



# Madrid Yearly Review 2026



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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/en/web/ip-statistics](http://www.wipo.int/en/web/ip-statistics). 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/web/madrid-system](http://www.wipo.int/web/madrid-system)

### Contact information

#### Department for Economics and Data Analytics

Website: [www.wipo.int/en/web/ip-statistics](http://www.wipo.int/en/web/ip-statistics)

email: [ipstats.mail@wipo.int](mailto:ipstats.mail@wipo.int)

# Key numbers for 2025

**64,150** (-1.5%)  
Madrid international applications<sup>1</sup>

**943,743** (+2.4%)  
Active (in force) international registrations

**450,580** (-0.8%)  
Designations in international applications<sup>2</sup>

**7,522,669** (+0.6%)  
Designations in active international registrations

**63,001** (+0.9%)  
Madrid international registrations

**116** (+1 member)  
Contracting Parties (Madrid members)

**68,264** (+2.5%)  
Subsequent designations in international registrations

**132** (+1 country)  
Countries covered

**43,049** (+7%)  
Renewals of international registrations

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.

2 Due to a time lag in the transmittal of applications from offices of origin to the IB of WIPO, total designations in Madrid applications are estimated.

# A. Statistics on Madrid international applications

## Highlights

### International trademark applications filed through the Madrid System declined 1.5% in 2025, reversing the 1.3% growth seen the previous year

In 2025, an estimated 64,150 international trademark applications were filed through WIPO's Madrid System by trademark holders seeking protection for their brands abroad – representing a decrease of 1.5%, or 965 fewer applications than in 2024.

### Grenada's accession to the Madrid System in 2025 brought total membership to 116 members, collectively spanning 132 countries

Grenada joined the Madrid System in 2025 as the 10<sup>th</sup> member from the Latin America and Caribbean (LAC) region, bringing total membership to 116 as of December 31, 2025. With Grenada's inclusion, trademark holders can now seek protection for their branded products and services across 132 countries through the System. Madrid members collectively represent 68% of all countries worldwide, 82% of the global population and roughly 90% of global GDP, with the potential for future expansion as membership continues to grow.<sup>3</sup>

### Where were the biggest users of the Madrid System based in 2025?

In 2025, applicants located in the United States of America (US) (10,997) filed the highest number of international trademark applications despite a decrease of 2.5% compared with 2024. Once again, they were followed by applicants based in Germany (6,106), which saw 5.3% fewer applications than in the previous year. Applicants residing in China (5,636) continued to hold the third spot in the ranking, filing 4.9% fewer applications than in 2024. The three top origins were followed by applicants located in France (4,026) and the United Kingdom (UK) (3,871). Like the top three, France also saw an on-year decline represented by 4.4% fewer applications. In contrast, the UK was the only origin among the top five to have recorded an increase, with its applicants filing 3.7% more applications than in 2024 (figure A5).<sup>4</sup>

Among the top 20 countries of origin, nine recorded growth from 2024 to 2025. Of these, 17<sup>th</sup>-ranked Sweden saw the biggest increase of 15.1%, followed by India (+14.9%) and the Kingdom of the Netherlands (+11.1%), which also recorded double-digit growth. Belgium (+8.8%), Canada (+7%) and Singapore (+6.5%) also saw notable growth. In contrast, Italy (-10.6%), the Russian Federation (-13%) and Türkiye (-9.1%) were the three countries to see the sharpest declines. Like China, France and Germany, Austria (-5.3%) and Spain (-4.7%) also saw declines ranging from about 4% to 5%.

The top 10 origins collectively accounted for 68.9% of Madrid applications filed in 2025, a share that has remained largely consistent over the past decade. The composition and ranking of the top 10 origins in 2025 remained unchanged from 2024. Expanding

3 Complete World Bank gross domestic product (GDP) and population data are available only up until 2024.

4 Due to a time lag in the transmittal of applications from offices of origin to the IB of WIPO, Madrid applications by origin are estimated.

to include the top 20 origins, they collectively held 85.7% of the total. India appeared in the ranking for the first time, taking the 20<sup>th</sup> spot in 2025. Thanks to its high growth, the Kingdom of the Netherlands advanced three places from 14<sup>th</sup> in 2024 to 11<sup>th</sup> in 2025. In contrast, Türkiye's considerable decrease caused it to fall from 11<sup>th</sup> to 13<sup>th</sup> position over the same period.

In 2025, applicants based in Madrid member countries in Europe continued to file the majority (50.8%) of Madrid applications. However, this represents a decline of about 13 percentage points compared with their combined share a decade earlier in 2015. While just over half of all Madrid applications still originated in Europe in 2025, a quarter (25.6%) came from Asia, marking an increased share for that region of about 10 percentage points from 2015, when it was only 15.5%. Northern America also expanded its share, reaching 18.7% of applications in 2025 compared with 15.3% in 2015 – a shift partly attributable to Canada joining the Madrid System in 2019, which added a significant source of filings alongside the longstanding US membership (figure A4).

While US applicants filed the highest number of Madrid applications in 2025, applicants based in China made the most designations (76,530) in applications, representing an increase of 1.5% on 2024, retaining their position as the top origin for designations for expanding the geographical scope of protection for marks for the second consecutive year. Designations from the US (73,087) held steady, edging up just 0.1% from 2024 and amounting to about 3,440 fewer than those from China. Rounding out the top five origins of designations were Germany (36,568), France (25,869) and Switzerland (21,319) (figure A14).<sup>5</sup> In contrast to China and the US, designations from France (-4.6%), Germany (-4.7%) and Switzerland (-16.7%) decreased from 2024 to 2025.

Among the top 20 origins of designations, nine recorded an on-year increase in 2025, with Belgium (+20.2%), Japan (+13.3%), the Kingdom of the Netherlands (+12.5%) and Sweden (+23.8%) having recorded particularly high growth. In contrast, 11 of these top origins saw a decline compared with 2024. Similar to Switzerland's notable decrease, India (-14.5%), the Russian Federation (-20.1%) and Türkiye (-12.5%) also recorded double-digit declines.

China's higher number of total designations relative to Madrid applications filed is attributable to the fact that applicants based in China designated an average of almost 14 Madrid members per application filed in 2025 (figure A15). Applicants residing in Bulgaria designated an average of about 21 Madrid members per application in 2025; the highest average number among the top 20 origins of designations and considerably higher than the average of approximately five designations per application filed by applicants located, for example, in Australia, Canada, Spain and the UK. In 2025, 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 maintained its leading position for a fifth consecutive year, having filed 274 Madrid applications in 2025**

L'Oréal of France filed 274 Madrid applications in 2025, the highest number filed by any individual applicant that year. Games company Light & Wonder (105 applications) of the US climbed 38 spots to become the second top filer, followed by pharmaceutical company Krka (101) of Slovenia. Rounding out the top fourth and fifth spots were China-based technology company Huawei Technologies (97) and pharmaceutical company Merck Sharp & Dohme (95) of the Kingdom of the Netherlands.

The top 10 Madrid applicants that recorded the highest increases in applications filed between 2024 and 2025 included Light & Wonder (+70 applications), 10<sup>th</sup>-ranked pharmaceutical company Glaxo Group (+61) of the UK, Merck Sharp & Dohme (+56) and Krka (+52). In contrast, Euro Games Technology of Bulgaria, which held third spot in 2024, filed 47 fewer Madrid applications in 2025 compared with the previous year, dropping down to sixth place. Similarly, Japanese beauty and cosmetics producer Shiseido Company filed 46 fewer Madrid applications over the same period, resulting in its ranking dropping from fourth-top applicant in 2024 to eighth in 2025. Having ranked among the top five Madrid applicants since 2006, Novartis of Switzerland filed 126 fewer Madrid applications in 2025, resulting in its ranking dropping from the second-top applicant in 2024 to 13<sup>th</sup> in 2025 (figure A2).

5 Due to a time lag in the transmittal of applications from offices of origin to the IB of WIPO, designations in Madrid applications by origin are estimated.

Among the top approximately 60 Madrid applicants, 14 were companies operating in the health sector, such as in the production of pharmaceuticals, healthcare products or medical equipment, eight were automotive manufacturers, and there were six technology companies, six companies active in producing personal care or beauty products, and six companies that manufacture clothing, footwear, sportswear or sporting goods. Five companies operate within the gaming industry and five in producing food and drinks or confectionery goods. The remaining top applicants were active in industries spanning consumer goods, electrical appliances, luxury goods, retail and video games, to name a few. Over half, or 33 of the top 63 applicants in 2025, were companies based in Europe. A further 16 were located in Asia and 14 in Northern America. Widening the scope to include the top approximately 100 Madrid applicants reveals that about 54% were based in Europe, about 26% in Asia, 20% in Northern America and 1% in the Oceania region, while there were no top applicants based in Africa or the LAC region among the top filers. Among them, these top applicants accounted for 4,183 applications. However, this constitutes just under 7% of all Madrid applications filed in 2025, highlighting the widespread use of the Madrid System by many different applicants.

Companies located in 28 countries – including Bulgaria, Canada, China, France, Germany, Ireland, Italy, Japan, Malaysia, New Zealand, the Republic of Korea, the Russian Federation, Singapore, Switzerland, the UK and the US, among others – filed at least 20 Madrid applications in 2025, thereby ranking among the approximately 100 top Madrid applicants. For a fourth consecutive year, companies based in the US (19) were the most represented among top applicants. They were followed by top applicants based in Germany (14), Japan (11), Switzerland (9), the Republic of Korea (6) and China, France and the UK with five each.

#### **For which goods and services did trademark holders most seek 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. In contrast to the decrease in Madrid applications, the total number of classes specified in applications actually increased slightly by 0.6% to 160,494 in 2025 (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). Similar to in 2024, class 9 alone accounted for slightly more than a 10<sup>th</sup> (10.8%) of all classes specified in applications filed in 2025. The other most specified classes were class 35 (8.5% of the total), which covers services such as office functions, advertising and business management; class 42 (7.9%), which includes services provided by, for example, scientific, industrial or technological engineers and computer specialists; class 41 (5.3%), which mainly covers services in the areas of education, training, entertainment, sporting and cultural activities; goods class 5 (4.4%), which covers pharmaceuticals and other preparations for medical purposes; goods class 3 (4.2%), which covers cleaning and toiletry preparations; and goods class 25 (4%), which relates to clothing and apparel. Three of the five most specified classes were services classes. Among the top 10 Nice classes specified in Madrid applications, five decreased in 2025. Eighth-ranked goods class 7, which includes machines, machine tools, motors and engines, fell the most – by 4% – in 2025. It was followed by goods class 25 with an annual decrease of 3.5%, and by goods class 30, which covers mainly foodstuffs of plant origin and which ranked ninth in 2025, with an on-year drop of 1.2%. In contrast, class 5 increased by 0.4%, followed by class 16 (+0.2%), covering mainly paper and paper goods, and by class 42 (+0.1%), which both increased only marginally compared with 2024. Expanding to include all 45 Nice classes, 24 saw a decrease compared with 2024, the largest being for goods class 33 (-12.3%), which covers alcoholic beverages, beers excluded.

#### **Services classes specified in Madrid applications filed in 2025 represented 36.3% of all the classes specified in these applications**

The first 34 of the 45 Nice classes cover goods, whereas the remaining 11 cover services. In 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% but has since decreased to 36.3% in 2025. This is almost six percentage points higher than the combined share of 30.8% recorded a decade and a half earlier in 2011 (figure A28) and reflects a general growth in the global services industry. However, goods and services class shares do differ across origins. For example, among the selected origins presented in table A29, Australia (40%), France (38.4%), Switzerland (45.2%), the UK (42.9%)

and the US (41.5%) had the largest proportions of services-related classes in Madrid applications filed in 2025, accounting for about 38% or more of all classes specified by applicants based in these five countries. Other countries, such as Colombia, Germany, India, Türkiye and Viet Nam, also recorded relatively high shares of service-related classes in applications, ranging from about 34% to 37%, suggesting a developed services sector. Conversely, China (16.7%), Egypt (12.2%), the Islamic Republic of Iran (23.8%) and the Russian Federation (24.3%) had services class shares below 25%. Among the 20 selected origins, six saw their services class shares decrease compared with a decade earlier, with Egypt (-26.7 percentage points), the Islamic Republic of Iran (-13.3) and the Russian Federation (-4.8) showing the largest declines.

### Research and technology remains the sector to receive the largest share of trademark protection via the Madrid System, accounting for 22.2% of all classes specified in Madrid applications

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 (22.2%) of all classes specified in Madrid applications filed in 2025. It was followed by pharmaceuticals, health and cosmetics (abbreviated to health) (12.8% of total filing), business services (11.1%), and leisure and education (10.6%). Clothing and accessories (10.3%) was the fifth placed industry sector, while agriculture (9.6%) occupied sixth spot. As in previous years, chemicals (3.3%), construction (7.1%), household equipment (6.7%) and transportation (6.4%) were the four sectors to receive the lowest shares of total filing (figure A25).

The top three sectors for Madrid applications vary across origins. Research and technology was the top sector for nine of the top 10 origins (figure A26). The exception was the Republic of Korea, which counted health as its applicants' top sector. In addition, the health sector was either the second or third ranked sector for four of the top origins, and leisure and education ranked third or fourth. Business services was the second placed sector for applicants based in Australia and the UK, and ranked third for those based in Switzerland and the US. Clothing and accessories featured as the second or third ranked sector for applicants based in Italy, Japan and the Republic of Korea; and agriculture was the second placed sector for Italy. China was the only origin for which household equipment and transportation were among its applicants' top three sectors. Similarly, Germany was the only origin for which the construction sector featured among its top three.

### Where do Madrid applicants seek international trademark protection?

In 2025, the European Union (EU) (28,415) became the most designated Madrid member after surpassing the UK (28,249), which had held the top spot for the previous four years. The EU and the UK were followed by the US (24,322), Canada (19,937) and China (17,808) (figure A17).<sup>6</sup> The 20 most designated Madrid members, combined, received 62.5% of all designations made in Madrid applications filed in 2025, virtually unchanged from their combined share in 2024. Including China, nine of the top 20 designated Madrid members were middle-income countries: namely, Brazil (10,910), India (12,297), Indonesia (8,943), Malaysia (8,763), Mexico (11,869), Thailand (9,149), Türkiye (8,423) and Viet Nam (9,093). Among the top 20 destinations for international trademark registration via the Madrid System, 10 saw an increase on 2024 designations, with the United Arab Emirates (+14.5%), Thailand (+4.4%) and Malaysia (+3.6%) seeing the strongest growth. In contrast, the remaining 10 designated Madrid members saw on-year decreases, with China (-4.1%), the US (-3.2%), the UK (-2.3%) and Japan (-1.9%) recording the largest declines.

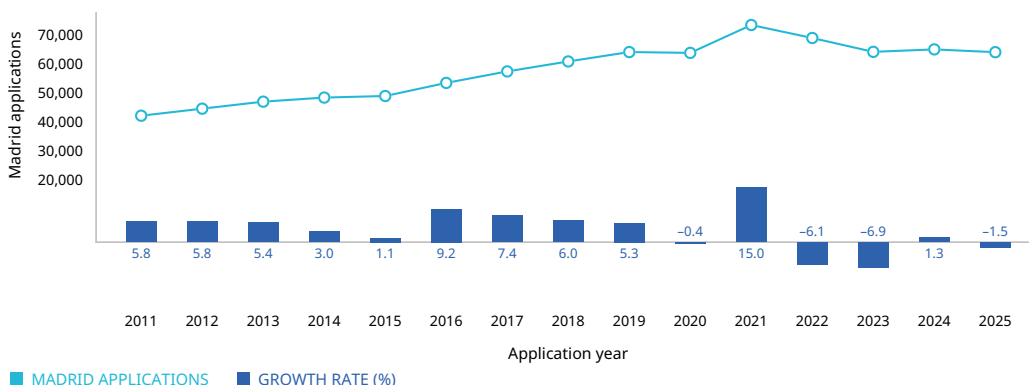
6 Due to a time lag in the transmittal of applications from offices of origin to the IB of WIPO, designations in Madrid applications by designated Madrid Member are estimated.

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## Madrid international applications

The total number of international trademark applications filed under WIPO's Madrid System declined by 1.5% in 2025, totaling 64,150 applications.

### A1. Trend in international applications, 2011–2025



Note: This figure presents the numbers and annual growth rates of international applications filed via the Madrid System. Data for 2025 are WIPO estimates.

Source: WIPO Statistics Database, March 2026.

**L'Oréal of France retained its position as the Madrid System's top filer in 2025 for the fifth year running, with 274 Madrid applications. Light & Wonder, Inc. of the US (105) moved up 38 places to become the second top filer, followed by Krka of Slovenia (101), China's Huawei Technologies (97), Merck Sharp & Dohme (95) of the Kingdom of the Netherlands and Euro Games Technology (94) of Bulgaria.**

### A2. Top Madrid applicants, 2025

Ranking	Change in position from 2024	Madrid applicant	Origin	Madrid applications		
				2023	2024	2025
1	0	L'Oréal	France	199	244	274
2	38	Light & Wonder, Inc.	US	33	35	105
3	17	Krka, Tovarna Zdravil, D.D., Novo Mesto	Slovenia	45	49	101
4	4	Huawei Technologies Co., Ltd.	China	78	86	97
5	22	Merck Sharp & Dohme B.V.	Netherlands	54	39	95
6	-3	Euro Games Technology Ltd.	Bulgaria	118	141	94
7	6	Richter Gedeon Nyrt.	Hungary	64	58	89
8	4	Renault S.A.S.	France	37	59	78
8	-4	Shiseido Company, Ltd	Japan	103	124	78
10	217	Glaxo Group Limited	UK	50	12	73
11	0	Zitro Laboratory S.l.u.	Spain	11	61	70
12	725	Roadget Business Pte. Ltd.	Singapore	1	6	68
13	-11	Novartis AG	Switzerland	110	193	67
14	160	Privredno Druuctvo Za Promet Marketing I Posredovanje Inpharm Co Doo Beograd (zemun)	Serbia		14	61
15	2,387	Office-impex Limited Liability Company	Russian Federation	5	3	58
16	1	Mizuno Corporation	Japan	79	51	57
17	2	Nintendo Co., Ltd.	Japan	55	50	55
18	1,461	Toyota Jidosha Kabushiki Kaisha (also Trading As Toyota Motor Corporation)	Japan	11	4	54
19	41	Koninklijke Philips Electronics N.V.	Netherlands	19	28	50
19	718	Maesa Llc	US		6	50
21	43	Abb Asea Brown Boveri Ltd	Switzerland	17	26	49
21	-14	Amorepacific Corporation	Republic of Korea	31	96	49
23	106	Limited Liability Company "binnopharm Group"	Russian Federation	1	17	47
23	68	Lululemon Athletica Canada Inc.	Canada	13	21	47
25	-20	Boehringer Ingelheim International GmbH	Germany	110	106	46
25	n.a.	Immunitybio, Inc.	US	3		46
27	-21	Egis Gyógyszergyár Zrt.	Hungary	49	103	45
28	-11	Rigo Trading S.A.,	Luxembourg	42	51	44

Ranking	Change in position from 2024	Madrid applicant	Origin	Madrid applications		
				2023	2024	2025
29	2,373	Blooming Grace Co., Ltd.	Republic of Korea		3	43
29	6	Gilead Sciences Limited	Ireland	23	36	43
29	-15	Topgolf Callaway Brands Corp.	US	36	57	43
32	n.a.	Drustvo Za Trgovija I Uslugi Evro Gejms Tehnologddi Dooel Skopje	North Macedonia			42
33	-2	Egt Digital Ltd.	Bulgaria	10	37	40
33	-8	Société Des Produits Nestlé S.A.	Switzerland	59	40	40
33	231	Soremartec S.A.	Luxembourg	23	11	40
36	49	August Storck Kg	Germany	18	22	39
37	-13	Apple Inc.	US	74	41	38
38	n.a.	Boot Barn, Inc.	US			37
38	-7	Henkel AG & Co KGaA	Germany	32	37	37
40	187	Boston Consulting Group, Inc.	US	8	12	36
41	114	Ferrara Candy Company	US	22	15	35
41	77	Mercedes-Benz Group AG	Germany	27	18	35
41	325	Richemont International S.A.	Switzerland	18	9	35
44	130	Biofarma	France	18	14	34
45	55	Orion Corporation	Finland	9	20	33
45	n.a.	Scenic Tours Europe Ag	Switzerland			33
47	-7	Bayerische Motoren Werke AG	Germany	124	35	32
48	91	Brooks Sports, Inc.	US	1	16	31
48	37	Ferrari S.P.A.	Italy	22	22	31
50	79	Midea Group Co., Ltd.	China	13	17	30
50	n.a.	Rivaz, Inc	US			30
50	-28	Samsung Electronics Co., Ltd.	Republic of Korea	35	46	30
50	56	Shimano Inc.	Japan	20	19	30
54	387	Asics Corporation	Japan	2	8	29
54	n.a.	Hyundai Wia Corporation	Republic of Korea			29
54	-24	Zumedia Inc.	US	14	38	29
57	-47	BYD Company Limited	China	13	73	28
57	4,365	Immucor, Inc.	US		2	28
59	168	Deciem Beauty Group Inc.	Canada		12	27
59	3	Guerlain	France	26	27	27
59	382	Pop Mart (Singapore) Holding Pte. Ltd.	Singapore	1	8	27
59	-34	Sega Corporation	Japan	17	40	27
59	249	Tui Ag	Germany	9	10	27
64	-21	Beijing Rockrobo Technology Co., Ltd.	China	4	34	26
64	1,415	Ecolab Usa Inc.	US	10	4	26
64	10,628	Fridababy, LLC	US	1	1	26
64	987	Lidl Stiftung & Co. KG	Germany	20	5	26
68	1,411	Daiichi Sankyo Company, Limited	Japan	12	4	25
68	23	Zhejiang Geely Holding Group Co., Ltd.	China	17	21	25
70	-6	Assa Abloy Americas Residential Inc.	US		26	24
70	10,622	Boots Company Plc	UK	8	1	24
70	n.a.	Eco-shop Marketing Sdn. Bhd.	Malaysia			24
70	4,352	Jaguar Land Rover Limited	UK	2	2	24
70	1,409	Rheinmetall Aktiengesellschaft	Germany		4	24
70	-20	Sharkninja Operating LLC	US	29	32	24
70	127	Suntory Holdings Limited	Japan	24	13	24
77	660	Celsius Live Fit International Designated Activity Company	Ireland		6	23
77	150	Global Brother Srl	Romania	4	12	23
77	2,325	Jonathan Mark Kendrick	UK	9	3	23
77	974	Tarte, Inc.	US	8	5	23
81	970	Dm-drogerie Markt GmbH + Co. Kg	Germany	11	5	22
81	183	Giorgio Armani S.p.a.	Italy	4	11	22
81	489	Honeywell International Inc.	US	8	7	22
81	146	Jt International S.a.	Switzerland	10	12	22
81	-41	Philip Morris Products S.A.	Switzerland	52	35	22
81	116	Pro.med.cs Praha A.s.	Czech Republic	8	13	22
81	285	Rittal GmbH & Co. Kg	Germany	3	9	22
81	-26	Stada Arzneimittel Ag	Germany	17	29	22
89	2,313	"tech Solutions" Sp. Z O.o.	Poland		3	21
89	4,333	Abacus Research Ag	Switzerland	8	2	21
89	17	Bayer Aktiengesellschaft	Germany	17	19	21

Ranking	Change in position from 2024	Madrid applicant	Origin	Madrid applications		
				2023	2024	2025
89	2	Beiersdorf AG	Germany	23	21	21
89	219	Celltrion, Inc.	Republic of Korea	13	10	21
89	-34	Dyson Technology Limited	UK	18	29	21
89	66	Hermes International	France	21	15	21
89	-68	Kia Corporation	Republic of Korea	15	48	21
89	962	R.G.C.C. Holdings AG	Switzerland	20	5	21
89	-54	Sport & Fashion Management Pte. Ltd.	Singapore	24	36	21
89	-17	Uranus First Ltd.	New Zealand	8	24	21
100	n.a.	Aimee Connolly	Ireland			20
100	6	Bandai Co., Ltd.	Japan	23	19	20
100	-9	Cruiser Accessories, LLC	US	12	21	20
100	1,379	Fancl Corporation	Japan		4	20
100	39	Merck KGaA	Germany	31	16	20
100	n.a.	Nelavius Limited	Cyprus			20
100	n.a.	Pate Play Ltd.	Bulgaria			20

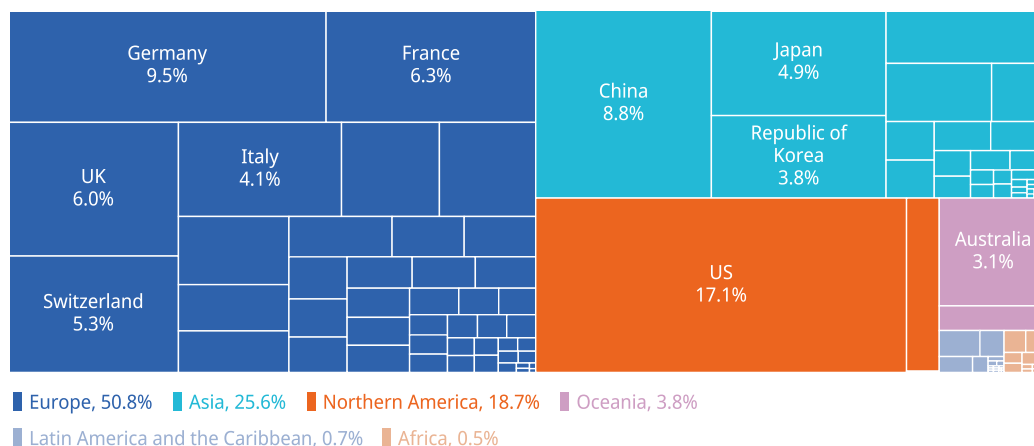
Note: "Netherlands" is the Kingdom of the Netherlands. For top Madrid applicants, counts are determined based on the date that the IB of WIPO received an application. This table includes those 106 applicants that filed 20 or more international applications in 2025. New applications filed each year generally 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 2026.

## China, Japan, the Republic of Korea, Singapore and Türkiye contributed 21 percentage points of Asia's total 25.6% share of Madrid applications filed worldwide.

### A3. International applications by origin, 2025

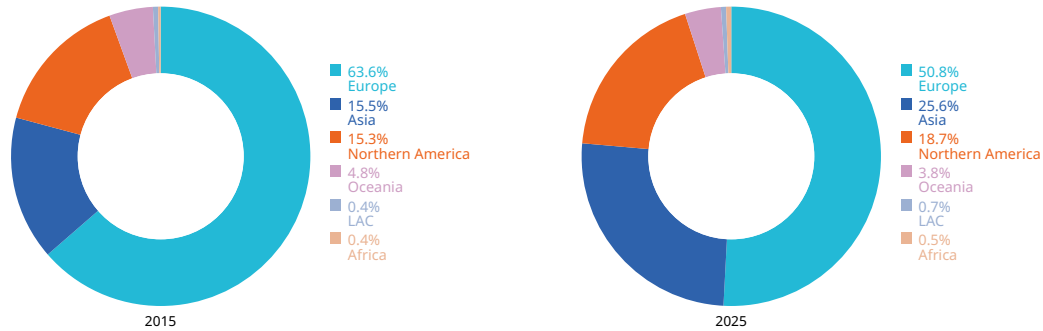


Note: Data for 2025 are WIPO estimates. Origin data are based on the country of the applicant's address.

Source: WIPO Statistics Database, March 2026.

**Applicants based in Asia filed a quarter (25.6%) of all Madrid applications in 2025, which is about 10 percentage points more than in 2015 (15.5%) and the biggest percentage point increase across all geographical regions over the past decade.**

**A4. International applications by region, 2015 and 2025**

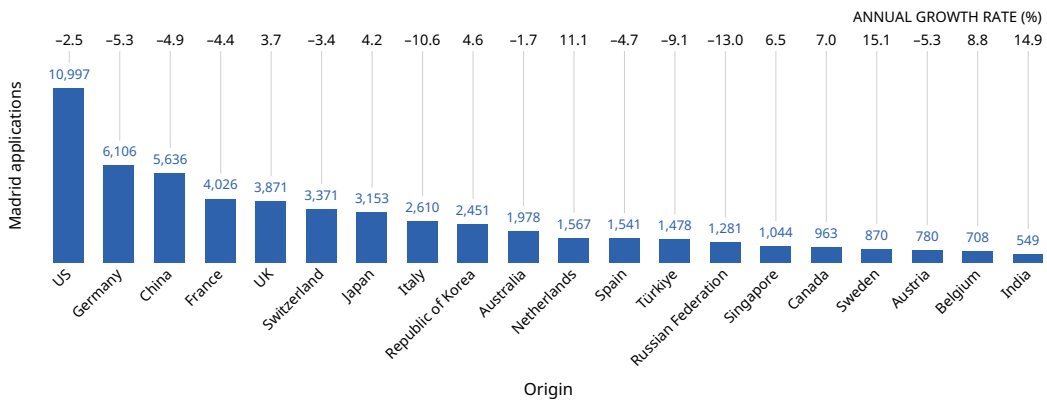


Note: Data for 2025 are WIPO estimates. Origin data are based on the country or territory of the applicant’s address. Madrid applications filed in 2025 came from applicants domiciled in a total of 129 countries or territories of origin. Each geographical region included the following number of countries or territories: Africa (20), Asia (38), Europe (44), Latin America and the Caribbean (LAC) (18), Northern America (3) and Oceania (6).

Source: WIPO Statistics Database, March 2026.

**Despite having filed fewer applications than in the previous year, applicants based in the US, Germany and China remained the three most active Madrid System filers in 2025. In fact, 11 of the top 20 origins saw decreases in the number of Madrid applications filed in 2025 compared with 2024. The largest declines were for applicants based in the Russian Federation (-13%), Italy (-10.6%) and Türkiye (-9.1%). In contrast, Sweden (+15.1%), India (+14.9%) and the Kingdom of the Netherlands (+11.1%) saw growth in excess of 10%.**

**A5. International applications for the top 20 origins, 2025**

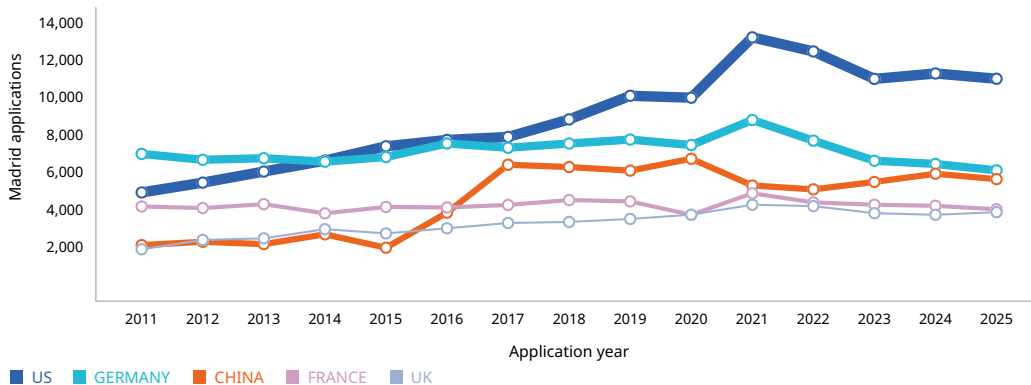


Note: “Netherlands” is the Kingdom of the Netherlands. Data for 2025 are WIPO estimates. Origin data are based on the country or territory of the applicant’s address. The number of international applications for all origins are reported in statistical table A32.

Source: WIPO Statistics Database, March 2026.

**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 2025, application volumes from China and Germany continued to converge, differing by 470, while applications from France and the UK differed by only 155.**

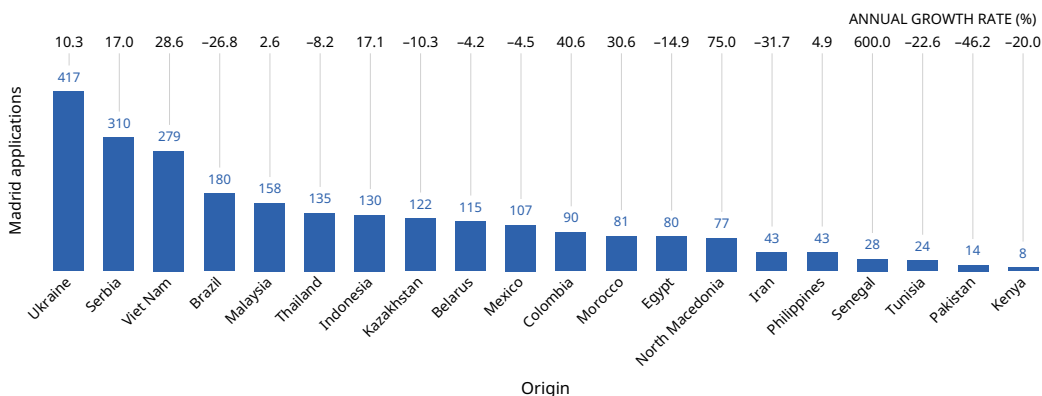
**A6. Trends in international applications for the top five origins, 2011–2025**



Note: Data for 2025 are WIPO estimates. Origin data are based on the country of the applicant's address.  
Source: WIPO Statistics Database, March 2026.

**Behind applicants located in top-ranked middle-income countries China, India and Türkiye are those located across several geographical regions, with Brazil, Malaysia, Serbia, Ukraine and Viet Nam among the most active Madrid application filers for this income group in 2025.**

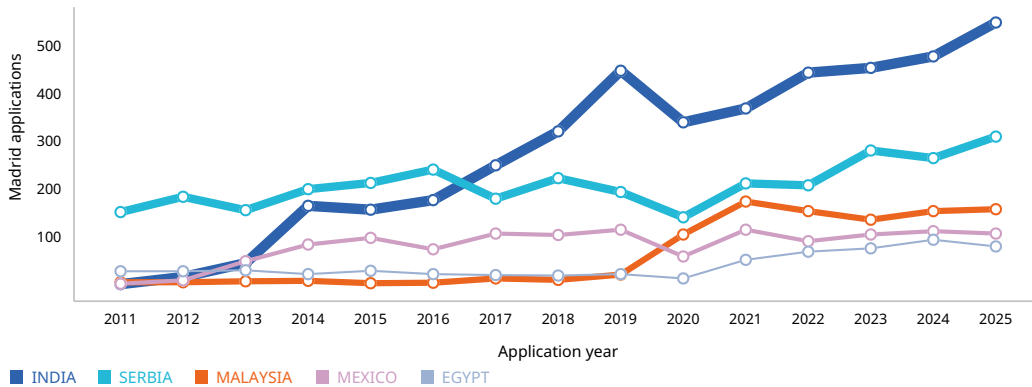
**A7. International applications for selected middle-income country origins, 2025**



Note: "Iran" is the Islamic Republic of Iran. Data for 2025 are WIPO estimates. Origin data are based on the country of the applicant's address. The number of international applications for all origins are reported in statistical table A32.  
Source: WIPO Statistics Database, March 2026.

Since joining the Madrid System in 2014, the number of applications originating from India has risen sharply, surpassing that filed by applicants based in Serbia in 2017.

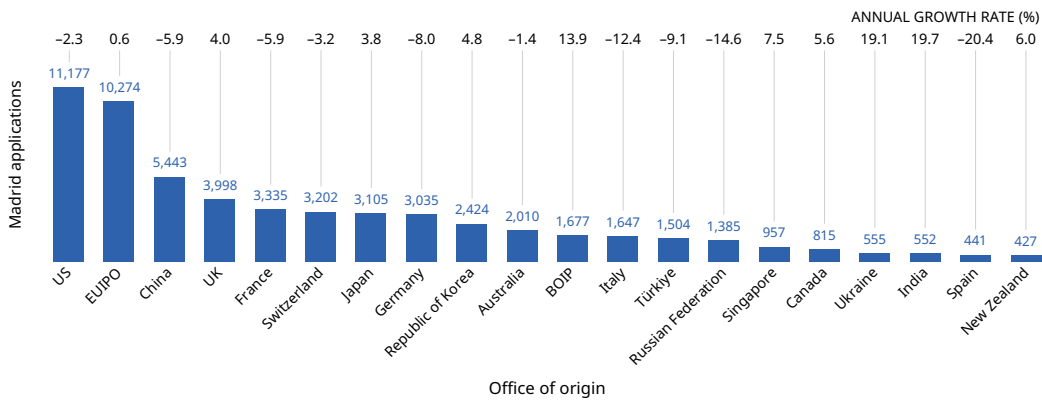
**A8. Trends in international applications for selected middle-income country origins, 2011–2025**



Note: Data for 2025 are WIPO estimates. Origin data are based on the country of the applicant's address.  
Source: WIPO Statistics Database, March 2026.

The offices of origin that received the most Madrid applications filed in 2025 were the United States Patent and Trademark Office (USPTO) and the EUIPO, followed distantly by the IP offices of China, the UK and France.

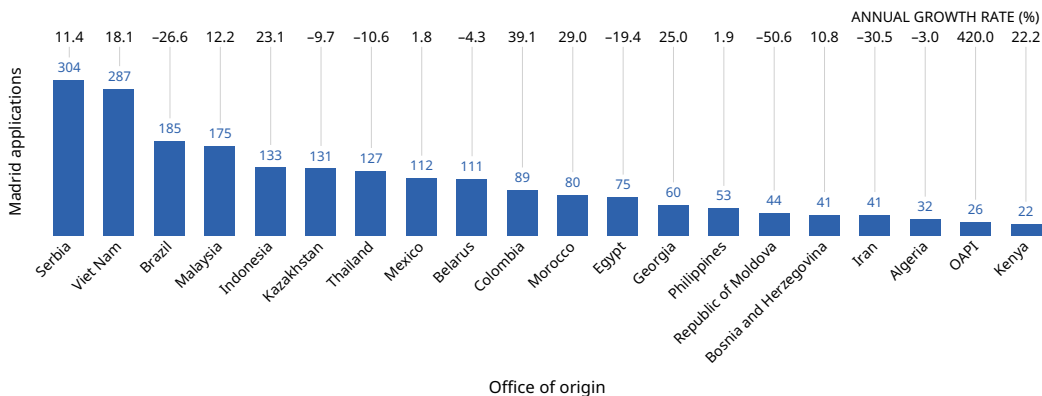
**A9. International applications for the top 20 offices of origin, 2025**



Note: EUIPO is the European Union Intellectual Property Office; BOIP is the Benelux Office for Intellectual Property. The number of international applications for all offices of origin are reported in statistical table A33.  
Source: WIPO Statistics Database, March 2026.

**In addition to the top offices of origin of China, India, Türkiye and Ukraine, the offices of origin located in other low- and middle-income countries to have received the most Madrid applications in 2025 included Brazil, Indonesia, Malaysia, Serbia and Viet Nam.**

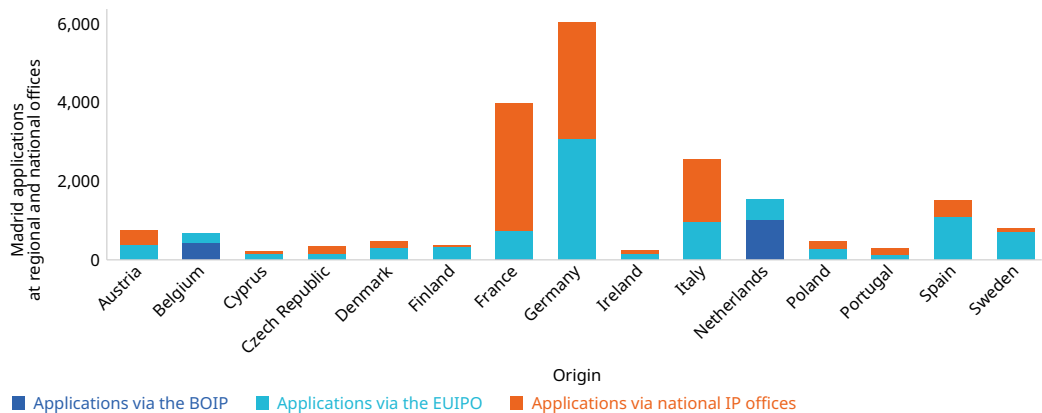
**A10. International applications for selected low- and middle-income country offices of origin, 2025**



Note: "Iran" is the Islamic Republic of Iran and OAPI is the African Intellectual Property Organization acting on behalf of 17 African countries. The number of international applications for all offices of origin are reported in statistical table A33. Source: WIPO Statistics Database, March 2026.

**Applicants based in Cyprus, Denmark, Finland, Spain and Sweden filed between 63% and 90% of their Madrid applications at the EUIPO in 2025, with the remainder filed at their respective national IP offices.**

**A11. International applications for selected European Union origins by regional and national offices, 2025**

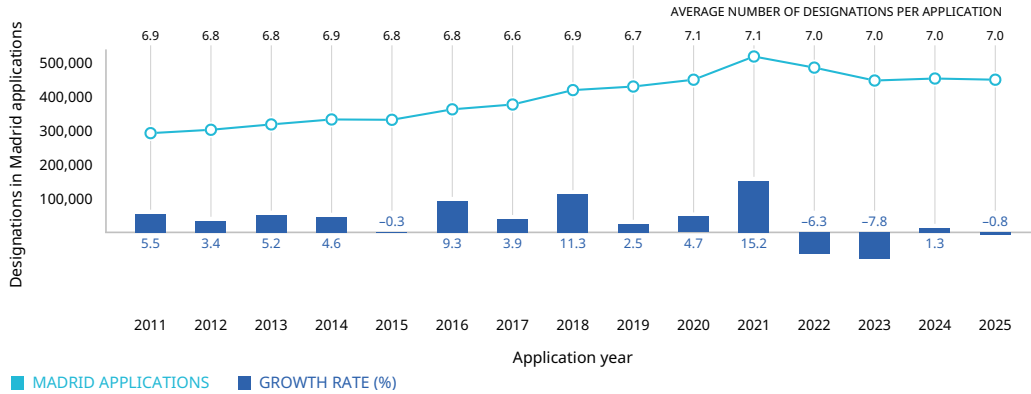


Note: BOIP is the Benelux Office for Intellectual Property; EUIPO is the European Union Intellectual Property Office; and "Netherlands" is the Kingdom of the Netherlands. Source: WIPO Statistics Database, March 2026.

## Designations in Madrid international applications

The number of designations contained in Madrid applications from 2024 to 2025 decreased slightly, reflecting the decline in applications over the same period, but the average of seven Madrid members designated in every Madrid application remained unchanged.

A12. Trend in designations in international applications and average number of designations per application, 2011–2025

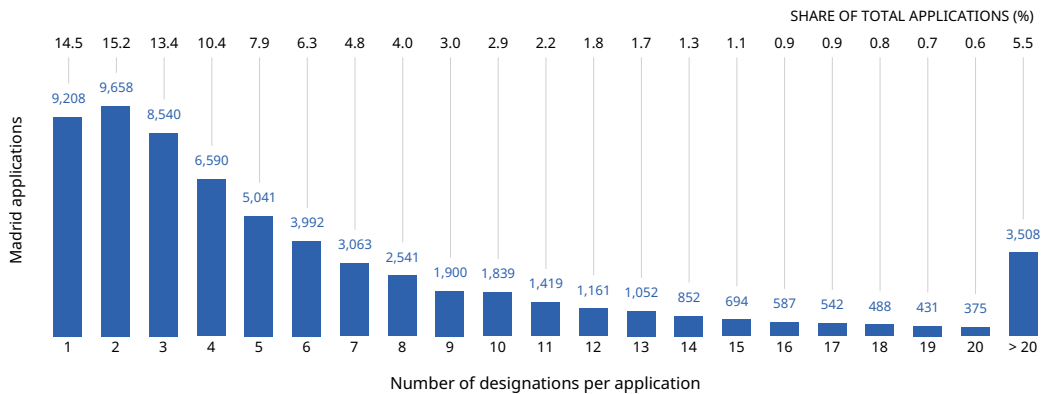


Note: Data for 2025 are WIPO estimates. When applicants first apply for an international registration, they can initially choose to designate any of the Madrid members in which they aim to extend protection for their trademarks, except for the Madrid member through which the holder has claimed entitlement to use the Madrid System. Each Madrid member selected is counted as one designation.

Source: WIPO Statistics Database, March 2026.

More than three-quarters (76.5%) of all international applications filed in 2025 designated between one and eight Madrid members; 10.5% of applications designated 15 or more members.

A13. Distribution of designations per international application, 2025

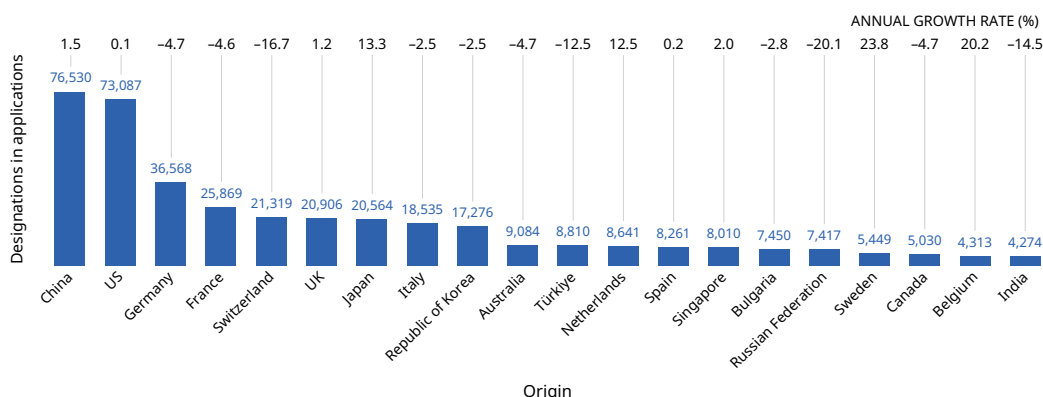


Note: Of all Madrid applications filed in 2025, 14.5% designated a single Madrid member only. This shows how trademark holders often use the Madrid System in a staged manner to obtain protection in the jurisdiction of highest priority first, before later extending protection to other jurisdictions by filing subsequent designations.

Source: WIPO Statistics Database, March 2026.

**In 2025, China-based applicants remained the largest origin of designations in international applications for expanding the geographical scope of protection for marks, followed by applicants based in the US, Germany, France and Switzerland.**

**A14. Designations in international applications for the top 20 origins, 2025**

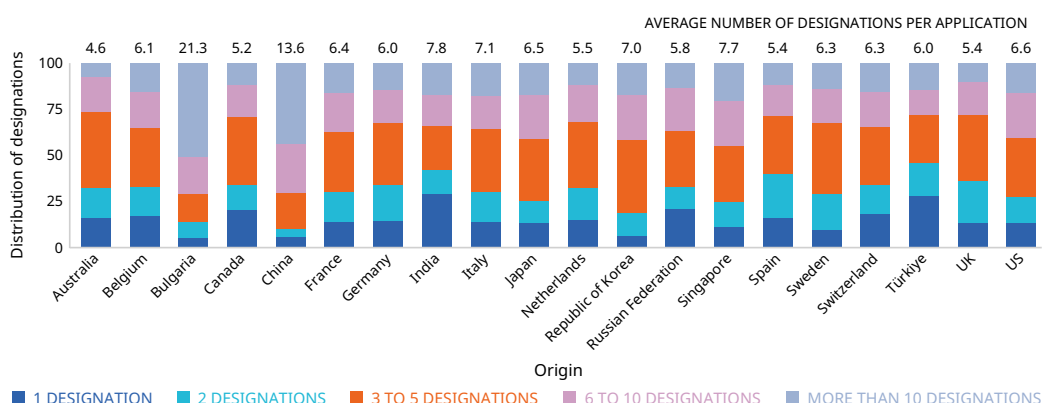


Note: "Netherlands" is the Kingdom of the Netherlands. Data for 2025 are WIPO estimates. Origin data are based on the country of the applicant's address. The number of designations in Madrid applications for all origins are reported in statistical table A32.

Source: WIPO Statistics Database, March 2026.

**Applicants from 18 of the top 20 origins designated an average of between about five and eight Madrid members in international applications filed in 2025; this rises to an average of between about 14 and 21 designated by applicants based in Bulgaria and China.**

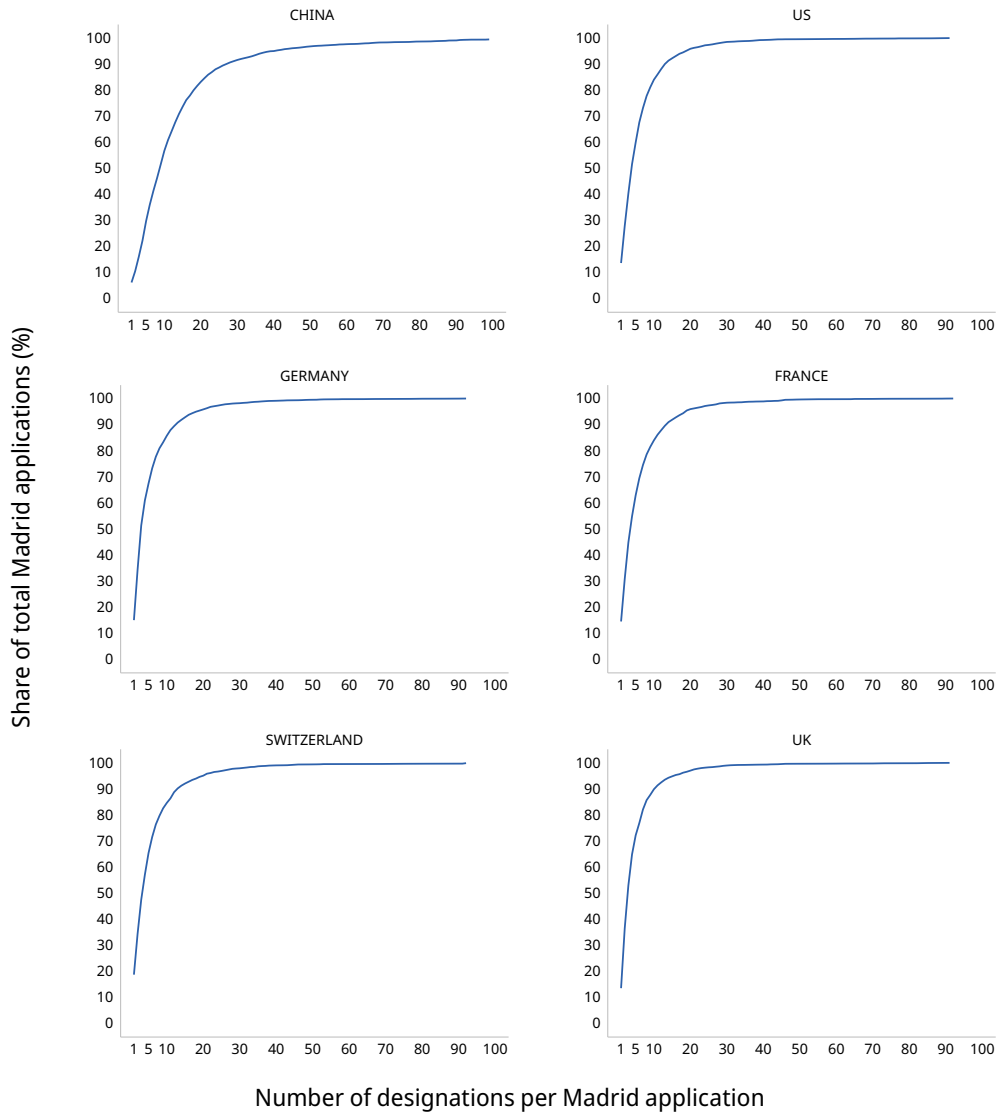
**A15. Distribution of designations per international application for the top 20 origins, 2025**



Note: "Netherlands" is the Kingdom of the Netherlands. Origin data are based on the country of the applicant's address.  
 Source: WIPO Statistics Database, March 2026.

**Applicants from China typically designated more Madrid members per international application than did applicants from any other leading origin.**

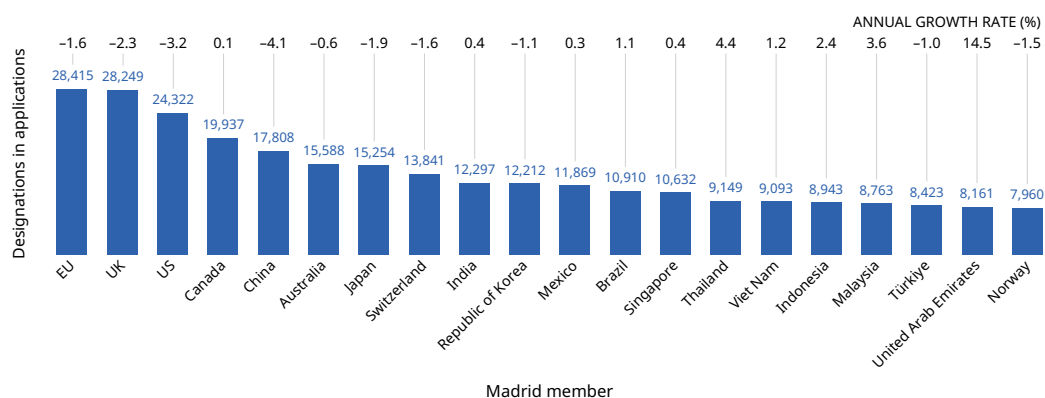
**A16. Distribution of designations per international application for the top six origins, 2025**



Note: Origin data are based on the country of the applicant's address.  
 Source: WIPO Statistics Database, March 2026.

**In 2025, the EU became the most designated Madrid member after surpassing the UK, which had held the top spot for the previous four years. The EU and the UK were followed by the US, Canada and China.**

**A17. Designations in international applications for the top 20 designated Madrid members, 2025**

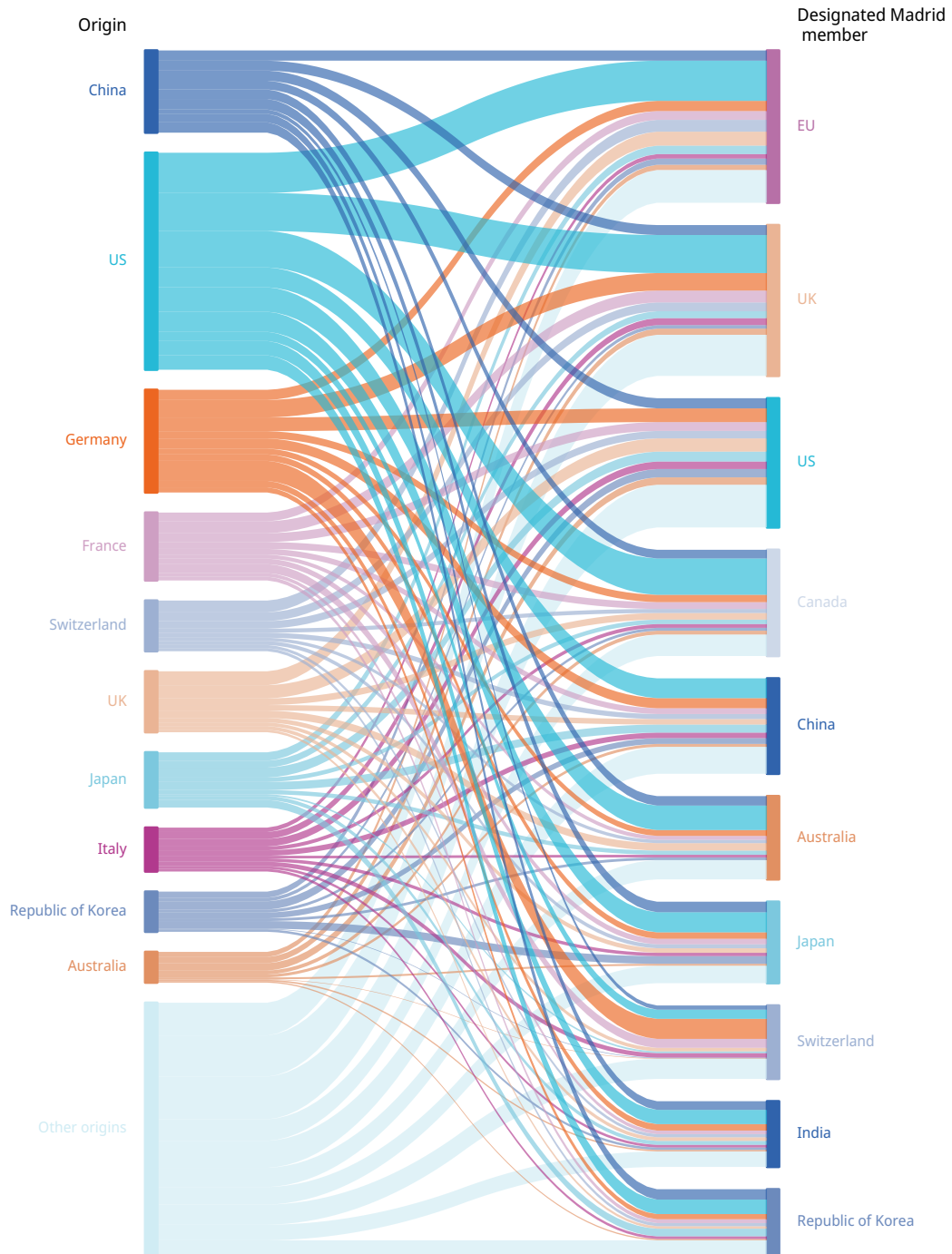


Note: Data for 2025 are WIPO estimates. The number of designations in international applications for all Madrid members are reported in statistical table A32.

Source: WIPO Statistics Database, March 2026.

The top five origins combined accounted for about 43% of all Madrid applications designating the US, between 52% and 57% of those designating China, the EU, India and the UK, and about 62% to 64% of those designating Australia, Canada, Japan, the Republic of Korea and Switzerland.

A18. Flow of designations from the top 10 origins to the top 10 designated Madrid members, 2025

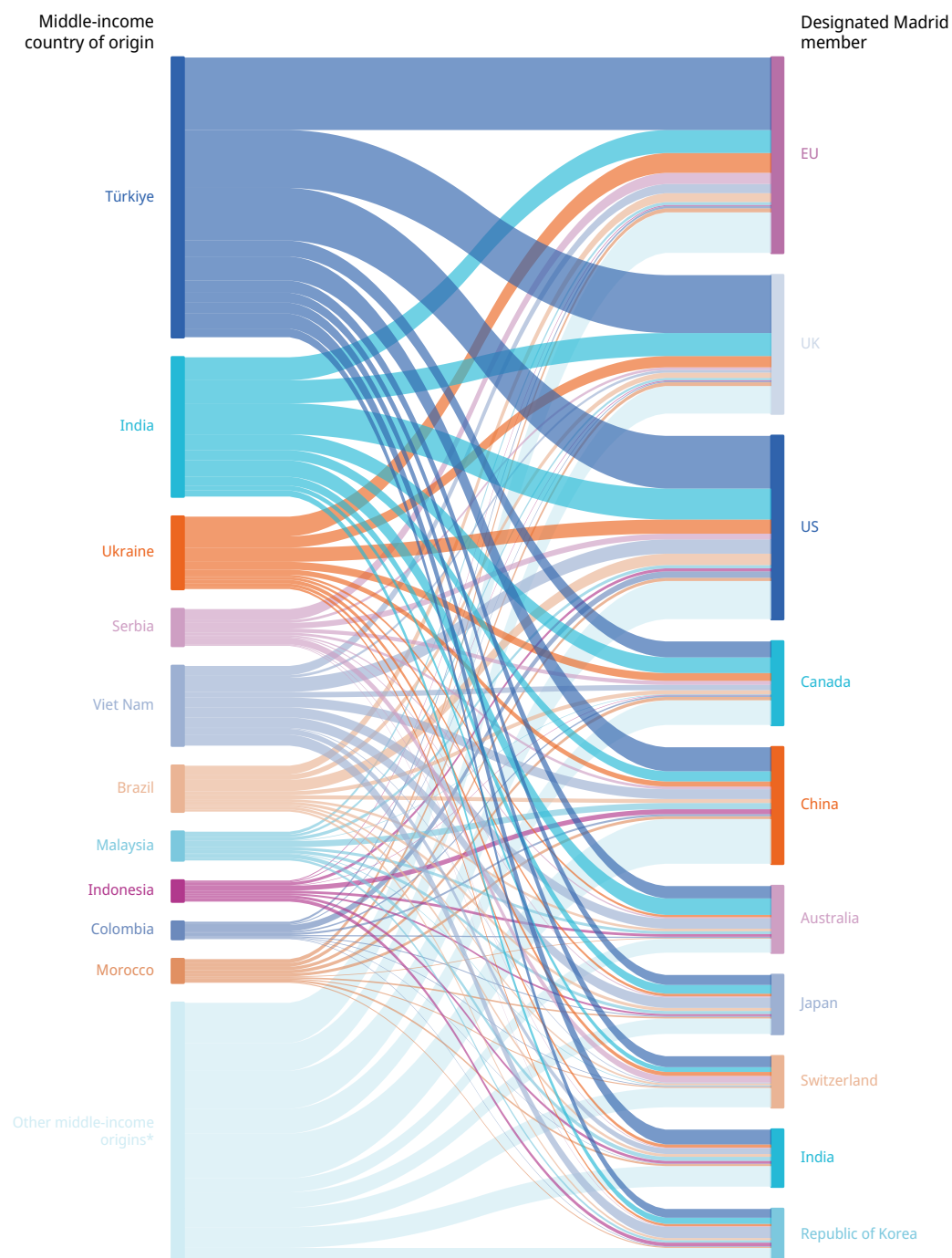


Note: Origin data are based on the country of the Madrid registration holder's address.

Source: WIPO Statistics Database, March 2026.

**In 2025, the US was the top destination chosen by Madrid applicants domiciled in four of 10 selected middle-income countries of origin: namely, Brazil, Colombia, India and Viet Nam. Among selected origins, the EU was the top destination for applicants based in Morocco, Serbia, Türkiye and Ukraine; while China was the top destination for applicants located in Indonesia and Malaysia.**

**A19. Flow of designations from selected middle-income countries of origin to the top 10 designated Madrid members, 2025**



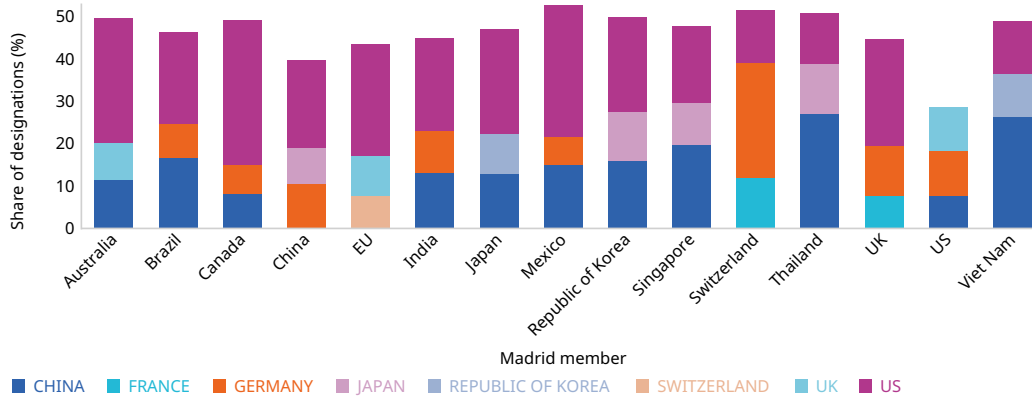
Note: Origin data are based on the country of the Madrid registration holder's address.

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

Source: WIPO Statistics Database, March 2026.

In 2025, China, Germany and the US were most often the three top origins of Madrid designations received by top 15 Madrid members Brazil, Canada, India and Mexico. The UK was either the second or third top origin of designations of Australia, the EU and the US, while Japan was the second main origin of designations of Thailand and third for China, the Republic of Korea and Singapore. The Republic of Korea was the third top origin of designations received by Japan and Viet Nam.

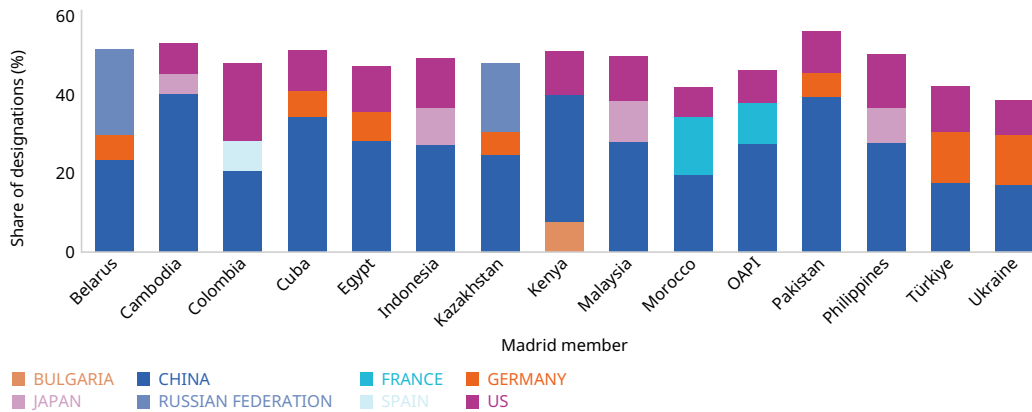
A20. Distribution of designations in international applications for the top 15 designated Madrid members received from their top three origins, 2025



Source: WIPO Statistics Database, March 2026.

As an origin, China featured as the top source of designations for all 15 selected low- and middle-income Madrid members. The US was the second largest source of designations for nine. The top three origins accounted for between about 39% and 56% of all designations received by the 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, 2025



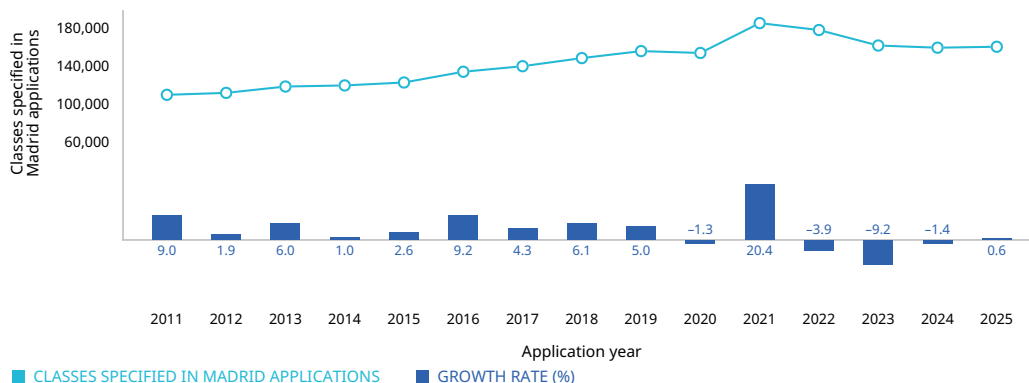
Note: OAPI is the African Intellectual Property Organization acting on behalf of 17 African countries.

Source: WIPO Statistics Database, March 2026.

## Nice classes specified in Madrid international applications

The trend in the total number of classes specified in Madrid applications largely mirrors that for Madrid applications. However, despite a decrease in applications filed in 2025, the number of classes specified in applications actually increased slightly by 0.6%.

### A22. Trend in the number of classes specified in international applications, 2011–2025

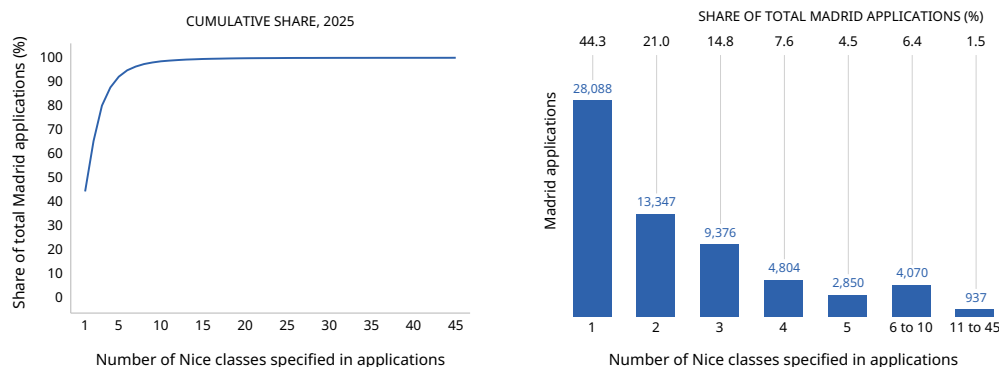


Note: Within the Madrid System, all Madrid member offices must apply the Nice Classification, an international classification of goods and services applied to trademark applications and registrations. Applicants are required to provide a description of the goods or services for which the mark is to be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

Source: WIPO Statistics Database, March 2026.

### About 80% of all Madrid applications filed in 2025 included between one and three goods or services classes.

### A23. Distribution of the number of classes specified per international application, 2025



Note: The overall average of two to three classes specified in all Madrid applications filed in 2025 masks a significant variation in the number of classes specified across applications. For example, 28,088 or 44.3% of all Madrid applications indicated a single class to which the trademark applied, and 80.1% included up to three classes. Only 937 applications – that is, 1.5% of the total – specified 11 or more of the 45 goods and services classes.

Source: WIPO Statistics Database, March 2026.

**In 2025, goods class 9 – covering computers, electronics and software – remained the most frequently specified class in Madrid applications. It was followed by services class 35, which includes business services, and services class 42, relating to scientific and technological services.**

#### **A24. Classes specified in international applications, 2025**

<b>Class: coverage</b>	<b>2025</b>	<b>Growth (%), 2024–2025</b>	<b>Share of total (%), 2025</b>
Class 9: Computer hardware and software and other electrical or electronic apparatus of a scientific nature	17,390	-0.5	10.8
Class 35: Services such as office functions, advertising and business management	13,630	0	8.5
Class 42: Services provided by, for example, scientific, industrial or technological engineers and computer specialists	12,649	0.1	7.9
Class 41: Services in the area of education, training, entertainment, sporting and cultural activities	8,524	-0.1	5.3
Class 5: Mainly pharmaceuticals and other preparations for medical purposes	7,137	0.4	4.4
Class 3: Mainly cleaning preparations and toiletry preparations	6,672	0	4.2
Class 25: Clothing, footwear and headgear	6,459	-3.5	4.0
Class 7: Mainly machines, machine tools, motors and engines	4,533	-4	2.8
Class 30: Mainly foodstuffs of plant origin, prepared for consumption or conservation as well as auxiliaries intended for improving the flavor of food	4,062	-1.2	2.5
Class 16: Mainly paper, goods made from that material and office requisites	3,911	0.2	2.4
Class 28: Games and playthings; gymnastic and sporting articles	3,858	0.9	2.4
Class 36: Services relating to insurance, financial affairs, monetary affairs and real estate affairs	3,788	5.5	2.4
Class 37: Building construction; repair; installation services	3,525	-0.5	2.2
Class 10: Surgical, medical, dental and veterinary apparatus and instruments	3,485	4.2	2.2
Class 11: Apparatus for lighting, heating, steam generating, cooking, refrigerating, drying, ventilating, water supply and sanitary purposes	3,457	-2.9	2.2
Class 18: Leather and imitations of leather, and products made therefrom, traveling bags and umbrellas	3,229	-3.1	2.0
Class 1: Chemicals used in industry, science and photography, as well as in agriculture	3,194	-3.4	2.0
Class 21: Mainly household or kitchen utensils and containers; combs and sponges; articles for cleaning purposes, glassware, porcelain and earthenware	3,132	0.5	2.0
Class 12: Vehicles; apparatus for locomotion by land, air or water	3,081	-1.9	1.9
Class 44: Medical services; veterinary services; hygienic and beauty care for human beings or animals; agriculture, horticulture and forestry services	2,855	0	1.8
Class 38: Telecommunications services	2,828	-2.5	1.8
Class 29: Meat, fish, poultry; frozen, dried and cooked fruits and vegetables	2,722	-7.1	1.7
Class 43: Services for providing food and drink; temporary accommodation	2,613	0.4	1.6
Class 20: Mainly furniture, mirrors, picture frames and goods made from, for example, wood, cork, reed, cane, wicker	2,547	-3.1	1.6
Class 39: Services related to transport, packaging and storage of goods, and travel arrangement	2,470	1.3	1.5
Class 6: Mainly includes common metals and their alloys and goods of common metal not included in other classes	2,419	-3	1.5
Class 32: Beers; mineral and aerated waters and other non-alcoholic beverages; fruit beverages and fruit juices; syrups and other preparations for making beverages	2,394	2.1	1.5
Class 40: Services related to the treatment of materials	2,224	-1.4	1.4
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	2,032	2.4	1.3
Class 14: Mainly precious metals and their alloys and goods in precious metals or coated therewith, not included in other classes	2,007	0.5	1.3
Class 33: Alcoholic beverages (except beers)	1,884	-12.3	1.2
Class 24: Textiles and textile goods, not included in other classes; bed covers; table covers	1,691	-2.3	1.1
Class 17: Mainly rubber, plastics in extruded form for use in manufacture; packing, stopping and insulating materials; non-metallic flexible pipes	1,541	1.4	1.0
Class 19: Mainly non-metallic building materials and asphalt	1,523	-8.2	0.9
Class 31: Mainly grains and agricultural, horticultural and forestry products; live animals; fresh fruits and vegetables; seeds	1,419	-8.2	0.9
Class 8: Hand tools and implements (hand-operated); cutlery; side arms; razors	1,378	-4.2	0.9
Class 4: Mainly industrial oils, lubricants, fuels and illuminants	1,223	-3.1	0.8
Class 2: Mainly paints, varnishes, lacquers	760	-1.4	0.5
Class 26: Lace and embroidery, ribbons and braid; buttons, hooks and eyes, pins and needles; artificial flowers	700	27.3	0.4
Class 27: Carpets, rugs, mats and matting, linoleum and other materials for covering existing floors; wall hangings (non-textile)	640	-3.9	0.4
Class 22: Mainly ropes, string, nets, tents, awnings, tarpaulins, sails, sacks and bags (not included in other classes)	626	5.7	0.4
Class 34: Tobacco; smokers' articles; matches	599	7.3	0.4

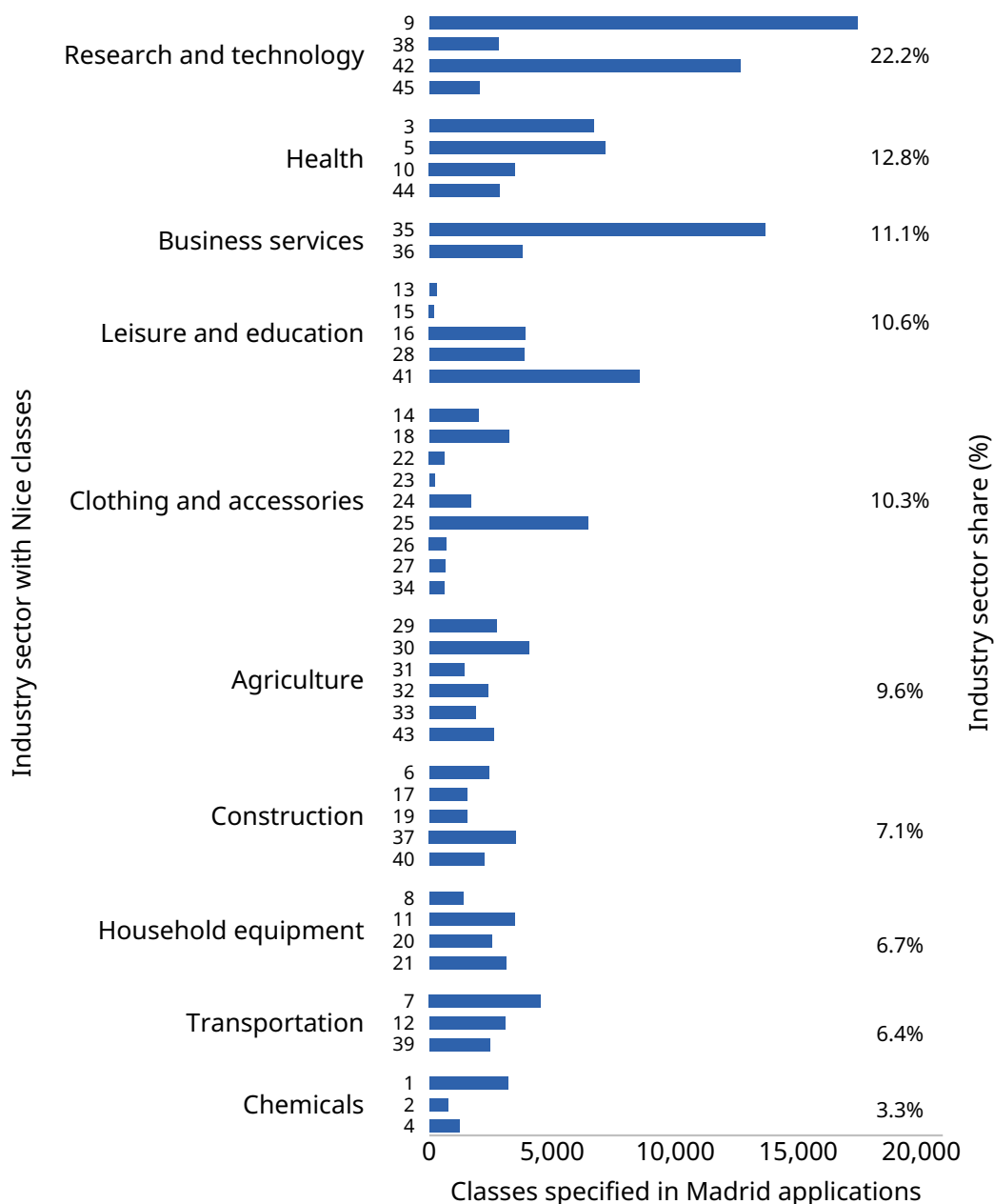
Class: coverage	2025	Growth (%), 2024-2025	Share of total (%), 2025
Class 13: Firearms; ammunition and projectiles; explosives; fireworks	282	13.7	0.2
Class 23: Yarns and threads, for textile use	223	16.8	0.1
Class 15: Musical instruments	196	-8.4	0.1
Not specified	2,982	311.3	1.9
<b>Total classes specified in Madrid applications</b>	<b>160,494</b>	<b>0.6</b>	<b>100.0</b>

Note: For a complete list of class definitions, visit [www.wipo.int/en/web/classification-nice](http://www.wipo.int/en/web/classification-nice).

Source: WIPO Statistics Database, March 2026.

### Research and technology accounted for 22.2% of all filing activity via the Madrid System in 2025. It was followed by the health sector (12.8%) and by business services (11.1%).

#### A25. International applications by industry sector, 2025



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/en/web/classification-nice](http://www.wipo.int/en/web/classification-nice).

Source: WIPO Statistics Database, March 2026.

**In 2025, research and technology was the top industry sector for Madrid applications from nine of the top 10 origins, the exception being the Republic of Korea, for which health was the top sector. In addition, the health sector was either the second or third ranked sector for four of the top 10 origins.**

**A26. International applications by top three sectors for the top 10 origins, 2025**

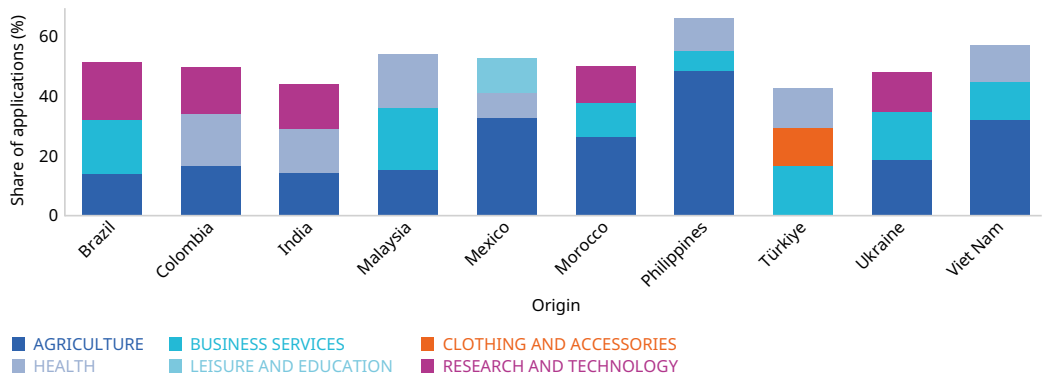


Note: Origin data are based on the country of the Madrid registration holder's address. Industry sectors based on class groups are those defined by Edital®. Some industry sectors are abbreviated. See the Nice classes and industry sectors table in the annex for full definitions. For full class definitions,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

Source: WIPO Statistics Database, March 2026.

**Agriculture was the top industry sector for applicants from five of the 10 selected middle-income countries of origin, namely Mexico, Morocco, the Philippines, Ukraine and Viet Nam, whereas business services was the top sector for applicants from Malaysia and Türkiye, research and technology was number one for applicants based in Brazil and India, and health was the top sector for applicants from Colombia.**

**A27. International applications by top three sectors for selected middle-income countries of origin, 2025**

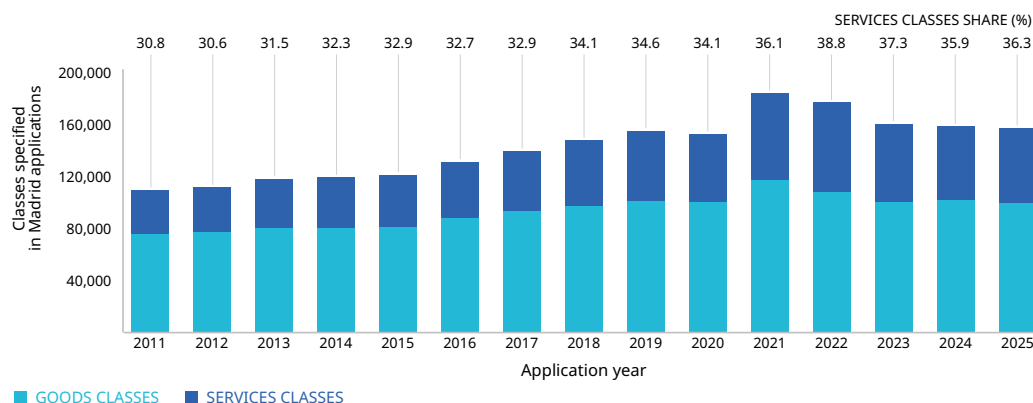


Note: Origin data are based on the country of the Madrid registration holder's address. Industry sectors based on class groups are those defined by Edital®. Some industry sectors are abbreviated. See the Nice classes and industry sectors table in the annex for full definitions. For full class definitions,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

Source: WIPO Statistics Database, March 2026.

**In 2025, services classes accounted for 36.3% of all classes specified in Madrid applications, below a peak of 38.8% in 2022, but considerably higher than 30.8% a decade and a half earlier in 2011.**

#### A28. Trend in services classes versus goods classes, 2011–2025



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/en/web/classification-nice](http://www.wipo.int/en/web/classification-nice).

Source: WIPO Statistics Database, March 2026.

**Among selected origins, applications from Australia (40%), France (38.4%), Switzerland (45.2%), the UK (42.9%) and the US (41.5%) had the largest proportions of services-related classes in Madrid applications filed in 2025. In contrast, China, Egypt, the Islamic Republic of Iran and the Russian Federation had services class shares below 25%.**

#### A29. Goods classes versus services classes in international applications for selected origins, 2015 and 2025

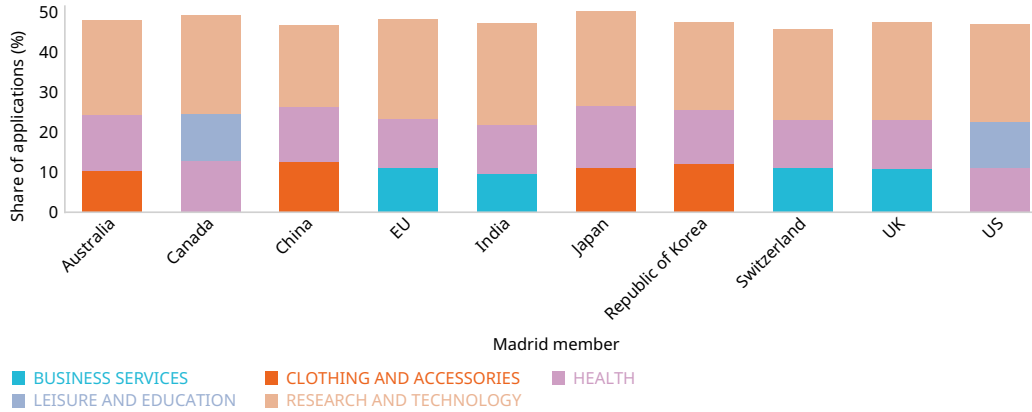
Origin	2015 (%)		2025 (%)		Change in services classes share compared to 2015 (percentage points)
	Goods	Services	Goods	Services	
Switzerland	61.8	38.2	54.8	45.2	7.0
UK	63.7	36.3	57.1	42.9	6.6
US	64.8	35.2	58.5	41.5	6.3
Australia	60.4	39.6	60.0	40.0	0.4
France	61.3	38.7	61.6	38.4	-0.3
Germany	67.5	32.5	63.1	36.9	4.4
Viet Nam	78.3	21.7	63.2	36.8	15.1
Colombia	67.9	32.1	64.6	35.4	3.3
Türkiye	73.8	26.2	65.9	34.1	7.9
India	68.7	31.3	66.2	33.8	2.5
Philippines	68.3	31.7	69.1	30.9	-0.8
Mexico	69.9	30.1	70.7	29.3	-0.8
Italy	77.6	22.4	71.8	28.2	5.8
Japan	77.1	22.9	72.5	27.5	4.6
Republic of Korea	80.0	20.0	73.6	26.4	6.4
Hungary	83.1	16.9	74.2	25.8	8.9
Russian Federation	70.9	29.1	75.7	24.3	-4.8
Iran (Islamic Republic of)	62.9	37.1	76.2	23.8	-13.3
China	84.1	15.9	83.3	16.7	0.8
Egypt	61.1	38.9	87.8	12.2	-26.7

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/en/web/classification-nice](http://www.wipo.int/en/web/classification-nice).

Source: WIPO Statistics Database, March 2026.

**In 2025, research and technology again emerged as the leading sector in which applicants sought trademark protection across all of the top 10 designated Madrid members. Health ranked as the second most active sector for nine of these members, with the US as the only exception, where leisure and education took that position. Business services placed third in four members, while clothing and accessories also ranked third with another four members.**

**A30. International applications by top three sectors for the top 10 designated Madrid members, 2025**

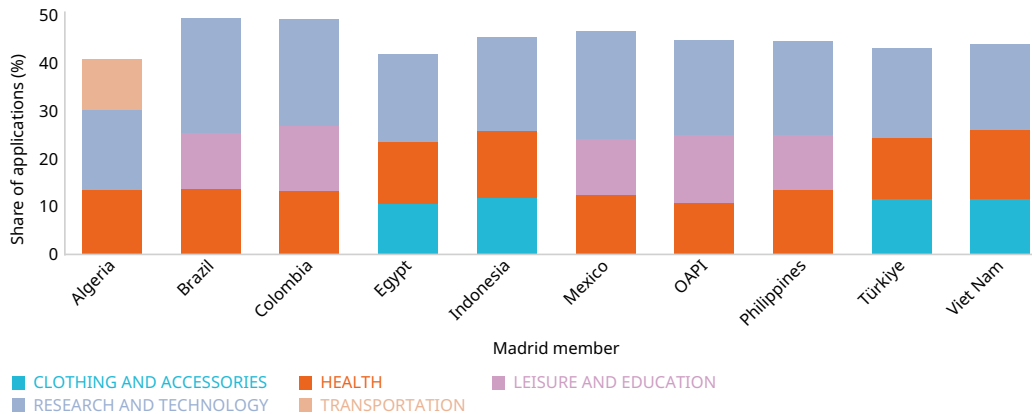


Note: Industry sectors based on class groups are those defined by Edital®. Some industry sectors are abbreviated. See the Nice classes and industry sectors table in the annex for full definitions. For full class definitions, visit [www.wipo.int/en/web/classification-nice](http://www.wipo.int/en/web/classification-nice).

Source: WIPO Statistics Database, March 2026.

**Research and technology ranked as the leading sector across all 10 selected low- and middle-income designated Madrid member jurisdictions. Health was the second most prominent sector in eight of them; the exceptions were Colombia and OAPI, where leisure and education took second place. Clothing and accessories ranked third in Egypt, Indonesia, Türkiye and Viet Nam.**

**A31. International applications by top three sectors for selected designated low- and middle-income Madrid members, 2025**



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/en/web/classification-nice](http://www.wipo.int/en/web/classification-nice).

Source: WIPO Statistics Database, March 2026.

### A32. International applications and designations via the Madrid System, 2025

Name	Origin <sup>1</sup>		Designated member
	Number of applications	Designations	Designations
Afghanistan	..	..	698
African Intellectual Property Organization	n.a.	n.a.	2,287
Albania	35	222	2,177
Algeria	27	466	2,121
Andorra (a)	6	68	n.a.
Angola (a)	1	3	n.a.
Antigua and Barbuda	2	24	424
Argentina (a)	6	29	n.a.
Armenia	38	477	2,248
Australia	1,978	9,084	15,588
Austria	780	3,841	1,530
Azerbaijan	20	155	2,579
Bahrain	..	..	1,884
Barbados (a)	2	17	n.a.
Belarus	115	658	3,247
Belgium (b)	708	4,313	n.a.
Belize	2	4	669
Benelux Office for Intellectual Property	n.a.	n.a.	1,690
Bermuda (a)	7	51	n.a.
Bhutan	..	..	483
Bolivia (Plurinational State of) (a)	1	1	n.a.
Bonaire, Sint Eustatius and Saba (d)	..	..	322
Bosnia and Herzegovina	41	193	2,654
Botswana	..	..	622
Brazil	180	975	10,910
Brunei Darussalam	1	19	1,132
Bulgaria	350	7,450	845
Cabo Verde	..	..	403
Cambodia	8	31	2,833
Canada	963	5,030	19,937
Chile	42	166	4,814
China	5,636	76,530	17,808
Colombia	90	650	4,569
Cook Islands (a)	3	48	n.a.
Côte d'Ivoire (a, e)	4	25	n.a.
Croatia	180	929	797
Cuba	2	16	832
Curaçao (d)	12	159	635
Cyprus	311	2,824	495
Czech Republic	347	2,343	970
Democratic People's Republic of Korea	6	11	547
Denmark	491	3,513	742
Dominican Republic (a)	1	56	n.a.
Egypt	80	436	4,140
Estonia	124	623	531
Eswatini	..	..	485
European Union	n.a.	n.a.	28,415
Finland	377	1,749	635
France	4,026	25,869	2,239
Gambia	..	..	508
Georgia	57	528	2,401
Germany	6,106	36,568	2,929
Ghana	1	31	1,320
Greece	118	605	789
Guernsey (f)	12	89	290
Guinea (a, e)	1	24	n.a.
Hungary	167	1,354	893
Iceland	29	153	2,026
India	549	4,274	12,297
Indonesia	130	826	8,943
Iran (Islamic Republic of)	43	343	1,928
Iraq (a)	3	9	n.a.

Name	Origin <sup>1</sup>		Designated member
	Number of applications	Designations	Designations
Ireland	322	3,112	700
Israel	316	1,808	4,309
Italy	2,610	18,535	2,067
Jamaica	7	274	924
Japan	3,153	20,564	15,254
Jordan (a)	1	1	n.a.
Kazakhstan	122	659	4,780
Kenya	8	8	1,888
Kuwait (a)	1	4	n.a.
Kyrgyzstan	15	208	2,803
Lao People's Democratic Republic	5	20	1,847
Latvia	81	411	625
Lebanon (a)	1	1	n.a.
Lesotho	..	..	462
Liberia	..	..	584
Liechtenstein	40	225	1,665
Lithuania	114	438	625
Luxembourg (b)	288	2,204	n.a.
Madagascar	1	10	732
Malawi	..	..	520
Malaysia	158	873	8,763
Malta (c)	71	359	n.a.
Marshall Islands (a)	3	19	n.a.
Mauritius	33	251	978
Mexico	107	539	11,869
Monaco	70	360	1,765
Mongolia	9	61	1,609
Montenegro	4	15	2,424
Morocco	81	839	3,731
Mozambique	2	16	792
Namibia	..	..	695
Netherlands (Kingdom of the) (b)	1,567	8,641	n.a.
New Zealand	438	2,288	7,633
North Macedonia	77	2,495	2,292
Norway	337	1,650	7,960
Oman	20	223	2,272
Pakistan	14	60	2,422
Peru (a)	2	7	n.a.
Philippines	43	190	7,097
Poland	495	2,693	1,433
Portugal	297	1,662	915
Qatar	5	43	2,721
Republic of Korea	2,451	17,276	12,212
Republic of Moldova	44	207	2,023
Romania	130	667	1,079
Russian Federation	1,281	7,417	7,858
Rwanda	1	5	705
Saint Vincent and the Grenadines (a)	1	4	n.a.
Samoa	7	78	331
San Marino	9	78	551
Sao Tome and Principe	..	..	372
Saudi Arabia (a)	2	16	n.a.
Senegal (a, e)	28	94	n.a.
Serbia	310	1,788	3,684
Seychelles (a)	6	33	n.a.
Sierra Leone	..	..	560
Singapore	1,044	8,010	10,632
Sint Maarten (Dutch Part) (d)	..	..	364
Slovakia	118	584	705
Slovenia	222	1,965	598
South Africa (a)	1	1	n.a.
Spain	1,541	8,261	1,925
Sri Lanka (a)	1	2	n.a.
Sudan	1	4	769
Sweden	870	5,449	810
Switzerland	3,371	21,319	13,841
Syrian Arab Republic	5	25	989
Tajikistan	8	59	1,938

Name	Origin <sup>1</sup>		Designated member
	Number of applications	Designations	Designations
Thailand	135	1,203	9,149
Togo (a, e)	1	2	n.a.
Trinidad and Tobago	2	10	612
Tunisia	24	86	1,905
Türkiye	1,478	8,810	8,423
Turkmenistan	7	61	1,731
Uganda (a)	1	5	n.a.
Ukraine	417	2,077	4,604
United Arab Emirates	279	2,824	8,161
United Kingdom	3,871	20,906	28,249
United States of America	10,997	73,087	24,322
Uruguay (a)	2	6	n.a.
Uzbekistan	53	374	3,164
Vanuatu (a)	1	7	n.a.
Venezuela (Bolivarian Republic of) (a)	1	1	n.a.
Viet Nam	279	2,008	9,093
Zambia	5	39	1,032
Zimbabwe	..	..	770
Others	8	104	2
<b>Total</b>	<b>64,150</b>	<b>450,580</b>	<b>450,580</b>

Note: Only those countries or territories of origin and designated Madrid member countries or jurisdictions for which 2025 Madrid System statistics exist are listed. Madrid application by origin and designation data for 2025 are WIPO estimates.

<sup>1</sup> 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, 2025. Applicants from this country or territory are entitled to file via the Madrid System by claiming nationality, domicile or commercial activity 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 Kingdom of 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).

(f) 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.

.. indicates zero.

Source: WIPO Statistics Database, March 2026.

**A33. International applications by office of origin, 2025**

<b>Office of origin</b>	<b>Madrid applications</b>
African Intellectual Property Organization	26
Albania	35
Algeria	32
Armenia	36
Australia	2,010
Austria	371
Azerbaijan	19
Belarus	111
Benelux Office for Intellectual Property	1,677
Bosnia and Herzegovina	41
Brazil	185
Brunei Darussalam	1
Bulgaria	275
Cambodia	8
Canada	815
Chile	42
China	5,443
Colombia	89
Croatia	147
Cuba	1
Curaçao	6
Cyprus	60
Czech Republic	197
Democratic People's Republic of Korea	6
Denmark	176
Egypt	75
Estonia	38
European Union Intellectual Property Office	10,274
Finland	39
France	3,335
Georgia	60
Germany	3,035
Ghana	2
Greece	47
Guernsey	8
Hungary	120
Iceland	27
India	552
Indonesia	133
Iran (Islamic Republic of)	41
Ireland	98
Israel	292
Italy	1,647
Jamaica	7
Japan	3,105
Kazakhstan	131
Kenya	22
Kyrgyzstan	13
Lao People's Democratic Republic	5
Latvia	51
Liechtenstein	34
Lithuania	44
Madagascar	1
Malaysia	175
Mauritius	20
Mexico	112
Monaco	47
Mongolia	9
Montenegro	4
Morocco	80
Mozambique	2
New Zealand	427
North Macedonia	77
Norway	339
Oman	20
Pakistan	12
Philippines	53

<b>Office of origin</b>	<b>Madrid applications</b>
Poland	185
Portugal	159
Qatar	3
Republic of Korea	2,424
Republic of Moldova	44
Romania	54
Russian Federation	1,385
San Marino	17
Serbia	304
Singapore	957
Sint Maarten (Dutch Part)	1
Slovakia	79
Slovenia	161
Spain	441
Sudan	1
Sweden	99
Switzerland	3,202
Syrian Arab Republic	5
Tajikistan	18
Thailand	127
Trinidad and Tobago	3
Tunisia	23
Türkiye	1,504
Turkmenistan	7
Ukraine	555
United Arab Emirates	197
United Kingdom	3,998
United States of America	11,177
Uzbekistan	55
Viet Nam	287
Zambia	5

Source: WIPO Statistics Database, March 2026.

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

## Highlights

### **Trademark holders worldwide obtained 63,001 Madrid international registrations in 2025, representing a slight increase of 0.9% compared with 2024**

In 2025, the World Intellectual Property Organization (WIPO) recorded 63,001 Madrid registrations in 2025 – around 580 more than in the previous year (figure B1). Over the long term, the trend in Madrid registrations broadly mirrors that of Madrid applications. However, year-to-year changes tend to be more pronounced for registrations than for applications. Such fluctuations can arise for several reasons, including the time required for Madrid applications to be processed by offices of origin before being transmitted to the International Bureau (IB) of WIPO, as well as the processing time at the IB itself. This includes any irregularities procedure and time limits within which applicants and offices can remedy such irregularities.

### **How has the trend in subsequent designations evolved over time?**

Subsequent designations are requests by trademark holders to extend protection for existing Madrid registrations to cover new markets. Their use has grown steadily, rising from approximately 43,400 in 2011 to 68,264 in 2025 – an increase of 57%. This growth reflects not only the accession of new members to the Madrid System and the incentive for registration holders to extend protection to include the jurisdictions of new Madrid members, but also a broader strategic push by holders to expand commercial activities into long-established Madrid member markets. There were 2.5% more subsequent designations made in Madrid registrations in 2025 than in 2024, marking a third year of growth after a decline in 2022 (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 reasons given for international registrations.

### **How did trademark holders extend protection for their marks into additional export markets in 2025 through subsequent designations?**

Driven by a strong annual growth rate of 13.6%, Mexico (2,325) overtook Canada (1,948) and the US (2,058) – which had ranked first and second, respectively, in 2024 – to become the Madrid System member receiving the highest number of subsequent designations in 2025 (figure B7). The United Arab Emirates (1,993), ranked fifth in 2024, rose to third place in 2025. China, which had been the most subsequently designated country each year from 2004 to 2022, slipped to fifth position in 2025, down from fourth in 2024.

In 2025, the 20 most designated Madrid member countries received close to half (47.9%) of all subsequent designations, a proportion comparable to that recorded in 2024. Of these top member countries, 14 saw an increase in subsequent designations compared with the previous year. Similar to Mexico, the United Arab Emirates (+7.9%) and Viet Nam (+8.5) recorded considerable on-year growth. Viet Nam, in particular, climbed from 11<sup>th</sup> position in 2024 to sixth in 2025 among the most subsequently designated Madrid members. In contrast, Canada (-9.5%), China (-4.2%) and Indonesia

(-5.5%) recorded the largest declines. Meanwhile, Brazil's 5.9% growth rate propelled it from 24<sup>th</sup> place in 2024 into the top 20 in 2025, where it ranked 20<sup>th</sup> overall.

Of the top 20 subsequently designated Madrid members in 2025, 10 were in the middle-income category, and five of these were among the top 10, demonstrating the widespread appeal of developing markets to Madrid registration holders looking to extend protection for their marks.

In 2025, nine of the top 15 designated Madrid members received their largest shares of subsequent designations from both Germany and the US (figure B9), compared with 12 in 2024. Holders from Japan made this country the top origin of subsequent designations in the Philippines and Thailand and the second top origin of subsequent designations in India, Indonesia, Malaysia and the US. China was the third-largest origin of subsequent designations in Japan, the Philippines, Thailand, Türkiye and the United Arab Emirates. France was the third-largest origin for Canada, China and the Republic of Korea, and Italy was the third-largest origin for the US.

### Holders renewed 43,049 Madrid international registrations in 2025

Renewals of Madrid international registrations rose 7% in 2025, with holders renewing a total of 43,049 registrations over the course of the 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 2025 were almost twice the number recorded in 2011 and have since trended upward, despite modest declines in 2011 and 2017, and a more considerable drop of 6.9% in 2019.

### The highest number of renewals in 2025 were recorded by holders from Germany, France, the US, Switzerland and Italy

Holders from Germany (8,876), France (5,114), the US (4,312), Switzerland (3,270) and Italy (3,194) recorded the highest number of Madrid registration renewals in 2025 (figure B14). With respect to Germany, France, Italy and Switzerland, this reflects their long-standing membership of the Madrid System. Switzerland's high growth rate of 9.3% moved it ahead of fifth-ranked Italy to the number four spot, with renewals from Italy having fallen by 2.3%. Together, the top five origins of renewals accounted for over half (57.5%) of all renewals in 2025; and their holders' stocks of international registrations have often been maintained for many decades. Holders domiciled in top 10 origins China (+13.5%), the Kingdom of the Netherlands (+11.7%) and the US (+16.5%) recorded double-digit growth in renewals in 2025. In contrast, the 16<sup>th</sup>-ranked Russian Federation (-6.9%) and 19<sup>th</sup>-ranked Czech Republic (-18.7%) recorded the largest on-year declines.

### Half of all international registrations recorded since the Madrid System was established in 1891 remain active

Of the approximately 1.89 million international registrations recorded since the creation of the Madrid System, about half (943,743) remained active – that is, in force – in 2025. Totalling about 558,390 in 2011, active Madrid registrations have increased by between about 2% and 5% each subsequent year (figure B21). In 2025, the total number of active Madrid registrations grew by 2.4%.

### Holders from just five countries – Germany, the US, France, China and Switzerland – owned approximately half (50.4%) of all Madrid registrations active in 2025

Madrid registration holders domiciled in Germany (147,228) owned the highest number of active registrations in 2025, followed by holders in the US (114,454), France (87,970), China (65,758) and Switzerland (60,740) (figure B23). Together, holders domiciled in the top 20 countries of origin owned about 87% of all active Madrid registrations in 2025. Holders based in top origins China (+5.2%), the Republic of Korea (+11.3%), Singapore (+7.8%) and the US (+5.6%) saw their stocks of active Madrid registrations grow the most between 2024 and 2025.

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

In 2025, the EU (344,173) overtook China (333,423) to become the leading destination for trademark protection from abroad, recording the highest number of designations in active Madrid registrations. The EU and China were followed by the US (293,598), Switzerland (290,981) and the UK (249,359) (figure B24). As a result, by 2025, each of these four countries – together with the EU through the EUIPO – had more than 249,000 trademarks in force that originated from Madrid registrations.

Eight of the top 20 Madrid members had more designations in active registrations in 2025 than in 2024, with Canada recording the highest growth rate of 13.5%. Mexico (+5.7%) similarly recorded high growth. India (+4.9%) also saw notable on-year growth. Several of those Madrid members that saw the largest declines in designations in active registrations were either individual EU member countries – Germany (-3.9%), Italy (-3.6%) – or the EU itself (-2.3%). The Russian Federation (-3.2%) also recorded a notable decrease in designations in active registrations.

**The 7.5 million designations in active Madrid registrations in 2025 were owned by approximately 263,000 right holders**

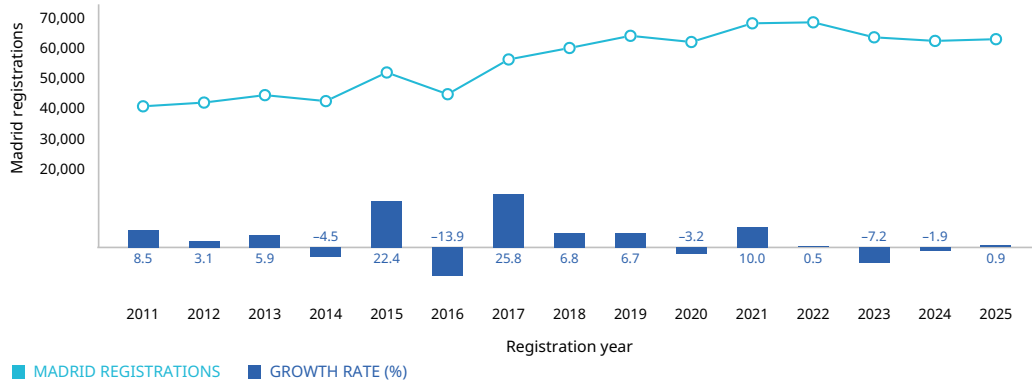
A majority (64.9%) of holders of active Madrid registrations had no more than a single registration in their 2025 portfolios – a situation that has remained almost unchanged since 2012. Another 16.9% of holders owned only two active Madrid registrations. Overall, 91.6% of holders held four or fewer active registrations in their portfolios, and 95.7% owned no more than seven (figure B25).

<b>Madrid international registrations</b>	<b>40</b>
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## Madrid international registrations

**In 2025, trademark holders received a total of 63,001 Madrid registrations, a slight increase of 0.9% compared with 2024.**

### B1. Trend in international registrations, 2011–2025

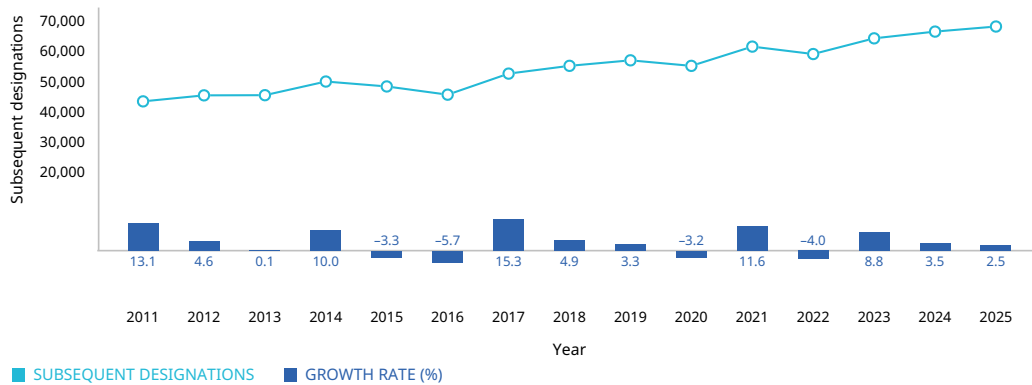


Note: The significant decrease in 2016 was mainly due to the deployment of a new back-end IT system that year, which resulted in a temporary reduction in the production capacity of the International Bureau. The number of international registrations for all origins are reported in statistical table B27.

Source: WIPO Statistics Database, March 2026.

**Increasing by 2.5%, subsequent designations recorded a third consecutive year of growth to number 68,264 in 2025.**

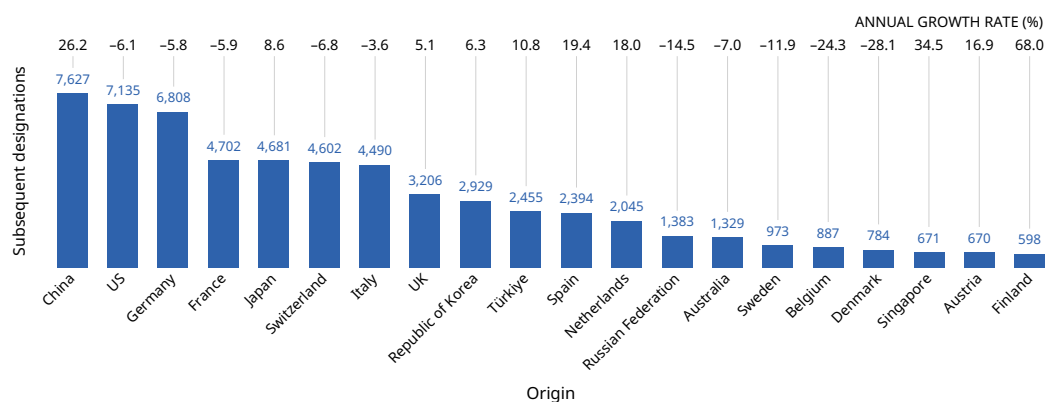
### B2. Trend in subsequent designations in international registrations, 2011–2025



Source: WIPO Statistics Database, March 2026.

**In 2025, holders based in China surpassed Germany and the US to become the most active in subsequently extending protection for their marks to other Madrid member markets. They were followed by holders from the US, Germany, France and Japan. Holders from Japan moved up two spots from seventh in 2024 to rank fifth in 2025, ahead of holders from Italy and Switzerland.**

**B3. Subsequent designations in international registrations for the top 20 origins, 2025**

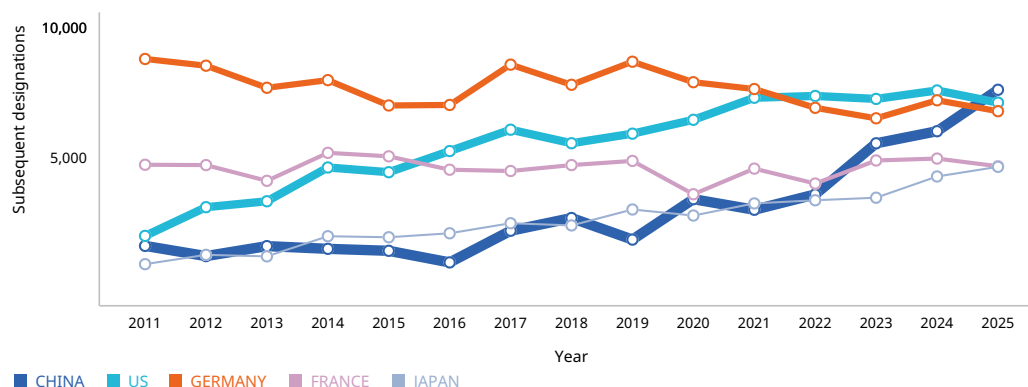


Note: "Netherlands" is the Kingdom of the Netherlands. Origin data are based on the country of the Madrid registration holder's address.

Source: WIPO Statistics Database, March 2026.

**By 2023, subsequent designations from China had gradually surpassed those of France and Japan; in 2025, they exceeded the numbers recorded by Germany and the US.**

**B4. Trends in subsequent designations in international registrations for the top five origins, 2011–2025**

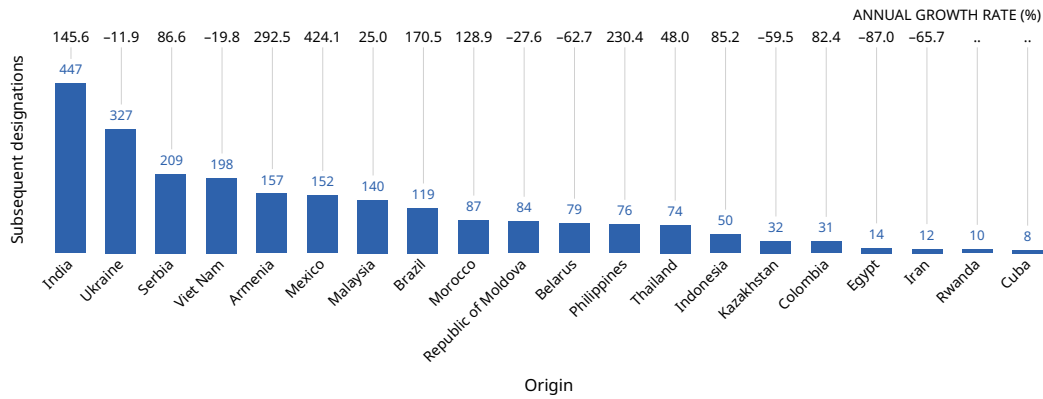


Note: Origin data are based on the country of the Madrid registration holder's address.

Source: WIPO Statistics Database, March 2026.

**Among selected middle-income countries, subsequent designations from India, Ukraine, Serbia, Viet Nam and Armenia were the highest.**

**B5. Subsequent designations in international registrations for selected low- and middle-income country origins, 2025**



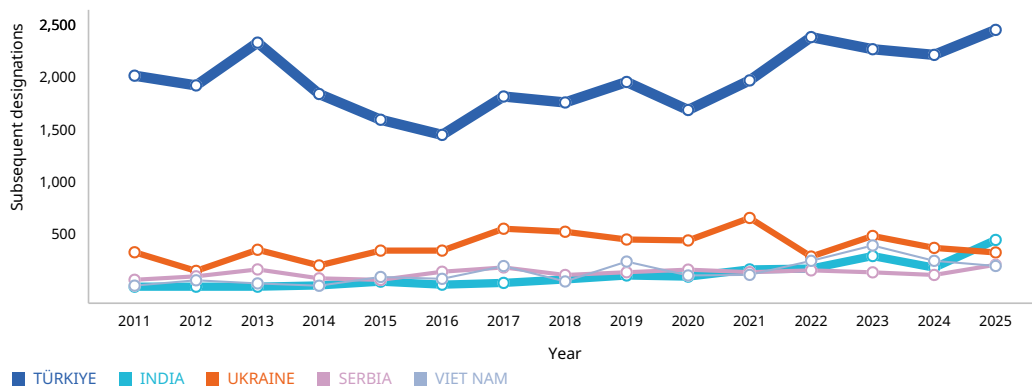
Note: "Iran" is the Islamic Republic of Iran. Origin data are based on the country of the Madrid registration holder's address. The number of subsequent designations in international registrations for all origins are reported in statistical table B27.

.. indicates not available.

Source: WIPO Statistics Database, March 2026.

**Subsequent designations from selected middle-income countries of origin India, Serbia and Türkiye saw an on-year increase in 2025. In contrast, Ukraine and Viet Nam showed decreases compared with 2024.**

**B6. Trends in subsequent designations in international registrations for selected middle-income country origins, 2011–2025**

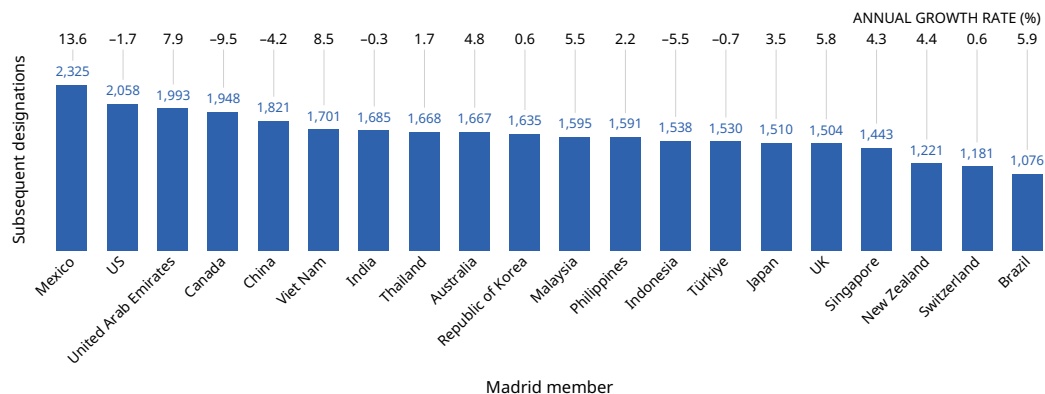


Note: Origin data are based on the country of the Madrid registration holder's address.

Source: WIPO Statistics Database, March 2026.

**Driven by a strong annual growth rate of 13.6%, Mexico surpassed Canada and the US to become the Madrid System member which received the highest number of subsequent designations in 2025. Following the US in second place, the United Arab Emirates ranked third, ahead of Canada, which slipped from first in 2024 to fourth in 2025.**

**B7. Subsequent designations in international registrations for the top 20 designated Madrid members, 2025**



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

Source: WIPO Statistics Database, March 2026.

**Holders based in Germany and the US were the top two origins of subsequent designations for nine of the top 15 designated members in 2025. Japan was the top origin of subsequent designations received by the Philippines and Thailand, and second top origin for India, Indonesia, Malaysia and the US.**

**B8. Shares of total subsequent designations in international registrations for the top 20 origins and top 15 designated Madrid members, 2025**

Origin	Designated Madrid member														
	Mexico	US	United Arab Emirates	Canada	China	Viet Nam	India	Thailand	Australia	Republic of Korea	Malaysia	Philippines	Indonesia	Türkiye	Japan
China	8.4	5.0	7.9	6.6	n.a.	7.5	6.2	8.9	6.6	7.4	9.4	10.9	9.4	8.9	8.7
US	13.9	n.a.	11.3	9.6	12.7	11.9	13.6	11.7	14.0	15.1	12.0	13.7	11.1	10.6	13.1
Germany	10.3	14.8	10.3	14.1	13.9	11.7	9.3	8.9	12.5	11.4	10.1	6.5	10.1	10.9	10.1
France	7.2	8.4	7.0	8.3	8.6	8.1	6.2	7.4	6.5	8.0	5.6	5.0	7.3	6.9	8.3
Japan	9.2	12.9	5.2	7.9	7.4	10.6	10.2	11.9	7.1	7.8	10.5	15.3	10.6	6.6	n.a.
Switzerland	6.7	5.4	6.8	4.2	5.9	6.4	5.9	6.2	5.9	5.5	6.1	5.1	5.1	6.8	7.5
Italy	7.5	9.5	7.0	7.0	6.4	6.4	4.4	6.4	5.9	7.0	5.3	4.7	5.9	8.2	6.4
UK	6.0	5.2	7.9	6.3	4.9	4.1	6.3	5.3	6.7	6.4	7.0	5.7	5.0	5.8	7.1
Republic of Korea	4.0	2.4	5.4	3.5	2.3	5.0	5.8	5.8	4.8	n.a.	6.3	7.5	7.5	4.5	4.4
Türkiye	1.5	3.2	3.2	2.4	3.2	0.9	1.8	1.1	1.9	2.0	2.3	1.5	2.3	n.a.	1.7
Spain	4.0	3.1	4.6	3.3	2.8	2.7	3.9	3.1	3.0	3.5	2.7	3.3	3.6	4.2	4.5
Netherlands	2.2	3.8	2.4	3.0	3.0	2.7	3.5	1.9	4.9	2.8	2.3	2.1	2.1	2.9	3.3
Russian Federation	0.8	1.5	2.2	0.5	3.0	2.4	1.3	1.6	0.4	0.7	1.7	0.9	1.9	2.8	0.4
Australia	1.5	3.3	2.4	2.9	4.2	3.2	4.2	2.8	n.a.	3.9	3.3	3.4	3.4	0.8	4.0
Sweden	1.8	2.0	1.6	2.1	3.0	1.4	2.0	1.6	2.3	1.8	1.4	1.0	1.0	2.5	1.4
Belgium	1.2	1.6	1.3	2.6	1.9	1.2	1.4	1.1	2.1	1.6	0.8	0.6	1.0	1.3	2.0
Denmark	1.2	1.4	0.9	1.4	1.9	2.1	1.4	0.9	1.8	2.1	0.8	0.4	0.5	1.4	2.2
Singapore	1.5	0.8	1.3	0.4	0.5	1.1	0.9	1.3	1.6	1.1	1.0	1.8	1.7	0.5	1.7
Austria	1.1	1.6	0.6	1.3	1.4	1.2	1.5	1.0	0.7	0.9	0.9	0.7	0.5	1.4	1.1
Finland	0.7	0.9	0.8	1.4	0.7	1.2	1.1	1.3	0.9	1.3	1.4	1.4	1.3	1.0	1.2
Other origins	9.4	13.1	10.2	11.2	12.4	8.2	9.1	10.1	10.4	10.1	9.1	8.4	8.8	12.0	11.1

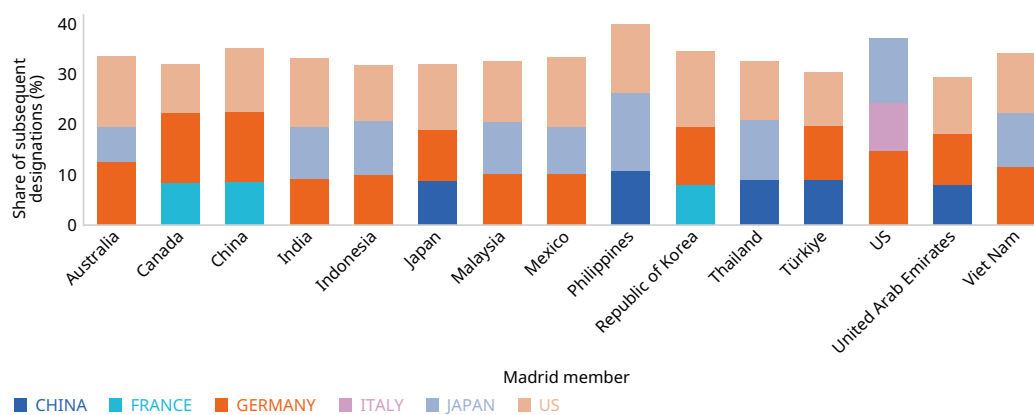
Note: "Netherlands" is the Kingdom of the Netherlands. Origin data are based on the country of the Madrid registration holder's address.

n.a. indicates not applicable.

Source: WIPO Statistics Database, March 2026.

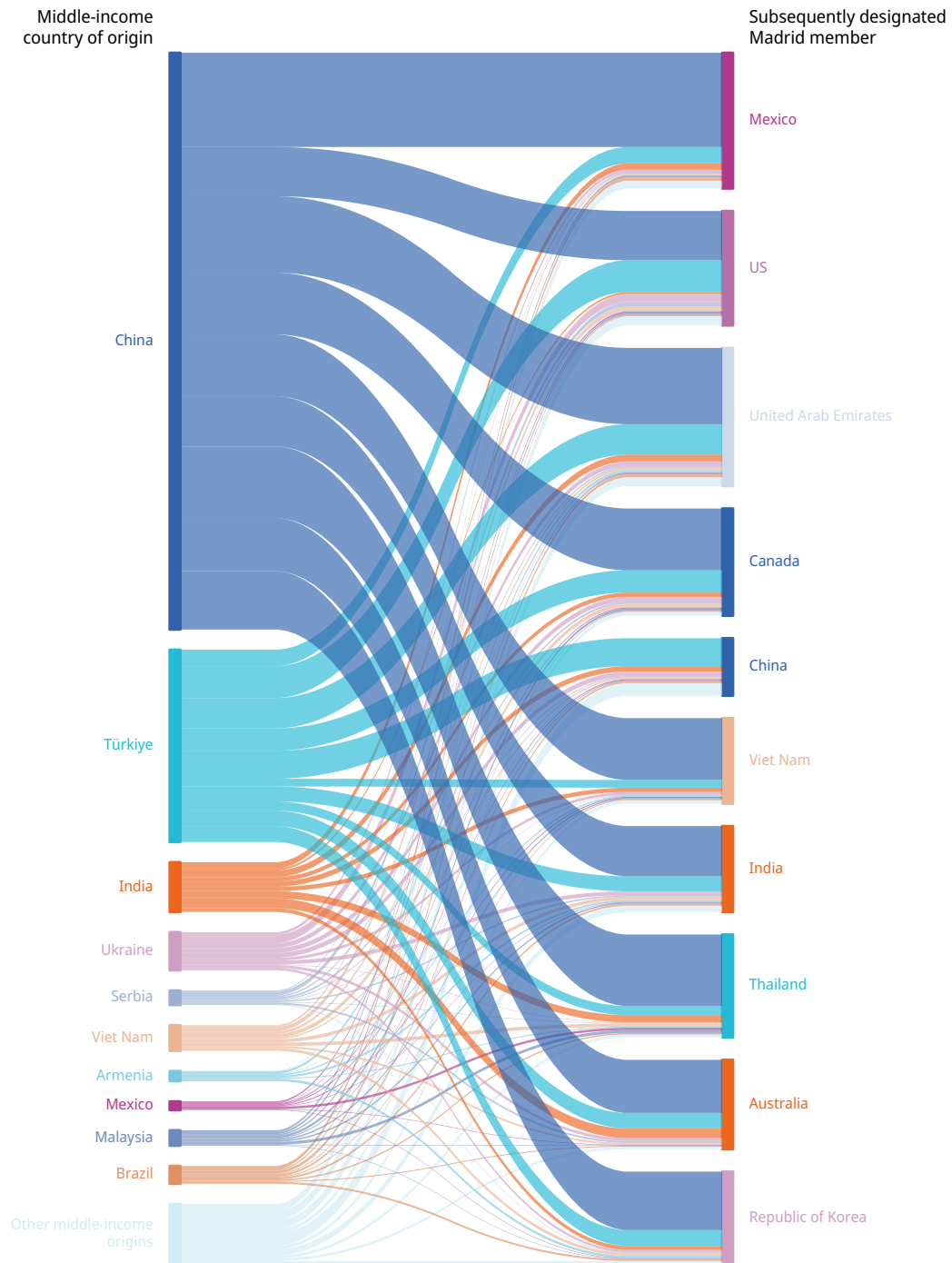
**In 2025, the top three origins of subsequent designations for all 15 top designated Madrid members accounted for between about 31% and 42% of all subsequent designations received.**

**B9. Distribution of subsequent designations in international registrations for the top 15 designated Madrid members received from their top three origins, 2025**



Source: WIPO Statistics Database, March 2026.

**Flows of subsequent designations from 10 selected middle-income countries to the top subsequently designated members show how holders leverage existing Madrid registrations to expand protection for their marks into these markets.**  
**B10. Flows of subsequent designations from selected middle-income countries of origin to the top 10 subsequently designated Madrid members, 2025**

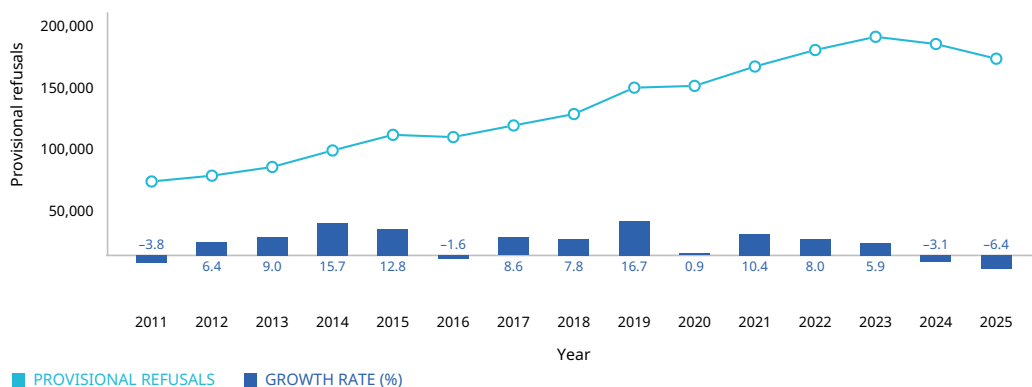


Note: Origin data are based on the country of the Madrid registration holder's address.

Source: WIPO Statistics Database, March 2026.

**Provisional refusals issued by designated Madrid members declined by 6.4% to around 173,500 in 2025.**

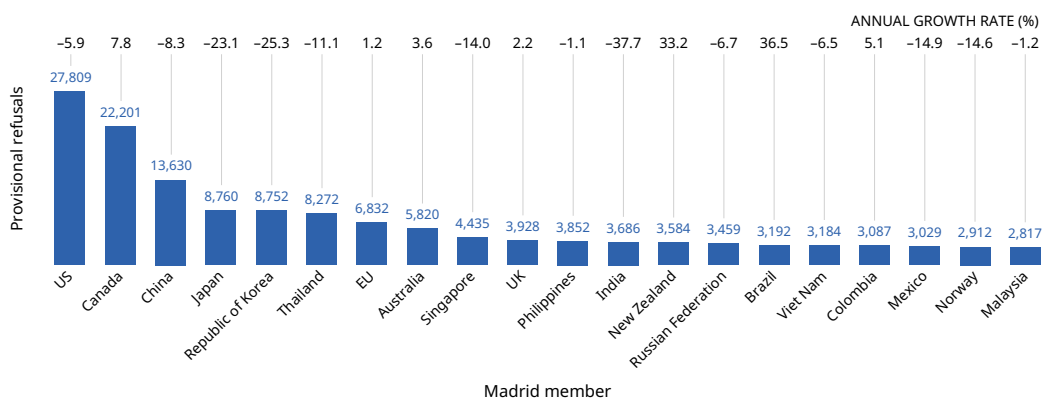
**B11. Trend in provisional refusals of designations in international registrations, 2011–2025**



Source: WIPO Statistics Database, March 2026.

**In 2025, most selected Madrid members continued to issue fewer provisional refusals of designations than in 2024, with the US having issued the most provisional refusals, followed by Canada, China, Japan and the Republic of Korea.**

**B12. Provisional refusals of designations by selected designated Madrid members, 2025**

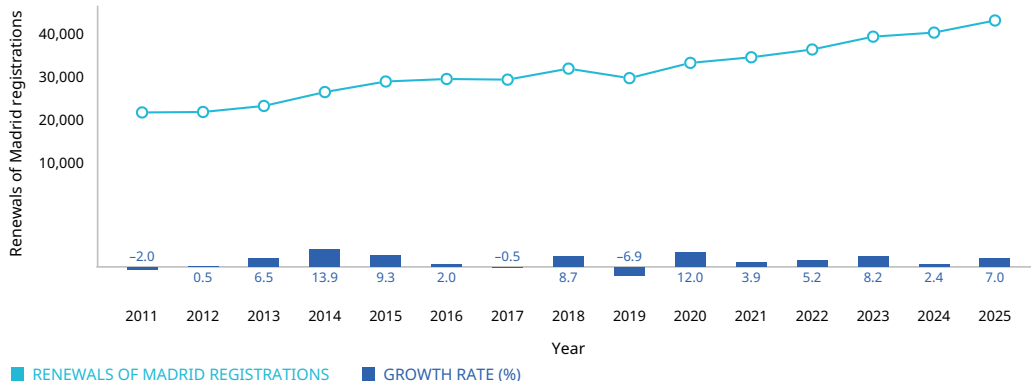


Source: WIPO Statistics Database, March 2026.

## Renewals of Madrid international registrations

**In 2025, renewals of Madrid registrations increased by 7% to reach 43,049. Renewals have overall trended upward over the past 15 years, despite having decreased in three of the years presented.**

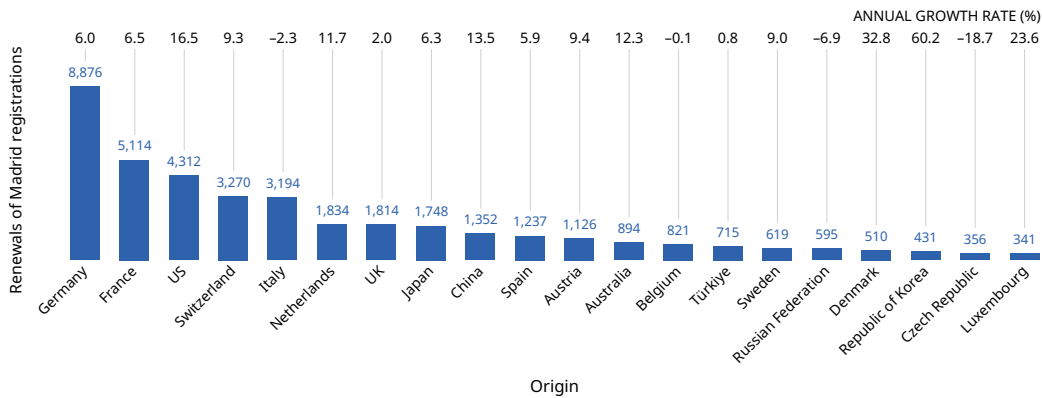
**B13. Trend in renewals of international registrations, 2011–2025**



Source: WIPO Statistics Database, March 2026.

**Together, the top five origins of renewals accounted for over half (57.5%) of all renewals in 2025. Holders domiciled in the top 10 countries of origin China (+13.5%), the Kingdom of the Netherlands (+11.7%) and the US (+16.5%) recorded double-digit growth in renewals in 2025.**

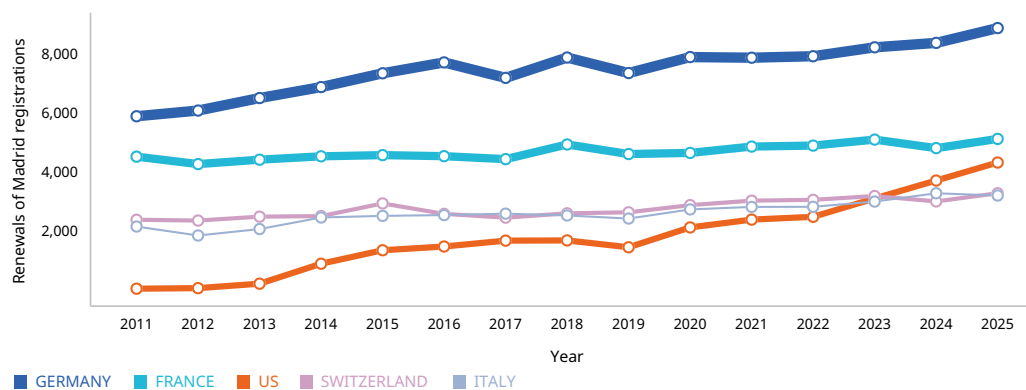
**B14. Renewals of international registrations for the top 20 origins, 2025**



Note: "Netherlands" is the Kingdom of the Netherlands. Origin data are based on the country of the Madrid registration holder's address. The number of renewals of international registrations for all origins are reported in statistical table B28. Source: WIPO Statistics Database, March 2026.

**Renewals of Madrid registrations from the US have trended upward since 2013, which marked the end of the first 10-year validity period for registrations recorded in 2003, when this country first joined the Madrid System. By 2024, renewals of Madrid registrations from the US had surpassed those of both Italy and Switzerland.**

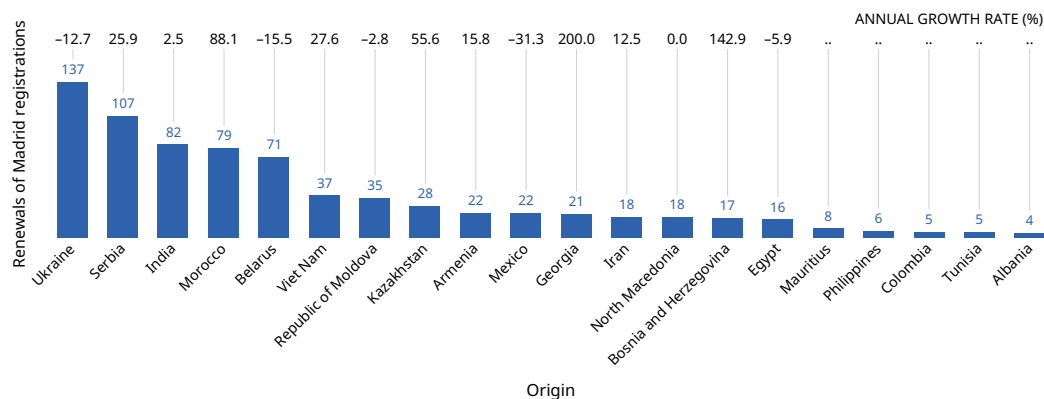
#### B15. Trends in renewals of international registrations for the top five origins, 2011–2025



Note: Origin data are based on the country of the Madrid registration holder's address.  
Source: WIPO Statistics Database, March 2026.

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

#### B16. Renewals of international registrations for selected middle-income country origins, 2025

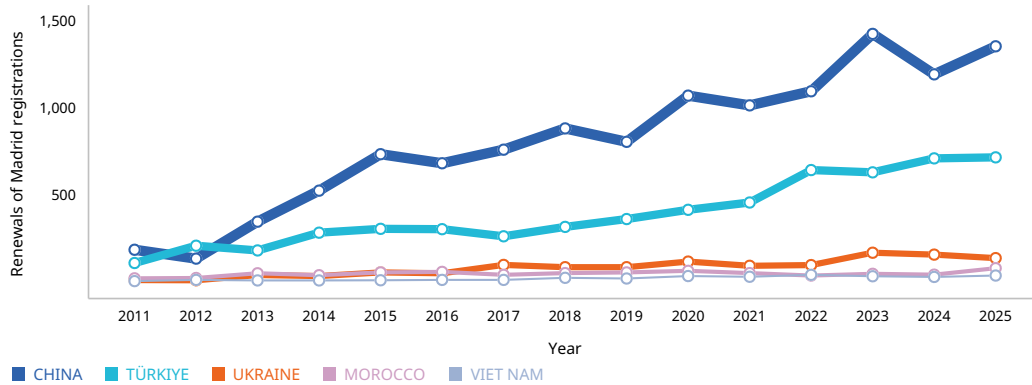


Note: "Iran" is the Islamic Republic of Iran. Origin data are based on the country of the Madrid registration holder's address. The number of renewals of international registrations for all origins are reported in statistical table B28.  
.. indicates not available.

Source: WIPO Statistics Database, March 2026.

Among selected middle-income country origins, China saw the sharpest growth in renewals, despite a decrease of 16.3% in 2024. Türkiye has also seen a notable upward trend in renewals made.

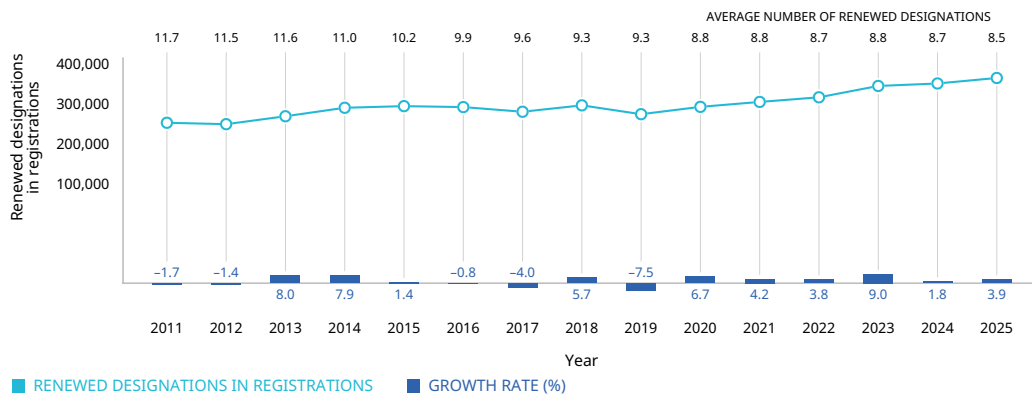
**B17. Trends in renewals of international registrations for selected middle-income country origins, 2011–2025**



Note: Origin data are based on the country of the Madrid registration holder’s address.  
Source: WIPO Statistics Database, March 2026.

The average number of designations in renewals has trended downward from almost 12 in 2011 to between about eight and nine for every year since 2018.

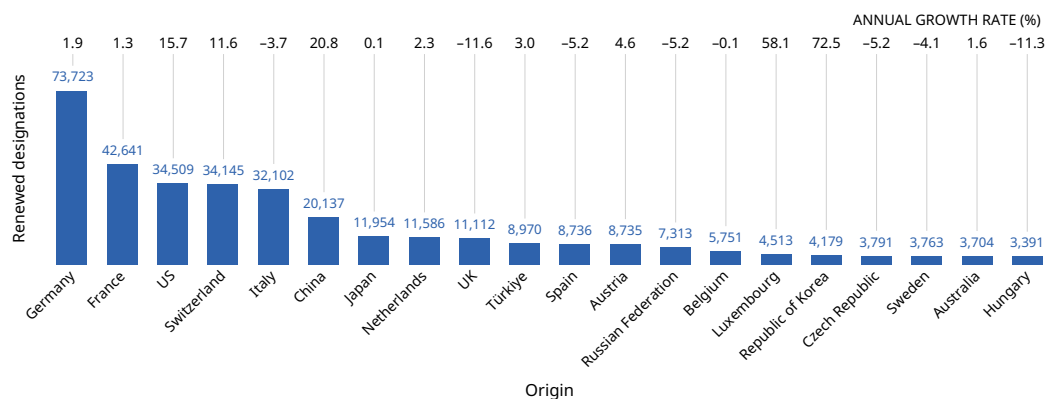
**B18. Trend in renewed designations in international registrations, 2011–2025**



Source: WIPO Statistics Database, March 2026.

## In 2025, the top 20 origins accounted for 91.6% of all renewed designations in Madrid registrations.

### B19. Renewed designations in international registrations for the top 20 origins, 2025

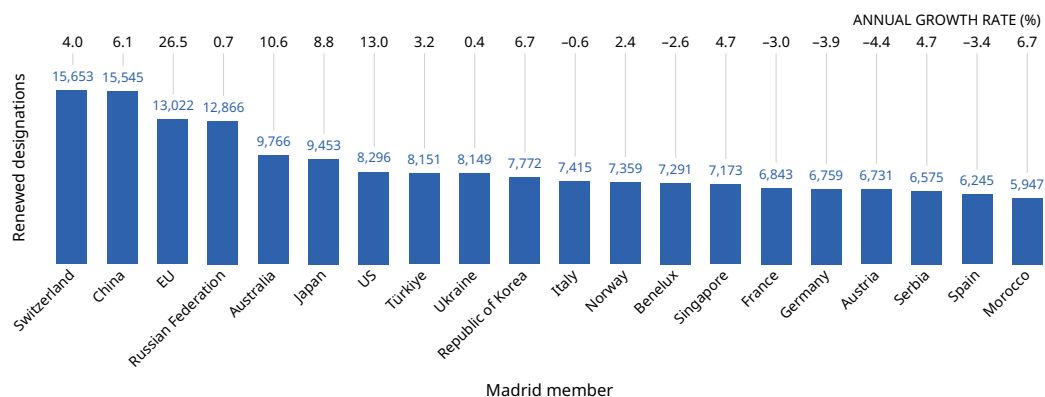


Note: "Netherlands" is the Kingdom of the Netherlands. Origin data are based on the country of the Madrid registration holder's address. The number of designations in renewals of international registrations for all origins are reported in statistical table B28.

Source: WIPO Statistics Database, March 2026.

## Switzerland, China and the EU were the top three most designated members in renewals of Madrid registrations.

### B20. Top 20 designated Madrid members in renewals of international registrations, 2025



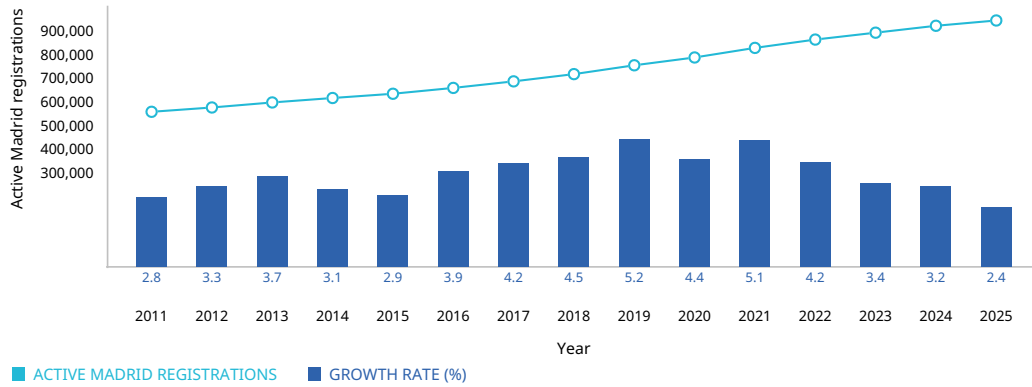
Note: EU is the European Union; Benelux comprises the territories of Belgium, Luxembourg and the Kingdom of the Netherlands, which are deemed to be a single country for the application of the Madrid System. The number of designations in renewals of international registrations for all Madrid members are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

Source: WIPO Statistics Database, March 2026.

## Active Madrid international registrations

**In 2025, active Madrid international registrations numbered 943,743, growing by 2.4% and resulting in a net increase of approximately 22,400 over 2024.**

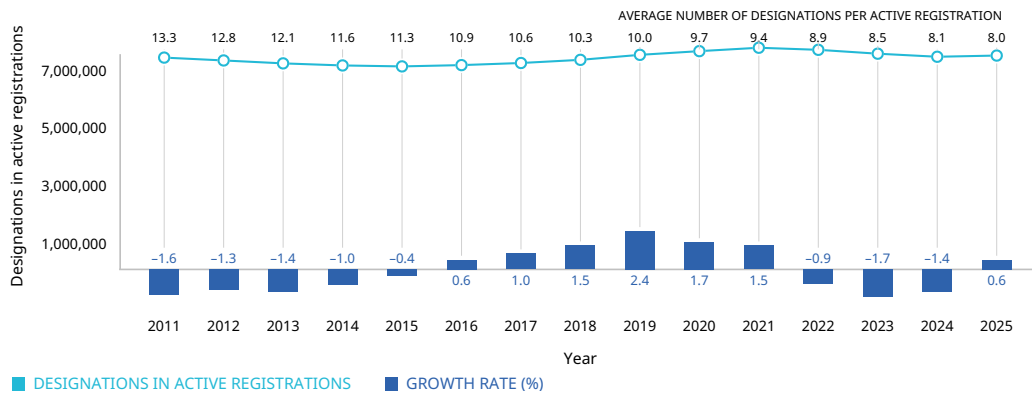
**B21. Trend in active international registrations, 2011–2025**



Source: WIPO Statistics Database, March 2026.

**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.**

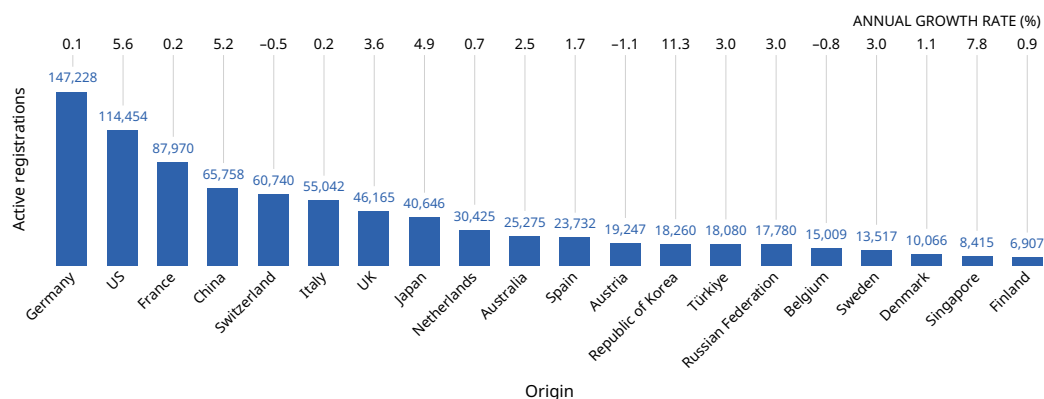
**B22. Trend in designations in active international registrations, 2011–2025**



Source: WIPO Statistics Database, March 2026.

**In 2025, holders from Germany continued to own the highest number of active Madrid registrations, followed by holders from the US, France, China and Switzerland.**

### B23. Active international registrations for the top 20 origins, 2025

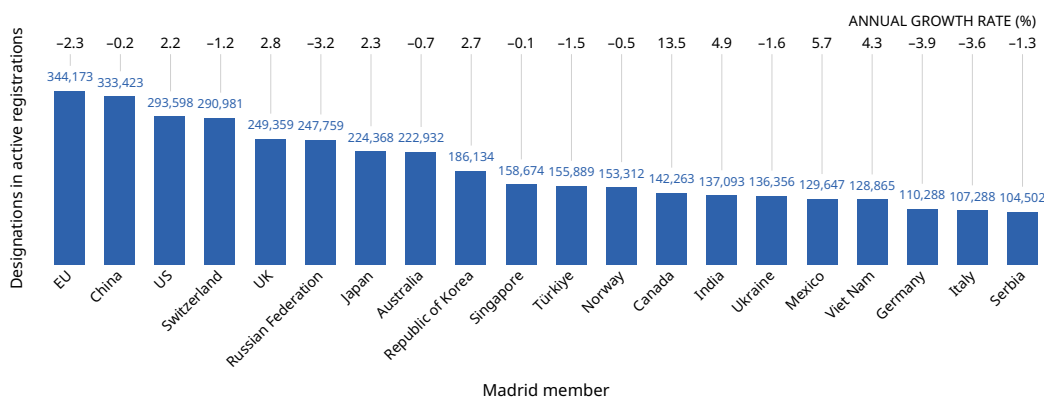


Note: Origin data are based on the country of the Madrid registration holder's address.

Source: WIPO Statistics Database, March 2026.

**In 2025, the EU overtook China to become the leading destination for trademark protection from abroad, recording the highest number of designations in active Madrid registrations. They were followed by the US, Switzerland and the UK.**

### B24. Designations in active international registrations for the top 20 designated Madrid members, 2025

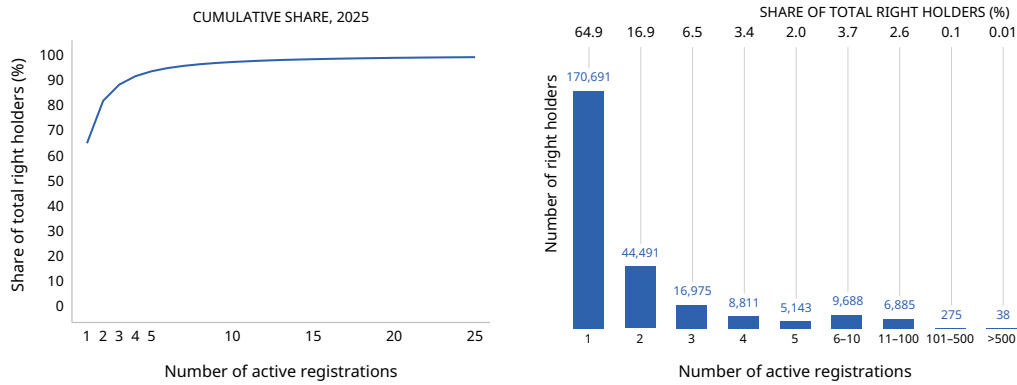


Note: EU is the European Union.

Source: WIPO Statistics Database, March 2026.

## Overall, 91.6% of holders of active Madrid registrations held up to four registrations in their portfolios in 2025.

### B25. Distribution of active international registrations per right holder, 2025



Source: WIPO Statistics Database, March 2026.

## Computers, electronics and software; business services; scientific and technological services; pharmaceuticals; and services in the area of education, training, entertainment, sporting and cultural activities are the top five classes specified in active Madrid registrations.

### B26. Classes specified in active international registrations, 2025

Class covers/includes	2025	Share of total (%)
Class 9: Computer hardware and software and other electrical or electronic apparatus of a scientific nature	236,900	9.7
Class 35: Services such as office functions, advertising and business management	173,808	7.2
Class 42: Services provided by, for example, scientific, industrial or technological engineers and computer specialists	155,045	6.4
Class 5: Mainly pharmaceuticals and other preparations for medical purposes	122,160	5.0
Class 41: Services in the area of education, training, entertainment, sporting and cultural activities	107,648	4.4
Class 25: Clothing, footwear and headgear	102,503	4.2
Class 3: Mainly cleaning preparations and toilet preparations	99,404	4.1
Class 7: Mainly machines, machine tools, motors and engines	77,019	3.2
Class 16: Mainly paper, goods made from that material and office requisites	74,009	3.0
Class 30: Mainly foodstuffs of plant origin, prepared for consumption or conservation as well as auxiliaries intended for improving the flavor of food	71,289	2.9
Class 11: Apparatus for lighting, heating, steam generating, cooking, refrigerating, drying, ventilating, water supply and sanitary purposes	62,096	2.6
Class 1: Chemicals used in industry, science and photography, as well as in agriculture	58,338	2.4
Class 18: Leather and imitations of leather, and products made therefrom, traveling bags and umbrellas	54,565	2.2
Class 37: Building construction; repair; installation services	54,109	2.2
Class 29: Meat, fish, poultry; frozen, dried and cooked fruits and vegetables	54,019	2.2
Class 10: Surgical, medical, dental and veterinary apparatus and instruments	53,360	2.2
Class 28: Games and playthings; gymnastic and sporting articles	52,381	2.2
Class 12: Vehicles; apparatus for locomotion by land, air or water	51,217	2.1
Class 36: Services relating to insurance, financial affairs, monetary affairs, and real estate affairs	50,561	2.1
Class 38: Telecommunications services	47,808	2.0
Class 21: Mainly household or kitchen utensils and containers; combs and sponges; articles for cleaning purposes, glassware, porcelain and earthenware	47,778	2.0
Class 20: Mainly furniture, mirrors, picture frames and goods made from, for example, wood, cork, reed, cane, wicker	46,109	1.9
Class 6: Mainly includes common metals and their alloys and goods of common metal not included in other classes	45,636	1.9
Class 33: Alcoholic beverages (except beers)	43,249	1.8
Class 32: Beers; mineral and aerated waters and other non-alcoholic beverages; fruit beverages and fruit juices; syrups and other preparations for making beverages	40,549	1.7
Remaining 20 classes	443,014	18.4

Note: For full class definitions, visit [www.wipo.int/en/web/classification-nice](http://www.wipo.int/en/web/classification-nice).

Source: WIPO Statistics Database, March 2026.

**B27. International registrations and subsequent designations covered by international registrations, 2025**

Name	Origin <sup>1</sup>			Designated member	
	Number of registrations	Designations	Subsequent designations	Designations	Subsequent designations
Afghanistan	..	..	..	639	165
African Intellectual Property Organization	n.a.	n.a.	n.a.	2,154	473
Albania	31	207	8	2,133	640
Algeria	28	382	..	2,061	598
Andorra (a)	1	33	4	n.a.	n.a.
Angola (a)	1	3	..	n.a.	n.a.
Antigua and Barbuda	2	24	16	374	100
Argentina (a)	4	8	..	n.a.	n.a.
Armenia	33	363	157	2,309	577
Australia	1,977	9,277	1,329	15,490	1,667
Austria	808	4,129	670	1,427	140
Azerbaijan	14	122	2	2,648	738
Bahamas (a)	..	..	1	n.a.	n.a.
Bahrain	2	10	2	1,825	720
Barbados (a)	2	17	10	n.a.	n.a.
Belarus	111	803	79	3,248	557
Belgium (b)	690	4,149	887	n.a.	n.a.
Belize	1	2	6	593	140
Benelux Office for Intellectual Property	n.a.	n.a.	n.a.	1,585	178
Bermuda (a)	5	..	14	n.a.	n.a.
Bhutan	..	..	..	435	92
Bonaire, Sint Eustatius and Saba (d)	..	..	..	269	55
Bosnia and Herzegovina	50	292	7	2,615	503
Botswana	..	..	..	582	186
Brazil	222	1,220	119	10,676	1,076
Brunei Darussalam	1	19	..	1,040	262
Bulgaria	334	7,561	272	814	161
Cabo Verde	..	..	..	363	123
Cambodia	4	23	..	2,604	616
Canada	949	4,988	350	19,877	1,948
Chile	37	187	5	4,504	1,042
China	5,188	69,483	7,627	17,745	1,821
China, Hong Kong SAR (a)	..	..	1	n.a.	n.a.
Colombia	49	251	31	4,410	1,060
Cook Islands (a)	3	48	..	n.a.	n.a.
Côte d'Ivoire (a, e)	3	16	..	n.a.	n.a.
Croatia	190	1,046	59	806	142
Cuba	2	16	8	750	209
Curaçao (d)	18	197	9	553	128
Cyprus	321	3,293	352	454	100
Czech Republic	320	2,224	489	942	105
Democratic People's Republic of Korea	7	13	1	509	78
Denmark	499	3,606	784	715	137
Dominican Republic (a)	1	56	..	n.a.	n.a.
Egypt	100	690	14	4,006	1,001
Estonia	120	870	90	585	86
Eswatini	..	..	..	392	114
European Union	n.a.	n.a.	n.a.	28,066	1,074
Finland	344	1,707	598	603	96
France	4,011	26,072	4,702	2,130	212
Gambia	..	..	..	438	139
Georgia	47	317	24	2,430	679
Germany	6,096	36,305	6,808	2,783	199
Ghana	3	77	..	1,175	340
Greece	109	641	97	774	135
Guernsey (f)	8	64	..	252	72
Hungary	264	2,931	210	879	130
Iceland	31	204	18	1,976	499
India	447	3,890	447	12,178	1,685

Name	Origin <sup>1</sup>			Designated member	
	Number of registrations	Designations	Subsequent designations	Designations	Subsequent designations
Indonesia	94	510	50	8,730	1,538
Iran (Islamic Republic of)	60	584	12	1,887	385
Iraq (a)	2	3	2	n.a.	n.a.
Ireland	295	2,432	546	681	118
Israel	294	1,711	182	4,243	921
Italy	2,697	18,900	4,490	1,924	179
Jamaica	7	275	..	828	230
Japan	3,083	19,777	4,681	15,072	1,510
Kazakhstan	137	721	32	4,673	924
Kenya	10	23	..	1,717	517
Kyrgyzstan	11	109	6	2,709	635
Lao People's Democratic Republic	3	7	..	1,626	371
Latvia	88	464	128	650	102
Lebanon (a)	2	2	..	n.a.	n.a.
Lesotho	..	..	..	407	106
Liberia	..	..	..	505	107
Liechtenstein	38	255	73	1,581	251
Lithuania	145	504	95	677	135
Luxembourg (b)	271	2,172	442	n.a.	n.a.
Madagascar	2	12	3	675	207
Malawi	..	..	..	486	137
Malaysia	160	865	140	8,399	1,595
Malta (c)	63	264	22	n.a.	n.a.
Marshall Islands (a)	7	42	1	n.a.	n.a.
Mauritius	25	208	4	922	353
Mexico	94	518	152	11,740	2,325
Monaco	60	323	89	1,662	326
Mongolia	8	52	1	1,563	472
Montenegro	14	73	..	2,355	495
Morocco	87	619	87	3,640	886
Mozambique	3	37	..	727	202
Myanmar (a)	..	..	1	n.a.	n.a.
Namibia	..	..	..	642	189
Netherlands (Kingdom of the) (b)	1,565	8,442	2,045	n.a.	n.a.
New Zealand	349	1,537	389	7,470	1,221
North Macedonia	42	712	6	2,305	465
Norway	298	1,535	245	7,946	1,064
Oman	10	129	19	2,177	792
Pakistan	17	101	..	2,344	608
Panama (a)	..	..	26	n.a.	n.a.
Peru (a)	1	1	..	n.a.	n.a.
Philippines	37	206	76	6,851	1,591
Poland	523	2,780	572	1,411	153
Portugal	260	1,545	167	876	130
Qatar	4	41	..	2,409	1,066
Republic of Korea	2,338	16,980	2,929	12,083	1,635
Republic of Moldova	43	233	84	2,090	543
Romania	140	508	52	1,067	158
Russian Federation	1,235	7,030	1,383	7,803	952
Rwanda	1	5	10	627	237
Saint Kitts and Nevis (a)	..	..	1	n.a.	n.a.
Saint Vincent and the Grenadines (a)	1	16	1	n.a.	n.a.
Samoa	12	148	..	268	59
San Marino	9	38	7	540	157
Sao Tome and Principe	..	..	..	323	94
Saudi Arabia (a)	1	14	..	n.a.	n.a.
Senegal (a, e)	5	8	..	n.a.	n.a.
Serbia	281	1,489	209	3,691	814
Seychelles (a)	5	25	2	n.a.	n.a.
Sierra Leone	..	..	..	474	137
Singapore	1,045	7,661	671	10,406	1,443
Sint Maarten (Dutch Part) (d)	..	..	..	311	96
Slovakia	100	567	134	738	89
Slovenia	238	2,546	108	593	106
South Africa (a)	2	4	..	n.a.	n.a.
Spain	1,506	7,722	2,394	1,758	224
Sri Lanka (a)	1	2	..	n.a.	n.a.

Name	Origin <sup>1</sup>			Designated member	
	Number of registrations	Designations	Subsequent designations	Designations	Subsequent designations
Sudan	..	..	..	745	209
Sweden	829	5,008	973	779	119
Switzerland	3,080	20,947	4,602	13,769	1,181
Syrian Arab Republic	7	19	4	874	311
Tajikistan	4	15	..	1,902	487
Thailand	113	1,003	74	8,774	1,668
Trinidad and Tobago	3	12	..	575	207
Tunisia	29	91	6	1,898	615
Türkiye	1,467	9,159	2,455	8,196	1,530
Turkmenistan	6	47	..	1,652	447
Uganda (a)	1	5	..	n.a.	n.a.
Ukraine	394	2,034	327	4,483	830
United Arab Emirates	242	2,538	189	7,700	1,993
United Kingdom	3,849	20,576	3,206	28,122	1,504
United States of America	11,352	74,820	7,135	23,833	2,058
Uruguay (a)	1	3	..	n.a.	n.a.
Uzbekistan	55	383	17	3,026	920
Vanuatu (a)	1	7	..	n.a.	n.a.
Viet Nam	240	1,627	198	8,772	1,701
Zambia	6	44	..	911	219
Zimbabwe	..	..	..	681	217
Others	5	129	2	..	..
<b>Total</b>	<b>63,001</b>	<b>439,790</b>	<b>68,264</b>	<b>439,790</b>	<b>68,264</b>

Note: Only those countries or territories of origin and designated Madrid member countries or jurisdictions for which 2025 Madrid System statistics exist are listed.

<sup>1</sup> 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, 2025. Applicants from this country or territory are entitled to file via the Madrid System by claiming nationality, domicile or commercial activity 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 Kingdom of 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).

(f) 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.

.. indicates zero.

Source: WIPO Statistics Database, March 2026.

## B28. Renewals of international registrations and designations covered by renewed international registrations, 2025

Name	Origin <sup>1</sup>		Designated member
	Number of renewals	Number of designations	Number of designations
Afghanistan	..	..	99
African Intellectual Property Organization	n.a.	n.a.	1,000
Albania	4	39	2,761
Algeria	3	29	3,369
Andorra (a)	2	13	n.a.
Antigua and Barbuda	..	..	713
Argentina (a)	3	8	n.a.
Armenia	22	240	2,906
Australia	894	3,704	9,766
Austria	1,126	8,735	6,731
Azerbaijan	3	54	3,052
Bahamas (a)	6	35	n.a.
Bahrain	1	17	1,725
Barbados (a)	7	121	n.a.
Belarus	71	501	5,515
Belgium (b)	821	5,751	n.a.
Belize	2	38	14
Benelux Office for Intellectual Property	n.a.	n.a.	7,291
Bermuda (a)	3	32	n.a.
Bhutan	..	..	733
Bonaire, Sint Eustatius and Saba (d)	..	..	698
Bosnia and Herzegovina	17	89	4,375
Botswana	..	..	670
Brunei Darussalam	..	..	172
Bulgaria	164	1,616	3,365
Cabo Verde	..	..	24
Cambodia	..	..	698
Canada	25	89	558
Chile	..	..	96
China	1,352	20,137	15,545
Colombia	5	76	2,356
Congo (a)	4	4	n.a.
Croatia	125	880	3,999
Cuba	..	..	1,872
Curaçao (d)	5	36	777
Cyprus	96	832	857
Czech Republic	356	3,791	4,262
Democratic People's Republic of Korea	5	10	1,594
Denmark	510	3,344	1,891
Dominica (a)	1	1	n.a.
Dominican Republic (a)	1	1	n.a.
Egypt	16	463	5,386
Estonia	50	265	1,380
Eswatini	..	..	786
European Union	n.a.	n.a.	13,022
Fiji (a)	2	2	n.a.
Finland	292	1,664	1,503
France	5,114	42,641	6,843
Gambia	..	..	162
Georgia	21	149	2,845
Germany	8,876	73,723	6,759
Ghana	..	..	982
Greece	61	430	1,729
Guernsey (e)	1	1	23
Guyana (a)	1	4	n.a.
Hungary	251	3,391	4,516
Iceland	40	239	2,387
India	82	546	5,282
Indonesia	1	9	527
Iran (Islamic Republic of)	18	296	3,061
Ireland	85	803	1,232
Israel	104	544	2,871
Italy	3,194	32,102	7,415

Name	Origin <sup>1</sup>		Designated member
	Number of renewals	Number of designations	Number of designations
Jamaica	..	..	28
Japan	1,748	11,954	9,453
Kazakhstan	28	136	4,774
Kenya	1	6	1,880
Kyrgyzstan	1	3	2,858
Lao People's Democratic Republic	..	..	235
Latvia	55	405	2,137
Lesotho	..	..	748
Liberia	..	..	789
Liechtenstein	111	1,305	4,488
Lithuania	66	299	1,749
Luxembourg (b)	341	4,513	n.a.
Madagascar	..	..	638
Malawi	..	..	66
Malaysia	2	13	327
Malta (c)	14	106	n.a.
Marshall Islands (a)	2	52	n.a.
Mauritius	8	53	24
Mexico	22	193	4,541
Monaco	58	451	4,228
Mongolia	..	..	2,170
Montenegro	2	10	4,264
Morocco	79	358	5,947
Mozambique	..	..	1,114
Namibia	..	..	1,007
Netherlands (Kingdom of the) (b)	1,834	11,586	n.a.
New Zealand	182	875	3,836
North Macedonia	18	108	4,253
Norway	206	1,201	7,359
Oman	..	..	1,661
Pakistan	..	..	102
Panama (a)	6	77	n.a.
Philippines	6	44	1,399
Poland	301	2,649	4,095
Portugal	188	1,476	4,741
Qatar	4	39	19
Republic of Korea	431	4,179	7,772
Republic of Moldova	35	330	3,387
Romania	68	385	4,525
Russian Federation	595	7,313	12,866
Rwanda	1	13	554
Saint Kitts and Nevis (a)	2	28	n.a.
Samoa	..	..	45
San Marino	9	57	2,227
Sao Tome and Principe	..	..	410
Serbia	107	796	6,575
Seychelles (a)	4	40	n.a.
Sierra Leone	..	..	827
Singapore	197	1,167	7,173
Sint Maarten (Dutch Part) (d)	..	..	747
Slovakia	75	639	3,643
Slovenia	195	1,769	3,232
Spain	1,237	8,736	6,245
Sudan	..	..	1,462
Sweden	619	3,763	1,649
Switzerland	3,270	34,145	15,653
Syrian Arab Republic	..	..	1,391
Tajikistan	..	..	2,252
Thailand	..	..	546
Trinidad and Tobago	..	..	44
Tunisia	5	37	1,784
Türkiye	715	8,970	8,151
Turkmenistan	..	..	2,140
Ukraine	137	1,021	8,149
United Arab Emirates	8	214	214
United Kingdom	1,814	11,112	4,210
United States of America	4,312	34,509	8,296

Name	Origin <sup>1</sup>		Designated member
	Number of renewals	Number of designations	Number of designations
Uzbekistan	1	49	2,861
Viet Nam	37	297	5,715
Zambia	..	..	992
Zimbabwe	..	..	452
Others	49	339	1
<b>Total</b>	<b>43,049</b>	<b>365,315</b>	<b>365,315</b>

Note: Only countries or territories of origin and designated Madrid member countries or jurisdictions for which 2025 Madrid System statistics exist are listed.

<sup>1</sup> 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, 2025. Applicants from this country or territory are entitled to file via the Madrid System by claiming nationality, domicile or commercial activity 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).

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(e) 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.

.. indicates zero.

Source: WIPO Statistics Database, March 2026.

# C. Statistics on administration, revenue and fees

## Highlights

### **The shift toward submitting Madrid applications digitally to the IB has been striking. Where paper once dominated in 2011 (with only 44.6% submitted digitally), the digital share has since risen to 91.6% in 2025**

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 considerably. In 2025, 91.6% of all Madrid applications were submitted to the IB electronically, up from 44.6% a decade and a half earlier (figure C1).

### **The vast majority of Madrid applications continue to be submitted in English**

English has long been the dominant language of Madrid applications, with 84.9% submitted in English in 2025, compared with 12.4% in French and 2.7% in Spanish (figure C2). This pattern has held steady since 2014, with roughly four in five applications submitted in English each year. The modest share of Spanish-language applications – despite Spanish becoming an official Madrid language in 2004 – reflects the System’s limited reach among Spanish-speaking countries. Currently, only six such countries are covered – Chile, Colombia, Cuba, Equatorial Guinea (via OAPI), Mexico and Spain – of which Spain is the only one that ranks among the top 20 origins of Madrid applications (figure A5).

### **In 2025, 56.3% of Madrid applications received by the IB satisfied 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 2025, 56.3% of Madrid applications met all formal requirements. This means that 43.7% of all Madrid applications contained irregularities, a considerable proportion of which were classification irregularities. The proportion of Madrid applications containing irregularities has consistently exceeded one in three each year over the past decade and a half (figure C5).

### **In 2025, 84.2% of subsequent designations were submitted directly to WIPO by holders of Madrid registrations, consistent with the share recorded in the preceding two years**

Holders of a Madrid registration can request subsequent designation of Madrid members via their respective office or directly with the IB itself. Since 2017, holders have submitted about 80% to 84% 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 47% in 2011 to 84.2% of the total in 2025 (figure C6).

### **The recording of changes in ownership of Madrid registrations continues to occur at relatively low levels**

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. Any new holder must meet the requirements necessary for holding an international registration. They include 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 2025, the IB recorded 24,830 changes in ownership of international registrations. This is about 1,960 or 8.6% more than in 2024. The proportion of active registrations changing ownership every year is small and has remained relatively stable over time, amounting to no more than about 2% to 3% of all active Madrid registrations a year (figure C9).

**Partial cancellations accounted for 55.7% 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 (namely 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 2025, 5,776 Madrid registrations were canceled (in part or entirely) due to the ceasing of effect of the basic mark, which is about 3,670 fewer than in 2024 (figure C10). Partial cancellations comprised the bulk (55.7%) 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. Total cancellations represented 44.3% of all cancellations made in 2025. Where a Madrid registration is canceled due to the ceasing of effect of the basic mark, the Protocol affords the 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 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 2025.

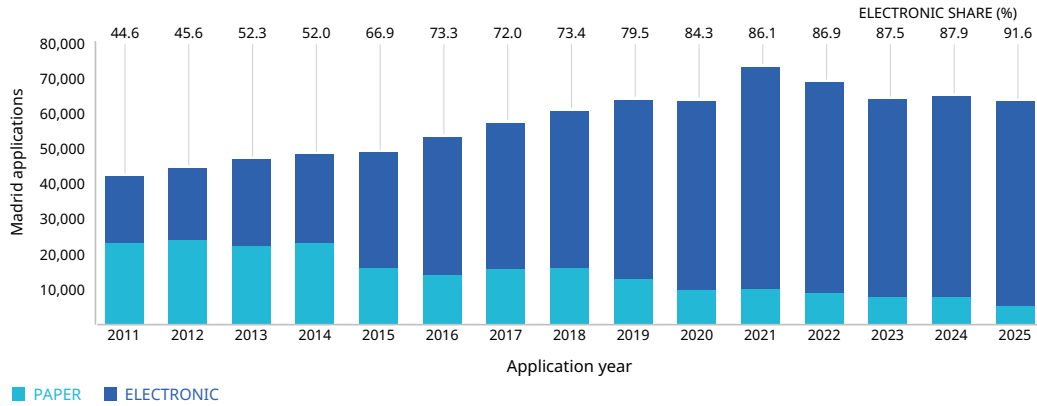
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## Madrid System administration, revenue and fees

**Electronic submission of Madrid international applications to the IB rose from 44.6% in 2011 to 91.6% in 2025.**

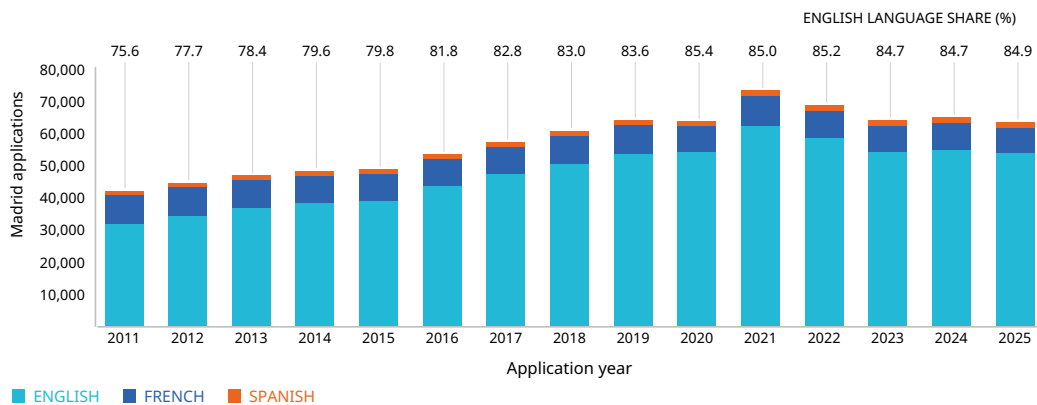
### C1. Trend in international applications by medium of transmission, 2011–2025



Source: WIPO Statistics Database, March 2026.

**For each year since 2014, roughly four out of every five Madrid applications were submitted in English.**

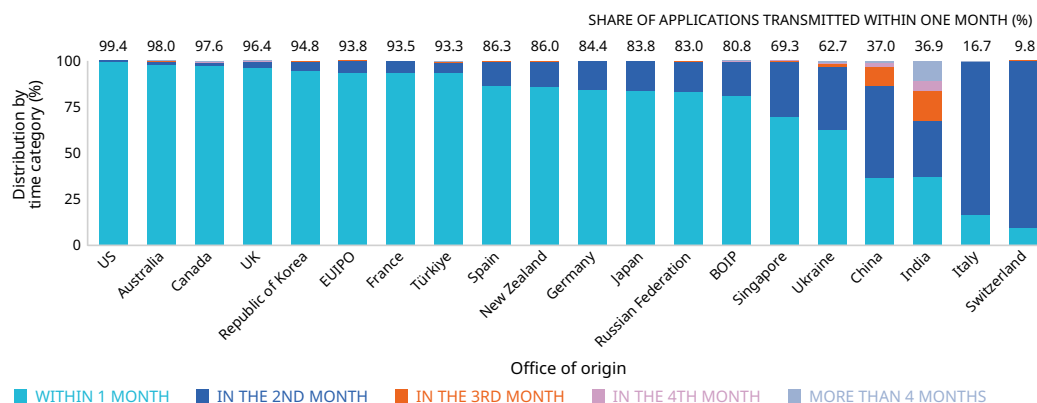
### C2. Trend in international applications by filing language, 2011–2025



Source: WIPO Statistics Database, March 2026.

**In 2025, eight of the 20 selected offices of origin transmitted over 90% of their Madrid applications to the IB within one month of receiving them.**

**C3. Average timeliness in transmitting international applications to the IB by selected offices of origin, 2025**

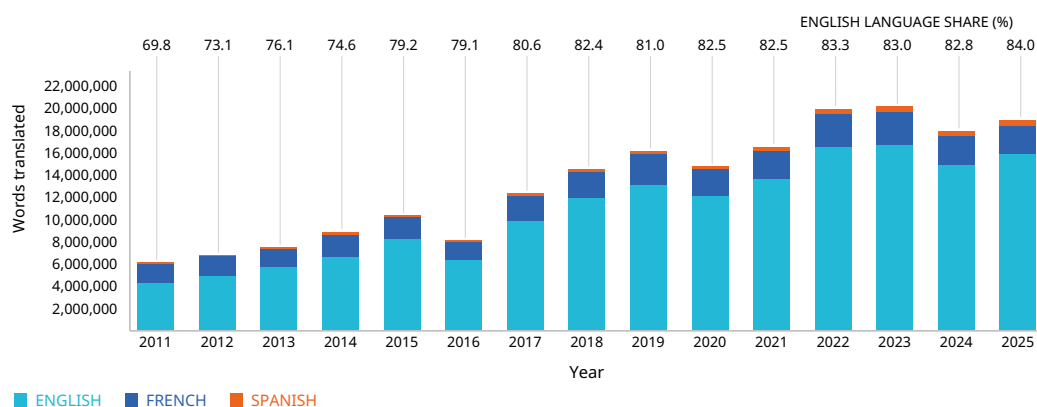


Note: EUIPO is the European Union Intellectual Property Office; BOIP is the Benelux Office for Intellectual Property.

Source: WIPO Statistics Database, March 2026.

**Of the approximately 18.9 million words translated in 2025, 84% were translated from English, 13.5% from French and 2.5% from Spanish.**

**C4. Trend in translations, 2011–2025**

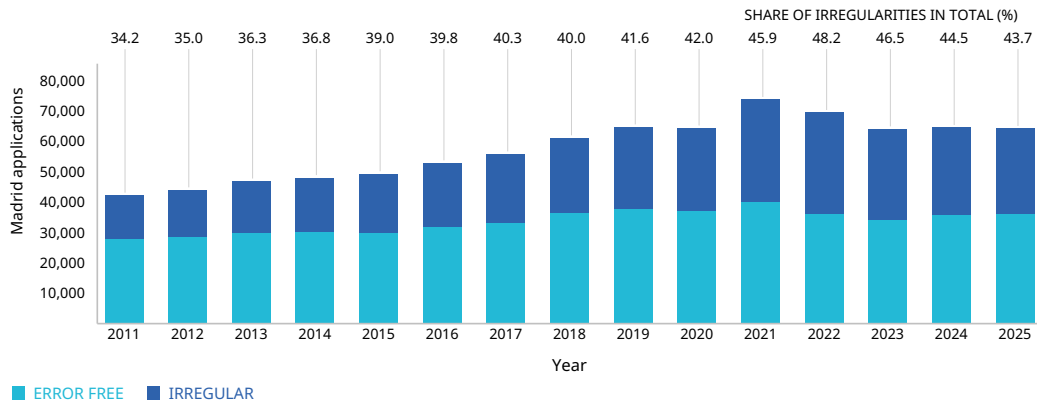


Note: This figure presents the total number of words translated by the International Bureau from each of the three languages required for recording and publishing Madrid registrations.

Source: WIPO Statistics Database, March 2026.

**Since 2016, irregularities have been reported in approximately 40% to 48% of all Madrid applications filed.**

#### C5. Trend in irregularities in international applications, 2011–2025

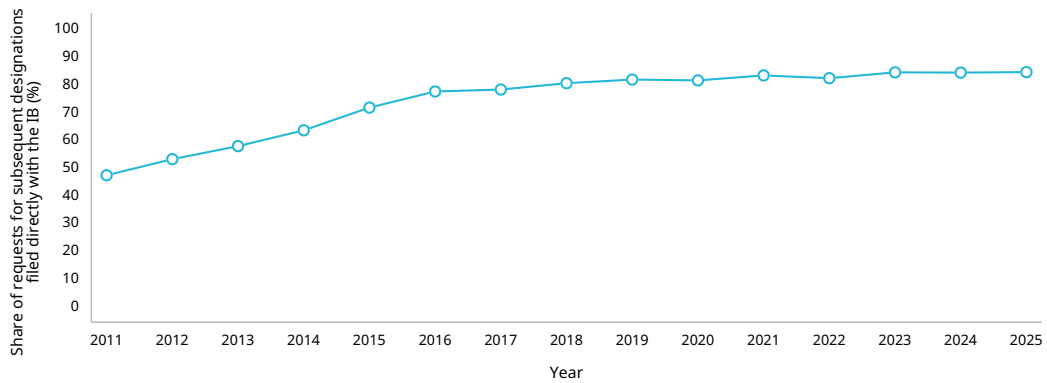


Note: There are three types of irregularity: irregularity with regard to the classification of goods and services; irregularity with regard to the indication of goods and services; and other irregularities.

Source: WIPO Statistics Database, March 2026.

**Since 2018, holders have submitted about 80% to 84% of requests for subsequent designation directly to the IB, up from 47% in 2011.**

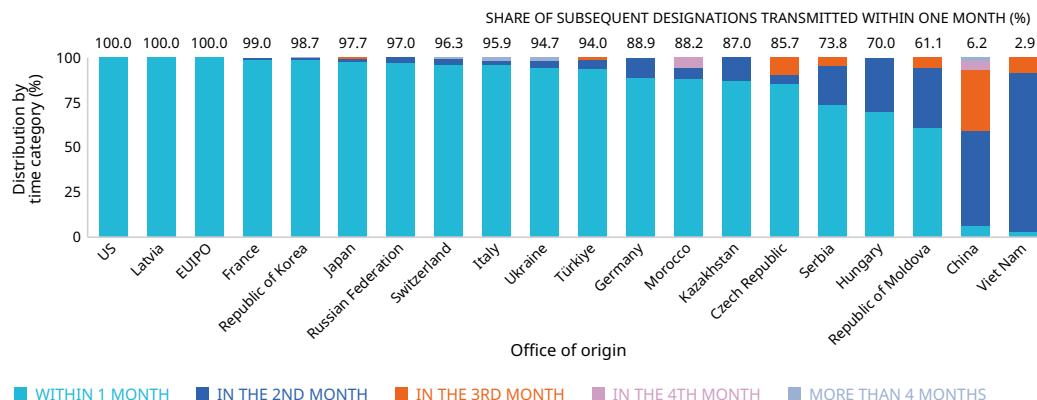
#### C6. Trend in the share of requests for subsequent designations filed directly with the IB, 2011–2025



Source: WIPO Statistics Database, March 2026.

**Almost 16% of all requests for subsequent designation in 2025 were filed via Madrid member offices of origin rather than directly with the IB. Among selected origins, the offices of China, the Republic of Moldova and Viet Nam took a month or longer to transmit to the IB a third 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, 2025

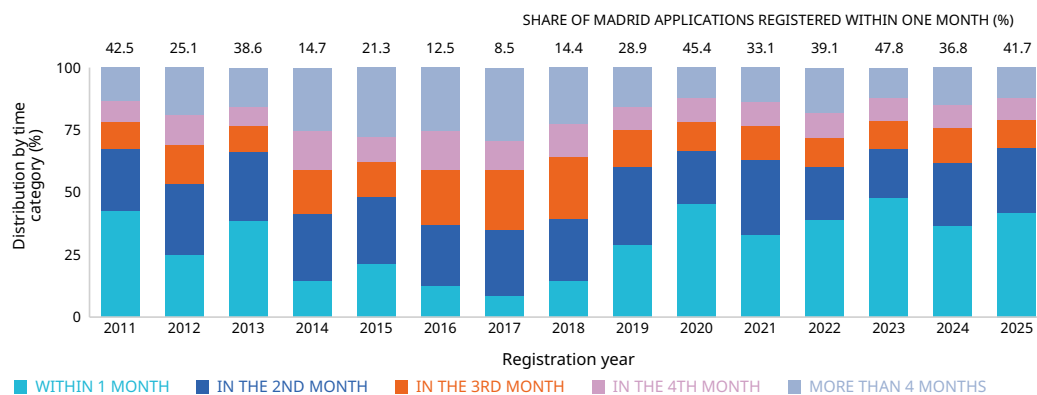


Note: EUIPO is the European Union Intellectual Property Office.

Source: WIPO Statistics Database, March 2026.

**In 2025, the IB completed the formalities examination for 41.7% of all Madrid applications within one month of their receipt.**

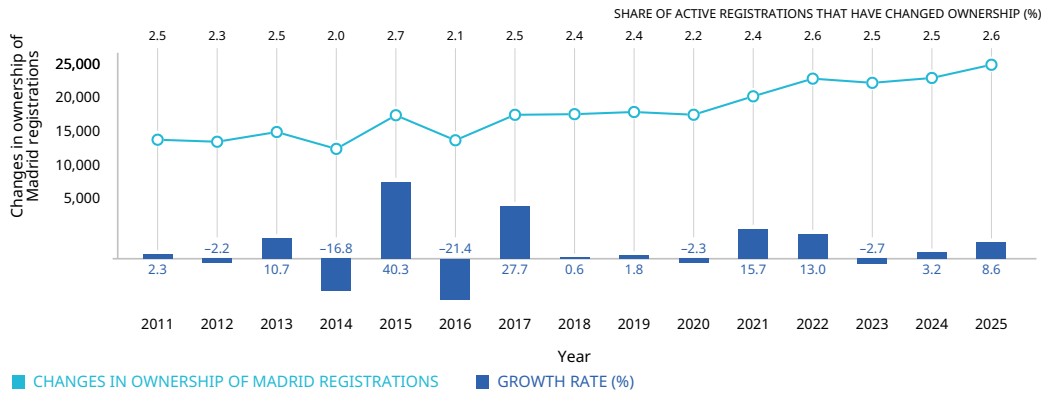
#### C8. Trend in timeliness of formalities examination and Nice classification carried out by the IB, 2011–2025



Source: WIPO Statistics Database, March 2026.

**Over the past decade, only a small proportion of active Madrid registrations have undergone a change in ownership, consistently ranging between 2% and approximately 3% annually.**

**C9. Trend in changes in ownership, 2011–2025**

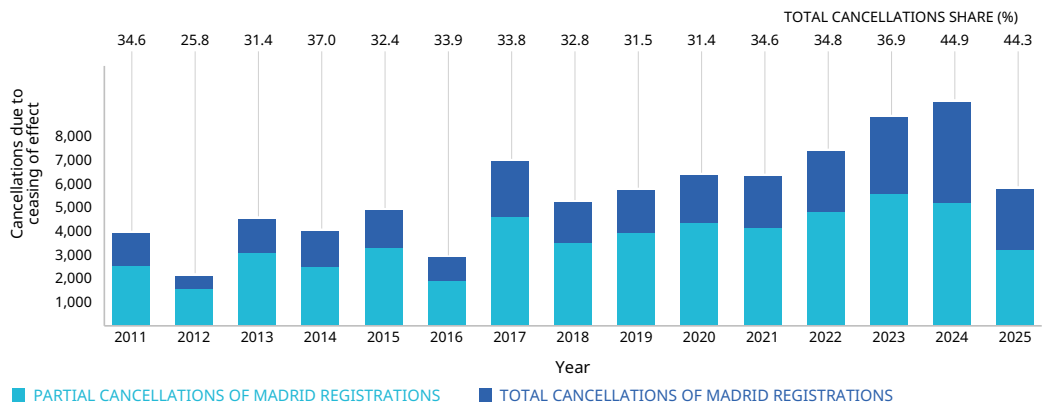


Note: The change in ownership of an international registration may be total or partial. It may relate to all or just some of the goods and services covered by the international registration and may be made in respect of all or some of the designated Madrid members.

Source: WIPO Statistics Database, March 2026.

**In 2025, 5,776 Madrid registrations were canceled (in part or entirely) due to the ceasing of effect of the basic mark – about 3,670 fewer than in 2024.**

**C10. Trend in cancellations due to the ceasing of effect of the basic mark as notified by offices of origin, 2011–2025**

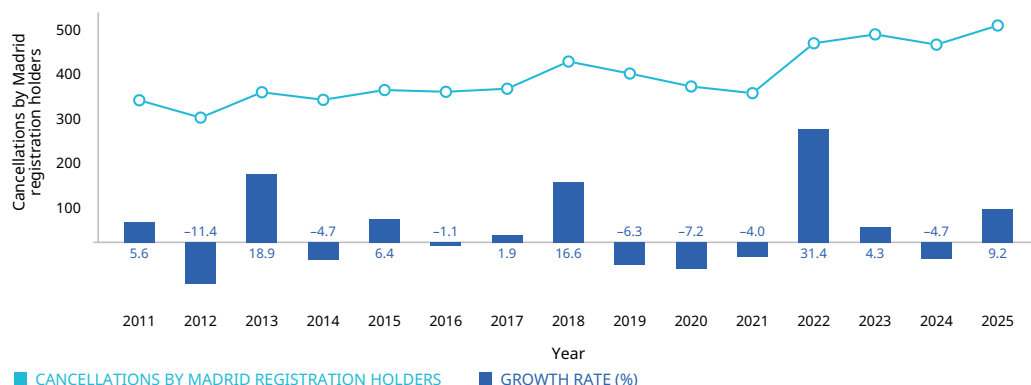


Note: Madrid member offices acting as offices of origin are obliged to notify the International Bureau (IB) of decisions concerning the ceasing of effect of basic marks made or initiated within the five-year dependency period. Where this is the case, the office of origin is obliged to request that the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

Source: WIPO Statistics Database, March 2026.

Over the past decade and a half, annual cancellations have remained relatively stable, ranging between about 300 and 510, reflecting the tendency of Madrid registration holders to retain the full scope of their goods and services coverage. In 2025, this figure rose modestly, increasing by 43 compared with the previous year.

#### C11. Trend in cancellations by international registration holders, 2011–2025

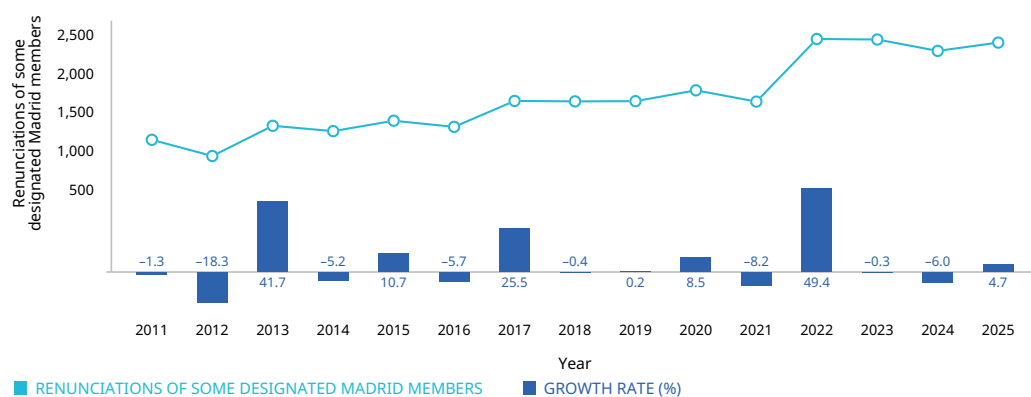


Note: Holders of an international registration can request the recording of the cancellation of their registration in all designated Madrid members with regard to all or just some of the goods and services specified in the registration.

Source: WIPO Statistics Database, March 2026.

In 2025, renunciations rose by 4.7% year-on-year to reach 2,400.

#### C12. Trend in renunciations, 2011–2025

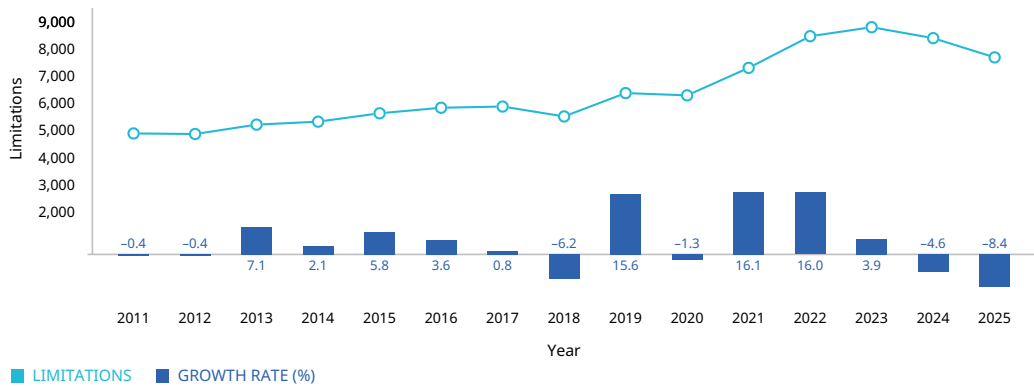


Note: Holders may wish to restrict protection of an international registration through renunciation of protection for all goods and services in some (but not all) designated Madrid members.

Source: WIPO Statistics Database, March 2026.

**In 2025, almost 7,700 requests for recording limitations were submitted by Madrid registration holders – a decrease of 710 compared with the previous year – representing less than 1% of the 943,743 active Madrid registrations.**

### C13. Trend in limitations, 2011–2025

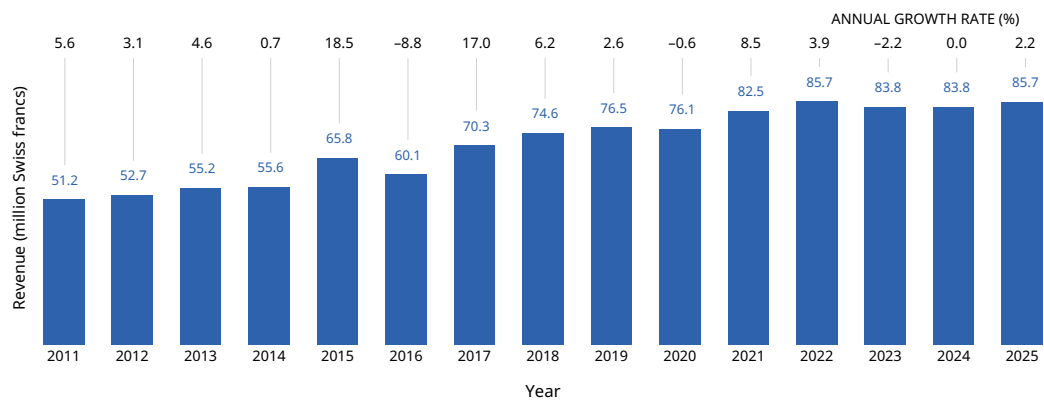


Note: Holders may wish to restrict protection of a Madrid registration by limiting the list of goods and services for some or all designated Madrid members.

Source: WIPO Statistics Database, March 2026.

**In 2025, total revenue collected by the IB amounted to 85.7 million Swiss francs (CHF), up 2.2% on 2024.**

### C14. Trend in total revenue collected by the IB, 2011–2025



Source: WIPO, March 2026.

**The EU, via the European Union Intellectual Property Office (EUIPO), the US, the United Arab Emirates, Japan and Australia continued to receive the largest shares of the CHF 347.8 million in fees collected by the IB and distributed to offices in 2025.**

#### C15. Fees distributed to offices by the IB, 2024–2025

Fees distributed (Swiss francs)							
Madrid member	2024	2025	2025 share of total (%)	Madrid member	2024	2025	2025 share of total (%)
European Union	36,786,418	39,660,056	11.4	Finland	799,423	730,273	0.2
United States of America	33,050,133	36,567,094	10.5	Sweden	804,837	717,756	0.2
United Arab Emirates	26,469,570	31,662,790	9.1	Portugal	751,455	715,810	0.2
Japan	19,717,239	15,473,334	4.4	Romania	699,859	714,497	0.2
Australia	12,896,599	13,548,037	3.9	Ireland	849,256	710,340	0.2
Bahrain	12,421,176	12,651,011	3.6	Poland	763,204	707,652	0.2
China	12,197,285	12,635,891	3.6	Hungary	702,688	687,999	0.2
Singapore	10,823,029	11,154,046	3.2	Albania	626,933	678,592	0.2
United Kingdom	9,502,969	9,575,614	2.8	Iran (Islamic Republic of)	609,060	656,807	0.2
Canada	8,648,585	9,180,449	2.6	North Macedonia	628,906	649,225	0.2
Republic of Korea	8,893,825	8,938,496	2.6	Italy	680,126	647,510	0.2
Israel	7,976,419	8,380,366	2.4	Bulgaria	644,611	606,473	0.2
Thailand	7,754,300	7,953,476	2.3	Slovakia	609,428	559,378	0.2
Qatar	1,445,941	7,714,178	2.2	Cuba	579,429	544,733	0.2
Switzerland	7,194,829	7,384,248	2.1	Mongolia	479,609	515,560	0.1
Norway	6,547,115	7,130,917	2.1	Czech Republic	538,057	496,663	0.1
Mexico	4,810,688	5,137,250	1.5	Croatia	453,328	461,127	0.1
Oman	4,809,212	5,057,932	1.5	Curaçao (c)	455,720	457,354	0.1
India	4,558,998	4,684,070	1.3	Zambia	554,094	446,859	0.1
Malaysia	4,404,654	4,531,454	1.3	Brunei Darussalam	445,917	443,692	0.1
Türkiye	2,300,012	3,749,364	1.1	Estonia	423,233	400,571	0.1
Brazil	4,307,699	3,456,494	1.0	Liechtenstein	400,200	390,727	0.1
Ukraine	3,123,944	3,206,679	0.9	Monaco	385,205	383,171	0.1
Uzbekistan	5,570,996	3,048,721	0.9	Sint Maarten (Dutch Part) (c)	363,137	367,777	0.1
Viet Nam	3,204,607	3,046,298	0.9	Slovenia	400,597	367,121	0.1
Chile	2,972,482	2,940,332	0.8	San Marino	371,706	352,109	0.1
African Intellectual Property Organization (a)	2,210,050	2,894,826	0.8	Greece	407,771	348,312	0.1
Colombia	2,821,443	2,789,911	0.8	Pakistan	314,847	344,574	0.1
Georgia	2,697,276	2,697,551	0.8	Bonaire, Sint Eustatius and Saba (c)	307,230	305,685	0.1
Russian Federation	2,756,424	2,677,374	0.8	Sudan	287,611	296,943	0.1
Indonesia	2,675,619	2,470,313	0.7	Democratic People's Republic of Korea	275,986	274,155	0.1
Belarus	2,370,454	2,374,145	0.7	Latvia	263,467	270,004	0.1
Turkmenistan	2,097,541	2,204,963	0.6	Mozambique	249,127	250,426	0.1
Ghana	2,099,001	1,979,126	0.6	Lithuania	258,754	240,200	0.1
Philippines	2,048,574	1,978,043	0.6	Jamaica	246,019	234,474	0.1
New Zealand	1,889,870	1,950,145	0.6	Zimbabwe	166,555	231,341	0.1
Morocco	1,725,382	1,783,471	0.5	Mauritius	219,220	230,642	0.1
Iceland	1,552,207	1,602,606	0.5	Namibia	188,890	226,180	0.1
Kazakhstan	1,284,215	1,474,100	0.4	Belize	219,878	224,931	0.1
Kyrgyzstan	1,219,509	1,374,876	0.4	Madagascar	189,200	184,410	0.1
Serbia	1,334,328	1,364,744	0.4	Samoa	144,430	182,166	0.1
Egypt	1,230,696	1,273,987	0.4	Lao People's Democratic Republic	209,748	181,464	0.1
Tunisia	1,044,970	1,120,104	0.3	Trinidad and Tobago	170,727	179,541	0.1
Cambodia	949,926	1,119,188	0.3	Sierra Leone	163,386	177,553	0.1
Benelux (b)	1,208,425	1,090,049	0.3	Botswana	153,528	177,130	0.1
Kenya	1,087,608	1,087,910	0.3	Cyprus	181,632	176,937	0.1
Republic of Moldova	1,077,770	1,041,860	0.3	Gambia	150,459	176,924	0.1
Spain	1,058,268	1,026,766	0.3	Antigua and Barbuda	188,304	176,101	0.1
Bosnia and Herzegovina	882,264	924,379	0.3	Rwanda	151,854	171,363	0.0
Germany	947,014	910,437	0.3	Liberia	170,317	170,752	0.0
Denmark	1,005,668	895,919	0.3	Eswatini	149,724	158,523	0.0
Montenegro	833,497	875,533	0.3	Bhutan	147,266	155,209	0.0
France	889,069	860,844	0.2	Cabo Verde	125,725	138,092	0.0
Armenia	824,336	850,367	0.2	Lesotho	108,058	116,256	0.0

Fees distributed (Swiss francs)							
Madrid member	2024	2025	2025 share of total (%)	Madrid member	2024	2025	2025 share of total (%)
Syrian Arab Republic	353,515	799,492	0.2	Afghanistan	111,647	110,719	0.0
Azerbaijan	793,663	788,956	0.2	Sao Tome and Principe	87,083	99,770	0.0
Austria	817,121	774,294	0.2	Guernsey (d)	96,096	96,021	0.0
Tajikistan	716,804	747,551	0.2	Malawi	79,682	83,078	0.0
Algeria	726,513	739,982	0.2				
<b>Totals</b>					<b>330,821,981</b>	<b>347,812,062</b>	<b>100.0</b>

(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.

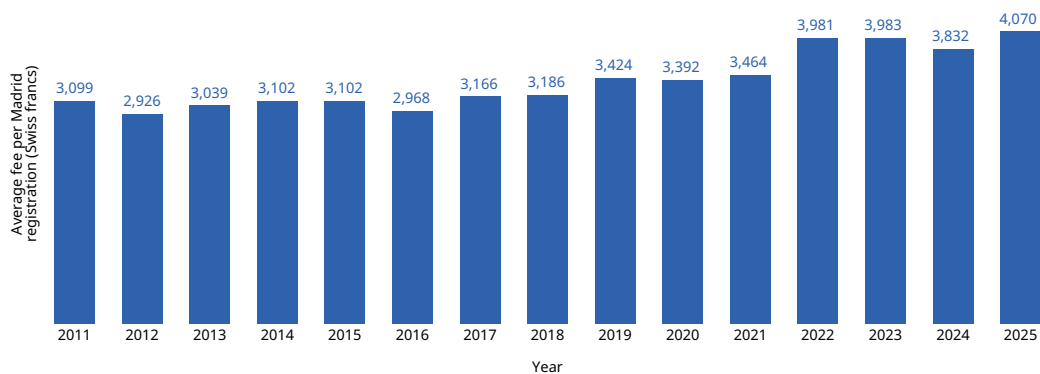
(c) This country or municipality is not a Madrid member. The Kingdom of the Netherlands has extended the application of the Madrid Protocol to the territories of Curaçao and Sint Maarten, Bonaire, Sint Eustatius and Saba.

(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.

Source: WIPO, March 2026.

**On average, holders paid CHF 4,070 per Madrid registration recorded in 2025, about CHF 240 more than in 2024.**

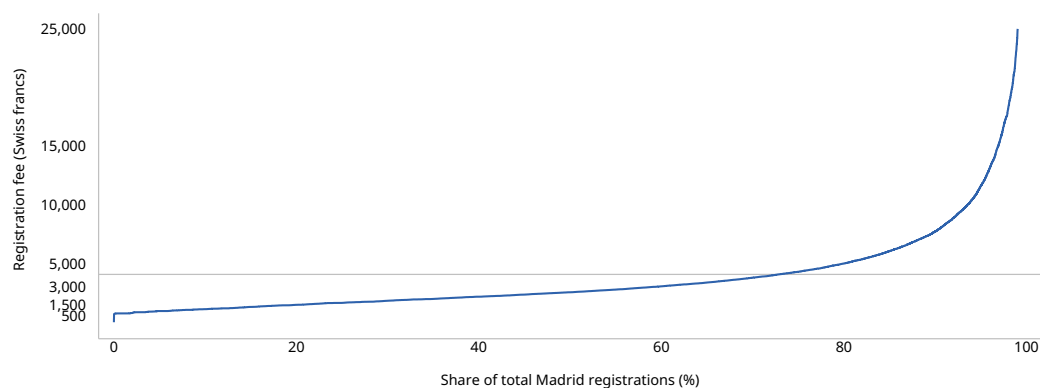
**C16. Trend in average fees paid per new international registration, 2011–2025**



Source: WIPO, March 2026.

**In 2025, the average fee paid per Madrid registration stood at CHF 4,070, yet nearly three-quarters of all trademark holders paid below this amount, with half paying approximately CHF 2,550 or less.**

**C17. Distribution of international registration fees, 2025**

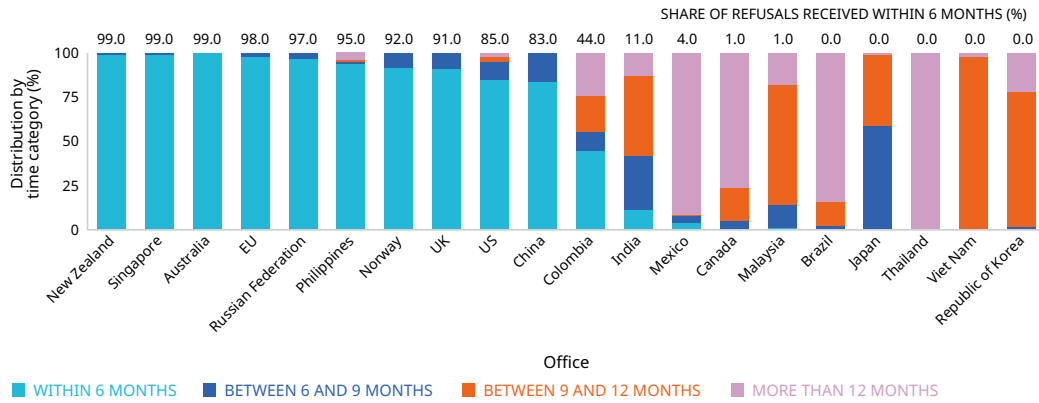


Note: The line at CHF 4,070 represents the average fee paid per Madrid registration in 2025.

Source: WIPO, March 2026.

**In 2025, eight of the 20 selected offices notified the IB of more than 90% of their provisional refusals within six months of issuance. By contrast, for 10 of the selected offices, the share of provisional refusals transmitted to the IB within that same time frame stood at 44% or below, with five of those offices recording no transmissions within six months.**

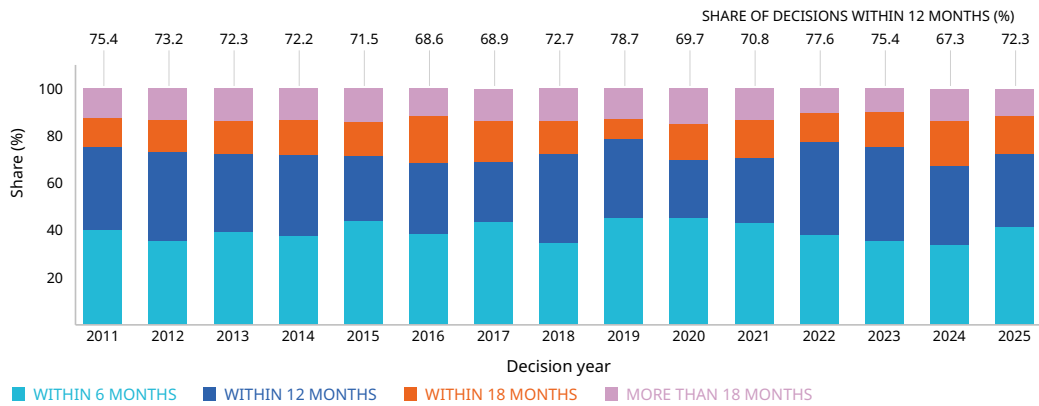
**C18. Average timeliness in receiving provisional refusals of designations from selected offices, 2025**



Note: EU is the European Union.  
Source: WIPO Statistics Database, March 2026.

**In 2025, the IB received 72.3% of first decisions on the legal effects of registrations from Madrid member offices within 12 months.**

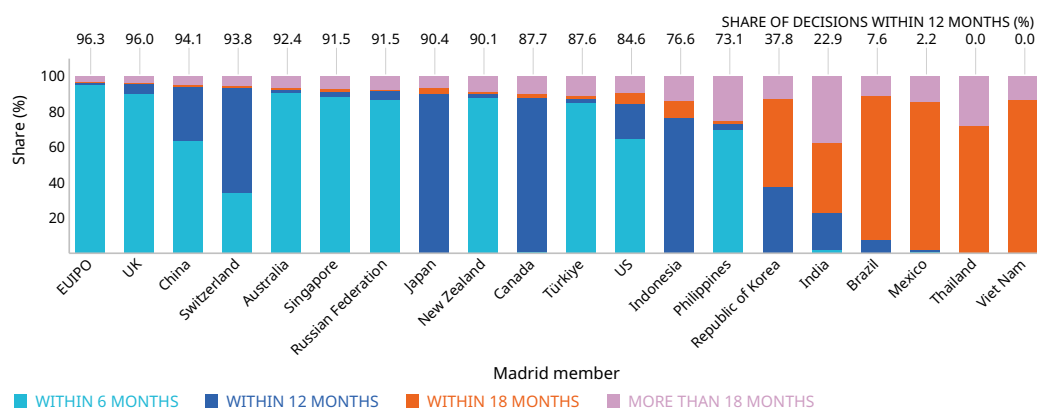
**C19. Timeliness in receiving first decisions on the legal effects of registrations from offices, 2011–2025**



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 2026.

**In 2025, the IB received about 84% to 96% of first decisions on the legal effects of registrations from 12 of the 20 selected Madrid member offices within 12 months.**

**C20. Timeliness in receiving first decisions on the legal effects of registrations from selected offices, 2025**



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 2026.

# 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.<sup>7</sup> 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, 2025, 114 countries and two intergovernmental organizations were party to the Madrid Protocol for a total of 116 Contracting Parties (members) covering 132 countries. The two intergovernmental organizations are the European Union (EU) covering 27 countries (as of January 1, 2021) and the African Intellectual Property Organization (OAPI) covering 17 countries.

## **Advantages offered by the Madrid System**

The Madrid System offers many advantages to both trademark holders and IP offices compared with 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 members concerned covered by the international registration. Such management is made easier with the recent launch of eMadrid, which provides holders with access to all the online tools in one place. Changes are recorded in the International Register. An international registration has one registration number and one renewal date, regardless of the number of designations.

7 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 IP office of the designated members needs 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).<sup>8</sup> 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 offices of the designated members and sends a certificate of registration to the holder.

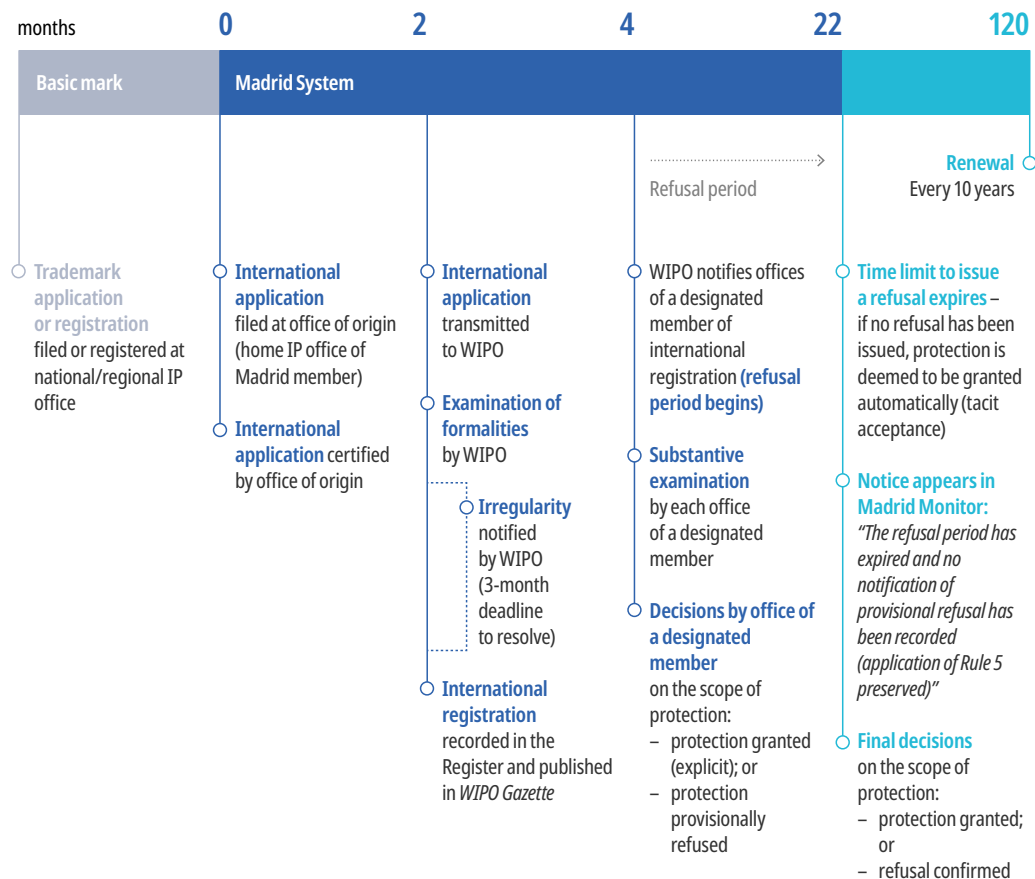
The international application is subject to a basic fee (653 or 903 Swiss francs), the amount depending on whether the representation of the mark is in black and white or in color. An applicant must also pay for the designations indicated: a complementary fee (CHF 100) per designated Madrid member and 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.

8 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, the 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, or even after this period if the action leading to the abandonment or cancellation was initiated in 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 more than 130 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 2026.

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/web/madrid-system](http://www.wipo.int/web/madrid-system).

## 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 2025.

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 2025 data on Madrid applications by origin and designations in Madrid applications by origin and designated member are estimated, as not all applications filed at offices of origin had been transmitted to WIPO at the time the *Review* was drafted.

The figures and tables shown in this publication are subject to revision. Regular updates are available in WIPO's IP Statistics Data Center and Statistical Country Profiles at [www.wipo.int/en/web/ip-statistics](http://www.wipo.int/en/web/ip-statistics).

## 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 protection for 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, a 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 IB 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 Kingdom of 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 registering of trademarks is 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 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: 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/en/web/classification-nice](http://www.wipo.int/en/web/classification-nice).

<b>Industry sector</b>	<b>Abbreviation (where applicable)</b>	<b>Nice classes</b>
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/en/web/classification-nice](http://www.wipo.int/en/web/classification-nice).

Source: Edital®.

## Madrid members

As of December 31, 2025, the Madrid System comprised 116 members covering 132 countries.

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

