



# Overview of the Madrid System

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**August 2022**

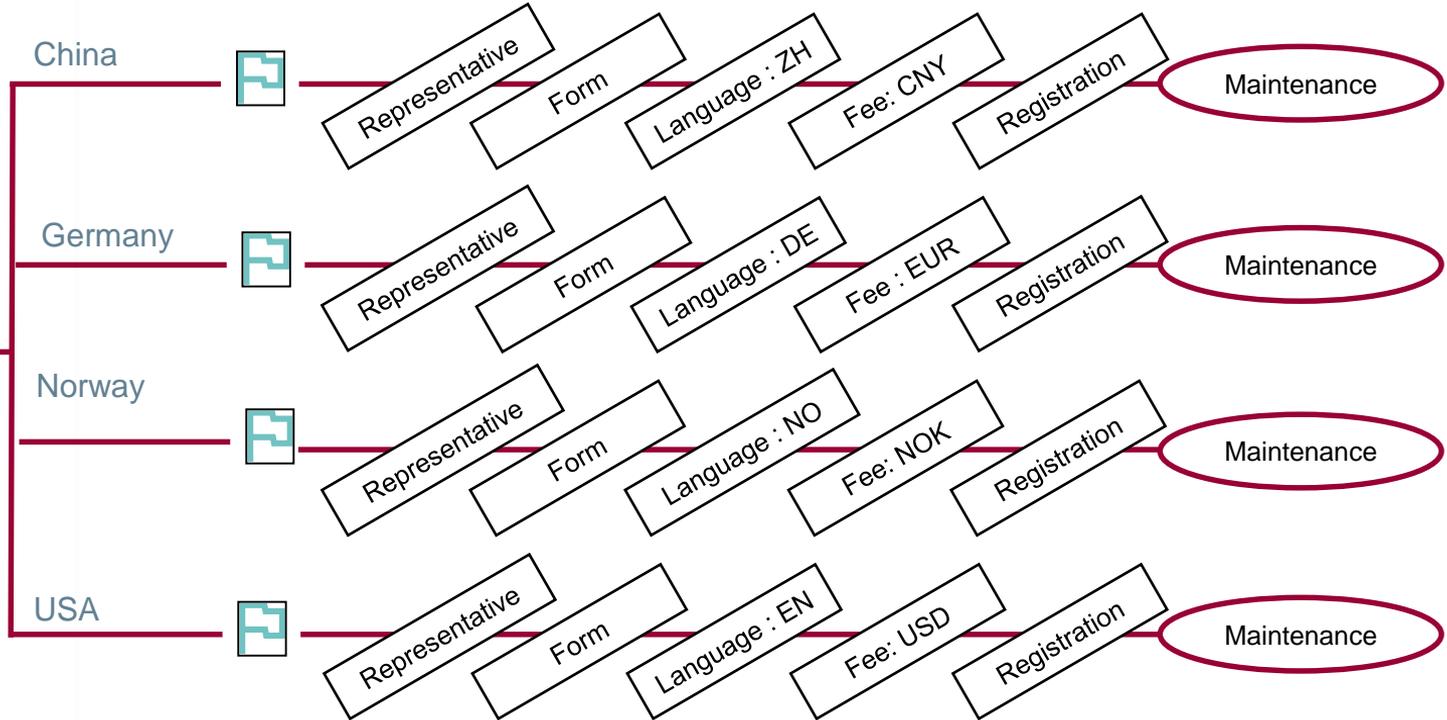
# Trademark protection abroad

- The national route
- The regional route
- The international route: The Madrid Protocol
- Which option to choose, depends on a number of factors and in particular the export markets of interest



 *By Sally*

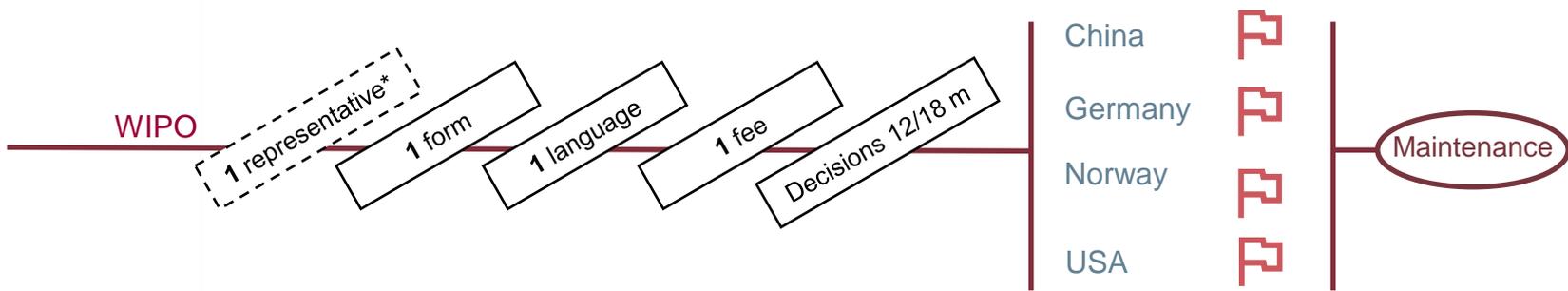
# Market by Market Filing



# Statistics Cabo Verde

- Cabo Verde received in 2020 a total of 214 applications
- 78 filed by residents and 136 filed by non-residents
- In 2017-2018, export industry in Cabo Verde filed for protection of their marks for +60 applications (classes of goods/services) abroad (in OAPI, Algeria, Brazil, Canada, EU, Indonesia, Mexico, USA and Viet Nam)
- All these jurisdictions are members of the Madrid System

# Madrid System



\* optional

# How the Madrid System Works

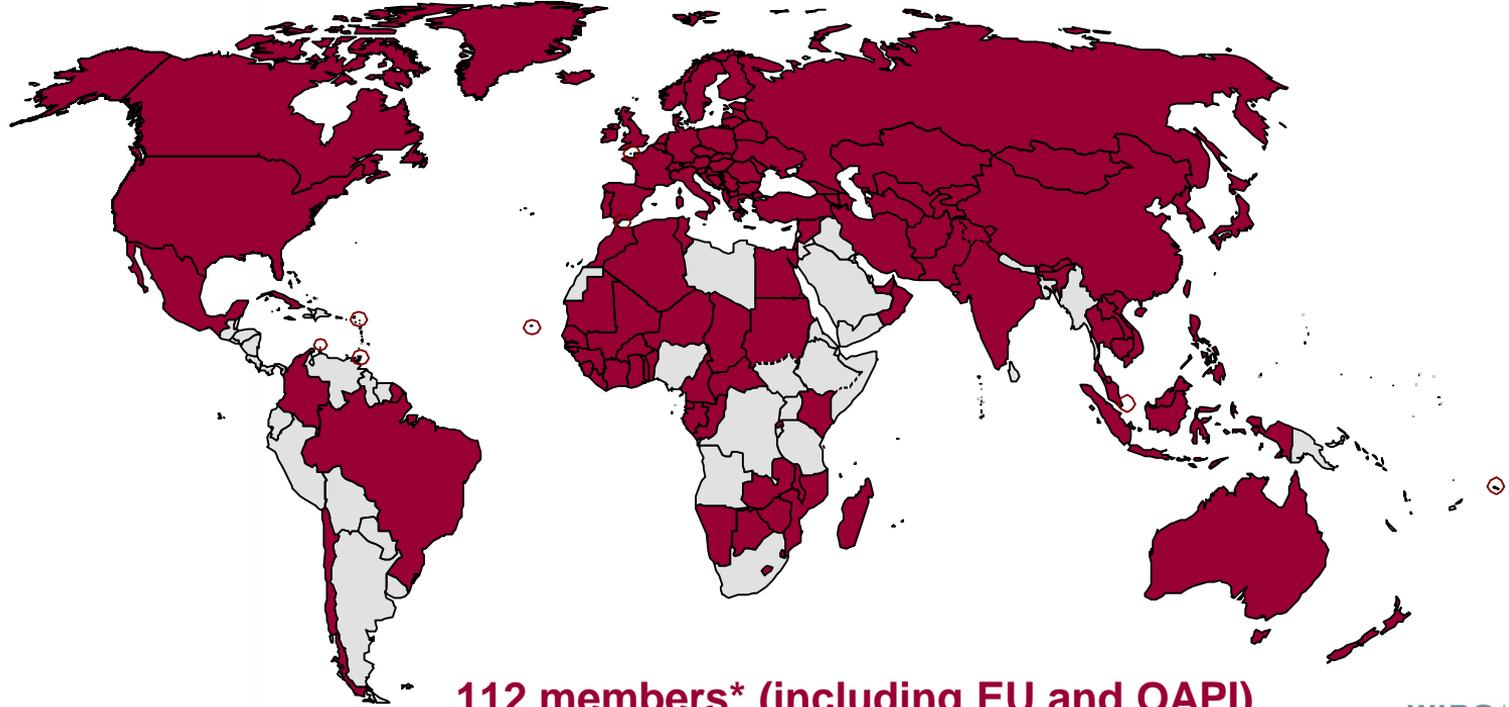
## The International Trademark Registration Process



# Geographical coverage

- 128 countries covered by 112 members
- Over 80% of world trade
- Recent accessions:
  - 2019: Brazil, Canada, Malaysia
  - 2021: Trinidad and Tobago, Pakistan and the UAE
  - Expansion to Guernsey and Gibraltar
  - 2022: Jamaica, Chile (July 4), Cape Verde (July 6)

# Members of the Madrid System



**112 members\* (including EU and OAPI)  
covering 128 countries**

**WIPO | MADRID**  
The International  
Trademark System

\*All are party to the Protocol, the governing treaty, while 55 are also party to the Agreement

# Benefits for the trademark owner

- One application, one language, one currency
- Designate all possible members – except country of origin
- One Madrid application = bundle of national rights
- No requirement of translation or foreign representative
- Expectation of timelines (within which action must be taken)
- Can add countries to the IR later as business expands
- Easy management of portfolio
- Saves costs

# Local industry, the Office and government

## Where it is the Office of origin:

- It empowers local industry, in particular, the SMEs
- Provides easier access to export markets
- Promotes international trade and further development of export

## Where the Contracting Party is designated:

- Simplified examination in the Office
- Provides more favorable climate for foreign investment
- More filings means economic growth

# Role of the local attorneys and agents

- Develop trademark strategies for local clients/businesses
  - Advise and assist on options for protection
  - Assist with national and international applications
- Assist foreign clients with enforcing rights in the country
  - Act on their behalf towards the Office
  - Respond to refusals and file oppositions
  - Initiate cancellation actions

# Costs comparison - applications

## Madrid System

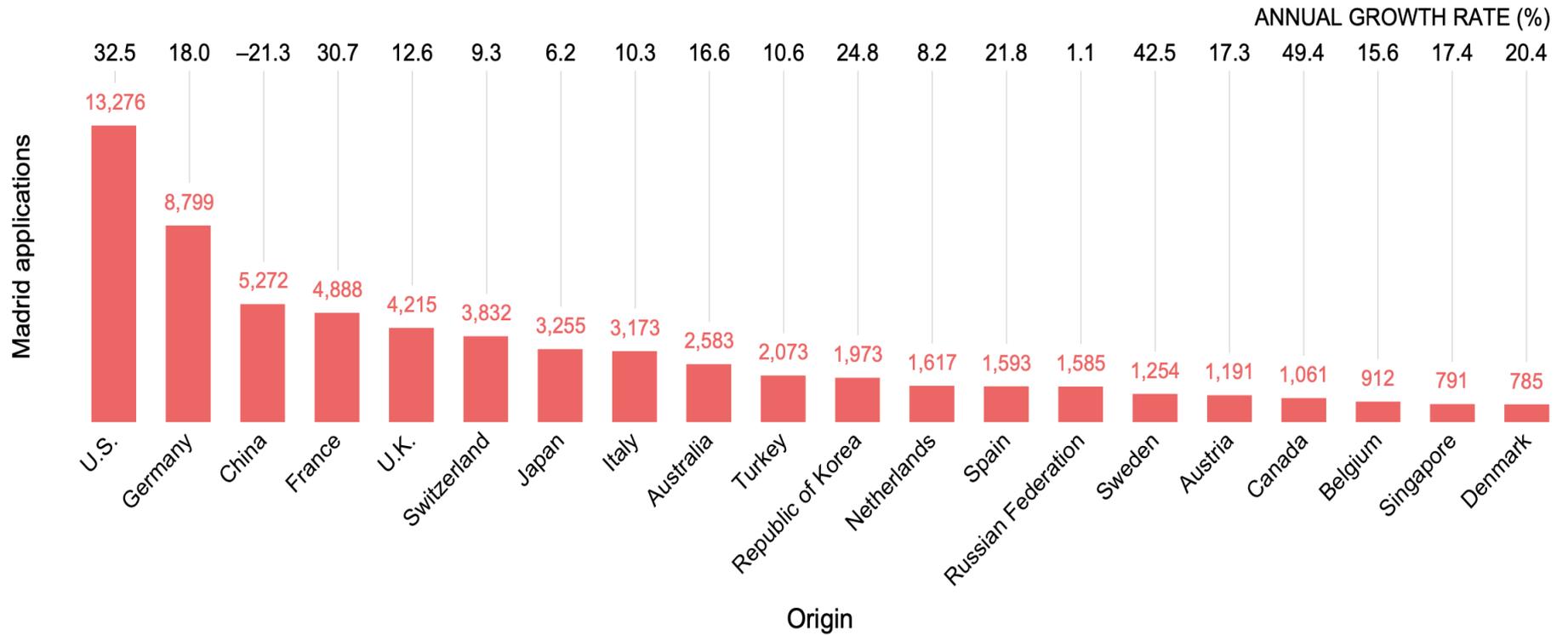
- Basic fee (mark in b/w or color)
- Fees for designating members
- Example: designating CN, DE, NO, US for a mark in color for 2 classes of goods/services

**= CHF 2,513**

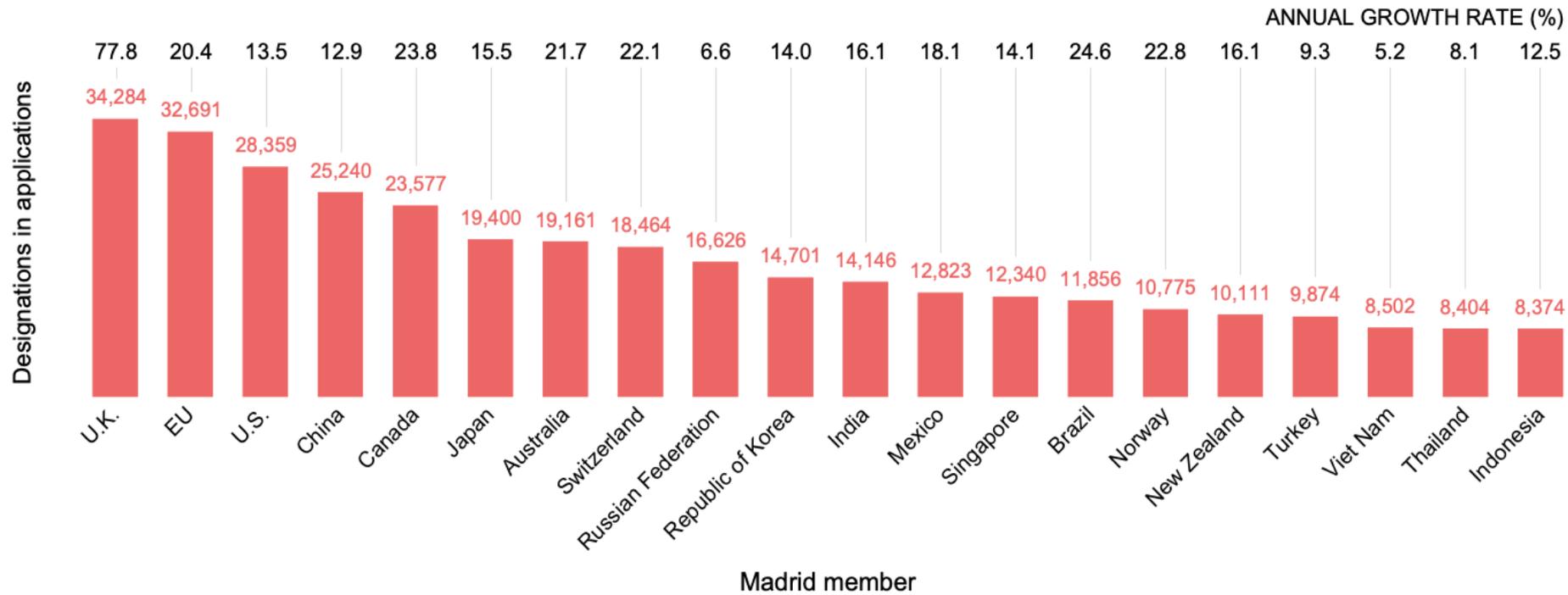
## National Route

- NA
- Official fees for 4 countries
- Additional costs:
  - 4 x translations
  - 4 x local attorney fees

# Top 20 Filing Origins (2021)



# Top 20 Designated Members (2021)



# THE INTERNATIONAL APPLICATION MM2

# General considerations: Check list

- Entitlement
- Basic mark: National/regional application or registration
  - Is the international mark identical to the basic mark?
  - Does the basic mark cover the relevant goods/services?
  - Will the mark be used in the same way in all markets of interest?
- Countries of interest – now or in the future, how many?
- Use Madrid tools on the website

**Search**



**File**



**Monitor**



**Manage**



**Global Brand Database**

- Search existing marks from national & international sources
- Trademarks, appellations of origin & official emblems

**Madrid Application Assistant**

**Madrid Goods & Services Manager**

**Member Profiles Database**

**Fee Calculator**

**Madrid Monitor**

- Track real-time status of Registration
- Watch competitors' marks
- E-alerts
- Consult WIPO Gazette

**Madrid Portfolio Manager**

- Access documents & certificates
- Request changes
- Modify, designate & renew
- Pay fees

# Requirements for using the Madrid System

The applicant must

- have a connection (entitlement) with a member through nationality, domicile or place of business (“a real and effective industrial or commercial establishment”) – Office of origin (OO)
- have a “basic mark” (application/registration with the OO)
- submit an international application through the OO

# The International application form

- Form MM2

- Madrid e-Filing or the online system of the Office of origin
- Madrid Application Assistant
- <https://www.wipo.int/madrid/en/forms/>



# MADRID APPLICATION ASSISTANT

## COMPLETING YOUR INTERNATIONAL APPLICATION ONLINE

Get started

DISCOVER THE MADRID APPLICATION ASSISTANT



### WHAT IS THE MADRID APPLICATION ASSISTANT?

The Madrid Application Assistant is an electronic version of the official MM2 form that you must use to file an international application under the Madrid System.

The Madrid Application Assistant records all the information required to complete an international application in an intuitive and linear manner. Once completed, the international application will be made available in a PDF format ready for you to submit to the Office of origin for certification.

### WHY USE THE MADRID APPLICATION ASSISTANT?

Information required for your international application can be imported directly from the Office of origin's national/regional trademarks database. This not only saves time and effort, but also reduces the risk of irregularities, thus making the process of filing an international application more efficient and accurate.

WIPO recommends using the Madrid Application Assistant to complete international applications where online filing is not made available by the Office of origin.

# Madrid Application Assistant (MAA)

## GET STARTED

Your Office may offer the services of Madrid e-Filing or its own online filing solutions. In that case, the services of WIPO's Madrid Application Assistant will not be available to you. [Learn more about the Madrid e-Filing services.](#)

Search your Office of origin  
Cape Verde



Visit our dedicated page for an overview on [how to file your international application under the Madrid System.](#)

**GET STARTED WITH THE MADRID APPLICATION ASSISTANT**

## Application for international registration

Designated Contracting Parties 

Basic application or registration

Designated Contracting Parties

Applicant(s)

Representative

Languages and correspondence

Mark

Goods and services

Limitations

Claimed priorities

Fee calculations

Payment

Summary

### General

Office of origin \*



Filing language \*



Applicant's Reference

### Basic application or registration

# Mandatory information

- Name and address, including email address
- Entitlement
- Basic mark details
- Representation of mark
- Transliteration, where applicable
- Type of mark
- List of goods/services
- Designations
- MM18 for the USA
- Fees
- Submit form to Office of origin

# Optional information

- Reference number
- Address for correspondence
- Nationality/legal nature
- Appoint representative
- Claim priority, color and/or seniority (MM17)
- Translation into E/F/S or declare that it has no meaning
- Description of the mark
- Disclaimer
- Limitation of goods/services
- 2<sup>nd</sup> language for the EU

# Goods and Services

- Must be within the scope of the basic mark
- Grouped in the appropriate classes of the [Nice Classification](#)
- Use [MGS:](#) +130,000 terms in English, pre-approved by WIPO
- Fully aligned with the latest version and edition of Nice
- “Check acceptance features” by designated members

# Designations

- Some members have specific requirements, for which specific information may need to be provided on the MM2 form or on a separate form
  - The EU: Second language and seniority claim
  - Declaration of intent to use the mark in commerce
    - In the MM2 or separate form (USA – MM18)
  - Fees payable in two parts (Brazil, Cuba, Japan)
  - The geographical coverage of the designation

# Designations\*

Check the corresponding boxes:

- |  |  |  |  |
|--|--|--|--|
| <input type="checkbox"/> AF Afghanistan                                      | <input type="checkbox"/> DZ Algeria                                  | <input type="checkbox"/> KZ Kazakhstan   | <input type="checkbox"/> RO Romania  |
| <input type="checkbox"/> AG Antigua and Barbuda                              | <input type="checkbox"/> EE Estonia                                  | <input type="checkbox"/> LA Lao People's Democratic Republic                               | <input type="checkbox"/> RS Serbia   |
| <input type="checkbox"/> AL Albania  | <input type="checkbox"/> EG Egypt                                    |  | <input type="checkbox"/> RU Russian Federation                               |
| <input type="checkbox"/> AM Armenia  | <input checked="" type="checkbox"/> EM European Union <sup>a</sup>   | <input type="checkbox"/> LI Liechtenstein  | <input type="checkbox"/> RW Rwanda   |
| <input type="checkbox"/> AT Austria  | <input type="checkbox"/> ES Spain                                    | <input type="checkbox"/> LR Liberia  | <input type="checkbox"/> SD Sudan  |
| <input type="checkbox"/> AU Australia  | <input type="checkbox"/> FI Finland                                  | <input type="checkbox"/> LS Lesotho <sup>b</sup>   | <input type="checkbox"/> SE Sweden   |
| <input type="checkbox"/> AZ Azerbaijan                                       | <input type="checkbox"/> FR France                                   | <input type="checkbox"/> LT Lithuania  | <input type="checkbox"/> SG Singapore <sup>b</sup>                           |
| <input type="checkbox"/> BA Bosnia and Herzegovina                           | <input checked="" type="checkbox"/> GB United Kingdom <sup>b,j</sup> | <input type="checkbox"/> LV Latvia   | <input type="checkbox"/> SI Slovenia   |
| <input type="checkbox"/> BG Bulgaria   | <input type="checkbox"/> GE Georgia                                  | <input type="checkbox"/> MA Morocco  | <input type="checkbox"/> SK Slovakia   |
| <input type="checkbox"/> BH Bahrain  | <input type="checkbox"/> GG Guernsey <sup>b,k</sup>                  | <input type="checkbox"/> MC Monaco   | <input type="checkbox"/> SL Sierra Leone                                     |
| <input type="checkbox"/> BN Brunei Darussalam <sup>b</sup>                   | <input type="checkbox"/> GH Ghana                                    | <input type="checkbox"/> MD Republic of Moldova  | <input type="checkbox"/> SM San Marino                                       |
| <input type="checkbox"/> BQ Bonaire, Saint Eustatius and Saba <sup>f,g</sup> | <input type="checkbox"/> GM Gambia                                   | <input type="checkbox"/> ME Montenegro   | <input type="checkbox"/> ST Sao Tome and Principe                            |
|  | <input type="checkbox"/> GR Greece                                   | <input type="checkbox"/> MG Madagascar   | <input type="checkbox"/> SX Sint Maarten (Dutch part) <sup>f</sup>           |
|  | <input type="checkbox"/> HR Croatia                                  | <input type="checkbox"/> MK North Macedonia  | <input type="checkbox"/> SY Syrian Arab Republic                             |
|  | <input type="checkbox"/> HU Hungary                                  | <input type="checkbox"/> MN Mongolia   |  |
| <input type="checkbox"/> BR Brazil <sup>e,h</sup>                            | <input type="checkbox"/> ID Indonesia                                | <input type="checkbox"/> MW Malawi <sup>b</sup>  | <input type="checkbox"/> SZ Eswatini   |
| <input type="checkbox"/> BT Bhutan   | <input type="checkbox"/> IE Ireland <sup>b</sup>                     | <input type="checkbox"/> MX Mexico   | <input type="checkbox"/> TH Thailand   |
| <input type="checkbox"/> BW Botswana   | <input type="checkbox"/> IL Israel                                   | <input type="checkbox"/> MY Malaysia <sup>b</sup>  | <input type="checkbox"/> TJ Tajikistan                                       |
| <input type="checkbox"/> BX Benelux <sup>l</sup>                             | <input type="checkbox"/> IN India <sup>b</sup>                       | <input type="checkbox"/> MZ Mozambique <sup>b</sup>  | <input type="checkbox"/> TM Turkmenistan                                     |
| <input type="checkbox"/> BY Belarus  | <input type="checkbox"/> IR Iran (Islamic Republic of)               | <input type="checkbox"/> NA Namibia  | <input type="checkbox"/> TN Tunisia  |
| <input type="checkbox"/> CA Canada   | <input type="checkbox"/> IS Iceland                                  | <input type="checkbox"/> NO Norway   | <input type="checkbox"/> TR Turkey   |
| <input type="checkbox"/> CH Switzerland                                      | <input type="checkbox"/> IT Italy                                    | <input type="checkbox"/> NZ New Zealand <sup>b</sup>                                       | <input type="checkbox"/> TT Trinidad and Tobago <sup>b</sup>                 |
| <input type="checkbox"/> CN China  | <input type="checkbox"/> JP Japan <sup>e</sup>                       |  |  |
| <input type="checkbox"/> CO Colombia   | <input type="checkbox"/> KE Kenya                                    | <input type="checkbox"/> OA African Intellectual Property Organization (OAPI) <sup>f</sup> | <input type="checkbox"/> UA Ukraine  |
| <input type="checkbox"/> CU Cuba <sup>e</sup>                                | <input type="checkbox"/> KG Kyrgyzstan                               |  | <input checked="" type="checkbox"/> US United States of America <sup>d</sup> |
| <input type="checkbox"/> CW Curaçao <sup>f</sup>                             | <input type="checkbox"/> KH Cambodia                                 |  | <input type="checkbox"/> UZ Uzbekistan                                       |
| <input type="checkbox"/> CY Cyprus   | <input type="checkbox"/> KP Democratic People's Republic of Korea    | <input type="checkbox"/> OM Oman   | <input type="checkbox"/> VN Viet Nam   |
| <input type="checkbox"/> CZ Czech Republic                                   | <input type="checkbox"/> KR Republic of Korea                        | <input type="checkbox"/> PH Philippines  | <input type="checkbox"/> WS Samoa  |
| <input type="checkbox"/> DE Germany  |  | <input type="checkbox"/> PK Pakistan <sup>b</sup>  | <input type="checkbox"/> ZM Zambia   |
| <input type="checkbox"/> DK Denmark  |  | <input type="checkbox"/> PL Poland   | <input type="checkbox"/> ZW Zimbabwe   |
|  |  | <input type="checkbox"/> PT Portugal   |  |

\* *Mandatory information*

# Fees in the Madrid System

- Handling fee to the Office of origin?
- Fees are payable to WIPO in Swiss francs (CHF)
- Basic fee (653/ 903 CHF for b/w or color marks) \*
- Fees for each designated member:
  - Standard fees OR
  - Individual fees, where this is declared
- Use the Fee Calculator to estimate the fees to be paid

\* Applicants from [Least Developed Countries](#) benefit from a 90% reduction in the basic fee



## Application for international registration

[← Declaration of Intention to use](#)[Payment →](#)

Basic application or registration	<input checked="" type="checkbox"/>
Designated Contracting Parties	<input checked="" type="checkbox"/>
Applicant(s)	<input checked="" type="checkbox"/>
Representative	<input checked="" type="checkbox"/>
Languages and correspondence	<input checked="" type="checkbox"/>
Mark	<input checked="" type="checkbox"/>
Goods and services	<input checked="" type="checkbox"/>
Limitations	<input checked="" type="checkbox"/>
Claimed priorities	<input checked="" type="checkbox"/>
Seniority claim	<input checked="" type="checkbox"/>
Declaration of Intention to use	<input checked="" type="checkbox"/>
Fee calculations	<input checked="" type="checkbox"/>
Payment	<input type="checkbox"/>
Summary	<input type="checkbox"/>

### Fee calculations

The fees payable for this international application are shown below. For representatives, use the print screen function to save the fee calculation sheet for further reference. [Learn more about fees.](#)

International fees (basic part)	CHF 903.00
International fees (complementary and supplementary parts)	CHF 500.00
International fees (individual part)	CHF 6,223.00
<b>Total due now</b>	<b>CHF 7,626.00</b>
International fees (individual part 2). Due once the designated Contracting Party completes examination	CHF 807.00
<b>Grand total (Total due now + individual part 2)</b>	<b>CHF 8,433.00</b>

[Show fee details](#)[Print fee screen](#)



## Application for international registration

[← Fee calculations](#)[Summary →](#)

Basic application or registration	<input checked="" type="checkbox"/>
Designated Contracting Parties	<input checked="" type="checkbox"/>
Applicant(s)	<input checked="" type="checkbox"/>
Representative	<input checked="" type="checkbox"/>
Languages and correspondence	<input checked="" type="checkbox"/>
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Claimed priorities	<input checked="" type="checkbox"/>
Seniority claim	<input checked="" type="checkbox"/>
Declaration of Intention to use	<input checked="" type="checkbox"/>
Fee calculations	<input checked="" type="checkbox"/>
Payment	<input checked="" type="checkbox"/>
Summary	<input checked="" type="checkbox"/>

### Payment Information

IMPORTANT: PAYMENT TO BE MADE ON CONFIRMATION OF APPLICATION BY WIPO

On receipt of this application for international registration, WIPO will email a reference number and payment URL to complete an online payment. Payments can be made using all major credit cards or current account at WIPO. Learn more about [payments](#).

The estimated amount owed is 8,433 CHF.

NOTE: Payment is for the registration of the international application only. Any national handling fees owed must be paid directly to the office of origin.



## Application for international registration

Basic application or registration	✓
Designated Contracting Parties	✓
Applicant(s)	✓
Representative	✓
Languages and correspondence	✓
Mark	✓
Goods and services	✓
Limitations	✓
Claimed priorities	✓
Seniority claim	✓
Declaration of Intention to use	✓
Fee calculations	✓
Payment	
Summary	

### Summary

Well done! The application for international registration is complete.

Please review, sign and email a copy of the MM2 PDF to the Office of Origin for certification. Once received by the IB, track the status of the international application using the [realtime search](#) in the Madrid Monitor.

If necessary, it is always possible to make further modifications to this application. To do so, click on the basic application number found in the portfolio screen. Use [Contact Madrid](#) to seek assistance for any query or issue related to the international registration process.



My portfolio

### Application details

Application number  
VA 2008 01968

What happens next?

# The International Trademark Registration Process



[Video:](#)



**CERTIFICATE OF REGISTRATION**

The International Bureau of the World Intellectual Property Organization (WIPO) certifies that the indications appearing in the present certificate conform to the recording made in the International Register of Marks maintained under the Madrid Agreement and Protocol.

*Reproduction of the mark in color under Rule 9.4(a)(vii)*



**INTER**

*Registration number* **1 624 526**  
*Registration date* **August 12, 2021**  
*Date next payment due* **August 12, 2031**  
*Name and address of holder* INTER MEDIA AND COMMUNICATION S.p.A.  
Viale della Liberazione 16/18, I-20124 Milano (Italy)  
*Legal nature of the holder (legal entity) and place of organization* SPA, Italia  
*Name and address of the representative* FUMERO S.R.L., Via Sant'Agnesse, 12, I-20123 Milano (Italy)  
*Classification of figurative elements* 24.3; 27.5; 29.1  
*Indication relating to the nature or kind of mark* The words contained in the mark have no meaning.  
*Colors claimed* Blue, black and white.  
*Voluntary description of the mark* Consisting in the wordmark INTER in black fancy fonts, above which a blu circle device with black perimeter and white lines is located.  
*List of goods and services NCL(11-2021)* 36 Financial, monetary and banking services; services of acquisition and transfer of monetary claims; trading of traditional currency and cryptocurrency; traditional currency and cryptocurrency transfer and dealing services; payment card services; issuance of prepaid cards and tokens of value; issuance of tokens of value; issuing of tokens of value in relation to incentive schemes; issuing tokens of value as part of a customer membership scheme; stock exchange quotation services; financial banking; insurance services; provision of investment savings plans; provision of credit through instalment

**CERTIFICATE OF REGISTRATION**

(continued) **1 624 526**

plans; services of credit institutions other than banks such as co-operative credit associations, individual financial companies; financial services offered by investment trusts and holding companies; brokerage services of values and assets; monetary affairs, namely monetary affairs vouched for by trustees; issuing of travellers' cheques and letters of credit; apartment house management, such as rental of real estate, real estate appraisal; financial planning services for sport, cultural and entertainment projects; fundraising and financial sponsorship for sport activities; insurance and financial services for sport activities and sport equipments; services of credit institutions other than banks such as cooperative credit associations, individual financial companies; issuing of travellers cheques and letters of credit.

*Basic application* European Union, 12.08.2021, 018531912  
*Designations under the Madrid Protocol* Brazil, China, Colombia, Indonesia, Mexico, Russian Federation, Tunisia, Turkey, Ukraine, United Kingdom, United States of America  
*Declaration of intention to use the mark* United Kingdom, United States of America  
*Date of notification* 04.11.2021  
*Language of the international application* English

Hongbing Chen  
Director, Madrid Operations Division  
Madrid Registry  
Brands and Designs Sector

Geneva, November 4, 2021

*Registration number* **1 624 526**  
*Registration date* **August 12, 2021**  
*Date next payment due* **August 12, 2031**  
*Date of notification* **04.11.2021**

# The Office of the designated member

- The role of the Office follows from the domestic legislation which sets the conditions for protecting a mark
- The Office will decide on the scope of protection, by granting protection or refusing protection within a time limit
- If the Office has refused protection, the holder may contest this through a local representative

# Maintenance and management of the international registration

# Centralized management

- Subsequent designations
- Recording changes (holder's name and address, changes in ownership etc.)
- Restrictions (limitation, renunciation and cancellation)
- Renewal

# Be aware that....

- Some members require the holder to submit forms for use
- The IR is depending on the fate of the basic mark for a period of 5 years
- Transformation: Where the IR is cancelled due to the ceasing of effect of the basic mark the holder can transform the right into national rights
- Replacement: The holder can benefit from the date of protection for an earlier national right

# The New Guide on the Madrid System

Whoever you are, our new [Guide to the Madrid System](#) (the Guide) will provide you with everything you need to know about trademark protection through the Madrid System.

The Guide has clear headings, practical examples and a logical structure, making it easy to navigate and quick to find the information you are looking for. It also includes direct links to related online services, information and forms.

The updated English version of the Guide is already available online. The Arabic, Chinese, French, Russian and Spanish versions will be available soon.

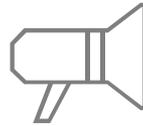


# Stay informed



## ■ Our Website

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## ■ Madrid News

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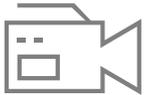
## ■ Webinars

Access [Madrid Webinars](#) recordings and stay tuned for new topics



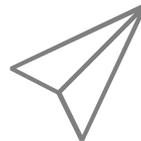
## ■ YouTube channel

Access our videos on the Madrid System on [YouTube](#)



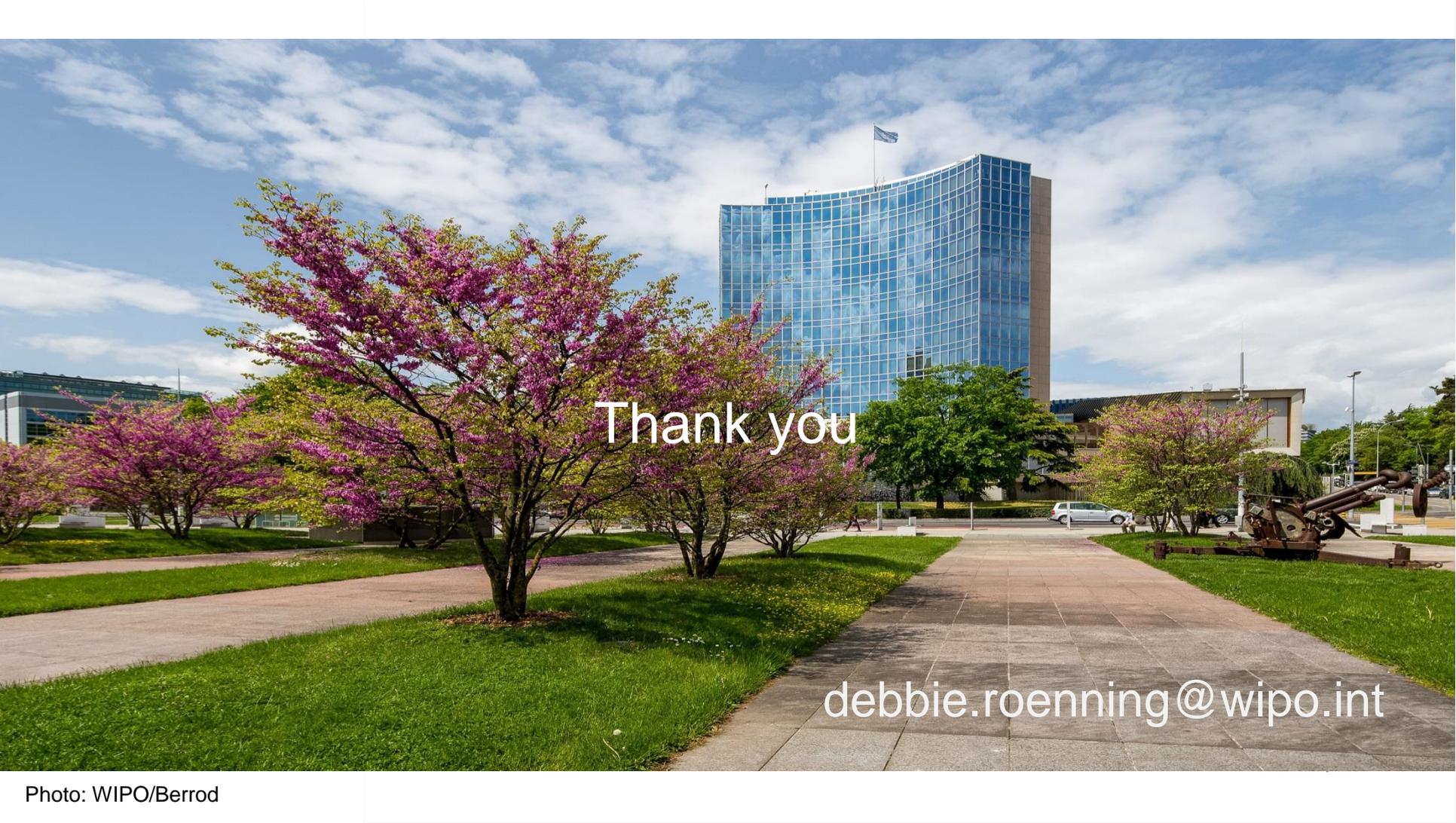
## ■ Tutorials

Play our Madrid [“How-to” videos](#)



## ■ Questions

[Send us](#) your questions, comments or suggestions



Thank you

[debbie.roenning@wipo.int](mailto:debbie.roenning@wipo.int)