzerland	2	39	25
69	n.a.	WANG QIANG	China	0	1	25
71	n.a.	ELECTRO RENT CORPORATION	US	0	0	24
71	167	MANNA PRO PRODUCTS, LLC	US	0	12	24
71	467	MWR HOLDINGS, LLC	US	0	8	24
71	-34	SHIMANO INC.	Japan	13	40	24
75	23	3M COMPANY	US	23	22	23
75	213	GILEAD SCIENCES LIMITED	Ireland	18	11	23
75	n.a.	MERCEDES-BENZ GROUP AG	Germany	0	0	23
75	n.a.	RM VERMA GENSVERWALTUNGS GMBH & CO. KG	Germany	0	0	23
75	2,804	SPARTECH LLC	US	2	3	23
75	n.a.	SUN WAVE PHARMA INTERNATIONAL LIMITED	Cyprus	0	0	23
81	-30	AUGUST STORCK KG	Germany	35	32	22
81	54	DAIICHI SANKYO COMPANY, LIMITED	Japan	7	18	22
81	113	SEGA CORPORATION	Japan	8	14	22
81	271	SHARKNINJA OPERATING LLC	US	23	10	22
81	-22	WORLD MEDICINE ILAC SANAYI VE TICARET A.S.	Türkiye	8	30	22
86	n.a.	ADP MERKUR GMBH	Germany	0	0	21
86	n.a.	BYD COMPANY LIMITED	China	5	1	21
86	49	DECIEM BEAUTY GROUP INC.	Canada	3	18	21
86	1,767	KOMATSU LTD.	Japan	17	4	21
86	152	MIGROS-GENOSSENSCHAFTS-BUND	Switzerland	13	12	21
86	202	OMNI VISION GMBH	Germany	0	11	21
86	n.a.	SUHYANG NETWORKS CO., LTD.	Republic of Korea	0	0	21
93	5	BIOFARMA	France	20	22	20
93	2,786	CALLAWAY GOLF COMPANY	US	7	3	20
93	n.a.	ENEL S.P.A.	Italy	3	1	20
93	54	GAZPROM NEFT	Russian Federation	19	17	20
93	n.a.	KULDISAK HOLDINGS, LLC	US	0	0	20

Ranking	Change in position from 2021	Madrid applicant	Origin	Madrid applications		
				2020	2021	2022
93	n.a.	LITTLE POTATO COMPANY LTD.	Canada	0	0	20
93	-26	LOUIS VUITTON MALLETIER	France	23	28	20
93	23	ON CLOUDS GMBH	Switzerland	9	20	20
93	2,786	ROTHBURY WINES PTY LTD	Australia	0	3	20
93	n.a.	SINTOKOGIO, LTD.	Japan	1	1	20
93	445	YAMAHA CORPORATION	Japan	4	8	20

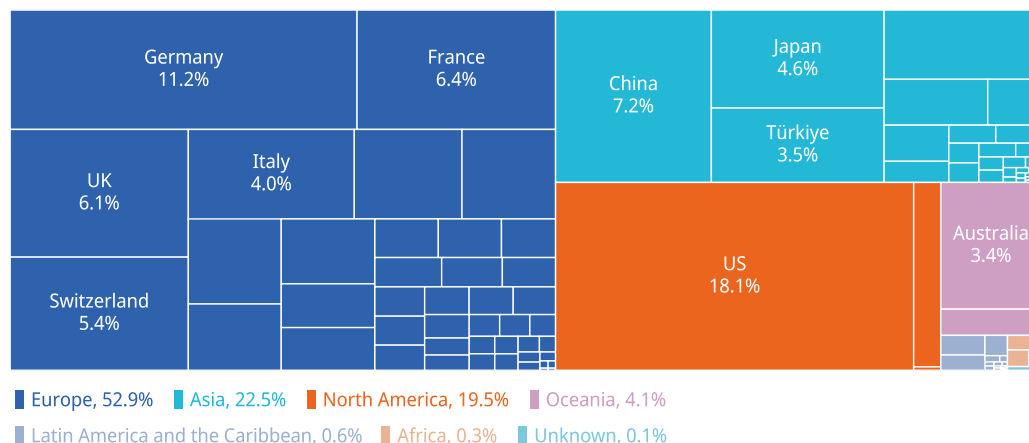
Note: For top Madrid applicants, counts are determined based on the date that the International Bureau (IB) of WIPO received an application. This table includes those 103 applicants that filed 20 or more international applications in 2022. New applications filed each year generally represent an increase in the number of marks held in a trademark holder's portfolio. Depending on circumstances, companies or entities may choose to expand their existing brand base either rapidly, slowly or not at all. A decline in applications from one year to the next does not necessarily represent a reduced trademark portfolio.

n.a. indicates not applicable.

Source: WIPO Statistics Database, March 2023.

China, Japan, the Republic of Korea and India together accounted for about 15 percentage points of Asia's 22.5% share of Madrid applications filed worldwide.

A3. International applications by origin, 2022

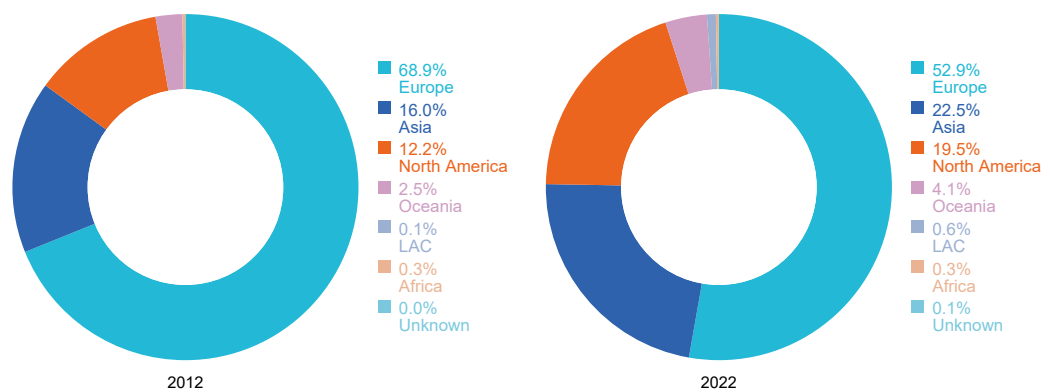


Note: Data for 2022 are WIPO estimates. Origin data are based on the country of the applicant's address.

Source: WIPO Statistics Database, March 2023.

Thanks in part to Canada's recent membership of the Madrid System, applicants based in North America filed 19.5% of all Madrid applications in 2022, the biggest percentage point increase across all geographical regions over the past decade.

A4. International applications by region, 2012 and 2022

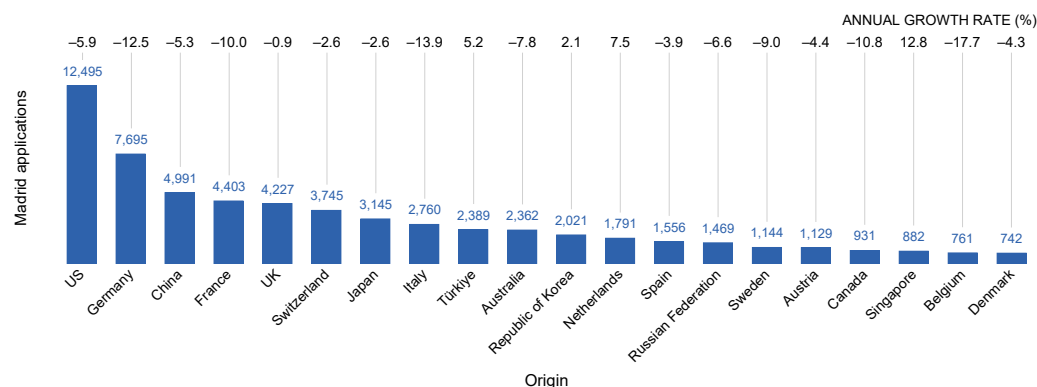


Note: Data for 2022 are WIPO estimates. Origin data are based on the country or territory of the applicant's address. Madrid applications filed in 2022 came from applicants domiciled in a total of 115 countries or territories of origin. Each geographical region included the following number of countries or territories: Africa (15), Asia (36), Europe (43), Latin America and the Caribbean (LAC) (15), North America (3) and Oceania (3).

Source: WIPO Statistics Database, March 2023.

Despite each undergoing an on-year decline, applicants based in the US, Germany and China were the most active Madrid System filers in 2022. Among the top 20 countries of origin, only four – the Netherlands (+7.5%), the Republic of Korea (+2.1%), Singapore (+12.8%) and Türkiye (+5.2%) – recorded growth in the year from 2021 to 2022. In contrast, Belgium (-17.7%), Canada (-10.8%), Germany (-12.5%) and Italy (-13.9%) saw the steepest declines.

A5. International applications for the top 20 origins, 2022

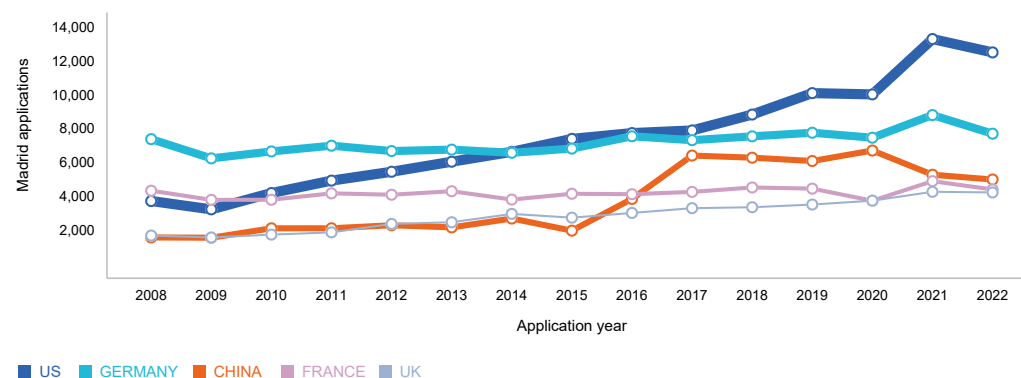


Note: Data for 2022 are WIPO estimates. Origin data are based on the country or territory of the applicant's address. The numbers of international applications for all origins are reported in statistical table A32.

Source: WIPO Statistics Database, March 2023.

In 2014, the US surpassed Germany to become the top origin of Madrid applications; by 2017, China had moved ahead of France and the UK to become the third biggest origin. In 2022, application volumes from China, France and the UK were of a similar magnitude, differing by less than 800.

A6. Trends in international applications for the top five origins, 2008–2022

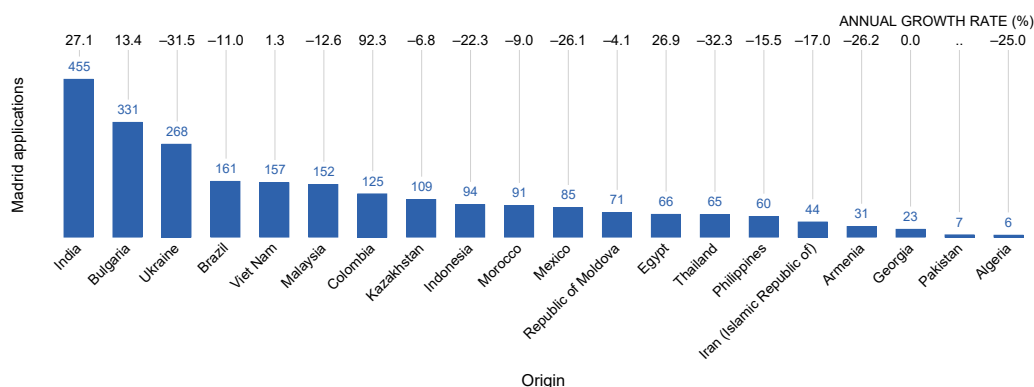


Note: Data for 2022 are WIPO estimates. Origin data are based on the country of the applicant's address.

Source: WIPO Statistics Database, March 2023.

Behind applicants located in top-ranked middle-income countries China, the Russian Federation and Türkiye are applicants located across several geographical regions, with Brazil, Bulgaria, India, Viet Nam and Ukraine among the most active Madrid application filers for this income group in 2022.

A7. International applications for selected middle-income country origins, 2022



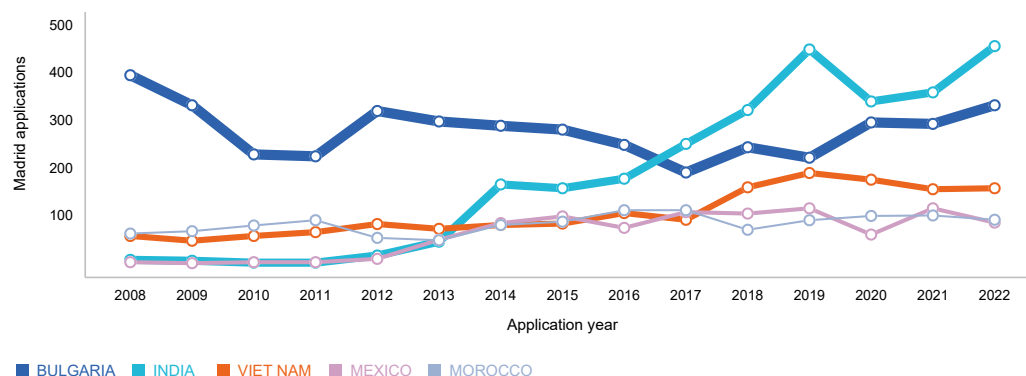
Note: Data for 2022 are WIPO estimates. Origin data are based on the country of the applicant's address. The numbers of international applications for all origins are reported in statistical table A32.

.. indicates not available.

Source: WIPO Statistics Database, March 2023.

Since joining the Madrid System in 2013, applications originating from India have risen sharply, surpassing those filed by applicants based in Bulgaria in 2017.

A8. Trends in international applications for selected middle-income country origins, 2008–2022

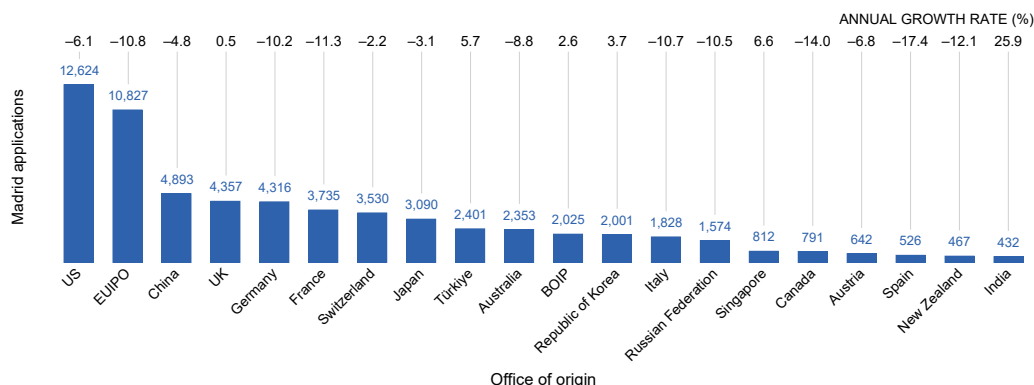


Note: Data for 2022 are WIPO estimates. Origin data are based on the country of the applicant's address.

Source: WIPO Statistics Database, March 2023.

The offices of origin that received the most Madrid applications filed in 2022 were the United States Patent and Trademark Office (USPTO) and the EUIPO, followed distantly by the IP offices of China, the UK and Germany.

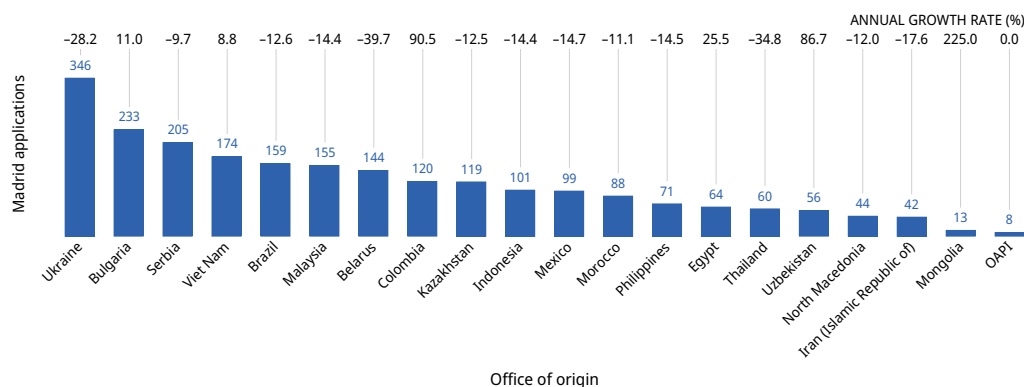
A9. International applications for the top 20 offices of origin, 2022



Note: EUIPO is the European Union Intellectual Property Office; BOIP is the Benelux Office for Intellectual Property.
Source: WIPO Statistics Database, March 2023.

In addition to offices of origin China, India, the Russian Federation and Türkiye, other offices of origin located in low- and middle-income countries that receive the most Madrid applications in 2022 included Brazil, Bulgaria, Serbia, Ukraine and Viet Nam.

A10. International applications for selected low- and middle-income country offices of origin, 2022

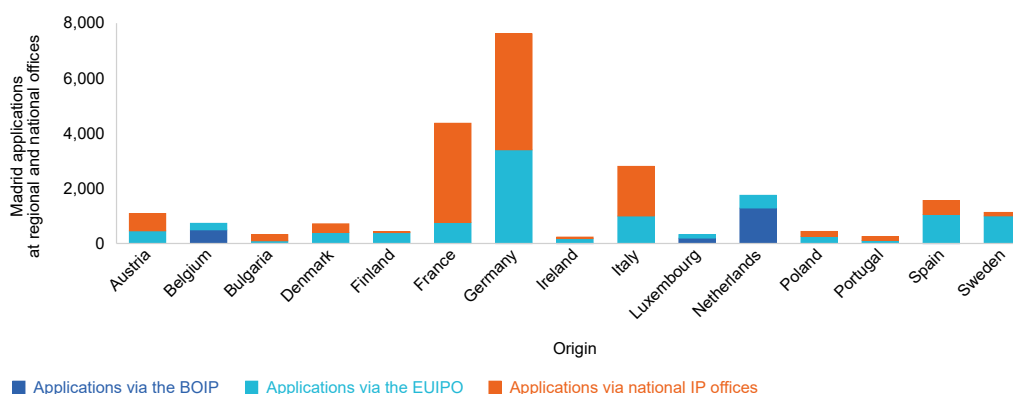


Note: OAPI is the African Intellectual Property Organization, which receives applications on behalf of its 17 member states.

Source: WIPO Statistics Database, March 2023.

Applicants based in Denmark, Finland, Ireland, Poland, Spain and Sweden filed over half of their Madrid applications at the EUIPO in 2022, with the remainder filed at national IP offices.

A11. International applications for selected European Union (EU) origins by regional and national offices, 2022

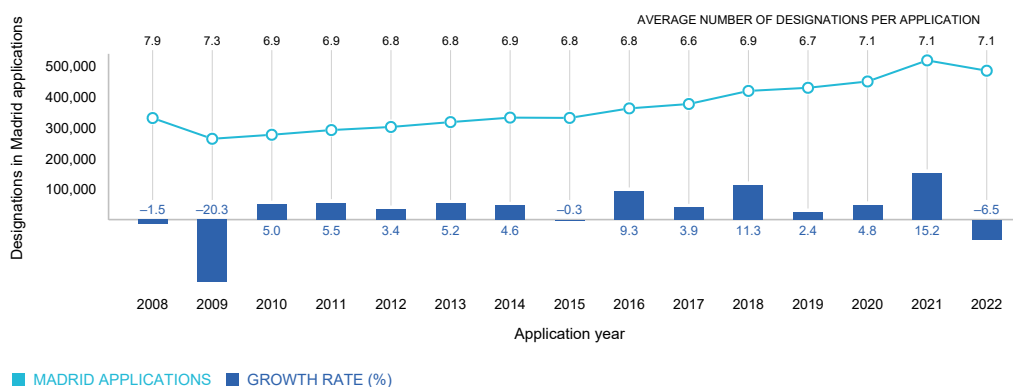


Note: BOIP is the Benelux Office for Intellectual Property; EUIPO is the European Union Intellectual Property Office.
Source: WIPO Statistics Database, March 2023.

Designations in Madrid international applications

The decline in the number of designations contained in Madrid applications from 2021 to 2022 reflects a drop in applications over the same period, with the average of seven Madrid members designated in every Madrid application remaining unchanged.

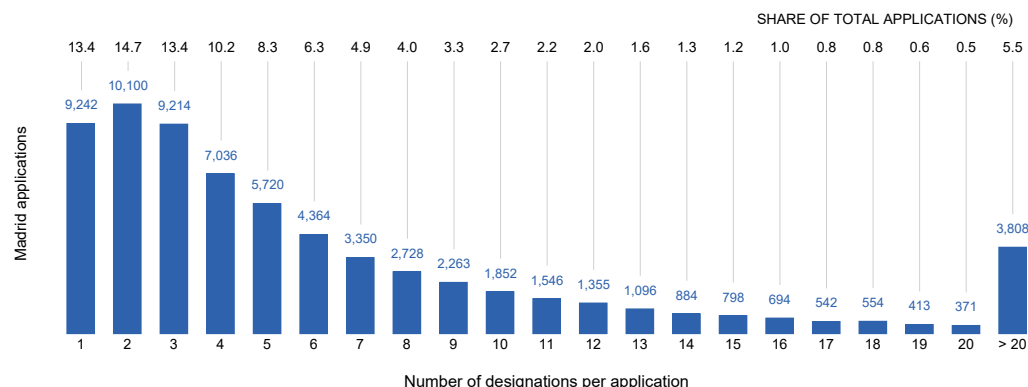
A12. Trend in designations in international applications and average number of designations per application, 2008–2022



Note: When applicants first apply for an international registration, they can initially choose from among any of the Madrid members in which they aim to extend protection for their trademarks, except for that Madrid member through which the holder has claimed entitlement to use the Madrid System. Each Madrid member selected is counted as one designation.
Source: WIPO Statistics Database, March 2023.

About three-quarters of all international applications filed in 2021 designated between one and eight Madrid members; approximately 10% of applications designated 15 or more members.

A13. Distribution of designations per international application, 2022

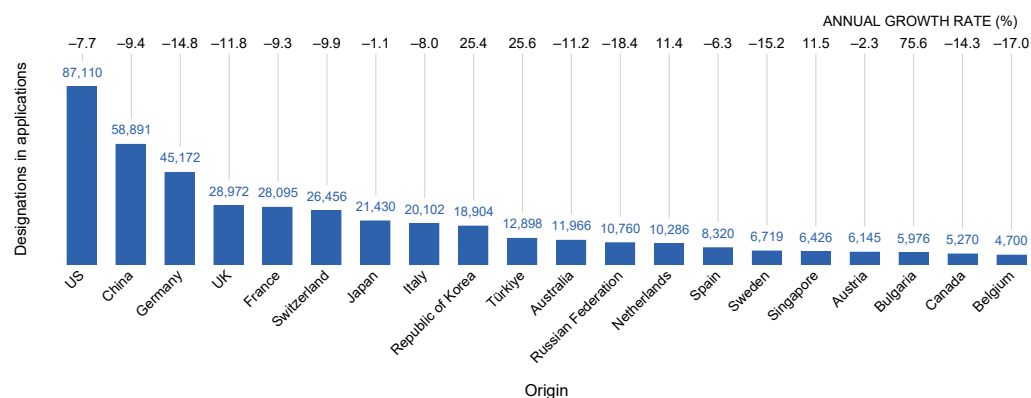


Note: Around 13% of all Madrid applications filed in 2022 designated a single Madrid member only. This shows how trademark holders often use the Madrid System in a staged manner to obtain protection in the jurisdiction of highest priority first, before later extending protection to other jurisdictions by filing subsequent designations.

Source: WIPO Statistics Database, March 2023.

US applicants were the single biggest origin of Madrid applications in 2022; collectively, they also made the highest number of designations in international applications for expanding the geographical scope of protection for their marks, followed by applicants in China, Germany, the UK and France.

A14. Designations in international applications for the top 20 origins, 2022

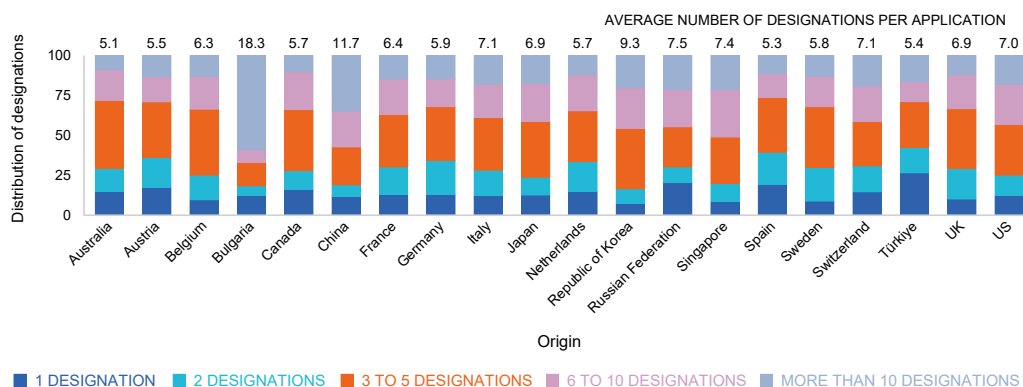


Note: Origin data are based on the country of the applicant's address. The number of designations in Madrid applications for all origins are reported in statistical table A32.

Source: WIPO Statistics Database, March 2023.

Applicants from 17 of the top 20 origins designated, on average, between five and eight Madrid members in international applications filed in 2022; this rises to an average of between about nine and 18 designated by applicants from Bulgaria, China and the Republic of Korea.

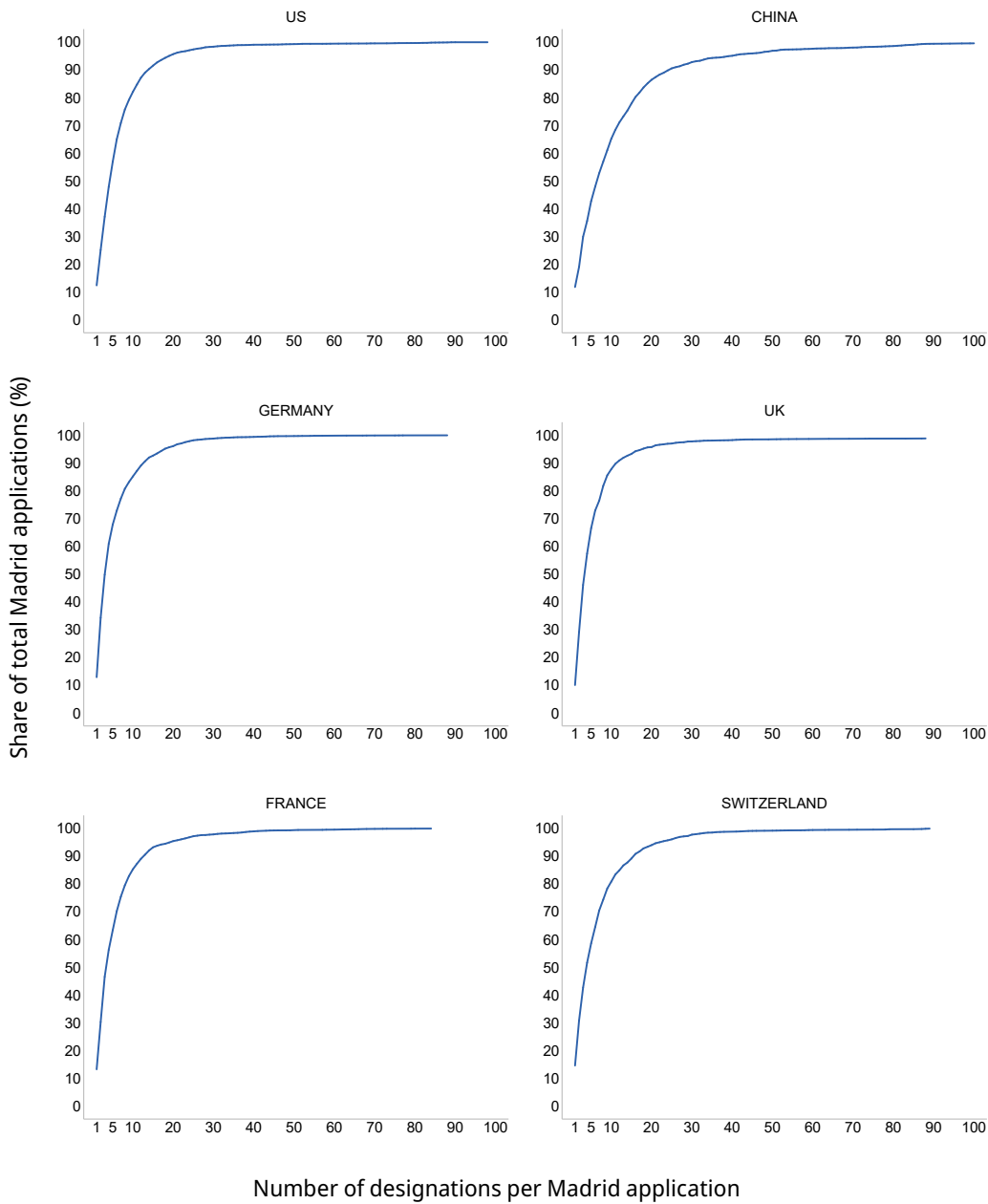
A15. Distribution of designations per international application for the top 20 origins, 2022



Note: Origin data are based on the country of the applicant's address.

Source: WIPO Statistics Database, March 2023.

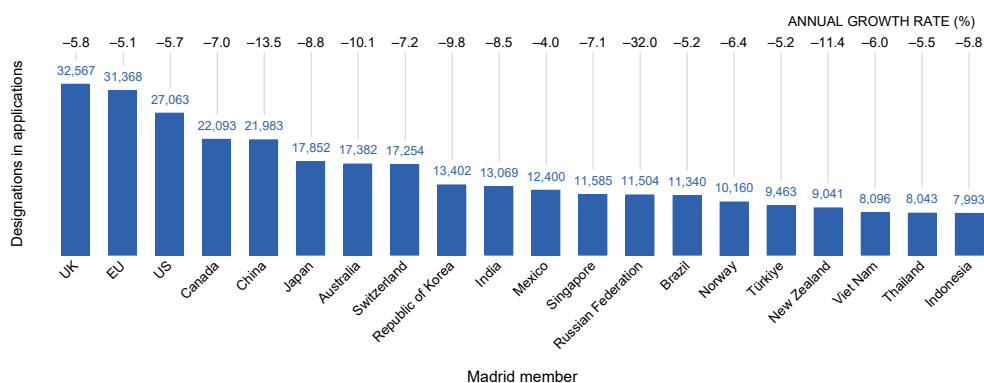
Applicants from China tended to designate more Madrid members per international application than did applicants from any other leading origin.
A16. Distribution of designations per international application for the top six origins, 2022



Note: Origin data are based on the country of the applicant's address.
Source: WIPO Statistics Database, March 2023.

For a second year in succession, the UK attracted the most designations in Madrid applications in 2022. Because of Brexit, trademark holders can no longer seek to protect their marks in the UK via the EUIPO. The EU, the US, Canada and China also received a high number of designations. Among top designated Madrid members, the Russian Federation saw the steepest on-year decline (–32%) in designations received.

A17. Designations in international applications for the top 20 designated Madrid members, 2022

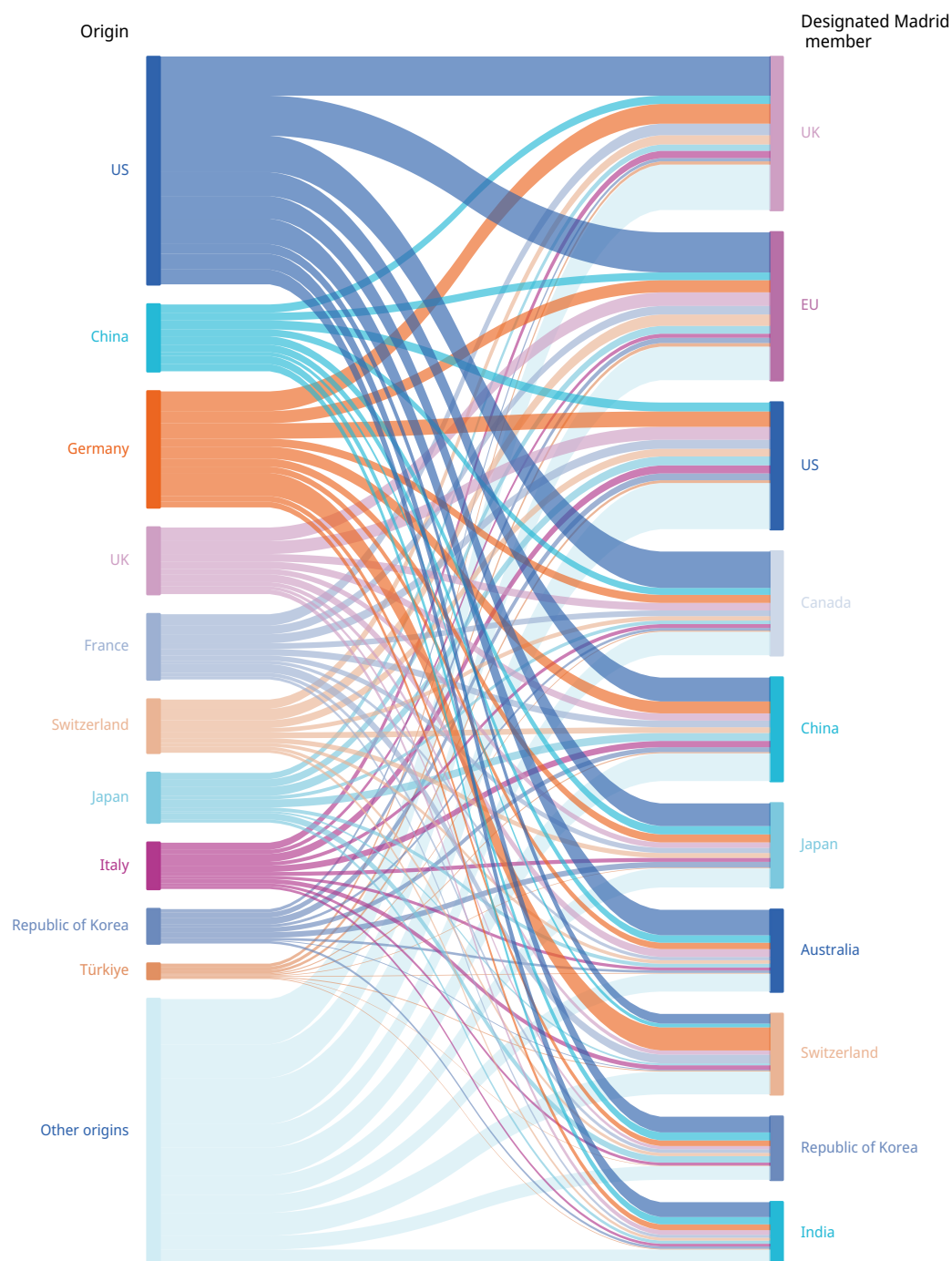


Note: The number of designations in international applications for all Madrid members are reported in statistical table A32.

Source: WIPO Statistics Database, March 2023.

The top five origins combined accounted for about 44% of all Madrid applications designating the US, between 50% and 58% of those designating Australia, Canada, China, the EU, India or the UK, and about 60–63% of those designating Japan, the Republic of Korea and Switzerland.

A18. Flows of designations from the top 10 origins to the top 10 designated Madrid members, 2022

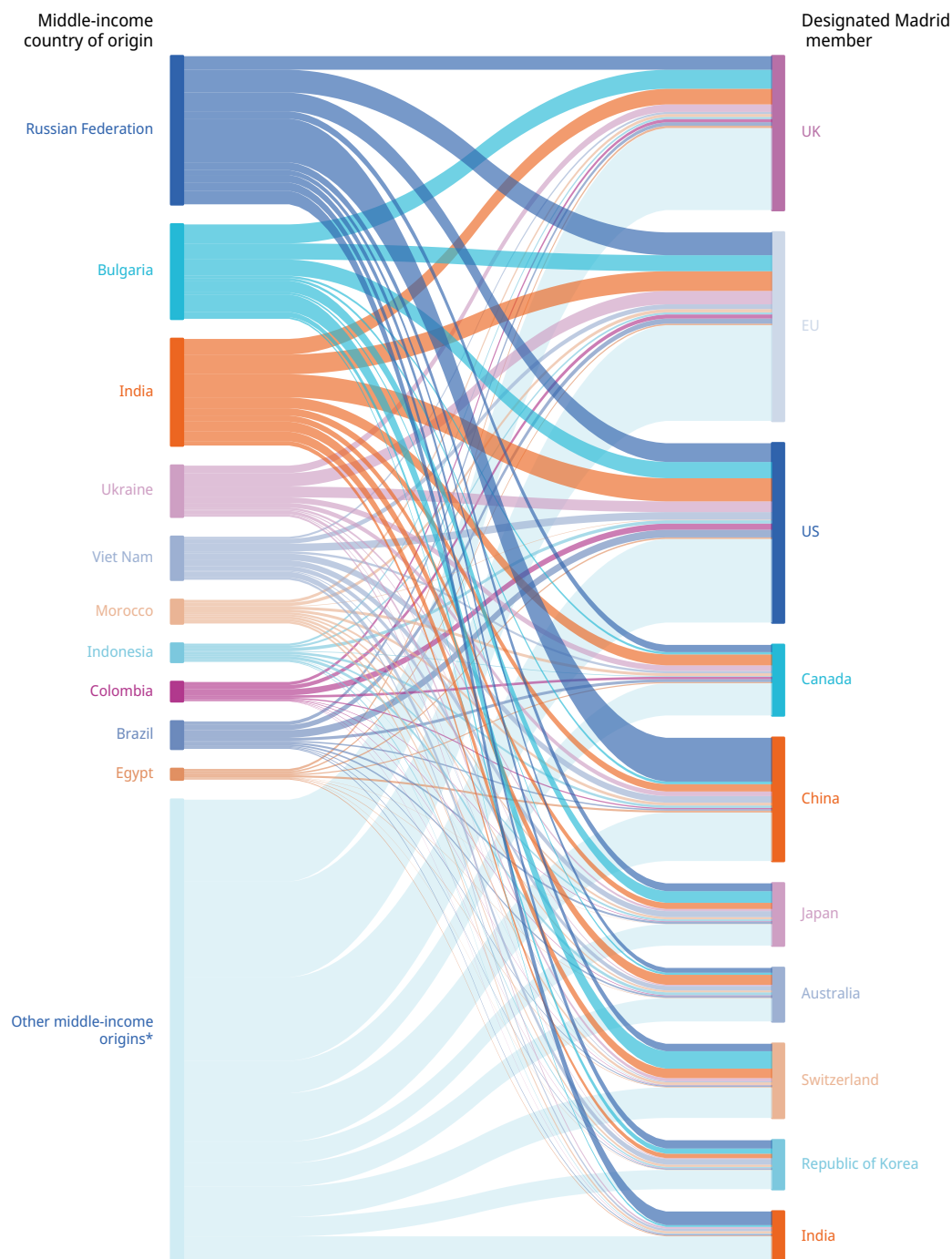


Note: Origin data are based on the country of the Madrid registration holder's address.

Source: WIPO Statistics Database, March 2023.

The US was the top destination chosen by Madrid applicants domiciled in five of 10 selected middle-income countries of origin, notably by those resident in India, Brazil and Viet Nam. The UK was the top destination for applicants based in Bulgaria and Egypt, and China for applicants located in the Russian Federation.

A19. Flows of designations from selected middle-income countries of origin to the top 10 designated Madrid members, 2022



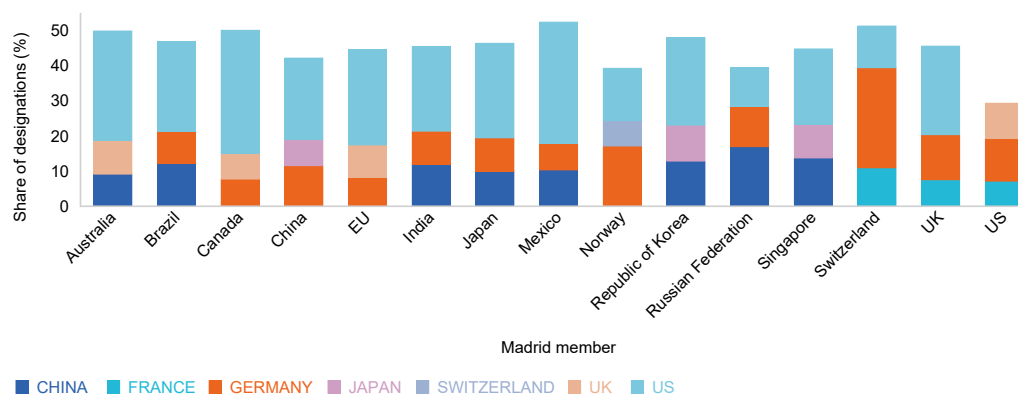
Note: Origin data are based on the country of the Madrid registration holder's address.

* Middle-income country of origin China has been removed from the "Other middle-income origins" category.

Source: WIPO Statistics Database, March 2023.

China, Germany and the US were most often the three top origins of Madrid designations received by five of the top 15 Madrid members in 2022. The UK was either the second or third top origin of designations for Australia, Canada, the EU and the US, while Japan was the third main origin of designations for China, the Republic of Korea and Singapore. China surpassed both Germany and the US to become the leading origin of designations received by the Russian Federation.

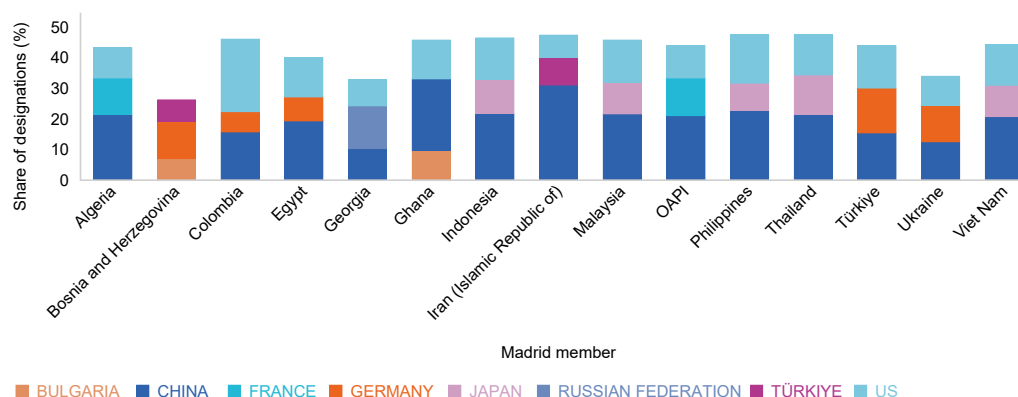
A20. Distribution of designations in international applications for the top 15 designated Madrid members received from their top three origins, 2022



Source: WIPO Statistics Database, March 2023.

As an origin, China featured as the first or second top designation for 14 of the 15 selected low- and middle-income Madrid members, the exception being Bosnia and Herzegovina. The top three origins accounted for between 26% and about 48% of all designations received by selected Madrid members.

A21. Distribution of designations in international applications for selected designated low- and middle-income Madrid members received from their top three origins, 2022



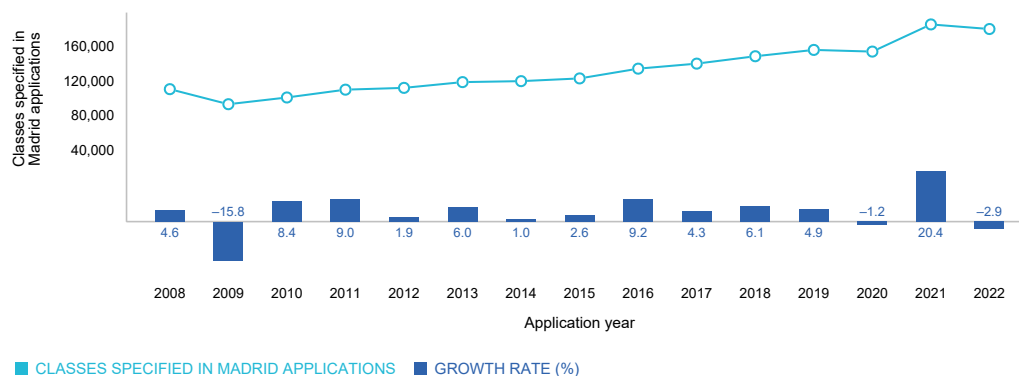
Note: OAPI is the African Intellectual Property Organization acting on behalf of 17 African countries.

Source: WIPO Statistics Database, March 2023.

Nice classes specified in Madrid international applications

The total number of classes specified in Madrid applications has continued to grow steadily, reflecting an increase in the overall number of international applications. However, as was the case for Madrid applications, 2022 saw a decrease in the number of classes specified in applications, albeit to a lesser extent.

A22. Trend in the number of classes specified in international applications, 2008–2022

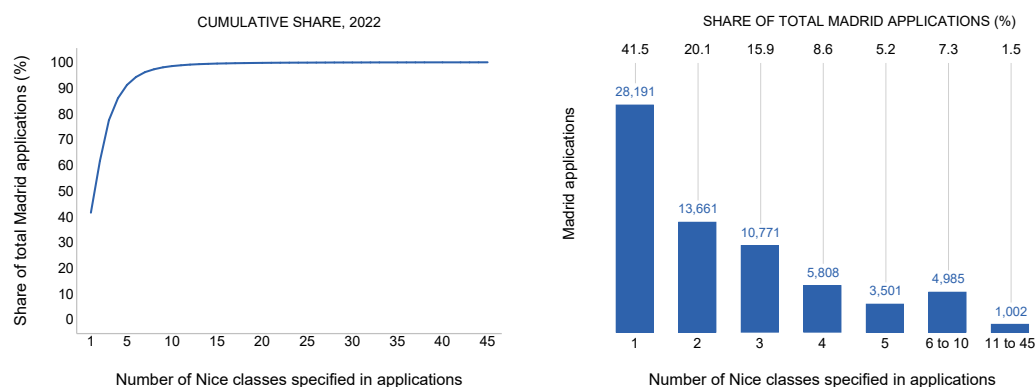


Note: Within the Madrid System, all Madrid member offices must apply the Nice Classification, an international classification of goods and services applied to trademark applications and registrations. Applicants are required to provide a description of the goods or services for which the mark is to be used according to one or more of the 45 Nice classes (visit www.wipo.int/classifications/nice). When filing a Madrid application, applicants must specify all the classes into which their marks fall, as it is not possible to add further classes at a later date.

Source: WIPO Statistics Database, March 2023.

Almost 78% of Madrid applications filed in 2022 included between one and three goods or services classes.

A23. Distribution of the number of classes specified per international application, 2022



Note: The overall average of two to three classes specified in all Madrid applications filed in 2022 masks a significant variation in the number of classes specified across applications. For example, 28,191, or 41.5% of all Madrid applications, indicated a single class to which the trademark applied, and almost 78% included up to three classes. Only 1,002 applications – that is, 1.5% of the total – specified 11 or more of the 45 goods and services classes.

Source: WIPO Statistics Database, March 2023.

In 2022, goods class 9, which includes computers, electronics and software, was the class most specified in Madrid applications, followed by services classes 35 covering business services and 42 relating to scientific and technical services.

A24. Classes specified in international applications, 2022

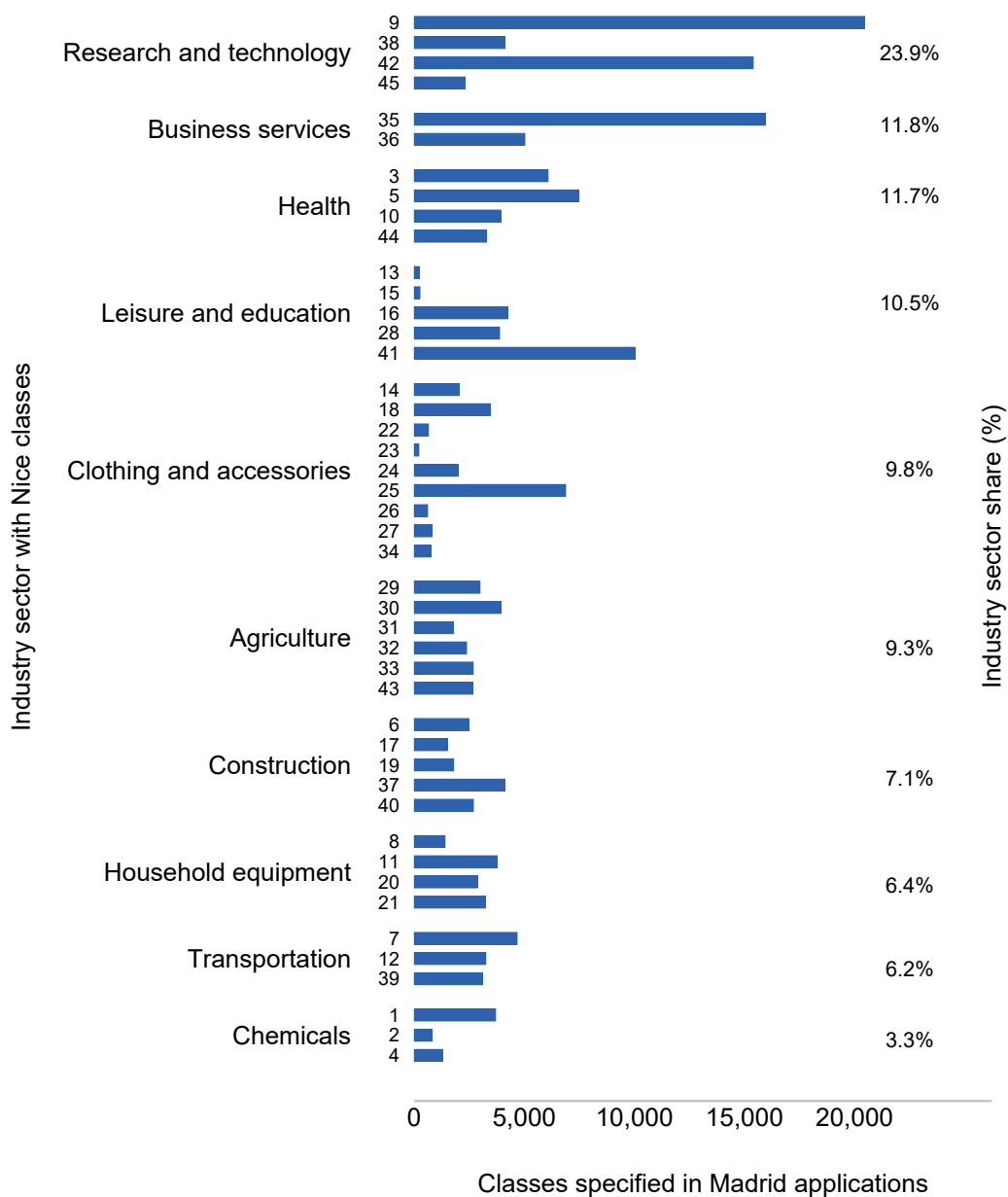
Class covers/includes	2022	Growth (%), 2021-2022	Share of total (%), 2022
Class 9: Computer hardware and software and other electrical or electronic apparatus of a scientific nature	20,460	0.9	11.4
Class 35: Services such as office functions, advertising and business management	15,955	0.3	8.9
Class 42: Services provided by, for example, scientific, industrial or technological engineers and computer specialists	15,399	4.2	8.6
Class 41: Services in the area of education, training, entertainment, sporting and cultural activities	10,027	6.3	5.6
Class 5: Mainly pharmaceuticals and other preparations for medical purposes	7,484	-12.3	4.2
Class 25: Clothing, footwear and headgear	6,880	-9.9	3.8
Class 3: Mainly cleaning preparations and toilet preparations	6,083	-12.1	3.4
Class 36: Services relating to insurance, financial affairs, monetary affairs, and real estate affairs	5,026	10.1	2.8
Class 7: Mainly machines, machine tools, motors and engines	4,676	-3.1	2.6
Class 16: Mainly paper, goods made from that material and office requisites	4,254	-8.6	2.4
Class 38: Telecommunications services	4,130	-3.5	2.3
Class 37: Building construction; repair; installation services	4,122	2.8	2.3
Class 30: Mainly foodstuffs of plant origin, prepared for consumption or conservation as well as auxiliaries intended for improving the flavor of food	3,943	-11.4	2.2
Class 10: Surgical, medical, dental and veterinary apparatus and instruments	3,935	-15.3	2.2
Class 28: Games and playthings; gymnastic and sporting articles	3,880	-10.1	2.2
Class 11: Apparatus for lighting, heating, steam generating, cooking, refrigerating, drying, ventilating, water supply and sanitary purposes	3,773	-13.1	2.1
Class 1: Chemicals used in industry, science and photography, as well as in agriculture	3,697	-1.8	2.1
Class 18: Leather and imitations of leather, and products made therefrom, traveling bags and umbrellas	3,447	-6.6	1.9
Class 44: Medical services; veterinary services; hygienic and beauty care for human beings or animals; agriculture, horticulture and forestry services	3,291	-9.6	1.8
Class 12: Vehicles; apparatus for locomotion by land, air or water	3,254	-6.2	1.8
Class 21: Mainly household or kitchen utensils and containers; combs and sponges; articles for cleaning purposes, glassware, porcelain and earthenware	3,236	-14.1	1.8
Class 39: Services related to transport, packaging and storage of goods, and travel arrangement	3,099	8.6	1.7
Class 29: Meat, fish, poultry; frozen, dried and cooked fruits and vegetables	2,990	-13.1	1.7
Class 20: Mainly furniture, mirrors, picture frames and goods made from, for example, wood, cork, reed, cane, wicker	2,871	-10.5	1.6
Class 40: Services related to the treatment of materials	2,691	10.2	1.5
Class 33: Alcoholic beverages (except beers)	2,680	-12.0	1.5
Class 43: Services for providing food and drink; temporary accommodation	2,666	9.4	1.5
Class 6: Mainly includes common metals and their alloys and goods of common metal not included in other classes	2,478	-2.7	1.4
Class 32: Beers; mineral and aerated waters and other non-alcoholic beverages; fruit beverages and fruit juices; syrups and other preparations for making beverages	2,381	-11.6	1.3
Class 45: Legal services; security services for the protection of property and individuals; personal and social services rendered by others to meet the needs of individuals	2,307	1.3	1.3
Class 14: Mainly precious metals and their alloys and goods in precious metals or coated therewith, not included in other classes	2,052	-9.3	1.1
Class 24: Textiles and textile goods, not included in other classes; bed covers; table covers	1,989	-7.9	1.1
Class 19: Mainly non-metallic building materials and asphalt	1,794	-2.7	1.0
Class 31: Mainly grains and agricultural, horticultural and forestry products; live animals; fresh fruits and vegetables; seeds	1,774	-6.0	1.0
Class 17: Mainly rubber, plastics in extruded form for use in manufacture; packing, stopping and insulating materials; non-metallic flexible pipes	1,502	-11.9	0.8
Class 8: Hand tools and implements (hand-operated); cutlery; side arms; razors	1,400	-16.6	0.8
Class 4: Mainly industrial oils, lubricants, fuels and illuminants	1,281	-1.3	0.7
Class 2: Mainly paints, varnishes, lacquers	813	-7.4	0.5
Class 27: Carpets, rugs, mats and matting, linoleum and other materials for covering existing floors; wall hangings (non-textile)	797	-12.6	0.4
Class 34: Tobacco; smokers' articles; matches	752	3.4	0.4
Class 22: Mainly ropes, string, nets, tents, awnings, tarpaulins, sails, sacks and bags (not included in other classes)	648	-8.6	0.4
Class 26: Lace and embroidery, ribbons and braid; buttons, hooks and eyes, pins and needles; artificial flowers	611	-15.0	0.3
Class 15: Musical instruments	263	-7.4	0.1
Class 13: Firearms; ammunition and projectiles; explosives; fireworks	235	-11.3	0.1
Class 23: Yarns and threads, for textile use	213	-11.6	0.1
Not specified	2,817	197.2	1.6
Total classes specified in Madrid applications	180,056	-2.9	100.0

Note: For a complete list of class definitions, visit www.wipo.int/classifications/nice.

Source: WIPO Statistics Database, March 2023.

Research and technology accounted for almost a quarter (23.9%) of all filing activity via the Madrid System in 2022. The health sector's share (11.7%) of overall activity decreased by 1.2 percentage points compared to the previous year, whereas business services (11.8%) increased by a 0.7 percentage point to become the second largest industry sector in terms of Madrid applications.

A25. International applications by industry sector, 2022

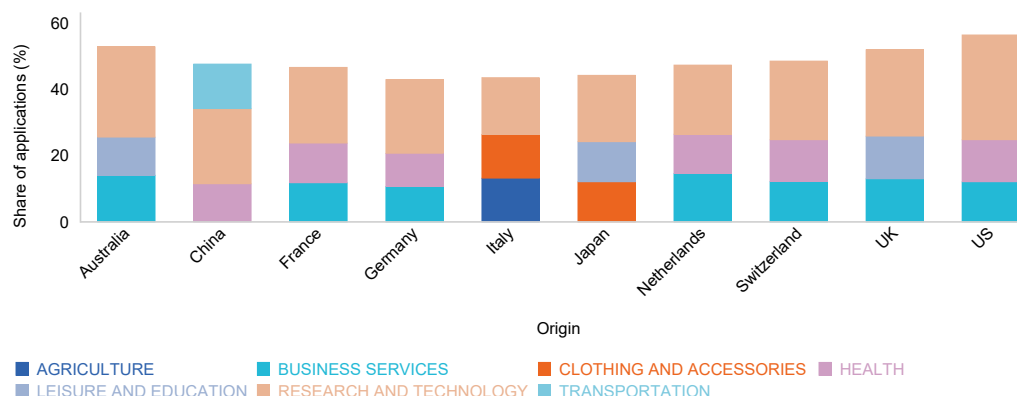


Note: Industry sectors based on class groups are those defined by Edital®. Some industry sectors are abbreviated. See the Nice classes and industry sectors table in the annex for full definitions. For full class definitions, visit www.wipo.int/classifications/nice.

Source: WIPO Statistics Database, March 2023.

Research and technology featured as the top industry sector for Madrid applications from all top 10 origins. Clothing and accessories was among the three top three sectors for applicants based in Italy and Japan.

A26. International applications by top three sectors for the top 10 origins, 2022

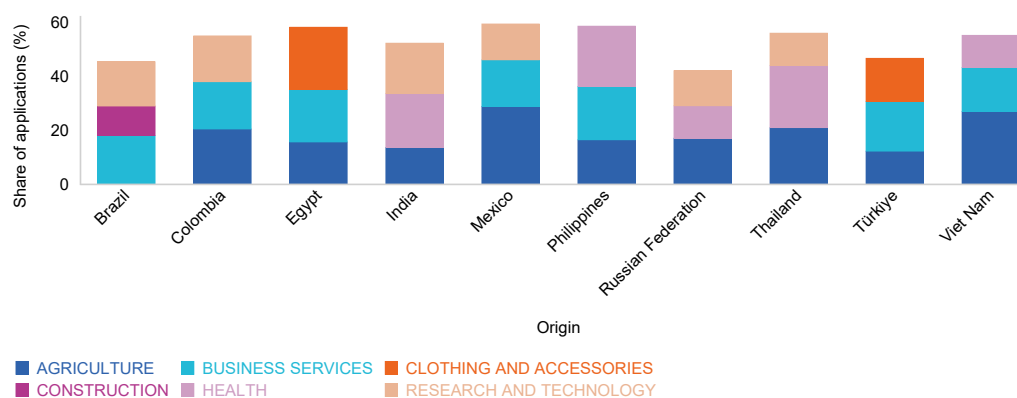


Note: Origin data are based on the country of the Madrid registration holder's address. Industry sectors based on class groups are those defined by Edital®. Some industry sectors are abbreviated. See the Nice classes and industry sectors table in the annex for full definitions. For full class definitions, visit www.wipo.int/classifications/nice.

Source: WIPO Statistics Database, March 2023.

Agricultural services was the top industry sector for applicants from four of 10 selected middle-income countries of origin, whereas the health was the top sector for applicants from three countries, and business services for applicants from two countries.

A27. International applications by top three sectors for selected middle-income countries of origin, 2022

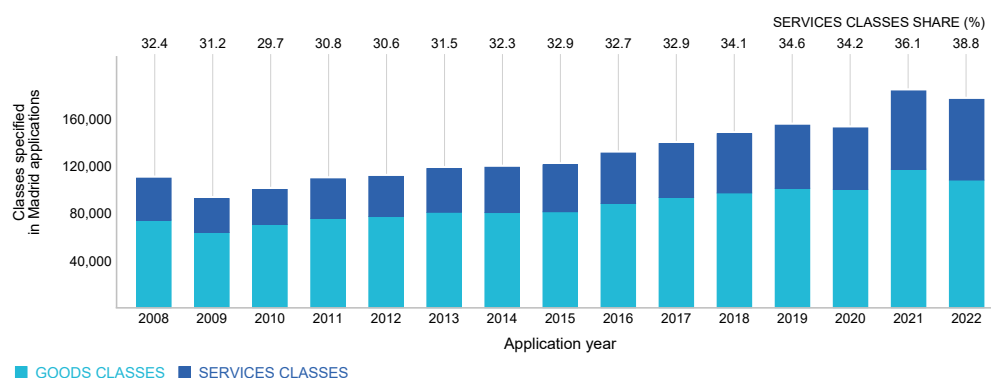


Note: Origin data are based on the country of the Madrid registration holder's address. Industry sectors based on class groups are those defined by Edital®. Some industry sectors are abbreviated. See the Nice classes and industry sectors table in the annex for full definitions. For full class definitions, visit www.wipo.int/classifications/nice.

Source: WIPO Statistics Database, March 2023.

In 2022, services classes accounted for 38.8% of all classes specified in Madrid applications, up from about 32.4% 15 years earlier.

A28. Trend in services classes versus goods classes, 2008–2022



Note: The first 34 of the 45 Nice classes cover goods, whereas the remaining 11 cover services. For full class definitions, visit www.wipo.int/classifications/nice.

Source: WIPO Statistics Database, March 2023.

Applications from Romania (51.5%), Norway (45.8%) and Mexico (44%) had among the highest shares related to services. In contrast, services accounted for 21.2% of applications from China and 23.1% from Morocco.

A29. Goods classes versus services classes in international applications for selected origins, 2012 and 2022

Origin	2012 (%)		2022 (%)		Change in services classes share compared to 2012 (percentage points)
	Goods	Services	Goods	Services	
Romania	58.7	41.3	48.5	51.5	10.2
Norway	56.8	43.2	54.2	45.8	2.6
Mexico	n.a.	n.a.	56.0	44.0	n.a.
Colombia	n.a.	n.a.	56.2	43.8	n.a.
United States of America	66.8	33.2	56.5	43.5	10.3
United Kingdom	68.6	31.4	56.8	43.2	11.8
Portugal	73.1	26.9	57.0	43.0	16.1
Switzerland	63.4	36.6	57.0	43.0	6.4
Canada	n.a.	n.a.	57.2	42.8	n.a.
Australia	65.0	35.0	57.3	42.7	7.7
Sweden	71.9	28.1	59.3	40.7	12.6
Brazil	n.a.	n.a.	59.7	40.3	n.a.
New Zealand	58.2	41.8	59.7	40.3	-1.5
Germany	68.7	31.3	62.1	37.9	6.6
Republic of Korea	83.2	16.8	66.4	33.6	16.8
India	n.a.	n.a.	66.7	33.3	n.a.
Indonesia	n.a.	n.a.	68.1	31.9	n.a.
Malaysia	n.a.	n.a.	71.5	28.5	n.a.
Morocco	66.1	33.9	76.9	23.1	-10.8
China	86.7	13.3	78.8	21.2	7.9

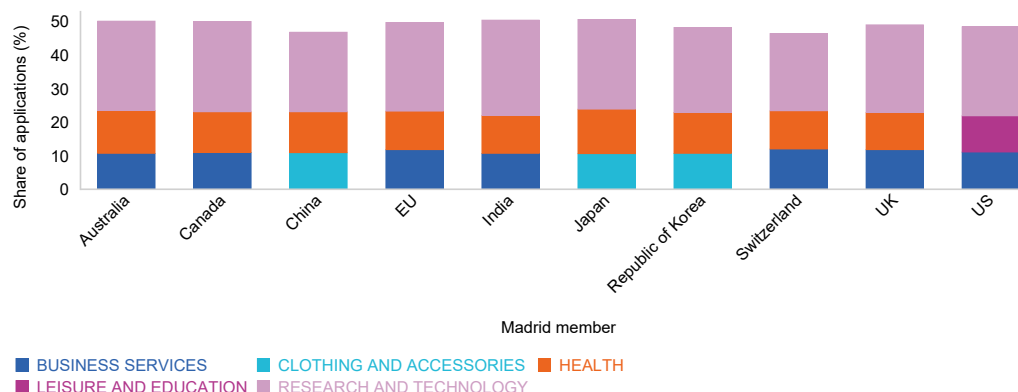
Note: Origin data are based on the country of the Madrid registration holder's address. The first 34 of the 45 Nice classes cover goods, whereas the remaining 11 cover services. For full class definitions, visit www.wipo.int/classifications/nice.

n.a. indicates not applicable.

Source: WIPO Statistics Database, March 2023.

In 2022, research and technology was once again the leading sector in which applicants sought trademark protection within the jurisdiction of every top 10 designated Madrid member. Health was the second most active sector across six of these members, and business services for the remaining four.

A30. International applications by top three sectors for the top 10 designated Madrid members, 2022

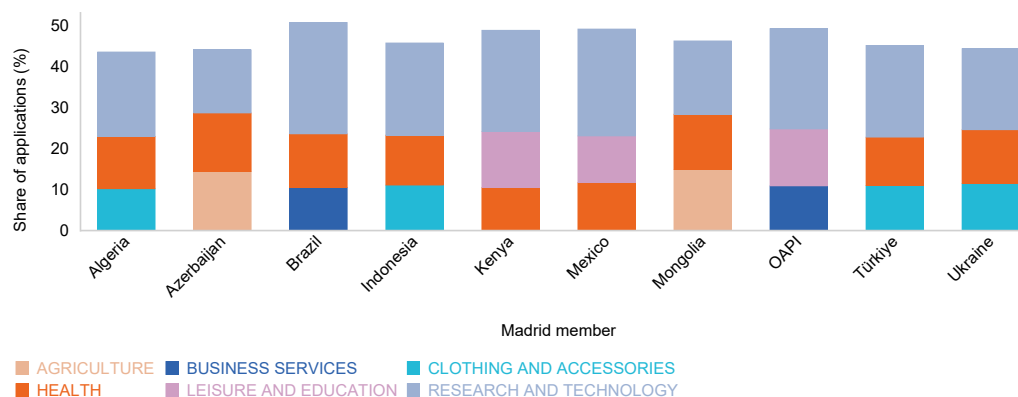


Note: Industry sectors based on class groups are those defined by Edital®. Some industry sectors are abbreviated. See the Nice classes and industry sectors table in the annex for full definitions. For full class definitions, visit www.wipo.int/classifications/nice.

Source: WIPO Statistics Database, March 2023.

Research and technology was the top sector in all 10 selected designated middle-income countries. Leisure and education stands out as one of the top sectors at the OAPI and also in Kenya and Mexico.

A31. International applications by top three sectors for selected designated low- and middle-income Madrid members, 2022



Note: OAPI is the African Intellectual Property Organization acting on behalf of 17 African countries. Industry sectors based on class groups are those defined by Edital®. Some industry sectors are abbreviated. See the Nice classes and industry sectors table in the annex for full definitions. For full class definitions, visit www.wipo.int/classifications/nice.

Source: WIPO Statistics Database, March 2023.

A32. International applications and designations via the Madrid System, 2022

Name	Origin ¹		Designated member
	Number of applications	Designations	Designations
Afghanistan	745
African Intellectual Property Organization	n.a.	n.a.	2,268
Albania	3	22	2,017
Algeria	6	48	2,249
Andorra (a)	10	153	n.a.
Angola (a)	2	58	n.a.
Antigua and Barbuda	1	7	572
Armenia	31	303	2,395
Australia	2,362	11,966	17,382
Austria	1,129	6,145	2,068
Azerbaijan	13	198	2,705
Bahamas (a)	6	49	n.a.
Bahrain	1	40	1,806
Bangladesh (a)	1	2	n.a.
Barbados (a)	3	40	n.a.
Belarus	141	696	3,660
Belgium (b)	761	4,700	n.a.
Belize (a)	4	24	n.a.
Benelux Office for Intellectual Property	n.a.	n.a.	2,141
Bermuda (a)	17	135	n.a.
Bhutan	601
Bonaire, Sint Eustatius and Saba (d)	445
Bosnia and Herzegovina	26	144	2,663
Botswana	780
Brazil	161	640	11,340
Brunei Darussalam	1,057
Bulgaria	331	5,976	959
Cabo Verde	207
Cambodia	4	18	2,370
Canada	931	5,270	22,093
Chile	17	59	1,704
China	4,991	58,891	21,983
China, Hong Kong SAR (a)	1	..	n.a.
Colombia	125	681	4,843
Croatia	229	1,526	951
Cuba	2	12	1,023
Curaçao (d)	9	45	638
Cyprus	254	3,692	626
Czech Republic	218	1,656	1,236
Democratic People's Republic of Korea	7	21	692
Democratic Republic of the Congo (a)	1	3	n.a.
Denmark	742	4,342	1,016
Egypt	66	618	4,217
Estonia	126	727	730
Eswatini	738
European Union	n.a.	n.a.	31,368
Finland	453	3,026	880
France	4,403	28,095	2,787
Gambia	650
Georgia	23	110	2,435
Germany	7,695	45,172	3,826
Ghana	3	7	1,412
Greece	104	569	931
Hungary	232	2,071	1,013
Iceland	41	170	2,747
India	455	4,301	13,069
Indonesia	94	694	7,993
Iran (Islamic Republic of)	44	264	2,128
Ireland	290	2,544	1,013
Israel	435	2,753	5,763
Italy	2,760	20,102	2,482
Jamaica	618

Name	Origin ¹		Designated member
	Number of applications	Designations	Designations
Japan	3,145	21,430	17,852
Kazakhstan	109	630	4,346
Kenya	4	3	1,935
Kuwait (a)	1	48	n.a.
Kyrgyzstan	9	28	2,242
Lao People's Democratic Republic	1,469
Latvia	83	580	826
Lebanon (a)	1	7	n.a.
Lesotho	583
Liberia	700
Libya (a)	1	1	n.a.
Liechtenstein	76	603	2,342
Lithuania	122	488	834
Luxembourg (b)	364	2,430	n.a.
Madagascar	1	2	892
Malawi	684
Malaysia	152	554	7,894
Mali (e)	1	21	n.a.
Malta (c)	78	585	n.a.
Marshall Islands (a)	2	3	n.a.
Mauritius (a)	3	32	n.a.
Mexico	85	425	12,400
Monaco	47	273	2,027
Mongolia	12	48	1,482
Montenegro	3	12	2,441
Morocco	91	1,056	3,616
Mozambique	962
Myanmar (a)	1	31	n.a.
Namibia	1	16	920
Netherlands (b)	1,791	10,286	n.a.
New Zealand	487	2,253	9,041
North Macedonia	33	906	2,377
Norway	388	2,082	10,160
Oman	12	253	2,061
Pakistan	7	34	2,277
Panama (a)	3	34	n.a.
Philippines	60	272	6,763
Poland	455	2,312	1,648
Portugal	271	1,450	1,124
Qatar (a)	2	14	n.a.
Republic of Korea	2,021	18,904	13,402
Republic of Moldova	71	379	2,347
Romania	123	542	1,367
Russian Federation	1,469	10,760	11,504
Rwanda	848
Saint Kitts and Nevis (a)	1	2	n.a.
Saint Lucia (a)	1	35	n.a.
Samoa	457
San Marino	11	95	836
Sao Tome and Principe	508
Senegal (e)	2	22	n.a.
Serbia	194	1,390	3,997
Seychelles (a)	2	48	n.a.
Sierra Leone	677
Singapore	882	6,426	11,585
Sint Maarten (Dutch Part) (d)	516
Slovakia	62	363	843
Slovenia	227	2,122	850
South Africa (a)	..	10	n.a.
Spain	1,556	8,320	2,278
Sudan	1,056
Sweden	1,144	6,719	1,159
Switzerland	3,745	26,456	17,254
Syrian Arab Republic	3	13	917
Tajikistan	5	62	1,704
Thailand	65	587	8,043
Trinidad and Tobago	7	45	798
Tunisia	11	89	2,166

Name	Origin ¹		Designated member
	Number of applications	Designations	Designations
Türkiye	2,389	12,898	9,463
Turkmenistan	1	18	1,455
Ukraine	268	1,592	5,497
United Arab Emirates	110	1,503	5,483
United Kingdom	4,227	28,972	32,567
United States of America	12,495	87,110	27,063
Uruguay (a)	7	112	n.a.
Uzbekistan	56	568	2,369
Viet Nam	157	1,258	8,096
Zambia	1,123
Zimbabwe	932
Others	23	68	382
Total	69,000	485,475	485,475

Note: Only those countries or territories of origin and designated Madrid member countries or jurisdictions for which 2022 Madrid System statistics exist are listed. Madrid applications by origin data for 2022 are WIPO estimates.

¹ Origin is defined as the country or territory of the stated address of residence of the applicant for an international registration.

(a) This country or territory was not a member of the Madrid System, as of December 31, 2022. Applicants from this country or territory are entitled to file via the Madrid System by claiming commercial activity or domicile in a country, or within the jurisdiction of a regional intellectual property (IP) office that is a member of the Madrid System. An applicant cannot designate the Madrid member for which entitlement is claimed (no self-designation is possible).

(b) The IP office is the regional Benelux Office for Intellectual Property (BOIP), which receives designations on behalf of this country.

(c) This country is a member of the Madrid System via its membership of the European Union.

(d) This country or municipality is not a Madrid member. The Netherlands has extended the application of the Madrid Protocol to the territories of Curaçao and Sint Maarten, Bonaire, Sint Eustatius and Saba.

(e) This country is not a Madrid member, but is covered by a designation of the African Intellectual Property Organization (OAPI).

.. indicates zero.

n.a. indicates not applicable.

Source: WIPO Statistics Database, March 2023.

B. Statistics on Madrid international registrations, renewals and active registrations

Highlights

Trademark holders worldwide received 68,589 Madrid international registrations in 2022, a slight increase of 0.5% on 2021

In 2022, the World Intellectual Property Organization (WIPO) recorded 68,589 Madrid registrations, up from around 40,985 in 2008. Registrations for 2022 were only about 325 more than recorded in 2021 (figure B1). The long-term trend for Madrid registrations broadly follows that for Madrid applications; however, changes in the number of registrations from year to year can be more pronounced for registrations than it is for applications. Reasons why Madrid registrations can fluctuate considerably from year to year can be the time taken for them to be processed at offices of origin before being transmitted to the International Bureau (IB) of WIPO, as well as the processing time required at the IB itself, which includes an irregularities procedure and time limits within which applicants and offices can remedy such irregularities.

How has the trend in subsequent designations evolved over time?

Due in part to Madrid System accessions and the incentive for holders to extend protection to include the jurisdictions of new Madrid members in addition to those of longer standing members, the number of subsequent designations has increased from almost 44,240 in 2008 to 59,125 in 2022. Subsequent designations are requests made by trademark holders to extend protection for existing Madrid registrations to cover new markets. There were 4% fewer such subsequent designations made in Madrid registrations in 2022 than in 2021, following a double-digit increase in 2021 (figure B2). Although most requests for subsequent designations are submitted by holders directly to the IB, fluctuations in the number submitted via Madrid member offices year-on-year can be significant for the same reasons given for international registrations. Subsequent designations declined in 2008 and 2009 during the global financial crisis. In 2009, at the height of the crisis, they fell substantially by 18.8%, on a par with a large 20.3% drop in designations (figure A12) in new Madrid applications that same year.

How did trademark holders use subsequent designations to extend protection for their marks to additional export markets in 2022?

Despite a double-digit on-year decline of 14.2%, China (2,225) continued to receive the highest number of subsequent designations in 2022, and has been the most subsequently designated country every year since 2004 (figure B7). China was followed by Canada (2,145), which only joined the Madrid System in 2019, and by the US (2,043).

Due to impressive growth of 9.3%, Mexico (1,841) went from the eighth most subsequently designated member in 2021 to rank fourth in 2022. Mexico was followed by the United Arab Emirates (1,776), which debuted at the fifth spot after having joined the Madrid System only in 2021 and becoming one of the top countries where Madrid registration holders sought to extend protection for their marks.

The 20 most designated Madrid member countries received more than half (51.1%) of all subsequent designations in 2022, a share similar to that in 2021. Twelve of these same member countries received fewer subsequent designations in 2021 than in 2020, compared to only two in 2021. Subsequent designations for the UK fell sharply (-37.2%) from 2,183 in 2021 to 1,371 in 2022, moving it from the second most subsequently designated Madrid member in 2021 down to 13th spot in 2022. Similarly, the Russian Federation's subsequent designations received declined rapidly (-38.7%) in 2022; in 2021, it ranked fifth, but dropped out of the list of top 20 subsequently designated members in 2022.

Nine of the top 20 subsequently designated Madrid members in 2022 were middle-income countries, reflecting the widespread appeal of developing markets to Madrid registration holders seeking to extend protection for their marks.

All top 15 designated Madrid members received their largest shares of subsequent designations from either Germany or the US (figure B9). Holders from Japan were the second top origin of subsequent designations in Asian neighbors Indonesia, Malaysia, Singapore and Thailand. Switzerland was the second largest origin of subsequent designations for the US. In the case of the United Arab Emirates, Italy was the second largest origin. Also, holders from Italy were the third top origin for Australia, Canada, Mexico and Türkiye.

Holders renewed almost 36,200 Madrid international registrations in 2022

Holders renewed 36,168 Madrid registrations in 2022, an increase of 5.2% on the previous year. The number of renewals in any given year depends both on the number of Madrid registrations and the number of renewals recorded 10 years prior; therefore the trend seen in figure B13 is only a partial reflection of the trend in registrations with a 10-year lag. Renewals in 2022 were almost double the number recorded in 2008 and have trended upward, despite modest declines in 2009, 2011 and 2017, and a more considerable drop of 7.1% in 2019.

The highest numbers of renewals in 2022 were recorded by holders from Germany, France, Switzerland and Italy

Holders from Germany (7,902), France (4,880), Switzerland (3,041) and Italy (2,805) recorded the highest numbers of Madrid registration renewals in 2022 (figure B14). This reflects their long-standing membership of the Madrid System. Together, these top four origins of renewals accounted for over half (52%) of all renewals in 2022, and their holders' stocks of international registrations have often been maintained for many decades.

Among the top 20 origins of renewals, the Czech Republic (+34.4%), Japan (+29.8%), Türkiye (+41.1%) and the UK (+27.3%) recorded growth in excess of 25%. In contrast, 6th-ranked the Netherlands (-0.3%) and 15th-ranked Sweden (-6.2%) recorded an on-year decline.

About half (50.3%) of all international registrations recorded since the Madrid System was established in 1891 remain active

Of the 1.7 million international registrations recorded since the creation of the Madrid System, about half (855,749) remained active – that is, in force – in 2022. Totalling about 520,600 in 2008, active Madrid registrations have increased by between about 2% and 5% each subsequent year (figure B21). In 2022, the total number of active Madrid registrations grew by 3.9%.

Holders from just five countries – Germany, the US, France, Switzerland and China – owned over half (51.3%) of all Madrid registrations active in 2022

Madrid registration holders domiciled in Germany (143,352) owned the highest number of active registrations in 2022, followed by holders in the US (96,518), France (86,133), Switzerland (59,574) and China (53,676) (figure B23). Considerable growth of 6.8% moved China ahead of Italy to occupy the fifth spot in 2022 in terms of active registration ownership. Together, holders based in the top 20 countries of origin owned 88% of all active Madrid registrations in 2022. In addition to the relatively high growth rate seen from holders in China, holders of top origins Australia (+7.5%), Japan (+6.5%), the Republic of Korea (+15.4%), the UK (+6.9%) and the US (+10%) also saw their stocks of active Madrid registrations grow the most between 2021 and 2022. Active registrations from Belgium (-0.1%), and the Czech Republic (-1.9%) declined slightly.

Madrid members China, the EU and Switzerland top the list for designations in active international registrations

In 2022, China (318,500), as a destination for trademark protection from abroad, retained top spot as the Madrid member with the most designations in active Madrid registrations, followed by the EU (290,380), which surpassed Switzerland (278,810) to become the second most designated Madrid member in active registrations. The US (259,537) ranked fourth, moving ahead of the Russian Federation (257,940), which dropped to fifth spot (figure B24). This means that, as of 2022, the over 255,000 trademarks in force in each of these four countries, plus the EU via the European Union Intellectual Property Office (EUIPO), resulted from Madrid registrations.

Eleven of the top 20 Madrid members had more designations in active registrations in 2022 than in 2021, with India recording the highest growth of 11.6%. Many of the Madrid members that saw a decline were either individual EU member countries or the EU itself (–0.4%), or the Benelux countries as a group (–4.1%), comprising Belgium, the Netherlands and Luxembourg. The Russian Federation (–1.5%), Türkiye (–0.1%) and Ukraine (–0.5%) also had fewer designations in active registrations compared to the previous year.

The 6.9 million designations in active Madrid registrations in 2022 were owned by about 242,600 right holders

A majority (64.8%) of holders of active Madrid registrations had no more than a single such registration in their 2021 portfolios – a situation that has remained almost unchanged since 2012. Another 16.8% of holders owned only two active Madrid registrations. Overall, about 91% of holders held four or fewer active registrations in their portfolios, and about 95% owned no more than seven (figure B25).

Madrid international registrations

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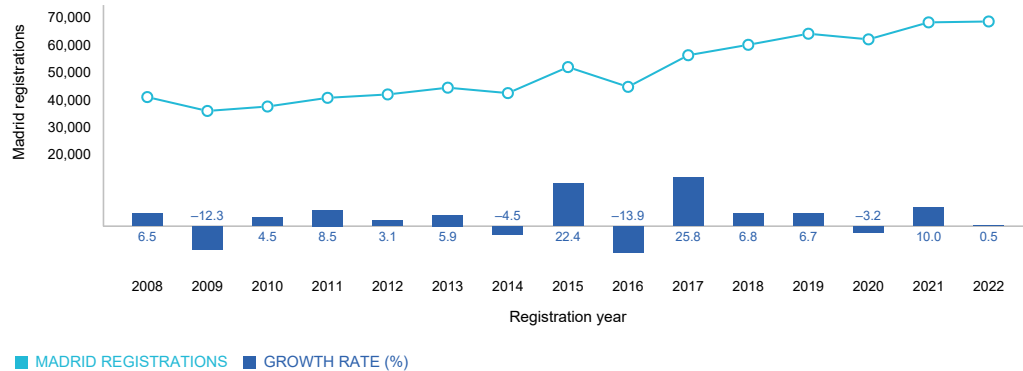
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Madrid international registrations

In 2022, trademark holders received a total of 68,589 Madrid registrations, a slight increase of 0.5% on 2021.

B1. Trend in international registrations, 2008–2022

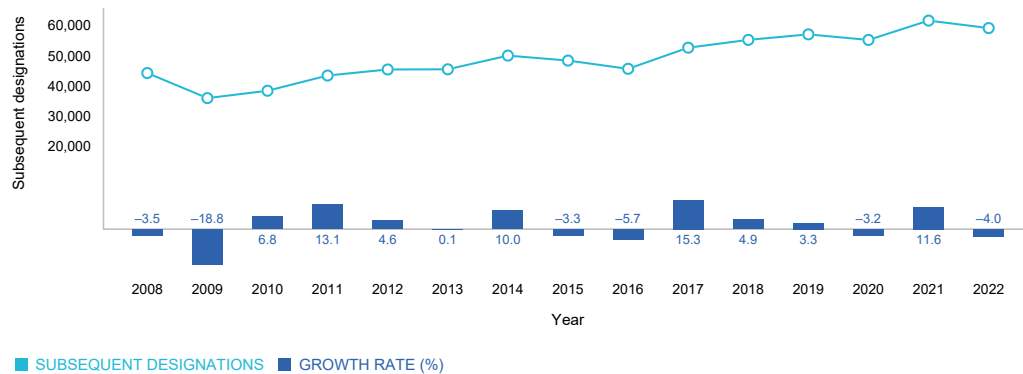


Note: The significant decrease in 2016 was mainly due to the deployment of a new back-end IT system that year, which resulted in a temporary reduction in the production capacity of the International Bureau (IB). The total numbers of international registrations for all origins are reported in statistical table B27.

Source: WIPO Statistics Database, March 2023.

Subsequent designations decreased by 4% to number 59,125 in 2022.

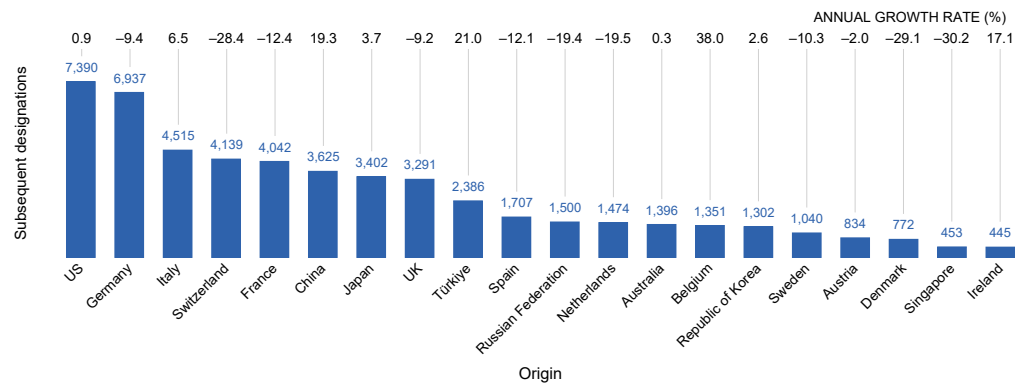
B2. Trend in subsequent designations in international registrations, 2008–2022



Source: WIPO Statistics Database, March 2023.

For the first time, holders based in the US were the most active in subsequently extending protection for their marks to other Madrid members' markets in 2022. They were followed by holders from Germany, Italy, Switzerland and France.

B3. Subsequent designations in international registrations for the top 20 origins, 2022

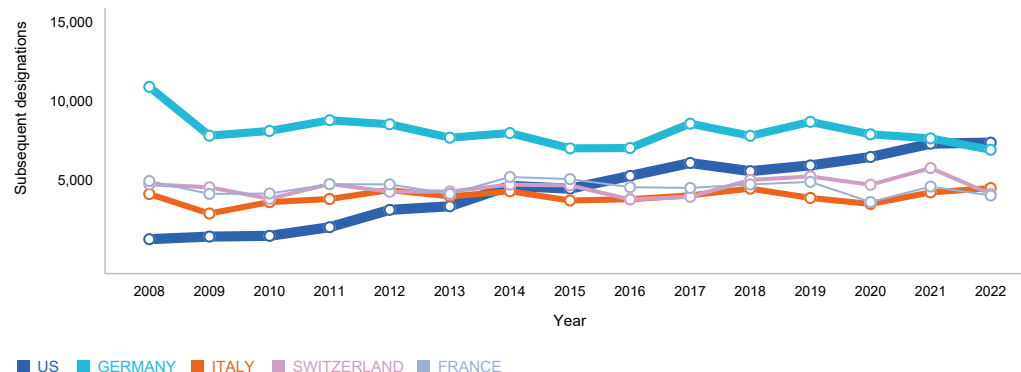


Note: Origin data are based on the country of the Madrid registration holder's address.

Source: WIPO Statistics Database, March 2023.

Since 2014, subsequent designations from the US have gradually surpassed those of three other top origins, and in 2022 exceeded the number recorded by Germany whose holders had been the most active in subsequently extending protection for their marks to other Madrid members' markets for more than three decades.

B4. Trends in subsequent designations in international registrations for the top five origins, 2008–2022

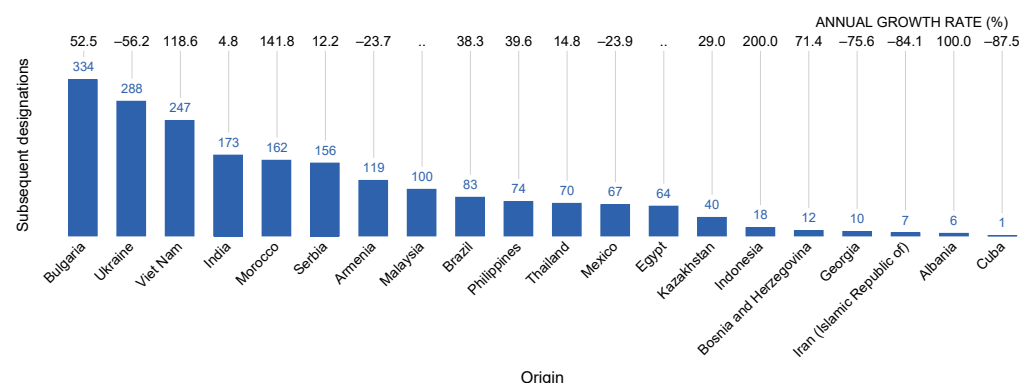


Note: Origin data are based on the country of the Madrid registration holder's address.

Source: WIPO Statistics Database, March 2023.

Subsequent designations by holders from many middle-income countries remain low.

B5. Subsequent designations in international registrations for selected middle-income country origins, 2022



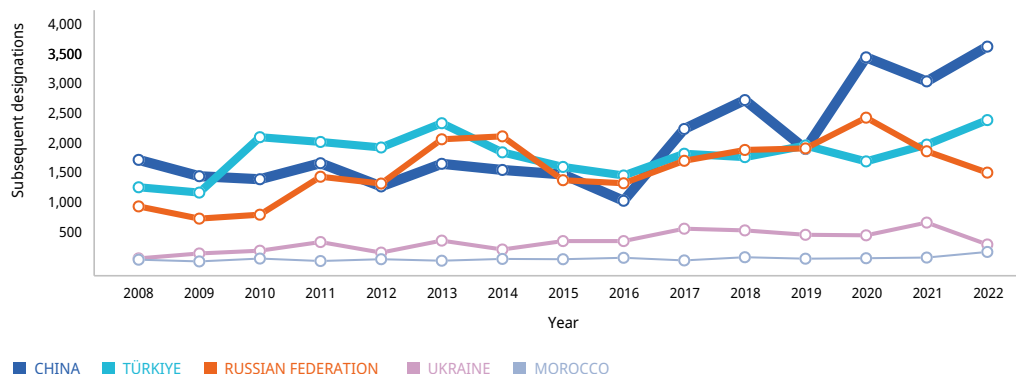
Note: Origin data are based on the country of the Madrid registration holder's address. The total numbers of subsequent designations in international registrations for all origins are reported in statistical table B27.

.. indicates not available.

Source: WIPO Statistics Database, March 2023.

Among selected middle-income countries of origin, subsequent designations from China, Morocco and Türkiye increased in 2022. In contrast, subsequent designations from the Russian Federation and Ukraine declined.

B6. Trends in subsequent designations in international registrations for selected middle-income country origins, 2008–2022

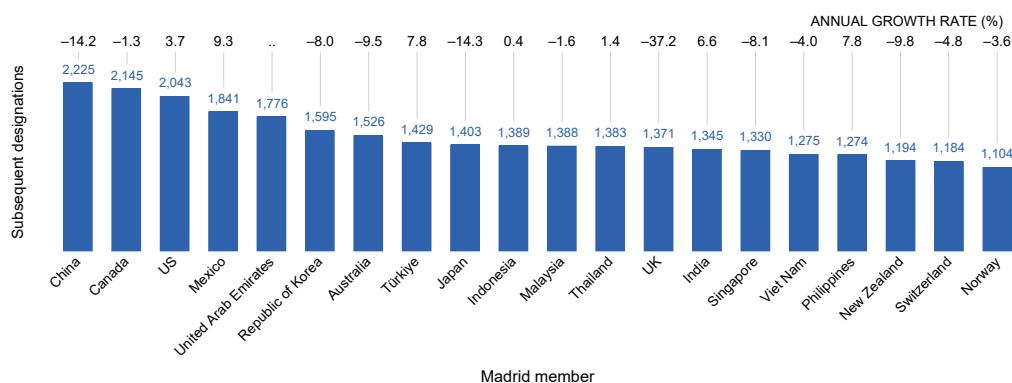


Note: Origin data are based on the country of the Madrid registration holder's address.

Source: WIPO Statistics Database, March 2023.

China has received the most subsequent designations every year since 2004, and in 2022 was followed by Canada, the US, Mexico and the United Arab Emirates.

B7. Subsequent designations in international registrations for the top 20 designated Madrid members, 2022



Note: The total numbers of subsequent designations in international registrations for all Madrid members are reported in statistical table B27.

.. indicates not available.

Source: WIPO Statistics Database, March 2023.

Germany and the US were the top origins of subsequent designations received by nearly all the top designated members in 2022. Japan was the second top origin of subsequent designations received by Indonesia, Malaysia, Singapore and Thailand.

B8. Shares of total subsequent designations in international registrations for the top 20 origins and top 15 designated Madrid members, 2022

Origin	Designated Madrid member														
	China	Canada	US	Mexico	United Arab Emirates	Republic of Korea	Australia	Türkiye	Japan	Indonesia	Malaysia	Thailand	UK	India	Singapore
US	15.2	13.1	n.a.	15.1	17.0	13.4	15.2	10.8	15.8	14.8	13.7	13.4	15.0	14.1	16.4
Germany	16.4	14.7	12.2	12.2	7.8	12.6	11.0	14.4	12.5	9.4	10.4	10.8	13.3	9.1	8.0
Italy	6.2	8.3	8.6	9.6	8.1	9.3	8.5	9.1	7.8	7.3	6.4	6.7	4.7	6.7	7.1
Switzerland	6.5	6.9	11.6	7.0	5.7	7.1	6.6	5.4	7.9	5.5	6.6	6.7	9.4	5.4	5.5
France	7.5	7.3	9.6	7.2	7.7	10.0	8.1	6.3	8.6	5.7	5.0	6.1	6.4	6.8	7.4
China	n.a.	3.6	3.4	4.8	4.2	3.6	4.1	5.5	5.1	5.9	7.0	7.2	4.0	3.3	5.8
Japan	7.9	4.1	9.9	5.1	4.8	6.6	6.7	4.6	n.a.	10.7	12.7	13.0	8.5	7.4	9.7
UK	6.4	7.3	5.3	8.2	7.4	6.3	8.0	6.3	7.0	5.6	5.8	4.9	n.a.	9.0	7.4
Türkiye	1.7	2.6	4.6	2.0	4.3	1.8	2.5	n.a.	1.9	1.4	1.9	1.1	3.7	3.2	1.2
Spain	2.7	2.7	3.9	4.5	3.5	3.4	2.8	3.4	3.6	1.8	2.4	2.5	1.7	2.7	2.9
Russian Federation	2.2	1.0	1.5	0.7	3.7	1.6	0.7	4.8	1.4	1.8	1.6	1.1	1.0	1.9	1.2
Netherlands	2.3	2.9	2.9	2.9	2.4	2.9	3.2	4.0	3.3	2.4	2.2	2.5	4.0	3.0	2.9
Australia	2.5	4.3	3.8	3.4	2.0	3.3	n.a.	1.1	4.3	4.9	4.7	3.3	4.0	5.1	5.0
Belgium	1.6	2.1	1.4	1.5	2.3	1.6	2.2	2.4	1.6	2.0	1.5	1.8	1.5	2.2	1.8
Republic of Korea	1.3	1.4	1.6	1.1	2.0	n.a.	2.0	1.7	2.3	4.5	2.7	3.5	3.6	3.0	2.4
Sweden	2.1	2.8	1.7	1.3	1.4	2.1	2.9	2.2	2.0	1.9	1.6	2.0	1.2	1.9	2.4
Austria	1.8	1.4	1.6	1.1	0.8	1.2	1.6	1.9	1.0	0.7	0.6	0.9	3.1	1.0	0.6
Denmark	1.7	2.2	2.3	1.6	0.8	2.2	1.8	1.7	1.5	1.5	1.4	1.3	1.4	1.6	1.7
Singapore	0.9	0.6	0.8	0.6	0.8	0.7	1.2	0.4	1.7	1.8	1.0	1.5	0.7	1.3	n.a.
Ireland	0.4	0.3	0.1	0.9	0.4	0.4	0.6	0.5	0.4	0.9	0.7	0.8	0.2	0.4	0.4
Other origins	12.3	10.4	12.8	9.1	13.1	9.6	10.2	13.3	10.5	9.5	10.0	9.0	12.3	10.9	10.2

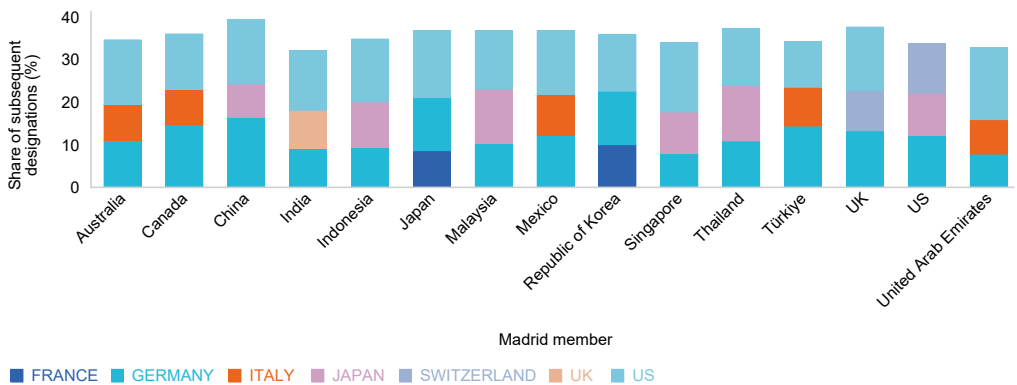
Note: Origin data are based on the country of the Madrid registration holder's address.

n.a. indicates not applicable.

Source: WIPO Statistics Database, March 2023.

In 2022, the top three origins of subsequent designations for every 15 top designated Madrid member accounted for between 32% and 40% of all subsequent designations received.

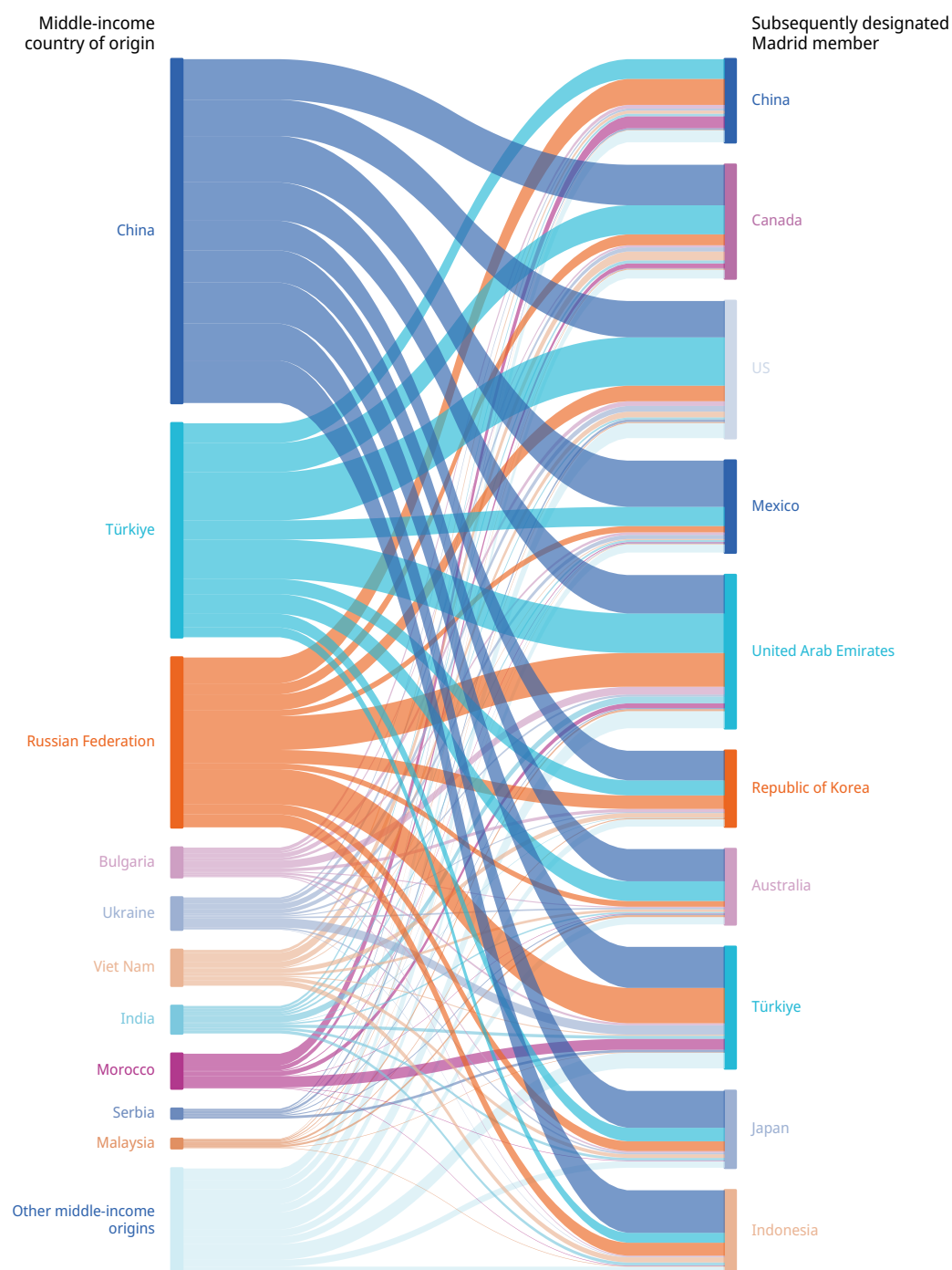
B9. Distribution of subsequent designations in international registrations for the top 15 designated Madrid members received from their top three origins, 2022



Source: WIPO Statistics Database, March 2023.

Flows of subsequent designations from 10 selected middle-income countries to certain top subsequently designated members reveal the extent to which holders from those countries are using existing Madrid registrations to extend protection for their marks to those particular markets.

B10. Flows of subsequent designations from selected middle-income countries of origin to selected top subsequently designated Madrid members, 2022

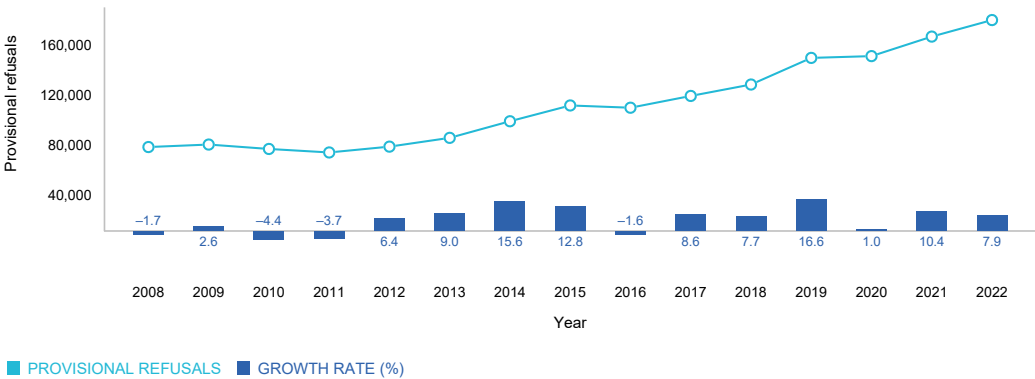


Note: Origin data are based on the country of the Madrid registration holder's address.

Source: WIPO Statistics Database, March 2023.

Provisional refusals issued by designated Madrid members grew by 7.9% to number around 180,000 in 2022.

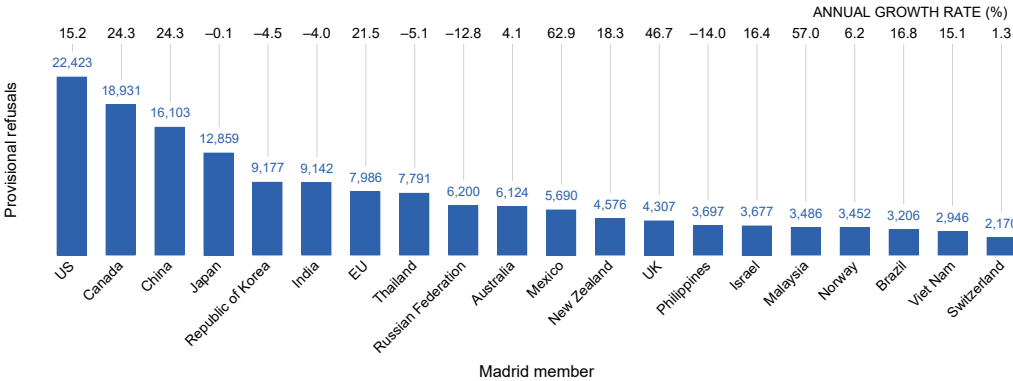
B11. Trend in provisional refusals of designations in international registrations, 2008–2022



Source: WIPO Statistics Database, March 2023.

In 2022, the US issued the most provisional refusals of designation globally, followed by Canada, China, Japan and the Republic of Korea.

B12. Provisional refusals of designation by selected designated Madrid members, 2022

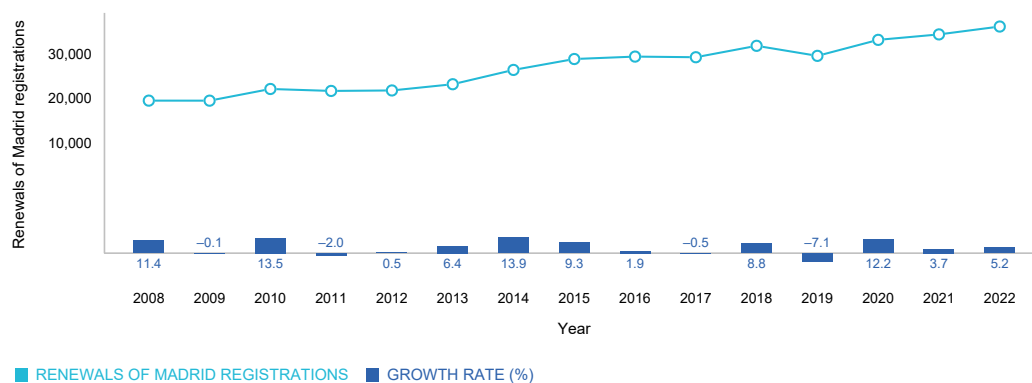


Source: WIPO Statistics Database, March 2023.

Renewals of Madrid international registrations

In 2022, renewals of Madrid registrations increased by 5.2% to reach 36,168. Renewals have trended upward over the past 15 years, despite having decreased in four of the years presented.

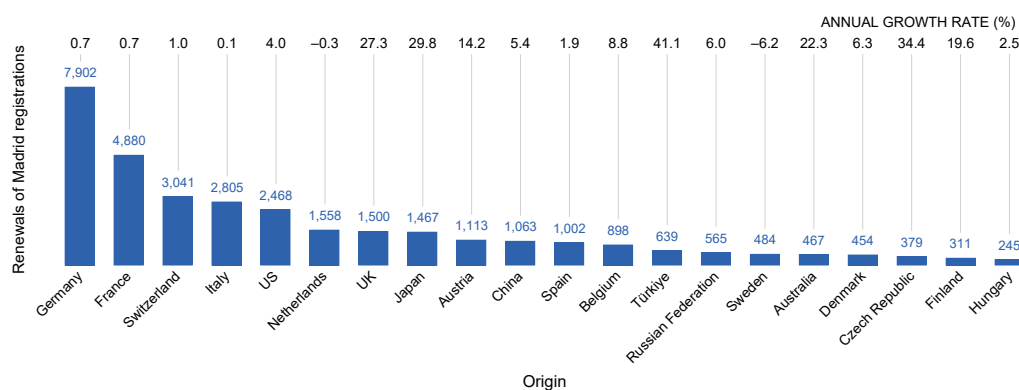
B13. Trend in renewals of international registrations, 2008–2022



Source: WIPO Statistics Database, March 2023.

Over half (51.5%) of all renewals in 2022 came from just four European countries – Germany, France, Switzerland and Italy – reflecting their long-standing membership of the Madrid System and holders' large stocks of existing registrations due for renewal.

B14. Renewals of international registrations for the top 20 origins, 2022

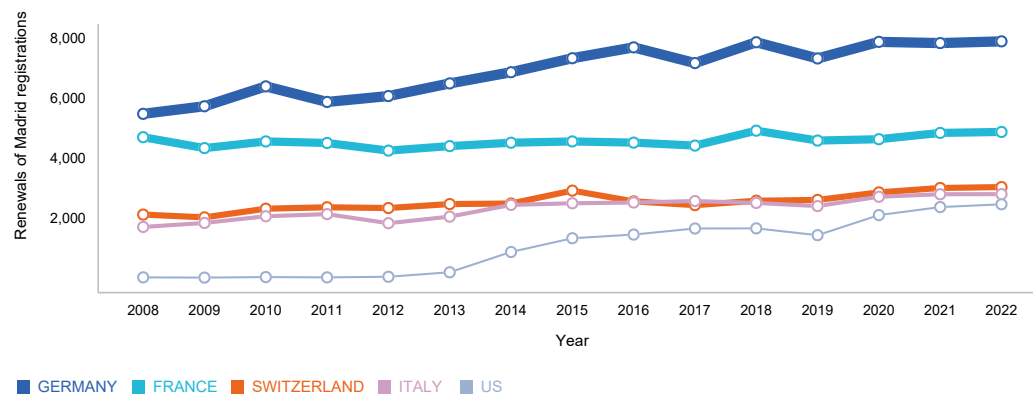


Note: Origin data are based on the country of the Madrid registration holder's address. The total numbers of renewals of international registrations for all origins are reported in statistical table B28.

Source: WIPO Statistics Database, March 2023.

Renewals of Madrid registrations from the US have trended upward since 2013, marking the end of the first 10-year validity period for registrations recorded in 2003, when this country joined the Madrid System. Renewals of Madrid registrations from the US are approaching the same level as that of Italy and Switzerland.

B15. Trends in renewals of international registrations for the top five origins, 2008–2022

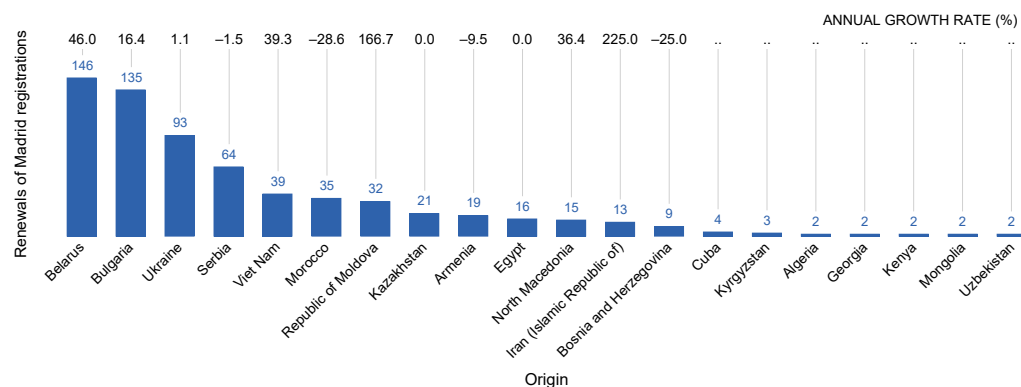


Note: Origin data are based on the country of the Madrid registration holder's address.

Source: WIPO Statistics Database, March 2023.

Renewals from many low- and middle-income countries are relatively low in number. For some, this is partly due to relatively recent Madrid membership.

B16. Renewals of international registrations for selected low- and middle-income country origins, 2022



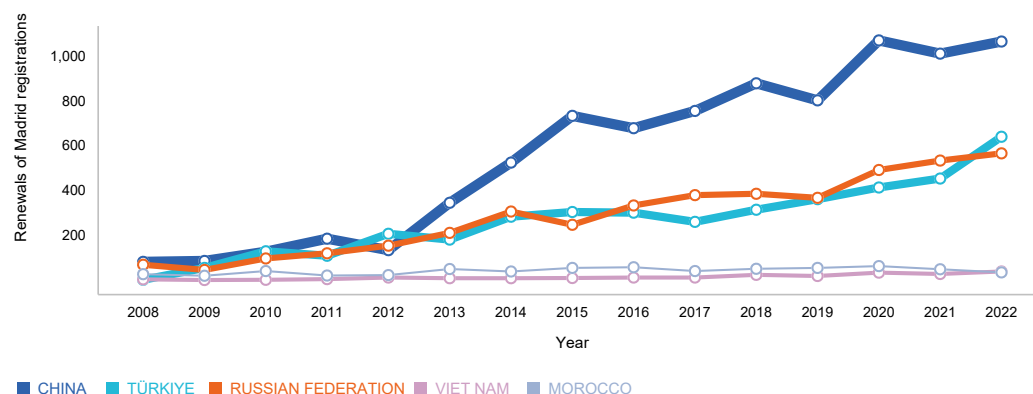
Note: Origin data are based on the country of the Madrid registration holder's address. The total numbers of renewals of international registrations for all origins are reported in statistical table B28.

.. indicates not available.

Source: WIPO Statistics Database, March 2023.

Among selected middle-income country origins, China is the one to have seen the sharpest growth in renewals.

B17. Trends in renewals of international registrations for selected middle-income country origins, 2008–2022

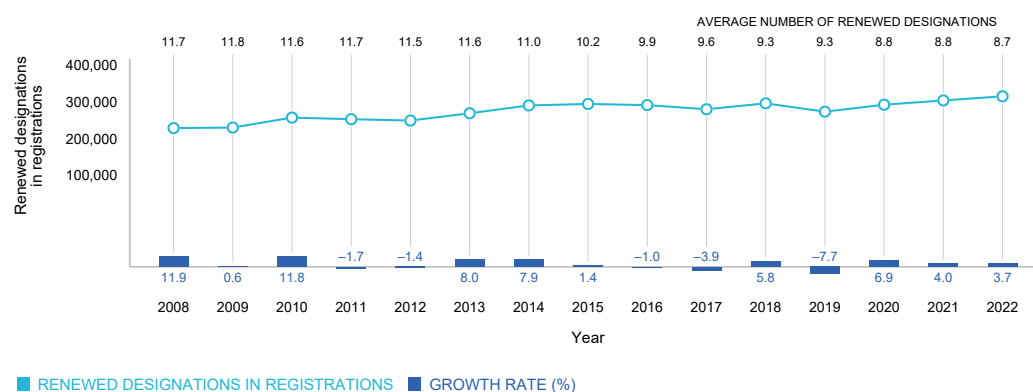


Note: Origin data are based on the country of the Madrid registration holder's address.

Source: WIPO Statistics Database, March 2023.

The average number of designations in renewals has trended downward from almost 12 in 2008 to just under nine in 2022.

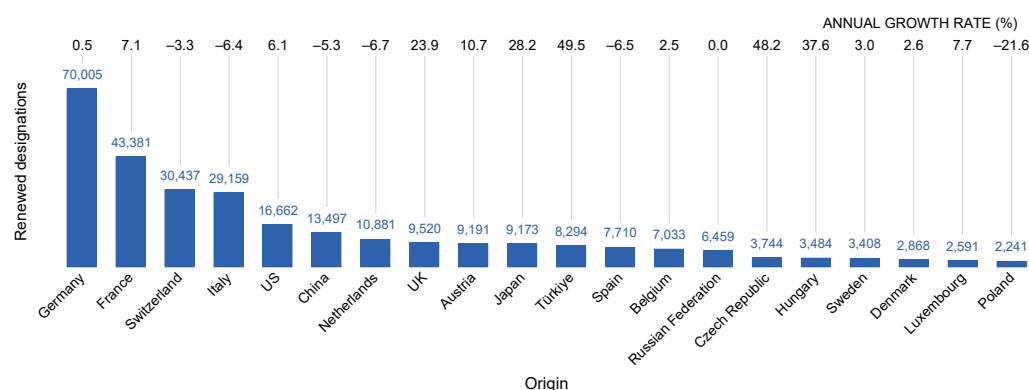
B18. Trend in renewed designations in international registrations, 2008–2022



Source: WIPO Statistics Database, March 2023.

In 2022, the top 20 origins accounted for about 92% of all renewed designations in Madrid registrations.

B19. Renewed designations in international registrations for the top 20 origins, 2022

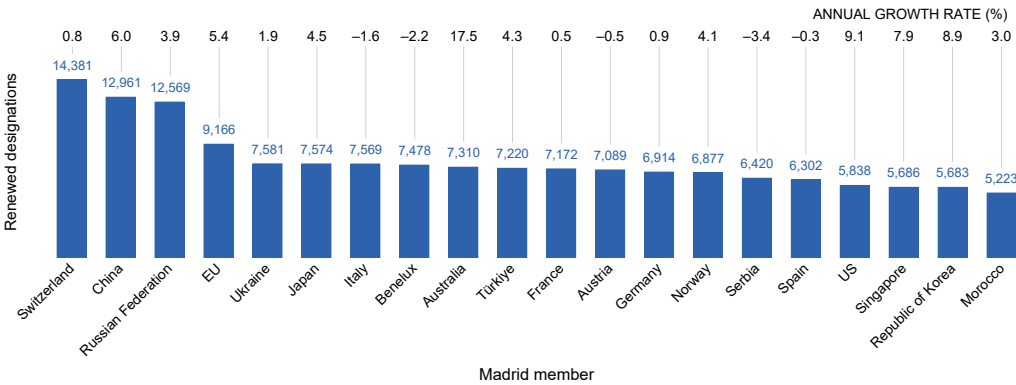


Note: Origin data are based on the country of the Madrid registration holder's address. The total numbers of designations in renewals of international registrations for all origins are reported in statistical table B28.

Source: WIPO Statistics Database, March 2023.

For a seventh consecutive year, Switzerland, China and the Russian Federation were the three most designated countries in renewals of Madrid registrations.

B20. Top 20 designated Madrid members in renewals of international registrations, 2022



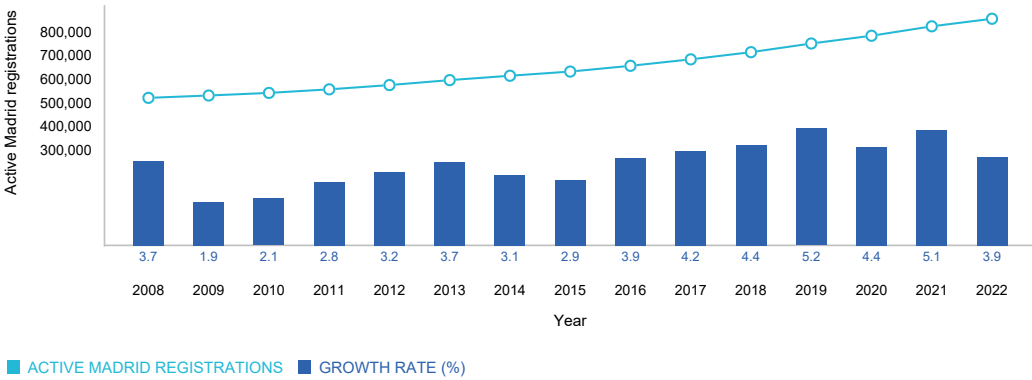
Note: EU is the European Union; Benelux comprises the territories of Belgium, Luxembourg and the Kingdom of the Netherlands, which are deemed to be a single country for the application of the Madrid System. The total numbers of designations in renewals of international registrations for all Madrid members are reported in statistical table B28.

Source: WIPO Statistics Database, March 2023.

Active Madrid international registrations

In 2022, active Madrid international registrations numbered around 855,750; a net increase of approximately 32,170 over 2021.

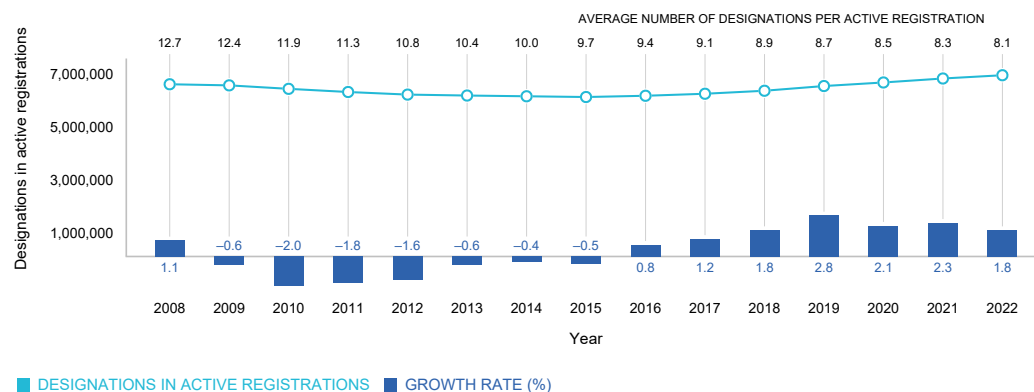
B21. Trend in active international registrations, 2008–2022



Source: WIPO Statistics Database, March 2023.

Over the past decade and a half, the average number of Madrid members designated per active international registration has declined from about 13 down to eight.

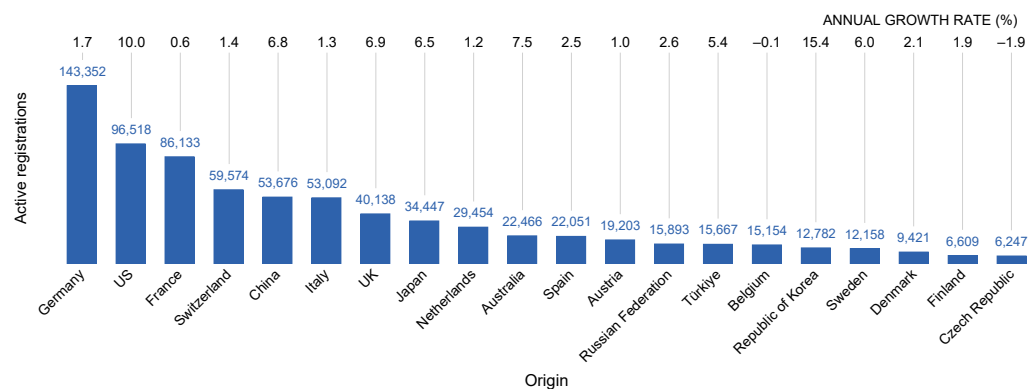
B22. Trend in designations in active international registrations, 2008–2022



Source: WIPO Statistics Database, March 2023.

In 2022, holders from Germany continued to own the highest number of active Madrid registrations, followed by those from the US, France, Switzerland and China.

B23. Active international registrations for the top 20 origins, 2022

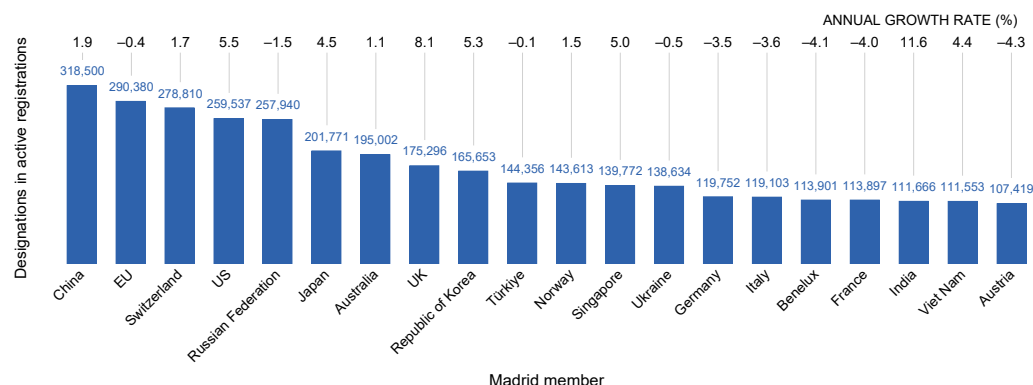


Note: Origin data are based on the country of the Madrid registration holder's address.

Source: WIPO Statistics Database, March 2023.

In 2022, China was the member with the highest number of designations in active Madrid registrations for the fifth year in a row, followed by the EU, Switzerland, the US and the Russian Federation. The EU surpassed Switzerland to become the second most designated member, and the US moved ahead of the Russian Federation to occupy fourth spot.

B24. Designations in active international registrations for the top 20 designated Madrid members, 2022

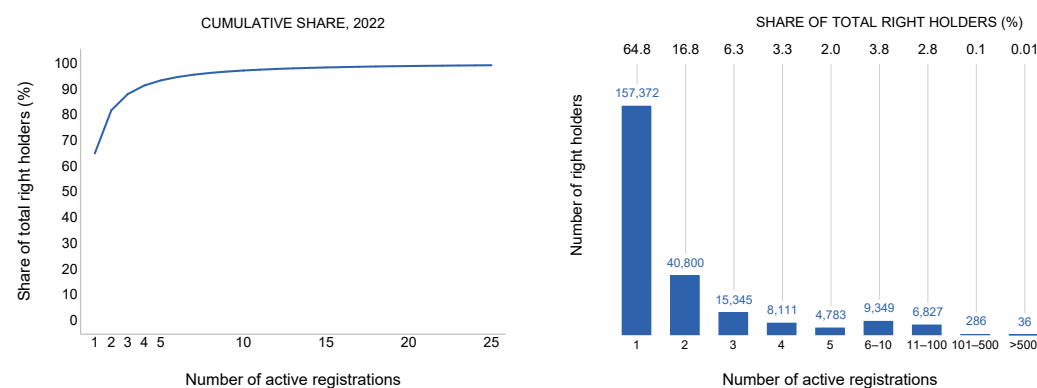


Note: EU is the European Union; Benelux comprises the territories of Belgium, Luxembourg and the Kingdom of the Netherlands, which are deemed to be a single country for the application of the Madrid System.

Source: WIPO Statistics Database, March 2023.

Overall, about 91% of holders of active Madrid registrations held up to four registrations in their portfolios in 2022.

B25. Distribution of active international registrations per right holder, 2022



Source: WIPO Statistics Database, March 2023.

Computers, electronics and software; business services; scientific and technological services; pharmaceuticals; and clothing are the top five classes specified in active Madrid registrations.

B26. Classes specified in active international registrations, 2022

Class covers/includes	2022	Share of total (%)
Class 9: Computer hardware and software and other electrical or electronic apparatus of a scientific nature	205,222	9.4
Class 35: Services such as office functions, advertising and business management	150,468	6.9
Class 42: Services provided by, for example, scientific, industrial or technological engineers and computer specialists	130,119	6.0
Class 5: Mainly pharmaceuticals and other preparations for medical purposes	113,753	5.2
Class 25: Clothing, footwear and headgear	96,108	4.4
Class 41: Services in the area of education, training, entertainment, sporting and cultural activities	93,346	4.3
Class 3: Mainly cleaning preparations and toilet preparations	90,186	4.1
Class 16: Mainly paper, goods made from that material and office requisites	71,058	3.2
Class 7: Mainly machines, machine tools, motors and engines	69,308	3.2
Class 30: Mainly foodstuffs of plant origin, prepared for consumption or conservation as well as auxiliaries intended for improving the flavor of food	67,427	3.1
Class 11: Apparatus for lighting, heating, steam generating, cooking, refrigerating, drying, ventilating, water supply and sanitary purposes	57,119	2.6
Class 1: Chemicals used in industry, science and photography, as well as in agriculture	52,916	2.4
Class 29: Meat, fish, poultry; frozen, dried and cooked fruits and vegetables	51,779	2.4
Class 18: Leather and imitations of leather, and products made therefrom, traveling bags and umbrellas	51,029	2.3
Class 37: Building construction; repair; installation services	47,985	2.2
Class 10: Surgical, medical, dental and veterinary apparatus and instruments	47,492	2.2
Class 28: Games and playthings; gymnastic and sporting articles	45,834	2.1
Class 12: Vehicles; apparatus for locomotion by land, air or water	45,735	2.1
Class 38: Telecommunications services	44,846	2.1
Class 36: Services relating to insurance, financial affairs, monetary affairs, and real estate affairs	44,012	2.0
Class 21: Mainly household or kitchen utensils and containers; combs and sponges; articles for cleaning purposes, glassware, porcelain and earthenware	42,617	1.9
Class 20: Mainly furniture, mirrors, picture frames and goods made from, for example, wood, cork, reed, cane, wicker	42,496	1.9
Class 6: Mainly includes common metals and their alloys and goods of common metal not included in other classes	41,930	1.9
Class 33: Alcoholic beverages (except beers)	41,772	1.9
Class 32: Beers; mineral and aerated waters and other non-alcoholic beverages; fruit beverages and fruit juices; syrups and other preparations for making beverages	38,346	1.8
Remaining 20 classes	403,785	18.4

Note: For full class definitions, visit www.wipo.int/classifications/nice.

Source: WIPO Statistics Database, March 2023.

Statistical tables

B27. International registrations and subsequent designations covered by international registrations, 2022

Name	Origin ¹			Designated member	
	Number of registrations	Designations	Subsequent designations	Designations	Subsequent designations
Afghanistan	668	149
African Intellectual Property Organization	n.a.	n.a.	n.a.	2,228	422
Albania	9	65	6	2,065	532
Algeria	2	17	..	2,356	541
Andorra (a)	13	164	..	n.a.	n.a.
Angola (a)	2	58	..	n.a.	n.a.
Antigua and Barbuda	3	25	..	515	90
Armenia	28	296	119	2,326	446
Australia	2,351	12,338	1,396	17,964	1,526
Austria	1,214	6,645	834	2,045	152
Azerbaijan	10	57	15	2,676	511
Bahamas (a)	7	49	15	n.a.	n.a.
Bahrain	5	48	9	1,810	479
Barbados (a)	4	41	1	n.a.	n.a.
Belarus	158	846	123	3,780	496
Belgium (b)	760	5,000	1,351	n.a.	n.a.
Belize (a)	8	48	3	n.a.	n.a.
Benelux Office for Intellectual Property	n.a.	n.a.	n.a.	2,124	200
Bermuda (a)	13	..	3	n.a.	n.a.
Bhutan	554	74
Bonaire, Sint Eustatius and Saba (d)	3	388	68
Bosnia and Herzegovina	20	135	12	2,690	493
Botswana	734	143
Brazil	99	579	83	11,524	705
Brunei Darussalam	11	989	221
Bulgaria	304	5,638	334	930	195
Cabo Verde	94	120
Cambodia	1	1	..	2,277	442
Canada	946	5,398	396	22,781	2,145
Chile	9	24	..	882	459
China	4,969	60,480	3,625	22,663	2,225
Colombia	44	185	3	4,823	917
Croatia	175	1,262	94	967	131
Cuba	2	2	1	1,007	186
Curaçao (d)	9	49	22	530	116
Cyprus	284	3,679	251	556	94
Czech Republic	232	1,629	222	1,207	140
Democratic People's Republic of Korea	9	19	..	664	81
Democratic Republic of the Congo (a)	1	3	..	n.a.	n.a.
Denmark	710	4,335	772	993	156
Dominican Republic (a)	1	2	..	n.a.	n.a.
Ecuador (a)	2	6	..	n.a.	n.a.
Egypt	74	688	64	4,165	977
Estonia	120	707	264	733	92
Eswatini	697	98
Ethiopia (a)	3	n.a.	n.a.
European Union	n.a.	n.a.	n.a.	32,075	1,049
Finland	485	2,939	365	841	101
France	4,374	28,260	4,042	2,733	215
Gambia	619	123
Georgia	19	112	10	2,382	531
Germany	8,173	48,365	6,937	3,845	211
Ghana	3	7	..	1,369	245
Greece	123	620	61	884	130
Hungary	226	2,547	155	971	123
Iceland	42	220	13	2,759	450
India	324	2,806	173	13,296	1,345
Indonesia	101	682	18	7,950	1,389
Iran (Islamic Republic of)	55	615	7	2,179	385

Name	Origin ¹			Designated member	
	Number of registrations	Designations	Subsequent designations	Designations	Subsequent designations
Iraq (a)	1	2	..	n.a.	n.a.
Ireland	274	2,283	445	981	118
Israel	426	2,872	319	5,920	1,085
Italy	2,818	19,945	4,515	2,513	196
Jamaica	375	160
Japan	3,203	22,268	3,402	18,294	1,403
Kazakhstan	110	845	40	4,277	669
Kenya	1	3	3	1,901	454
Kuwait (a)	1	48	19	n.a.	n.a.
Kyrgyzstan	12	53	2	2,167	378
Lao People's Democratic Republic	1	1,409	255
Latvia	74	511	105	802	110
Lebanon (a)	2	7	..	n.a.	n.a.
Lesotho	539	87
Liberia	2	216	..	639	99
Liechtenstein	46	438	67	2,246	244
Lithuania	125	573	77	835	108
Luxembourg (b)	353	2,796	387	n.a.	n.a.
Madagascar	2	6	..	889	174
Malawi	640	158
Malaysia	125	795	100	7,734	1,388
Mali (e)	1	21	..	n.a.	n.a.
Malta (c)	113	943	89	n.a.	n.a.
Marshall Islands (a)	1	2	17	n.a.	n.a.
Mexico	115	627	67	12,489	1,841
Monaco	45	308	37	1,961	268
Mongolia	5	46	1	1,466	311
Montenegro	5	18	2	2,442	448
Morocco	85	1,253	162	3,729	681
Mozambique	1	2	..	953	163
Myanmar (a)	4	n.a.	n.a.
Namibia	3	100	..	878	171
Netherlands (b)	1,850	10,721	1,474	n.a.	n.a.
New Zealand	483	2,312	443	9,421	1,194
North Macedonia	42	251	43	2,352	470
Norway	396	2,231	329	10,397	1,104
Oman	7	154	1	2,038	543
Pakistan	2,071	620
Panama (a)	6	56	8	n.a.	n.a.
Paraguay (a)	1	10	..	n.a.	n.a.
Philippines	54	424	74	6,645	1,274
Poland	448	2,523	422	1,640	208
Portugal	259	1,448	105	1,085	121
Qatar (a)	6	78	53	n.a.	n.a.
Republic of Korea	1,856	16,625	1,302	13,829	1,595
Republic of Moldova	78	458	143	2,386	417
Romania	91	569	91	1,302	167
Russian Federation	1,239	10,036	1,500	12,878	1,092
Rwanda	1	2	..	804	213
Saint Kitts and Nevis (a)	1	2	8	n.a.	n.a.
Saint Lucia (a)	1	35	..	n.a.	n.a.
Saint Vincent and the Grenadines (a)	1	22	..	n.a.	n.a.
Samoa	378	94
San Marino	9	97	27	793	123
Sao Tome and Principe	1	446	65
Saudi Arabia (a)	1	3	..	n.a.	n.a.
Senegal (e)	3	6	..	n.a.	n.a.
Serbia	191	1,289	156	4,056	705
Seychelles (a)	7	76	..	n.a.	n.a.
Sierra Leone	622	95
Singapore	616	4,592	453	11,712	1,330
Sint Maarten (Dutch Part) (d)	458	79
Slovakia	72	452	68	828	110
Slovenia	279	2,532	131	799	114
South Africa (a)	3	18	..	n.a.	n.a.
Spain	1,596	8,552	1,707	2,186	205
Sudan	938	138

Name	Origin ¹			Designated member	
	Number of registrations	Designations	Subsequent designations	Designations	Subsequent designations
Sweden	1,175	7,044	1,040	1,164	159
Switzerland	3,381	24,723	4,139	17,915	1,184
Syrian Arab Republic	12	42	5	889	193
Tajikistan	1	1	..	1,625	280
Thailand	51	467	70	7,905	1,383
Trinidad and Tobago	3	17	..	703	236
Tunisia	14	101	8	2,257	506
Türkiye	1,903	12,919	2,386	9,460	1,429
Turkmenistan	1	18	..	1,417	246
Ukraine	279	1,819	288	6,002	854
United Arab Emirates	103	1,464	15	3,974	1,776
United Kingdom	4,337	24,991	3,291	33,349	1,371
United States of America	13,056	92,055	7,390	27,125	2,043
Uruguay (a)	5	80	..	n.a.	n.a.
Uzbekistan	43	435	23	2,265	575
Viet Nam	147	1,248	247	8,019	1,275
Zambia	1,069	190
Zimbabwe	927	177
Others	9	156	7	310	84
Total	68,589	487,826	59,125	487,826	59,125

Note: Only those countries or territories of origin and designated Madrid member countries or jurisdictions for which 2022 Madrid System statistics exist are listed.

¹ Origin is defined as the country or territory of the stated address of residence of the holder of an international registration.

(a) This country or territory was not a member of the Madrid System as of December 31, 2022. Applicants from this country or territory are entitled to file via the Madrid System by claiming commercial activity or domicile in a country, or in the jurisdiction of a regional intellectual property (IP) office that is a member of the Madrid System. An applicant cannot designate the Madrid member for which entitlement is claimed (no self-designation is possible).

(b) The IP office is the regional Benelux Office for Intellectual Property (BOIP), which receives designations on behalf of this country.

(c) This country is a member of the Madrid System via its membership of the European Union.

(d) This country or municipality is not a Madrid member. The Netherlands has extended the application of the Madrid Protocol to the territories of Curaçao and Sint Maarten, Bonaire, Sint Eustatius and Saba.

(e) This country is not a Madrid member, but is covered by a designation of the African Intellectual Property Organization (OAPI).

.. indicates zero.

n.a. indicates not applicable.

Source: WIPO Statistics Database, March 2023.

B28. Renewals of international registrations and designations covered by renewed international registrations, 2022

Name	Origin ¹		Designated member
	Number of renewals	Number of designations	Number of designations
Afghanistan	27
African Intellectual Property Organization	n.a.	n.a.	199
Albania	1	18	2,170
Algeria	2	6	2,961
Antigua and Barbuda	545
Armenia	19	123	2,468
Australia	467	2,118	7,310
Austria	1,113	9,191	7,089
Azerbaijan	2,846
Bahamas (a)	7	40	n.a.
Bahrain	1,433
Belarus	146	951	4,848
Belgium (b)	898	7,033	n.a.
Belize (a)	4	66	n.a.
Benelux Office for Intellectual Property	n.a.	n.a.	7,478
Bermuda (a)	1	2	n.a.
Bhutan	515
Bonaire, Sint Eustatius and Saba (d)	330
Bosnia and Herzegovina	9	60	3,682
Botswana	498

Name	Origin ¹		Designated member
	Number of renewals	Number of designations	Number of designations
Brunei Darussalam	69
Bulgaria	135	1,504	3,131
Cambodia	156
Canada	20	132	186
Chile	3
China	1,063	13,497	12,961
Colombia	1,033
Croatia	100	581	5,134
Cuba	4	148	1,561
Curaçao (d)	21	125	389
Cyprus	72	1,025	613
Czech Republic	379	3,744	4,684
Democratic People's Republic of Korea	1,573
Denmark	454	2,868	2,270
Egypt	16	444	4,958
Estonia	38	190	1,695
Eswatini	599
European Union	n.a.	n.a.	9,166
Fiji (a)	2	18	n.a.
Finland	311	2,074	1,846
France	4,880	43,381	7,172
Gambia	54
Georgia	2	27	2,651
Germany	7,902	70,005	6,914
Ghana	747
Greece	40	331	1,982
Hungary	245	3,484	5,026
Iceland	43	196	2,051
India	13	646	..
Indonesia	227
Iran (Islamic Republic of)	13	237	2,052
Ireland	80	646	1,402
Israel	75	436	2,384
Italy	2,805	29,159	7,569
Japan	1,467	9,173	7,574
Kazakhstan	21	109	4,310
Kenya	2	5	1,506
Kyrgyzstan	3	10	2,331
Lao People's Democratic Republic	81
Latvia	44	317	2,189
Lebanon (a)	1	2	n.a.
Lesotho	580
Liberia	640
Liechtenstein	78	955	4,657
Lithuania	64	394	2,092
Luxembourg (b)	222	2,591	n.a.
Madagascar	1	1	508
Malawi	27
Malaysia	75
Malta (c)	12	161	n.a.
Marshall Islands (a)	6	26	n.a.
Mexico	5	13	1,042
Monaco	57	549	4,231
Mongolia	2	7	1,740
Montenegro	4,073
Morocco	35	179	5,223
Mozambique	858
Myanmar (a)	1	2	n.a.
Namibia	537
Netherlands (b)	1,558	10,881	n.a.
New Zealand	28	140	1,064
North Macedonia	15	116	3,701
Norway	188	909	6,877
Oman	1,380
Pakistan	18
Panama (a)	10	152	n.a.
Philippines	8	31	475
Poland	232	2,241	4,749

Name	Origin ¹		Designated member
	Number of renewals	Number of designations	Number of designations
Portugal	159	1,245	5,004
Republic of Korea	208	1,753	5,683
Republic of Moldova	32	382	2,914
Romania	57	436	4,209
Russian Federation	565	6,459	12,569
Rwanda	123
Samoa	12
San Marino	5	54	2,340
Sao Tome and Principe	1	2	260
Serbia	64	507	6,420
Sierra Leone	607
Singapore	121	830	5,686
Sint Maarten (Dutch Part) (d)	386
Slovakia	69	833	3,993
Slovenia	144	1,482	3,570
Spain	1,002	7,710	6,302
Sudan	1,284
Sweden	484	3,408	2,070
Switzerland	3,041	30,437	14,381
Syrian Arab Republic	859
Tajikistan	1,933
Thailand	3	14	224
Trinidad and Tobago	3
Tunisia	404
Türkiye	639	8,294	7,220
Turkmenistan	1,891
Ukraine	93	926	7,581
United Arab Emirates	2	44	15
United Kingdom	1,500	9,520	4,242
United States of America	2,468	16,662	5,838
Uruguay (a)	2	97	n.a.
Uzbekistan	2	90	2,423
Viet Nam	39	439	4,880
Zambia	721
Zimbabwe	82
Others	28	232	2
Total	36,168	315,326	315,326

Note: Only countries or territories of origin and designated Madrid member countries or jurisdictions for which 2022 Madrid System statistics exist are listed.

¹ Origin is defined as the country or territory of the stated address of residence of the holder of an international registration.

(a) This country or territory was not a member of the Madrid System as of December 31, 2022. Applicants from this country or territory are entitled to file via the Madrid System by claiming commercial activity or domicile in a country, or in the jurisdiction of a regional IP office, that is a member of the Madrid System. An applicant cannot designate the Madrid member for which entitlement is claimed (no self-designation is possible).

(b) The IP office is the regional Benelux Office for Intellectual Property (BOIP), which receives designations on behalf of this country.

(c) This country is a member of the Madrid System via its membership of the European Union.

(d) This country or municipality is not a Madrid member. The Netherlands has extended the application of the Madrid Protocol to the territories of Curaçao and Sint Maarten, Bonaire, Sint Eustatius and Saba.

.. indicates zero.

n.a. indicates not applicable.

Source: WIPO Statistics Database, March 2023.

C. Statistics on administration, revenue and fees

Highlights

In 2022, nearly nine out of every 10 Madrid applications were submitted to the IB electronically rather than in paper form, representing a significant increase from 2012, when fewer than half of all applications were submitted in this way

Electronic transmission was introduced in 1998, when it accounted for just 0.2% of total transmissions to the International Bureau (IB) of WIPO that year. Since then the proportion of Madrid applications received electronically by the IB has grown significantly. In 2022, 87.1% of all Madrid applications were submitted to the IB electronically, up from 45.6% 10 years previously (figure C1).

Four out of every five Madrid applications were submitted to the IB in English

In 2022, 85.1% of Madrid applications were submitted in English, 12.3% in French and 2.6% in Spanish (figure C2). Every year since 2014, about four out of every five applications have been submitted in English. The reason for only a small proportion of applications having been submitted in Spanish since it was introduced as an official Madrid language in 2004 is that, to date, the Madrid System includes only five Spanish-speaking countries (Chile, Colombia, Cuba, Mexico and Spain), of which only Spain is a top 20 origin of Madrid applications (figure A5).

Just over half of all Madrid applications received by the IB in 2022 met all formal requirements

The IB considers irregular any Madrid application that fails to meet all formal requirements, including the classification of goods and services in accordance with the International Nice Classification. In such cases, the IB informs both the Madrid member's office of origin and the applicant of the irregularities. Responsibility for remedying them lies with either the office of origin or the applicant, depending on the nature of the irregularity. In 2022, 51.8% of Madrid applications met all formal requirements. This means that 48.2% of all Madrid applications contained irregularities, a considerable proportion of which was classification irregularities. Every year since 2012, over a third of all Madrid applications received by the IB have contained irregularities (figure C5).

Holders of Madrid registrations submitted 82% of subsequent designations directly to WIPO in 2022

Holders of a Madrid registration can request subsequent designation of Madrid members via their respective office or directly with the IB itself. Since 2018, holders have submitted over 80% of requests for subsequent designation directly to the IB without going via their national or regional office. Requests by holders choosing this route have grown from about 22% in 2008 to reach 82% of the total in 2022 (figure C6).

Recordings of changes in ownership of Madrid registrations remain relatively low

An international registration may change ownership following either assignment of a mark, the merger of one or more companies, a court decision, or for other reasons. Such a change is subject to the new owner being recorded as the new holder of the registration in the International Register; and any new holder must meet the requirements necessary for holding an international registration. This includes having entitlement, that is, the required connection to a Madrid member, which means either being a national of, domiciled in, or having a real and effective industrial or commercial establishment in a Madrid member's jurisdiction.

In 2022, the IB recorded 22,774 changes in ownership of international registrations. This is about 2,625 or 2.7% more than in 2021 and represents the highest number ever recorded. The proportion of active registrations changing ownership every year is small and has remained relatively stable over time, amounting no more than 2% to about 3% of all active Madrid registrations (figure C9).

Partial cancellations accounted for about 65% of all cancellations of Madrid registrations due to the ceasing of effect of the basic mark; in such cases, although the scope of a registration may be restricted, the international registration remained valid

A Madrid registration is dependent on the basic mark (a national or regional right that forms the basis of a Madrid application) for the first five years, counted from the date of the international registration. Madrid member offices, acting as offices of origin, are obliged to notify the IB of any decisions concerning basic marks made or initiated within this five-year dependency period that negatively affect the scope of the protection of the Madrid registration. Where this is the case, the office of origin must request that the IB cancel the Madrid registration to the extent applicable (i.e., to reflect the facts and decision concerning the basic mark). The IB then records the cancellation in the International Register and informs the offices of the designated Madrid members and the holder of the Madrid registration.

In 2022, 7,315 Madrid registrations were canceled (in part or entirely) due to the ceasing of effect of the basic mark, which is approximately 1,040 more than in 2021 (figure C10). Partial cancellations comprised the bulk (65.1%) of all cancellations, meaning that most basic marks (applications/registrations) remained valid but with a reduced list of goods and services for which they were protected. Slightly more than a third (34.9%) of all cancellations in 2022 were total cancellations. Where a Madrid registration is canceled due to the ceasing of effect of the basic mark, the Protocol affords a holder the possibility of transforming the Madrid registration into a national or regional application in the designated Madrid members covered by the Madrid registration. Such a transformation must be requested directly before the offices of the Madrid members concerned within three months of the date that the cancellation of the Madrid registration is recorded in the International Register. Because requests for transformation are submitted directly to the Madrid member offices concerned, WIPO does not have statistics on how many transformation requests were filed in 2022.

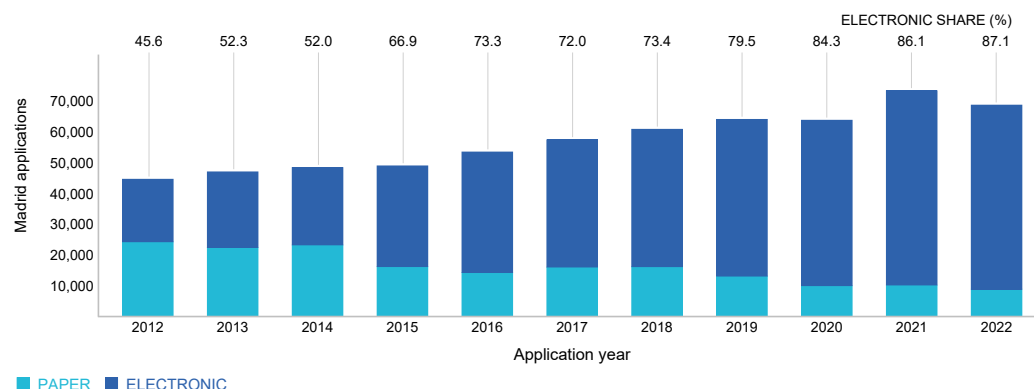
Madrid System administration, revenue and fees

C1	Trend in international applications by medium of transmission, 2012–2022	70
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Madrid System administration, revenue and fees

Approximately 87% of Madrid international applications in 2022 were submitted to the IB electronically, up from about 46% a decade earlier in 2012.

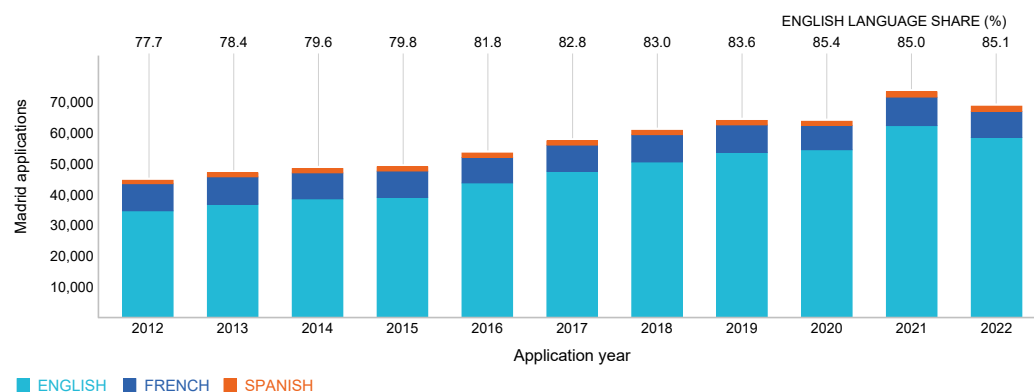
C1. Trend in international applications by medium of transmission, 2012–2022



Source: WIPO Statistics Database, March 2023.

Every year since 2014, around four out of every five Madrid applications have been filed in English.

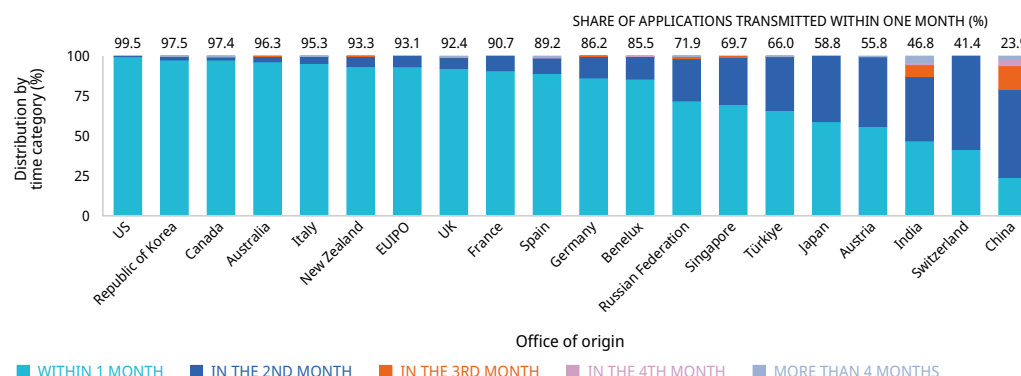
C2. Trend in international applications by filing language, 2012–2022



Source: WIPO Statistics Database, March 2023.

Nine out of 20 selected offices of origin transmitted 90% or more of all Madrid applications to the IB within a month of receipt.

C3. Average timeliness in transmitting international applications to the IB by selected offices of origin, 2022

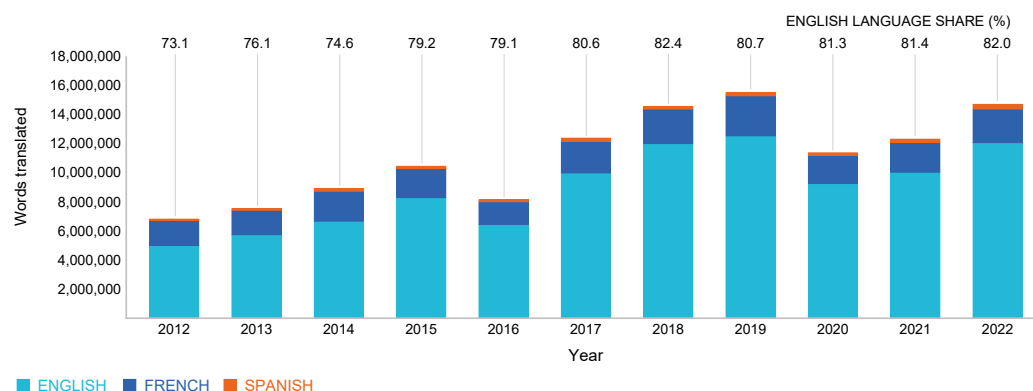


Note: EUIPO is the European Union Intellectual Property Office; Benelux comprises the territories of Belgium, Luxembourg and the Kingdom of the Netherlands, which are deemed to be a single country for the application of the Madrid System.

Source: WIPO Statistics Database, March 2023.

Of the approximately 14.7 million words translated in 2022, 82% were translated from English, 15.7% from French and 2.3% from Spanish.

C4. Trend in translations, 2012–2022

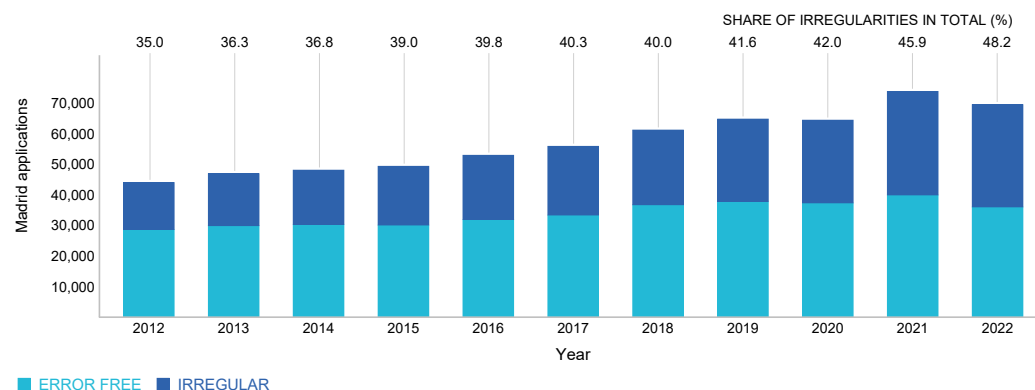


Note: This figure presents the total number of words translated by the International Bureau from each of the three languages required for recording and publishing Madrid registrations.

Source: WIPO Statistics Database, March 2023.

Since 2016, irregularities have been reported in between about 40% and 48% of all Madrid applications filed.

C5. Trend in irregularities in international applications, 2012–2022

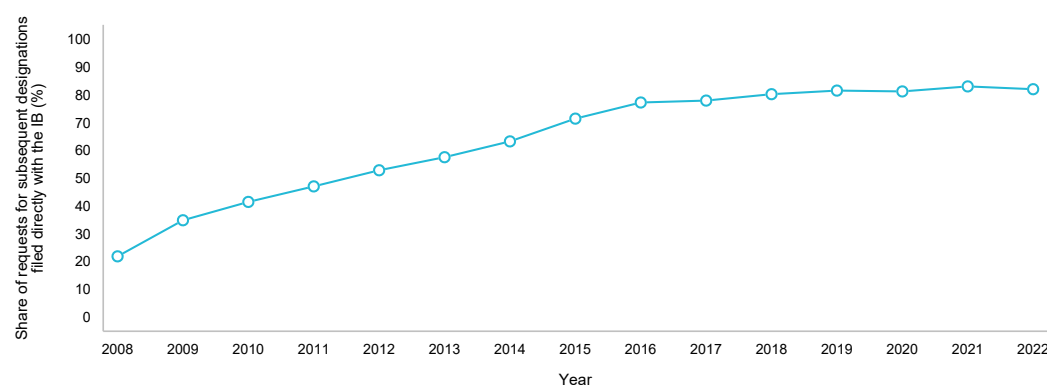


Note: There are three types of irregularity: irregularity with regard to the classification of goods and services; irregularity with regard to the indication of goods and services; and other irregularities.

Source: WIPO Statistics Database, March 2023.

Since 2018, holders have submitted more than 80% of requests for subsequent designation directly to the IB, up from about 22% in 2008.

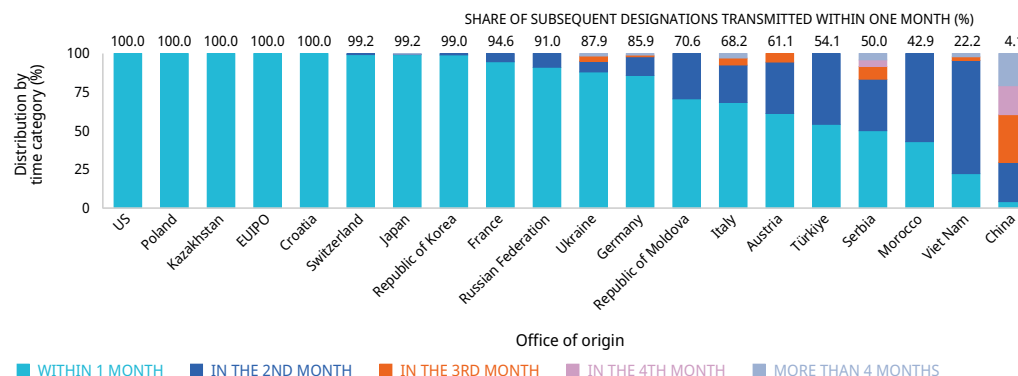
C6. Trend in the share of requests for subsequent designations filed directly with the IB, 2008–2022



Source: WIPO Statistics Database, March 2023.

Less than a fifth (18%) of requests for subsequent designation in 2022 were filed via Madrid member offices of origin rather than directly with the IB. Among selected origins, the offices of China, Morocco, Serbia and Viet Nam took over a month to transmit to the IB a half or more of the requests received for subsequent designations.

C7. Average timeliness in transmitting requests for subsequent designations to the IB by selected offices of origin, 2022

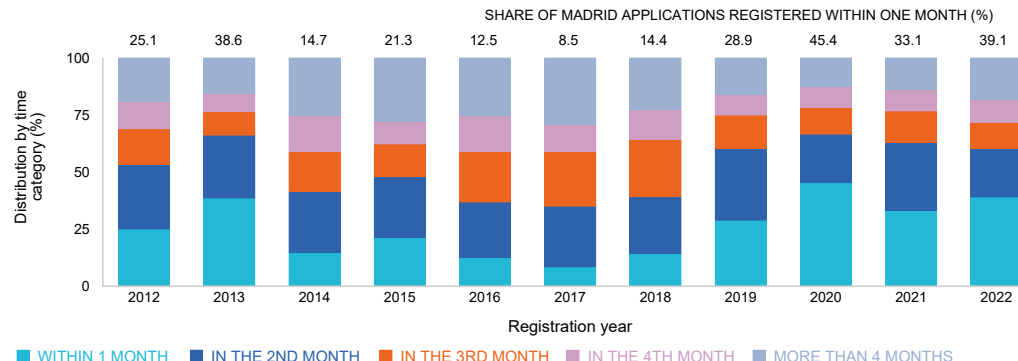


Note: EUIPO is the European Union Intellectual Property Office.

Source: WIPO Statistics Database, March 2023.

In 2022, the IB completed the formalities examination for 39.1% of all Madrid applications within one month of their date of receipt, up from 33.1% a year earlier.

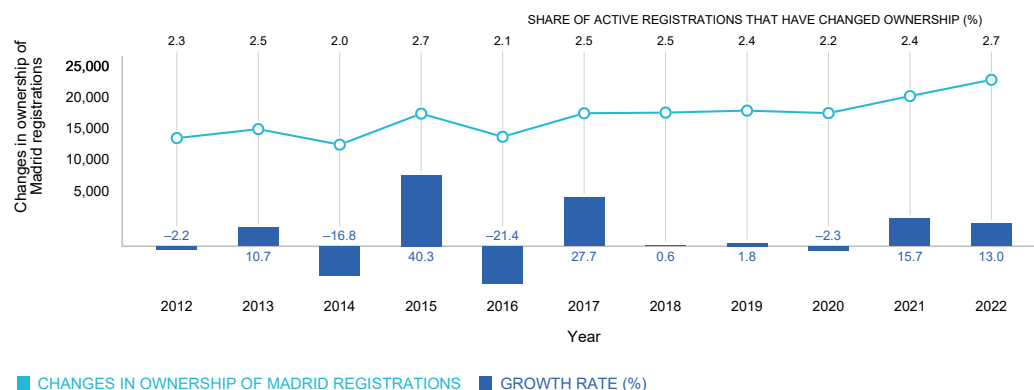
C8. Trend in timeliness of formalities examination and Nice classification carried out by the IB, 2012-2022



Source: WIPO Statistics Database, March 2023.

Over the past decade, only between 2% and about 3% of active Madrid registrations have undergone a change in ownership.

C9. Trend in changes in ownership, 2012–2022

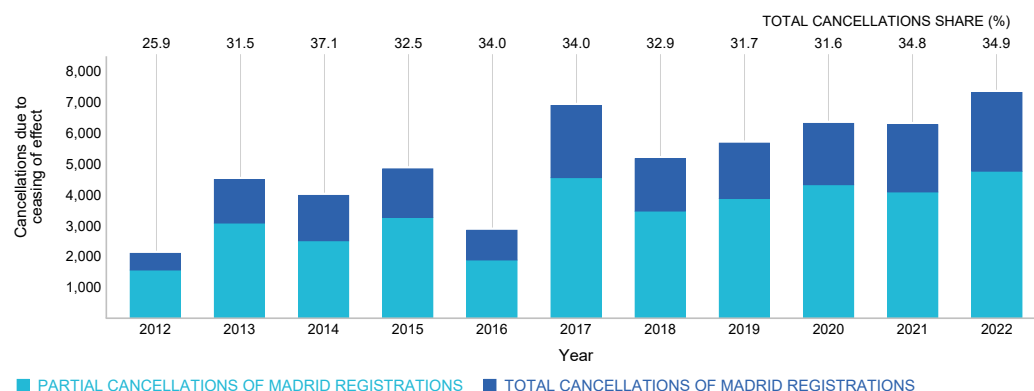


Note: The change in ownership of an international registration may be total or partial. It may relate to all or just some of the goods and services covered by the international registration, and may be made in respect of all or some of the designated Madrid members.

Source: WIPO Statistics Database, March 2023.

Of the 7,315 Madrid registrations canceled in 2022, approximately 35% were canceled entirely and the remainder in part.

C10. Trend in cancellations due to the ceasing of effect of the basic mark as notified by offices of origin, 2012–2022

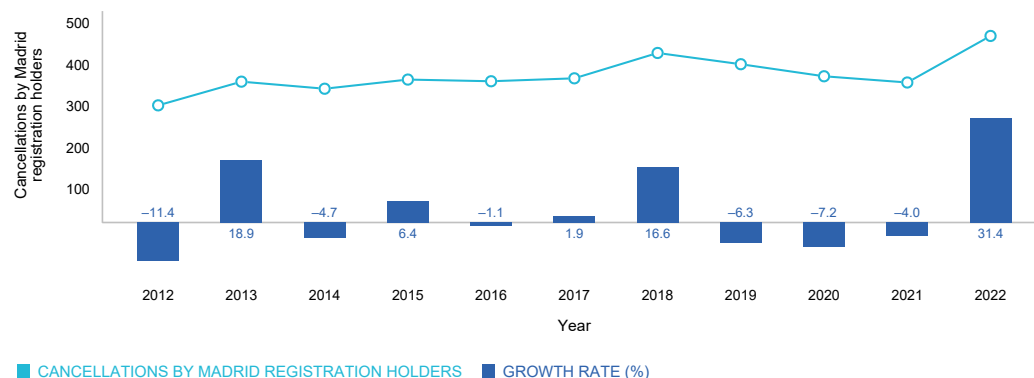


Note: Madrid member offices acting as offices of origin are obliged to notify the International Bureau (IB) of decisions concerning the ceasing of effect of basic marks made or initiated within the five-year dependency period. Where this is the case, the office of origin is obliged to request that the IB cancel an international registration to the same extent.

Source: WIPO Statistics Database, March 2023.

Cancellations recorded over the past decade have ranged between 300 and 470 a year, reflecting the fact that few Madrid registration holders choose to reduce the list of goods and services covered. In 2022, cancellations increased by about 110 compared to the previous year.

C11. Trend in cancellations by international registration holders, 2012–2022

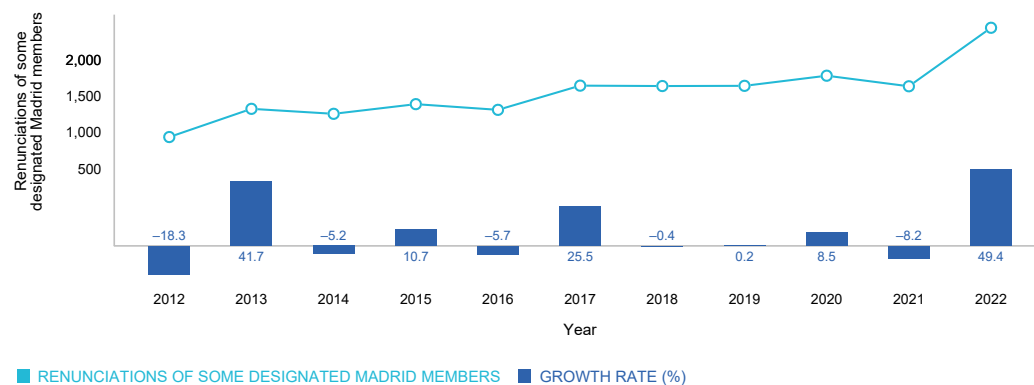


Note: Holders of an international registration can request the recording of the cancellation of their registration in all designated Madrid members with regard to all or just some of the goods and services specified in the registration.

Source: WIPO Statistics Database, March 2023.

Renunciations have increased sharply from about 1,640 in 2021 to almost 2,450 in 2022.

C12. Trend in renunciations, 2012–2022

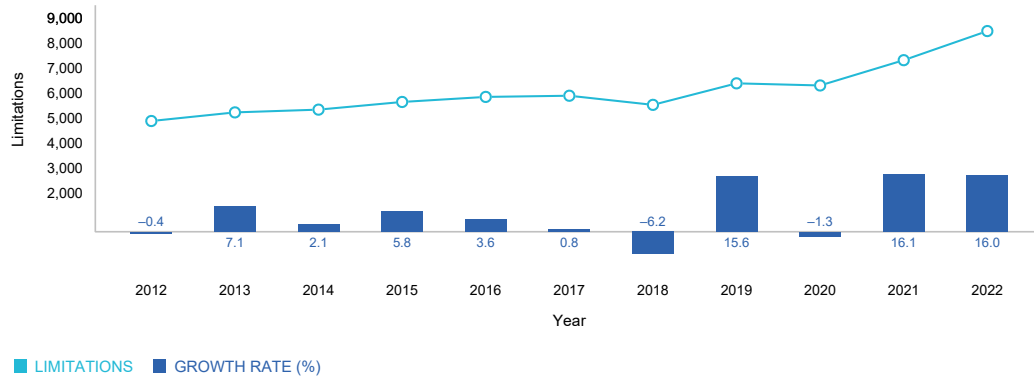


Note: Holders may wish to restrict protection of an international registration through renunciation of protection for all goods and services in some (but not all) designated Madrid members.

Source: WIPO Statistics Database, March 2023.

In 2022, Madrid registration holders made about 8,480 requests for recording limitations, which is almost 1,170 more than in the previous year, but still just 1% of the over 855,000 active Madrid registrations.

C13. Trend in limitations, 2012–2022

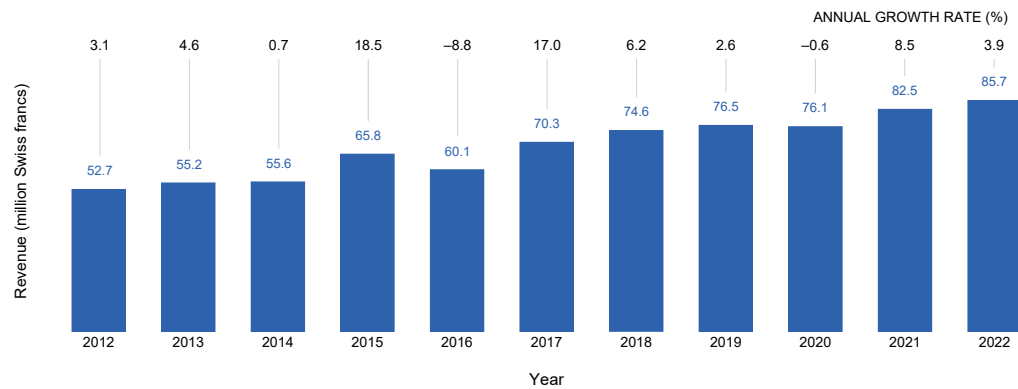


Note: Holders may wish to restrict protection of a Madrid registration by limiting the list of goods and services for some or all designated Madrid members.

Source: WIPO Statistics Database, March 2023.

In 2022, total revenue collected by the IB amounted to 85.7 million Swiss francs (CHF), an increase of 3.9% on 2021.

C14. Trend in total revenue collected by the IB, 2012–2022



Source: WIPO, March 2023.

The EU, via the European Union Intellectual Property Office (EUIPO), the US, Japan, the United Arab Emirates and Australia received the largest shares of the CHF 353.6 million in fees collected by the IB and distributed to offices in 2022.

C15. Fees distributed to offices by the IB, 2021–2022

Madrid member	Fees distributed (Swiss francs)		2022 share of total (%)
	2021	2022	
European Union	43,083,417	46,417,676	13.1
United States of America	32,658,579	37,924,970	10.7
Japan	17,942,250	19,779,740	5.6
United Arab Emirates	114,100	18,883,550	5.3
Australia	14,448,994	16,395,732	4.6
Bahrain	11,709,849	13,957,955	3.9
China	12,942,539	13,441,449	3.8
United Kingdom	11,701,188	12,872,265	3.6
Singapore	9,791,980	11,407,956	3.2
Republic of Korea	10,408,247	11,342,324	3.2
Israel	8,936,384	10,386,399	2.9
Thailand	8,419,910	9,043,412	2.6
Canada	7,916,166	8,700,688	2.5
Switzerland	7,979,552	8,651,365	2.4
Malaysia	4,762,863	5,385,378	1.5
Norway	4,775,357	5,203,653	1.5
Oman	4,183,427	4,934,291	1.4
Uzbekistan	4,349,063	4,787,216	1.4
Brazil	3,368,940	4,657,410	1.3
Mexico	4,058,204	4,630,778	1.3
India	4,072,660	4,505,356	1.3
Ukraine	3,571,953	3,576,557	1.0
Russian Federation	3,704,107	3,428,370	1.0
Viet Nam	2,916,259	3,151,583	0.9
Indonesia	2,644,771	2,798,909	0.8
Georgia	2,323,092	2,633,958	0.7
Belarus	2,456,881	2,454,543	0.7
Colombia	2,055,763	2,421,940	0.7
African Intellectual Property Organization (a)	2,053,358	2,286,204	0.6
Ghana	1,595,196	2,160,825	0.6
Philippines	1,827,339	2,152,491	0.6
Turkmenistan	1,670,010	2,011,058	0.6
New Zealand	1,634,665	1,905,291	0.5
Morocco	1,649,719	1,801,552	0.5
Iceland	1,464,814	1,585,562	0.4
Serbia	1,353,949	1,455,972	0.4
Denmark	1,433,854	1,381,262	0.4
Benelux (b)	1,297,345	1,364,031	0.4
Egypt	1,196,238	1,297,241	0.4
Kazakhstan	1,135,321	1,186,560	0.3
Sweden	1,202,511	1,171,618	0.3
Spain	1,142,157	1,151,887	0.3
Kyrgyzstan	1,039,959	1,150,781	0.3
Finland	1,108,956	1,111,341	0.3
Kenya	939,465	1,097,911	0.3
Germany	1,072,806	1,084,430	0.3
Republic of Moldova	982,845	1,065,172	0.3
Ireland	673,889	1,003,897	0.3
France	990,695	1,003,163	0.3
Türkiye	1,265,198	962,864	0.3
Austria	886,865	926,429	0.3
Cambodia	812,038	911,701	0.3
Montenegro	830,957	909,106	0.3
Tunisia	820,534	904,754	0.3
Bosnia and Herzegovina	870,632	896,629	0.3
Poland	812,257	869,864	0.2
Portugal	814,631	826,936	0.2
Hungary	762,740	822,176	0.2
Chile	n.a.	801,910	0.2
Armenia	771,213	801,250	0.2
Italy	759,101	776,716	0.2
Azerbaijan	698,956	770,847	0.2

Madrid member	Fees distributed (Swiss francs)		
	2021	2022	2022 share of total (%)
Romania	683,310	752,374	0.2
Algeria	687,398	748,843	0.2
Tajikistan	616,722	655,255	0.2
Slovakia	604,446	655,150	0.2
Bulgaria	590,478	654,790	0.2
North Macedonia	573,609	634,424	0.2
Croatia	587,980	626,635	0.2
Albania	563,437	609,357	0.2
Czech Republic	546,204	597,058	0.2
Iran (Islamic Republic of)	590,095	590,060	0.2
Cuba	525,748	564,186	0.2
Syrian Arab Republic	694,864	542,640	0.2
Pakistan	148,338	532,410	0.2
Zambia	362,189	525,547	0.1
Estonia	492,830	518,940	0.1
Liechtenstein	428,735	469,801	0.1
Greece	445,815	457,370	0.1
San Marino	400,127	450,333	0.1
Mongolia	425,148	447,369	0.1
Slovenia	426,803	446,718	0.1
Brunei Darussalam	422,848	423,205	0.1
Monaco	396,439	422,904	0.1
Curaçao (c)	311,361	333,615	0.1
Lao People's Democratic Republic	334,674	332,949	0.1
Latvia	288,588	306,760	0.1
Democratic People's Republic of Korea	304,817	303,393	0.1
Sudan	274,960	301,786	0.1
Lithuania	285,932	300,922	0.1
Sint Maarten (Dutch Part) (c)	275,136	300,765	0.1
Mozambique	228,280	251,655	0.1
Samoa	178,556	231,672	0.1
Zimbabwe	156,255	220,819	0.1
Bonaire, Sint Eustatius and Saba (c)	207,587	218,466	0.1
Gambia	134,174	209,886	0.1
Trinidad and Tobago	97,470	208,102	0.1
Madagascar	173,947	199,839	0.1
Namibia	173,426	199,743	0.1
Antigua and Barbuda	172,362	191,214	0.1
Eswatini	140,295	176,743	0.0
Liberia	165,380	174,838	0.0
Botswana	146,138	171,294	0.0
Sierra Leone	156,357	167,462	0.0
Cyprus	155,548	163,602	0.0
Bhutan	142,310	144,078	0.0
Rwanda	115,805	141,282	0.0
Jamaica	n.a.	115,087	0.0
Lesotho	104,497	114,437	0.0
Guernsey (d)	25,258	112,566	0.0
Afghanistan	109,393	103,925	0.0
Malawi	84,436	101,384	0.0
Sao Tome and Principe	80,795	97,707	0.0
Cabo Verde	n.a.	25,208	0.0
Total	301,104,010	353,631,424	100.0

(a) The African Intellectual Property Organization (OAPI) acts on behalf of its 17 member states.

(b) Benelux comprises the territories of Belgium, Luxembourg and the Kingdom of the Netherlands, which are deemed to be a single country for the application of the Madrid System.

(c) This country or municipality is not a Madrid member. The Netherlands has extended the application of the Madrid Protocol to the territories of Curaçao and Sint Maarten, Bonaire, Sint Eustatius and Saba.

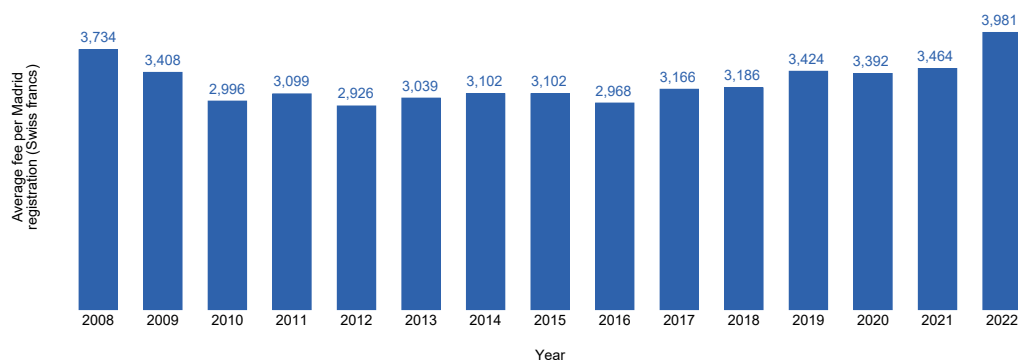
(d) The United Kingdom extended the application of the Madrid Protocol to the territories of Gibraltar and the Bailiwick of Guernsey with effect from January 1, 2021.

n.a. indicates not applicable

Source: WIPO, March 2023.

On average, holders paid CHF 3,981 per Madrid registration recorded in 2022.

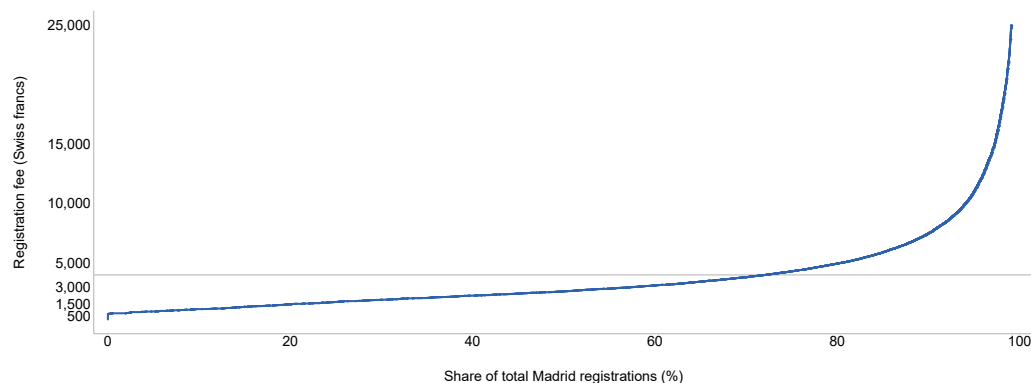
C16. Trend in average fees paid per new international registration, 2008–2022



Source: WIPO, March 2023.

About 72% of all trademark holders paid less than the average CHF 3,981 per Madrid registration recorded in 2022, with half paying approximately CHF 2,600 or less.

C17. Distribution of international registration fees, 2022

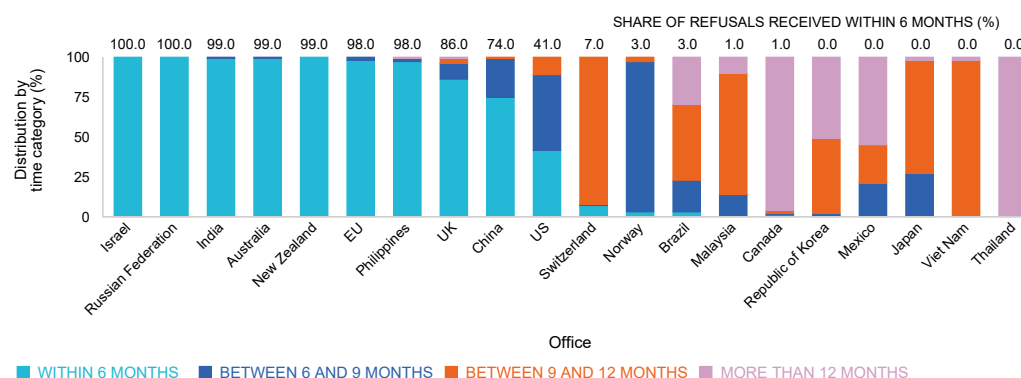


Note: The line at CHF 3,981 represents the average fee paid per Madrid registration in 2022.

Source: WIPO, March 2023.

In 2022, seven of 20 selected offices had notified the IB of almost every (98% or more) provisional refusal of designation within six months of having been issued to the Madrid registration holder concerned. However, for 10 of the selected offices, the IB received less than 10% of provisional refusals within six months of issue, and in several cases none at all.

C18. Average timeliness in receiving provisional refusals of designations from selected offices, 2022

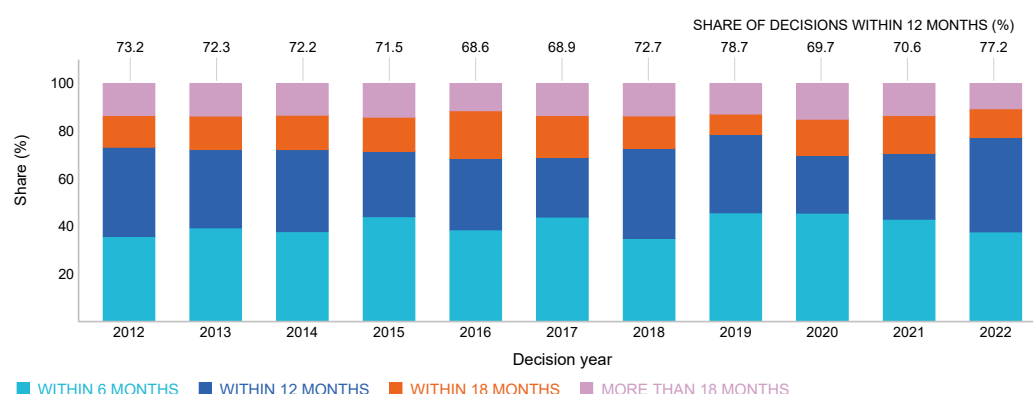


Note: EU is the European Union.

Source: WIPO Statistics Database, March 2023.

In 2022, the IB received around 77% of first decisions on the legal effects of registrations from Madrid member offices within 12 months.

C19. Timeliness in receiving first decisions on the legal effects of registrations from offices, 2012-2022

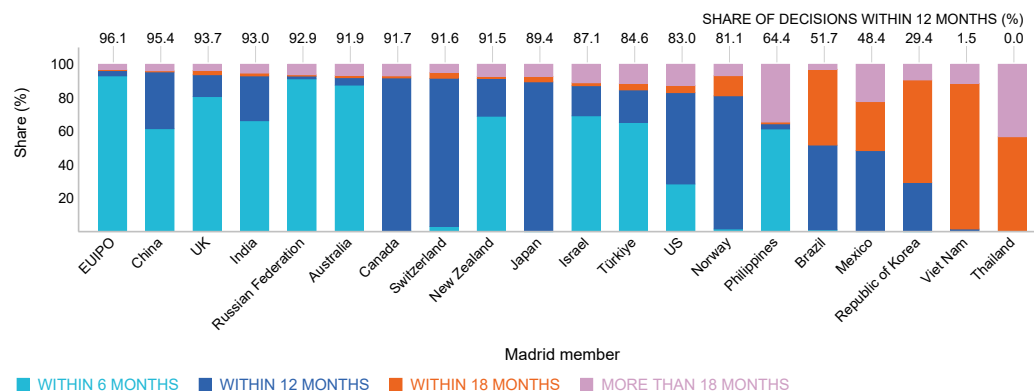


Note: Data are based on the date of receipt by the International Bureau of first decisions on the legal effects of registrations made by offices of Madrid members.

Source: WIPO Statistics Database, March 2023.

In 2022, the IB received about 81–96% of first decisions on the legal effects of registrations from 14 of 20 selected Madrid member offices within 12 months.

C20. Timeliness in receiving first decisions on the legal effects of registrations from selected offices, 2022



Note: EUIPO is the European Union Intellectual Property Office. Data are based on the date of receipt by the International Bureau of first decisions on the legal effects of registrations made by offices of Madrid members.

Source: WIPO Statistics Database, March 2023.

Annexes

A brief presentation of the Madrid System

The Madrid System makes it possible for a trademark holder to seek protection in multiple countries or territories by filing a single Madrid application via a national or regional intellectual property (IP) office.⁴ It simplifies the process of multinational trademark registration by eliminating the need to file a separate application in each jurisdiction in which protection is sought. The Madrid System also simplifies managing the mark after registration by making it possible to centrally request the recording of further changes or to renew the registration through a single procedural step.

Between December 1995 and October 2016, two treaties administered by the World Intellectual Property Organization (WIPO) governed the Madrid System for the International Registration of Marks: the Madrid Agreement Concerning the International Registration of Marks, adopted in 1891, and the Protocol Relating to the Madrid Agreement, adopted in 1989. As of October 11, 2016, following a decision by the Madrid Union Assembly that no country could accede only to the Agreement, the Protocol is now the sole governing treaty of the Madrid System. As of December 31, 2022, the Madrid System comprised 113 Contracting Parties. The 129 countries party to the Protocol (some also to the Agreement), as well as the two intergovernmental organizations party to the Protocol – namely, the European Union (EU) covering 27 countries (as of January 1, 2021), and the African Intellectual Property Organization (OAPI) covering 17 countries – are referred to as Contracting Parties (or Madrid members) and together form the Madrid Union.

Advantages offered by the Madrid System

The Madrid System offers many advantages to both trademark holders and IP offices compared to the alternative method of obtaining international protection for marks called the Paris or direct route. The Paris route involves filing separate applications directly at IP offices in the countries or regions where protection is sought (under the Paris Convention for the Protection of Industrial Property). In contrast, by paying a single set of fees in one currency (Swiss francs), the Madrid System allows trademark holders to submit a single application indicating the Madrid members where protection is sought (designations) in one language (English, French or Spanish).

As outlined above, the Madrid System also makes the maintenance and management of the international registration easier, as any renewal or change in the registration (such as a change in ownership or a limitation of the list of goods and services) can be made through a single central procedure with effect for the countries concerned covered by the international registration. Changes are recorded in the International Register. An international registration has one registration number and one renewal date, regardless of the number of designations.

4 This publication uses the generic term “IP office” to refer to a national or regional office that receives trademark applications and issues registrations, since not all offices are specifically named “trademark office.”

Where protection has been obtained through the Paris route – and not through the Madrid System – such changes or renewals must be requested directly before each of the national or regional IP offices concerned. For every such registration, there is a different registration number and renewal date to manage, each depending on the country where protection is obtained.

Furthermore, the Madrid System benefits IP offices by reducing their workload. Since the IB carries out the formal examination of Madrid applications, each designated IP office need only perform a substantive examination to determine whether the mark can be protected in its territory.

International application and registration procedure

When seeking protection for marks in multiple jurisdictions, a trademark holder can either file separate applications directly with each IP office – the Paris route – or file a single international application through the Madrid System. The Madrid System process is illustrated by the figure on the following page.

An international application can only be filed by a person or legal entity having the necessary connection (entitlement) – through real and effective industrial or commercial establishment, domicile or nationality – with a member of the Madrid Union. This Madrid member's IP office becomes the applicant's "office of origin."

To file an international application for a mark under the Madrid System, the applicant must have a basic mark, meaning that the same mark must first have been applied for at, or registered by, the office of origin. The international application must be filed through this office, as there is no direct filing to the IB. The IB accepts international applications filed in three languages – English, French and Spanish – but the office of origin may restrict the choice of filing language. The office of origin must certify that the particulars of the international application correspond to those of the basic mark (that is, the same holder, the same mark and that the goods and services of the international application are covered by those set out in the basic mark).

The international application must contain a list of the goods and services for which protection is sought and must indicate the designations – that is, the Madrid members – in which the holder of the mark seeks protection. Additional Madrid members can be designated at a later date (subsequent designation).⁵ The IB is responsible for carrying out an examination to verify that the international application meets all formal requirements. In the event of any irregularities, the office of origin and/or the applicant is given an opportunity to remedy them in order to prevent the application from being considered abandoned. Where an application meets all formal requirements, the mark is recorded in the International Register and published in the *WIPO Gazette of International Marks* ("the Gazette") and the IB notifies the designated offices.

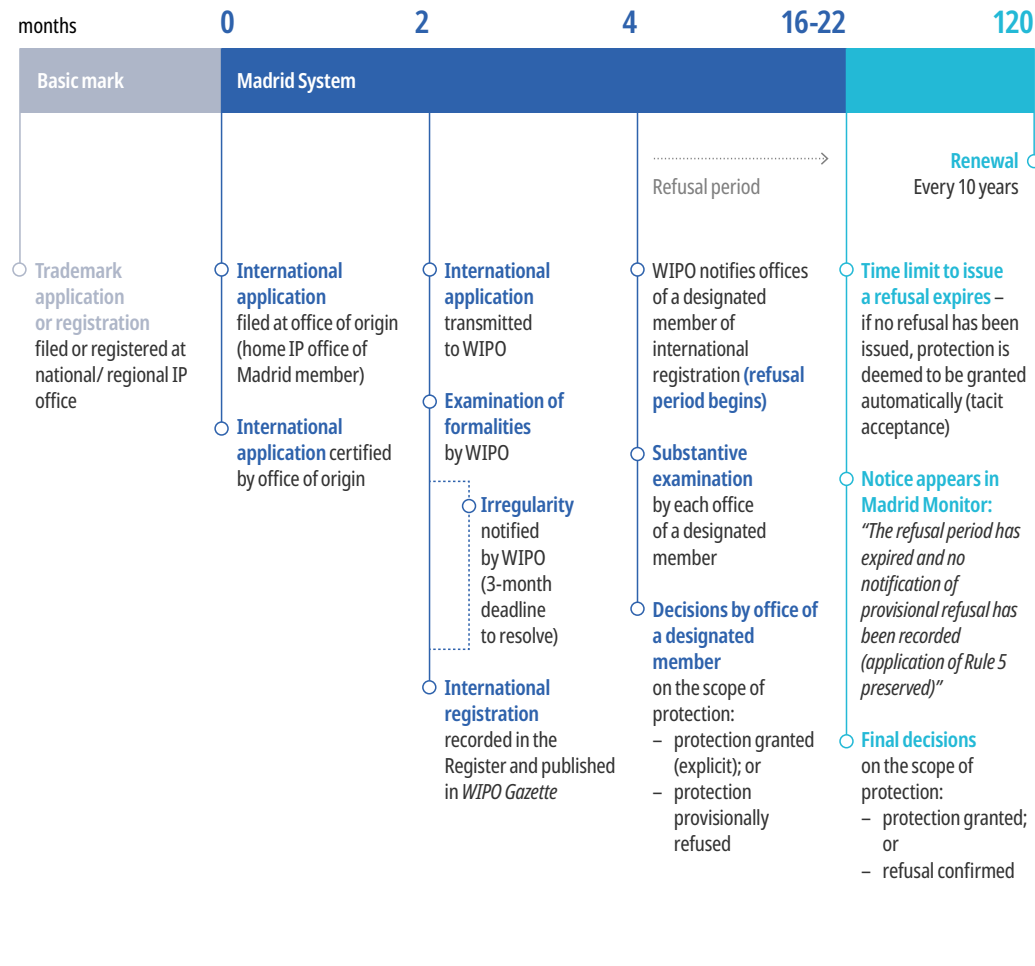
The international application is subject to a basic fee (CHF 653 or CHF 903 Swiss francs), the amount depending on whether the representation of the mark is in black and white or in color. An applicant must also pay for the designations indicated: a complementary fee (CHF 100) per designated Madrid member and a supplementary fee (CHF 100) per class of goods and services above three. Nevertheless, under the Protocol, Madrid members may declare that they wish to receive individual fees instead of sharing the revenues produced by the complementary and supplementary fees.

Only the designated Madrid member can determine whether protection can be granted in its jurisdiction, in accordance with its domestic trademark legislation. If the designated Madrid member cannot grant protection, it must submit a provisional refusal to the IB within the prescribed time limit (12 months, or 18 months where a Madrid member has declared that it will apply the longer limit). If no refusal is communicated by a designated Madrid member within the specified refusal period, or if a designated Madrid member issues a grant of protection within that period, the mark is considered protected within that Madrid member's jurisdiction.

5 The office of origin cannot be designated in an international application, nor can it be subsequently designated.

For the first five years from the date of an international registration, an international registration is dependent on the basic mark. The office of origin must inform the IB of any change concerning the scope of protection regarding the basic mark. Where the basic mark is abandoned or canceled (either totally or partially) during this dependency period, the consequence is that the international registration is canceled to the same extent (either totally or partially). When this happens, the cancellation of the international registration is recorded in the International Register, published in the *Gazette*, and the designated Madrid members concerned are notified. A holder has the option to continue protection in the territories covered by the international registration by transferring their right into national or regional applications filed directly before each IP office concerned.

The Madrid System process



Benefits

- Apply just once in one language for registration in up to more than 120 countries
- Pay one set of fees in a single currency
- Manage renewals and changes through a single central system
- Expand your trademark to other countries through subsequent designation

Source: WIPO, March 2023.

International registrations are valid for a period of 10 years and may be renewed for additional 10-year periods indefinitely. The IB administers the renewal process and sends an unofficial notice six months before renewal is due, reminding holders and their representatives (if any) of the upcoming renewal. The international registration may be renewed in respect of all designated Madrid members or in respect of only some. However, it is not possible for the holder to make voluntary changes to the list of goods and services at the time of renewal; if holders wish to remove some of the goods and services from the international registration at the time of renewal, they must separately request the recording of a limitation or cancellation in respect of those goods and services in good time before the due date for renewal.

For more information regarding the Madrid System, visit www.wipo.int/madrid.

Data description

Data are compiled by WIPO in the processing of international applications and registrations through the Madrid System. Complete data exist up to calendar year 2022.

The Madrid application statistics used are based on the original filing date at a Madrid member office of origin. This removes the time lag between the date on which an application is first filed at an office of origin and the date it is received and recorded by the International Bureau of WIPO. The 2022 data on Madrid applications by origin are estimated, as not all applications filed at offices of origin had been transmitted to WIPO at the time the *Review* was drafted. Data published in WIPO's press release of February 28, 2023, as well as related infographics and previous editions of the *Review*, may differ slightly from that published in this year's edition, because they are continually updated as WIPO receives further data from Madrid member offices of origin.

The figures and tables shown in this publication are subject to alteration. Regular updates are available at www.wipo.int/ipstats.

Acronyms

BOIP	Benelux Office for Intellectual Property
EU	European Union
EUIPO	European Union Intellectual Property Office
IB	International Bureau of WIPO
IP	intellectual property
LAC	Latin America and the Caribbean
OAPI	Organisation Africaine de la Propriété Intellectuelle (English: African Intellectual Property Organization)
UK	United Kingdom
US	United States of America
USPTO	United States Patent and Trademark Office
WIPO	World Intellectual Property Organization

Glossary

This glossary provides definitions of key technical terms and concepts used in trademark registration systems and the Madrid System.

Active Madrid registration: A Madrid registration that is in force. (See “International registration in force.”)

Applicant: A natural person or legal entity that files an application. There may be more than one applicant in an application.

Application: The formal request for the protection of a trademark at a national or regional IP office, which usually examines the application and decides whether to grant or refuse protection in the jurisdiction concerned. (See “International application.”)

Application date: The date on which an IP office receives an application that meets the minimum filing formality requirements. This may also be referred to as the filing date.

Basic application/registration: The national or regional application/registration on which an international application is based.

Basic mark: The national or regional application (basic application) or the registration (basic registration) on which an international application is based.

Cancellation: A procedure to cancel the effects of an international registration for all or some goods and services in respect of all the Madrid members designated in any given international registration.

Class: Refers to the classes defined in the Nice Classification. Classes indicate the categories of goods and services for which trademark protection is requested. (See “Nice Classification.”)

Class count: The number of classes specified in a trademark application or registration. In the Madrid System and at certain national and regional offices, an applicant can file an application specifying one or more of the 45 goods and services classes of the Nice Classification. Offices use either a single-class or multi-class filing system. The Madrid System is a multi-class system.

Contracting Party (Madrid member): A state or intergovernmental organization – for example, the European Union (EU) or the African Intellectual Property Organization (OAPI) – party to the Madrid Protocol.

Designation: The request, in an international application or registration, by which the applicant/international registration holder specifies the jurisdiction(s) in which they seek to protect their trademarks.

Direct route: See “Paris route.”

Entitlement: In order to file an international application, the applicant must be entitled to do so by having a connection with a member of the Madrid System through domicile, nationality or having a real and effective industrial or commercial establishment in one of the Contracting Parties to the Madrid System.

Holder: The natural person or legal entity in whose name an international registration is recorded.

Intellectual property (IP): Refers to creations of the mind: inventions, literary and artistic works, and symbols, names, images and designs used in commerce. IP is divided into two categories: industrial property – which includes patents, utility models, trademarks, industrial designs and geographical indications of source – and copyright, which includes literary and artistic works (such as novels, poems, plays, films), musical works, artistic works (such as drawings, paintings, photographs and sculptures) and architectural designs. Rights related to copyright include those of performing artists in their performances, those of producers of sound recordings in their recordings and those of broadcasters in their radio and television programs.

International application: An application for international registration under the Madrid System, which is a request for protection of a trademark in one or more Madrid members' jurisdictions. An international application must be based on a basic mark, that is, prior application or registration of a mark in a Madrid member. (See "Basic mark.")

International Bureau (IB): The International Bureau of WIPO administers the Madrid System. It is responsible for procedural tasks related to international applications, as well as for the subsequent management of international registrations.

International Register: A register, maintained by the IB, in which marks in international applications that conform to the requirements applicable are registered as international registrations. Changes made to registrations are also recorded in the International Register.

International registration: An application for international registration of a mark leads to its registration in the International Register and the publication of the international registration in the *WIPO Gazette of International Marks*. If the international registration is not refused protection by a designated Madrid member, it will have the same effect as a national or regional trademark registration made under the law applicable in that Madrid member's jurisdiction.

International registration in force: An international registration enjoys a 10-year period of protection. To remain in force, a registration must be renewed. In most jurisdictions, a mark can be maintained indefinitely and renewed on a 10-year basis.

Limitation: Limitation is a procedure for restricting the list of goods and services in respect of all or some of the designated Contracting Parties (Madrid members) in an international registration.

Madrid Agreement Concerning the International Registration of Marks: The founding treaty of the Madrid System no longer in operation.

Madrid member (Contracting Party): A state or intergovernmental organization – for example, the African Intellectual Property Organization (OAPI) or the European Union (EU) – party to the Madrid Protocol.

Madrid Protocol (Protocol Relating to the Madrid Agreement): One of two treaties administered by the IB of WIPO that governs the system of international registration of marks. (See "Madrid System.")

Madrid route: The Madrid route (the Madrid System) is an alternative to the direct national or regional route (also called the Paris route) that enables trademark holders to seek protection for their marks in multiple territories by filing one application.

Madrid System: An abbreviation describing the system for the international registration of trademarks, originally established by the Madrid Agreement Concerning the International Registration of Marks and later also governed by the Protocol Relating to the Madrid Agreement. Following the decision by the Madrid Union Assembly in October 2016, the Protocol is now the sole governing treaty of the Madrid System. The Madrid System is administered by the International Bureau of WIPO.

Nice Classification: The abbreviated form of the International Classification of Goods and Services for the Purposes of Registering Marks, an international classification established under the Nice Agreement. The Nice Classification consists of 45 classes, which are divided into 34 classes for goods and 11 for services. (See "Class.")

Non-resident application: For statistical purposes, a "non-resident" application refers to an application filed with an IP office of a given country/territory/region in which the applicant does not reside or does not have a real and effective industrial or commercial establishment. Non-resident applications are sometimes referred to as foreign applications. A non-resident registration is an IP right issued on the basis of a non-resident application.

Opposition: An administrative process for disputing the validity of a trademark right. An opposition procedure is often limited to a specific time period before or after the right has been granted. For the Madrid System, opposition procedures are accommodated and defined by the national or regional laws of designated Madrid members.

Origin: The country or territory of residence, nationality or establishment of an applicant filing a trademark application. The country or territory of an applicant's address is used to determine the origin of the application. In the Madrid System, the office of origin is the IP office of the Madrid member in which an applicant is entitled to file an international application.

Paris Convention: The Paris Convention for the Protection of Industrial Property, signed on March 20, 1883, is one of the most important IP treaties, as it establishes general principles applicable for all IP rights. It establishes the "right of priority" that enables an IP applicant, when filing an application in countries other than the original country of filing, to claim priority of an earlier application filed up to 12 months previously for patents and utility models, and up to six months previously for trademarks and industrial designs.

Paris route: An alternative to the Madrid route, the Paris route (also called the direct route) enables individual IP applications to be filed directly with an IP office of a country/territory that is a signatory to the Paris Convention.

Priority date: The filing date of the application on the basis of which priority is claimed. (See "Paris Convention.")

Regional application/registration: A trademark application filed with or registered by an IP office having regional jurisdiction over more than one country. For trademark protection, there are currently four regional offices: the African Intellectual Property Organization (OAPI), the African Regional Intellectual Property Organization (ARIPO), the Benelux Office for Intellectual Property (BOIP) (for Belgium, the Netherlands and Luxembourg) and the European Union Intellectual Property Office (EUIPO).

Registration: An exclusive set of rights legally accorded to an applicant when a trademark is registered or issued. Registrations are issued to applicants to make use of and exploit their trademarks for a limited period of time and can, in some cases, be renewed indefinitely. (See "International registration.")

Renewal: The process by which a trademark right is maintained (kept in force). This usually consists of paying renewal fees to an IP office at regular intervals. If renewal fees are not paid or, in some jurisdictions, if the holder cannot prove that the mark is being actively used, the registration may lapse. Once recorded, an international registration is valid for a period of 10 years and can be renewed for additional 10-year periods on payment of the prescribed fees. International registrations must be renewed in order to remain active. To facilitate the renewal process, the IB sends an unofficial reminder to holders and their representatives (if any) six months before renewal is due. The international registration may be renewed in respect of all or only some designated Madrid members.

Renunciation: A procedure intended to abandon the effects of an international registration for all the goods and services in respect of one or some of the designated Madrid members.

Resident application: For statistical purposes, a "resident" application refers to an application filed with an IP office by an applicant residing or having a real and effective industrial or commercial establishment in the country/territory/region in which that office has jurisdiction. Resident applications are sometimes referred to as domestic applications. A resident registration is an IP right issued on the basis of a resident application.

Subsequent designation: A designation made subsequent to an international registration to extend its geographical scope.

Trademark: A sign used to distinguish the goods or services of one undertaking from those of others. A trademark may consist of words and combinations of words (for instance, names or slogans), logos, figures and images, letters, numbers, sounds, or in rare instances, smells or moving images, or a combination thereof. The procedures for registering trademarks are governed by the legislation and procedures of national and regional IP offices and WIPO. Trademark rights are limited to the jurisdiction of the IP office that registers the trademark. Trademarks can be registered by filing an application at the relevant national or regional office(s), or by filing an international application through the Madrid System.

WIPO Gazette of International Marks: The official publication of the Madrid System, published online weekly and containing information regarding new international registrations, renewals, subsequent designations and modifications affecting existing international registrations.

World Intellectual Property Organization (WIPO): A United Nations specialized agency dedicated to the promotion of innovation and creativity for the economic, social and cultural development of all countries through a balanced and effective international IP system. WIPO was established in 1967 with a mandate to promote the protection of IP throughout the world through cooperation between states and in collaboration with other international organizations.

Nice classes and industry sectors

Class covers/includes

Class 1: Chemicals used in industry, science and photography, as well as in agriculture
Class 2: Mainly paints, varnishes, lacquers
Class 3: Mainly cleaning preparations and toiletry preparations
Class 4: Mainly industrial oils, lubricants, fuels and illuminants
Class 5: Mainly pharmaceuticals and other preparations for medical purposes
Class 6: Mainly includes common metals and their alloys and goods of common metal not included in other classes
Class 7: Mainly machines, machine tools, motors and engines
Class 8: Hand tools and implements (hand-operated); cutlery; side arms; razors
Class 9: Computer hardware and software and other electrical or electronic apparatus of a scientific nature
Class 10: Surgical, medical, dental and veterinary apparatus and instruments
Class 11: Apparatus for lighting, heating, steam generating, cooking, refrigerating, drying, ventilating, water supply and sanitary purposes
Class 12: Vehicles; apparatus for locomotion by land, air or water
Class 13: Firearms; ammunition and projectiles; explosives; fireworks
Class 14: Includes mainly precious metals and certain goods made of precious metals or coated therewith, as well as jewelry, clocks and watches, and component parts therefor
Class 15: Musical instruments
Class 16: Mainly paper, goods made from that material and office requisites
Class 17: Mainly rubber, plastics in extruded form for use in manufacture; packing, stopping and insulating materials; non-metallic flexible pipes
Class 18: Leather and imitations of leather, and products made therefrom, traveling bags and umbrellas
Class 19: Mainly non-metallic building materials and asphalt
Class 20: Mainly furniture, mirrors, picture frames and goods made from, for example, wood, cork, reed, cane, wicker
Class 21: Mainly household or kitchen utensils and containers; combs and sponges; articles for cleaning purposes; glassware, porcelain and earthenware
Class 22: Mainly ropes, string, nets, tents, awnings, tarpaulins, sails, sacks and bags not included in other classes
Class 23: Yarns and threads, for textile use
Class 24: Textiles and textile goods not included in other classes; bed covers; table covers
Class 25: Clothing, footwear and headgear
Class 26: Lace and embroidery, ribbons and braid; buttons, hooks and eyes, pins and needles; artificial flowers
Class 27: Carpets, rugs, mats and matting, linoleum and other materials for covering existing floors; wall hangings (non-textile)
Class 28: Games and playthings; gymnastic and sporting articles
Class 29: Meat, fish, poultry; frozen, dried and cooked fruits and vegetables
Class 30: Mainly foodstuffs of plant origin prepared for consumption or conservation, as well as auxiliaries intended for the improvement of the flavor of food
Class 31: Mainly grains and agricultural, horticultural and forestry products; live animals; fresh fruits and vegetables; seeds
Class 32: Beers; mineral and aerated waters and other non-alcoholic beverages; fruit beverages and fruit juices; syrups and other preparations for making beverages
Class 33: Alcoholic beverages (except beers)
Class 34: Tobacco; smokers' articles; matches
Class 35: Services such as office functions, advertising and business management
Class 36: Services relating to insurance, financial affairs, monetary affairs, and real estate affairs
Class 37: Building construction; repair; installation services
Class 38: Telecommunications services
Class 39: Services related to transport, packaging and storage of goods, and travel arrangement
Class 40: Services related to the treatment of materials
Class 41: Services in the area of education, training, entertainment, sporting and cultural activities
Class 42: Services provided by, for example, scientific, industrial or technological engineers and computer specialists
Class 43: Services for providing food and drink; temporary accommodation
Class 44: Medical services; veterinary services; hygienic and beauty care for human beings or animals; agriculture, horticulture and forestry services
Class 45: Legal services; security services for the protection of property and individuals; personal and social services rendered by others to meet the needs of individuals

Note: For full class definitions, visit www.wipo.int/classifications/nice.

Industry sector	Abbreviation (where applicable)	Nice classes
Agricultural products and services	Agriculture	29, 30, 31, 32, 33, 43
Management, communications, real estate and financial services	Business services	35, 36
Chemicals	–	1, 2, 4
Textiles – clothing and accessories	Clothing and accessories	14, 18, 22, 23, 24, 25, 26, 27, 34
Construction, infrastructure	Construction	6, 17, 19, 37, 40
Pharmaceuticals, health, cosmetics	Health	3, 5, 10, 44
Household equipment	–	8, 11, 20, 21
Leisure, education, training	Leisure and education	13, 15, 16, 28, 41
Scientific research, information and communication technology	Research and technology	9, 38, 42, 45
Transportation and logistics	Transportation	7, 12, 39

Note: For full class definitions, visit www.wipo.int/classifications/nice.

Source: Edital®

Madrid members

As of December 31, 2022, the Madrid System comprised 113 members covering 129 countries.

Afghanistan	Denmark	Liechtenstein	San Marino
Albania	Egypt	Lithuania	Sao Tome and Principe
Algeria	Estonia	Luxembourg	Serbia
Antigua and Barbuda	Eswatini	Madagascar	Sierra Leone
Armenia	European Union	Malaysia	Singapore
Australia	Finland	Malawi	Slovakia
Austria	France	Mexico	Slovenia
Azerbaijan	Gambia	Monaco	Spain
Bahrain	Georgia	Mongolia	Sudan
Belarus	Germany	Montenegro	Sweden
Belgium	Ghana	Morocco	Switzerland
Belize	Greece	Mozambique	Syrian Arab Republic
Bhutan	Hungary	Namibia	Tajikistan
Bosnia and Herzegovina	Iceland	Netherlands	Thailand
Botswana	India	New Zealand	Trinidad and Tobago
Brazil	Indonesia	North Macedonia	Tunisia
Brunei Darussalam	Iran (Islamic Republic of)	Norway	Türkiye
Bulgaria	Ireland	Oman	Turkmenistan
Cabo Verde	Israel	African Intellectual Property Organization (OAPI)	Ukraine
Cambodia	Italy	Pakistan	United Arab Emirates
Canada	Jamaica	Philippines	United Kingdom
Chile	Japan	Poland	United States of America
China	Kazakhstan	Portugal	Uzbekistan
Colombia	Kenya	Republic of Korea	Viet Nam
Croatia	Kyrgyzstan	Republic of Moldova	Zambia
Cuba	Lao People's Democratic Republic	Romania	Zimbabwe
Cyprus	Latvia	Russian Federation	
Czech Republic	Lesotho	Rwanda	
Democratic People's Republic of Korea	Liberia	Samoa	



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