Madrid Yearly Review

International Registration of Marks

Economics & Statistics Series

2015

WIPO
WORLD INTELLECTUAL PROPERTY ORGANIZATION

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Further information

Online resources

The electronic version of the report as well as all figures and their underlying data can be downloaded at *www.wipo.int/ipstats*. Here, you will also find the IP Statistics Data Center providing access to WIPO's statistical data.

Contact information

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2014 Key numbers

Description	Number	Growth[1]
International applications	47,885	+2.3%
International registrations	42,430	-4.5%
Designations in new international registrations	292,598	-4.4%
Subsequent designations in existing international registrations	50,006	+10%
Renewals of international registrations	25,729	+11.8%
Active (in force) international registrations	594,950	+1.1%
Share of Madrid designations in total non-resident trademark filing activity[2] (for Madrid members only)[3]	60.9%	-0.6 percentage point[4]
Contracting parties (Madrid members)	94	+2 members
Countries covered	110	+18 countries

1 Growth refers to the period 2013–14.
2 Trademark filing activity is measured in application or designation class counts, i.e., the number of classes specified in applications and designations.
3 The latest available year for total trademark application class counts is 2013.
4 Increase refers to the period 2012–13.

Highlights

International trademark applications continue to climb

International trademark applications filed under the WIPO-administered Madrid System reached a record 47,885 in 2014, representing 2.3% growth on 2013 and marking the fifth year of continuous growth.

Membership of the Madrid System expands geographically in Africa

In addition to the increased use of the Madrid System that took place in 2014, the System also continued to grow geographically, with the two latest accessions, from the Organisation Africaine de la Propriété Intellectuelle or OAPI (English: African Intellectual Property Organization) representing 17 countries, and Zimbabwe. With these accessions, the Madrid System consolidated its position as a truly global system, offering trademark holders the ability to obtain protection for their branded products and services in an area covering a total of 110 countries.

For the first time, the United States of America (US) has become the largest user of the Madrid System

Accounting for more than half of the total growth in international applications, those from the US reached 6,595, edging ahead of Germany (6,506 international applications) which, prior to 2014, was the largest user of the System.

Growth is mixed for the top countries of origin

Among the top 20 origins, Australia (+23.3%), the Republic of Korea (+35.7%) and the United Kingdom (UK, +19.3%) saw double-digit growth in 2014, while other larger countries such as France (-9.9%), China (-5.5%) and Germany (-4.8%) saw declines.

International applications from India and Mexico increased considerably

Applicants located in two recently joined members of the Madrid System—India (+273%) and Mexico (+74%)—saw high growth in the number of international applications they filed.

Madrid member offices receive the bulk of their non-resident filing activity via the Madrid System

Collectively, more than 60% of applications received by all Madrid member offices from abroad arrive via the Madrid System.

Pharmaceutical company Novartis remains the largest applicant

For the fourth consecutive year, Swiss pharmaceutical company Novartis heads the list of top filers, with 281 applications in 2014, followed by Glaxo Group Limited of the UK (234)—another pharmaceutical company. Among the top 50 applicants, Glaxo Group Limited (+174 additional filings) saw the largest growth in filings in 2014.

Holders continue to geographically extend protection for their international registrations

International registration holders increased by 10% the number of subsequent designations made in 2014 compared to that made in 2013. Recently joined Madrid members Tunisia (+767), Mexico (+359) and India (+251) showed the largest increases in the numbers of subsequent designations received in 2014.

China remains the most designated country in new and existing international registrations

China (20,309 designations and subsequent designations) is the most designated Madrid member in international registrations, followed by the European Union (17,270), the US (17,268), the Russian Federation (16,573) and Japan (12,814). With the exception of China, all other top five members received fewer designations in 2014 than in 2013.

Marks related to computer hardware and software continue to account for the largest share of total registrations

For more than a decade, the most specified class according to the Nice Classification has been Class 9, which includes computer hardware and software. Class 9 accounted for 9.1% of total international registrations; it was followed by Class 35 (7.9%), which covers services such as office functions, advertising and business management; Class 42 (5.7%), which includes services provided by, for example, scientific, industrial or technological engineering and computer specialists; Class 5 (5%), which mainly covers pharmaceuticals and other preparations for medical purposes, and Class 25 (4.9%), which includes clothing.

The research and technology sector attracts the highest share of trademark protection via the Madrid System

Scientific research, and information and communication technologies (research and technology), which includes goods class 9, is the industry sector that accounted for the highest share (18.3%) of all filing activity via the Madrid System in 2014, up three percentage points on its 2004 share.

Renewals witness double-digit growth

International registration holders renewed 25,729 registrations in 2014, up 11.8% on 2013 and marking the third consecutive year of growth. Similar to 2013, holders of international registrations originating in Germany renewed the highest number of registrations (6,464) in 2014, followed by those in France (4,186), Switzerland (2,632), Italy (2,300) and the Netherlands (1,403). Together, these top five origins accounted for two-thirds of the 2014 total.

Active international registrations are approaching 600,000

In 2014, around 595,000 international registrations were active (i.e., in force). The number of active Madrid registrations has grown steadily year by year, increasing from 330,600 in 1996.

The total number of registrations in force grew by 1.1% in 2014. The approximately 595,000 international registrations contained nearly 5.62 million active designations and were owned by about 198,000 right holders. Active registrations are highly concentrated geographically in Europe. In 2014, the 13 European Union (EU) countries listed among the top 20 origins accounted for 64% of total active registrations. When those of Swiss origin are added, the share rises to 73%.

A majority (62.6%) of firms or individuals holding an active international registration possessed only a single such registration in their 2014 portfolios—a situation that has remained almost unchanged for three years. Another 16.8% of holders owned only two active registrations. Overall, roughly 90% of all holders of active registrations held four or fewer registrations in their portfolios, and 95% of the approximately 198,000 holders possessed no more than eight active registrations.

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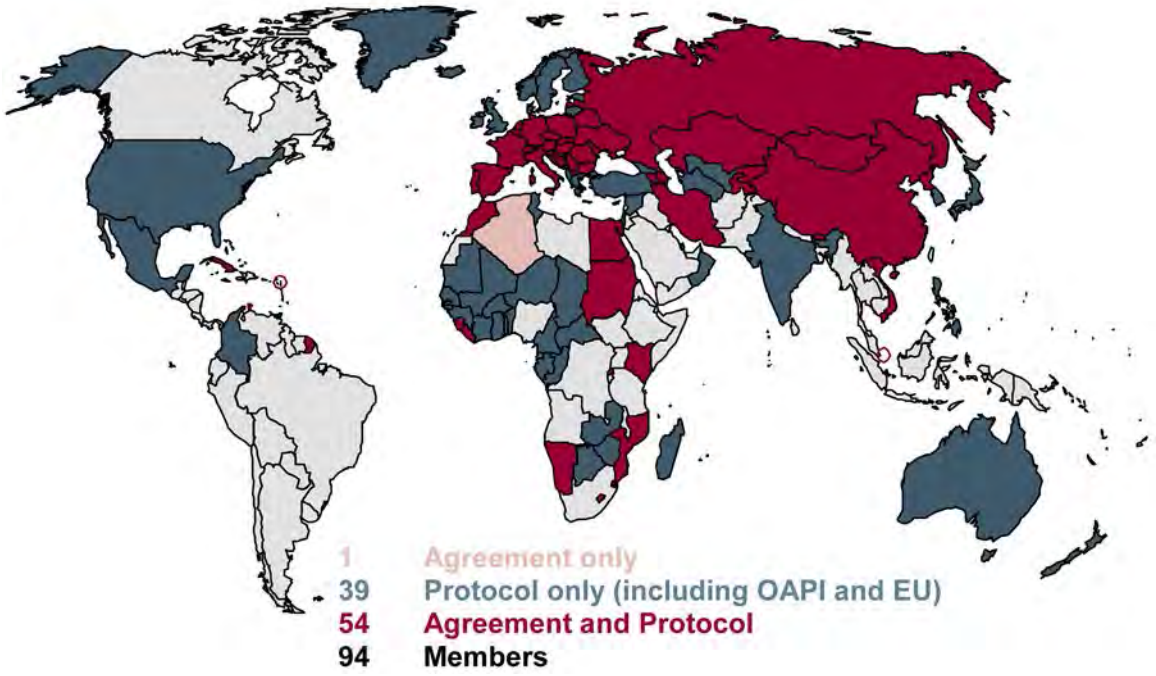
A brief presentation of the Madrid System

Figure 1: Madrid members in 2014



Source: World Intellectual Property Organization (WIPO), March 2015.

The Madrid System makes it possible for a trademark holder to apply for trademark[5] registration in multiple countries by filing a single international application via a national or regional intellectual property (IP) office.[6] 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 System also simplifies managing the mark after registration, as it is possible to centrally request and record further changes or to renew the registration through a single procedural step.

Two treaties administered by the World Intellectual Property Organization (WIPO) govern the Madrid System for the International Registration of Marks. These treaties are the Madrid Agreement Concerning the International Registration of Marks and the Protocol Relating to the Madrid Agreement—referred to jointly as the Madrid System. The Madrid Agreement was concluded in 1891, and the Madrid Protocol came into operation in 1996. As of December 31, 2014, the System comprised 94 Contracting Parties (figure 1). The 92 countries which are party to the Agreement and/or the Protocol, as well as the two intergovernmental organizations that represent regions—namely, the European Union (EU) covering 28 countries, and member countries of the African Intellectual Property Organization (OAPI) covering 17 countries—which are party to the Protocol, are referred to collectively as Contracting Parties (hereinafter referred to as Madrid members), and together form the Madrid Union.

5 For the sake of simplicity, the term "trademark" is often used interchangeably with "mark" in this publication, regardless of whether the registration concerns goods or services.

6 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 are specifically named "trademark office"

Depending on the Madrid member country or region whose IP office is the office of origin and the designated Madrid members in which trademark protection is sought, the international application may be governed only by the Protocol, only by the Agreement or by both.

Advantages offered by the Madrid System

The Madrid System offers many advantages to both applicants and IP offices compared to the Paris route, which involves filing separate applications in a number of countries or regions. It facilitates obtaining protection in multiple jurisdictions by enabling trademark holders to submit a single application in one language while paying a single set of fees in one currency. 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 of ownership or limitation to the list of goods and services) can be carried out by one single central procedure with effect for the countries concerned covered by the international registration. The changes are recorded in the International Register. The international registration has one registration number and one renewal date, regardless of the number of countries designated. By obtaining protection through the Paris route, such changes or renewals must be done directly with the national or regional IP offices concerned. For each such registration, there is a different registration number and different renewal date to manage, each depending on the country concerned where protection is obtained.

The Madrid System also allows trademark holders to make changes to their international registrations, i.e., changes that have effect in only some of the Madrid members they have designated for trademark protection. An international registration can be transferred with regard to only some designated Madrid members or for only some goods and services, or the holder can limit the list of goods and services with respect to only some designated Madrid members. The Madrid System also delivers benefits to IP offices by reducing their workload. Since the International Bureau (IB) carries out the formal examination, the IP offices need only perform the substantive examination in order to determine whether protection can be granted or not.

International application and registration procedure

When deciding to seek protection for marks in multiple jurisdictions, a trademark holder can either file separate applications with each office directly—referred to as the "Paris route", or file a single international application through the Madrid System. Figure 2 illustrates the differences in procedures between the Direct/Paris route (under the Paris Convention for the Protection of Industrial Property) and the Madrid System.

An international application can only be filed by a person or legal entity that has the necessary connection (entitlement)—through commercial establishment, domicile or nationality—with a member of the Madrid Union. The office of this Madrid member becomes the trademark holder's "office of origin".

To file an international application for a mark under the Madrid System, the trademark holder must have a basic mark, meaning that the same mark must first have been applied for, 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 international application must contain a list of the goods and services for which protection is sought and it must indicate the designations, meaning the Madrid members in which the holder of the mark seeks protection. Additional Madrid members can be designated at a later date (subsequent designation).[7] The IB is responsible for carrying out an examination to verify that the interna-

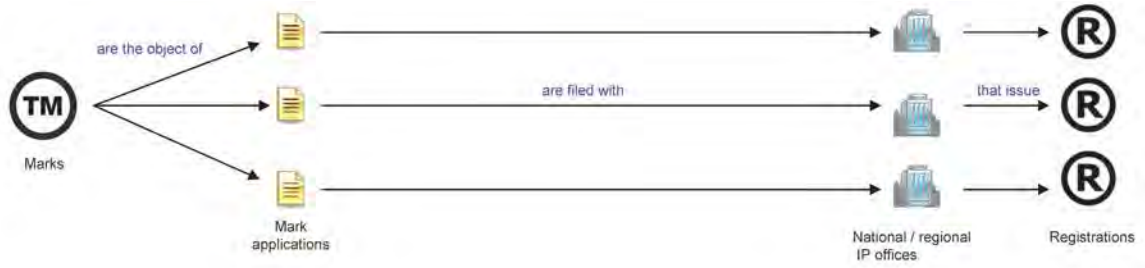
7 The office of origin cannot be designated in an international application, nor can it be subsequently designated.

tional application meets all the formal requirements. In the event of irregularities, the applicant will be given the opportunity to remedy them in order to prevent the application from being considered abandoned. Where the application meets all the formal requirements, the mark is recorded in the International Register, published in the *WIPO Gazette of International Marks* ("the *Gazette*"), and the IB notifies the designated Madrid members in whose jurisdictions protection has been requested.

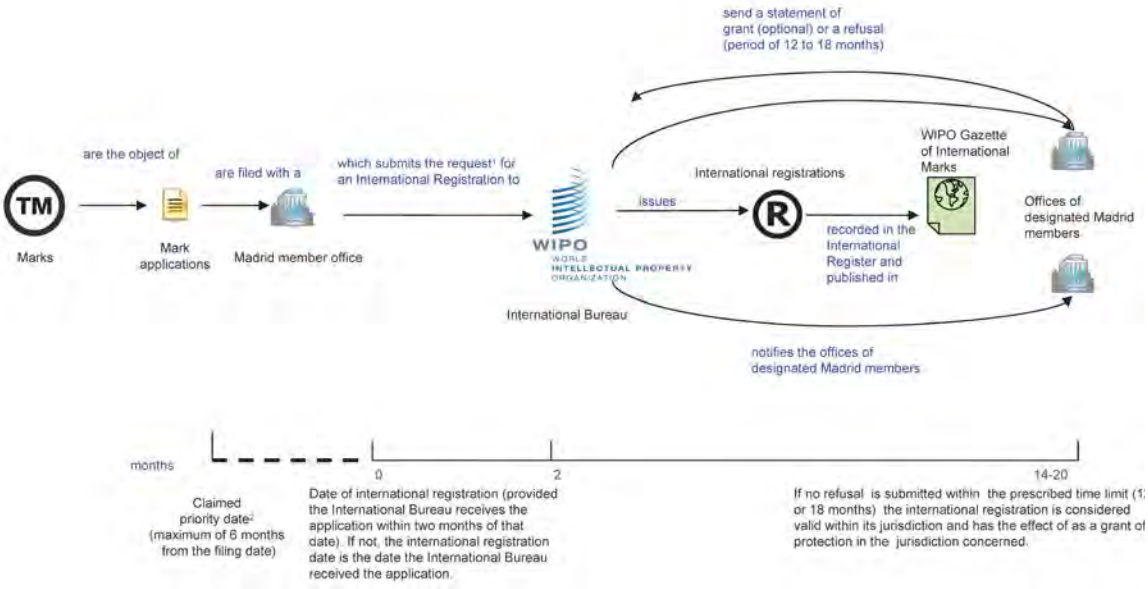
The international application is subject to a basic fee (653 or 903 Swiss francs); the amount depends on whether the mark is in black/white or in color and covers three classes of goods and/or services. The holder is also required to pay for the designations indicated. Where the designated Madrid members have declared individual fees, these fees must be paid. Where they have not made such a declaration, the holder must pay a complementary fee (100 Swiss francs) per designated Madrid member and a supplementary fee (100 Swiss francs) per class of goods and services beyond three.

Figure 2: Overview of the registration process

Direct or "Paris" route



The Madrid System



1 An application for international registration (an "international application") may be filed only by a natural person or a legal entity that has a real and effective industrial or commercial establishment in, or is domiciled in, or is a national of a country which is party to the Madrid System; that has such an establishment in, or is domiciled in, the territory of an intergovernmental organization which is party to the Madrid System; or that is a national of a member state of such an organization.

2 An applicant can claim priority of a first national or regional application in an international application within six months of the filing of that first application.

Source: World Intellectual Property Organization (WIPO), March 2015.

It is for the designated Madrid member only to determine whether or not protection can be granted in its jurisdiction, in accordance with the domestic trademark legislation. If the designated Madrid member cannot grant protection, it must submit a provisional refusal to the IB within the time limit concerned (12 months or 18 months if the relevant declaration has been made). If no refusal is communicated by a designated Madrid member within the specific refusal period, or if a designated Madrid member issues a grant of protection within the applicable time limit, the mark is then considered protected in that Madrid member's jurisdiction.

For the first five years from the date of the 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 cancelled (totally or partially) during this dependency period, the consequence is that the international registration is cancelled to the same extent (totally or partially). When this happens, the cancellation of the international registration is published in the *Gazette*, and the designated Madrid members concerned are notified.

International registrations are valid for a period of 10 years and may be renewed for further periods of 10 years. In most jurisdictions, trademark protection can be renewed indefinitely. The IB administers the renewal process by sending a reminder to holders and their respective representatives (if any) six months before renewal is due. The international registration may be renewed in respect of all designated Madrid members or in respect of only some of them. It may not, however, be renewed in respect of only some of the goods and services recorded in the International Register. Therefore, if holders wish at the time of renewal to remove some of the goods and services from the international registration, they must separately request the recording or limitation or cancellation in respect of those goods and services.

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

Data description

Data are compiled by WIPO in the processing of international applications and registrations through the Madrid System, for which complete data for calendar year 2014 exist. Statistics on the number of direct application class counts at national and regional IP offices are extracted from the WIPO Statistics Database, primarily based on WIPO's Annual IP Survey, via which WIPO receives offices' statistics six months or more after the end of the year concerned. The latest available year to date for direct application data is therefore 2013.

The figures shown in this Review are subject to change.[8]

8 Regular updates are available at *www.wipo.int/ipstats/* and *www.wipo.int/madrid/en/statistics/.*

Section A
Use of the Madrid System

This section contains indicators ordered according to the process by which an international registration is obtained (from application to eventual registration); used to extend trademark protection geographically across the jurisdictions of multiple countries or regions; classified in order to obtain protection for various goods or services; refused protection, in certain cases; and maintained over time.

The data reported cover international applications, registrations, provisional refusals, renewals and active registrations (i.e., those in force). The global trend is briefly described, followed by a breakdown of the data according to applicants and their countries of origin, designated Contracting Parties—hereinafter referred to as Madrid members—and classes defined under the International Classification of Goods and Services for the Purposes of the Registration of Marks (Nice Classification). Global trend data are mostly reported from the mid-1990s or 2000 onwards in order to provide a historical overview, while the majority of indicators focus mostly on 2014 activity and one-year growth. Data for selected countries, regions and IP offices are included in the figures and tables, and data for all relevant countries, territories, regions and IP offices are provided in the annex. This publication focuses primarily on international registrations rather than applications.

A.1

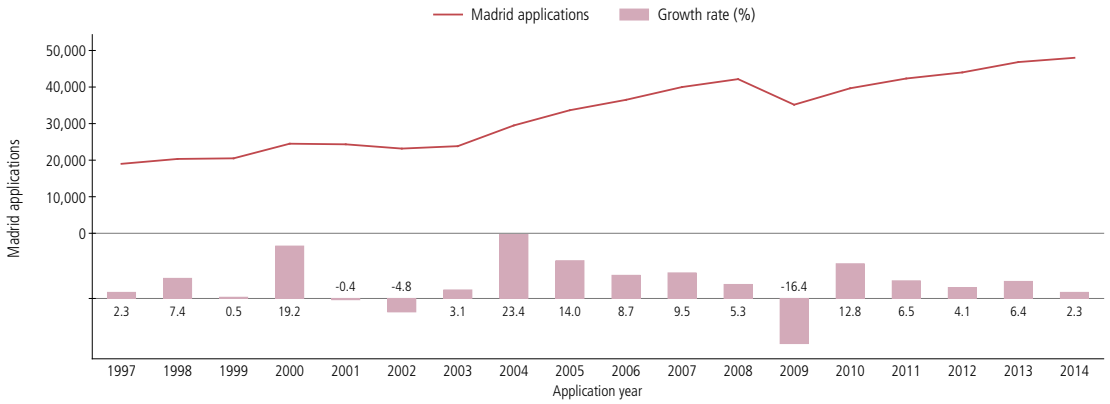
Madrid international applications and registrations

A.1.1 Overall trend in international applications

To file an international application through the Madrid System, the applicant must have a "basic mark", meaning the applicant must have filed a trademark application or have a trademark registration with the IP office of the Madrid member to which the entitlement is claimed (office of origin). On the basis of this basic application or registration, the trademark holder may seek protection for this trademark internationally in the countries or jurisdictions that are members of the Madrid System by filing an international application with the office of origin. Figure A.1.1 presents the numbers and annual growth rates of international applications filed via all Madrid member IP offices combined.

In 2014, Madrid international applications totaled 47,885, marking the fifth consecutive year of growth and the highest number of international applications ever filed. In fact, over the 18-year period presented, the number of applications increased in all but three years that coincided with economic downturns in the early 2000s and 2009. This prevailing growth is partly due to factors such as increased usage of the Madrid System and its expanded membership, coupled with a general upward trend in trademark application volumes worldwide. In 1996, the number of Madrid System member countries totaled just 50. By 2004, membership had increased to 77, following the addition of several larger members, including the Republic of Korea, the United States of America (US) and the European Union (EU). This in turn led to a spike in the number of international applications filed. By 2008, the Madrid System comprised 84 members before reaching a total of 94 members in 2014 covering a total of 110 countries.

Figure A.1.1 Trend in international applications



Source: WIPO Statistics Database, March 2015.

The 2.3% growth on 2013 that was achieved in 2014 was largely due to increases in international applications filed by applicants located in the US and the United Kingdom (UK). Together, these two countries accounted for 97% of the overall growth.

A.1.2 Top Madrid applicants

Although the top 50 applicants accounted for only about six percent of total international applications filed in 2014, it is interesting nevertheless to look at these most frequent users of the Madrid System. Table A.1.2 lists the top Madrid applicants in 2014 as well as their change in filing activity compared with 2013. These applicants are active in areas ranging from pharmaceuticals, personal care and the food industry to consumer electronics, the automotive industry and retail stores, to name a few. Fourteen—or about a quarter—of them are pharmaceutical companies; eleven produce foodstuffs, beverages or personal care products; six produce computer hardware, software or consumer electronics; five are in the tobacco or electronic cigarette industry; four are retailers, and three manufacture automobiles.

For the fourth consecutive year, pharmaceutical company Novartis of Switzerland was the most active user of the Madrid System, filing 281 international applications in 2014. The second largest user was the UK pharmaceutical company Glaxo Group Limited with 234 applications, which is almost four times the number it filed in 2013. The third largest user was Egis Gyógyszergyár (132) of Hungary, which also manufactures pharmaceutical products. In one year, German retail company Lidl nearly doubled its applications from 70 to 128, moving it from the 14th largest filer in 2013 to the 4th largest in 2014.

Since international registrations are subject to renewal every 10 years, new applications filed each year generally represent an increase in the number of marks in a trademark holder's portfolio. Depending on various circumstances, companies or entities may choose to expand their existing brand base rapidly, slowly or not at all. A decline in applications from one year to the next does not necessarily represent a reduced trademark portfolio.

The geographical locations of the companies which comprise these most frequent users of the Madrid System in 2014 extend from Asia to Europe to North America. Fourteen are located in Germany, seven in the US, five in Switzerland, and three each in Japan and the Netherlands.

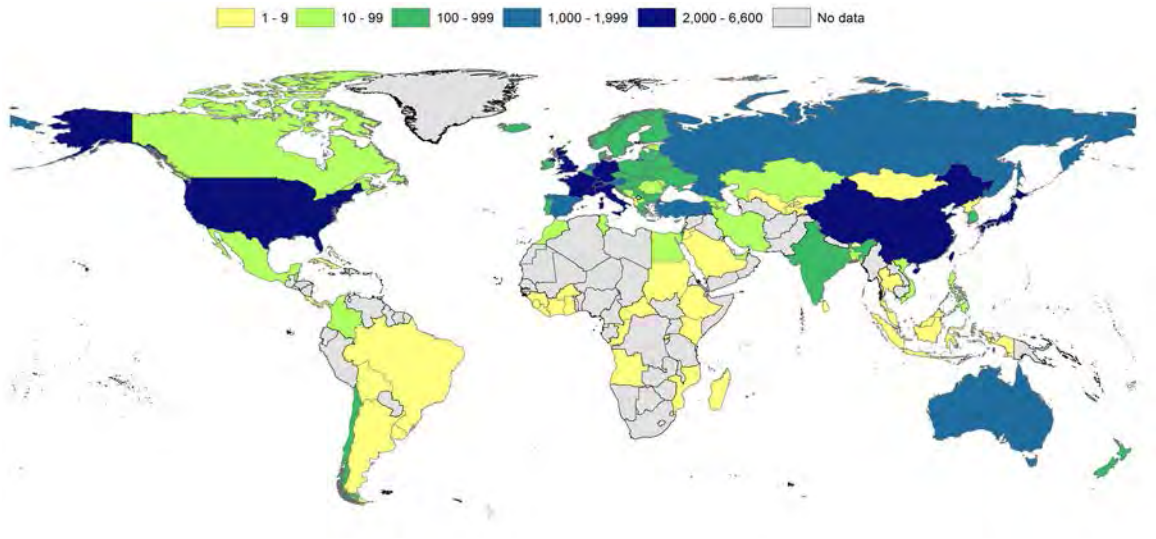
Table A.1.2 Top Madrid applicants, 2014

2014 Ranking	Applicant's name	Origin	Madrid applications 2014	Change from 2013
1	NOVARTIS	Switzerland	281	43
2	GLAXO GROUP LIMITED	United Kingdom	234	174
3	EGIS GYÓGYSZERGYÁR	Hungary	132	20
4	LIDL	Germany	128	58
5	NESTLÉ	Switzerland	112	23
6	L'ORÉAL	France	94	-26
7	BOEHRINGER INGELHEIM PHARMA	Germany	92	-20
8	HENKEL	Germany	90	9
9	PHILIPS ELECTRONICS	Netherlands	85	-1
10	WORLD MEDICINE	Turkey	76	-13
11	GAZPROM NEFT	Russian Federation	71	19
12	ACTAVIS GROUP	Iceland	67	-4
13	PHILIP MORRIS	Switzerland	62	22
14	DAIMLER	Germany	61	18
15	UNIVERSAL ENTERTAINMENT CORPORATION	Japan	54	24
16	APPLE	United States of America	50	-4
17	BMW	Germany	46	17
17	SYNGENTA	Switzerland	46	29
19	KRKA	Slovenia	41	-3
19	WIKIMEDIA FOUNDATION	United States of America	41	36
21	BAYER	Germany	40	12
21	BIOFARMA	France	40	-25
23	VALEANT	Poland	39	30
24	SIEMENS	Germany	38	-20
25	BEIERSDORF	Germany	37	-5
25	GILEAD SCIENCES	Ireland	37	4
27	KING.COM LIMITED	Malta	35	3
28	DRH LICENSING & MANAGING	Switzerland	34	-3
29	BSH BOSCH UND SIEMENS HAUSGERÄTE	Germany	33	-10
29	JAPAN TOBACCO	Japan	33	-7
29	KAUFLAND WARENHANDEL	Germany	33	-1
29	UNILEVER	Netherlands	33	13
33	ROSHEN CONFECTIONERY CORPORATION	Ukraine	31	-18
33	MICROSOFT	United States of America	31	-21
33	PAYLESS SHOESOURCE WORLDWIDE	United States of America	31	31
36	KAESER KOMPRESSOREN	Germany	29	28
36	STEVENS VERTRIEBS	Germany	29	29
38	BULGARTABAC	Bulgaria	28	-29
38	NEMIROFF	Lichtenstein	28	26
38	SHIMANO	Japan	28	9
41	AVON PRODUCTS	United States of America	27	-7
41	LE VET. PHARMA	Netherlands	27	8
43	AUGUST STORCK	Germany	26	16
43	KONTI INDUSTRIAL ASSOCIATION	Ukraine	26	-28
43	NOVATOR FARMA	Azerbaijan	26	26
43	PHILIP MORRIS BULGARIA	Bulgaria	26	1
43	TRIDENT GROUP, LLC	United States of America	26	22
43	VOLKSWAGEN	Germany	26	-25
49	BIM BIRLESIK MAGAZALAR	Turkey	25	25
49	IBM	United States of America	25	14
49	JANSSEN PHARMACEUTICA NV	Belgium	25	0
49	SAMSUNG ELECTRONICS	Republic of Korea	25	11

Note: This list includes applicants that filed 25 or more international applications in 2014.

Source: WIPO Statistics Database, March 2015.

Figure A.1.3.1 International applications by origin, 2014



Source: WIPO Statistics Database, March 2015.

The 2014 list of top applicants also features a number of newcomers, including Germany's BMW and Swiss agribusiness Syngenta, both debuting at 17th position, and the Wikimedia Foundation of the US appearing in 19th position.

A.1.3 International applications by origin

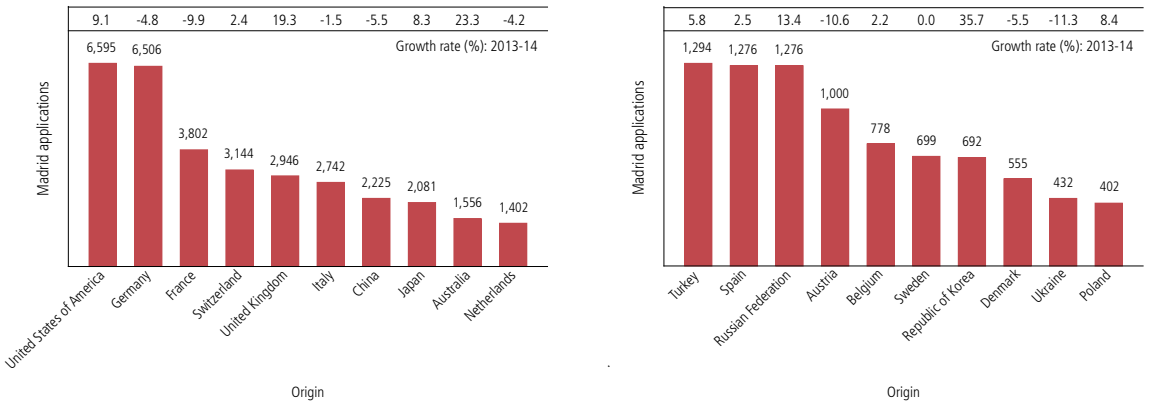
The map depicted in figure A.1.3.1 shows the distribution of the 47,885 international applications filed across the world in 2014. These came from applicants located in 111 countries or territories.[9] Filing activity is most concentrated in China, Japan, Western Europe and the US.

The total number of international applications recorded in 2014 shows that the Madrid System as a whole is expanding. But in order to better understand the components of the annual growth, it is necessary to ascertain where Madrid applicants are from. For this, we examine the top origins and their respective increases from 2013 to 2014 in figure A.1.3.2.

In 2014, and for the first time ever, the highest number of international applications was filed by applicants domiciled in the US (6,595). They were followed by applicants in Germany (6,506) and France (3,802). Before 2014, applicants from Germany were consistently the largest users of the Madrid System for more than a decade. However, the combined effect of 9.1% growth in applications of US origin and a 4.8% drop in those from Germany led the US to become the top-ranked country of origin of Madrid international applications. Together, slightly more than a quarter of all international applications came from these two countries. They were followed by France, Switzerland and the UK, each accounting for between 6% and 8% of all applications. The top 20 origins as a whole accounted for about 87% of the total.

9 An application for international registration may be filed by a natural person or a legal entity that has a real and effective industrial or commercial establishment in, or is domiciled in, or is a national of a country party to the Madrid System; that has such an establishment in, or is domiciled in the territory of an intergovernmental organization, i.e., the European Union, party to the Madrid System; or that is a national of a member state of such an organization.

Figure A.1.3.2 International applications for the top 20 origins, 2014



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

Source: WIPO Statistics Database, March 2015.

Of the top 20 origins, the Republic of Korea (+35.7%), Australia (+23.3%) and the UK (+19.3%) saw the highest annual growth. This is in contrast to the similar percentage decreases in international applications from Austria (-10.6%), France (-9.9%) and Ukraine (-11.3%).

A.1.4 Overall trend in international registrations

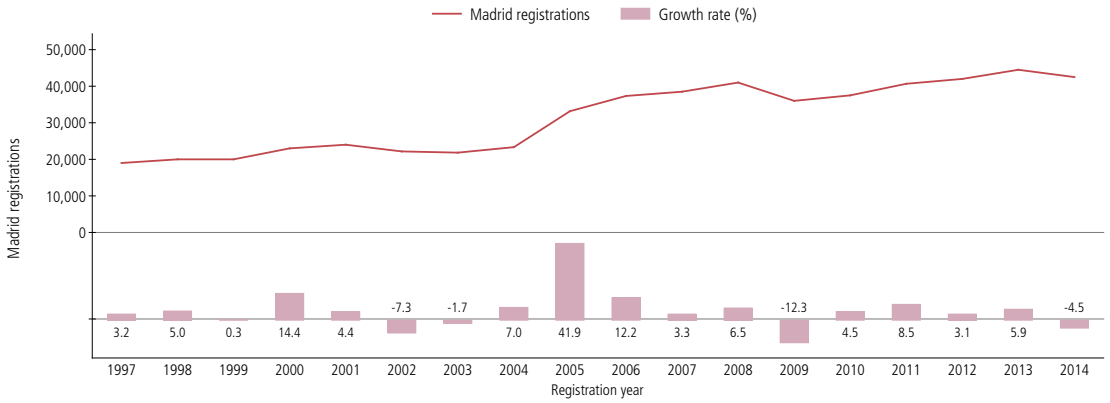
Upon receipt of an international application, the International Bureau (IB) of WIPO carries out a formal examination by verifying, among other things, that the goods or services specified in the application are properly classified according to the Nice Classification, that the application contains indications of one or more designated Madrid members and that the necessary fees have been paid. An international application that meets all the formal requirements is then inscribed in the International Register and becomes an international registration.

An international registration does not provide the holder with an internationally protected trademark at the time it is inscribed in the International Register. Upon notification of the designation, the concerned IP offices of the designated Madrid members—based on their own substantive examinations (where applicable)—then decide whether and to what extent the trademark is to be protected in their respective jurisdictions.

The trend for registrations closely mirrors that for applications for most years with similar increases and decreases. This reflects the fact that international applications are only subject to a formalities examination, resulting in the issuance of an international registration for most filings.

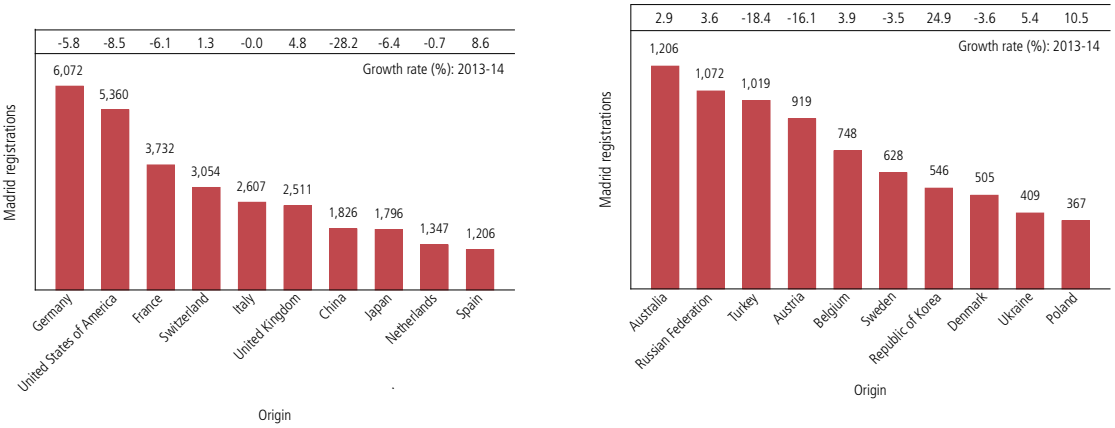
Over the course of 2014, the IB recorded 42,430 international registrations. Whereas international applications increased by 2.3% in 2014, international registrations actually fell by about 2,000, decreasing by 4.5% and representing the first decline since 2009. This can be explained by a longer time lag in 2014 between the receipt of the international application and its registration by the IB.

Figure A.1.4 Trend in international registrations



Source: WIPO Statistics Database, March 2015.

Figure A.1.5 International registrations for the top 20 origins, 2014



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

Source: WIPO Statistics Database, March 2015.

A.1.5 International registrations by origin

The top 20 origins in terms of international registrations recorded in 2014 are the same as those for international applications, albeit with some variations in their ranking (see figure A.1.3.2). For instance, registrations of German origin (6,072) ranked first, ahead of those from the US (5,360). This is due to the time lag explained in A.1.4. The numbers of international registrations for all origins are reported in statistical table 1 on page 63.

A.1.6 Non-resident trademark applications by filing route (direct and Madrid)

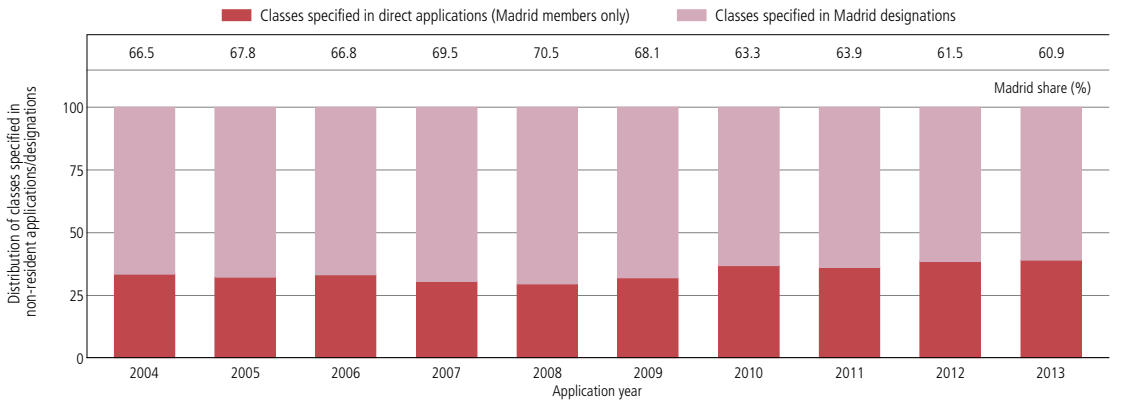
Applicants seeking protection for their marks in countries abroad can file applications either directly with foreign national or regional IP offices, following the principles of the Paris Convention (the Paris route), or they can make use of the Madrid System (the Madrid route). Where an office has received a notification of designation through the Madrid System, this has the same effect as if the office had received an application directly from an applicant.

Some offices have a single-class filing system that requires applicants to file a separate application for each class in which the goods or services to which the mark is applied are classified. Other offices follow a multi-class filing system that enables applicants to file a single application in which goods or services belonging to a number of classes can be specified. In order to make better international comparisons between numbers of applications received, it is important to compare class counts, i.e. the number of classes specified in applications and designations, across offices.

Once an international registration is recorded, the holder can, with only the exception of its own office of origin, designate any of the 92 Madrid member countries or 2 intergovernmental organizations—the EU or the African Intellectual Property Organization (OAPI)—in which to seek and extend protection for their mark outside of their own Madrid member country. To the extent that these Madrid members represent possible export markets for the holder, the Madrid System replaces the need to file separate applications directly with each of their IP offices.

Applicants domiciled in a Madrid member country therefore choose one of the two options when seeking protection in countries abroad—the direct route i.e., the Paris route, or the Madrid route. Figure A.1.6 shows that, between 2004 and 2013, holders of international registrations have accounted for between 60% and 70% of all non-resident trademark filing activity—measured in internationally comparable class counts—occurring at the IP offices of Madrid members.

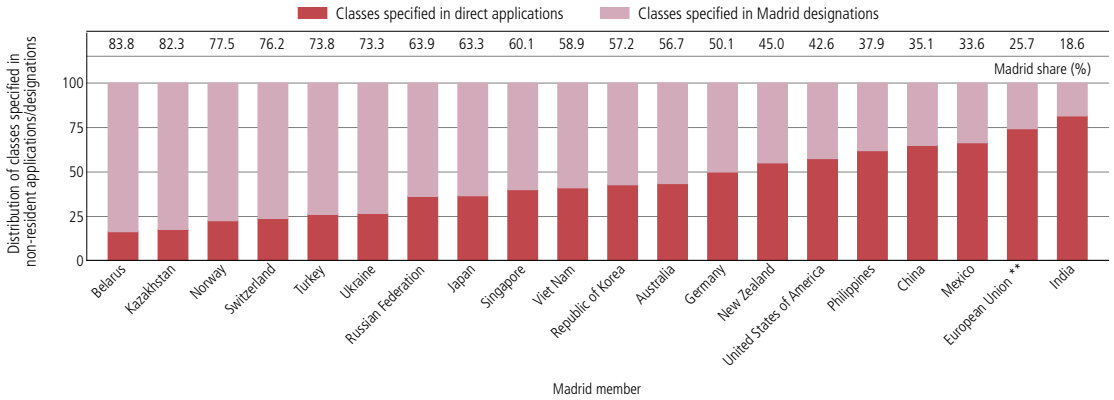
Figure A.1.6 Trend in classes specified in non-resident trademark applications by filing route (direct and Madrid)



Note: Direct application data are available only up to 2013; therefore, 2014 Madrid designation data are not included. The direct route refers to classes specified in applications filed by non-residents directly with national or regional IP offices of Madrid members only. The Madrid route refers to classes specified in designations received by offices via the Madrid System. For the sake of simplicity, designations are referred to as non-resident applications received via the Madrid System.

Source: WIPO Statistics Database, March 2015.

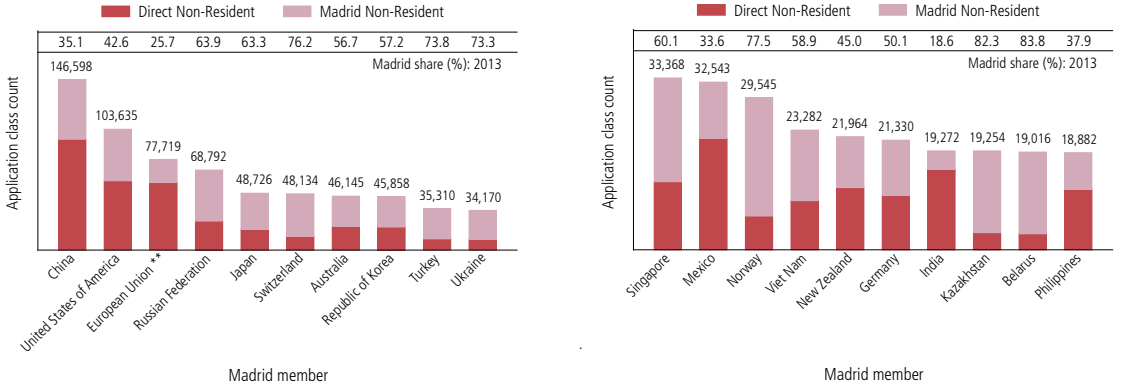
Figure A.1.7.1 Madrid share of total classes specified in non-resident applications for selected designated Madrid members, 2013



Note: **European Union indicates trademark activity occurring at its Office for Harmonization in the Internal Market (OHIM) and not within the IP offices of individual EU member states.

Source: WIPO Statistics Database, March 2015.

Figure A.1.7.2 Class count in non-resident applications by filing route for selected designated Madrid members, 2013



Note: The direct non-resident class count for the United States of America is estimated due to pending revision of its 2013 direct filing statistics. **Protection for registrations issued by the European Union's Office for Harmonization in the Internal Market (OHIM) is extended to all 28 EU member states.

Source: WIPO Statistics Database, March 2015.

A.1.7 Non-resident trademark applications by filing route and by office (direct and Madrid)

Figure A.1.7.1 shows how the use of the Madrid System by non-resident trademark holders varies across Madrid members. For instance, in smaller countries such as Belarus, Kazakhstan, Norway and Switzerland, the vast majority (i.e., between 76% and 84%) of filing activity from abroad arrived in the form of Madrid designations. Madrid members such as China, Mexico and the Philippines received about one-third of their trademark filing activity from abroad via the Madrid System. India, which recently joined the Madrid System in 2013, received 18.6% of its non-resident filing activity via the Madrid route. In the case of the EU, direct applications received via the Paris route were the primary source of all non-resident filing activity at its Office for Harmonization in the Internal Market (OHIM), with only about a quarter of such applications attributed to the Madrid System.

Rather than presenting the percentage shares of non-resident filing volumes for selected Madrid members via the Madrid route in descending order, figure A.1.7.2 goes further than figure A.1.7.1 by showing the actual numbers of classes specified in non-resident applications—together with their Madrid designation shares—for the same selected top designated Madrid members in 2013.

Although shares of non-resident filing activity occurring via the Madrid route in China and the US were lower than those of many other Madrid members, these two countries were nevertheless the most designated in international registrations, with designation class counts of about 51,400 and 44,100, respectively (represented by the top portions of the bars in figure A.1.7.2). Japan, the Russian Federation and Switzerland, each with a Madrid designation class count of between approximately 31,000 and 44,000, received the next highest volumes. Australia and Turkey also had similar designation class counts of around 26,000, albeit that their direct non-resident application class counts showed more variation.

A.2

Geographical coverage of Madrid international registrations

A.2.1 Designations in international registrations

Section A.2 builds on the analysis of the origin of international applications, for which international registrations are recorded, by mapping where holders use their registrations to seek international trademark protection.

When holders first apply for an international registration, they can initially choose any of the current 94 Madrid members in which they aim to extend protection for their trademarks. These are called designations.

Figure A.2.1.1 shows that the number of designations specified in new international registrations recorded in 2014 reached 292,598, down 4.4% on 2013. This is due to the similar decrease in international registrations.

As is the case for international applications and registrations, the general upward trend in designations since the 1990s has been due to the increase in Madrid membership over the years and the ensuing increased usage of the Madrid System, coupled with a general growth in trademark filings worldwide.

In 2014, holders of new international registrations designated, on average, about seven Madrid members, an average similar to that recorded every year since 2009. This average can either mean that holders wished to extend protection for their marks to seven different countries, or—if the EU were among the designated Madrid members—sought protection in 34 countries (6 countries plus 28 EU member states).

After reaching a peak of 12.1 in 2001, the average number of designations per registration began to decrease over time to the current stable level of seven. The decrease can be explained by the fact that the EU joined the Madrid System in 2004, and this has enabled registra-

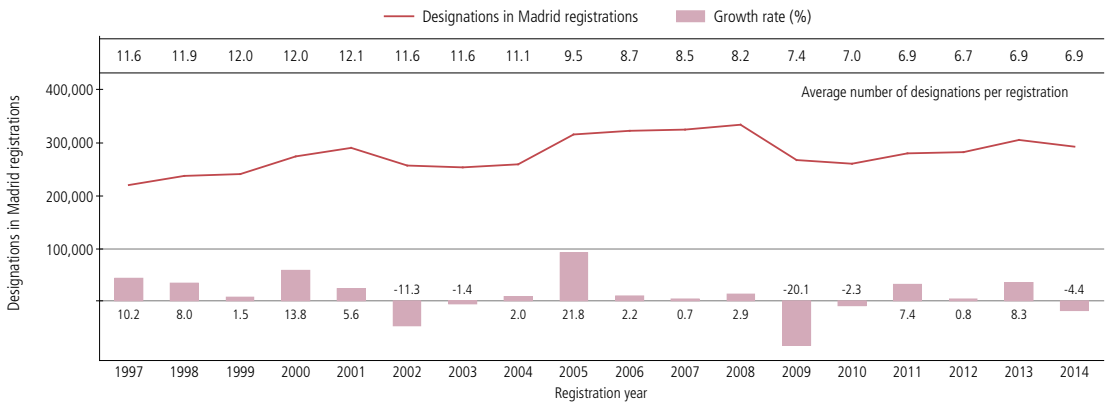
tion holders to designate the EU as a whole via a single designation rather than designating each individual member state separately.

International registration holders can designate any of the Madrid members in whose jurisdictions they wish to obtain protection for their marks internationally. Figure A.2.1.2 shows the total 292,598 designations distributed among new international registrations recorded in 2014. Similar to previous years, 17.2% of all new international registrations designated only a single Madrid member; an additional 15.8% of registrations contained two designations, 12.7% contained three, and 9.9% contained four. This means that four or fewer Madrid members were designated in over half (56%) of all 2014 international registrations. Slightly more than one-third of all registrations were used by holders to seek protection in between 5 and 15 Madrid member jurisdictions, and close to one-tenth (9.5%) chose to designate 16 or more Madrid members.

In some cases, a small number of registrations served to simultaneously extend protection to a large number of Madrid members. For example, only about 100 of the 42,430 registrations recorded in 2014 were used to designate 70 or more Madrid members. A total of 90 or more Madrid members were designated in about 40 international registrations.

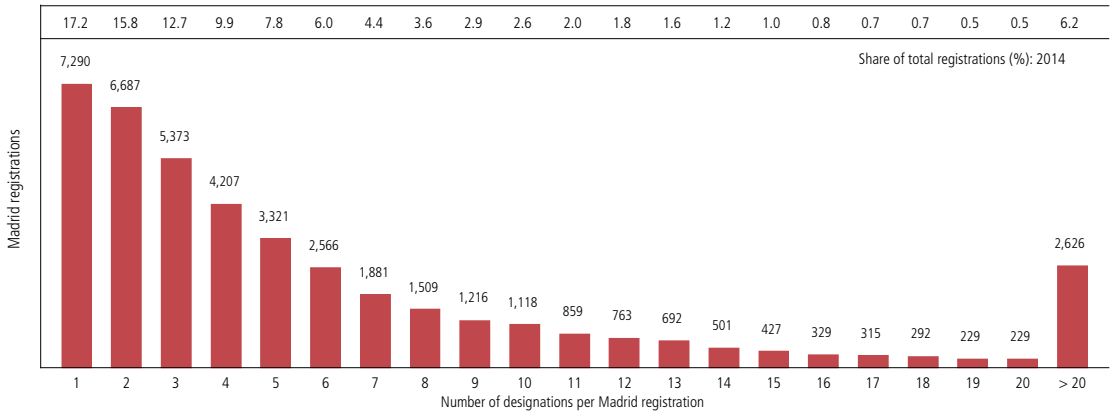
International registrations designating a single Madrid member show how trademark holders use the Madrid System in a staged manner to first obtain protection in the jurisdiction which is the highest priority for them, and later extend protection to other jurisdictions through subsequent designations filed in respect of the latter. For example, of the 7,290 international registrations recorded in 2014 that contained a single designation, 1,437 (or almost one-fifth of these) designated the EU—and, by default, its 28 member states—via OHIM, illustrating the importance of the EU market for Madrid applicants.

Figure A.2.1.1 Trend in designations in international registrations



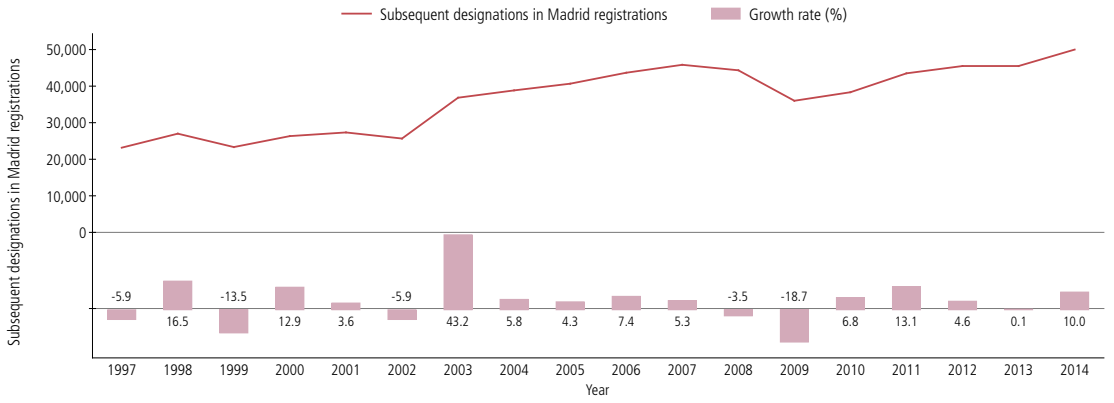
Source: WIPO Statistics Database, March 2015.

Figure A.2.1.2 Distribution of designations per international registration, 2014



Source: WIPO Statistics Database, March 2015.

Figure A.2.2 Trend in subsequent designations in international registrations



Source: WIPO Statistics Database, March 2015.

A.2.2 Subsequent designations in international registrations

As outlined in the previous subsection, holders of new international registrations initially define the geographical areas in which to protect their trademarks at the time of filing their Madrid international applications. While holding an active international registration, a trademark owner may later decide to seek protection in new markets by subsequently designating additional Madrid members. These may include existing members or new countries that have joined the Madrid System since the registration was first recorded. These designations are called subsequent designations. As their business grows, a trademark holder may use subsequent designations to extend protection for their mark to additional export markets.

Owing in part to Madrid System accessions and the incentive for holders to extend protection to new members' jurisdictions as well as existing ones, the long-term trend shows that subsequent designations in existing international registrations have more than doubled from about 23,000 in 1997 to just over 50,000 in 2014. International registration holders increased by 10% the number of subsequent designations made in 2014 compared to that in

2013. Among all Madrid members, Tunisia (+767), Mexico (+359) and India (+251) showed the largest increases in the numbers of subsequent designations received in 2014 compared to 2013.

Subsequent designations increased sharply by 43.2% in 2003, corresponding with the year in which the US became a member of the Madrid System and the year before the accession of the EU to the System. In contrast, subsequent designations decreased by 18.7% at the height of the economic crisis in 2009, on a par with the 20.1% drop in designations in new registrations (see figure A.2.1.1).

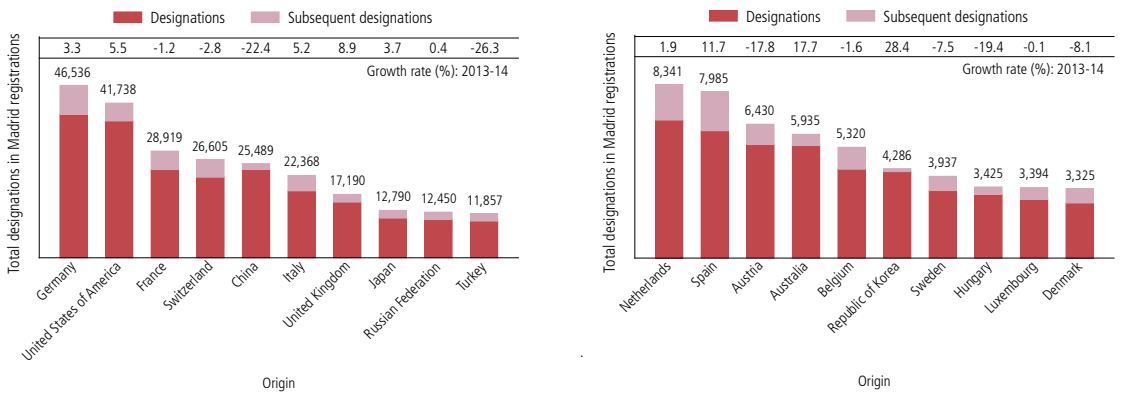
A.2.3 Designations in international registrations by origin

In order to capture the source of all designations made in new and existing international registrations, both designations and subsequent designations by origin are combined in figure A.2.3.1. For most origins, total designations comprise a ratio greater than 80:20 designations versus subsequent designations. This indicates that the trademark owner largely defines the countries in which to seek protection at the time the international application is first filed, while subsequently extending protection of the trademark to fewer Madrid members over the life of the active international registration.

The high volumes of designations for each of the listed top origins demonstrate how one international registration is effectively converted into simultaneous applications destined for a multitude of Madrid member IP offices. German holders (46,536) and US holders (41,738) recorded the highest numbers of total designations made via their international registrations in 2014. They were followed by holders from France, Switzerland and China, each recording between 25,000 and 29,000 total designations. The numbers of designations and subsequent designations for all origins are reported in statistical table 1 on page 63.

Growth in designations was highest for holders from the Republic of Korea (+28.4%), Australia (+17.7%) and Spain (+11.7%). However, half of the listed origins witnessed declines in their total numbers of designations; for example, origins such as Turkey (-26.3%) and China (-22.4%) saw decreases in both designations and subsequent designations in 2014 compared to 2013.

Figure A.2.3.1 Total designations in new and existing international registrations for the top 20 origins, 2014



Source: WIPO Statistics Database, March 2015.

Figure A.2.3.2 breaks down the number of designations per new international registration in 2014. This shows how holders of different origins differ in terms of deciding to which extent to seek protection abroad for their marks when they are first applying for an international registration. Of the top 20 origins defined in terms of designations, holders residing in Hungary designated the highest average number of Madrid members (i.e., 13.7) per new international registration they were issued in 2014. This is due to the fact that these holders designated more than 10 Madrid members in over half (57%) of their registrations. In contrast, for registrations of Australian origin (where each new registration contained an average of 4.5 designations), the corresponding figure was just 6%.

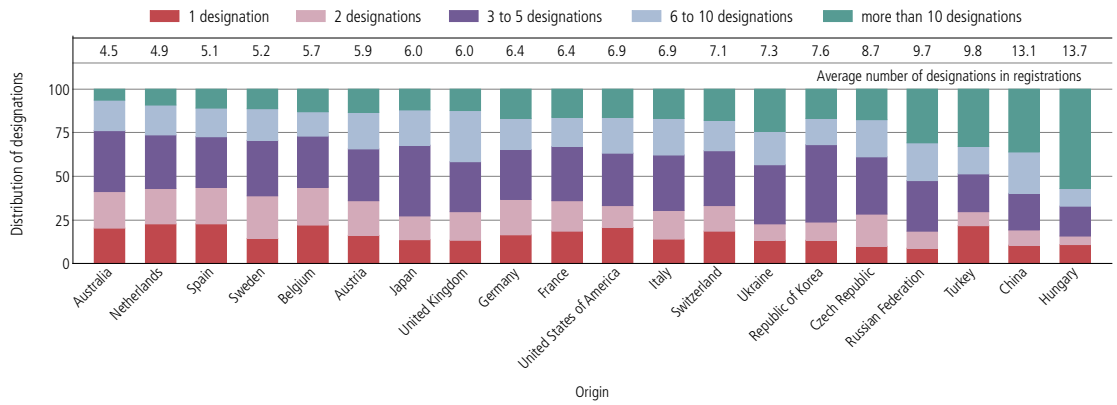
With the exception of designating their own office of origin, it was possible for international registration holders to designate 92 of the 94 Madrid members in 2014.[10] However, most of the holders of the listed origins designated, on average, between four and seven members in their new international registrations.

Similar to 2013, the distributions of the number of designations per international registration for the top six origins in figure A.2.3.3 show that, for Germany, France, Italy, Switzerland and the US, half of all new registrations in 2014 designated up to three or four Madrid members. The exception is China for which this number rises to seven.

Additionally, the indicators for these top origins show that around nine-tenths of all Madrid registrations originating in all of them, except in China, designated about 15 or fewer Madrid members. For China, it was 30 or fewer for the same share.

In general, only a very small percentage of all international registrations from these countries designated more than half of the 90 plus Madrid members. These percentages ranged from about 1% for Germany, France and Italy to approximately 6% for China.

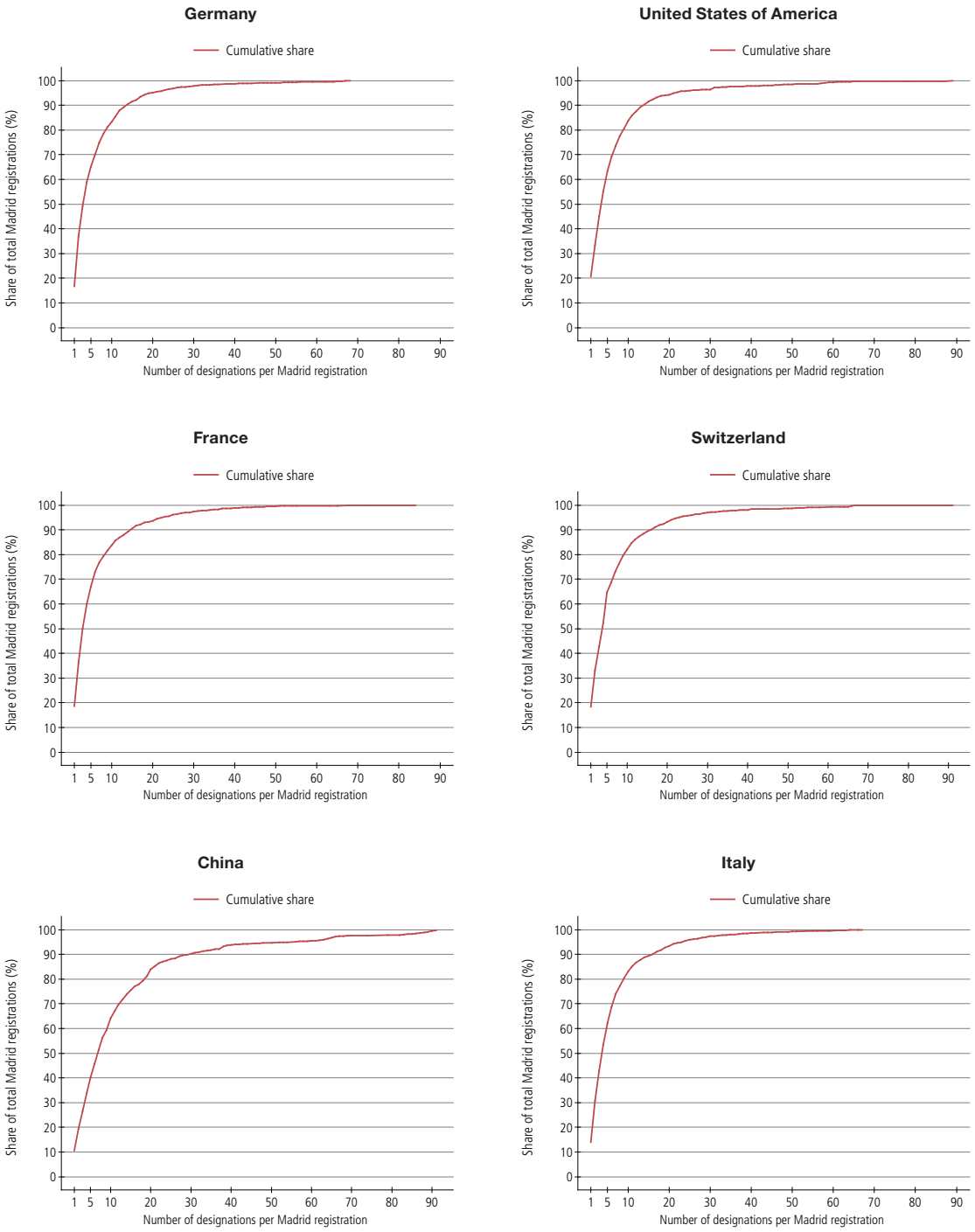
Figure A.2.3.2 Distribution of designations per new registration for the top 20 origins, 2014



Source: WIPO Statistics Database, March 2015.

10 Although the Organisation Africaine de la Propriété Intellectuelle (OAPI) and Zimbabwe joined the Madrid System in 2014, the Protocol only entered into force in March 2015.

Figure A.2.3.3 Distribution of the number of designations per new registration for the top 6 origins, 2014



Source: WIPO Statistics Database, March 2015.

A.2.4 Designations in international registrations by Madrid member

Figure A.2.4.1 shows the countries and the region—in the case of the EU—where international registration holders sought trademark protection in 2014 in the form of designations and subsequent designations. These 20 most designated Madrid members accounted for 61% of all designations in new registrations and just under half (49%) of all subsequent designations in existing ones, resulting in a combined share of 59% of total designations.

China, the only country to exceed 20,000 total designations (including subsequent designations), was the most designated member. Its slight growth of 0.2% resulted from an increase (+11%) in subsequent designations in existing registrations that offset a decline (-1%) in designations in new registrations. China was followed by both the EU (17,270) and the US (17,268), which were designated almost equally. Having only joined the Madrid System in 2013, Mexico appeared at 16th position in its first year as a member before moving up to the 10th position in 2014 following growth of 67.5%. India, another recent new member, also showed high growth, albeit from a lower base.

Among the 20 Madrid members, 16 showed decreases in the frequency with which they were designated in new and existing registrations. This reflects the fact that their decline in designations was not offset by increases in subsequent designations.

The upper panel of table A.2.4.2 shows total designations in Madrid registrations for the top 10 designated Madrid members from the top 20 origins in 2014. The lower panel of the table shows the percentage shares of total designations for these Madrid members from the top origins.

China had the largest and almost equal shares of designations from trademark holders domiciled in Germany (15%) and the US (14.6%), followed by those in France (9.6%) and Italy (8.6%). In the case of the EU, the highest shares of designations came from the US (19.7%), Germany (12.5%) and Switzerland (10.7%).

Designations from Germany accounted for the largest shares of totals for 5 of the top 10 designated Madrid members. These shares ranged from 15% of total designations in China to 28.5% of total designations in Switzerland. Designations of US origin constituted the largest shares for the remaining five top designated members, accounting for about one-fifth or more of the totals in Australia, Japan, Mexico and the EU.

Figure A.2.4.1 Designations in registrations for the top 20 designated Madrid members, 2014

Source: WIPO Statistics Database, March 2015.

In the Madrid System it is not possible for a trademark holder to designate, in an international registration, the Madrid member to which the holder is connected. However, a trademark holder may be entitled to use the Madrid System through more than one member. The holder may be domiciled in one member, have the nationality of another, and have an industrial or commercial establishment in yet another Madrid member. In table A.2.4.2, where designations exist for an origin that is the same as the designated Madrid member, this indicates that the trademark holder residing in this country of origin used another Madrid member country on which to base the original international registration.[11]

Table A.2.4.2 Designations in international registrations for the top 20 origins and top 10 designated Madrid members, 2014

Origin	Designated Madrid member (number of designations and subsequent designations)									
	CN	EU	US	RU	JP	CH	AU	KR	TR	MX
Australia	611	624	852	166	373	100	5	236	61	130
Austria	312	359	333	340	166	558	153	130	215	88
Belgium	348	332	318	254	162	287	132	132	169	123
China	41	582	951	1,014	750	455	720	753	545	438
Denmark	294	217	296	161	177	169	165	132	112	64
France	1,959	1,309	1,688	1,448	1,179	1,599	821	858	722	722
Germany	3,046	2,167	2,660	2,732	1,675	3,637	1,475	1,428	1,813	1,010
Hungary	55	40	30	161	14	31	15	12	117	8
Italy	1,751	930	1,615	1,563	1,020	999	618	741	768	499
Japan	1,147	891	1,102	515	18	310	555	914	313	345
Luxembourg	170	133	146	155	95	152	85	76	104	85
Netherlands	596	621	623	490	331	460	272	231	327	183
Republic of Korea	368	257	375	151	319	60	120	2	107	100
Russian Federation	424	177	262	14	104	113	93	120	184	114
Spain	563	194	622	497	298	247	232	207	264	498
Sweden	326	95	347	248	210	196	183	167	135	131
Switzerland	1,359	1,855	1,321	1,163	1,157	98	812	780	959	613
Turkey	298	187	290	638	137	141	115	92	2	67
United Kingdom	1,445	1,062	1,401	808	1,091	796	1,310	593	515	642
United States of America	2,965	3,396	54	1,510	2,499	1,210	2,539	1,913	981	2,083
Others	2,231	1,842	1,982	2,545	1,039	1,141	1,113	885	1,100	590
Total	**20,309**	**17,270**	**17,268**	**16,573**	**12,814**	**12,759**	**11,533**	**10,402**	**9,513**	**8,533**

Origin	Designated Madrid member (share of total designations %)									
	CN	EU	US	RU	JP	CH	AU	KR	TR	MX
Australia	3.0	3.6	4.9	1.0	2.9	0.8	0.0	2.3	0.6	1.5
Austria	1.5	2.1	1.9	2.1	1.3	4.4	1.3	1.2	2.3	1.0
Belgium	1.7	1.9	1.8	1.5	1.3	2.2	1.1	1.3	1.8	1.4
China	0.2	3.4	5.5	6.1	5.9	3.6	6.2	7.2	5.7	5.1
Denmark	1.4	1.3	1.7	1.0	1.4	1.3	1.4	1.3	1.2	0.8
France	9.6	7.6	9.8	8.7	9.2	12.5	7.1	8.2	7.6	8.5
Germany	15.0	12.5	15.4	16.5	13.1	28.5	12.8	13.7	19.1	11.8
Hungary	0.3	0.2	0.2	1.0	0.1	0.2	0.1	0.1	1.2	0.1
Italy	8.6	5.4	9.4	9.4	8.0	7.8	5.4	7.1	8.1	5.8
Japan	5.6	5.2	6.4	3.1	0.1	2.4	4.8	8.8	3.3	4.0
Luxembourg	0.8	0.8	0.8	0.9	0.7	1.2	0.7	0.7	1.1	1.0
Netherlands	2.9	3.6	3.6	3.0	2.6	3.6	2.4	2.2	3.4	2.1
Republic of Korea	1.8	1.5	2.2	0.9	2.5	0.5	1.0	0.0	1.1	1.2
Russian Federation	2.1	1.0	1.5	0.1	0.8	0.9	0.8	1.2	1.9	1.3
Spain	2.8	1.1	3.6	3.0	2.3	1.9	2.0	2.0	2.8	5.8
Sweden	1.6	0.6	2.0	1.5	1.6	1.5	1.6	1.6	1.4	1.5
Switzerland	6.7	10.7	7.6	7.0	9.0	0.8	7.0	7.5	10.1	7.2
Turkey	1.5	1.1	1.7	3.8	1.1	1.1	1.0	0.9	0.0	0.8
United Kingdom	7.1	6.1	8.1	4.9	8.5	6.2	11.4	5.7	5.4	7.5
United States of America	14.6	19.7	0.3	9.1	19.5	9.5	22.0	18.4	10.3	24.4
Others	11.0	10.7	11.5	15.4	8.1	8.9	9.7	8.5	11.6	6.9
Total	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

Note: Designated Madrid members: CN (China), EU (European Union), US (United States of America), RU (Russian Federation), JP (Japan), CH (Switzerland), AU (Australia), KR (Republic of Korea), TR (Turkey), and MX (Mexico)

Source: WIPO Statistics Database, March 2015.

11 For example, 18 registrations where the holder had an address in Japan also designated Japan.

A.3

Coverage of goods and services

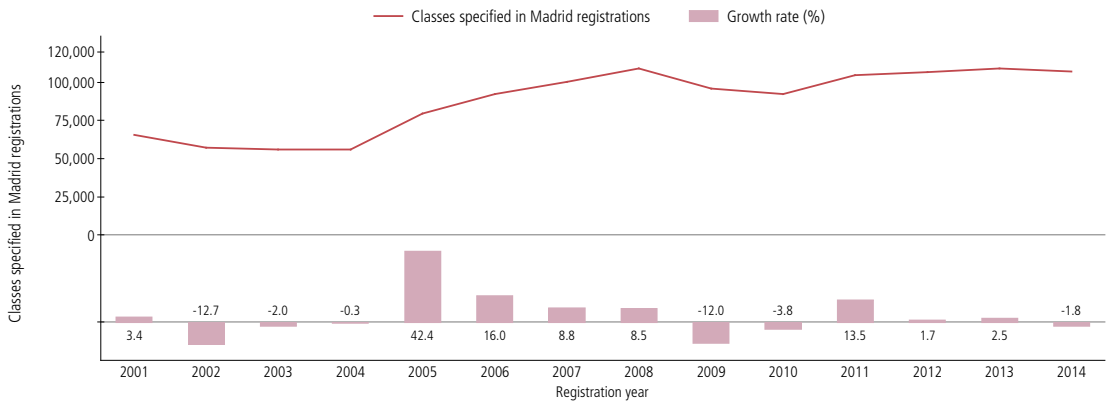
A.3.1 Classes specified in international registrations

Within the international trademark system, many offices have adopted the Nice Classification (NCL), an international classification of goods and services applied to trademark 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 (see *www.wipo.int/classifications/en/*). When filing an international application, applicants must specify all classes into which their marks fall, as it is not possible to add other classes at a later date. Some offices require the holder of a registration to prove use of the mark for the goods and services specified. For example, two Madrid members—the Philippines and the US—require actual use, where proof of use must be submitted directly to the offices concerned.

In 2014, about 107,000 classes were specified in the 42,430 international registrations recorded. This means that, on average, each registration contained a trademark that its owner intended to use for products or services categorized in two to three goods and/or services classes, a number that has remained unchanged for over a decade. Due to this stable average number of classes per registration, it stands to reason that the trend shares similarities with that for international registrations (see figure A.1.4).

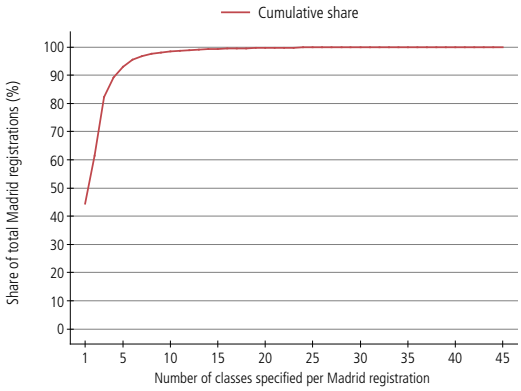
However, this average of two to three classes masks the variation in the number of classes specified across all international registrations. In fact, figure A.3.1.2 shows that 44.4%, or 18,828 of all international registrations recorded in 2014, indicated a single class to which the trademark applied, and 82% of total registrations included up to three classes. As trademarks were rarely classified in 11 or more of the 45 goods and services classes, the 658 registrations of this type represented only 1.6% of total registrations.

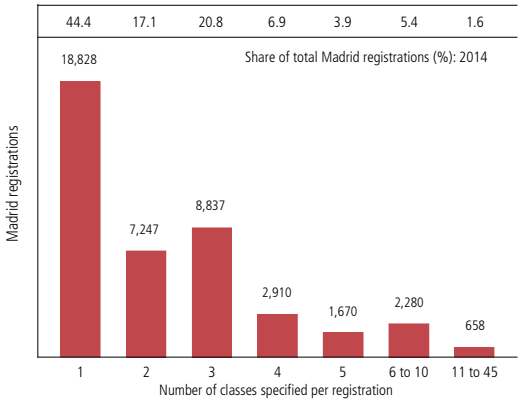
Figure A.3.1.1 Trend in the number of classes specified in international registrations



Source: WIPO Statistics Database, March 2015.

Figure A.3.1.2 Distribution of the number of classes specified per international registration, 2014





Source: WIPO Statistics Database, March 2015.

A.3.2 International registrations by class

Table A.3.2 lists the ranking and distribution of the individual classes specified in international registrations in 2014 together with their respective percentage changes from the previous year.

For more than a decade, the most specified class has been Class 9, which includes computer hardware and software and other electrical or electronic apparatus of a scientific nature. In 2014, Class 9 was specified in 9,740 Madrid registrations, representing 9.1% of all classes specified in registrations recorded. The other most specified classes were, for the fourth consecutive year: Class 35 (7.9%), which covers services such as office functions, advertising and business management; Class 42 (5.7%), which includes services provided by, for example, scientific, industrial or technological engineering and computer specialists; Class 5 (5%), which mainly covers pharmaceuticals and other preparations for medical purposes, and Class 25 (4.9%), which includes clothing. Three of the ten most specified classes were services classes.

The distribution of classes varies only slightly from year to year, and so the ranking of classes also remains largely unchanged. Whereas the top 10 of the total 45 goods and services classes combined accounted for about half of all classes specified in registrations in 2014, individually they accounted for only between 3% and 9% each of the total. The remaining 35 classes accounted for even smaller percentages.

About two-thirds of all classes saw decreases compared to the previous year; this can be attributed to a general decrease in international registrations in 2014. Among the top 20 classes, Class 33 (alcoholic beverages—except beers) demonstrated the highest annual decline (-10.4%), followed by Class 10 (surgical, medical, dental and veterinary apparatus and instruments) which fell by 9.9%.

The classes least specified in recent years include Class 15 (musical instruments), Class 13 (firearms; ammunition and projectiles; explosives; fireworks) and Class 23 (yarns and threads, for textile use). In 2014, they accounted for between only 158 and 185 each in the total 107,259 classes specified in international registrations.

Table A.3.2 Total international registrations by class, 2014

Class covers/includes	Year 2014	Growth (%): 2013-14	Share of total (%): 2014
Class 9: Computer hardware and software and other electrical or electronic apparatus of a scientific nature	9,740	-2.4	9.1
Class 35: Services such as office functions, advertising and business management	8,470	0.5	7.9
Class 42: Services provided by, for example, scientific, industrial or technological engineers and computer specialists	6,133	0.3	5.7
Class 5: Mainly pharmaceuticals and other preparations for medical purposes	5,362	-0.4	5.0
Class 25: Clothing, footwear and headgear	5,251	-7.7	4.9
Class 41: Services in the area of education, training, entertainment, sporting and cultural activities	5,084	1.8	4.7
Class 3: Mainly cleaning preparations and toilet preparations	3,961	-0.9	3.7
Class 16: Mainly paper, goods made from that material and office requisites	3,549	-5.7	3.3
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	3,339	-0.4	3.1
Class 7: Mainly machines, machine tools, motors and engines	3,155	-5.5	2.9
Class 18: Leather and imitations of leather, and products made therefrom, traveling bags and umbrellas	2,843	-6.8	2.7
Class 11: Apparatus for lighting, heating, steam generating, cooking, refrigerating, drying, ventilating, water supply and sanitary purposes	2,732	-2.1	2.5
Class 29: Meat, fish, poultry; frozen, dried and cooked fruits and vegetables	2,520	-1.0	2.3
Class 38: Telecommunications services	2,510	-1.2	2.3
Class 37: Building construction; repair; installation services	2,479	-2.7	2.3
Class 28: Games and playthings; gymnastic and sporting articles	2,294	2.1	2.1
Class 33: Alcoholic beverages (except beers)	2,233	-10.4	2.1
Class 32: Beers; mineral and aerated waters and other non-alcoholic beverages; fruit beverages and fruit juices; syrups and other preparations for making beverages	2,113	6.9	2.0
Class 36: Services relating to insurance, financial affairs, monetary affairs, and real estate affairs	2,101	5.1	2.0
Class 10: Surgical, medical, dental and veterinary apparatus and instruments	2,047	-9.9	1.9
Class 12: Vehicles; apparatus for locomotion by land, air or water	2,037	-2.3	1.9
Class 1: Chemicals used in industry, science and photography, as well as in agriculture	1,989	-7.5	1.9
Class 14: Mainly precious metals and their alloys and goods in precious metals or coated therewith, not included in other classes	1,935	-1.1	1.8
Class 20: Mainly furniture, mirrors, picture frames and goods made from, for example, wood, cork, reed, cane, wicker.	1,891	-9.1	1.8
Class 6: Mainly includes common metals and their alloys and goods of common metal not included in other classes	1,856	-5.0	1.7
Class 39: Services related to transport, packaging and storage of goods, and travel arrangement	1,845	4.7	1.7
Class 21: Mainly household or kitchen utensils and containers; combs and sponges; articles for cleaning purposes, glassware, porcelain and earthenware	1,813	-1.7	1.7
Class 43: Services for providing food and drink; temporary accommodation	1,741	8.3	1.6
Class 44: Medical services; veterinary services; hygienic and beauty care for human beings or animals; agriculture, horticulture and forestry services	1,613	5.9	1.5
Class 24: Textiles and textile goods, not included in other classes; bed covers; table covers	1,424	-7.0	1.3
Class 19: Mainly non-metallic building materials and asphalt	1,302	-4.9	1.2
Class 40: Services related to the treatment of materials	1,270	6.5	1.2
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	1,226	1.6	1.1
Class 17: Mainly rubber, plastics in extruded form for use in manufacture; packing, stopping and insulating materials; non-metallic flexible pipes	1,184	-6.8	1.1
Class 31: Mainly grains and agricultural, horticultural and forestry products; live animals; fresh fruits and vegetables; seeds	1,151	4.5	1.1
Class 8: Hand tools and implements (hand-operated); cutlery; side arms; razors	1,033	-2.7	1.0
Class 4: Mainly industrial oils, lubricants, fuels and illuminants	778	3.3	0.7
Class 2: Mainly paints, varnishes, lacquers	739	3.6	0.7
Class 34: Tobacco; smokers' articles; matches	604	-1.8	0.6
Class 27: Carpets, rugs, mats and matting, linoleum and other materials for covering existing floors; wall hangings (non-textile)	512	-0.8	0.5
Class 26: Lace and embroidery, ribbons and braid; buttons, hooks and eyes, pins and needles; artificial flowers	456	0.0	0.4
Class 22: Mainly ropes, string, nets, tents, awnings, tarpaulins, sails, sacks and bags (not included in other classes)	430	1.4	0.4
Class 15: Musical instruments	185	-10.6	0.2
Class 13: Firearms; ammunition and projectiles; explosives; fireworks	171	8.2	0.2
Class 23: Yarns and threads, for textile use	158	-18.6	0.1
Total	**107,259**	**-1.8**	**100.0**

Note: For full class definitions see: *www.wipo.int/classifications/nice/en/.*

Source: WIPO Statistics Database, March 2015.

A.3.3 International registrations by class, industry sector and origin

Figure A.3.3.1 groups the 45 Nice classes into 10 industry sectors, of which some comprise a mix of goods and services classes. It shows the distribution of classes within each industry sector along with the industry sector share of total classes specified in international registrations.

Scientific research, and information and communication technologies (Research & Technology), which includes top Nice Class 9, is the industry sector that accounted for the highest share (18.3%) of all filing activity via the Madrid System in 2014, up three percentage points on its 2004 share. It is followed by the agricultural products and services (Agriculture); textiles, clothing and accessories (Clothing); and pharmaceuticals, health and cosmetics (Health) sectors, each accounting for between 12% and 13% of all classes specified in international registrations. The chemicals sector continued to receive the lowest share (3.3%) of filing activity.

The distribution of registrations across industries has remained stable between 2004 and 2014. Like class rankings, the shares of class groups differ across offices.

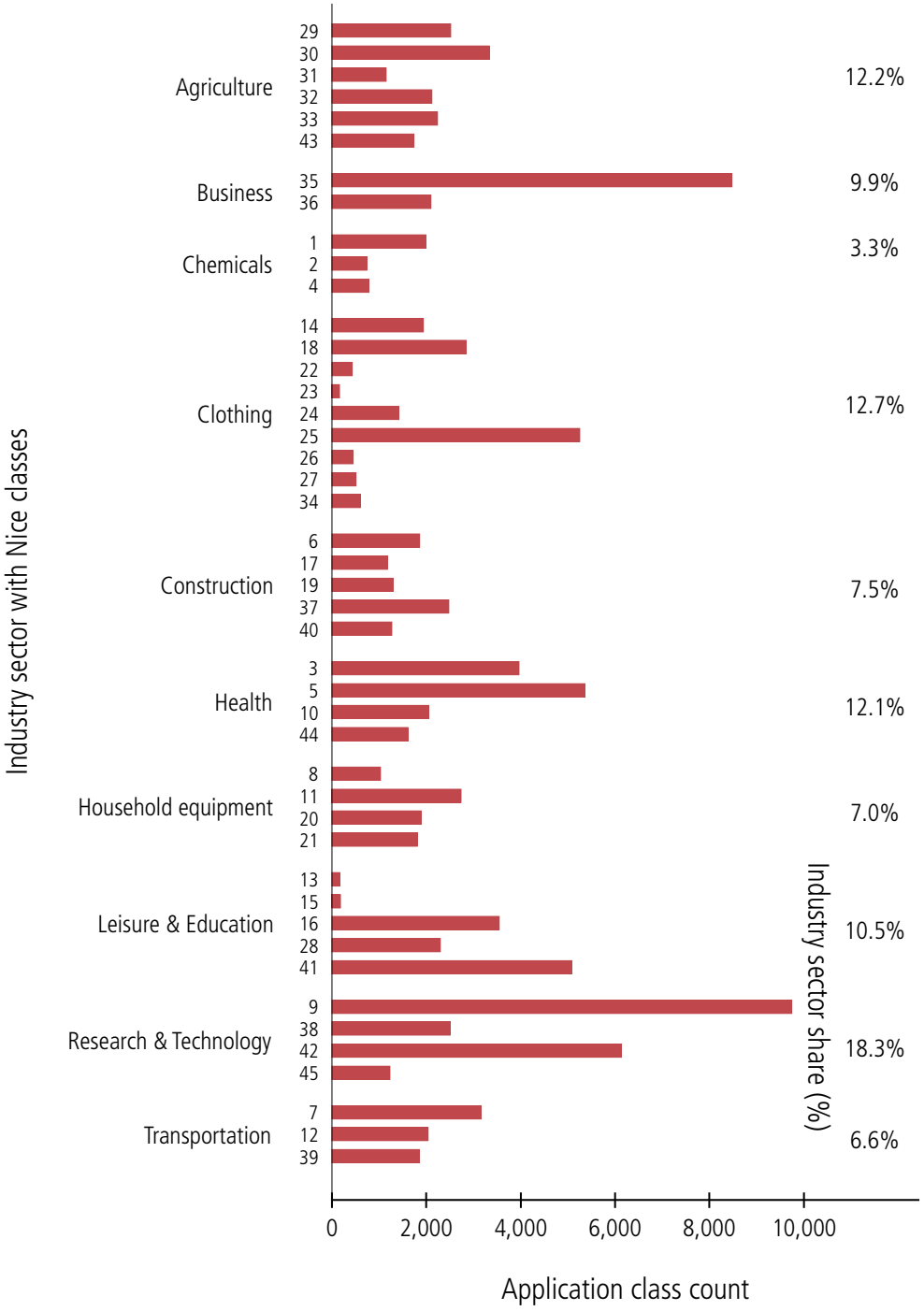
Table A.3.3.2 presents the distribution of total classes specified in international registrations according to industry sectors for the top five origins.

A total of 18,969 holders from Germany specified the highest number of classes in their 6,072 international registrations recorded in 2014. When considering class counts, 8,835 classes were specified in registrations of US origin, whereby placing the US class count behind France's 11,727 class count. This is due to the fact that applicants domiciled in France tend to specify more classes in their registrations. It is similar to the situation that applies to the UK whose residents had the sixth highest number of international registrations in 2014. However, once class counts were taken into account, the UK was ranked fifth.

Table A.3.3.2 shows that at the industry level, classes associated with the sector relating to scientific research, information and communication technologies (Research & Technology) were the most specified in Madrid registrations for all top five origins, ranging from 19.2% of France and Switzerland's total class count to 27.7% of all classes specified in registrations from the US.

For Germany, three industry sectors—agricultural products and services; leisure, education and training, and pharmaceuticals, health and cosmetics—had almost identical shares of around 10%. This puts them on a par with each other in terms of being the next most frequently specified industries for registrations of this origin. In the case of France, registrations relating to the pharmaceuticals, health and cosmetics sector, the textiles, clothing and accessories sector, and agricultural products and services almost tied for second position, with each sector accounting for about 12% of total classes. Classes relating to the pharmaceuticals, health and cosmetics sector ranked second for registrations of Swiss origin (15.1%) and US origin (13.9%). In the case of registrations from the UK, the textiles sector, which accounted for 16.2% of the total class count, was the second most specified sector. Agricultural products and services accounted for over 10% of all class counts in registrations of French, German and Swiss origin. German registrations had higher shares of total registrations dedicated to the construction and infrastructure sector; household equipment; and transportation and logistics sectors, than did those of the other four listed origins.

Figure A.3.3.1 International registrations by industry sector, 2014



Note: Industry sectors based on class groups are those defined by Edital®. Some industry sectors are abbreviated. See page 69 in the annex for full definitions. For full class definitions, see *www.wipo.int/classifications/nice/en/*.

Source: WIPO Statistics Database, March 2015.

Table A.3.3.2 International registrations by industry sector and top five origins, 2014

Industry sector	Origin									
	Class count					Share of total (%)				
	DE	FR	US	CH	UK	DE	FR	US	CH	UK
Agricultural products and services	1,985	1,377	608	959	584	10.5	11.7	6.9	11.2	8.4
Chemicals	692	358	245	243	155	3.6	3.1	2.8	2.8	2.2
Construction, Infrastructure	1,799	902	419	553	373	9.5	7.7	4.7	6.5	5.3
Household equipment	1,730	755	461	401	382	9.1	6.4	5.2	4.7	5.5
Leisure, Education, Training	1,966	1,303	1,054	953	1,002	10.4	11.1	11.9	11.1	14.3
Management, Communications, Real estate and Financial Services	1,560	1,205	871	980	735	8.2	10.3	9.9	11.4	10.5
Pharmaceuticals, Health, Cosmetics	2,016	1,418	1,231	1,293	865	10.6	12.1	13.9	15.1	12.4
Scientific research, Information and Communications technology	3,732	2,253	2,444	1,640	1,463	19.7	19.2	27.7	19.2	20.9
Textiles—Clothing and Accessories	1,816	1,402	1,008	1,113	1,135	9.6	12.0	11.4	13.0	16.2
Transportation and Logistics	1,673	754	494	428	295	8.8	6.4	5.6	5.0	4.2
Total	**18,969**	**11,727**	**8,835**	**8,563**	**6,989**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

Note: See page 69 in the annex for the class composition of industry sectors as defined by Edital®.
Origin codes: DE (Germany), FR (France), US (United States of America), CH (Switzerland), and UK (United Kingdom)

Source: WIPO Statistics Database, March 2015.

Table A.3.3.3 Services versus goods classes in registrations for selected origins, 2004 versus 2014

Origin	2004 (%)		2014 (%)		Change in services class share compared to 2004 (percentage points)
	Goods	Services	Goods	Services	
Luxembourg	69.9	30.1	56.9	43.1	13.0
Switzerland	64.5	35.5	61.6	38.4	2.9
France	72.4	27.6	62.9	37.1	9.5
Australia	78.9	21.1	63.0	37.0	15.9
United States of America	73.8	26.2	63.8	36.2	10.0
Austria	70.8	29.2	64.3	35.7	6.5
Netherlands	73.2	26.8	65.2	34.8	8.0
United Kingdom	69.3	30.7	65.2	34.8	4.1
Sweden	76.4	23.6	65.9	34.1	10.5
Belgium	74.1	25.9	66.0	34.0	8.1
Spain	73.0	27.0	67.8	32.2	5.2
Germany	74.5	25.5	68.9	31.1	5.6
Denmark	77.0	23.0	69.7	30.3	7.3
Russian Federation	71.7	28.3	70.5	29.5	1.2
Turkey	87.5	12.5	73.4	26.6	14.1
Hungary	86.4	13.6	76.6	23.4	9.8
Japan	87.8	12.2	78.2	21.8	9.6
Italy	83.0	17.0	78.3	21.7	4.7
Republic of Korea	75.8	24.2	78.8	21.2	-3.0
China	95.5	4.5	88.0	12.0	7.5

Source: WIPO Statistics Database, March 2015.

The first 34 of the Nice classes cover goods, whereas the remaining 11 classes cover services. In recent years, an increasing number of registrations have been recorded for marks that apply to the service industry. In 2014, services classes accounted for close to one-third (32.2%) of all classes specified in international registrations, representing an increase of about six percentage points on the share recorded in 2004.

However, the goods/services class shares differ across origins. For example, among the selected origins presented in table A.3.3.3, Luxembourg had the highest share (43.1%) of services-related classes in 2014. It was followed by Switzerland (38.4%), France (37.1%), Australia (37.0%) and the US (36.2%), reflecting the developed service sectors of these countries. Conversely, China had by far the lowest services class share among these selected origins, accounting for just 12% of its total class count, which nevertheless was much higher than its 4.5% share in 2004.

The largest changes in shares between 2004 and 2014 occurred in Australia, where the services class share increased by 15.9 percentage points, and in Turkey where the increase was 14.1 percentage points.

A.3.4 International registrations by class and designated Madrid member

Table A.3.4 shows the top five designated Madrid members, both in terms of class counts and in terms of the top 10 classes specified in all international registrations recorded in 2014. These top five Madrid members are the same in terms of designations in registrations (see figure A.2.4.1).

Consistent with the shares of international registrations reported in subsection A.3.2, the top 10 classes also accounted for about half of all classes specified in registrations for the top five designated Madrid members; percentages ranged from 47.7% for Japan to 50.8% for the Russian Federation. Although the numbers differ for each class among these top-listed Madrid members, their shares of the totals are of a similar magnitude for most of the top 10 classes.

Class 9, which includes computer hardware and software, was the most specified class for all top five designated Madrid members. Moreover, among these members, Japan (11.5%) and the US (11.2%) had the highest concentrations of this class in their total class counts. Class 35 (services such as office functions, advertising and business management) also ranked high for these designated members, with the EU (7.6%) and the US (7.3%) showing the highest concentrations. Class 42 (services provided by, for example, scientific, industrial or technological engineers and computer specialists) ranked as the third most designated class for China (5.7%), the EU (6.8%) and the US (6.8%). However, Class 25 (clothing, footwear and headgear) was the third most specified class in designations for the Russian Federation (5.4%). Class 30 (which includes foodstuffs of plant origin) was the 10th most specified class for all these listed origins, accounting for between 2% and 3% of all classes.

Table A.3.4 Registrations by class and office: top 10 classes for the top 5 designated Madrid members, 2013

Goods and services classes specified in designations

Class	Designated Madrid members				
	CN	US	EU	RU	JP
Class 9: Computer hardware and software and other electrical or electronic apparatus of a scientific nature	5,265	4,972	4,446	3,699	3,448
Class 35: Services such as office functions, advertising and business management	3,544	3,268	3,222	2,889	1,841
Class 42: Services provided by, for example, scientific, industrial or technological engineers and computer specialists	3,020	3,022	2,899	2,027	1,907
Class 5: Mainly pharmaceuticals and other preparations for medical purposes	2,226	1,573	1,976	2,207	1,577
Class 25: Clothing, footwear and headgear	2,901	2,359	1,939	2,267	1,848
Class 41: Services in the area of education, training, entertainment, sporting and cultural activities	2,194	2,180	2,153	1,521	1,309
Class 3: Mainly cleaning preparations and toilet preparations	2,043	1,496	1,518	1,904	1,250
Class 16: Mainly paper, goods made from that material and office requisites	1,634	1,459	1,345	1,202	890
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	1,334	1,104	1,020	1,203	694
Class 7: Mainly machines, machine tools, motors and engines	1,937	1,560	1,299	1,545	965
Others	26,718	21,480	20,769	21,137	14,336
Total	**52,816**	**44,473**	**42,586**	**41,601**	**30,065**

Distribution of goods and services classes specified in designations (%)

Class	Designated Madrid members				
	CN	US	EU	RU	JP
Class 9: Computer hardware and software and other electrical or electronic apparatus of a scientific nature	10.0	11.2	10.4	8.9	11.5
Class 35: Services such as office functions, advertising and business management	6.7	7.3	7.6	6.9	6.1
Class 42: Services provided by, for example, scientific, industrial or technological engineers and computer specialists	5.7	6.8	6.8	4.9	6.3
Class 5: Mainly pharmaceuticals and other preparations for medical purposes	4.2	3.5	4.6	5.3	5.2
Class 25: Clothing, footwear and headgear	5.5	5.3	4.6	5.4	6.1
Class 41: Services in the area of education, training, entertainment, sporting and cultural activities	4.2	4.9	5.1	3.7	4.4
Class 3: Mainly cleaning preparations and toilet preparations	3.9	3.4	3.6	4.6	4.2
Class 16: Mainly paper, goods made from that material and office requisites	3.1	3.3	3.2	2.9	3.0
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	2.5	2.5	2.4	2.9	2.3
Class 7: Mainly machines, machine tools, motors and engines	3.7	3.5	3.1	3.7	3.2
Others	50.6	48.3	48.8	50.8	47.7
Total	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

Note: For full class definitions see *www.wipo.int/classifications/nice/en/.* Designated Madrid member codes: CN (China), US (United States of America), EU (European Union), RU (Russian Federation), and JP (Japan)

Source: WIPO Statistics Database, March 2015.

A.4

Provisional refusals

A.4.1 Overall trend

Any designated Madrid member has the right to refuse protection for an international registration within its territory.[12] If a Madrid member's IP office refuses to grant protection, it must notify the IB of this decision within 12 or 18 months (12 months unless the Madrid member has made the declaration of 18 months under the Protocol) from the date of the notification from WIPO.[13] The provisional refusal is recorded in the International Register, published in the *Gazette*, and the IB sends a copy of the notification to the mark holder. If a designated Madrid member does not notify the IB of any provisional refusal within these time limits, protection is deemed granted in the territory concerned. In addition, a mandatory requirement of statement of grant of protection was introduced in the Madrid System in 2011. This means that where an office, before the expiry of the time limit for refusals (12 or 18 months), has completed all its examination procedures and finds no grounds for refusal, it is obliged to submit to the IB a statement of grant of protection. This is a useful additional feature because many users now receive a document explicitly affirming the protection of their rights.

Figure A.4.1 shows the number of provisional refusals issued by designated Madrid members between 1997 and 2014 covering both total and partial provisional refusals. In 2014, the number of provisional refusal notifications received by the IB from all Madrid members totaled 97,953, representing a 15.6% increase on the previous year and the largest number of refusals ever received. Provisional refusals of international registrations increased sharply in both 2005 and 2006, exceeding 20% growth in both years. These refusals followed not long after the accession of the US to the Madrid System in late 2003. Since 2004, this Madrid member's IP office has issued the most refusals of international registrations. For every year since 2005, between 17% and 21% of all refusals worldwide were issued by the United States Patent and Trademark Office (USPTO). The high rate of refusals is largely due to its requirement for specifying goods and services.

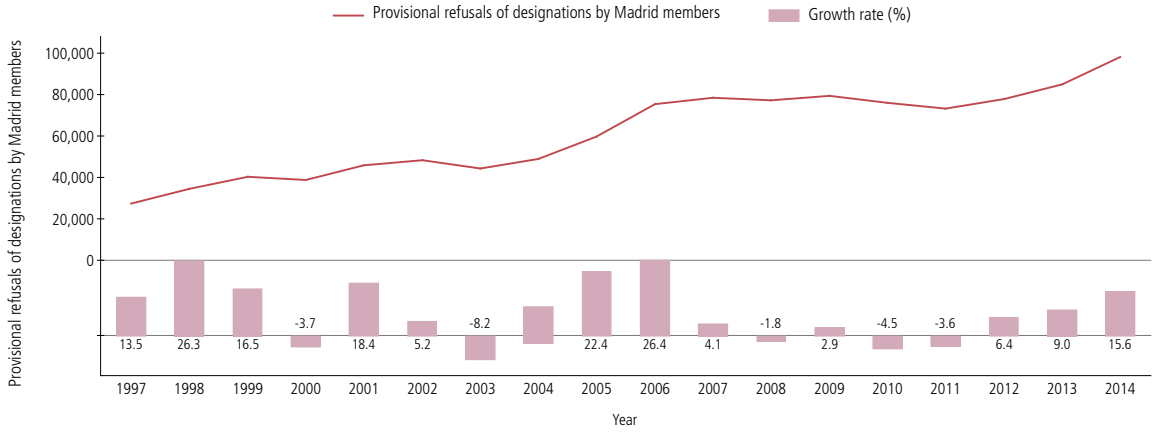
For each year since 2010, provisional refusals have represented a refusal rate of between 24% and 28% of total designations.[14] However, it should be noted that the refusal data presented here include partial and provisional refusals, which may be overturned at a later date.

12 In general, a provisional refusal can be made on absolute grounds (such as trademarks that are likely to deceive consumers, or marks that are devoid of any distinctive character) and/or on relative grounds (trademarks that have been applied for but are in conflict with an earlier mark); depending on the applicable domestic legislation.

13 The specific time limit of 12 or 18 months is only for the provisional refusal; there is no time limit in the Madrid System for issuing the following final decision.

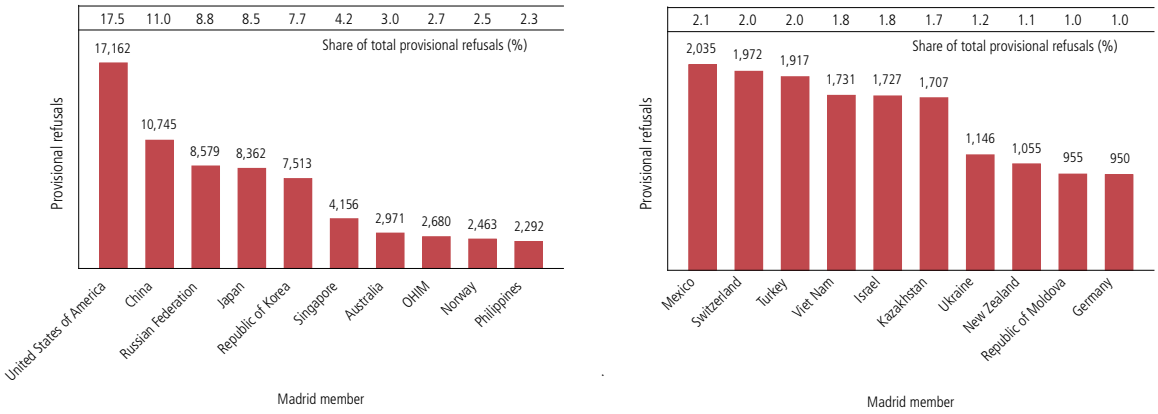
14 The refusal rate is a proxy that is calculated as follows: the total number of provisional refusals issued for a given year divided by the total number of designations—including subsequent designations—received in the year prior to that given year. Designation data are lagged by one year, as designated members have up to 12 months under the Madrid Agreement (18 months under the Protocol) to notify the IB of their decision to refuse protection.

Figure A.4.1 Trend in provisional refusals of designations in international registrations



Source: WIPO Statistics Database, March 2015.

Figure A.4.2 Provisional refusals of designations by selected designated Madrid members, 2014



Source: WIPO Statistics Database, March 2015.

A.4.2 Provisional refusals of designations in international registrations by designated Madrid member

In 2014, the US issued 17,162 provisional refusals, accounting for 17.5% of all international registrations refused. China (10,745), the Russian Federation (8,579) and Japan (8,362) also issued large numbers of provisional refusals, each accounting for between 8% and 11% of the total. Together, the top 20 Madrid members issued 84% of all provisional refusals.

Whereas 2014 refusal rates were high for some Madrid members, those for the EU, Switzerland and Ukraine were lower, ranging from 12% to 15% of the designations they received in 2013.

A.5

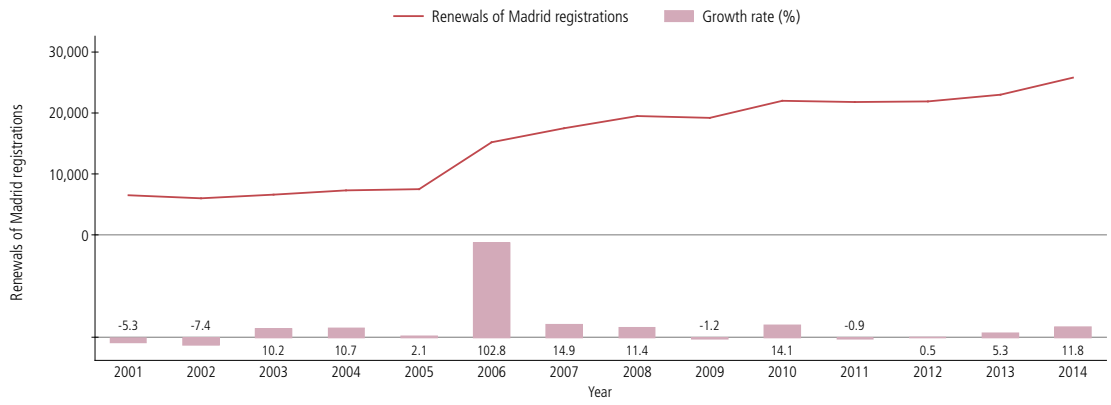
Renewals

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 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 designated Madrid members or only some of them.

A.5.1 Overall trend

International registration holders renewed 25,729 registrations in 2014, representing an increase of 11.8% on 2013 and marking the third consecutive year of growth. The number of renewals made in a given year depends on both the number of registrations recorded 10 years prior to that given year as well as the number of renewals recorded 10 years prior to that given year.[15] Therefore, the trend seen in figure A.5.1 is only a partial reflection of the trend in registrations with a 10-year lag. While their numbers remained between only 6,000 and 7,500 from 2001 to 2005, renewals of Madrid registrations sharply increased in 2006. Since then, they have followed an upward trend, notwithstanding modest declines in 2009 and 2011. The high growth in renewals seen in 2006 resulted from a change in the renewal period from 20 to 10 years that came into effect in 1996.

Figure A.5.1 Trend in renewals of international registrations



Source: WIPO Statistics Database, March 2015.

15 In addition, due to the change in the renewal period (from 20 years to 10 years) that came into effect in 1996, the number of registrations made 20 years prior to that still influences the total number of renewals. This will remain the case until 2016.

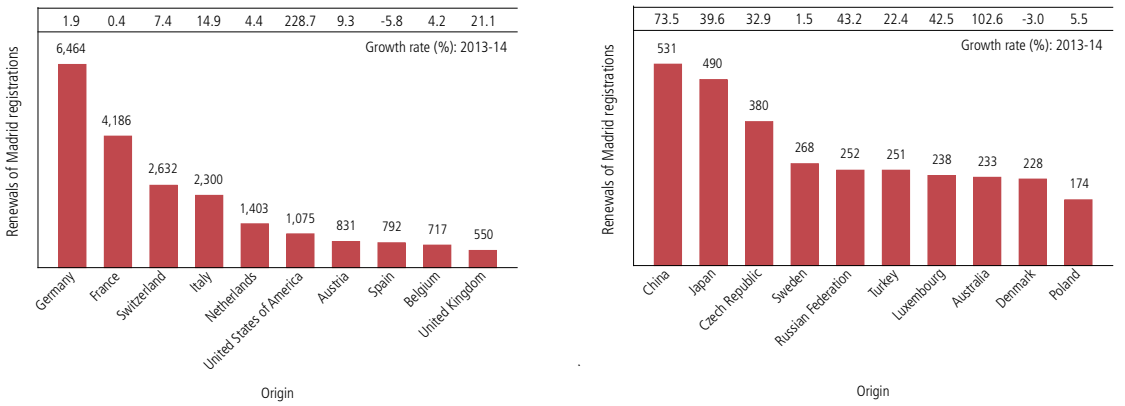
A.5.2 Renewals of international registrations by origin

As was the case in 2013, holders of international registrations originating in Germany filed the highest number of renewals (6,464) in 2014. Again, they were followed by holders located in France (4,186), Switzerland (2,632), Italy (2,300) and the Netherlands (1,403). Of the top 20 origins for renewals, all but two saw growth on the previous year. The US more than tripled its renewals, moving from 11th position in 2013 to 6th position in 2014. This is due to the fact that the Madrid registrations of US origin recorded in 2004, shortly after the US joined the Madrid System, were up for renewal in 2014. Combined, the top 20 origins accounted for around 93% of all renewals recorded in 2014.

A.5.3 Designations in renewals of international registrations

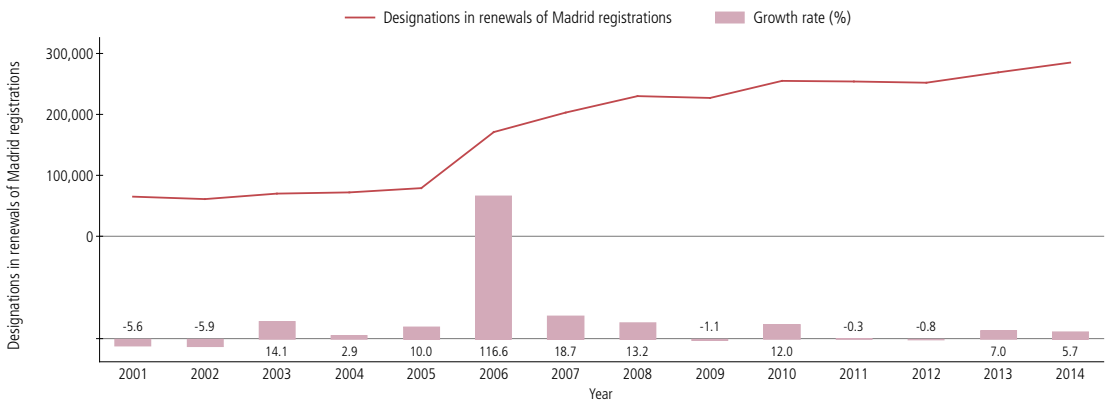
When renewing their international registrations, holders decide to maintain or reduce the geographical coverage of their marks by maintaining or modifying the number of Madrid members designated. Figure A.5.3 presents the number of designations contained in renewals of international registrations. In 2014, the total number of designations in renewals amounted to 284,216, representing an increase of 5.7% on 2013. The long-term trend is similar to that for registration renewals, with growth rates largely mirroring one another due to a stable average of between 10 and 12 designations per renewal over the 14-year period shown.

Figure A.5.2 Renewals of international registrations for the top 20 origins, 2014



Source: WIPO Statistics Database, March 2015.

Figure A.5.3 Trend in designations in renewals of international registrations



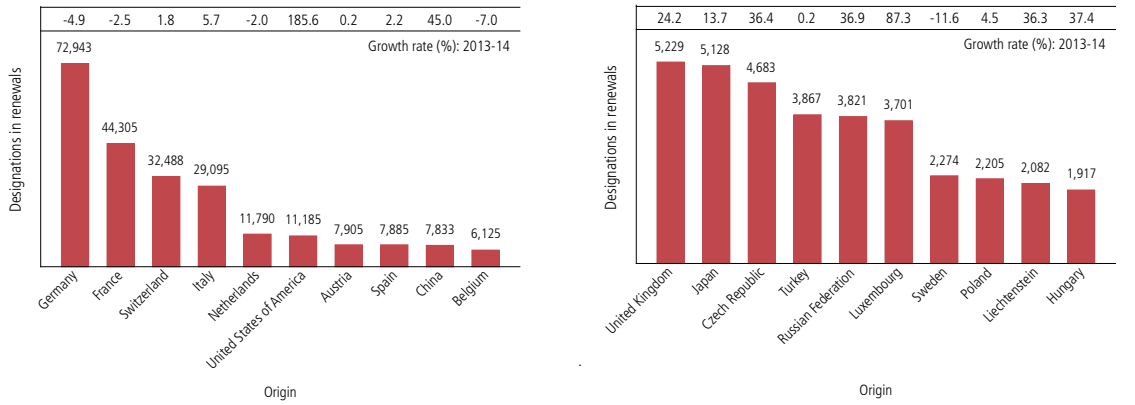
Source: WIPO Statistics Database, March 2015.

A.5.4 Designations in renewals by origin

Figure A.5.4 shows the numbers of such designations contained in renewals for the top 20 origins. This list of origins and their rankings closely follow those for renewals of international registrations presented in figure A.5.2. The notable exceptions are China, Poland and Turkey, whose holders each ranked two places higher than for renewals when designations in their respective renewals were taken into account. On average, holders domiciled in China, the Russian Federation and Turkey designated approximately 15 Madrid members per renewal. This is higher than the 8 designations in renewals from the Netherlands and the 10 designations in renewals of Spanish or US origin.

For the top 20 origins, the number of designations indicated in renewals of Madrid registrations showed the highest year-on-year growth for those of US origin (+185.6%); the reason for this growth was the same as that outlined in subsection A.5.2. The next highest growth rates in designations in renewals were from Luxembourg (+87.3%) and China (+45%). Whereas 15 of the 20 origins demonstrated growth in designations in renewals from 2013 to 2014, 5 sustained decreases, with Sweden (-11.6%) and Belgium (-7%) experiencing the largest declines.

Figure A.5.4 Designations in renewals for the top 20 origins, 2014



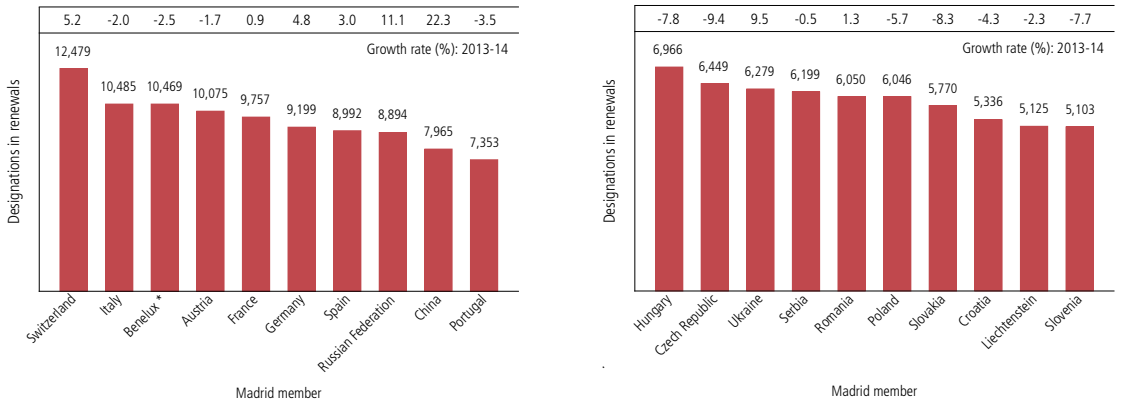
Source: WIPO Statistics Database, March 2015.

A.5.5 Designations in renewals by designated Madrid member

Figure A.5.5 presents the top 20 designated Madrid members with regard to renewals of international registrations. At 12,479, Switzerland was the most designated Madrid member in terms of renewals in 2014. Like the Swiss IP office, both the Benelux Office for Intellectual Property (BOIP)—acting on behalf of Madrid members Belgium, Luxembourg and the Netherlands—and the offices of Italy and Austria each received more than 10,000 designations in renewals. The composition of the top 20 designated members in 2014 was almost identical to that for the previous year, albeit with slightly different rankings. For example, Ukraine moved from 17th position in 2013 to 13th position in 2014 due to its 9.5% growth. Together, these 20 designated Madrid members accounted for 55% of all designations in renewals for 2014.

Despite the annual increases in both renewals and designations in renewals shown in figure A.5.1 and figure A.5.3, 12 of the 20 listed top designated Madrid members saw declines in designations in renewals from 2013 to 2014. Most of these were Eastern European countries such as the Czech Republic (-9.4%) and Slovakia (-8.3%).

Figure A.5.5 Top designated Madrid members in renewals of international registrations, 2014



Note: *The Benelux Office for Intellectual Property (BOIP) is the official trademark registration office for Madrid members Belgium, Luxembourg and the Netherlands.

Source: WIPO Statistics Database, March 2015.

A.6

Active international registrations

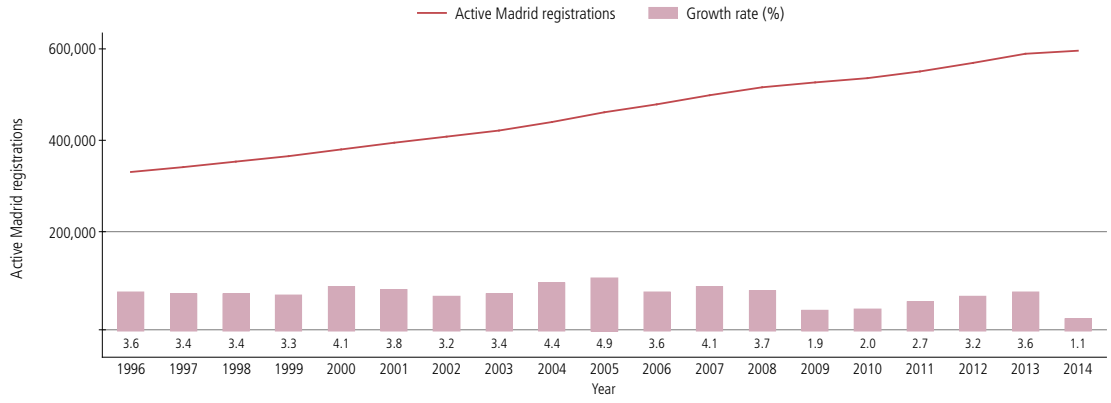
Trademark registrations can be maintained indefinitely as long as the trademark holder pays the associated renewal fees and, in some jurisdictions, proves that the mark is being actively used. The procedures for registering trademarks are governed by the rules and regulations of national and regional IP offices. Data on marks in force (active registrations) provide an indication of the volume of marks that currently benefit from protection.

A.6.1 Overall trend

In 2014, around 595,000 international registrations were active (in force); these registrations contained approximately 5.62 million active designations and were owned by about 198,000 right holders.

Active Madrid registrations have steadily increased year by year from a total of about 330,600 in 1996 and, given the current trend, should reach 600,000 in 2015 as trademark holders from existing Madrid members continue to file applications for international registrations, and holders from new Madrid members begin to apply for international registrations. Figure A.6.1 shows a slowdown in the growth rate in 2014. This 1.1% growth is the lowest witnessed over the last two decades—a period when annual growth rates have ranged from approximately 2% to 5%.

Figure A.6.1 Trend in active international registrations



Source: WIPO Statistics Database, March 2015.

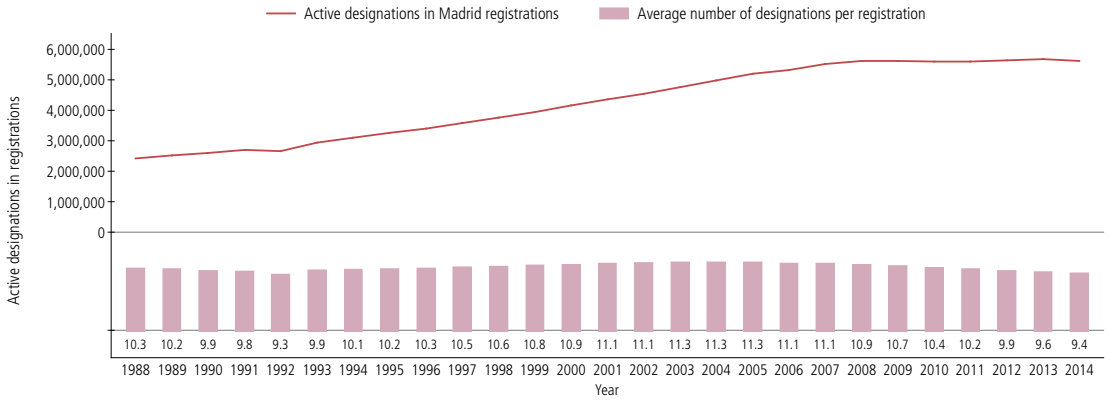
A.6.2 Designations in active Madrid registrations

The trend in the total number of designations contained in active international registrations (i.e., active designations) is similar to that for active registrations depicted in figure A.6.1. As previously outlined, international registrations often have multiple designations. Figure A.6.2 depicts the total number of active designations resulting from active registrations, together with the average number of designations per registration. This provides an insight into the extent of international protection sought via these registrations.

As highlighted in subsection A.6.1, the approximately 595,000 active international registrations recorded in 2014 contained 5.62 million active designations, resulting in an average of 9.4 designations (i.e., designated Madrid members) per active registration. This average of 9.4 designations per active registration is higher than the average 6.9 designations recorded per new international registration recorded in 2014 (see figure A.2.1.1). The difference between the average number of active designations and designations in new registrations can be explained by the designations subsequently added to existing international registrations by holders who decided to extend their mark's geographical coverage.

The long-term trend over two and a half decades shows that the average number of designations per active registration has varied minimally, fluctuating by only two, from a low of 9.3 in 1992 to a peak of 11.3 over the 2003–5 period.

Figure A.6.2 Trend in designations in active Madrid registrations



Source: WIPO Statistics Database, March 2015.

A.6.3 Active international registrations by origin

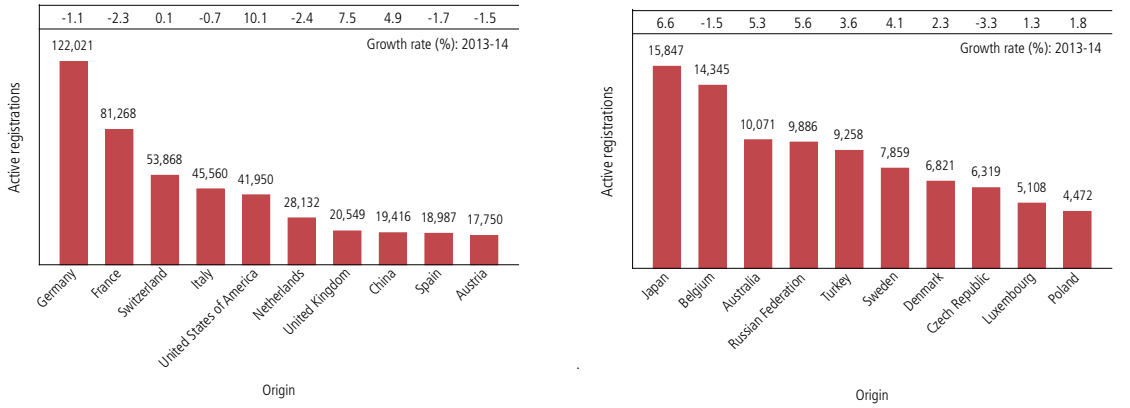
In 2014, Madrid registration holders domiciled in Germany (122,021) owned about 21% of all active registrations, and holders domiciled in France (81,268) had around 14% of the total.

Active registrations are highly concentrated geographically in Europe. In 2014, the 13 EU countries listed among the top 20 origins in figure A.6.3 accounted for 64% of total active registrations. When those of Swiss origin are added, the share rises to 73%.

In fifth position, holders from the US had 41,950 active registrations in 2014. Among the top origins, the US experienced the highest one-year growth (+10.1%). Australia (+5.3%), Japan (+6.6%) and the Russian Federation (+5.6%) recorded increases similar to one another over the same period.

Eight of the thirteen EU origins presented saw declines in active designations, when figures for 2013 and 2014 are compared. In contrast, the remaining five increased their numbers of active registrations in 2014, with the UK experiencing the highest growth (+7.5%).

Figure A.6.3 Active registrations for the top 20 origins, 2014



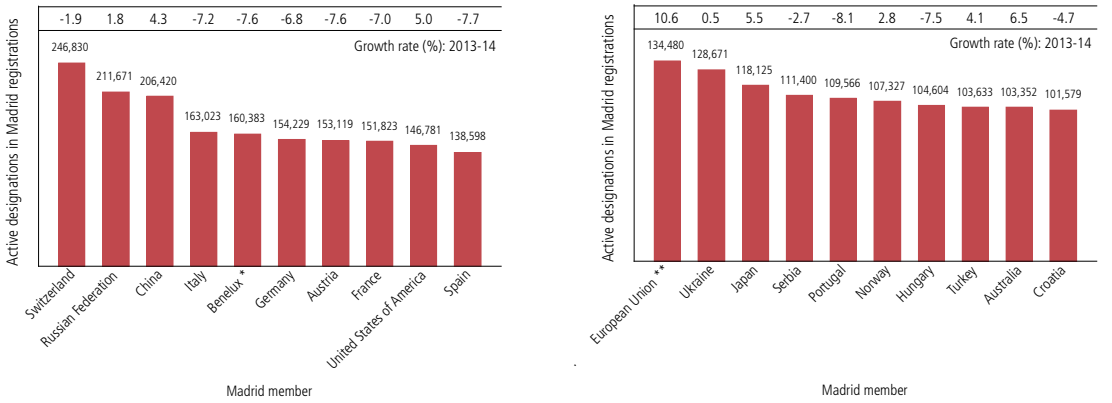
Source: WIPO Statistics Database, March 2015.

A.6.4 Active designations in international registrations by designated Madrid member

Despite a fall of 1.9% compared with 2013 figures, Switzerland (246,830) was once again the Madrid member that had the highest number of active designations in Madrid registrations for 2014, a position it has held since 2006. This means that as of 2014, almost a quarter of a million trademarks that were in force in Switzerland resulted from Madrid international registrations. The Russian Federation (211,671) and China (206,420) were the second and third highest ranking designated Madrid members.

About half of the top 20 Madrid members showed fewer active designations in 2014 than in 2013. Many of these were Madrid member offices of individual EU member countries. Only one of them, the EU's OHIM, saw double-digit growth of 10.6%.

Figure A.6.4 Active designations in registrations for the top 20 designated Madrid members, 2014



Note: *The Benelux Office for Intellectual Property (BOIP) is the official trademark registration office for Madrid members Belgium, Luxembourg and the Netherlands. **European Union indicates trademark activity occurring at its Office for Harmonization in the Internal Market (OHIM) and not within the IP offices of individual EU member states.

Source: WIPO Statistics Database, March 2015.

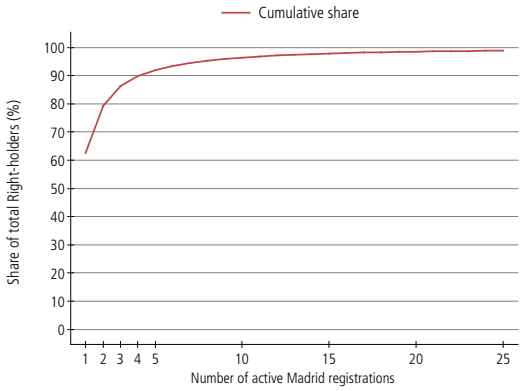
A.6.5 Distribution of active international registrations by right holder

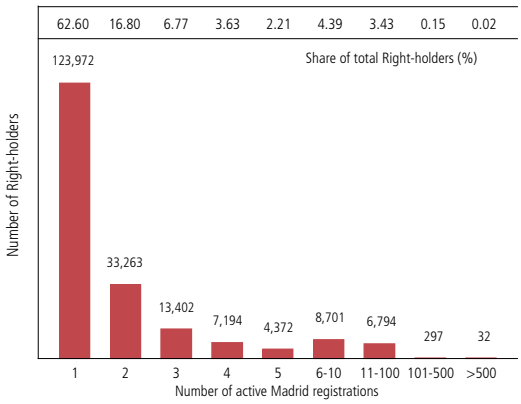
A majority (62.6%) of companies or individuals holding an active international registration possessed only a single such registration in their 2014 portfolios—a situation that has remained almost unchanged since 2012. An additional 16.8% of holders owned only two active registrations. Overall, roughly 90% of all holders of active registrations held four or fewer registrations in their portfolios. A total of 95% of the approximately 198,000 holders owned no more than eight active registrations. And about 2% of holders owned 16 or more active registrations, with only 329—equivalent to 0.17% of the total—having portfolios containing more than 100 registrations.

A.6.6 Active international registrations by class

Table A.6.6 shows the number of active registrations in 2014 according to the Nice classes specified in those registrations. Similar to table A.3.2, which presents Madrid registrations by class, the top 10 class numbers were the same, albeit in a slightly different order. The top 10 classes in active registrations have remained more or less unchanged over the last 10 years. As was the case with new registrations by class, Class 9 (computer hardware and software and other electrical or electronic apparatus of a scientific nature) was the most prevalent in active registrations, accounting for 8% of all classes specified. In contrast to its fourth position in terms of new Madrid registrations, Class 5 (mainly including pharmaceuticals and other preparations for medical purposes) was the second most listed class in active registrations, with 5.7% of the total. It was followed by Class 35 (services such as office functions, advertising and business management) (5.6%) and Class 25 (clothing, footwear and headgear) (4.9%). Three of the top 10 classes specified in active registrations were once again services classes.

Figure A.6.5 Distribution of active registrations by right holder, 2014





Source: WIPO Statistics Database, March 2015.

Table A.6.6 Active registrations by class, 2014

Classes	2014	Share of total (%)
Class 9: Computer hardware and software and other electrical or electronic apparatus of a scientific nature	119,521	8.0
Class 5: Mainly pharmaceuticals and other preparations for medical purposes	85,134	5.7
Class 35: Services such as office functions, advertising and business management	83,401	5.6
Class 25: Clothing, footwear and headgear	73,454	4.9
Class 42: Services provided by, for example, scientific, industrial or technological engineers and computer specialists	72,968	4.9
Class 3: Mainly cleaning preparations and toilet preparations	64,753	4.3
Class 16: Mainly paper, goods made from that material and office requisites	60,482	4.1
Class 41: Services in the area of education, training, entertainment, sporting and cultural activities	55,766	3.7
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	51,794	3.5
Class 7: Mainly machines, machine tools, motors and engines	47,100	3.2
Class 29: Meat, fish, poultry; frozen, dried and cooked fruits and vegetables	41,249	2.8
Class 11: Apparatus for lighting, heating, steam generating, cooking, refrigerating, drying, ventilating, water supply and sanitary purposes	41,163	2.8
Class 1: Chemicals used in industry, science and photography, as well as in agriculture	38,940	2.6
Class 18: Leather and imitations of leather, and products made therefrom, traveling bags and umbrellas	37,992	2.5
Class 6: Mainly includes common metals and their alloys and goods of common metal not included in other classes	32,908	2.2
Class 37: Building construction; repair; installation services	32,055	2.1
Class 33: Alcoholic beverages (except beers)	31,498	2.1
Class 20: Mainly furniture, mirrors, picture frames and goods made from, for example, wood, cork, reed, cane, wicker.	31,282	2.1
Class 38: Telecommunications services	31,072	2.1
Class 12: Vehicles; apparatus for locomotion by land, air or water	30,875	2.1
Class 28: Games and playthings; gymnastic and sporting articles	30,251	2.0
Class 32: Beers; mineral and aerated waters and other non-alcoholic beverages; fruit beverages and fruit juices; syrups and other preparations for making beverages	29,506	2.0
Class 21: Mainly household or kitchen utensils and containers; combs and sponges; articles for cleaning purposes, glassware, porcelain and earthenware	28,558	1.9
Class 10: Surgical, medical, dental and veterinary apparatus and instruments	28,020	1.9
Class 36: Services relating to insurance, financial affairs, monetary affairs, and real estate affairs	27,916	1.9
Remaining 20 classes	284,051	19.0
Total	**1,491,709**	**100.0**

Note: For full class definitions see: *www.wipo.int/classifications/nice/en/.*

Source: WIPO Statistics Database, March 2015.

Section B
Administration, revenue and fees

This section provides indicators on the administrative performance of the Madrid System. Subsection B.1 focuses on the characteristics of applications, whereas subsection B.2 presents changes made to registrations after they were recorded. The final subsection, B.3, provides information on revenue generated by the Madrid System in the form of fees related to international registrations, in addition to providing a breakdown of the collected fees distributed to Madrid members.

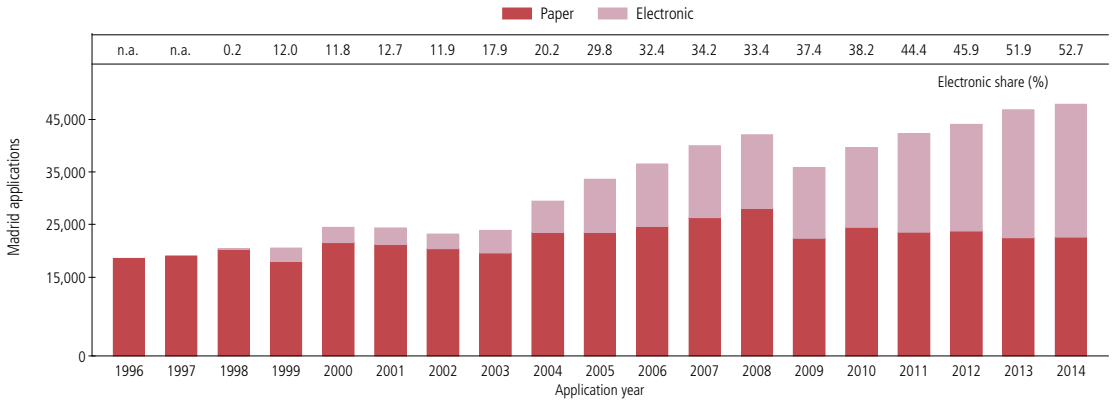
B.1

International applications

B.1.1 International applications by medium of transmission

International applications are transmitted by the office of origin to the IB in paper form or through the Madrid Electronic Communications System (MECA). Figure B.1.1 shows the number of international applications transmitted by Madrid member offices of origin to the IB, broken down by medium of transmission. When electronic transmission was introduced in 1998, its share of total transmissions had reached just 0.2% by the end of that year. Over the next 15 years, the share of applications received by the IB electronically increased significantly and, since 2013, slightly more than half of all applications received by the IB have been transmitted electronically by these offices of origin.

Figure B.1.1 Trend in applications by medium of transmission



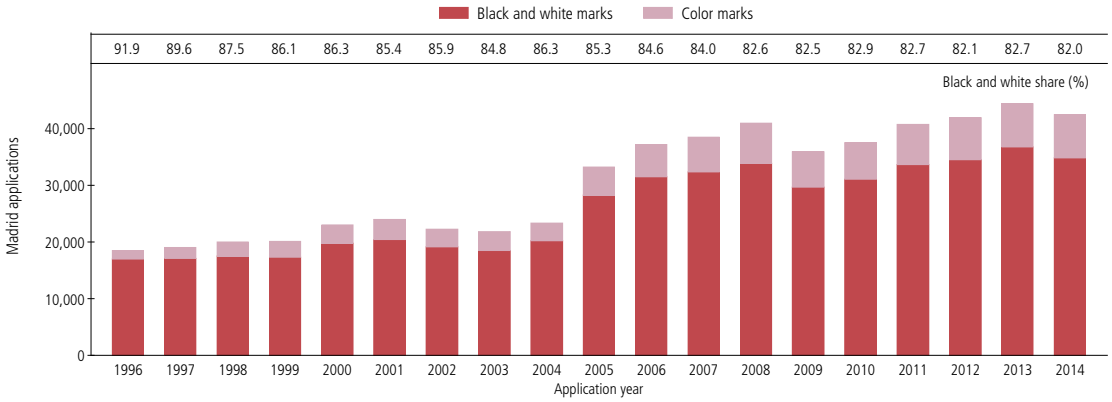
Note: n.a. indicates not applicable.

Source: WIPO Statistics Database, March 2015.

B.1.2 Type of mark in international applications

The mark depicted in the international application can be provided in black and white or in color and should be the same as the basic mark (the mark as it appears in the basic application or registration). The basic fee is different for black and white marks versus those in color, which incur a higher fee. Most marks are provided in black and white, and in 2014 they accounted for 82% of the total (figure B.1.2). The share of color marks increased from 8% in 1996 to about 17% of the total in 2008; since then, however, this percentage has remained relatively unchanged.

Figure B.1.2 Trend in types of mark – black and white versus color



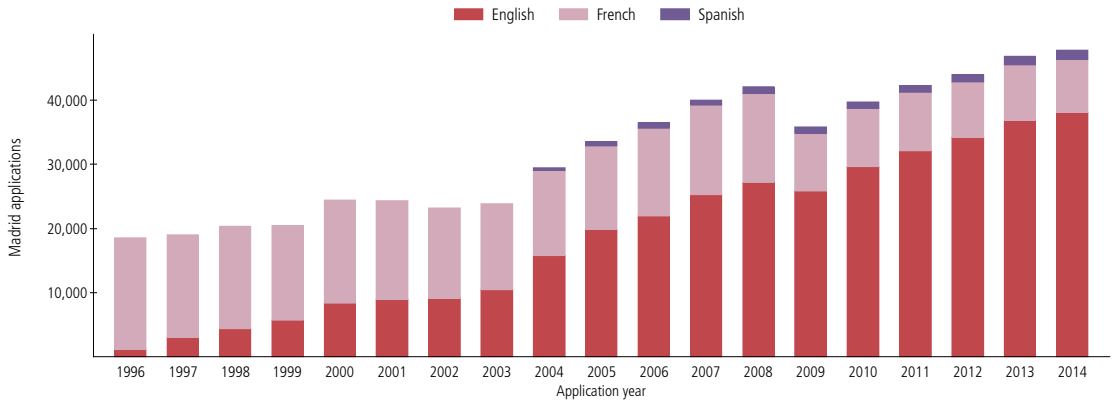
Source: WIPO Statistics Database, March 2015.

B.1.3 International applications by filing language

International applications may be filed in English, French or Spanish.[16] In 2014, about 80% of applications were filed in English, with French accounting for 17% and Spanish for 3% (figure B.1.3). In 2004, the Madrid System introduced Spanish as a third filing language. The low share of filings in Spanish since its introduction is due to the fact that, to date, the Madrid System comprises only four Spanish-speaking countries (Colombia, Cuba, Mexico and Spain), with Spain being the only country listed among the top 20 origins of international applications (see figure A.1.3.2).

As figure B.1.3 shows, French-language filings accounted for the majority of applications between 1996 and 2003. However, with the accession of Japan, the Republic of Korea and the US in the early 2000s, coupled with the increased use of the Madrid System by trademark holders from non-French-speaking countries, English-language filings have continued to grow and, since 2004, they have accounted for the largest share of applications.[17] The share of international applications filed in English increased from 53% in 2004 to 80% in 2014. In contrast, the French-language share declined from 45% to 17% over the same period. In 2014, Spanish-language filings, although accounting for only about 1,420 of the total approximately 47,900 international applications, saw the highest growth (+6.5%) among the three languages.

Figure B.1.3 Trend in applications by filing language



Source: WIPO Statistics Database, March 2015.

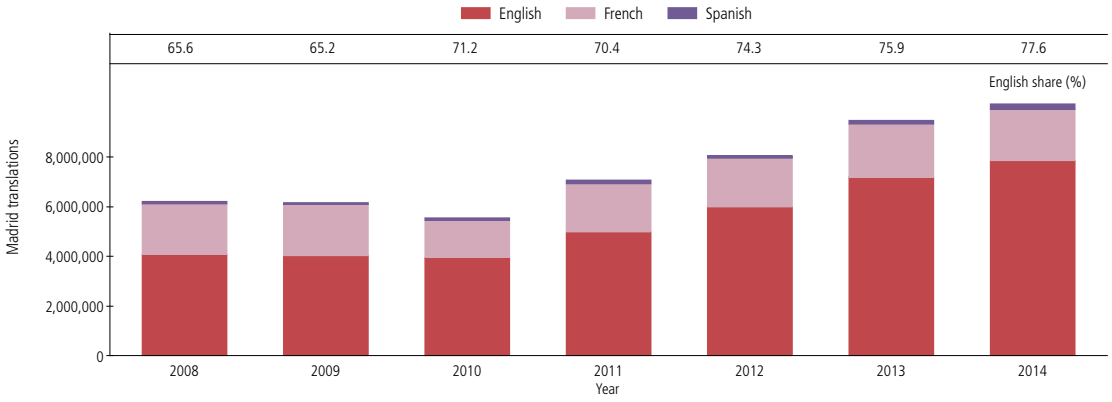
16 The office of origin can restrict the choice of languages or allow applicants to file in any of the three languages.

17 Japan joined the Madrid System in 2000, and the Republic of Korea and the US joined in 2003.

B.1.4 Translations

International registrations are recorded and published in English, French and Spanish. The IB prepares the translations required for recording and publication. Figure B.1.4 presents the total number of words translated by the IB from one of the three languages. Of the approximately 10.1 million words translated in new applications in 2014, 77.6% were translated from English, 20.2% from French and 2.3% from Spanish. Since 2008, the English share has increased by 12 percentage points, whereas the French share has decreased by the same amount. Over the seven-year period presented, the Spanish share has varied from about 1% to 2.3% of total words translated from this language. The number of words translated by the IB increased by 7% in 2014 when compared with 2013 figures.

Figure B.1.4 Trend in translations

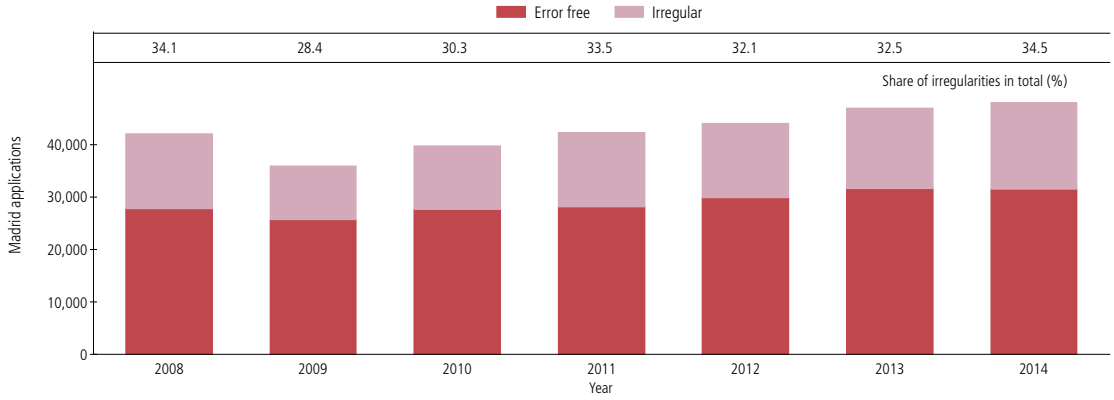


Source: WIPO Statistics Database, March 2015.

B.1.5 Irregularities in international applications

International applications that fail to meet all the formal requirements are considered by the IB to be irregular. In such instances, the IB informs both the Madrid member's IP office of origin as well as the applicant of the irregularities. The responsibility for remedying such irregularities lies with the IP office of origin or with the applicant, depending on the nature of the irregularity.[18] For most years depicted in figure B.1.5, irregularities have been reported in around one-third of all international applications filed.

Figure B.1.5 Trend in irregularities in international applications



Source: WIPO Statistics Database, March 2015.

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

B.2

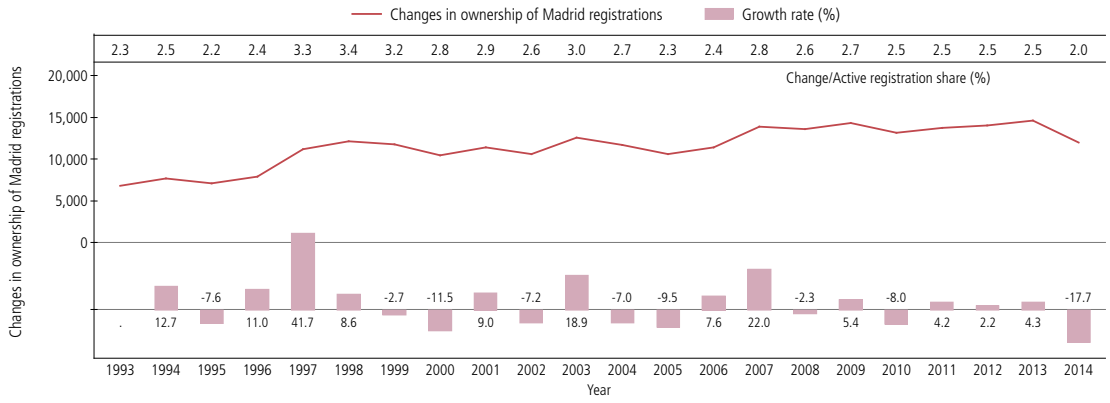
Administrative changes to international registrations

B.2.1 Changes in ownership

An international registration may change ownership following an assignment of a mark, a merger of one or more companies, a court decision or for other reasons.[19] The change is subject to the recording of the new owner as the new holder of the registration in the International Register. The new holder must, however, fulfill the requirements necessary for holding an international registration. These include having the relevant connection to a Madrid member, such as being a national of, or domiciled in, or having a real and effective industrial or commercial establishment in the Madrid member's jurisdiction.

Figure B.2.1 shows that in 2014, there were approximately 12,000 changes in ownership of active international registrations, which is about 2,500 fewer than in 2013. The long-term trend shows a slight upward progression in the number of changes in ownership. However, the share of changes in ownership relative to the number of active registrations (see figure A.6.1) is small, and has remained relatively stable over time. In 2014, only 2% of all active registrations changed ownership; this percentage is below the 2.6% overall average for the 22 years reported.

Figure B.2.1 Trend in changes in ownership



Source: WIPO Statistics Database, March 2015.

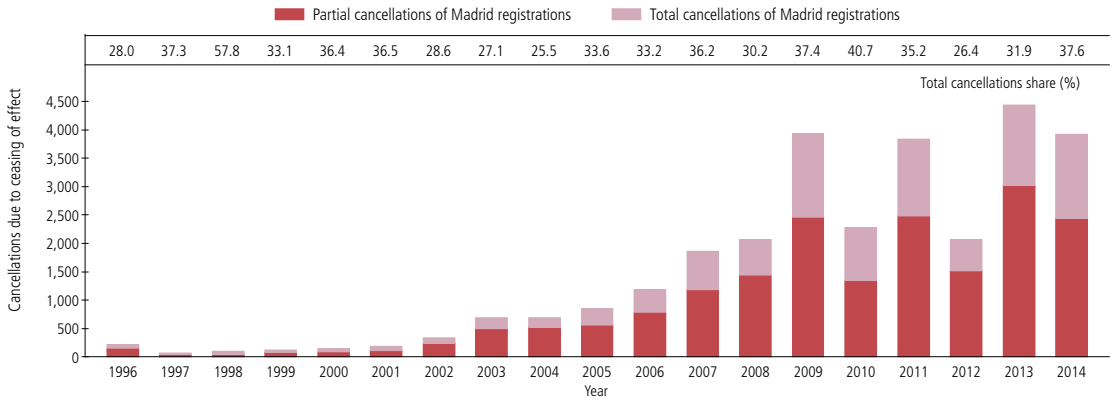
19 The change in ownership of an international registration may be total or partial; it may relate to all or some of the goods and services covered by the international registration. Similarly, the change in ownership may be made in respect of all or some of the designated Madrid members.

B.2.2 Cancellations of international registrations due to notification by the office of origin

Madrid member offices, acting as offices of origin, are obliged to notify the IB of decisions concerning the ceasing of effect of basic marks which take place in the five year dependency period. Where this is the case, the office of origin is obliged to request the IB to cancel an international registration to the same extent (in part or entirely, Article 6 of the Agreement and the Protocol). The IB then records the cancellation in the International Register and informs the offices of the designated Madrid members as well as the holder of the international registration.

In 2014, 3,917 international registrations were cancelled in part or entirely. Figure B.2.2 shows that in 2014, as was the case for nearly all years prior to that, partial cancellations comprised the bulk of all cancellations, meaning that most basic marks (applications/registrations) remained valid although they were limited with regard to the goods and services for which they were protected. In contrast, about 38% of all cancellations were total in nature, resulting in the total cancellation of the international registration. Where an international registration is cancelled due to the ceasing of effect of the basic mark, the Madrid Protocol offers the holder the possibility to transform the international registration into a national or regional application in each of the designated Madrid members within three months, counted from the date of the cancellation of the international registration.

Figure B.2.2 Trend in cancellations due to ceasing of effect of the basic mark as notified by offices of origin



Note: Data refer to cancellations due to ceasing of effect (Rule 22).

Source: WIPO Statistics Database, March 2015.

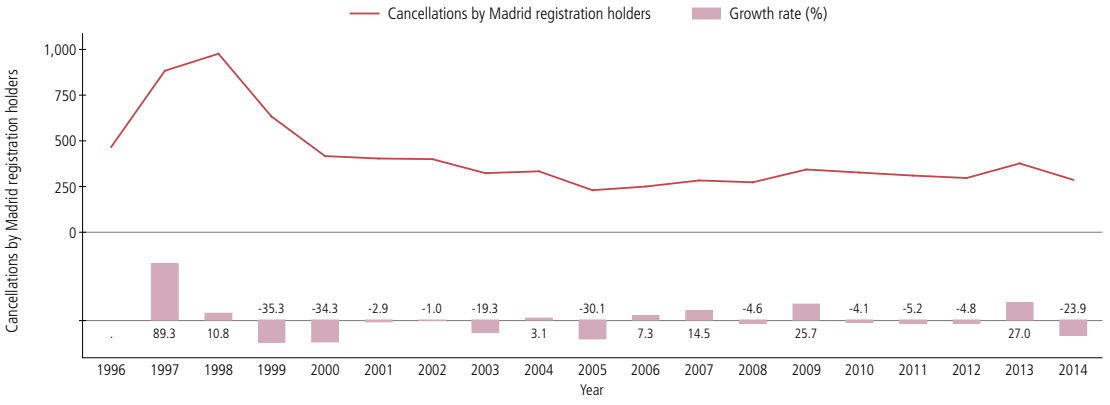
B.2.3 Cancellations by holders

Holders of international registrations can request the recording of cancellation of their registrations in all designated Madrid members with regard to all or some of the goods and services specified in their registrations. Figure B.2.3 shows that only 286 registrations were cancelled by their holders in 2014. In fact, cancellations by holders have ranged from slightly more than 200 to around 400 for most of the years presented. The highest number of cancellations recorded for a given year was 977 in 1998. The low number of cancellations in general indicates that relatively few international registration holders decide to reduce the geographical scope of protection for their marks or to limit the range of goods and services classes covered by the registrations.

B.2.4 Renunciations

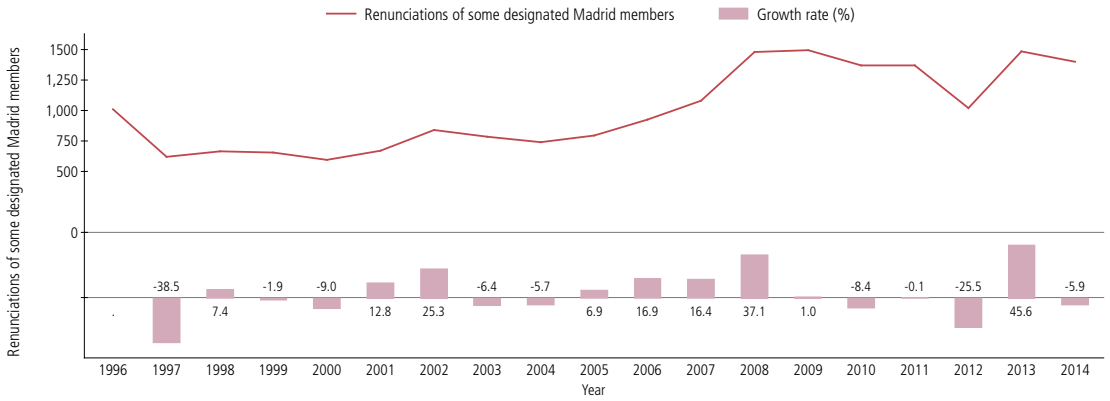
A holder may wish to restrict protection of an international registration through renunciation of protection for all goods and services in some (but not all) designated Madrid members. The IB records the renunciation in the International Register and notifies the designated Madrid members concerned. Renunciations reached a peak of almost 1,500 in both 2008 and 2009. After this, numbers fell for the following three years, finally reaching approximately 1,000 in 2012. Since then, they have risen again to about 1,400 in 2014. Nevertheless, the number of renunciations relative to the total number of active international registrations has remained low for all years from 1996 to 2014.

Figure B.2.3 Trend in cancellations by holders



Source: WIPO Statistics Database, March 2015.

Figure B.2.4 Trend in renunciations



Source: WIPO Statistics Database, March 2015.

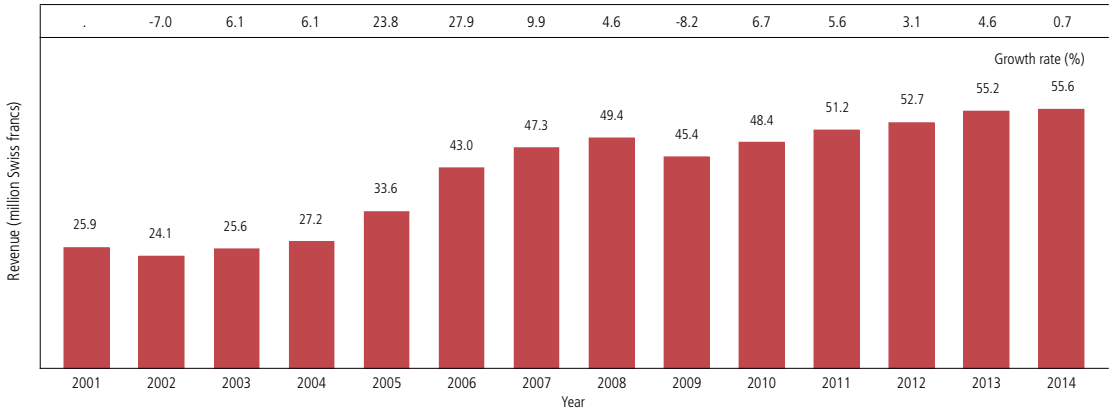
B.3

Revenue and fees

B.3.1 Total revenue collected by the International Bureau

The IB collects fees in Swiss francs (CHF) for services related to applications for international registrations, for recording changes in international registrations and for renewals of such. Figure B.3.1 presents the total revenue generated by the Madrid System each year from 2001 to 2014. The total revenue collected by the IB in 2014 amounted to about CHF 55.6 million, a 0.7% increase on 2013. The amount of revenue generated by the System increased in all years presented except for 2002 and 2009, when revenue decreased by 7% and 8.2%, respectively. This reflects the reduction in the numbers of international applications received in these two years (see figure A.1.1). The highest growth occurred in 2005 (+23.8%) and 2006 (+27.9%), which was partly due to the expansion of Madrid System membership. For example, the Republic of Korea and the US joined the Madrid System in 2003.

Figure B.3.1 Trend in total revenue collected by the International Bureau



Source: WIPO Statistics Database, March 2015.

B.3.2 Fees distributed to Madrid members by the International Bureau

The IB collects and distributes fees to Madrid members. In 2014, the IB distributed around CHF 176.8 million to all designated members.[20] The EU (via OHIM) received the largest share of the total (12.8%), followed by the US (8.2%) and Japan (7.6%), Australia (6.2%) and China (4.4%). The top five designated Madrid members—in terms of fees distributed to them—received almost 40% of the total in 2014, which was similar to their combined share for the previous year. Most of the listed Madrid members received about the same share of total revenue they received in 2013. However, the exceptions were the US and Mexico, both of which saw an increase of (+0.9 percentage point), and Japan which saw an equal decrease (-0.9 percentage point). Of these 20 Madrid members, 13 received about the same or more revenue from fees collected by the IB in 2014 than in 2013. The remaining seven received less, ranging from a decrease of approximately CHF 15,000 for Belarus to CHF 260,000 for Australia to a drop of more than CHF 1.3 million for Japan.

Table B.3.2 Fees distributed to Madrid members by the International Bureau

Madrid member	Fees (in millions of Swiss francs)			
	2013	2014	2014 share of total (%)	Change in share 2013-14
European Union*	22.0	22.6	12.8	0.0
United States of America	12.6	14.5	8.2	0.9
Japan	14.8	13.5	7.6	-0.9
Australia	11.2	10.9	6.2	-0.3
China	6.9	7.7	4.4	0.4
Republic of Korea	6.4	6.7	3.8	0.1
Singapore	5.9	6.2	3.5	0.1
Norway	5.1	5.2	2.9	0.0
Switzerland	4.1	4.9	2.8	0.4
Uzbekistan	4.3	4.3	2.4	-0.1
Turkey	4.0	3.8	2.1	-0.2
Israel	3.5	3.7	2.1	0.1
Mexico	1.8	3.4	1.9	0.9
Russian Federation	3.2	3.1	1.8	-0.1
Ukraine	3.1	3.0	1.7	-0.1
Oman	2.7	2.7	1.5	0.0
United Kingdom	2.7	2.6	1.5	-0.1
Colombia	2.1	2.3	1.3	0.1
Belarus	2.2	2.2	1.2	0.0
Georgia	2.2	2.2	1.2	0.0
Others	51.6	51.3	29.0	-0.9
Total	**172.4**	**176.8**	**100.0**	**100.0**

Note: *The fees distributed to the European Union are those distributed to its Office for Harmonization in the Internal Market (OHIM) and are not a sum of all fees distributed to the individual IP offices of each EU country.

Source: WIPO Statistics Database, March 2015.

20 The fees consist of supplementary fees, complementary fees or individual fees for each Madrid member designated.

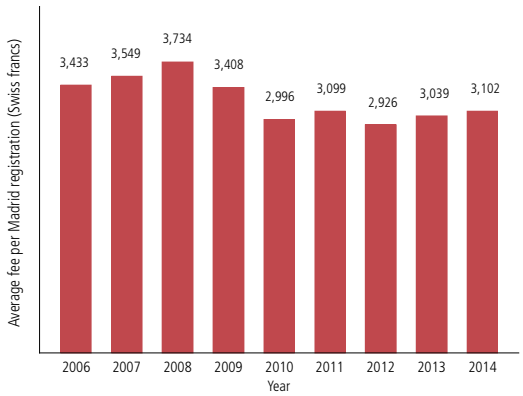
B.3.3 Fees per international registration

The total fees for an international application are determined by a number of factors, such as the number of Madrid members and which specific members are designated, whether any of these have made a declaration of individual fees, whether the mark is in color or in black and white, the number of classes of goods and services to be protected, etc.[21] Average fees paid per registration fell from a peak of CHF 3,734 in 2008 to 2,926 in 2012. However, the following two years saw small increases in the average fees paid per new registration, reaching CHF 3,102 in 2014.

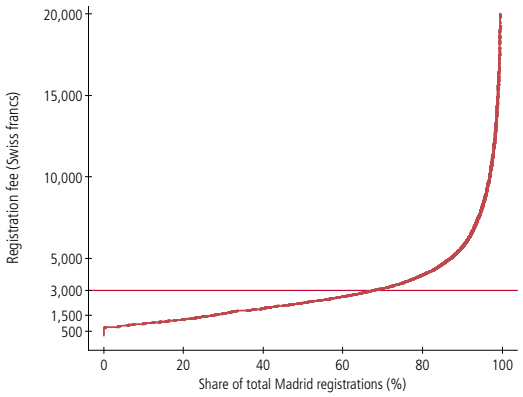
The average fees paid per international registration masks wide variation in the fees paid by applicants. In 2014, fees ranged from only CHF 265 up to a maximum of CHF 125,500. Similar to 2013, about 10% of all applicants paid less than CHF 1,000 per registration, and approximately one-third paid between CHF 1,001 and CHF 2,000. Almost 70% of all applicants paid fees that were lower than the average of CHF 3,102 per registration in 2014, and a total of 95% of international registrations cost CHF 8,000 or less. Fees for the remaining 5% of international registrations, comprising approximately 2,260 registrations, ranged from CHF 8,001 to CHF 78,000. The fees for two registrations were assessed at in excess of CHF 115,000.

Figure B.3.3 Registration fees

Trend in average fees paid per new registration



Distribution of registration fees, 2014



Source: WIPO Statistics Database, March 2015.

21 The fees payable for an international application are composed of the basic fee, an individual fee for each Madrid member designated, a complementary fee for each Madrid member designated if the individual fee is not applicable, and a supplementary fee for each class of goods and services in excess of three.

Section C
Developments in the Madrid System

In addition to the increased use of the Madrid System that took place in 2014, the System also continued to grow geographically, with the two latest accessions, from the Organisation Africaine de la Propriété Intellectuelle or OAPI (English: African Intellectual Property Organization) representing 17 countries, and Zimbabwe. With these accessions, the Madrid System consolidated its position as a truly global system, offering trademark holders the ability to obtain protection for their branded products and services in an area covering a total of 110 countries (92 member countries and two intergovernmental organizations—the EU and OAPI).

The Madrid Union Assembly adopted in October 2014 two important changes to the Common Regulations recommended by the Working Group on the Legal Development of the Madrid System. From January 1, 2015, the users of the System can take advantage of the relief measure "continued processing", where the applicant or holder fails to meet a number of time limits in procedures before the IB. In addition, the renewal procedure has been simplified through the introduction of the ability to renew an international registration for only a reduced list of goods and services. More specifically, the default option for renewal is the scope of protection resulting from a decision by a designated Madrid member under Rule 18*ter*(2) and (4).

In 2014, the Working Group held its twelfth session, where topics of interest to both users and offices were discussed. The Working Group approved a number of amendments to the Common Regulations, including expanding the remedies for late receipt of documents; providing relief in the case of failures in electronic services; introducing a voluntary description of the mark to avoid possible refusals from designated Madrid members; simplifying and clarifying the level of examination by the IB of limitations, and reducing the negative effect on the subsequent designation where an irregularity has not been remedied in due time. These amendments will be submitted to the Madrid Union Assembly for its adoption in 2015.

The Working Group continued its discussions on the possible introduction of a division of international registrations as well as the possible freezing of the dependency principle. These topics will be discussed further at the next meeting of the Working Group (2015).

Statistical tables

The following tables present the number of international registrations and renewals in 2014, together with their designations. Only countries, territories or Madrid members indicated as origins or designated members in 2014 are reported. This includes both Madrid members and non-members. The inclusion of non-members reflects the possibility that applicants can claim entitlement in a Madrid member country or jurisdiction even if they are domiciled in a non-member country or jurisdiction. For example, applicants domiciled in Canada can file an international registration if they have a real and effective industrial or commercial establishment in a Madrid member country/region, for example, the US. In such a case, Canada is listed as the country of origin. However, Canada cannot be designated in an international registration, because it is not yet a Madrid member.

Statistical tables 1 and 2 report data by origin and designated member. Using Singapore as an example, statistical table 1 can be read as follows. The IB recorded 212 international registrations for holders domiciled in Singapore in 2014. These registrations include 1,359 designations of other Madrid members in which the holders sought to extend protection for their marks. Next, a total of 250 additional Madrid members were subsequently designated in already existing international registrations from Singapore in order to extend their original geographic scope of protection to additional Madrid member countries or jurisdictions. Finally, Singapore was, in 2014, designated and subsequently designated in 7,284 new and 1,248 existing international registrations, respectively, which are owned by holders domiciled in other Madrid member countries or jurisdictions.

Statistical table 2 presents renewals of international registrations, also by origin and designated member. Using Morocco as an example, holders domiciled in Morocco renewed 37 international registrations in 2014. These renewed registrations contained 327 designations of Madrid members. The last column shows that Morocco was designated 5,043 times in international registrations belonging to holders of other Madrid member origins that were renewed in 2014.

Statistical table 1: International registrations via the Madrid System, 2014

Name	Origin[1]			Designated member	
	Number of registrations	Designations	Subsequent designations	Designations	Subsequent designations
Albania	6	134	..	1,876	538
Algeria	..	..	..	1,223	486
Andorra (a)	1	5	..	n.a.	n.a.
Antigua and Barbuda	3	60	..	492	116
Argentina (a)	2	7	..	n.a.	n.a.
Armenia	34	312	6	2,323	551
Australia	1,206	5,398	537	10,220	1,313
Austria	919	5,452	978	2,310	249
Azerbaijan	24	89	1	3,009	786
Bahamas (a)	6	34	..	n.a.	n.a.
Bahrain	..	..	..	1,872	612
Barbados (a)	8	50	13	n.a.	n.a.
Belarus	191	838	150	4,668	838
Belgium (b)	748	4,273	1,047	n.a.	n.a.
Belize (a)	8	139	..	n.a.	n.a.
Benelux	n.a.	n.a.	n.a.	2,264	297
Bermuda (a)	14	105	9	n.a.	n.a.
Bhutan	..	..	..	494	84
Bonaire, Sint Eustatius and Saba	..	..	..	375	119
Bosnia and Herzegovina	22	133	1	2,613	631
Botswana	..	..	..	613	195
Brazil (a)	2	4	1	n.a.	n.a.
Bulgaria	201	1,852	249	1,340	230
Canada (a)	62	327	16	n.a.	n.a.
China	1,826	23,897	1,592	17,993	2,316
Colombia	42	71	1	3,018	1,057
Costa Rica (a)	2	10	..	n.a.	n.a.
Côte d'Ivoire (a)	1	8	..	n.a.	n.a.
Croatia	132	770	90	1,683	273
Cuba	4	120	41	1,023	326
Curaçao	11	108	20	454	170
Cyprus	178	1,574	241	676	195
Czech Republic	325	2,840	466	1,557	242
Democratic People's Republic of Korea	2	10	..	755	144
Denmark	505	2,642	683	1,094	214
Dominica (a)	1	82	..	n.a.	n.a.
Egypt	22	195	27	3,427	794
Estonia	74	410	80	1,127	187
Ethiopia (a)	1	3	..	n.a.	n.a.
European Union	n.a.	n.a.	n.a.	16,213	1,057
Fiji (a)	3	11	..	n.a.	n.a.
Finland	356	1,717	322	987	222
France	3,732	23,901	5,018	2,859	270
Georgia	23	98	4	2,488	639
Germany	6,072	38,730	7,806	3,639	289
Ghana	2	12	..	970	392
Greece	92	629	77	1,108	241
Hungary	225	3,075	350	1,330	221
Iceland	127	631	74	1,989	454
India	113	1,154	12	7,860	278
Indonesia (a)	2	13	3	n.a.	n.a.
Iran (Islamic Republic of)	36	552	205	2,321	698
Ireland	181	1,297	192	800	209

Name	Origin[1]			Designated member	
	Number of registrations	Designations	Subsequent designations	Designations	Subsequent designations
Israel	210	1,278	89	3,708	967
Italy	2,607	18,109	4,259	2,745	281
Japan	1,796	10,752	2,038	11,429	1,385
Jordan (a)	2	3	..	n.a.	n.a.
Kazakhstan	41	151	21	4,802	1,012
Kenya	2	6	..	1,381	424
Kyrgyzstan	5	25	1	2,079	420
Latvia	87	548	52	1,349	237
Lebanon (a)	1	15	60	n.a.	n.a.
Lesotho	..	..	..	496	127
Liberia	..	..	..	605	174
Liechtenstein	101	1,681	75	2,000	307
Lithuania	102	364	102	1,382	262
Luxembourg (b)	339	2,814	580	n.a.	n.a.
Madagascar	3	12	..	675	215
Malaysia (a)	5	33	5	n.a.	n.a.
Malta (c)	77	910	40	n.a.	n.a.
Marshall Islands (a)	1	7	..	n.a.	n.a.
Mauritius (a)	5	30	1	n.a.	n.a.
Mexico	57	260	1	6,839	1,694
Monaco	63	553	45	1,897	306
Mongolia	1	8	..	1,394	423
Montenegro	11	102	..	2,334	628
Morocco	60	422	41	3,112	811
Mozambique	1	10	5	893	258
Namibia	..	..	..	718	219
Netherlands (b)	1,347	6,631	1,710	n.a.	n.a.
New Zealand	276	1,192	116	4,812	1,118
Nigeria (a)	1	3	..	n.a.	n.a.
Norway	259	1,204	248	7,412	1,070
Oman	..	..	..	1,754	616
Panama (a)	12	130	16	n.a.	n.a.
Philippines	22	112	2	3,647	307
Poland	367	2,383	416	2,099	339
Portugal	249	1,351	277	1,300	237
Qatar (a)	4	68	..	n.a.	n.a.
Republic of Korea	546	4,157	129	8,767	1,635
Republic of Moldova	65	336	59	2,707	696
Romania	59	330	96	1,506	273
Russian Federation	1,072	10,402	2,048	14,703	1,870
Rwanda	..	..	..	428	182
Saint Lucia (a)	2	11	..	n.a.	n.a.
San Marino	7	51	23	823	183
Sao Tome and Principe	..	..	..	367	117
Saudi Arabia (a)	..	..	1	n.a.	n.a.
Serbia	142	946	83	3,616	694
Seychelles (a)	1	14	66	n.a.	n.a.
Sierra Leone	..	..	..	577	161
Singapore	212	1,359	250	7,284	1,248
Sint Maarten (Dutch Part)	..	..	..	426	140
Slovakia	95	656	81	1,264	199
Slovenia	156	1,382	113	1,197	203
Spain	1,206	6,107	1,878	2,357	285
Sri Lanka (a)	1	3	1	n.a.	n.a.
Sudan	4	16	..	919	245
Swaziland	..	..	..	538	140

Name	Origin[1]			Designated member	
	Number of registrations	Designations	Subsequent designations	Designations	Subsequent designations
Sweden	628	3,238	699	1,197	240
Switzerland	3,054	21,741	4,864	11,821	938
Syrian Arab Republic	..	..	..	1,027	319
T F Y R of Macedonia	23	176	28	2,353	570
Tajikistan	..	..	..	1,838	400
Thailand (a)	7	34	..	n.a.	n.a.
Tunisia	6	30	..	1,430	842
Turkey	1,019	10,015	1,842	8,227	1,286
Turkmenistan	..	..	..	1,871	410
Ukraine	409	2,991	196	7,240	1,190
United Arab Emirates (a)	15	257	..	n.a.	n.a.
United Kingdom	2,511	15,071	2,119	3,146	336
United Republic of Tanzania (a)	..	..	15	n.a.	n.a.
United States of America	5,360	36,936	4,802	15,686	1,582
Uruguay (a)	4	49	..	n.a.	n.a.
Uzbekistan	2	58	1	2,082	505
Viet Nam	63	361	9	4,534	1,136
Zambia	..	..	..	742	210
Others	100	932	91	..	1
Total	**42,430**	**292,598**	**50,006**	**292,598**	**50,006**

Note: Only countries or territories of origin and designated Madrid member countries or jurisdictions for which 2014 Madrid System statistics exist are listed.
[1] Origin is defined as the country/territory of the stated address of residence of the holder of an international registration.
(a) This country/territory was not a member of the Madrid System as of December 31, 2014. Applicants from this country/territory are entitled to file via the Madrid System by claiming commercial activity or domicile in a country, or in the jurisdiction of a regional office, that is a member of the Madrid System. An applicant cannot designate the Madrid member to 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) The country is a member of the Madrid System via its membership of the European Union.
.. indicates zero.
n.a. indicates not applicable.

Source: WIPO Statistics Database, March 2015.

Statistical table 2: Renewals of international registrations via the Madrid System, 2014

Name	Origin[1]		Designated member
	Number of renewals	Number of designations	Number of designations
Albania	..	..	1,671
Algeria	2	2	3,444
Andorra (a)	1	39	n.a.
Antigua and Barbuda	1	2	526
Argentina (a)	2	8	n.a.
Armenia	3	16	1,919
Australia	233	1,587	3,684
Austria	831	7,905	10,075
Azerbaijan	1	29	1,599
Bahrain	..	..	326
Belarus	16	208	4,455
Belgium (b)	717	6,125	n.a.
Belize (a)	1	13	n.a.
Benelux	n.a.	n.a.	10,469
Bhutan	..	..	432
Bonaire, Sint Eustatius and Saba	..	..	523
Bosnia and Herzegovina	8	84	3,446
Botswana	1	31	76
Bulgaria	135	1,669	4,465
Canada (a)	6	61	n.a.
China	531	7,833	7,965
China, Hong Kong SAR (a)	2	29	n.a.
Colombia	..	..	60
Croatia	75	624	5,336
Cuba	5	64	1,547
Curaçao	12	106	531
Cyprus	54	927	964
Czech Republic	380	4,683	6,449
Democratic People's Republic of Korea	..	..	2,005
Denmark	228	1,760	2,620
Egypt	11	235	4,215
Estonia	42	204	1,914
European Union	n.a.	n.a.	989
Finland	138	761	2,198
France	4,186	44,305	9,757
Georgia	2	3	1,755
Germany	6,464	72,943	9,199
Ghana	..	..	94
Greece	27	213	2,353
Hungary	150	1,917	6,966
Iceland	20	249	1,572
India	8	46	..
Iran (Islamic Republic of)	8	210	1,286
Ireland	66	500	1,709
Israel	8	39	136
Italy	2,300	29,095	10,485
Japan	490	5,128	3,771
Kazakhstan	7	31	3,001
Kenya	1	4	870
Kyrgyzstan	..	..	1,966
Latvia	27	202	2,475
Lesotho	..	..	479
Liberia	1	12	484
Liechtenstein	113	2,082	5,125
Lithuania	19	103	2,355
Luxembourg (b)	238	3,701	n.a.
Madagascar	..	..	72

Name	Origin[1]		Designated member
	Number of renewals	Number of designations	Number of designations
Malaysia (a)	2	16	n.a.
Mauritius (a)	17	89	n.a.
Mexico	1	15	75
Monaco	61	557	4,906
Mongolia	..	..	1,430
Montenegro	..	..	3,648
Morocco	37	327	5,043
Mozambique	..	..	636
Namibia	..	..	244
Netherlands (b)	1,403	11,790	n.a.
New Zealand	3	12	43
Norway	92	782	4,261
Oman	..	..	210
Panama (a)	2	10	n.a.
Poland	174	2,205	6,046
Portugal	92	566	7,353
Republic of Korea	41	414	2,891
Republic of Moldova	20	166	2,562
Romania	40	406	6,050
Russian Federation	252	3,821	8,894
Rwanda	..	..	5
San Marino	6	46	2,764
Sao Tome and Principe	..	..	33
Serbia	29	173	6,199
Seychelles (a)	1	13	n.a.
Sierra Leone	..	..	509
Singapore	46	409	2,965
Sint Maarten (Dutch Part)	..	..	530
Slovakia	61	886	5,770
Slovenia	114	1,588	5,103
Spain	792	7,885	8,992
Sri Lanka (a)	1	3	n.a.
Sudan	..	..	1,151
Swaziland	..	..	511
Sweden	268	2,274	2,379
Switzerland	2,632	32,488	12,479
Syrian Arab Republic	..	..	529
T F Y R of Macedonia	8	15	3,806
Tajikistan	..	..	1,720
Tunisia	1	10	4
Turkey	251	3,867	4,105
Turkmenistan	..	..	1,291
Ukraine	34	397	6,279
United Arab Emirates (a)	8	107	n.a.
United Kingdom	550	5,229	3,749
United States of America	1,075	11,185	3,088
Uzbekistan	..	..	2,230
Venezuela (Bolivarian Republic of) (a)	1	20	n.a.
Viet Nam	7	65	3,410
Zambia	..	..	510
Others	36	592	..
Total	**25,729**	**284,216**	**284,216**

Note: Only countries or territories of origin and designated Madrid member countries or jurisdictions for which 2014 Madrid System statistics exist are listed.
[1] Origin is defined as the country/territory of the stated address of residence of the holder of an international registration.
(a) This country/territory was not a member of the Madrid System as of December 31, 2014. Applicants from this country/territory are entitled to file via the Madrid System by claiming commercial activity or domicile in a country, or in the jurisdiction of a regional office, that is a member of the Madrid System. An applicant cannot designate the Madrid member to 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.
.. indicates zero
n.a. indicates not applicable.

Source: WIPO Statistics Database, March 2015.

Acronyms

BOIP	Benelux Office for Intellectual Property
EU	European Union
IB	International Bureau of WIPO
IP	intellectual property
NCL	Nice Classification
OAPI	Organisation Africaine de la Propriété Intellectuelle (English: African Intellectual Property Organization)
OHIM	Office for Harmonization in the Internal Market (of the European Union)
UK	United Kingdom
US	United States of America
WIPO	World Intellectual Property Organization

Industry sectors

Industry sector	Industry sector (abbreviated)	Nice classes
Agricultural products and services	Agriculture	29, 30, 31, 32, 33, 43
Management, Communications, Real estate and Financial services	Business	35, 36
Chemicals	Chemicals	1, 2, 4
Textiles—Clothing and Accessories	Clothing	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	Household equipment	8, 11, 20, 21
Leisure, Education, Training	Leisure & Education	13, 15, 16, 28, 41
Scientific research, Information and Communication technology	Research & Technology	9, 38, 42, 45
Transportation and Logistics	Transportation	7, 12, 39

Source: Edital®

Glossary

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

Applicant: An individual or a 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 also "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: The national or regional application 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.

Basic registration: The national or regional 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 a 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 offices, an applicant can file an application that specifies 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 e.g., the European Union (EU) that is party to the Madrid Agreement and/or the Madrid Protocol.

Designation: The request, in an international registration, for protection in a Madrid member's jurisdiction.

Direct route: See "Paris route".

Entitlement: In order to file an international application, the applicant needs to 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 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.

International application: an application for international registration under the Madrid System, which is a request for protection of a trademark in one or more of the Madrid members. An international application must be based on a 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 the subsequent management of international registrations.

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

International registration: An application for international registration of a mark leads to its recording 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 registrations in force: International registrations currently enjoying a 10-year period of protection. To remain in force, registrations must be renewed. In most jurisdictions, a mark can be maintained indefinitely and is renewed on a 10-year basis.

Invalidation: A designated Madrid member can invalidate an international registration in its jurisdiction, in accordance with its national or regional legislation. Invalidation is not subject to appeal. The invalidation is entered in the International Register and the holder is informed.

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

Madrid Agreement (Concerning the International Registration of Marks): A treaty administered by the IB of WIPO that governs the system of international registration of trademarks and service marks. (See "Madrid System").

Madrid member (Contracting Party): A state or intergovernmental organization—e.g., the European Union (EU) or the African Intellectual Property Organization (OAPI)—that is party to the Madrid Agreement and/or the Madrid Protocol.

Madrid Protocol (Protocol Relating to the Madrid Agreement): A treaty administered by the IB of WIPO that governs the system of international registration of trademarks and service 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).

Madrid System: An abbreviation describing two procedural treaties for the international registration of trademarks, namely the Madrid Agreement for the International Registration of Marks and the Protocol relating to that Agreement. The Madrid System is administered by the International Bureau of WIPO.

National registration: A trademark right issued (registered) by an IP office of a country.

Nice Classification (NCL): 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 also "Class" above.

Non-resident application: An application filed with an IP office of a given country/jurisdiction by an applicant residing or established in another country/jurisdiction.

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 are defined by national laws of designated Madrid members.

Origin: The country/territory of residence, nationality or establishment of the applicant filing a trademark application. The country of the 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 the applicant is entitled to file an international application.

Paris Convention: The Paris Convention for the Protection of Industrial Property is one of the most important IP treaties, as it establishes general principles applicable for all IP rights. For example, the "right of priority" enables an applicant, when filing an application for an IP right in countries other than the original country of filing, to claim priority of an earlier application filed up to six months previously.

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 that is a signatory of the Paris Convention.

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

Regional application: A trademark application filed with an IP office having regional jurisdiction over more than one country. There are currently two regional offices that represent members of the Madrid System: the Benelux Office for Intellectual Property (BOIP) (for Belgium, Luxembourg and the Netherlands), the Office for Harmonization in the Internal Market (OHIM) of the EU, and the African Intellectual Property Organization (OAPI).

Regional registration: A trademark right issued (registered) by an IP office having regional jurisdiction.

Registration: An exclusive right for marks, issued to a holder by an IP office. Registrations are issued to holders so that they may exclusively exploit their marks for a limited period of time. See "International registration".

Renewal: The process by which a trademark right is maintained (i.e., 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 actively being used, the registration may lapse.

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: An application filed with an IP office by an applicant residing or established in the country/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.

Statement of Grant of Protection: A communication from the IP office of a designated Madrid member notifying the IB that it has granted protection within its jurisdiction.

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

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

***WIPO Gazette of International Marks*:** The official publication of the Madrid System published weekly online 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. Established in 1967, WIPO's mandate is to promote the protection of IP throughout the world through cooperation among states and in collaboration with other international organizations.

Madrid members

In 2014, the Madrid System comprised 94 members.

Albania (A)(P)
Algeria (A)
Antigua and Barbuda (P)
Armenia (A)(P)
Australia (P)
Austria (A)(P)
Azerbaijan (A)(P)
Bahrain (P)
Belarus (A)(P)
Belgium (A)(P)
Bhutan (A)(P)
Bosnia and Herzegovina (A)(P)
Botswana (P)
Bulgaria (A)(P)
China (A)(P)
Colombia (P)
Croatia (A)(P)
Cuba (A)(P)
Cyprus (A)(P)
Czech Republic (A)(P)
Democratic People's Republic of Korea (A)(P)
Denmark (P)
Egypt (A)(P)
Estonia (P)
European Union (P)
Finland (P)
France (A)(P)
Georgia (P)
Germany (A)(P)
Ghana (P)
Greece (P)
Hungary (A)(P)
Iceland (P)
India (P)
Iran (Islamic Republic of) (A)(P)
Ireland (P)
Israel (P)
Italy (A)(P)
Japan (P)
Kazakhstan (A)(P)
Kenya (A)(P)
Kyrgyzstan (A)(P)
Latvia (A)(P)
Lesotho (A)(P)
Liberia (A)(P)
Liechtenstein (A)(P)
Lithuania (P)
Luxembourg (A)(P)
Madagascar (P)
Mexico (P)
Monaco (A)(P)
Mongolia (A)(P)
Montenegro (A)(P)
Morocco (A)(P)
Mozambique (A)(P)
Namibia (A)(P)
Netherlands (A)(P)
New Zealand (P)
Norway (P)
Organisation Africaine de la Propriété Intellectuelle (OAPI) (P)
Oman (P)
Philippines (P)
Poland (A)(P)
Portugal (A)(P)
Republic of Korea (P)
Republic of Moldova (A)(P)
Romania (A)(P)
Russian Federation (A)(P)
Rwanda (P)
San Marino (A)(P)
Sao Tome and Principe (P)
Serbia (A)(P)
Sierra Leone (A)(P)
Singapore (P)
Slovakia (A)(P)
Slovenia (A)(P)
Spain (A)(P)
Sudan (A)(P)
Swaziland (A)(P)
Sweden (P)
Switzerland (A)(P)
Syrian Arab Republic (P)
Tajikistan (A)(P)
The former Yugoslav Republic of Macedonia (A)(P)
Tunisia (P)
Turkey (P)
Turkmenistan (P)
Ukraine (A)(P)
United Kingdom (P)
United States of America (P)
Uzbekistan (P)
Viet Nam (A)(P)
Zambia (P)
Zimbabwe (P)

Madrid Agreement Concerning the International Registration of Marks (A)
Protocol Relating to the Madrid Agreement (P)

Additional resources

The following resources are available on WIPO's website:

Information on the Madrid System
www.wipo.int/madrid/en/

Online services
www.wipo.int/madrid/en/services/

IP statistics
www.wipo.int/ipstats/en/

Madrid statistics
www.wipo.int/madrid/en/statistics/

For more information
contact **WIPO** at **www.wipo.int**

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