

Madrid Yearly Review 2017

International Registration
of Marks



Madrid Yearly Review 2017

International Registration of Marks

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Acknowledgements Further information

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Online resources

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

The following resources are available on WIPO's website:

Information on the Madrid System

www.wipo.int/madrid

Contact information

Economics and Statistics Division

Website: www.wipo.int/ipstats

e-mail: ipstats.mail@wipo.int

Key numbers

Description	2016	Change¹
Madrid international applications	52,550	+7.2%
Designations in international applications	353,268	+6.2%
Madrid international registrations	44,726	-13.9%
Subsequent designations in international registrations	45,633	-5.7%
Renewals of international registrations	29,546	+2%
Active (in force) international registrations	641,587	+2.5%
Designations in active international registrations	5,688,043	+0.4%
Share of Madrid designations in total non-resident trademark filing activity² (for Madrid member origins only)³	63%	-2 percentage points⁴
Contracting Parties (Madrid members)	98	+1 member
Countries covered	114	+1 country

1. Change refers to the period 2015–16.

2. Trademark filing activity is measured in application or designation class counts, which consist of the number of classes specified in applications and designations.

3. The latest available year for total trademark application class counts is 2015.

4. Change refers to the period 2014–15.

Section A

Statistics on Madrid international applications

Highlights

Marking the 125th anniversary of the Madrid System, international trademark applications exceeded 50,000 for the first time

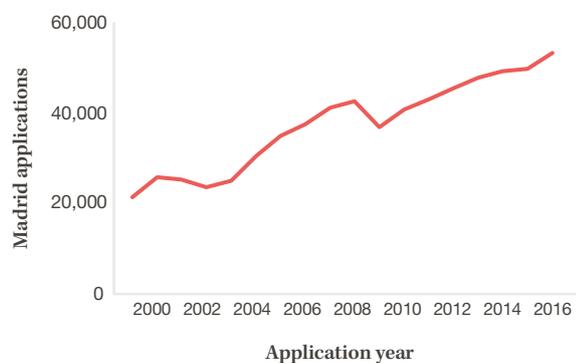
An estimated 52,550 international trademark applications were filed under the WIPO-administered Madrid System in 2016 (figure 1). That is a record number. The annual growth rate of 7.2% was the fastest recorded since 2010 and much faster than 2015's modest increase of 1%. The increase was driven by strong growth in applications from both China and Germany. China's increase accounted for more than one-third (36.8%) of total growth, while that of Germany represented about one-fifth (20.8%).

The Madrid System continues to increase its geographical scope

Brunei Darussalam joined the Madrid System in 2016, bringing total membership to 98. With this accession, the Madrid System now offers trademark holders the ability to obtain protection for their branded products and services in an area covering a total of 114 countries.

Figure 1

Trend in international applications



Source: Standard figure A1.

Who were the largest users of the Madrid System in 2016?

For the third year in a row, the United States of America (U.S.) remained the largest user of the Madrid System. International applications filed by applicants located in the U.S. reached 7,741. These were followed by applications from Germany (7,551), France (4,132) and China (3,200) (figure 2). Applicants domiciled in China filed about 1,300 more Madrid applications in 2016 than in 2015. The resulting remarkably high growth of 68.6% pushed China from ninth largest origin in 2015 to fourth largest in 2016.

Combined, the top 10 origins of applications accounted for 72% of all international applications filed in 2016. Applicants from Madrid member countries located on the European continent filed 62.2% of all international applications, followed by those in Asia (17.5%), which has seen an increase of about seven percentage points compared to its share a decade earlier (figure 3).

Germany (+10.8%), Italy (+14.4%) and the U.K. (+10%) – three larger European countries – saw strong growth, whereas France (-0.4%) recorded a small decline in applications.

Among the top 20 origins, the Russian Federation (+32.7%), Finland (+24.9%) and the Netherlands (+14.1%) also recorded high annual growth. On the other hand, seven of the top origins saw declines, with Belgium (-12.3%) recording the sharpest.

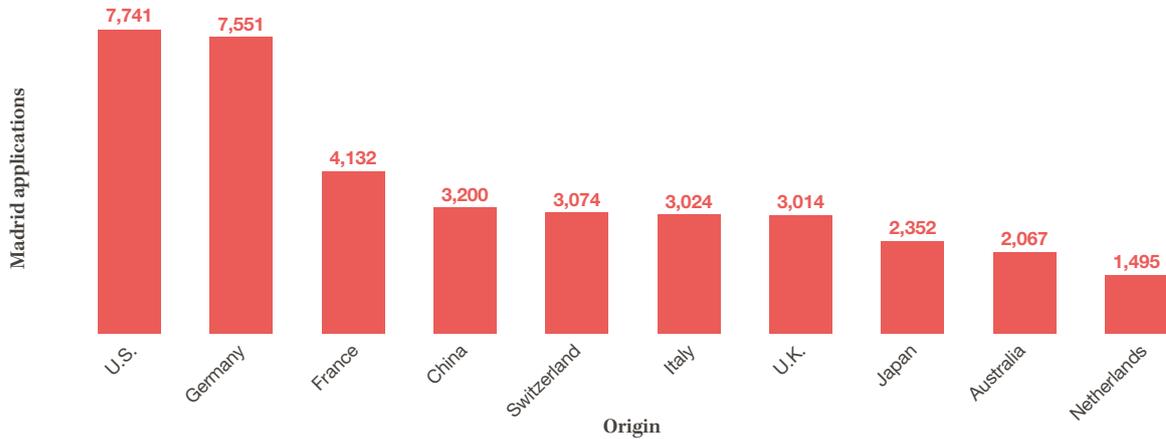
Fourth-ranked China, 12th-ranked Turkey (1,221) and 13th-ranked Russian Federation (1,176) are the only three middle-income countries appearing in the top 20 (standard figure A6).

Which companies filed the most Madrid international applications in 2016?

Filing 150 applications in 2016, L'Oréal of France became the top Madrid applicant for the first time. It was followed by the U.K.'s Glaxo Group (141), BMW (117) and Lidl (112) – both of Germany – and Switzerland's Novartis (94), which after holding the top spot for five years in a row, dropped to 5th position in 2016.

Figure 2

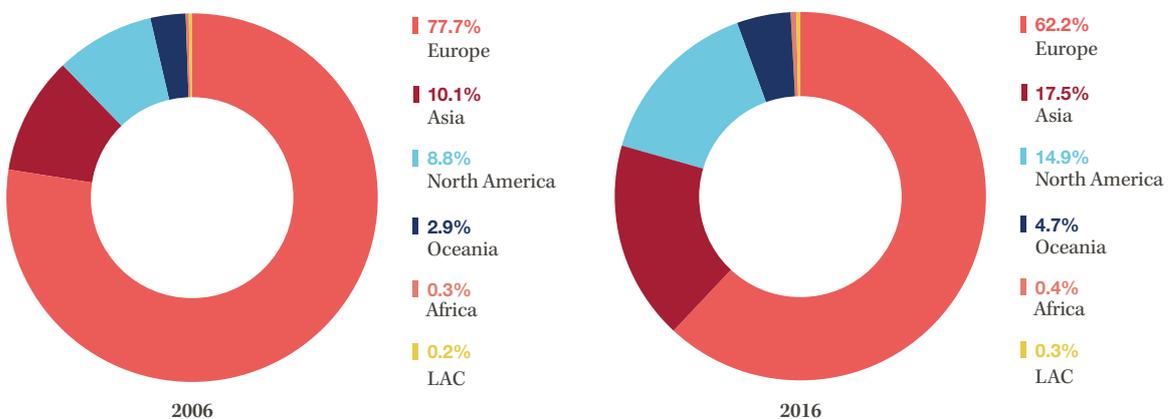
International applications for the top 10 origins, 2016



Source: Standard figure A6.

Figure 3

International applications by region



Source: Standard figure A5.

Incidentally, all top 10 Madrid applicants are European companies. Occupying the 13th spot, Apple of the U.S. was the highest ranked non-European company, while Japan's Daiichi Sankyo came in at 15th, Turkey's İLKO at 16th and China's Huawei Technologies ranked 18th.

Among the top 55 applicants, carmaker BMW saw the largest increase in applications filed in 2016 (77 additional filings), closely followed by pharmaceutical company Glaxo Group with 73.

Which classes saw the highest volumes of international applications?

Nice Classification statistics allow a ranking of the kind of goods and services most frequently covered

by international trademark applications. 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 2016, class 9 accounted for 9.4% of all classes specified in applications filed. The other most specified classes were: class 35 (7.6% of the total), which covers services such as office functions, advertising and business management; class 42 (6%), which includes services provided by, for example, scientific, industrial or technological engineering and computer specialists; class 41 (4.6%), which mainly covers services in the area of education, training, entertainment, sporting and cultural activities; class 25 (4.4%), which includes clothing; and class 5 (4.3%), which covers pharmaceuticals. Three of these six most specified classes are services classes.

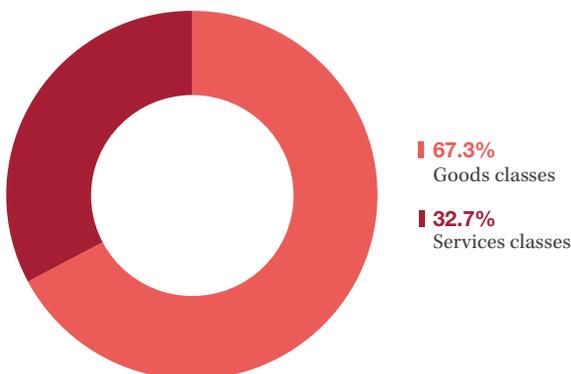
Roughly one-third of all international applications contain marks relating to the services industry

Almost one-third (32.7%) of all classes specified in international applications in 2016 were for services (figure 4). The first 34 of the 45 Nice classes cover goods, whereas the remaining 11 classes cover services. Over the period 2000–16, services classes have accounted for between 26% and 34% of all classes specified in international applications each year. After declining in the early 2000s, recent years show that services classes once again comprise close to one-third of all classes specified in international applications, an increase of about six percentage points on the shares recorded in 2003 and 2004 (standard figure A22).

However, goods/services class shares differ across origins. For example, among the selected origins presented in standard table A23, Switzerland (40.4%) and Luxembourg (40.3%) had the highest shares of services-related classes in 2016. They were followed by Austria (37.1%), the U.K. (37.1%) and France (37%), reflecting the developed services sectors of these countries. Conversely, China had by far the lowest services class share among these selected origins, accounting for just 18% of its total class count – though still much higher than its 7% share in 2006. The Republic of Korea (22.1%), Japan (22%) and Italy (21.7%) also had lower than average services class shares.

Figure 4

International applications by goods and services classes, 2016



Source: Standard figure A22.

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

The 45 Nice classes can be grouped into 10 industry sectors. The scientific research, information and communication technologies sector (abbreviated to research and technology), which includes top Nice classes 9 and 42, accounted for the highest share (19.6%) of all classes specified in Madrid applications filed in 2016, up 2.4 percentage points on its 2006 share. It was followed by health and cosmetics (abbreviated to health), agricultural products and services (agriculture), and textiles, clothing and accessories (clothing), each accounting for between 11.5% and 12.4% of all classes. The chemicals sector continued to receive the lowest share (3.4%) of filing activity (standard figure A20).

The top three sectors vary across origins. Research and technology ranks among the top three industry sectors for all top 10 origins (figure 5). However, agriculture is listed as one of the top three sectors for only top origins Australia, France and Italy. Only China counts the transportation sector as one of its top three. Leisure and education is listed among the top three sectors for top origins Germany, the U.K. and the U.S. Applications from Australia, the Netherlands and Switzerland relating to business services represent the third most important sector for applicants from these countries.

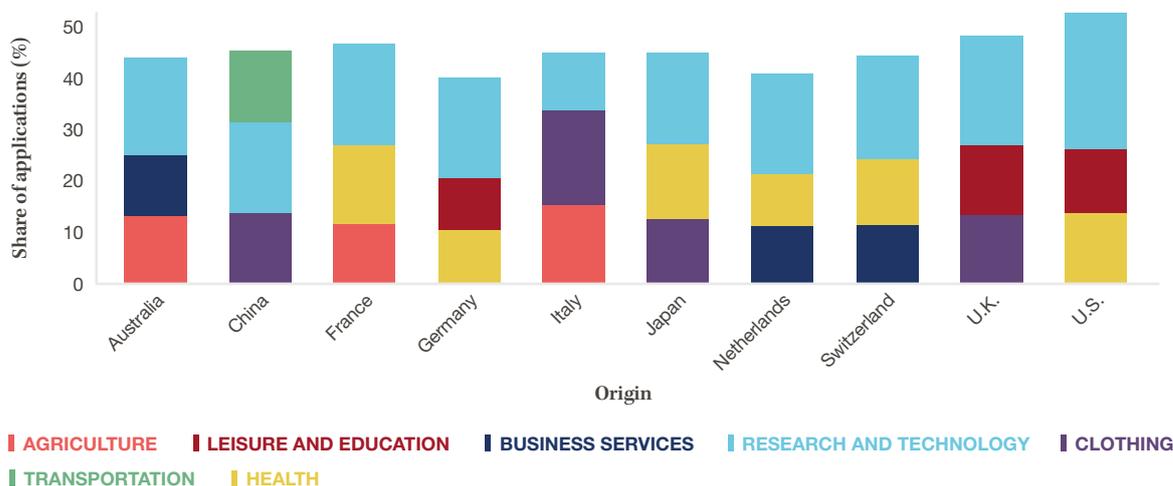
Where do Madrid applicants seek to protect their trademarks?

China (22,444) received the highest number of designations in international Madrid applications in 2016. In other words, more Madrid applicants sought to protect their marks in China more than in any other Madrid member country. China has been the top designated country since 2006. The European Union (21,747) and the U.S. (21,276) were the second and third most designated Madrid members (figure 6). Middle-income countries including the Russian Federation (14,855), India (11,263) and Mexico (9,208) also received high numbers of designations.

The 20 most designated Madrid members combined received 62% of all designations made in international applications filed in 2016. Among these top designated Madrid members, the U.K. (+43.8%)

Figure 5

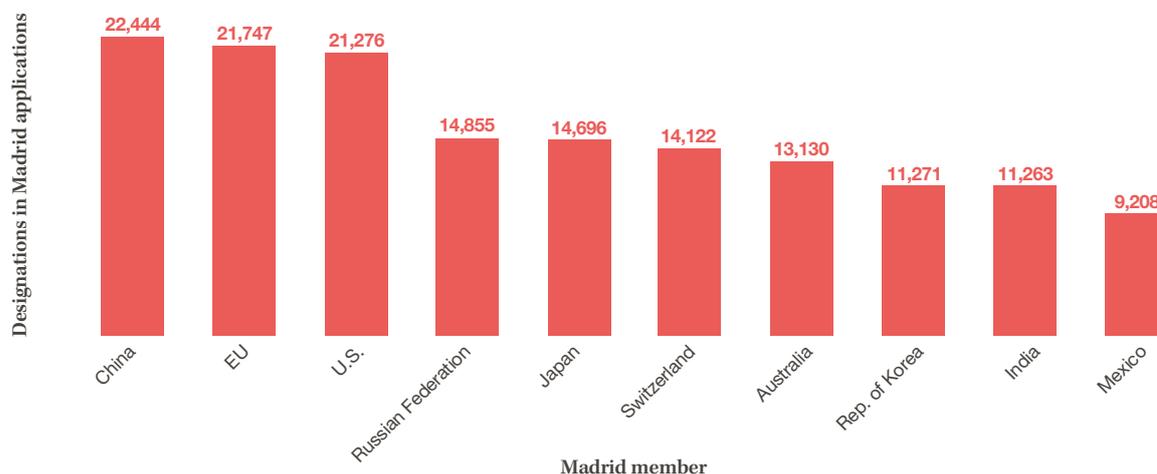
International applications by top three sectors for the top 10 origins, 2016



Source: Standard figure A21.

Figure 6

Designations in international applications for the top 10 designated Madrid members, 2016



Source: Standard figure A12.

saw the highest annual growth in the number of designations received, followed by New Zealand (+12.9), the EU (+12.2), the Philippines (+10.9) and Viet Nam (+10.4). Nearly all the 20 most designated members showed increases in the frequency with

which they were designated in applications. In contrast, Kazakhstan (-0.7%) and Ukraine (-0.7%) saw slight declines in designations compared to 2015, and the Russian Federation showed zero growth (standard figure A12).

Standard figures and tables

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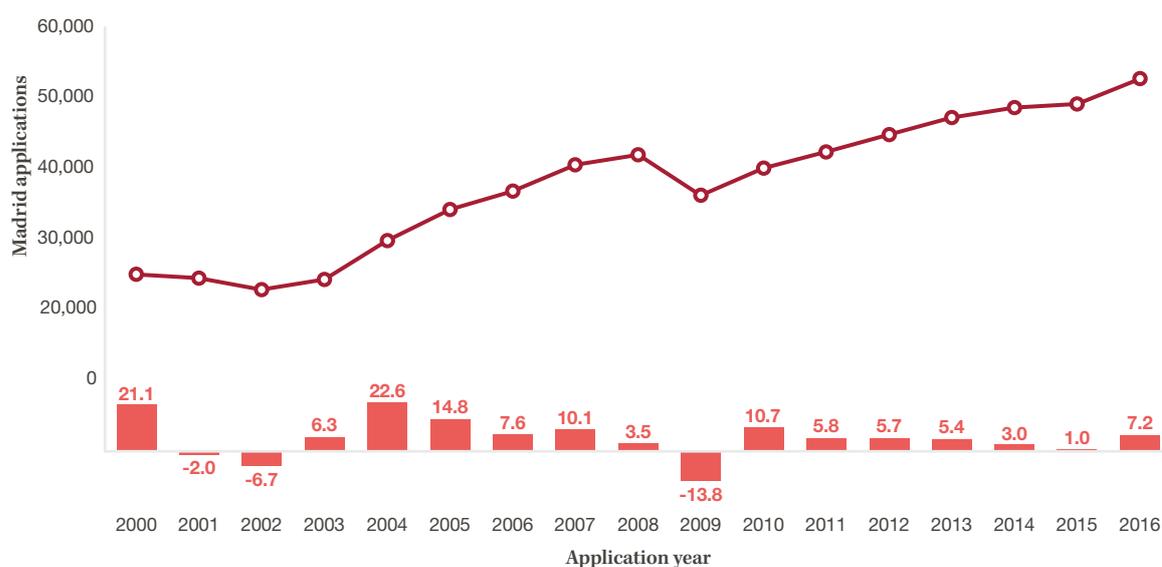
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Madrid international applications

Figure A1

Trend in international applications

Picking up from 2015's modest increase, Madrid international applications grew by 7.2% in 2016, the fastest since 2010.



■ MADRID APPLICATIONS ■ GROWTH RATE (%)

Note: This figure presents the numbers and annual growth rates of international applications filed via the Madrid System. Data for 2016 are WIPO estimates.

Source: WIPO Statistics Database, March 2017.

Table A2

Top Madrid applicants, 2016

L'Oréal of France became the top Madrid applicant for the first time in 2016, filing 150 applications.

Ranking	Change in position from 2015	Applicant	Origin	Madrid applications		
				2014	2015	2016
1	2	L'OREAL, SOCIETE ANONYME	France	89	130	150
2	8	GLAXO GROUP LIMITED	U.K.	234	68	141
3	20	BAYERISCHE MOTOREN WERKE AKTIENGESELLSCHAFT	Germany	49	40	117
4	-2	LIDL STIFTUNG & CO. KG	Germany	125	143	112
5	-4	NOVARTIS AG	Switzerland	293	194	94
6	-1	PHILIPS ELECTRONICS N.V.	Netherlands	86	123	85
7	0	BOEHRINGER INGELHEIM INTERNATIONAL GMBH	Germany	90	90	83
8	1	BIOFARMA	France	31	81	75
9	-3	DAIMLER AG	Germany	63	103	70
10	5	SOCIETE DES PRODUITS NESTLE S.A.	Switzerland	115	52	67
11	9	AUGUST STORCK KG	Germany	28	45	62
12	106	BRILLUX GMBH & CO. KG	Germany	17	16	61

Ranking	Change in position from 2015	Applicant	Origin	Madrid applications		
				2014	2015	2016
13	-5	APPLE INC.	U.S.	50	86	60
14	11	ABERCROMBIE & FITCH EUROPE SA	Switzerland	30	37	57
15	63	DAIICHI SANKYO COMPANY, LIMITED	Japan	9	20	56
16	n/a	ILKO ILAC SANAYI VE TICARET ANONIM SIRKETI	Turkey	0	0	54
17	-3	HENKEL KGAA	Germany	86	53	53
18	108	HUAWEI TECHNOLOGIES CO., LTD.	China	19	15	51
19	17	BAYER INTELLECTUAL PROPERTY GMBH	Germany	38	30	48
19	67	GOOGLE INC.	U.S.	11	19	48
21	65	ZPC FLIS SPOLKA JAWNA	Poland	0	19	46
22	23	AKZO NOBEL COATINGS INTERNATIONAL B.V.	Netherlands	13	27	45
23	10	SYNGENTA PARTICIPATIONS AG	Switzerland	48	32	44
24	0	SAMSUNG ELECTRONICS CO., LTD.	Rep. of Korea	26	38	43
25	-6	MICROSOFT CORPORATION	U.S.	30	46	42
25	5	BSH HAUSGERATE GMBH	Germany	0	33	42
25	2	SIEMENS AKTIENGESELLSCHAFT	Germany	38	35	42
28	13	MERCK KGAA	Germany	16	28	41
28	6	RIGO TRADING S.A. SOCIETE ANONYME	Luxembourg	0	31	41
30	193	HEINRICH BAUER VERLAG KG	Germany	2	11	37
31	n/a	PRIVREDNO DRU TVO ZA PROIZVODNJU COKOLADE, BOMBONA I PECIVA PIONIR DOO	Serbia	8	1	36
31	228	SANO - MODERNI VYZIVA ZVIRAT SPOL. S R.O.	Czech Republic	1	10	36
31	n/a	EURO GAMES TECHNOLOGY LTD.	Bulgaria	0	0	36
34	-21	KRKA, TOVARNA ZDRAVIL, D.D., NOVO MESTO	Slovenia	39	54	34
35	3	HYUNDAI MOTOR COMPANY	Rep. of Korea	12	29	32
36	-19	WORLD MEDICINE ILAC SANAYI VE TICARET ANONIM SIRKETI	Turkey	69	50	31
36	9	CONTINENTAL REIFEN DEUTSCHLAND GMBH	Germany	19	27	31
38	-17	VOLKSWAGEN AKTIENGESELLSCHAFT	Germany	27	41	30
39	29	CHANEL	France	6	22	29
39	47	MAURER + WIRTZ GMBH & CO. KG	Germany	13	19	29
39	9	ADP GAUSELMANN GMBH	Germany	6	26	29
42	21	SHIPMAN ASSOCIATES, INC.	U.S.	17	23	28
42	51	DAW SE	Germany	6	18	28
42	n/a	MINISTERE DE L'ARTISANAT ET DE L'ECONOMIE SOCIALE ET SOLIDAIRE	Morocco	0	0	28
42	181	SHISEIDO COMPANY, LTD	Japan	13	11	28
46	97	PHILIP MORRIS PRODUCTS S.A.	Switzerland	16	14	27
46	11	BEIERSDORF AG	Germany	37	24	27
46	119	CHANEL SARL	Switzerland	8	13	27
49	29	MOOSE ENTERPRISE PTY LTD	Australia	19	20	26
49	n/a	PHILIPS LIGHTING HOLDING B.V.	Netherlands	0	0	26
49	14	TUI AG	Germany	10	23	26
52	239	KARSTEN MANUFACTURING CORPORATION	U.S.	3	9	25
52	171	BASF SE	Germany	14	11	25
52	n/a	SKECHERS U.S.A., INC. II	U.S.	4	0	25
52	171	LESAFFRE ET COMPAGNIE	France	2	11	25

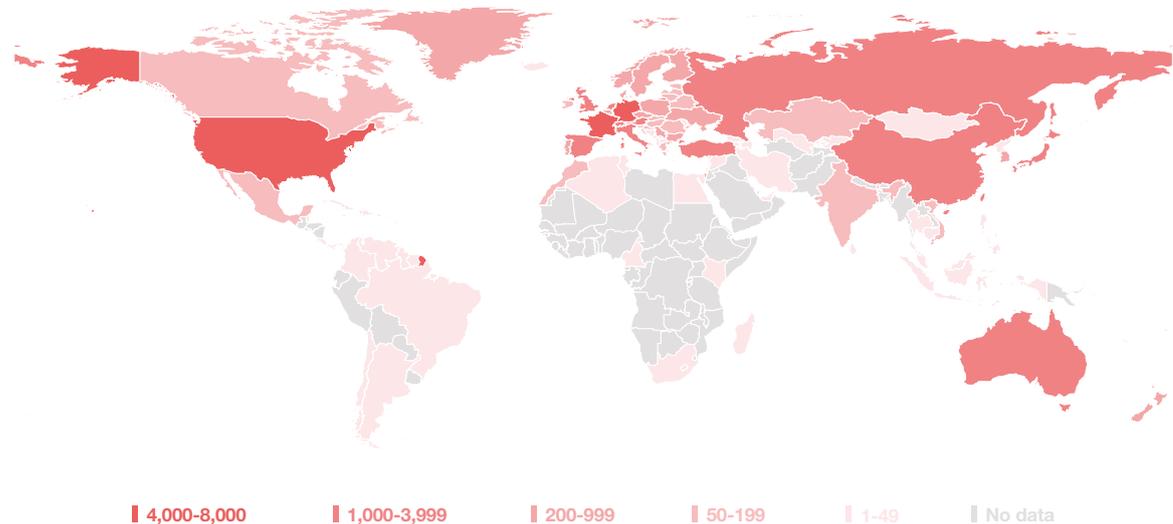
Note: This table includes 55 applicants that filed 25 or more international applications in 2016. New applications filed each year generally represent an increase in the number of marks in a trademark holder's portfolio. Depending on various circumstances, companies or entities may choose to expand their 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.

n/a indicates not applicable.

Source: WIPO Statistics Database, March 2017.

Map A3

International applications by origin, 2016



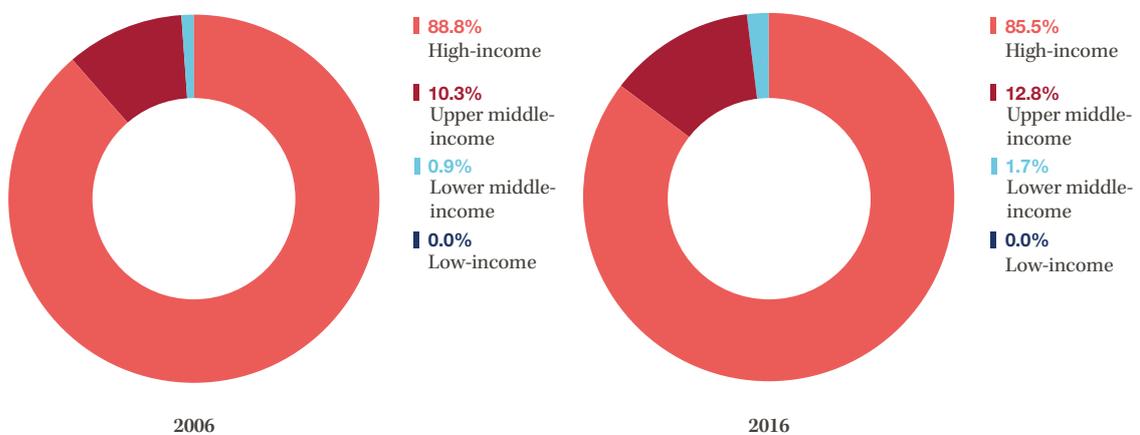
Note: Data for 2016 are WIPO estimates. Origin data are based on the country of the applicant's address. Not all origins presented are Madrid member jurisdictions. The inclusion of non-members reflects the possibility that applicants can claim entitlement in a Madrid member country or jurisdiction even if they are domiciled in a non-member country or jurisdiction. For example, applicants domiciled in Canada can file an international application if they have a real and effective industrial or commercial establishment in a Madrid member country/region, such as the U.S. In such a case, Canada is listed as the country of origin. However, Canada cannot be designated in an international application or registration, because it is not yet a Madrid member.

Source: WIPO Statistics Database, March 2017.

Figure A4

International applications by income group

Most Madrid international applications originate in high-income countries, but the share from middle-income countries is growing.



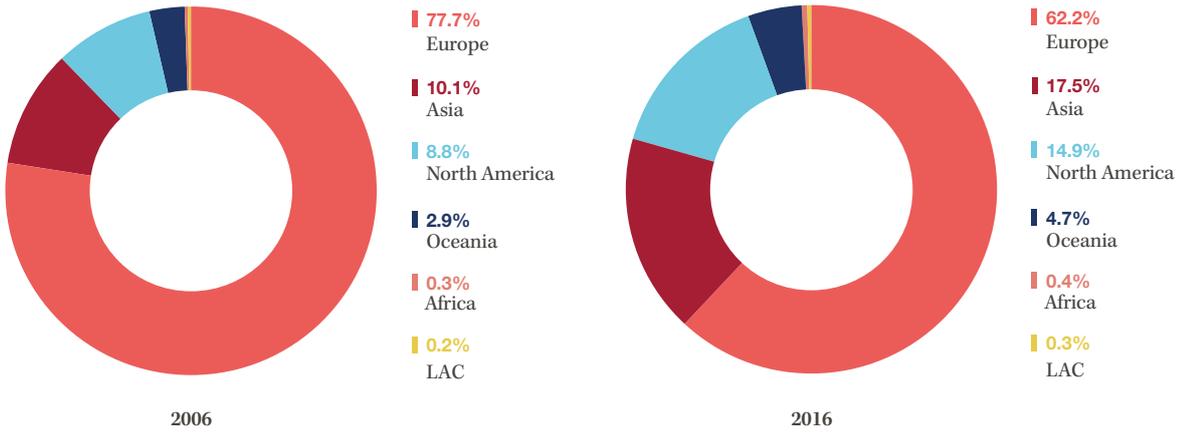
Note: Data for 2016 are WIPO estimates. Origin data are based on the country of the applicant's address. Madrid international applications were filed by applicants domiciled in a total of 113 countries or territories of origin. Each income group included the following number of countries or territories: high-income (54), upper middle-income (38), lower middle-income (18) and low-income (3).

Source: WIPO Statistics Database, March 2017.

Figure A5

International applications by region

Three out of every five Madrid applications came from Europe in 2016, but Asia's share has been growing fast.



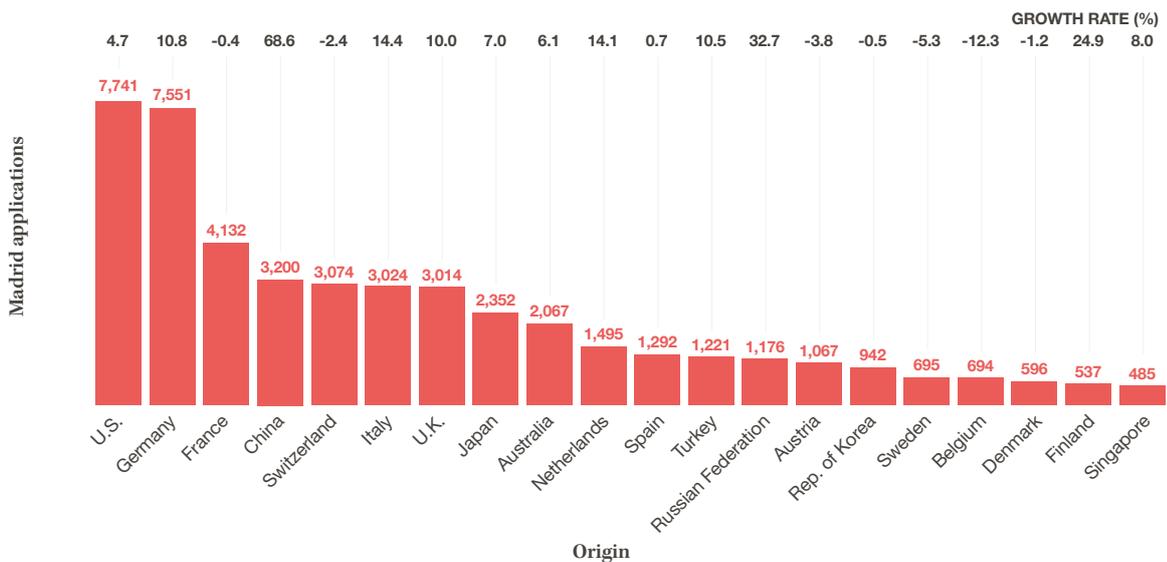
Note: Origin data are based on the country of the applicant's address. Madrid international applications were filed by applicants domiciled in a total of 113 countries or territories of origin. Each geographical region included the following number of countries or territories: Africa (11), Asia (30), Europe (43), Latin America and the Caribbean (LAC; 22), North America (3) and Oceania (4).

Source: WIPO Statistics Database, March 2017.

Figure A6

International applications for the top 20 origins, 2016

For the third year in a row, the U.S. was the largest user of the Madrid System.



Note: Origin data are based on the country of the applicant's address. Data for 2016 are WIPO estimates. The numbers of international applications for all origins are reported in statistical table A25.

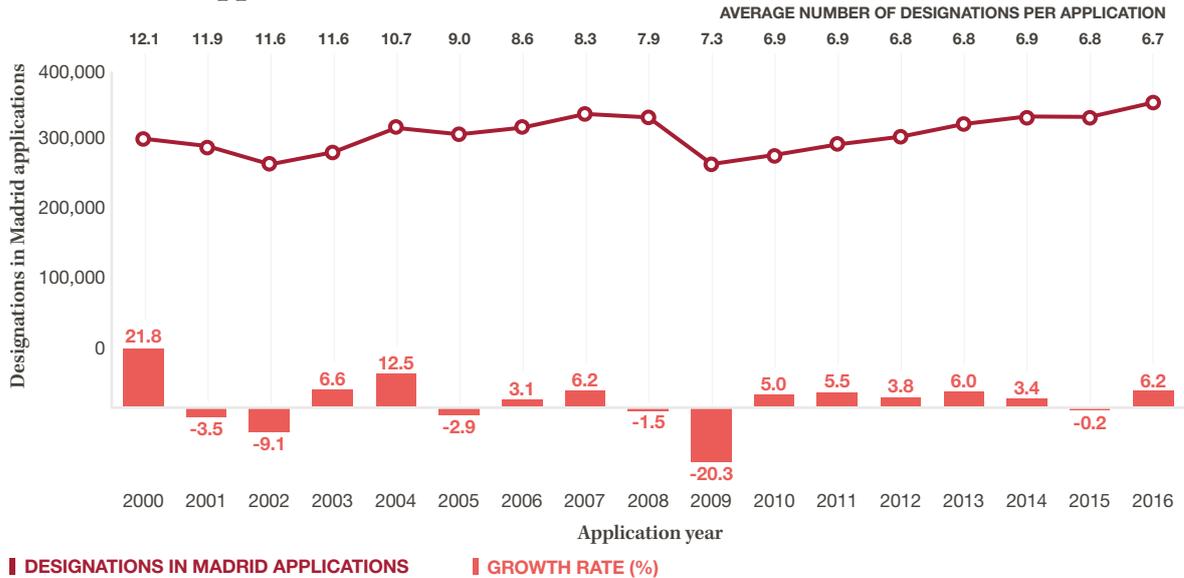
Source: WIPO Statistics Database, March 2017.

Designations in Madrid international applications

Figure A7

Trend in designations in international applications and average number of designations per application

Applicants designated an average of around seven Madrid members per Madrid international application filed in 2016.



DESIGNATIONS IN MADRID APPLICATIONS | **GROWTH RATE (%)**

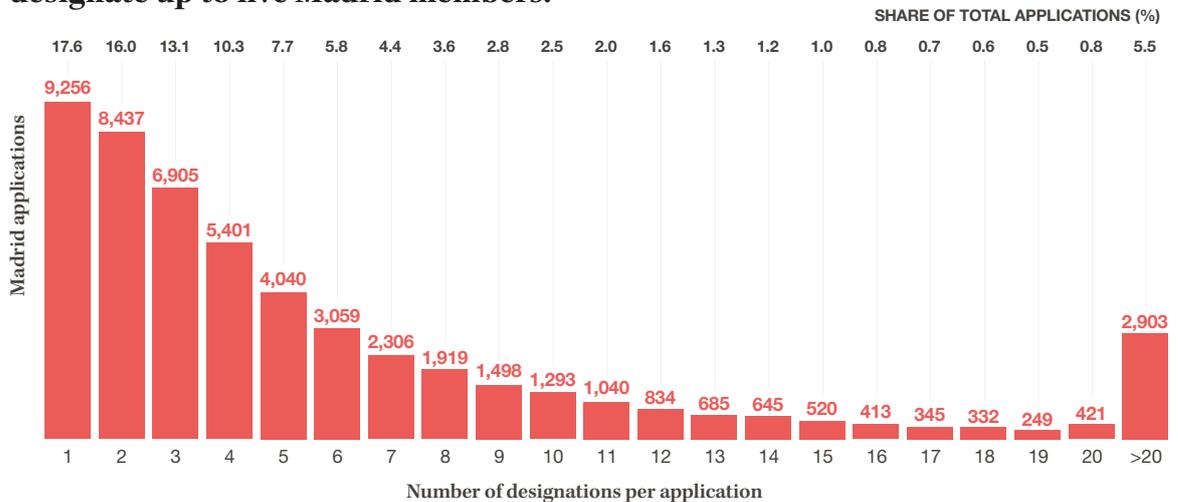
Note: When applicants first apply for an international registration, they can initially choose any of the Madrid members in which they aim to extend protection for their trademarks, apart from the Madrid member through which the holder is entitled to use the Madrid System. These are called designations. The decrease in the average number of designations per application from 12 in 2000 can be explained by the fact that the EU joined the Madrid System in 2004, and this has enabled applicants to designate the EU as a whole via a single designation rather than designating individual EU member states separately.

Source: WIPO Statistics Database, March 2017.

Figure A8

Distribution of designations per international application, 2016

Almost two-thirds of all international applications filed in 2016 were used to designate up to five Madrid members.



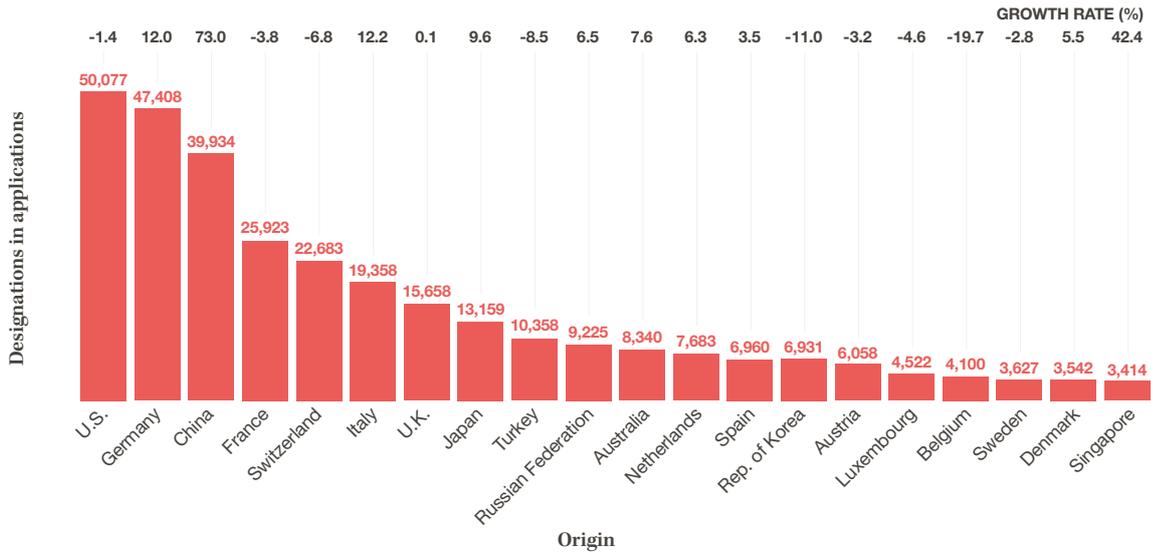
Note: Similar to previous years, 17.6% of all international applications filed in 2016 were used to designate only a single Madrid member. International applications designating a single Madrid member show how trademark holders use the Madrid System in a staged manner to obtain protection in the jurisdiction that is the highest priority for them first, then extend protection to other jurisdictions later by filing subsequent designations.

Source: WIPO Statistics Database, March 2017.

Figure A9

Designations in international applications for the top 20 origins, 2016

The largest numbers of designations in Madrid applications were from the U.S., Germany and China.



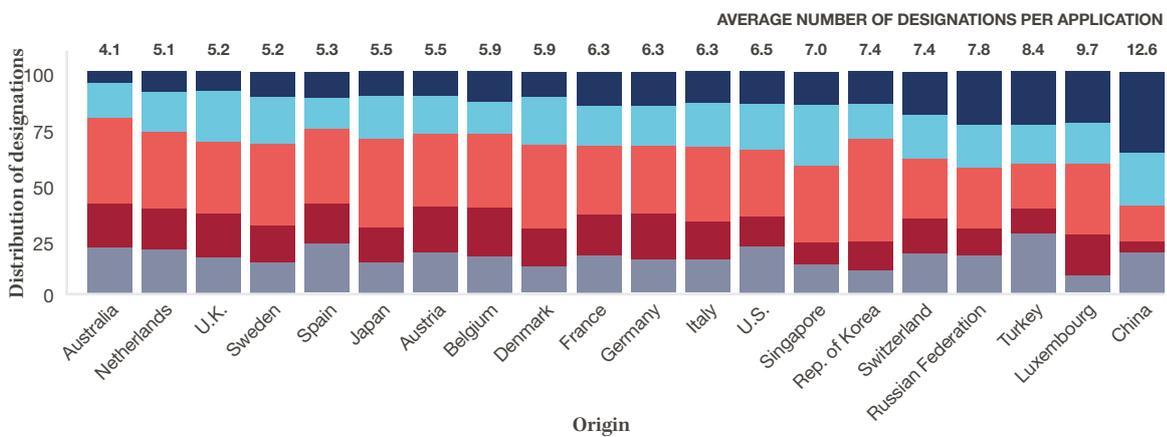
Note: Origin data are based on the country of the applicant's address. The numbers of designations in international applications for all origins are reported in statistical table A25.

Source: WIPO Statistics Database, March 2017.

Figure A10

Distribution of designations per international application for the top 20 origins, 2016

Most applicants from top origins designated between four and seven members on average in their international applications filed in 2016.



1 DESIGNATION | 2 DESIGNATIONS | 3 TO 5 DESIGNATIONS | 6 TO 10 DESIGNATIONS | MORE THAN 10 DESIGNATIONS

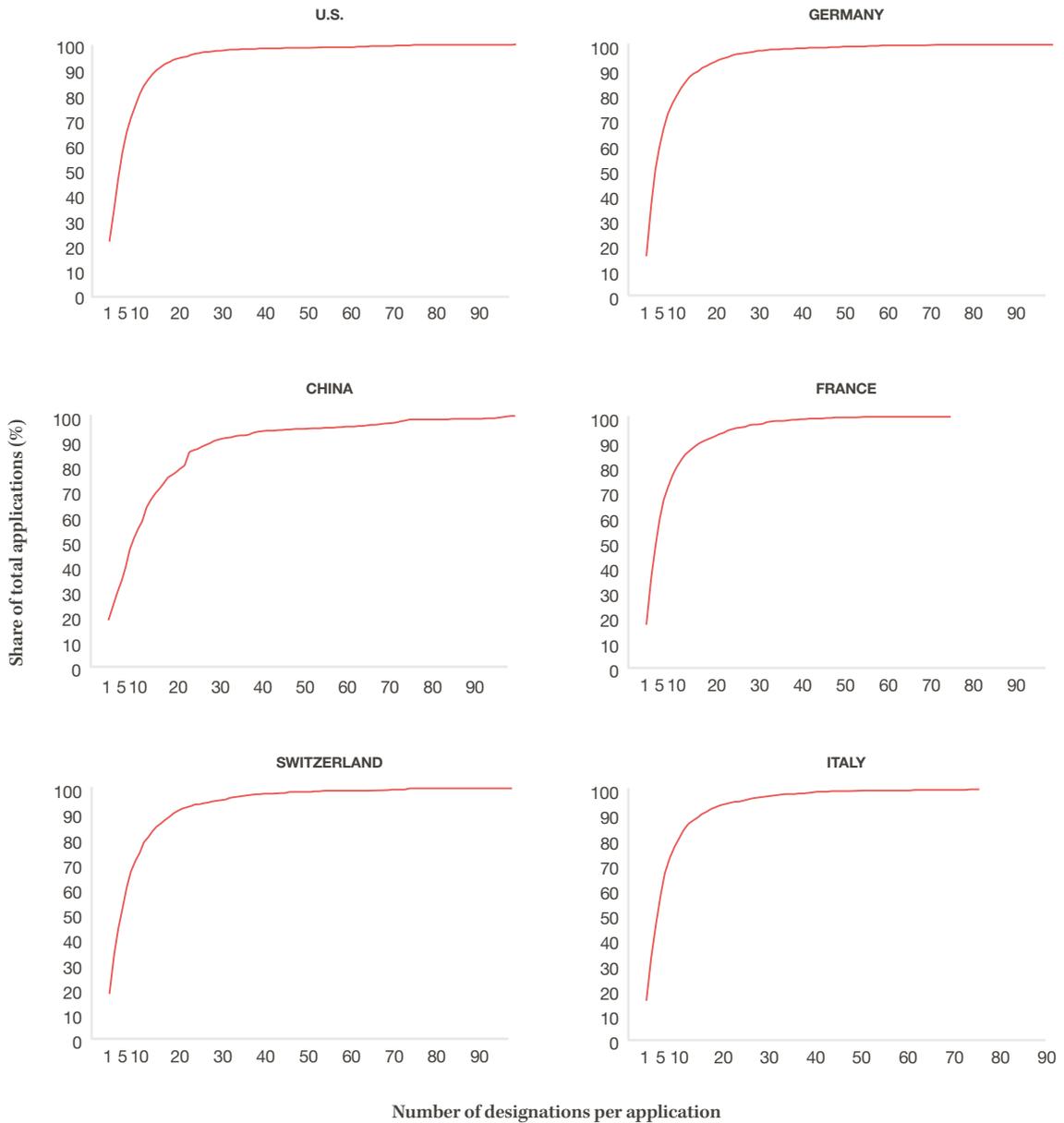
Note: Origin data are based on the country of the applicant's address. This figure breaks down the number of designations per international application for each of the top 20 origins in 2016.

Source: WIPO Statistics Database, March 2017.

Figure A11

Distribution of the number of designations per international application for the top six origins, 2016

Applicants from China tended to designate more Madrid members than those from other leading origins.



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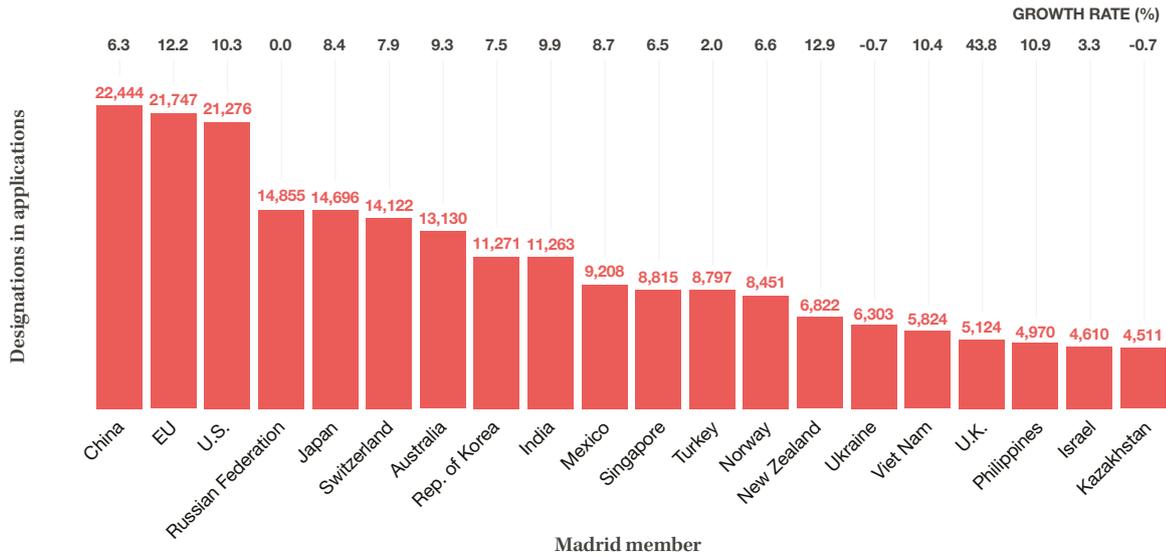
Note: Origin data are based on the country of the applicant's address.

Source: WIPO Statistics Database, March 2017.

Figure A12

Designations in international applications for the top 20 designated Madrid members, 2016

China was the most designated country in 2016, a position it has held for the past decade.



Note: The numbers of designations in applications for all Madrid members are reported in statistical table A25.

Source: WIPO Statistics Database, March 2017.

Table A13

Designations in international applications for the top 20 origins and top 15 designated Madrid members, 2016

Origin	Designated Madrid member (number of designations)														
	China	EU	U.S.	Russian Federation	Japan	Switzerland	Australia	Rep. of Korea	India	Mexico	Singapore	Turkey	Norway	New Zealand	Ukraine
Australia	962	953	1,299	201	531	110	31	293	385	141	514	77	131	774	43
Austria	320	340	373	256	166	635	137	103	114	90	61	178	168	48	116
Belgium	283	294	303	201	143	244	118	92	131	62	70	108	117	51	87
China	43	892	1,457	1,416	1,210	711	1,141	1,193	1,531	826	956	820	434	748	686
Denmark	255	209	355	164	186	183	185	139	110	70	94	114	314	92	53
France	1,821	1,406	1,790	1,168	1,126	1,569	762	696	682	624	655	697	636	336	507
Germany	3,273	2,628	3,282	2,482	1,906	4,498	1,559	1,511	1,521	1,140	880	1,825	1,792	609	962
Italy	1,776	982	1,761	1,287	1,040	992	635	692	575	451	375	678	393	243	392
Japan	1,402	1,275	1,462	448	8	322	566	1,094	557	299	820	257	227	243	116
Luxembourg	213	191	226	180	124	245	127	106	94	82	104	120	128	69	78
Netherlands	618	652	677	367	328	444	309	206	319	184	173	282	346	169	133
Rep. of Korea	630	414	623	193	508	73	205	6	252	141	269	148	60	106	77

(Continued)

(Continued)

Origin	Designated Madrid member (number of designations)														
	China	EU	U.S.	Russian Federation	Japan	Switzerland	Australia	Rep. of Korea	India	Mexico	Singapore	Turkey	Norway	New Zealand	Ukraine
Russian Federation	610	250	248	6	77	86	50	86	146	42	50	119	68	19	443
Singapore	287	191	263	79	205	55	211	195	187	48	28	47	35	93	34
Spain	509	190	658	359	293	221	207	187	202	499	123	203	115	73	134
Sweden	357	126	416	202	260	250	216	165	166	104	80	128	389	78	41
Switzerland	1,219	1,955	1,269	911	940	107	611	666	590	587	572	680	598	316	401
Turkey	257	276	353	448	109	152	97	83	142	57	70	-	86	37	274
U.K.	1,448	1,390	1,853	576	1,015	621	1,378	511	674	495	547	353	423	615	144
U.S.	3,918	4,989	96	1,667	3,459	1,508	3,412	2,396	2,020	2,592	1,661	1,037	1,155	1,657	491
Others	2,243	2,144	2,512	2,244	1,062	1,096	1,173	851	865	674	713	926	836	446	1,091
Total	22,444	21,747	21,276	14,855	14,696	14,122	13,130	11,271	11,263	9,208	8,815	8,797	8,451	6,822	6,303

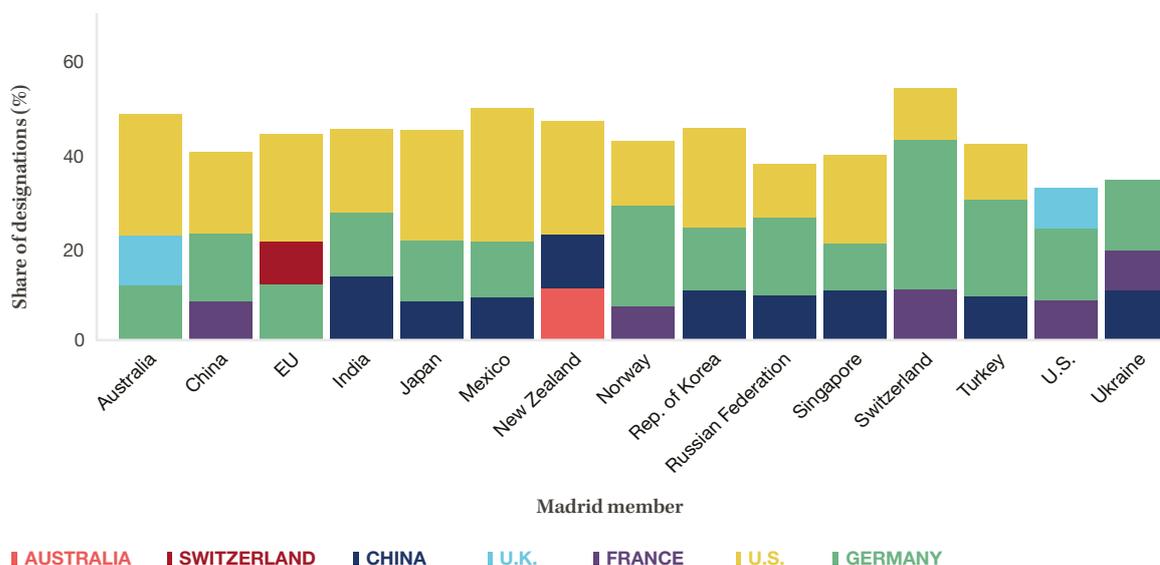
Note: Origin data are based on the country of the applicant's address. The table shows the numbers of designations made in Madrid applications for the top 15 designated Madrid members from the top 20 origins in 2016. In the Madrid System, it is not possible for a trademark holder to designate, in an international application, the Madrid member through which the holder is entitled to use the Madrid System. 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 this table, where designations exist for an origin that is the same as the designated Madrid member, this indicates that a trademark holder residing in that country of origin was entitled to file an international application through another Madrid member.

Source: WIPO Statistics Database, March 2017.

Figure A14

Distribution of designations in international applications for the top 15 designated Madrid members received from their top 3 origins, 2016

China is featured among the top origins of designations received by 9 of the top 20 Madrid members in 2016.



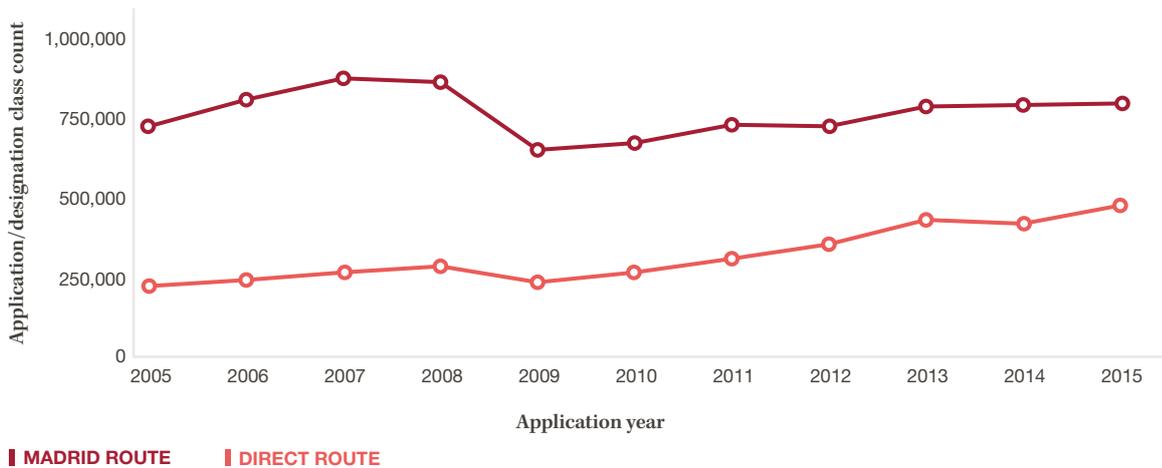
Source: WIPO Statistics Database, March 2017.

Route: Direct versus Madrid

Figure A15

Trends in non-resident direct applications and Madrid designations for Madrid origins only

As a whole, applicants from Madrid members use the Madrid route more than the direct route to extend protection for their marks internationally.



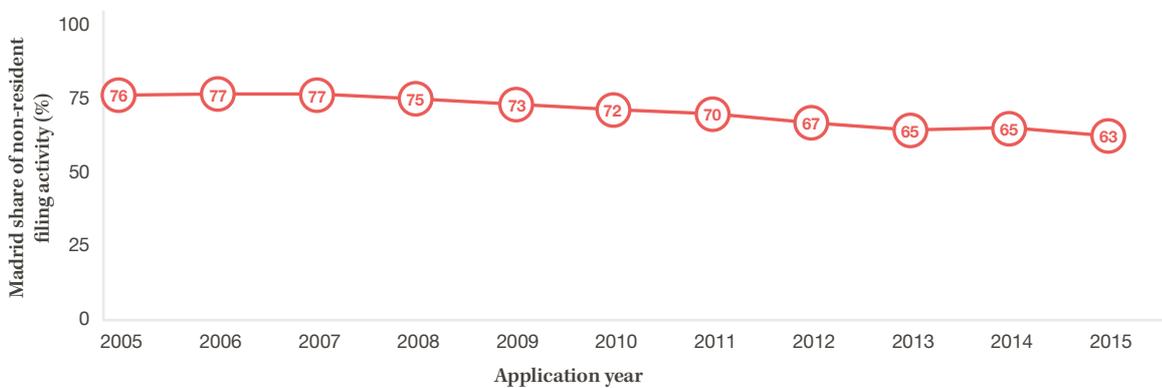
Note: Direct application data from national and regional IP offices are available only up to 2015, so 2016 Madrid designation data are not included. The direct route refers to classes specified in applications filed by non-residents of Madrid member origins directly with national or regional IP offices of Madrid members. The Madrid route refers to classes specified in designations received by offices via the Madrid System.

Source: WIPO Statistics Database, March 2017.

Figure A16

Trend in the use of the Madrid route for Madrid origins only

In recent years, Madrid member offices combined have received about two-thirds of their non-resident filing activity via the Madrid System.



Note: Direct application data from national and regional IP offices are available only up to 2015, so 2016 Madrid designation data are not included.

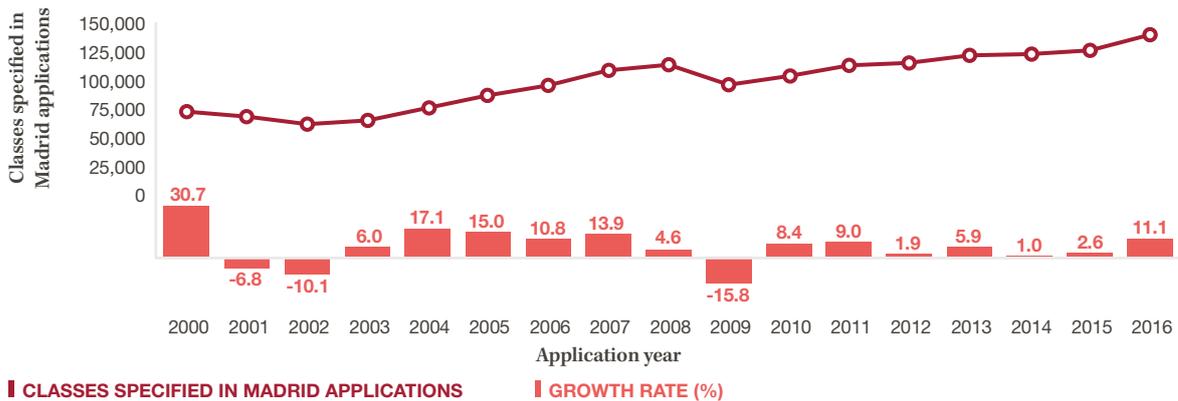
Source: WIPO Statistics Database, March 2017.

Nice classes specified in Madrid international applications

Figure A17

Trend in the number of classes specified in international applications

The total number of classes specified in international applications has grown steadily, reflecting growth in applications.



■ CLASSES SPECIFIED IN MADRID APPLICATIONS

■ GROWTH RATE (%)

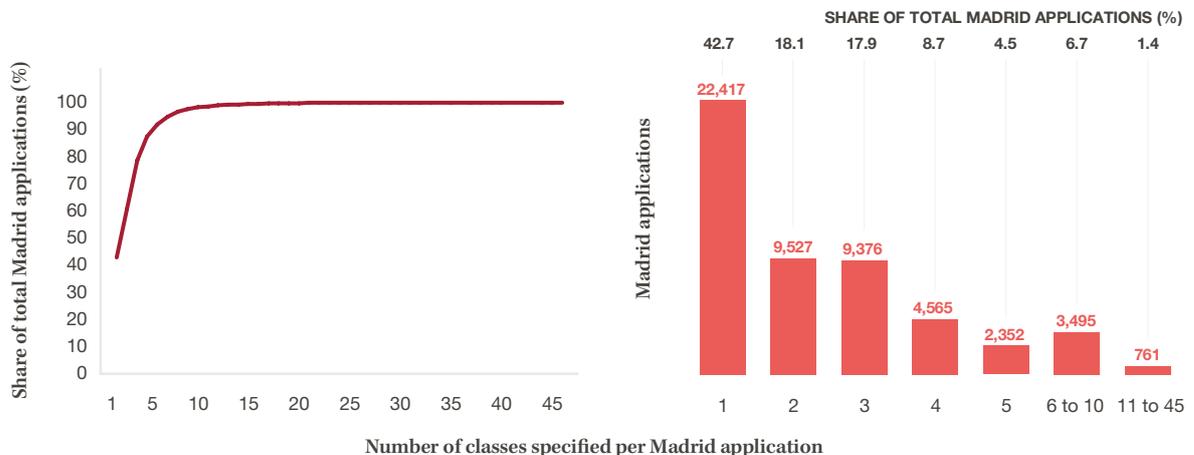
Note: Within the international trademark system, many offices have adopted the Nice Classification, an international classification of goods and services applied to trademark applications and registrations. Applicants are required to provide a description of the goods or services for which the mark is to be used according to one or more of the 45 Nice classes (see www.wipo.int/classifications/nice). 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.

Source: WIPO Statistics Database, March 2017.

Figure A18

Distribution of the number of classes specified per international application, 2016

Over three-quarters of international applications filed in 2016 included up to three goods or services classes.



■ CUMULATIVE SHARE

Note: The overall average of two to three classes specified for all international applications filed in 2016 masks significant variation in the number of classes specified across these applications. For example, 22,417 or 42.7% of all international applications indicated a single class to which the trademark applied, and 78.7% included up to three classes. Only 761 applications – 1.4% of the total – specified 11 or more of the 45 goods and services classes.

Source: WIPO Statistics Database, March 2017.

Table A19

Classes specified in international applications, 2016

For more than a decade, the most specified class has been class 9, which includes computer hardware and software.

Class covers/includes	Year 2016	Growth (%): 2015–16	Share of total (%): 2016
Class 9: Computer hardware and software and other electrical or electronic apparatus of a scientific nature	12,862	11.6	9.4
Class 35: Services such as office functions, advertising and business management	10,364	5.5	7.6
Class 42: Services provided by, for example, scientific, industrial or technological engineers and computer specialists	8,163	12.0	6.0
Class 41: Services in the area of education, training, entertainment, sporting and cultural activities	6,291	7.3	4.6
Class 25: Clothing, footwear and headgear	5,941	3.7	4.4
Class 5: Mainly pharmaceuticals and other preparations for medical purposes	5,889	4.1	4.3
Class 3: Mainly cleaning preparations and toilet preparations	5,121	5.9	3.8
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	4,065	6.2	3.0
Class 16: Mainly paper, goods made from that material and office requisites	4,018	3.4	2.9
Class 7: Mainly machines, machine tools, motors and engines	3,679	5.9	2.7
Class 11: Apparatus for lighting, heating, steam generating, cooking, refrigerating, drying, ventilating, water supply and sanitary purposes	3,228	8.5	2.4
Class 18: Leather and imitations of leather, and products made therefrom, traveling bags and umbrellas	3,068	-0.8	2.2
Class 38: Telecommunications services	2,994	1.1	2.2
Class 10: Surgical, medical, dental and veterinary apparatus and instruments	2,985	13.1	2.2
Class 37: Building construction; repair; installation services	2,981	11.9	2.2
Class 29: Meat, fish, poultry; frozen, dried and cooked fruits and vegetables	2,931	4.2	2.1
Class 28: Games and playthings; gymnastic and sporting articles	2,798	8.8	2.0
Class 12: Vehicles; apparatus for locomotion by land, air or water	2,699	21.7	2.0
Class 1: Chemicals used in industry, science and photography, as well as in agriculture	2,625	8.3	1.9
Class 36: Services relating to insurance, financial affairs, monetary affairs, and real estate affairs	2,563	8.1	1.9
Class 33: Alcoholic beverages (except beers)	2,471	10.8	1.8
Class 21: Mainly household or kitchen utensils and containers; combs and sponges; articles for cleaning purposes, glassware, porcelain and earthenware	2,465	8.4	1.8
Class 20: Mainly furniture, mirrors, picture frames and goods made from, for example, wood, cork, reed, cane, wicker	2,450	13.7	1.8
Class 32: Beers; mineral and aerated waters and other non-alcoholic beverages; fruit beverages and fruit juices; syrups and other preparations for making beverages	2,380	10.7	1.7
Class 44: Medical services; veterinary services; hygienic and beauty care for human beings or animals; agriculture, horticulture and forestry services	2,216	6.8	1.6
Class 43: Services for providing food and drink; temporary accommodation	2,143	-0.7	1.6
Class 6: Mainly includes common metals and their alloys and goods of common metal not included in other classes	2,117	9.9	1.6
Class 14: Mainly precious metals and their alloys and goods in precious metals or coated therewith, not included in other classes	2,039	-2.6	1.5
Class 39: Services related to transport, packaging and storage of goods, and travel arrangement	2,027	1.3	1.5
Class 19: Mainly non-metallic building materials and asphalt	1,693	15.6	1.2
Class 24: Textiles and textile goods, not included in other classes; bed covers; table covers	1,664	8.5	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	1,514	2.5	1.1
Class 31: Mainly grains and agricultural, horticultural and forestry products; live animals; fresh fruits and vegetables; seeds	1,458	11.2	1.1
Class 40: Services related to the treatment of materials	1,454	7.8	1.1
Class 17: Mainly rubber, plastics in extruded form for use in manufacture; packing, stopping and insulating materials; non-metallic flexible pipes	1,431	9.7	1.0
Class 8: Hand tools and implements (hand-operated); cutlery; side arms; razors	1,279	14.6	0.9
Class 4: Mainly industrial oils, lubricants, fuels and illuminants	922	5.3	0.7
Class 2: Mainly paints, varnishes, lacquers	894	8.0	0.7
Class 27: Carpets, rugs, mats and matting, linoleum and other materials for covering existing floors; wall hangings (non-textile)	595	-0.3	0.4
Class 34: Tobacco; smokers' articles; matches	519	-4.4	0.4
Class 26: Lace and embroidery, ribbons and braid; buttons, hooks and eyes, pins and needles; artificial flowers	500	-2.7	0.4
Class 22: Mainly ropes, string, nets, tents, awnings, tarpaulins, sails, sacks and bags (not included in other classes)	479	24.4	0.4
Class 15: Musical instruments	219	5.8	0.2
Class 23: Yarns and threads, for textile use	181	4.6	0.1
Class 13: Firearms; ammunition and projectiles; explosives; fireworks	149	-12.9	0.1
Not specified	6,013		4.4
Total classes specified in Madrid applications	136,537	11.1	100.0

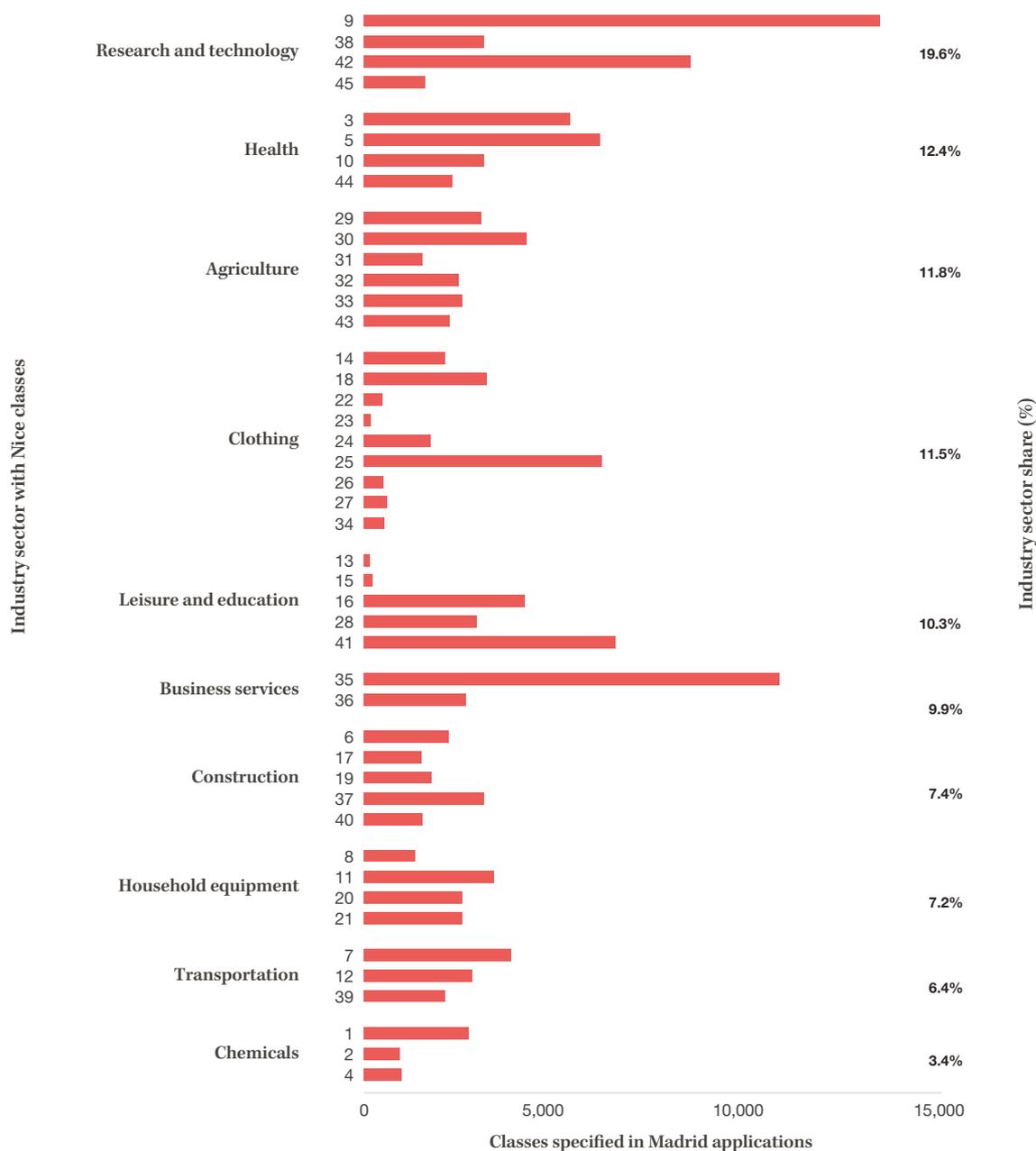
Note: For full class definitions see: www.wipo.int/classifications/nice

Source: WIPO Statistics Database, March 2017.

Figure A20

International applications by industry sector, 2016

Research and technology accounted for the highest share of all filing activity via the Madrid System in 2016.



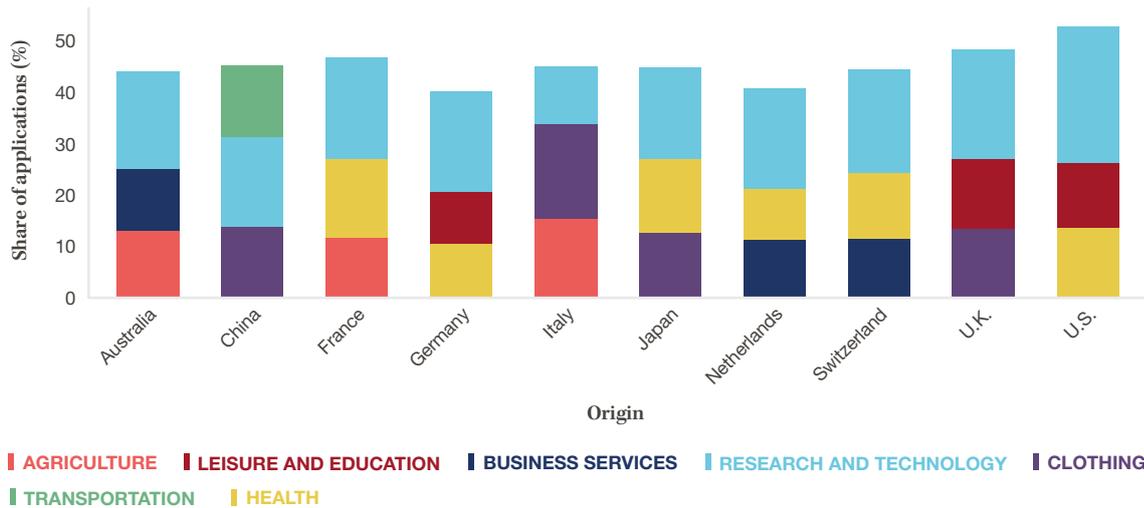
Note: Industry sectors based on class groups are those defined by Edital@. Some industry sectors are abbreviated. See the annex for full definitions. For full class definitions, see www.wipo.int/classifications/nice

Source: WIPO Statistics Database, March 2017.

Figure A21

International applications by top three sectors for the top 10 origins, 2016

The business services sector features among the top three for applications from Australia, the Netherlands and Switzerland.



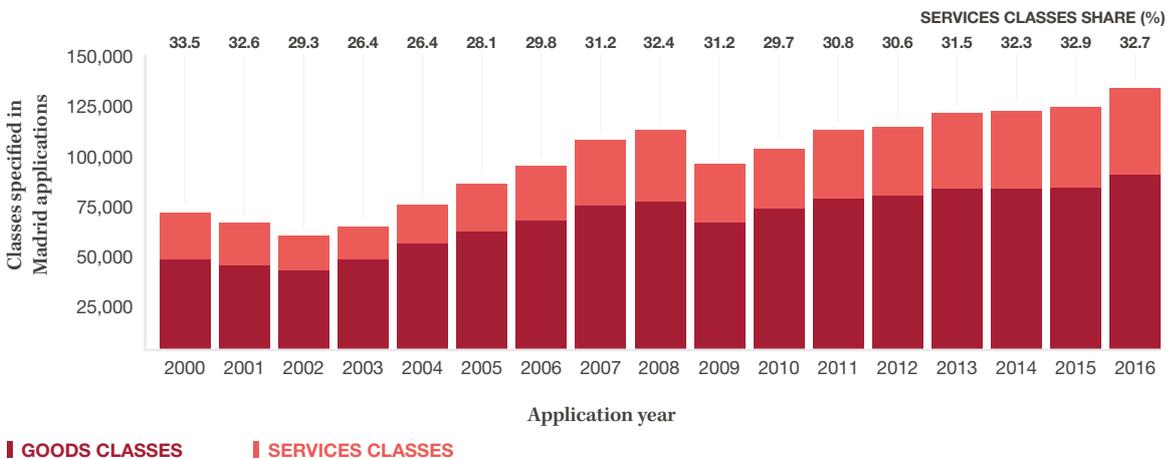
Note: Industry sectors based on class groups are those defined by Edital®. Some industry sectors are abbreviated. See the annex for full definitions. For full class definitions, see www.wipo.int/classifications/nice

Source: WIPO Statistics Database, March 2017.

Figure A22

Trend in services classes versus goods classes

Services classes comprise close to a third of all classes specified in international applications.



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

Source: WIPO Statistics Database, March 2017.

Table A23

Goods classes versus services classes in applications for selected origins, 2006 versus 2016

Goods and services class shares vary across origins.

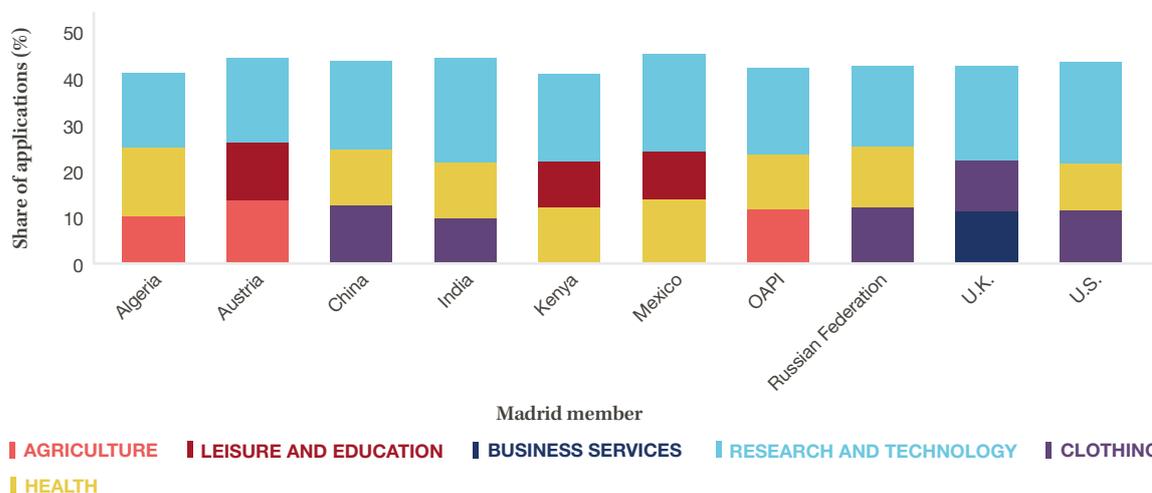
Origin	2006 (%)		2016 (%)		Change in services classes share compared to 2006 (percentage points)
	Goods	Services	Goods	Services	
Switzerland	63.9	36.1	59.6	40.4	4.3
Luxembourg	69.0	31.0	59.7	40.3	9.3
United Kingdom	69.0	31.0	62.9	37.1	6.1
Austria	64.5	35.5	62.9	37.1	1.6
France	68.0	32.0	63.0	37.0	5.0
Netherlands	63.8	36.2	64.3	35.7	-0.5
United States of America	67.9	32.1	64.4	35.6	3.5
Australia	70.0	30.0	65.0	35.0	5.0
Spain	69.0	31.0	65.0	35.0	4.0
Sweden	63.2	36.8	65.5	34.5	-2.3
Denmark	71.4	28.6	66.2	33.8	5.2
Germany	72.0	28.0	67.2	32.8	4.8
Belgium	72.0	28.0	69.1	30.9	2.9
Russian Federation	67.7	32.3	71.5	28.5	-3.8
Hungary	62.1	37.9	73.1	26.9	-11.0
Turkey	81.8	18.2	74.1	25.9	7.7
Republic of Korea	81.1	18.9	77.9	22.1	3.2
Japan	83.5	16.5	78.0	22.0	5.5
Italy	83.6	16.4	78.3	21.7	5.3
China	93.0	7.0	82.0	18.0	11.0

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

Source: WIPO Statistics Database, March 2017.

Figure A24

International applications by top three sectors for selected Madrid members, 2016

Agricultural products and services attract considerable filing in Algeria, Austria and the African Intellectual Property Organization (OAPI), which covers 17 African countries.

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

Source: WIPO Statistics Database, March 2017.

Statistical table

Table A25

International applications and designations via the Madrid System, 2016

Name	Origin ¹		Designated member
	Number of applications	Designations	Designations
African Intellectual Property Organization	n.a.	n.a.	1,949
Albania	1	4	2,170
Algeria	1	69	2,606
Andorra (a)	4	24	n.a.
Antigua and Barbuda	1	6	656
Argentina (a)	2	28	n.a.
Armenia	17	252	2,243
Australia	2,067	8,340	13,130
Austria	1,067	6,058	2,445
Azerbaijan	5	109	2,915
Bahamas (a)	15	64	n.a.
Bahrain	1	73	2,164
Barbados (a)	3	24	n.a.
Belarus	133	841	4,342
Belgium (b)	694	4,100	n.a.
Belize (a)	20	176	n.a.
Benelux	n.a.	n.a.	2,494
Bermuda (a)	5	185	n.a.
Bhutan	632
Bonaire, Sint Eustatius and Saba	592
Bosnia and Herzegovina	22	235	2,973
Botswana	798
Brazil (a)	1	5	n.a.
Bulgaria	247	3,159	1,254
Cambodia	1	1	1,543
Cameroon (a)	2	12	n.a.
Canada (a)	65	434	n.a.
Chile (a)	2	7	n.a.
China	3,200	39,934	22,444
China, Hong Kong SAR (a)	48	46	n.a.
Colombia	37	196	4,072
Costa Rica (a)	1	1	n.a.
Croatia	139	806	1,353
Cuba	2	7	1,718
Curaçao	11	169	675
Cyprus	159	1,592	648
Czech Republic	301	3,095	1,461
Democratic People's Republic of Korea	4	4	921
Denmark	596	3,542	1,179
Dominica (a)	1	10	n.a.
Dominican Republic (a)	4	7	n.a.
Egypt	16	358	4,192
Estonia	50	240	973
European Union	n.a.	n.a.	21,747
Fiji (a)	5	9	n.a.
Finland	537	2,951	969
France	4,132	25,923	3,081
Gambia	456
Georgia	21	292	2,427
Germany	7,551	47,408	3,832

(Continued)

(Continued)

Name	Origin ¹		Designated member
	Number of applications	Designations	Designations
Ghana	1,257
Greece	113	850	1,061
Guyana (a)	1	4	n.a.
Hungary	133	1,475	1,367
Iceland	37	154	2,242
India	171	2,067	11,263
Indonesia (a)	1	1	n.a.
Iran (Islamic Republic of)	38	484	3,799
Ireland	180	1,312	853
Israel	281	1,359	4,610
Italy	3,024	19,358	2,970
Japan	2,352	13,159	14,696
Kazakhstan	78	362	4,511
Kenya	8	125	1,833
Kyrgyzstan	5	27	2,121
Lao People's Democratic Republic	656
Latvia	96	593	1,125
Lebanon (a)	1	2	n.a.
Lesotho	629
Liberia	760
Liechtenstein	87	1,254	2,312
Lithuania	114	614	1,100
Luxembourg (b)	464	4,522	n.a.
Madagascar	3	5	902
Malaysia (a)	4	92	n.a.
Malta (c)	52	507	n.a.
Marshall Islands (a)	2	11	n.a.
Mauritius (a)	9	86	n.a.
Mexico	69	249	9,208
Monaco	74	420	2,246
Mongolia	2	10	1,453
Montenegro	18	145	2,443
Morocco	110	505	3,836
Mozambique	1,089
Namibia	995
Netherlands (b)	1,495	7,683	n.a.
New Zealand	409	1,526	6,822
Norway	299	1,380	8,451
Oman	2,118
Panama (a)	8	68	n.a.
Philippines	28	183	4,970
Poland	446	2,943	2,039
Portugal	220	1,174	1,333
Republic of Korea	942	6,931	11,271
Republic of Moldova	47	398	2,464
Romania	96	402	1,493
Russian Federation	1,176	9,225	14,855
Rwanda	682
Saint Kitts and Nevis (a)	1	..	n.a.
Saint Vincent and the Grenadines (a)	1	1	n.a.
San Marino	9	70	1,098
Sao Tome and Principe	513
Serbia	232	1,649	3,848
Seychelles (a)	12	134	n.a.
Sierra Leone	723
Singapore	485	3,414	8,815

Name	Origin ¹		Designated member
	Number of applications	Designations	Designations
Sint Maarten (Dutch Part)	653
Slovakia	113	565	1,164
Slovenia	167	1,252	1,091
South Africa (a)	4	30	n.a.
Spain	1,292	6,960	2,473
Sri Lanka (a)	1	6	n.a.
Sudan	1,118
Suriname (a)	1	1	n.a.
Swaziland	711
Sweden	695	3,627	1,312
Switzerland	3,074	22,683	14,122
Syrian Arab Republic	5	20	1,158
T F Y R of Macedonia	48	252	2,635
Tajikistan	1,802
Thailand (a)	6	54	n.a.
Tunisia	26	168	2,370
Turkey	1,221	10,358	8,797
Turkmenistan	1,835
Ukraine	380	2,474	6,303
United Arab Emirates (a)	18	290	n.a.
United Kingdom	3,014	15,658	5,124
United States of America	7,741	50,077	21,276
Uzbekistan	4	36	1,896
Venezuela (Bolivarian Republic of) (a)	2	28	n.a.
Viet Nam	87	774	5,824
Zambia	953
Zimbabwe	761
Others	27	226	4
Total	52,550	353,268	353,268

Note: Only countries or territories of origin and designated Madrid member countries or jurisdictions for which 2016 Madrid System statistics exist are listed.

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

(a) This country/territory was not a member of the Madrid System as of December 31, 2016. 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 IP office, that is a member of the Madrid System. An applicant cannot designate the Madrid member for which entitlement is claimed (no self-designation is possible).

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

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

.. indicates zero.

Benelux refers to the Benelux Office for Intellectual Property (BOIP), which receives designations on behalf of Belgium, Luxembourg and the Netherlands.

n.a. indicates not applicable.

Madrid application by origin data for 2016 are WIPO estimates.

Source: WIPO Statistics Database, March 2017.



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Section B

Statistics on Madrid international registrations

Highlights

WIPO recorded almost 45,000 international registrations in 2016

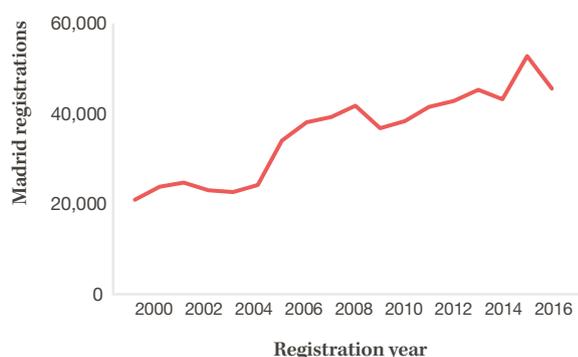
After 125 years of existence, the Madrid System recently recorded its 1.3 millionth international trademark registration. The long-term trend for registrations broadly follows that for applications. However, despite an increase in the number of international applications filed in 2016, the 44,726 international registrations recorded in the same year represent a 13.9% decrease compared to 2015. This decrease was mainly due to the deployment of a new back-end IT system in 2016, which occasioned a temporary contraction of the production capacity of the International Bureau (IB) of WIPO. It should be noted, however, that registrations can fluctuate considerably from one year to the next due to a number of factors, such as the time it takes for international applications to be processed at offices of origin before being sent to the IB, and the processing time required at the IB itself.

How has the trend in subsequent designations evolved over time?

Due in part to Madrid System accessions and the incentive for holders to extend protection to new members' jurisdictions as well as existing ones, the number of subsequent designations increased from about 26,000 in 2000 to 45,633 in 2016.

Figure 7

Trend in international registrations



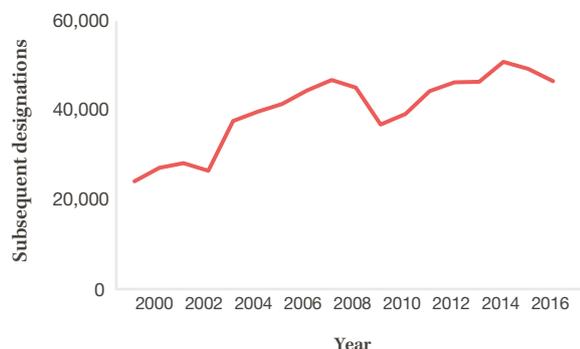
Source: Standard figure B1.

However, international registration holders requested 5.7% fewer subsequent designations in 2016 than in 2015. This was the second consecutive year that the number of subsequent designations declined.

The number of subsequent designations increased sharply by 43.2% in 2003, corresponding with the year in which the U.S. became a member of the Madrid System and the year before the EU joined (figure 8). In contrast, subsequent designations decreased by 18.8% at the height of the global financial crisis in 2009, on a par with the 20.3% drop in designations in new applications.

Figure 8

Trend in subsequent designations in international registrations



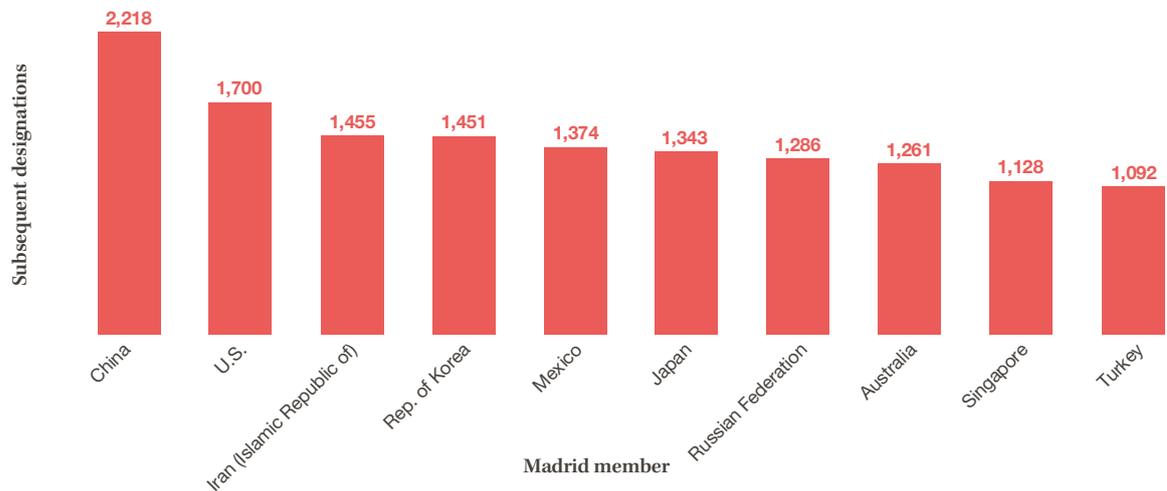
Source: Standard figure B2.

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

As well as being the most designated Madrid member in international applications filed in 2016, China also received the highest number of subsequent designations (2,218), that is, requests by trademark holders to extend protection of their existing international registrations to cover China. The U.S. (1,700), the Islamic Republic of Iran (1,455) and the Republic of Korea (1,451) followed China as the top countries where international registration holders sought to extend protection for their marks (figure 9). Completing a second year of markedly high growth, subsequent

Figure 9

Subsequent designations in international registrations for the top 10 designated Madrid members, 2016



Source: Standard figure B4.

designations received by the Islamic Republic of Iran increased by 35.2%, moving it from 12th position in 2015 to third in 2016, just in front of the Republic of Korea. Together with the Islamic Republic of Iran, Egypt (+3.6%), Switzerland (+2.8%) and Viet Nam (+0.8%) were the only top designated Madrid members to have received more subsequent designations in 2016 than in 2015 (standard figure B4).

Among the top 20 origins of subsequent designations in 2016, trademark holders from Germany represented the most active in extending protection for their existing international registrations to all 15 of the most designated Madrid members (standard figure B6). Holders from Switzerland were among the top three origins of subsequent designations received by the EU, Norway and the U.S., whereas those from Italy were among the top origins in the Islamic Republic of Iran and Turkey.

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Madrid international registrations

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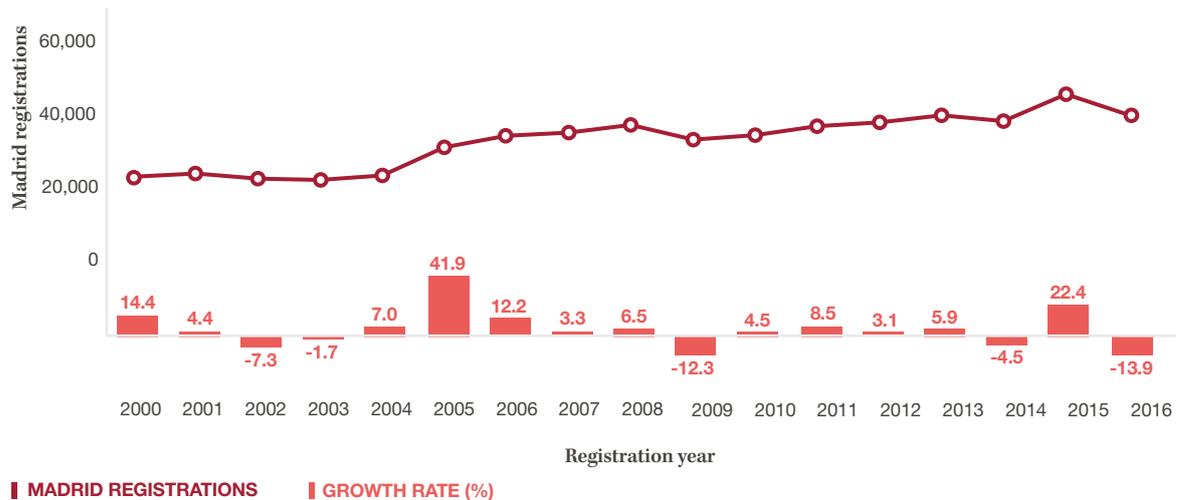
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Madrid international registrations

Figure B1

Trend in international registrations

Madrid international registrations have doubled in the past decade and a half.

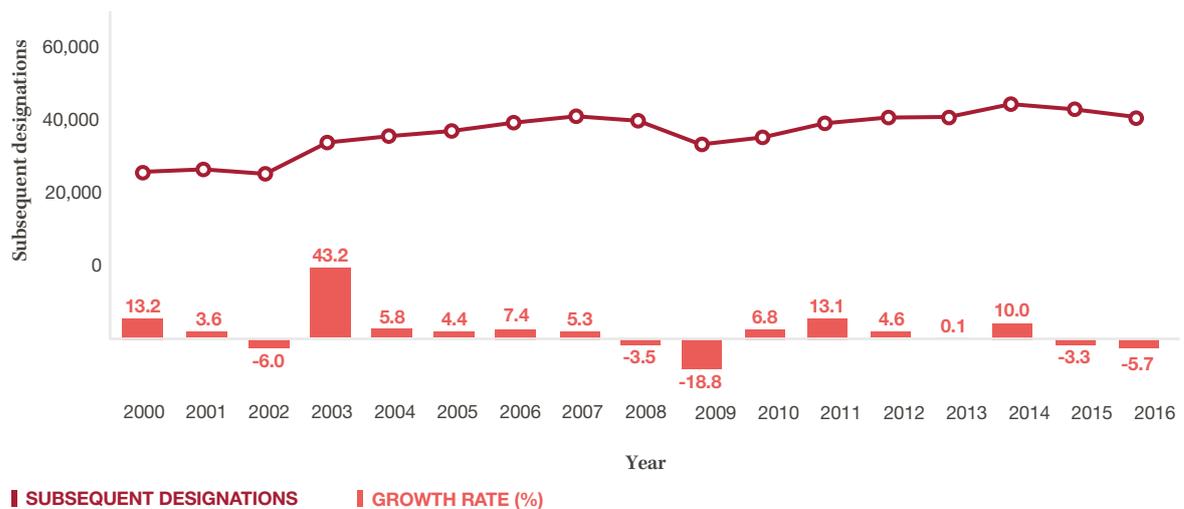


Source: WIPO Statistics Database, March 2017.

Figure B2

Trend in subsequent designations in international registrations

The long-term trend shows that subsequent designations have increased from about 26,000 in 2000 to almost 46,000 in 2016.

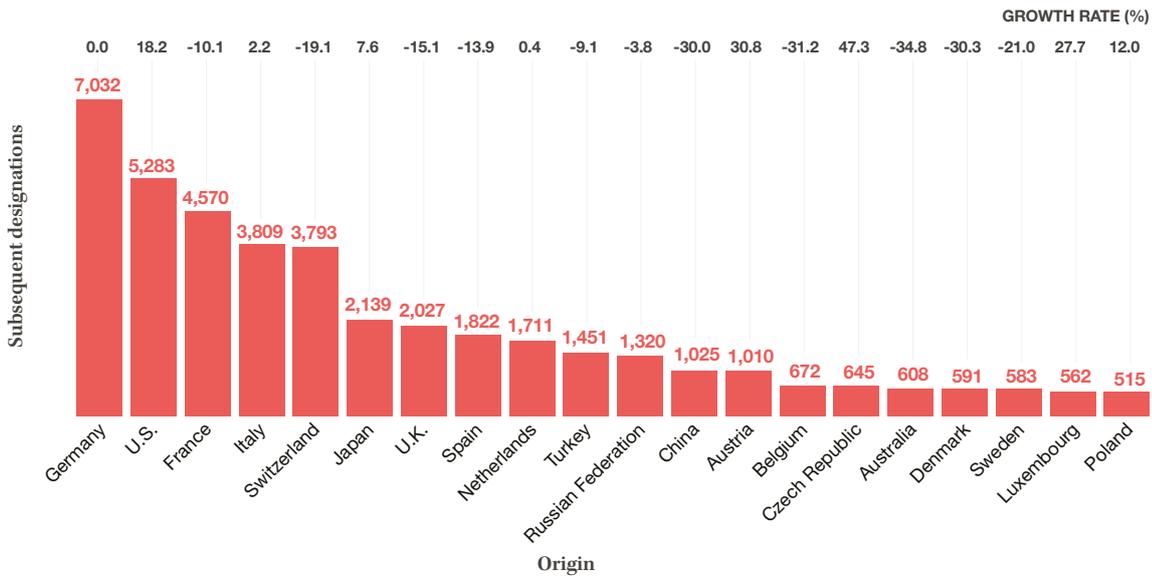


Source: WIPO Statistics Database, March 2017.

Figure B3

Subsequent designations in international registrations for the top 20 origins, 2016

German holders were the most active in extending protection for their marks to other Madrid members in 2016.



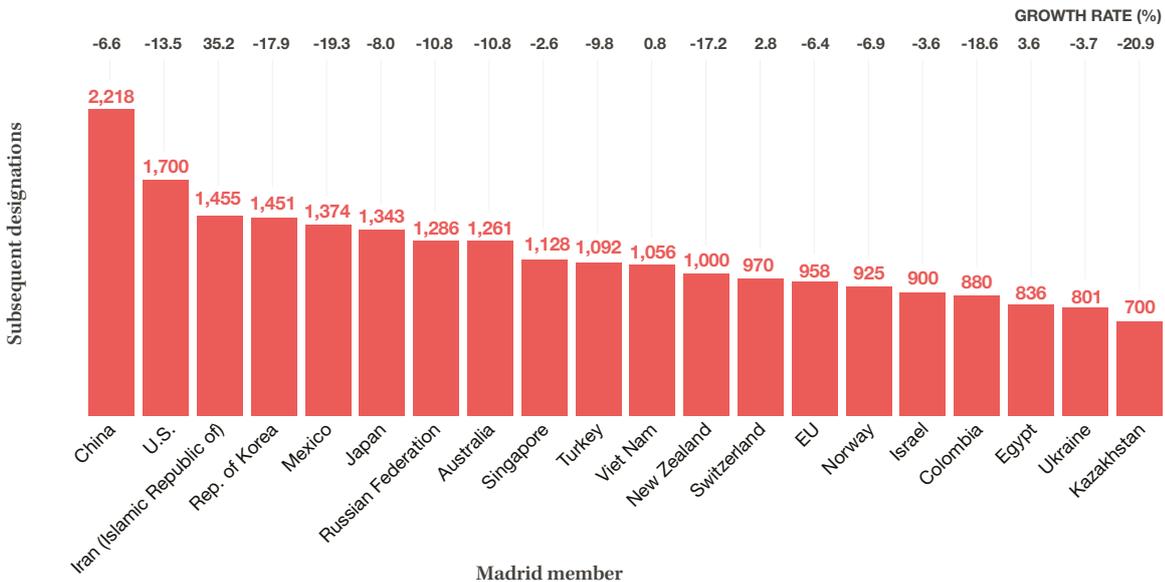
Note: Origin data are based on the country of the registration holder's address. The numbers of subsequent designations in international registrations for all origins are reported in statistical table B9.

Source: WIPO Statistics Database, March 2017.

Figure B4

Subsequent designations in international registrations for the top 20 designated Madrid members, 2016

Not only was China the most designated Madrid member in applications in 2016, it also received the highest number of subsequent designations.



Note: The numbers of subsequent designations in international registrations for all Madrid members are reported in statistical table B9.

Source: WIPO Statistics Database, March 2017.

Table B5

Subsequent designations in international registrations for the top 20 origins and top 15 designated Madrid members, 2016

Origin	Designated Madrid member (number of subsequent designations)														
	China	U.S.	Iran (Islamic Republic of)	Rep. of Korea	Mexico	Japan	Russian Federation	Australia	Singapore	Turkey	Viet Nam	New Zealand	Switzerland	EU	Norway
Australia	62	42	6	45	28	46	18	-	27	10	27	37	12	31	7
Austria	52	41	39	31	30	24	24	24	22	22	27	25	30	10	14
Belgium	36	29	15	28	30	26	25	25	23	11	11	17	14	25	13
China	3	24	14	17	31	24	14	13	11	17	30	34	14	14	19
Czech Republic	18	25	14	13	14	14	12	14	10	12	16	13	5	7	4
Denmark	22	33	23	23	12	24	16	25	14	23	21	18	29	11	21
France	219	198	174	173	157	152	130	145	114	96	104	91	100	70	76
Germany	503	309	318	222	201	209	255	206	154	202	161	155	202	194	163
Italy	171	184	200	147	140	129	111	129	110	106	87	67	76	50	74
Japan	49	95	44	75	56	6	59	70	77	52	87	49	44	81	36
Luxembourg	10	22	28	7	21	20	7	11	9	15	13	10	12	3	8
Netherlands	103	91	52	51	65	53	56	67	38	51	32	44	50	37	50
Poland	10	11	6	32	10	10	6	8	8	10	7	2	3	1	10
Russian Federation	70	27	26	18	10	24	-	11	12	20	23	11	14	18	15
Spain	77	70	64	61	83	49	46	42	49	55	35	35	43	15	42
Sweden	42	25	13	22	21	24	20	18	23	21	23	17	30	6	26
Switzerland	175	199	120	111	91	121	105	105	91	66	66	83	5	112	96
Turkey	46	47	49	24	14	27	25	15	14	-	13	10	17	11	15
United Kingdom	111	77	56	90	84	63	62	70	71	81	46	67	58	30	55
United States of America	191	1	89	162	169	180	166	149	139	129	138	130	112	109	105
Others	248	150	105	99	107	118	129	114	112	93	89	85	100	123	76
Total	2,218	1,700	1,455	1,451	1,374	1,343	1,286	1,261	1,128	1,092	1,056	1,000	970	958	925

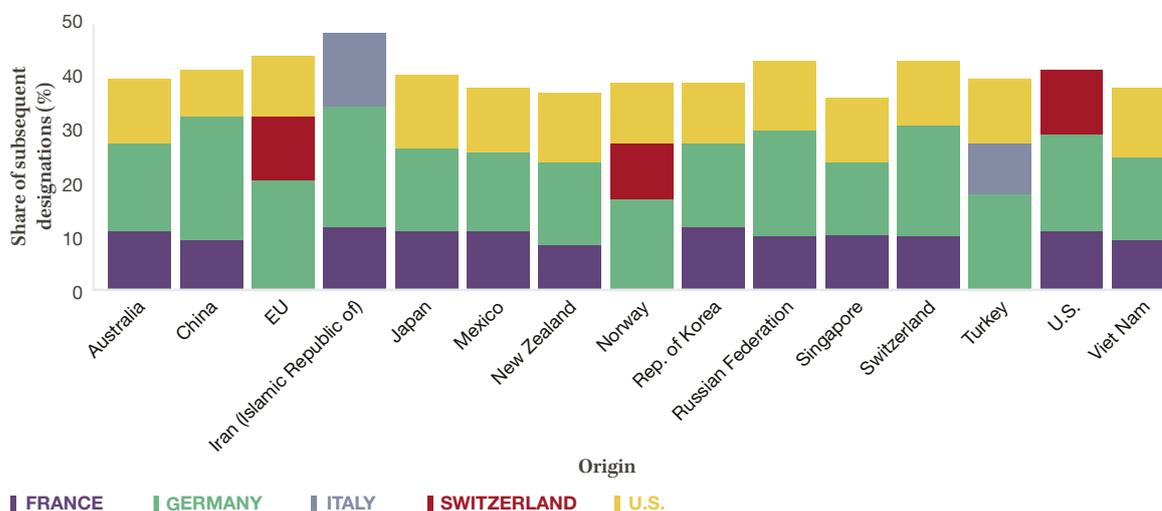
Note: Origin data are based on the country of the registration holder's address.

Source: WIPO Statistics Database, March 2017.

Figure B6

Distribution of subsequent designations in international registrations for the top 15 designated Madrid members received from their top 3 origins, 2016

Italy was one of the top origins in the Islamic Republic of Iran and Turkey.



Source: WIPO Statistics Database, March 2017.

Figure B7

Trend in provisional refusals of designations in international registrations

Provisional refusals fell by 1.7% in 2016.

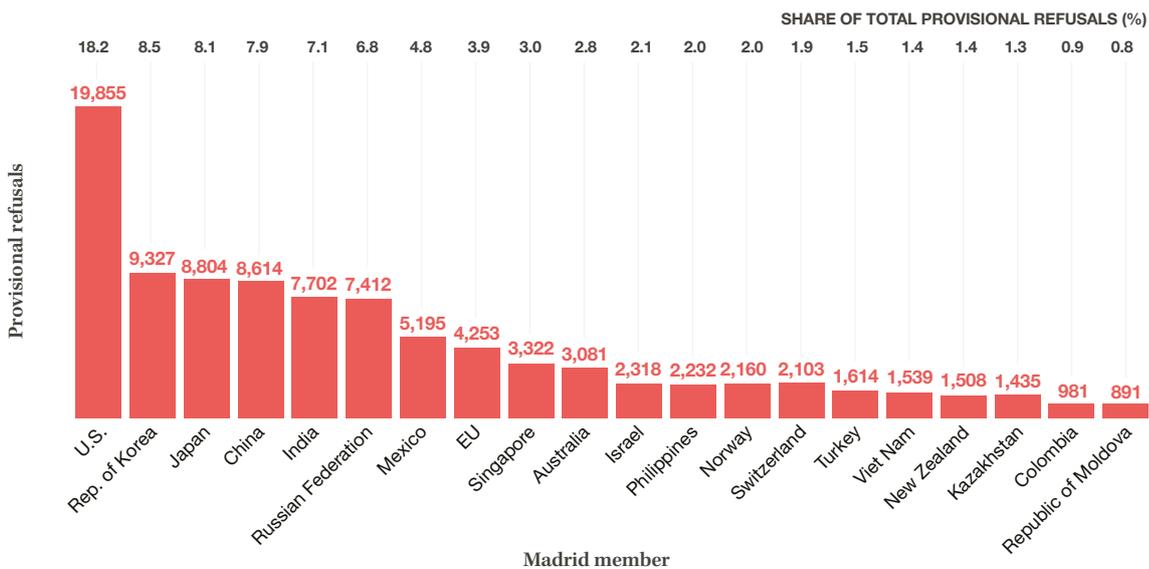


Source: WIPO Statistics Database, March 2017.

Figure B8

Provisional refusals of designations by selected designated Madrid members, 2016

The U.S. and the Republic of Korea issued the largest numbers of provisional refusals of designations in 2016.



Source: WIPO Statistics Database, March 2017.

Statistical table

Table B9

International registrations and subsequent designations via the Madrid System, 2016

Name	Origin ¹		Designated member
	Number of registrations	Subsequent designations	Subsequent designations
African Intellectual Property Organization	n.a.	n.a.	477
Albania	4	9	472
Algeria	5	..	669
Andorra (a)	7	..	n.a.
Angola (a)	1	..	n.a.
Antigua and Barbuda	1	..	101
Argentina (a)	2	..	n.a.
Armenia	21	39	399
Australia	1,667	608	1,261
Austria	973	1,010	168
Azerbaijan	2	..	530
Bahamas (a)	14	13	n.a.
Bahrain	1	1	577
Barbados (a)	1	3	n.a.
Belarus	111	115	583
Belgium (b)	606	672	n.a.
Belize (a)	22	3	n.a.
Benelux	n.a.	n.a.	193
Bermuda (a)	6	..	n.a.
Bhutan	112
Bonaire, Sint Eustatius and Saba	101
Bosnia and Herzegovina	21	7	490
Botswana	169
Brazil (a)	2	..	n.a.
Bulgaria	156	142	174
Cambodia	441
Canada (a)	44	24	n.a.
Chile (a)	1	..	n.a.
China	2,961	1,025	2,218
Colombia	24	4	880
Costa Rica (a)	1	..	n.a.
Croatia	127	55	185
Cuba	1	7	499
Curaçao	5	10	145
Cyprus	123	141	120
Czech Republic	276	645	174
Democratic People's Republic of Korea	8	..	124
Democratic Republic of the Congo (a)	1	..	n.a.
Denmark	473	591	178
Dominica (a)	1	..	n.a.
Dominican Republic (a)	4	..	n.a.
Egypt	17	82	836
Estonia	48	52	139
European Union	n.a.	n.a.	958
Fiji (a)	2	..	n.a.
Finland	430	410	178
France	3,718	4,570	221
Gambia	145
Georgia	27	19	443
Germany	6,462	7,032	241
Ghana	290

Name	Origin ¹		Designated member
	Number of registrations	Subsequent designations	Subsequent designations
Greece	96	79	169
Guyana (a)	1	..	n.a.
Hungary	121	101	153
Iceland	24	20	397
India	107	19	644
Indonesia (a)	1	..	n.a.
Iran (Islamic Republic of)	44	14	1,455
Ireland	175	339	147
Israel	211	165	900
Italy	2,664	3,809	228
Japan	1,975	2,139	1,343
Kazakhstan	66	29	700
Kenya	3	8	371
Kyrgyzstan	2	..	330
Lao People's Democratic Republic	236
Latvia	85	43	143
Lebanon (a)	1	21	n.a.
Lesotho	111
Liberia	152
Liechtenstein	56	206	242
Lithuania	83	82	166
Luxembourg (b)	419	562	n.a.
Madagascar	2	..	237
Malaysia (a)	4	4	n.a.
Malta (c)	36	12	n.a.
Mauritius (a)	5	..	n.a.
Mexico	49	7	1,374
Monaco	53	42	266
Mongolia	1	..	328
Montenegro	8	1	460
Morocco	89	63	675
Mozambique	248
Namibia	152
Netherlands (b)	1,247	1,711	n.a.
New Zealand	342	156	1,000
Norway	223	207	925
Oman	544
Panama (a)	8	28	n.a.
Philippines	16	9	532
Poland	336	515	290
Portugal	194	270	179
Qatar (a)	..	12	n.a.
Republic of Korea	843	334	1,451
Republic of Moldova	52	87	428
Romania	79	46	187
Russian Federation	825	1,320	1,286
Rwanda	187
Saint Kitts and Nevis (a)	1	14	n.a.
Saint Vincent and the Grenadines (a)	1	..	n.a.
San Marino	9	19	157
Sao Tome and Principe	83
Serbia	223	143	632
Seychelles (a)	7	3	n.a.
Sierra Leone	148
Singapore	414	124	1,128
Sint Maarten (Dutch Part)	132
Slovakia	110	21	146

(Continued)

(Continued)

Name	Origin ¹		Designated member
	Number of registrations	Subsequent designations	Subsequent designations
Slovenia	160	136	120
South Africa (a)	1	..	n.a.
Spain	1,179	1,822	220
Sri Lanka (a)	1	..	n.a.
Sudan	231
Swaziland	112
Sweden	604	583	195
Switzerland	2,561	3,793	970
Syrian Arab Republic	3	..	254
T F Y R of Macedonia	30	35	460
Tajikistan	277
Thailand (a)	2	..	n.a.
Tunisia	19	2	684
Turkey	934	1,451	1,092
Turkmenistan	304
Ukraine	315	345	801
United Arab Emirates (a)	21	1	n.a.
United Kingdom	2,443	2,027	469
United Republic of Tanzania (a)	1	..	n.a.
United States of America	6,671	5,283	1,700
Uruguay (a)	1	2	n.a.
Uzbekistan	2	..	325
Venezuela (Bolivarian Republic of) (a)	2	..	n.a.
Viet Nam	73	75	1,056
Zambia	170
Zimbabwe	240
Others	15	5	..
Total	44,726	45,633	45,633

Note: Only countries or territories of origin and designated Madrid member countries or jurisdictions for which 2016 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, 2016. 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 IP 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.

Benelux refers to the Benelux Office for Intellectual Property (BOIP), which receives designations on behalf of Belgium, Luxembourg and the Netherlands.

n.a. indicates not applicable.

Source: WIPO Statistics Database, March 2017.



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Section C

Statistics on renewals and active Madrid international registrations

Highlights

Annual renewals of international registrations continue to climb, approaching 30,000

International registration holders renewed 29,546 registrations in 2016, representing an increase of 2% on 2015 and the fifth consecutive year of growth. The number of renewals in a given year depends on both the number of registrations and the number of renewals recorded 10 years previously, so the trend seen in figure 10 is only a partial reflection of the trend in registrations with a 10-year lag. In just one year, renewals of Madrid registrations doubled, from about 8,150 in 2005 to just over 16,600 in 2006. Since then, they have trended upwards, notwithstanding a modest decline in 2011. The high growth in renewals in 2006 resulted from a change in the renewal period from 20 to 10 years that came into effect in 1996.

Holders from Germany, France and Switzerland recorded the highest numbers of renewals

Holders from Germany (7,726), France (4,546) and Switzerland (2,573) recorded the highest numbers of registration renewals in 2016 (figure 11), reflecting these countries' long-standing membership of the Madrid System. Their holders' stocks of international

registrations have often been maintained for many decades (standard figure C8). Together, these three origins accounted for half of all renewals in 2016.

Although half the top 20 origins for renewals in 2016 saw near-zero growth or declines compared to the previous year, several recorded increases in excess of 30%, namely Hungary (+83.3%), Finland (+40%), Sweden (36.9%) and the Russian Federation (+31.7%) (standard figure C2).

Nearly half of all international registrations recorded over the past 125 years are still active

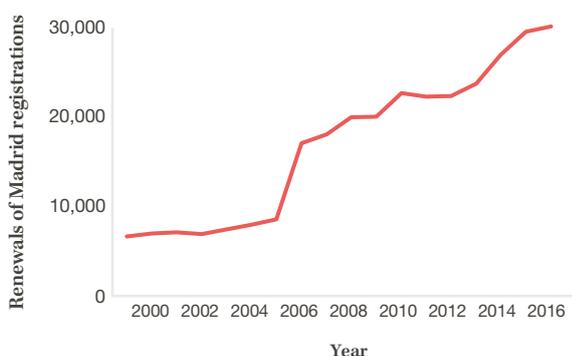
Approximately 641,500 of the 1.3 million international registrations recorded since the creation of the Madrid System were active, that is in force, in 2016. The number of active Madrid registrations has grown steadily year on year, increasing from about 381,000 in 2000 (figure 12). The total number of registrations in force grew by 2.5% in 2016.

Together, holders from four countries own almost half of all active international registrations

Madrid registration holders domiciled in Germany owned 124,495 active registrations in 2016, corresponding to nearly 20% of the total. Holders domiciled in France (80,911) had about 13% of the total and for those in Switzerland (54,941) and the U.S. (54,748), the share was about 9% each (figure 13).

Figure 10

Trend in renewals of international registrations



Source: Standard figure C1.

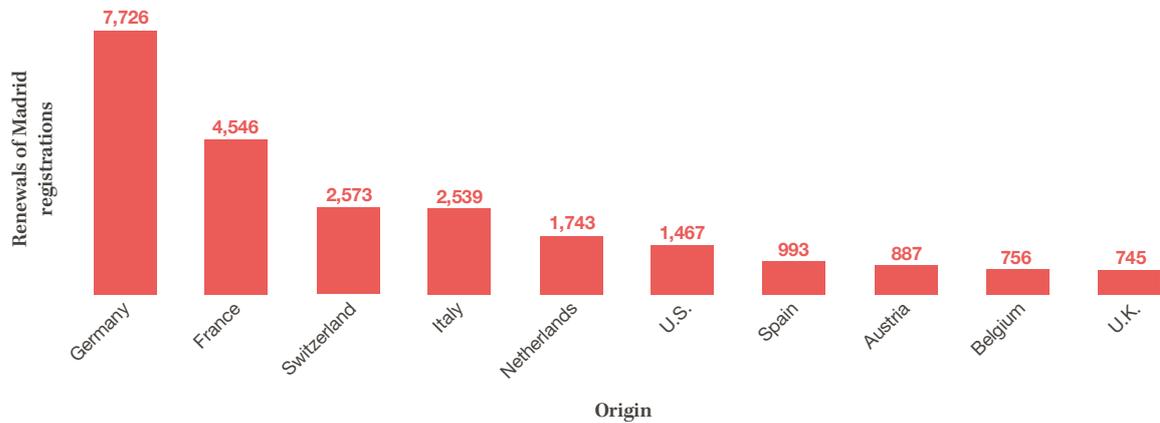
Among the top 20 origins, the Republic of Korea (+16.5%) and the U.S. (+11.3%) experienced the highest one-year growth in 2016, followed by Japan (+9%), Australia (+8.6%) and China (+8.3%). In contrast, 5 of the 20 top origins saw slight declines of between 0.5% and 2.5% in active registrations compared to 2015 (standard figure C8).

Designated members Switzerland and China top the list for designations in active registrations

In 2016, Switzerland (245,302) was once again the Madrid member with the highest number of designations

Figure 11

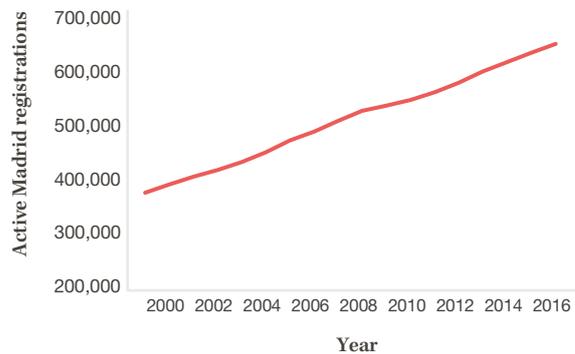
Renewals of international registrations for the top 10 origins, 2016



Source: Standard figure C2.

Figure 12

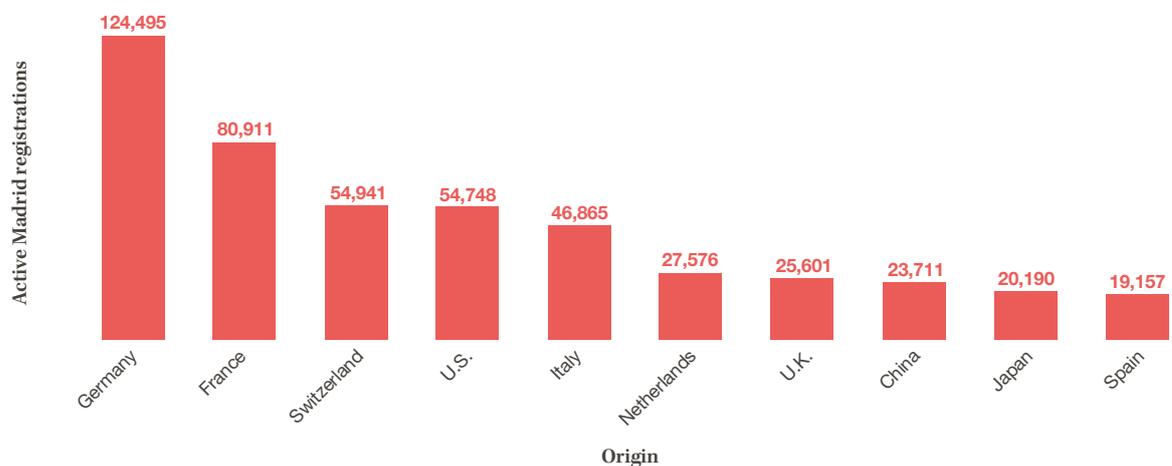
Trend in active international registrations



Source: Standard figure C6.

Figure 13

Active international registrations for the top 10 origins, 2016



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

Source: Standard figure C8.

Figure 14

Designations in active international registrations for the top 10 designated Madrid members, 2016



Source: Standard figure C9.

in active Madrid registrations, a position it has held since 2006. This means that as of 2016, almost a quarter of a million trademarks in force in Switzerland resulted from Madrid international registrations. China (233,005) and the Russian Federation (221,588) were the second and third highest-ranking designated Madrid members, followed by the U.S. (167,605) in fourth position (figure 14).

Eleven of the top 20 Madrid members showed fewer designations in active registrations in 2016 than in 2015. Eight of these were Madrid member offices of individual EU member countries. However, the EU itself, as a designated Madrid member, saw the highest growth of 8.7%.

The 5.68 million designations in active registrations in 2016 were owned by about 227,000 right holders

A majority (63.4%) of firms or individuals holding an active international registration possessed only a single such registration in their 2016 portfolios – a situation that has remained almost unchanged since 2012. Another 16.8% of holders owned only two active registrations. Overall, about 90% of all holders of active registrations held four or fewer international registrations in their portfolios, and about 95% owned no more than seven active registrations (standard figure C10).

Standard figures and tables

Renewals of Madrid international registrations

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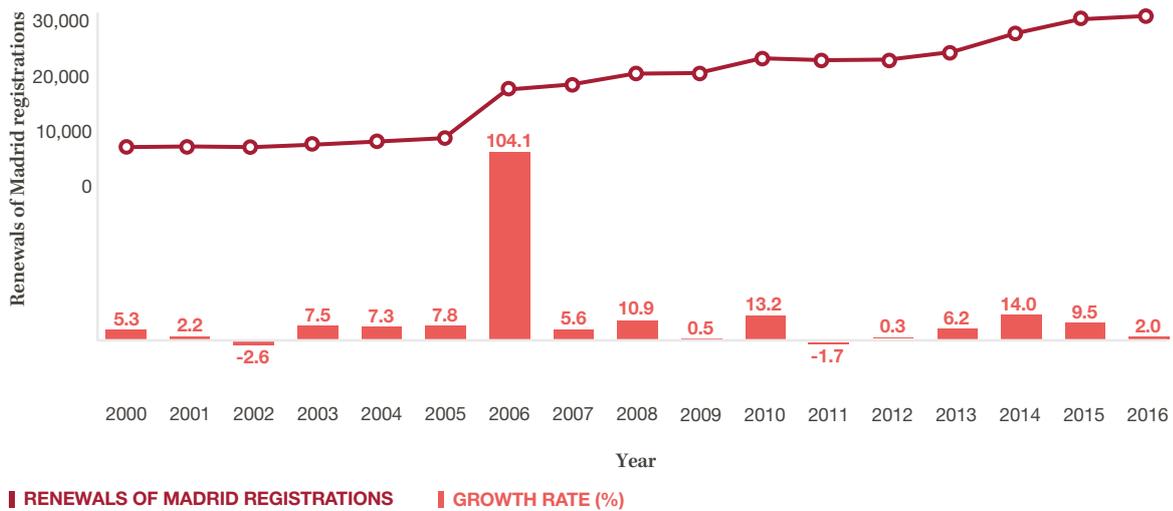
C12	Renewals of international registrations and designations via the Madrid System, 2016	51
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Renewals of Madrid international registrations

Figure C1

Trend in renewals of international registrations

Renewals of international registrations approached 30,000 in 2016, marking the fifth consecutive year of growth.

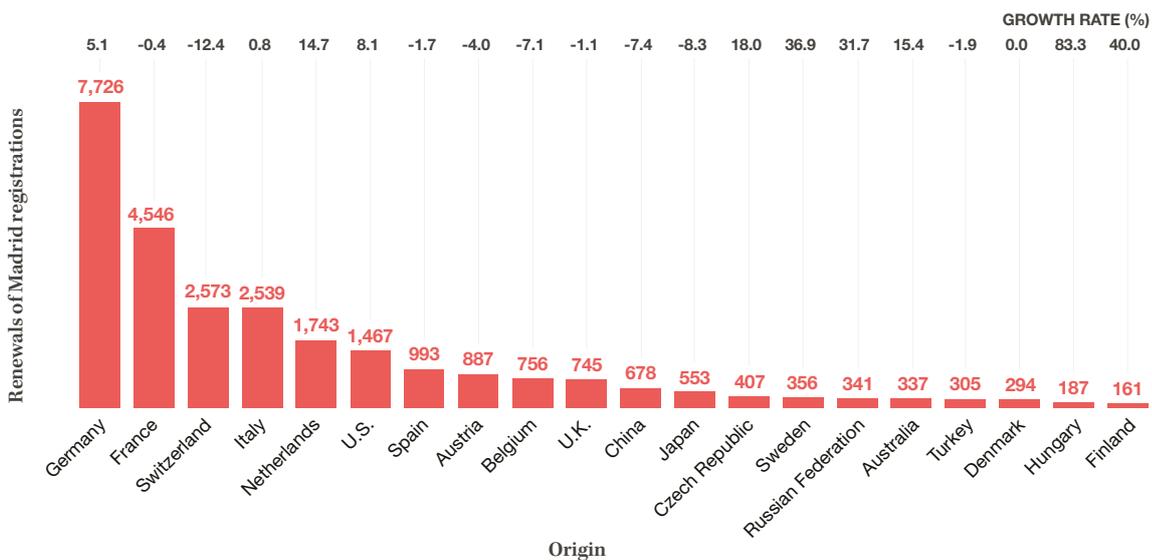


Source: WIPO Statistics Database, March 2017.

Figure C2

Renewals of international registrations for the top 20 origins, 2016

Half of all renewals in 2016 came from Germany, France and Switzerland combined.



Note: Origin data are based on the country of the registration holder's address. The numbers of renewals of international registrations for all origins are reported in statistical table C12.

Source: WIPO Statistics Database, March 2017.

Figure C3

Trend in designations in renewals of international registrations

Renewals have contained an average of between 10 and 12 designations for over a decade.

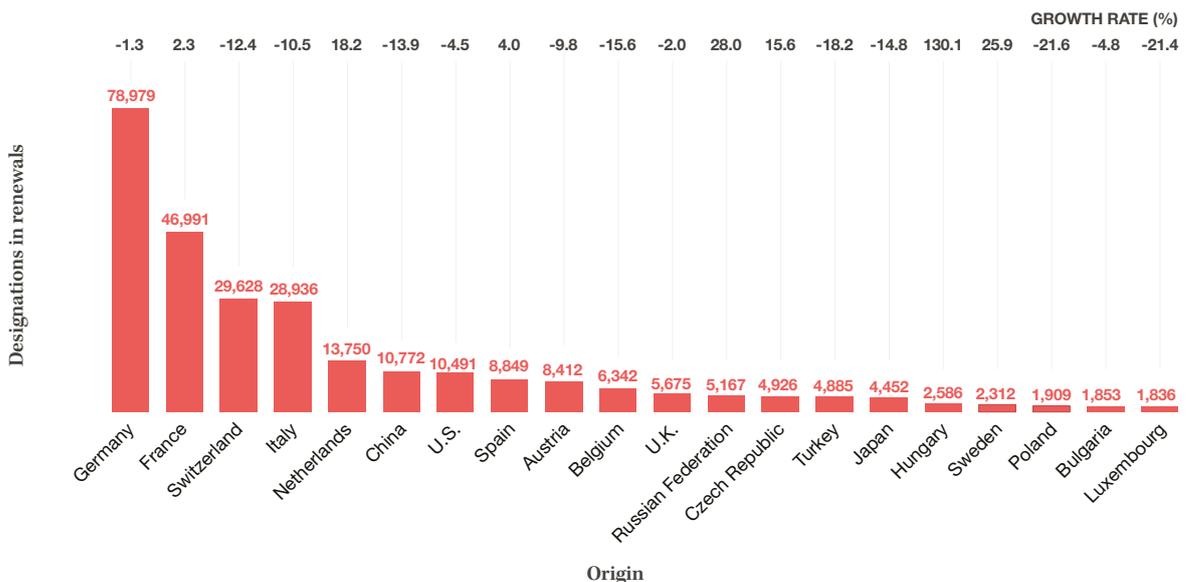


Source: WIPO Statistics Database, March 2017.

Figure C4

Designations in renewals of international registrations for the top 20 origins, 2016

Germany, France, Switzerland and Italy were the origins of over 60% of all designations in renewals of international registrations in 2016.



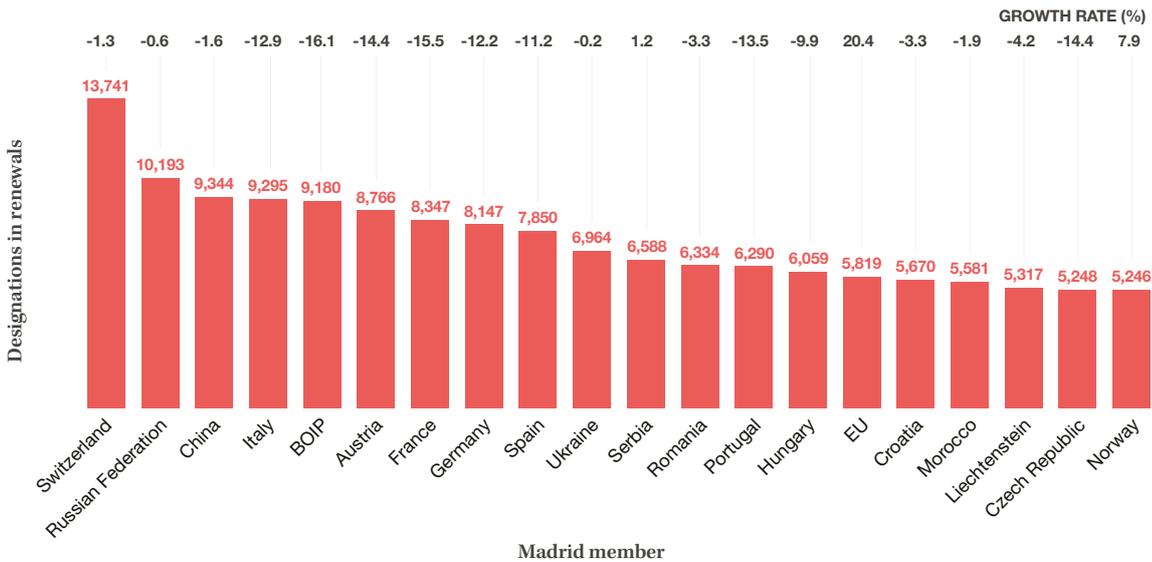
Note: Origin data are based on the country of the registration holder's address. The numbers of designations in renewals of international registrations for all origins are reported in statistical table C12.

Source: WIPO Statistics Database, March 2017.

Figure C5

Top 20 designated Madrid members in renewals of international registrations, 2016

Switzerland and the Russian Federation were the most designated countries in renewals of international registrations in 2016.



Note: The numbers of designations in renewals of international registrations for all Madrid members are reported in statistical table C12.

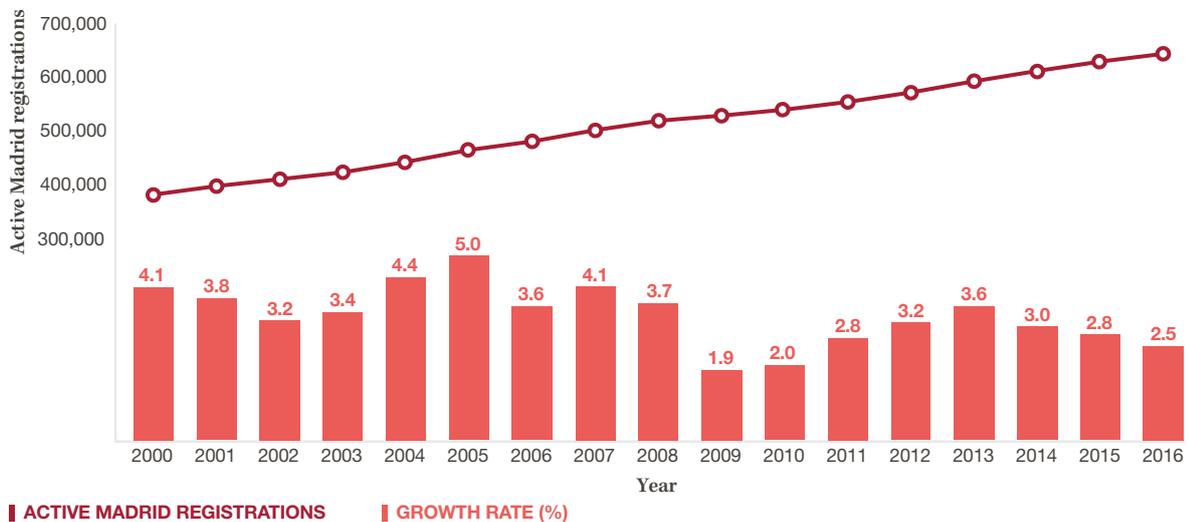
Source: WIPO Statistics Database, March 2017.

Active Madrid international registrations

Figure C6

Trend in active international registrations

Active Madrid international registrations totaled almost 642,000 in 2016, having continuously increased over time.

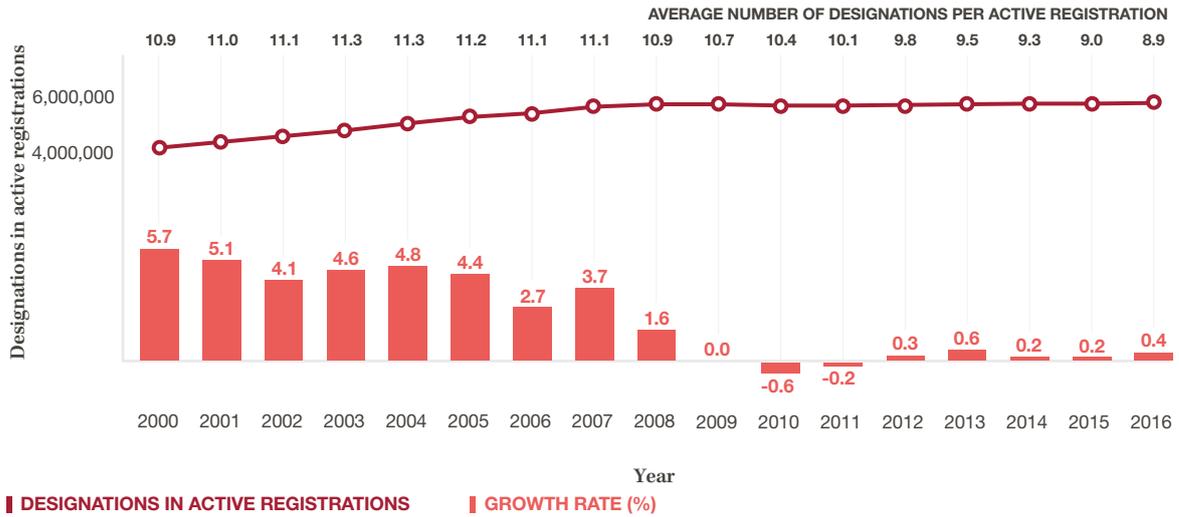


Source: WIPO Statistics Database, March 2017.

Figure C7

Trend in designations in active international registrations

Over the past decade and a half, there has been an average of nine to eleven Madrid members designated per active registration.

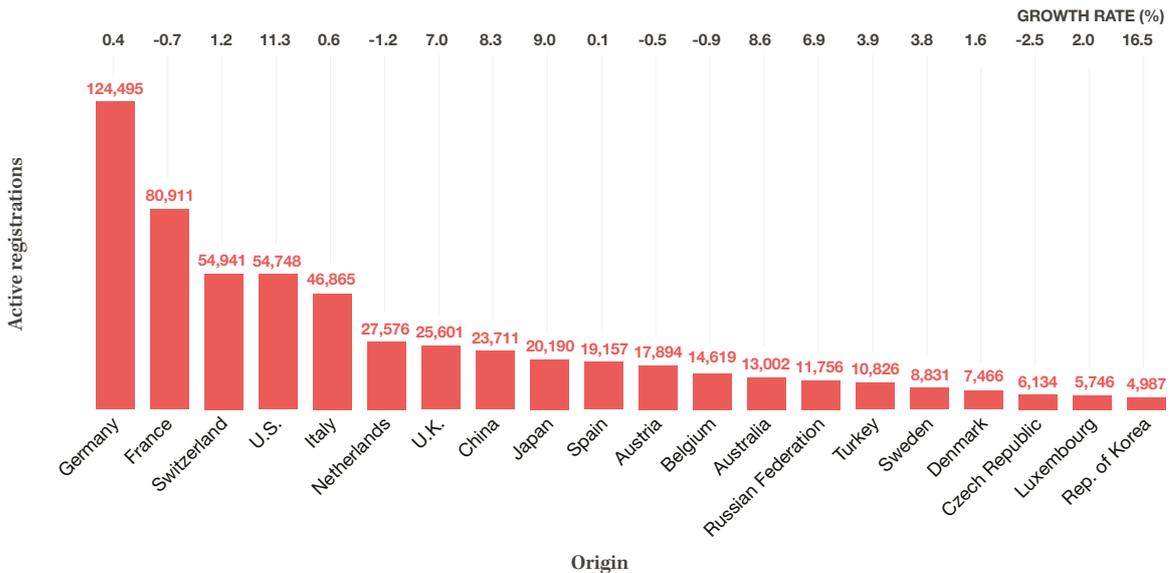


Source: WIPO Statistics Database, March 2017.

Figure C8

Active international registrations for the top 20 origins, 2016

Madrid international registration holders domiciled in Germany own almost one-fifth of all active registrations.



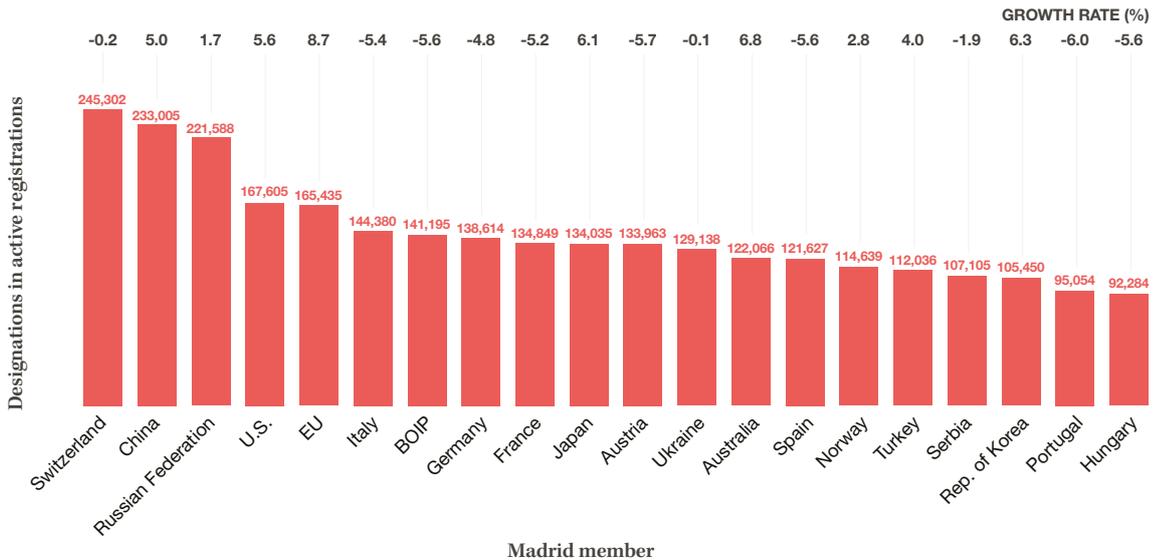
Note: Origin data are based on the country of the registration holder's address.

Source: WIPO Statistics Database, March 2017.

Figure C9

Designations in active international registrations for the top 20 designated Madrid members, 2016

For the tenth consecutive year, Switzerland was the Madrid member with the highest number of designations in active Madrid registrations.

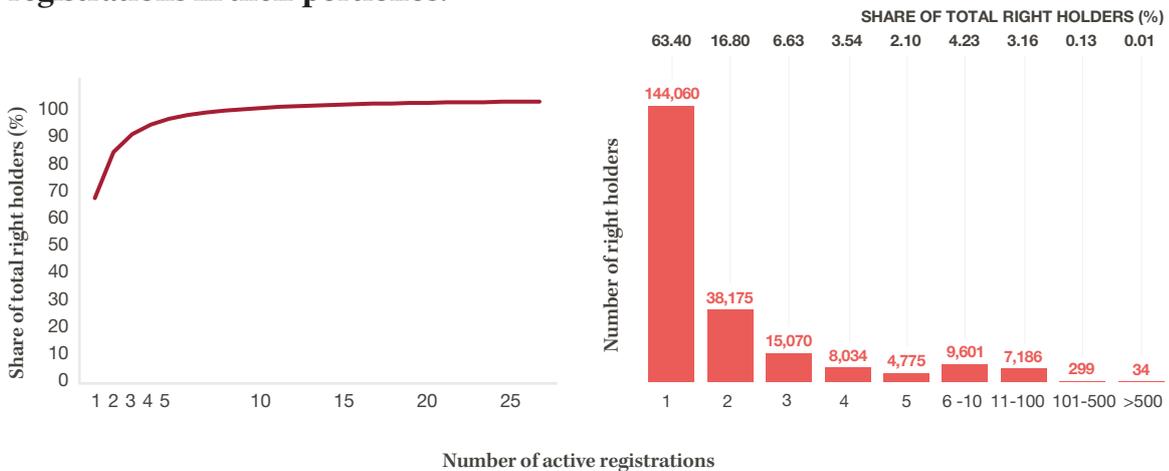


Source: WIPO Statistics Database, March 2017.

Figure C10

Distribution of active international registrations per right holder, 2016

Overall, about 90% of all holders of active registrations held up to four international registrations in their portfolios.



CUMULATIVE SHARE

Source: WIPO Statistics Database, March 2017.

Table C11

Classes specified in active international registrations, 2016

Computer hardware and software, business services and pharmaceuticals are included in the top three classes in active Madrid registrations.

Class covers/includes	2016	Share of total (%)
Class 9: Computer hardware and software and other electrical or electronic apparatus of a scientific nature	135,556	8.3
Class 35: Services such as office functions, advertising and business management	97,944	6.0
Class 5: Mainly pharmaceuticals and other preparations for medical purposes	91,327	5.6
Class 42: Services provided by, for example, scientific, industrial or technological engineers and computer specialists	82,690	5.1
Class 25: Clothing, footwear and headgear	78,737	4.8
Class 3: Mainly cleaning preparations and toilet preparations	69,391	4.2
Class 41: Services in the area of education, training, entertainment, sporting and cultural activities	63,478	3.9
Class 16: Mainly paper, goods made from that material and office requisites	62,933	3.8
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	55,479	3.4
Class 7: Mainly machines, machine tools, motors and engines	51,619	3.2
Class 11: Apparatus for lighting, heating, steam generating, cooking, refrigerating, drying, ventilating, water supply and sanitary purposes	44,560	2.7
Class 29: Meat, fish, poultry; frozen, dried and cooked fruits and vegetables	43,481	2.7
Class 18: Leather and imitations of leather, and products made therefrom, traveling bags and umbrellas	41,513	2.5
Class 1: Chemicals used in industry, science and photography, as well as in agriculture	41,083	2.5
Class 37: Building construction; repair; installation services	35,661	2.2
Class 6: Mainly includes common metals and their alloys and goods of common metal not included in other classes	34,586	2.1
Class 38: Telecommunications services	34,223	2.1
Class 12: Vehicles; apparatus for locomotion by land, air or water	33,989	2.1
Class 33: Alcoholic beverages (except beers)	33,975	2.1
Class 28: Games and playthings; gymnastic and sporting articles	33,257	2.0
Class 20: Mainly furniture, mirrors, picture frames and goods made from, for example, wood, cork, reed, cane, wicker	33,249	2.0
Class 10: Surgical, medical, dental and veterinary apparatus and instruments	31,956	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	31,793	1.9
Class 21: Mainly household or kitchen utensils and containers; combs and sponges; articles for cleaning purposes, glassware, porcelain and earthenware	31,051	1.9
Class 36: Services relating to insurance, financial affairs, monetary affairs, and real estate affairs	30,560	1.9
Remaining 20 classes	309,257	18.9

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

Source: WIPO Statistics Database, March 2017.

Statistical table

Table C12

Renewals of international registrations and designations via the Madrid System, 2016

Name	Origin ¹		Designated member
	Number of renewals	Number of designations	Number of designations
African Intellectual Property Organization	n.a.	n.a.	22
Albania	2,284
Algeria	9	60	3,306
Antigua and Barbuda	529
Argentina (a)	2	3	n.a.
Armenia	2,564
Australia	337	1,407	4,778
Austria	887	8,412	8,766
Azerbaijan	2,282
Bahamas (a)	2	7	n.a.
Bahrain	1,095
Barbados (a)	1	9	n.a.
Belarus	18	188	4,776
Belgium (b)	756	6,342	n.a.
Benelux	n.a.	n.a.	9,180
Bhutan	450
Bonaire, Sint Eustatius and Saba	512
Bosnia and Herzegovina	3	23	4,132
Botswana	194
Bulgaria	140	1,853	4,581
Cambodia	11
Canada (a)	9	61	n.a.
China	678	10,772	9,344
China, Hong Kong SAR (a)	6	26	n.a.
Colombia	170
Croatia	60	517	5,670
Cuba	8	125	1,619
Curaçao	14	318	525
Cyprus	12	125	777
Czech Republic	407	4,926	5,248
Democratic People's Republic of Korea	1,891
Denmark	294	1,749	2,226
Egypt	8	164	4,607
Estonia	37	218	1,439
European Union	n.a.	n.a.	5,819
Finland	161	1,006	1,910
France	4,546	46,991	8,347
Gambia	3
Georgia	2,045
Germany	7,726	78,979	8,147
Ghana	209
Greece	44	385	1,747
Hungary	187	2,586	6,059
Iceland	62	315	1,738
India	3	25	3
Iran (Islamic Republic of)	7	173	1,971

(Continued)

(Continued)

Name	Origin ¹		Designated member
	Number of renewals	Number of designations	Number of designations
Ireland	23	221	1,324
Israel	296
Italy	2,539	28,936	9,295
Japan	553	4,452	4,797
Kazakhstan	9	44	3,298
Kenya	4	300	1,034
Kyrgyzstan	2,362
Lao People's Democratic Republic	7
Latvia	55	552	2,548
Lesotho	508
Liberia	803
Liechtenstein	100	1,445	5,317
Lithuania	35	198	1,779
Luxembourg (b)	153	1,836	n.a.
Madagascar	127
Malaysia (a)	2	6	n.a.
Malta (c)	2	2	n.a.
Marshall Islands (a)	1	13	n.a.
Mauritius (a)	1	4	n.a.
Mexico	7	139	209
Monaco	46	512	5,021
Mongolia	1,652
Montenegro	4,437
Morocco	58	284	5,581
Mozambique	750
Namibia	631
Netherlands (b)	1,743	13,750	n.a.
New Zealand	7	24	144
Norway	125	1,018	5,246
Oman	331
Panama (a)	1	22	n.a.
Philippines	2
Poland	159	1,909	4,705
Portugal	129	920	6,290
Republic of Korea	66	543	3,872
Republic of Moldova	5	70	3,160
Romania	61	681	6,334
Russian Federation	341	5,167	10,193
Rwanda	31
San Marino	4	80	2,872
Sao Tome and Principe	58
Serbia	86	675	6,588
Sierra Leone	577
Singapore	66	360	3,742
Sint Maarten (Dutch Part)	525
Slovakia	71	864	4,519
Slovenia	124	1,674	4,222
South Africa (a)	2	9	n.a.
Spain	993	8,849	7,850
Sudan	1,359
Swaziland	568
Sweden	356	2,312	1,980
Switzerland	2,573	29,628	13,741

Name	Origin ¹		Designated member
	Number of renewals	Number of designations	Number of designations
Syrian Arab Republic	1	11	1,241
T F Y R of Macedonia	9	91	4,198
Tajikistan	1,969
Thailand (a)	1	14	n.a.
Tunisia	104
Turkey	305	4,885	4,924
Turkmenistan	1,514
Ukraine	50	541	6,964
United Arab Emirates (a)	1	4	n.a.
United Kingdom	745	5,675	3,589
United States of America	1,467	10,491	4,036
Uzbekistan	2,367
Viet Nam	12	108	3,954
Zambia	617
Zimbabwe	12
Others	31	77	11
Total	29,546	297,161	297,161

Note: Only countries or territories of origin and designated Madrid member countries or jurisdictions for which 2016 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, 2016. 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 IP 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) This country is a member of the Madrid System via its membership of the European Union.

.. indicates zero

Benelux refers to the Benelux Office for Intellectual Property (BOIP), which receives designations on behalf of Belgium, Luxembourg and the Netherlands.

n.a. indicates not applicable.

Source: WIPO Statistics Database, March 2017.



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Section D

Statistics on administration, revenue and fees

Highlights

Three-quarters of all international applications in 2016 were sent to the International Bureau electronically

Electronic transmission was introduced in 1998, and its share of total transmissions had reached just 0.2% by the end of that year. Since then, the share of applications received electronically by the International Bureau (IB) has increased significantly. In 2013 and 2014, slightly more than half (52%) of all applications received by the IB were transmitted electronically by all offices of origin combined. This share increased by almost 23 percentage points to reach 74.5% in 2016 (standard figure D1).

Four of every five international applications are filed in English

In 2016, 81.6% of applications were filed in English, with French accounting for 15.8% and Spanish for 2.7% (standard figure D2). The low share of filings in Spanish since its introduction as a filing language in 2004 is due to the fact that, to date, the Madrid System includes only four Spanish-speaking countries (Colombia, Cuba, Mexico and Spain), with Spain the only one listed among the top 20 origins of international applications (standard figure A6).

Over one-third of all international applications received in 2016 were irregular

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 and the applicant of the irregularities. Responsibility for remedying such irregularities lies with the IP office of origin or with the applicant, depending on the nature of the irregularity. In 2016, 38.5% of international applications contained irregularities. For the past decade, this share has ranged from 28% to 39% of all international applications filed (standard figure D4).

Changes in ownership of international registrations remain relatively low

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

In 2016, there were approximately 13,600 changes in ownership of active international registrations – about 3,700 fewer than in 2015, representing a decline of 21.4%. The share of changes in ownership relative to the number of active registrations is small and has remained relatively stable over time. Only 2.1% of all active registrations changed ownership in 2016 (standard figure D5).

The bulk of cancellations of international registrations are partial, so although its scope may be limited, the registration remains valid

For the first five years of its existence, a Madrid international registration depends upon the so-called “basic mark” – an application directly filed in or a resulting registration issued by a Madrid member which must precede the international application. Madrid member IP offices acting as offices of origin are obliged to notify the IB of decisions concerning the ceasing of effect of basic marks made within 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 as the basic mark (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 2016, 2,831 international registrations were canceled in part or entirely (standard figure D6). Partial cancellations comprised the bulk of all cancellations, meaning that most basic marks (applications/registrations) remained valid but with some limitation regarding the goods and services for which they were protected. In contrast, just over one-third (34.3%) of all cancellations in 2016 were total in nature. Where an international

registration is canceled due to the ceasing of effect of the basic mark, the Madrid Protocol offers the holder the possibility of transforming 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 recording in the International Register of the cancellation of the international registration.

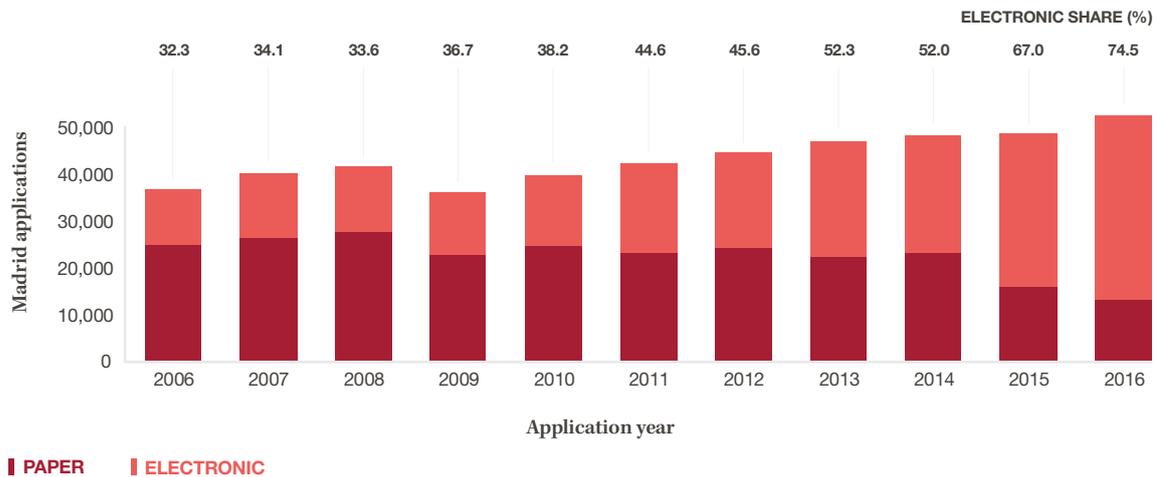
Standard figures and tables

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Figure D1

Trend in applications by medium of transmission

Three-quarters of international applications are now filed electronically.

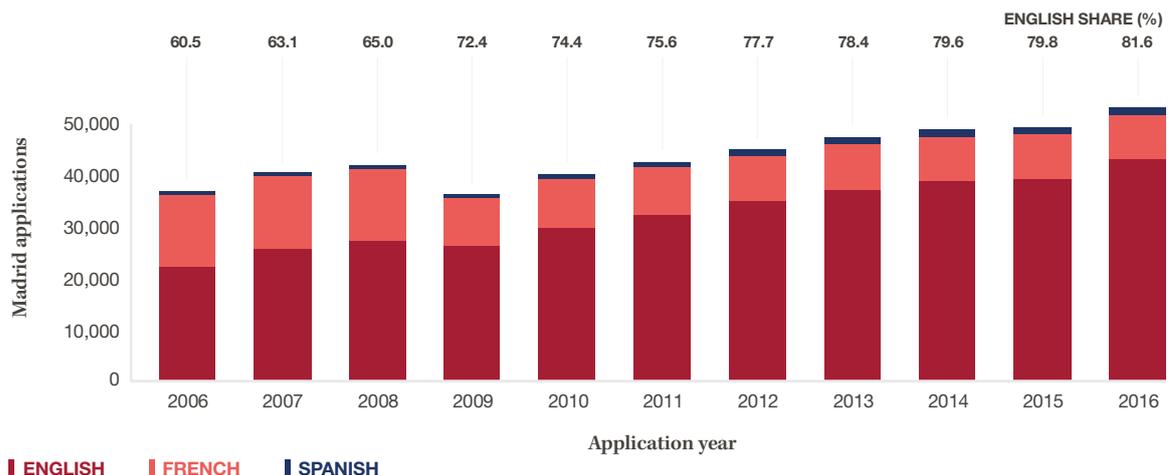


Source: WIPO Statistics Database, March 2017.

Figure D2

Trend in applications by filing language

The share of international applications filed in English has increased from about 60% in 2006 to almost 82% in 2016.

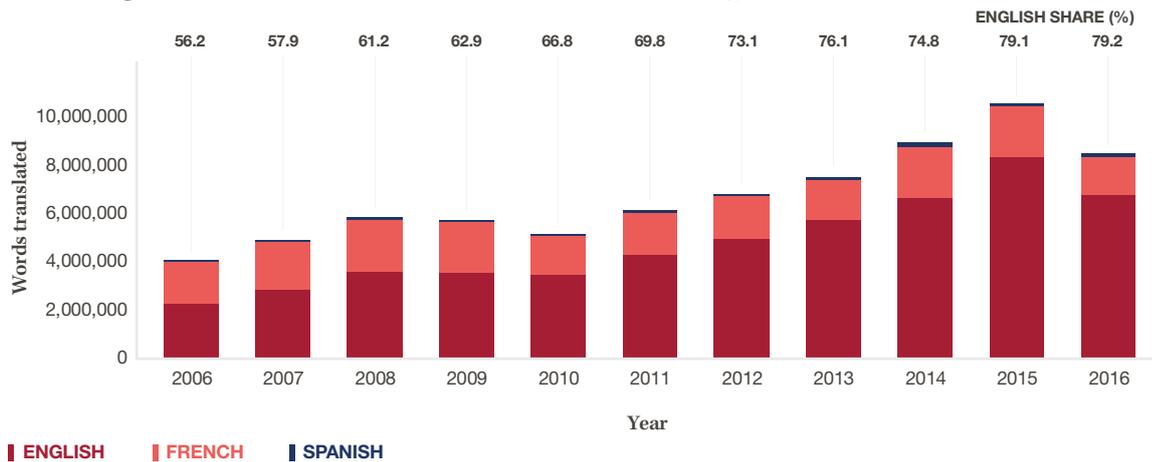


Source: WIPO Statistics Database, March 2017.

Figure D3

Trend in translations

Of the approximately 8.6 million words translated in 2016, 79% were translated from English, 19% from French and about 2% from Spanish.



■ ENGLISH ■ FRENCH ■ SPANISH

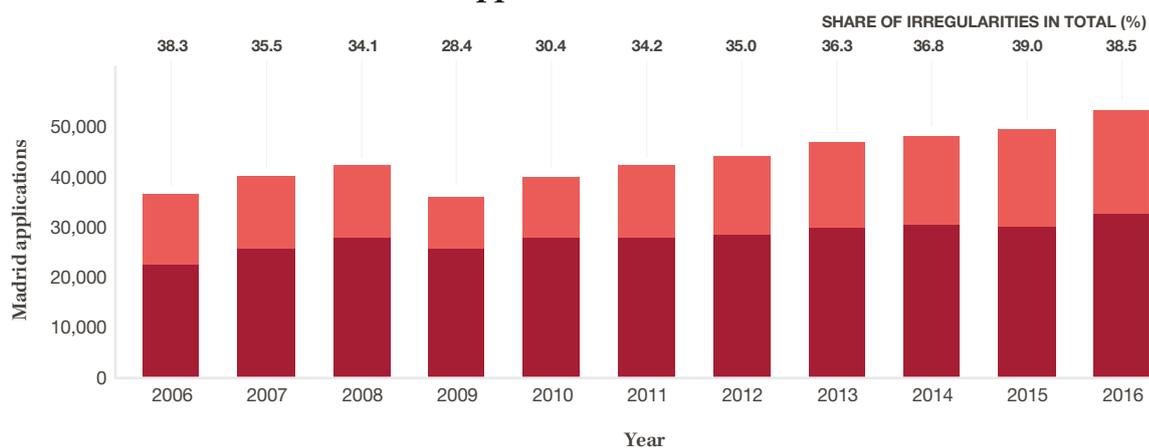
Note: This figure presents the total number of words translated by the IB from each of the three languages that are required for recording and publishing international registrations.

Source: WIPO Statistics Database, March 2017.

Figure D4

Trend in irregularities in international applications

For each year over the past decade, irregularities have been reported in between 28% and 39% of all international applications filed.



■ ERROR FEE ■ IRREGULAR

Note: 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; and other irregularities.

Source: WIPO Statistics Database, March 2017.

Figure D5

Trend in changes in ownership

On average less than 3% of all active registrations have had a change in ownership each year.



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

Source: WIPO Statistics Database, March 2017.

Figure D6

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

About 2,800 international registrations were canceled in part or entirely in 2016.



Note: Madrid member offices acting as offices of origin are obliged to notify the IB of decisions concerning the ceasing of effect of basic marks made within 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).

Source: WIPO Statistics Database, March 2017.

Figure D7

Trend in cancellations by international registration holders

Few Madrid registration holders reduce the geographical scope of protection for their marks or limit the range of goods and services covered.



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

Source: WIPO Statistics Database, March 2017.

Figure D8

Trend in renunciations

The number of renunciations relative to the total number of active international registrations has remained low for all years presented.



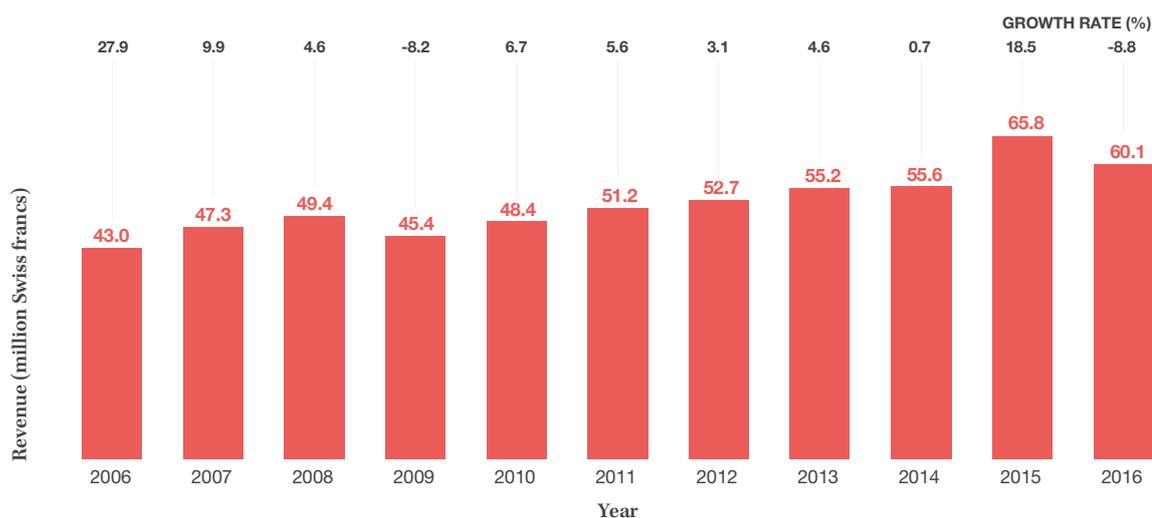
Note: Holders may wish to restrict protection of an international registration through renunciation of protection for all goods and services in some (but not all) designated Madrid members.

Source: WIPO Statistics Database, March 2017.

Figure D9

Trend in total revenue collected by the International Bureau

Total revenue collected by the International Bureau in 2016 amounted to about 60.1 million Swiss francs, down 8.8% from the previous year.



Source: WIPO, March 2017.

Table D10

Fees distributed to Madrid members by the International Bureau

The EU (via the EUIPO) received the largest share of total fees distributed to Madrid members in 2016.

Madrid member	Fees distributed (Swiss francs)			Madrid member	Fees distributed (Swiss francs)		
	2015	2016	2016 share of total (%)		2015	2016	2016 share of total (%)
European Union	32,069,624	26,150,831	14.5	Poland	980,801	803,581	0.4
United States of America	18,196,297	16,507,534	9.1	Bulgaria	899,654	802,563	0.4
Japan	14,130,368	12,070,667	6.7	Czech Republic	962,460	801,885	0.4
Australia	12,792,198	10,500,272	5.8	Italy	944,986	790,031	0.4
China	9,853,593	8,759,721	4.9	Iran (Islamic Republic of)	688,460	780,822	0.4
Republic of Korea	8,311,279	7,426,569	4.1	Kenya	851,604	763,267	0.4
Singapore	7,282,287	6,547,574	3.6	Algeria	636,577	736,021	0.4
Switzerland	5,813,719	5,359,226	3.0	Armenia	829,819	706,487	0.4
Norway	5,406,619	4,539,499	2.5	Cuba	722,919	684,842	0.4
Israel	4,553,484	3,938,111	2.2	Slovakia	823,281	683,499	0.4
Uzbekistan	4,559,922	3,617,510	2.0	Tajikistan	763,657	642,997	0.4
Mexico	4,262,439	3,279,965	1.8	T F Y R of Macedonia	643,241	627,942	0.3
Russian Federation	3,315,802	2,930,949	1.6	Azerbaijan	686,546	625,606	0.3
Turkey	3,663,506	2,851,842	1.6	Croatia	669,920	624,831	0.3
Oman	3,084,073	2,710,040	1.5	Albania	529,538	557,723	0.3
United Kingdom	2,607,751	2,639,288	1.5	Slovenia	547,381	470,040	0.3
Ukraine	3,064,832	2,624,675	1.5	Liechtenstein	484,747	458,685	0.3
Bahrain	1,736,960	2,564,373	1.4	Estonia	581,364	447,185	0.2
Belarus	2,396,988	2,060,653	1.1	Tunisia	574,008	442,930	0.2
Georgia	2,324,250	1,964,437	1.1	Monaco	442,240	437,054	0.2
Colombia	2,633,676	1,759,780	1.0	Curaçao	382,188	416,231	0.2
New Zealand	1,995,483	1,458,030	0.8	San Marino	426,923	411,393	0.2

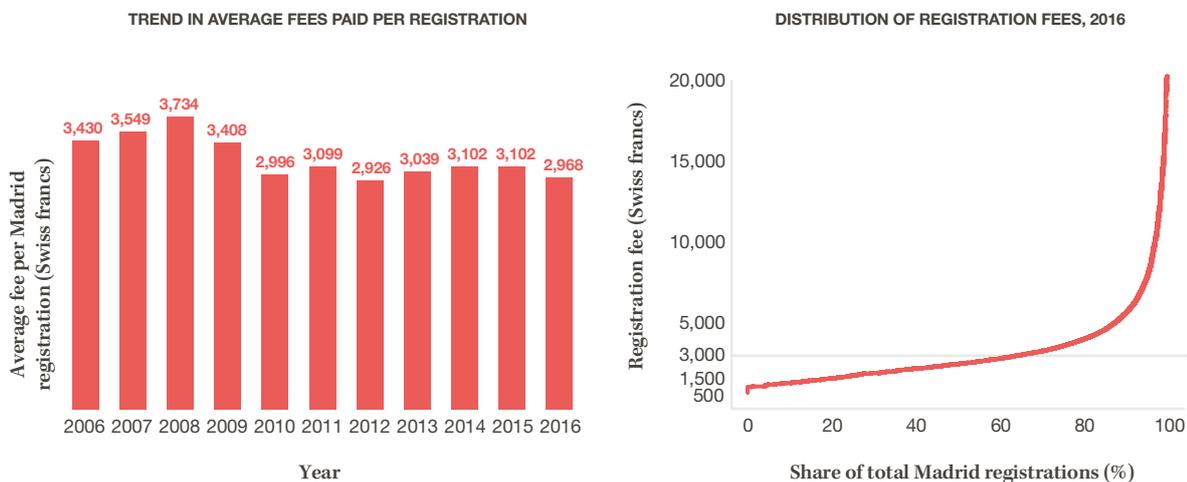
Madrid member	Fees distributed (Swiss francs)			Madrid member	Fees distributed (Swiss francs)		
	2015	2016	2016 share of total (%)		2015	2016	2016 share of total (%)
Viet Nam	1,506,039	1,443,689	0.8	Syrian Arab Republic	616,327	398,970	0.2
African Intellectual Property Organization***	859,280	1,437,176	0.8	Mongolia	445,414	397,632	0.2
India	1,499,695	1,406,664	0.8	Sint Maarten (Dutch Part)	357,091	386,869	0.2
Serbia	1,317,276	1,264,769	0.7	Democratic People's Republic of Korea	367,520	341,990	0.2
Spain	1,407,633	1,226,149	0.7	Greece	459,705	337,357	0.2
Benelux	1,465,352	1,210,753	0.7	Latvia	360,323	322,001	0.2
Denmark	1,538,695	1,203,090	0.7	Sudan	324,359	314,301	0.2
Sweden	1,448,719	1,173,991	0.7	Bonaire, Sint Eustatius and Saba	326,380	309,267	0.2
Ghana	639,779	1,163,935	0.6	Lithuania	299,977	254,560	0.1
Morocco	1,194,267	1,159,298	0.6	Mozambique	248,766	232,606	0.1
Iceland	1,212,266	1,157,178	0.6	Liberia	167,084	196,077	0.1
Egypt	1,123,074	1,104,741	0.6	Namibia	200,869	194,005	0.1
Finland	1,209,378	1,082,859	0.6	Cambodia	68,322	193,458	0.1
Germany	1,231,829	1,061,096	0.6	Zambia	212,695	191,017	0.1
France	1,193,949	1,013,179	0.6	Sierra Leone	178,073	169,554	0.1
Austria	1,161,852	990,491	0.5	Cyprus	208,115	169,283	0.1
Turkmenistan	1,304,937	963,301	0.5	Swaziland	171,429	153,110	0.1
Romania	999,650	946,248	0.5	Madagascar	141,808	137,806	0.1
Kazakhstan	1,070,567	929,946	0.5	Bhutan	148,535	134,344	0.1
Republic of Moldova	1,107,494	921,445	0.5	Lao People's Democratic Republic		131,417	0.1
Philippines	1,025,074	919,376	0.5	Zimbabwe	51,594	128,725	0.1
Portugal	1,054,628	917,065	0.5	Botswana	137,368	122,424	0.1
Hungary	990,087	888,861	0.5	Lesotho	122,746	104,879	0.1
Kyrgyzstan	1,072,572	879,651	0.5	Rwanda	113,198	93,480	0.1
Bosnia and Herzegovina	885,398	863,023	0.5	Gambia	2,122	79,900	0.0
Montenegro	818,890	846,029	0.5	Sao Tome and Principe	87,001	68,721	0.0
Ireland	1,100,003	813,953	0.5	Antigua and Barbuda	41,525	36,935	0.0
Totals					206,424,192	180,565,806	

Source: WIPO, March 2017.

Figure D11

International registration fees

On average, holders paid 2,968 Swiss francs per registration recorded in 2016, down from the peak of 3,734 Swiss francs in 2008.

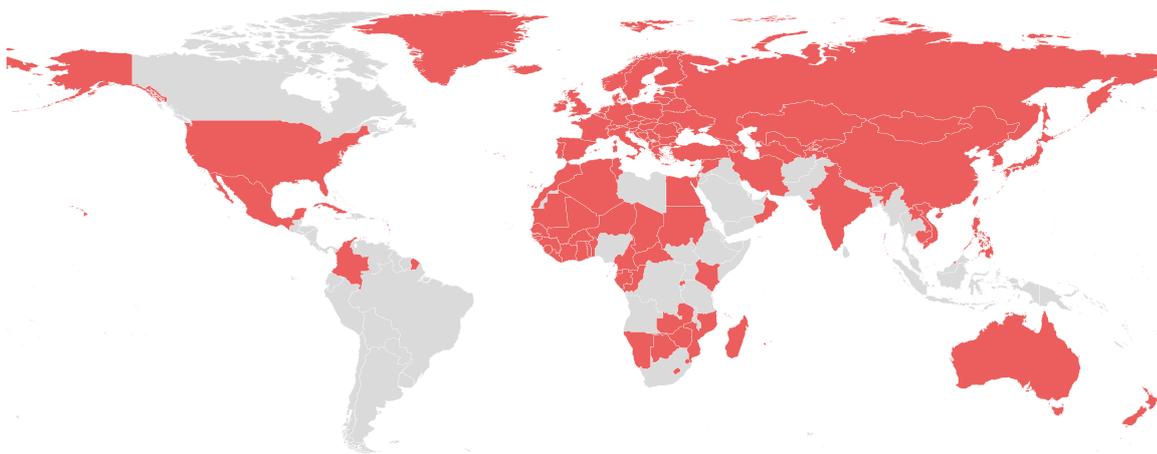


Source: WIPO, March 2017.

A brief presentation of the Madrid System

Map A

Madrid members in 2016



Source: World Intellectual Property Organization (WIPO), March 2017.

The Madrid System makes it possible for a trademark holder to apply for trademark registration in multiple countries by filing a single international application via a national or regional intellectual property (IP) office.¹ 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.

Originally, two treaties administered by the World Intellectual Property Organization (WIPO) governed 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. With Algeria’s accession to the Madrid Protocol in October 2015, the last remaining member to be a party only to the Madrid

Agreement joined the Protocol, effectively making Madrid a one-treaty system. On October 11, 2016, the Madrid Union Assembly consolidated this situation when it decided to freeze accessions to the Madrid Agreement, with the result that it will no longer be possible for a new member to accede to the Agreement only. As of December 31, 2016, the System comprised 98 Contracting Parties (map A). The 96 countries which are party to the Agreement and/or the Protocol, as well as two intergovernmental organizations – namely, the European Union (EU) covering 28 countries, and the African Intellectual Property Organization (OAPI) covering 17 countries that are party to the Protocol – are referred to as Contracting Parties (Madrid members), and together form the Madrid Union.

Advantages offered by the Madrid System

The Madrid System offers many advantages to both applicants and IP offices compared with the alternative method of obtaining international protection for marks, the so-called Paris or direct route. The Paris route involves filing separate applications in a number of countries or regions using rights established under the Paris Convention for the Protection of Industrial Property. By contrast, the Madrid System allows trademark holders

1. 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”.

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 of the list of goods and services) can be carried out through a 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. But when protection has been obtained through the Paris route, such changes or renewals must be requested directly with each of 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. An international registration can be transferred with regard to all or some designated Madrid members, and for all or some goods and services, or the holder can limit the list of goods and services with respect to all or some designated Madrid members. Furthermore, the Madrid System benefits IP offices by reducing their workload. Since the International Bureau (IB) of WIPO carries out formal examination of applications, each designated IP office need only perform a substantive examination in order to determine whether protection should be granted or not.

International application and registration procedure

As noted above, when deciding to seek protection for marks in multiple jurisdictions, a trademark holder can either file separate applications with each office directly – the Paris route – or file a single international application through the Madrid System. Figure B illustrates the differences in procedures between the direct/Paris route 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 IP office of this Madrid member becomes the applicant’s “office of origin”.

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

The international application must contain a list of the goods and services for which protection is sought and must indicate the designations – the Madrid members in which the holder of the mark seeks protection. Additional Madrid members can be designated at a later date (subsequent designation).² The IB is responsible for carrying out an examination to verify that the international application meets all the formal requirements. In the event of irregularities, the office of origin and/or 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 and 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 and white or in color, and covers three classes of goods and/or services. The applicant is also required to pay for the designations indicated: 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. Nevertheless, under the Protocol, Madrid members may declare that they wish to receive individual fees instead of sharing the revenues produced by the complementary and supplementary fees.

Only the designated Madrid member can determine whether protection can be granted in its jurisdiction, in accordance with its domestic trademark legislation. If the designated Madrid member cannot grant protection, it must submit a provisional refusal to

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

the IB within the time limit concerned (12 months, or 18 months where a Madrid member has declared that it will apply such longer time limit). 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 that period, the mark is then considered protected in that Madrid member's jurisdiction.

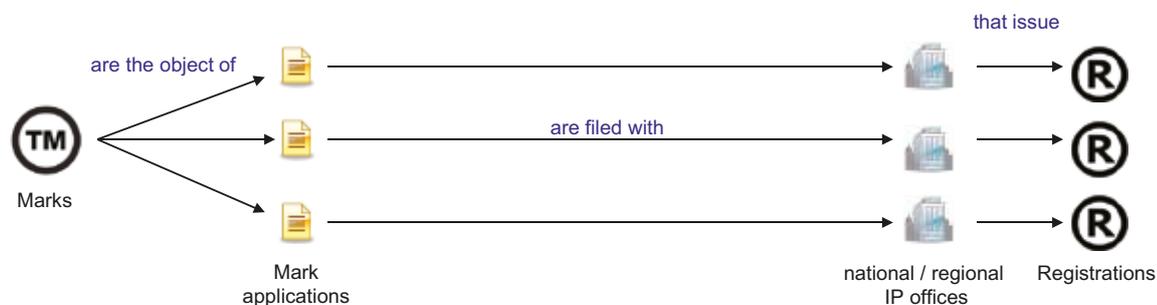
For the first five years from the date of the international registration, the international registration is

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 canceled (totally or partially) during this dependency period, the consequence is that the international registration is canceled 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.

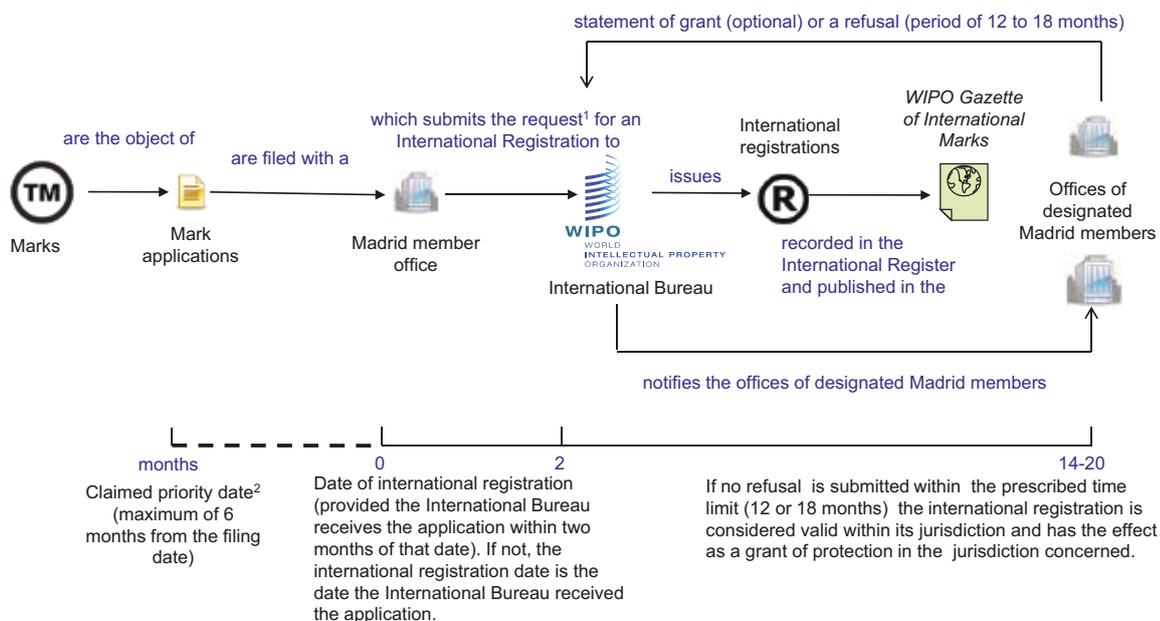
Figure B

Overview of the registration process

Direct or "Paris" route



The Madrid System



Notes:

- 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: WIPO, March 2017.

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. However, it is not possible for the holder to make voluntary changes to the list of goods and services at the time of the renewal. 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 of limitation or cancellation in respect of those goods and services before the due date for renewal.

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

Data description

Data are compiled by WIPO in the processing of international applications and registrations through the Madrid System. Complete data exist up to calendar year 2016. 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, through which WIPO receives offices' statistics four months or more after the end of the year concerned. The latest available year to date for complete direct application data is therefore 2015.

In editions of the *Madrid Yearly Review* before 2016, many indicators were based on international registration data. With the aim of better understanding the behavior of an applicant when first filing a Madrid international application, the 2016 and 2017 editions enlarged their scope by primarily focusing on application data, albeit while still reporting pertinent registration statistics.

The application statistics used are based on the original filing date at a Madrid member office of origin. This removes the time lag between the date on which an application is first filed at an office of origin and the date it is received and recorded by WIPO. The 2016 data on applications by origin are estimated, as not all applications filed at offices of origin had been transmitted to WIPO at the time the *Review* was drafted. Data published in WIPO's press release of March 15, 2017 and related infographics may slightly differ from those published in the *Review*, because these data are continually updated as WIPO receives more data from offices of origin of Madrid members.

The figures shown in this publication are subject to change.³

3. Regular updates are available at www.wipo.int/ipstats

List of abbreviations

BOIP	Benelux Office for Intellectual Property
EU	European Union
EUIPO	European Union Intellectual Property Office
IB	International Bureau of WIPO
IP	intellectual property
OAPI	Organisation Africaine de la Propriété Intellectuelle (English: African Intellectual Property Organization)
U.K.	United Kingdom
U.S.	United States of America
WIPO	World Intellectual Property Organization

Glossary

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

Applicant: An individual or legal entity that files an application. There may be more than one applicant in an application.

Application: The formal request for the protection of a trademark at a national or regional IP office, which usually examines the application and decides whether to grant or refuse protection in the jurisdiction concerned. (See 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 – for example, the European Union (EU) or the African Intellectual Property

Organization (OAPI) – 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 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 – for example 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 three regional offices that represent members of the Madrid System: the Benelux Office for Intellectual Property (BOIP) (for Belgium, Luxembourg and the Netherlands), the European Union Intellectual Property Office (EUIPO), 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, which is 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 (kept in force). This usually consists of paying renewal fees to an IP office at regular intervals. If renewal fees are not paid or, in some jurisdictions, if the holder cannot prove that the mark is being actively used, the registration may lapse. Once recorded, an international registration is valid for a period of 10 years and can be renewed for additional 10-year periods on payment of the prescribed fees. International registrations must be renewed in order to remain active. To facilitate the renewal process, the IB sends an unofficial reminder to holders and their representatives (if any) six months before renewal is due. The international registration may be renewed in respect of all designated Madrid members or only some of them.

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 specific goods or services 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.

Nice classes and industry sectors

Nice class covers/includes

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

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

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

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

Source: Edital®

List of Madrid members

In 2016, the Madrid System comprised 98 members covering 114 countries.

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

Notes:

Madrid Agreement Concerning the International Registration of Marks (A)

Protocol Relating to the Madrid Agreement (P)



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