



Overview of the Madrid System

Basic Features and Recent Developments

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Juan Rodriguez
Senior Legal Counsellor

Agenda

- Basic features
 - Legal framework
 - How the Madrid System works
 - Fees for international registration
 - Centralized management
- Geographical coverage and accession outlook
- Relevant statistics
- Recent legal developments



BASIC FEATURES

More than 130 years, almost 1.8 million international registrations



- This LONGINES mark is the oldest trademark still in effect
- Registered in Switzerland in 1889, internationally in **1893**



- WeTransform is international registration 1.77 million
- Registered in France and internationally in **2023**

Legal framework

- Madrid Agreement (1891)
– no longer in operations
- Madrid Protocol (1989)
- Regulations
- Administrative Instructions
- Laws and Regulations of each Madrid Member

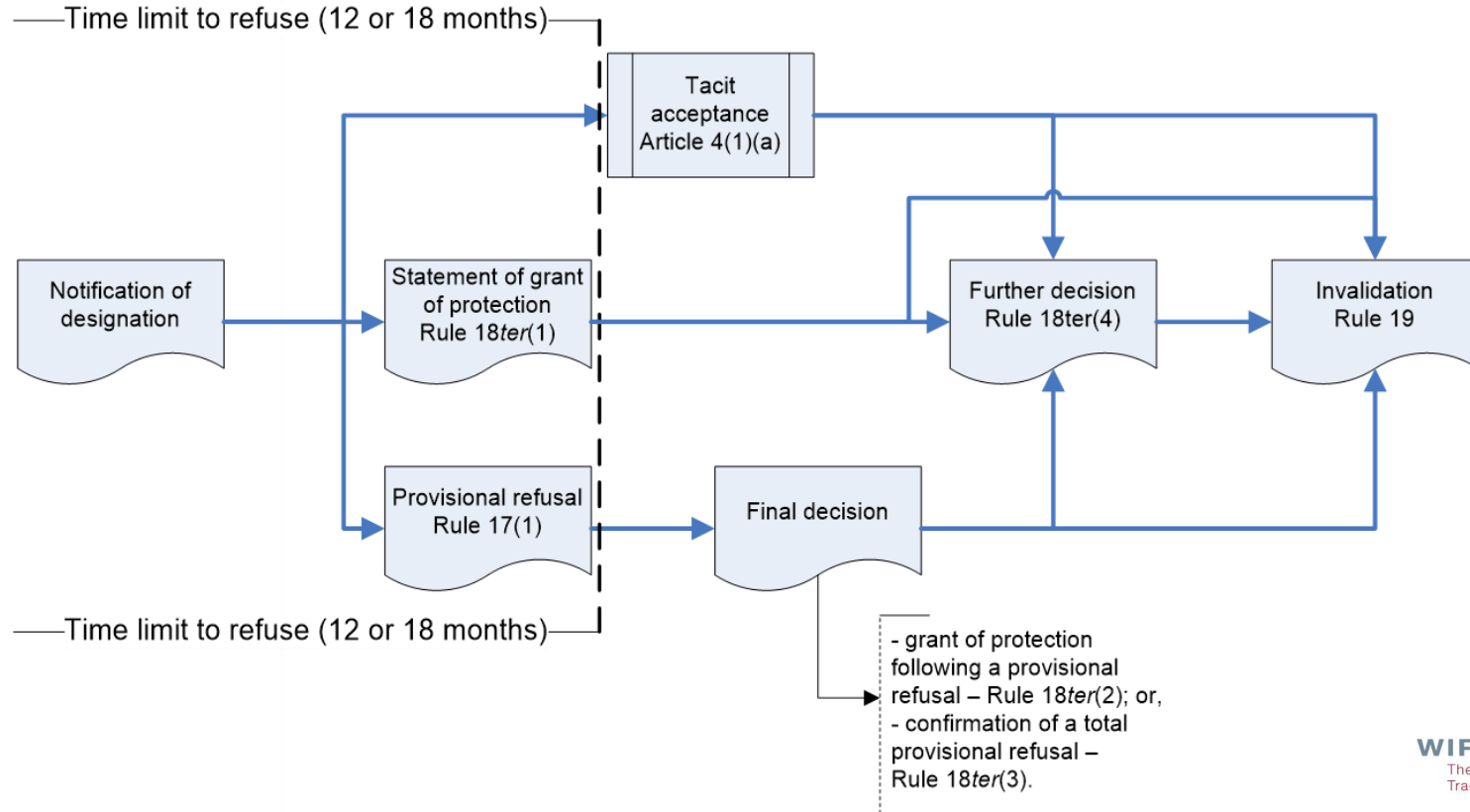


How the Madrid System Works

The International Trademark Registration Process



Decisions regarding protection



Fees for international registration



CHF **one**
currency

Basic fee*

- CHF 653 – b/w representation of mark
- CHF 903 – color representation of mark

Fees for designated members

- standard fees – complementary (CHF 100 per designations) and supplementary (CHF 100 per class beyond 3)
- OR
- individual fees where this is declared

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

Centralized management

- Change in ownership
- Change in holder's details
- Limitation
- Cancellation
- Subsequent designation
- Renunciation
- Division, merger
- Licenses
- Restriction of rights
- Representation
- Renewal



GEOGRAPHICAL COVERAGE AND OUTLOOK

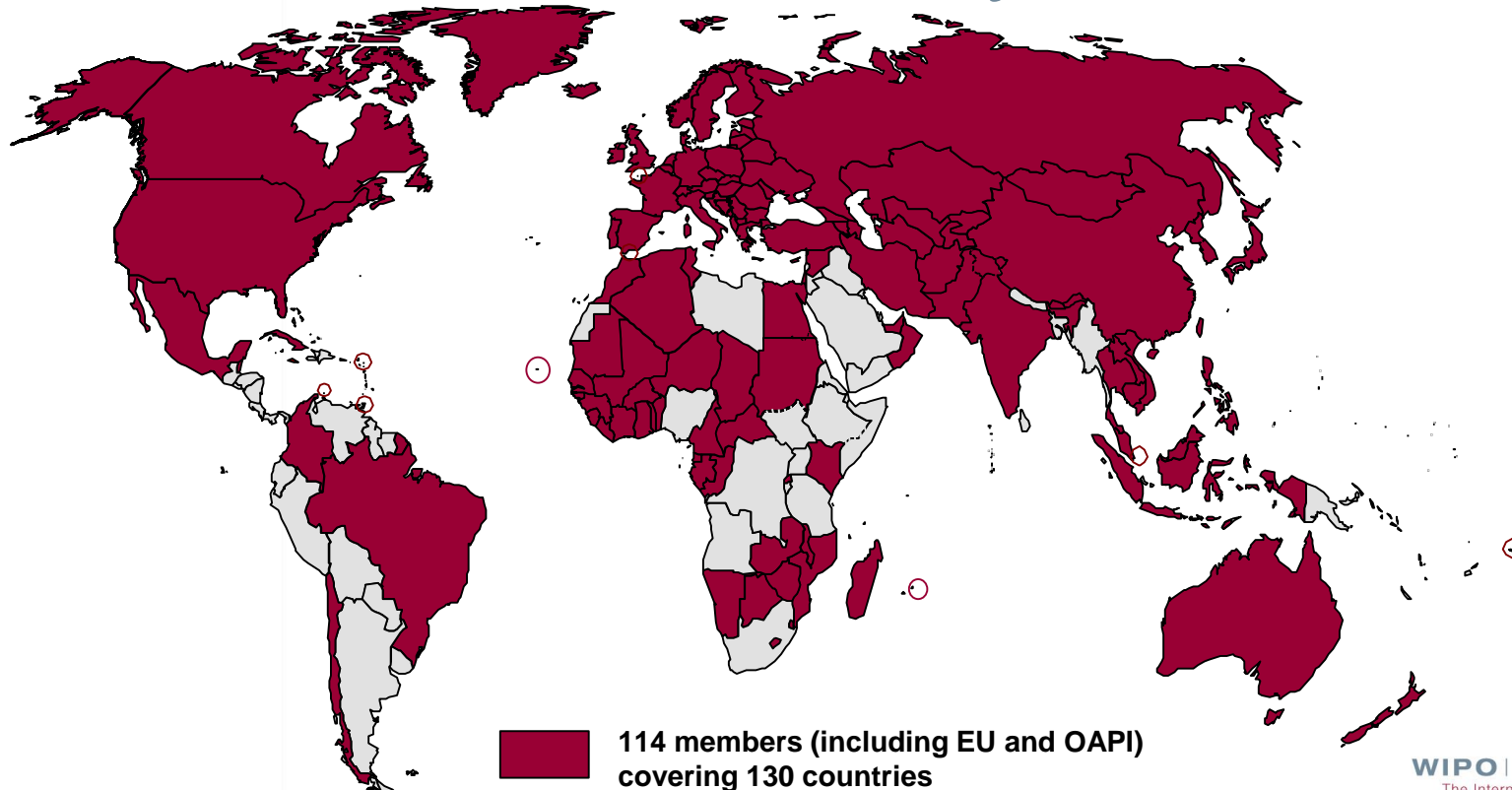
Geographical coverage, accessions

130 countries covered by 114 members

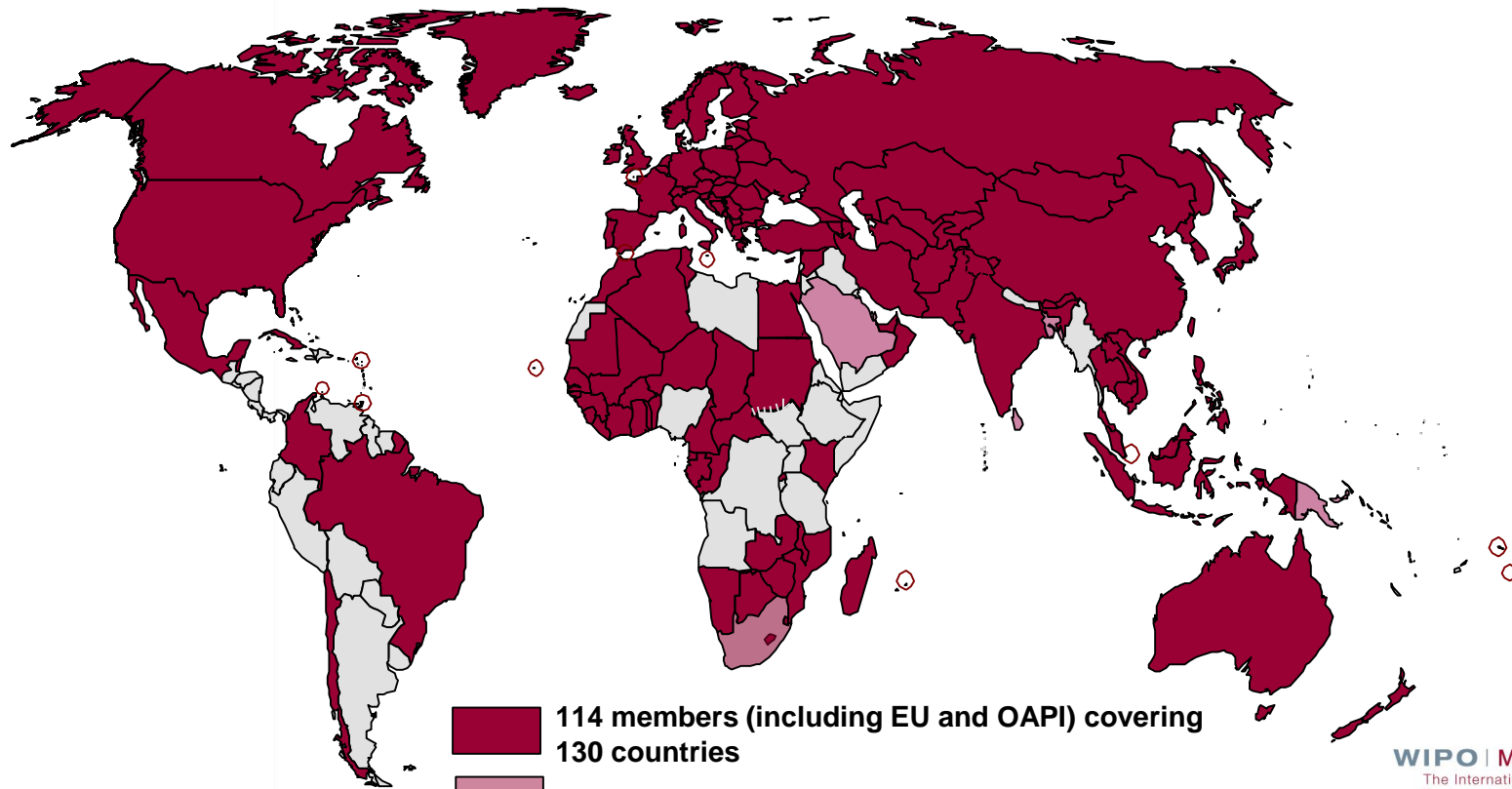
- **2019:** Brazil, Canada, Malaysia
- **2020:** Trinidad and Tobago
- **2021:** Islamic Republic of Pakistan, United Arab Emirates, Jamaica
- **2022:** Chile, Cabo Verde and Belize
- **2023:** Mauritius



Members of the Madrid System



Accession Outlook 2023/2025



WIPO FOR OFFICIAL USE ONLY

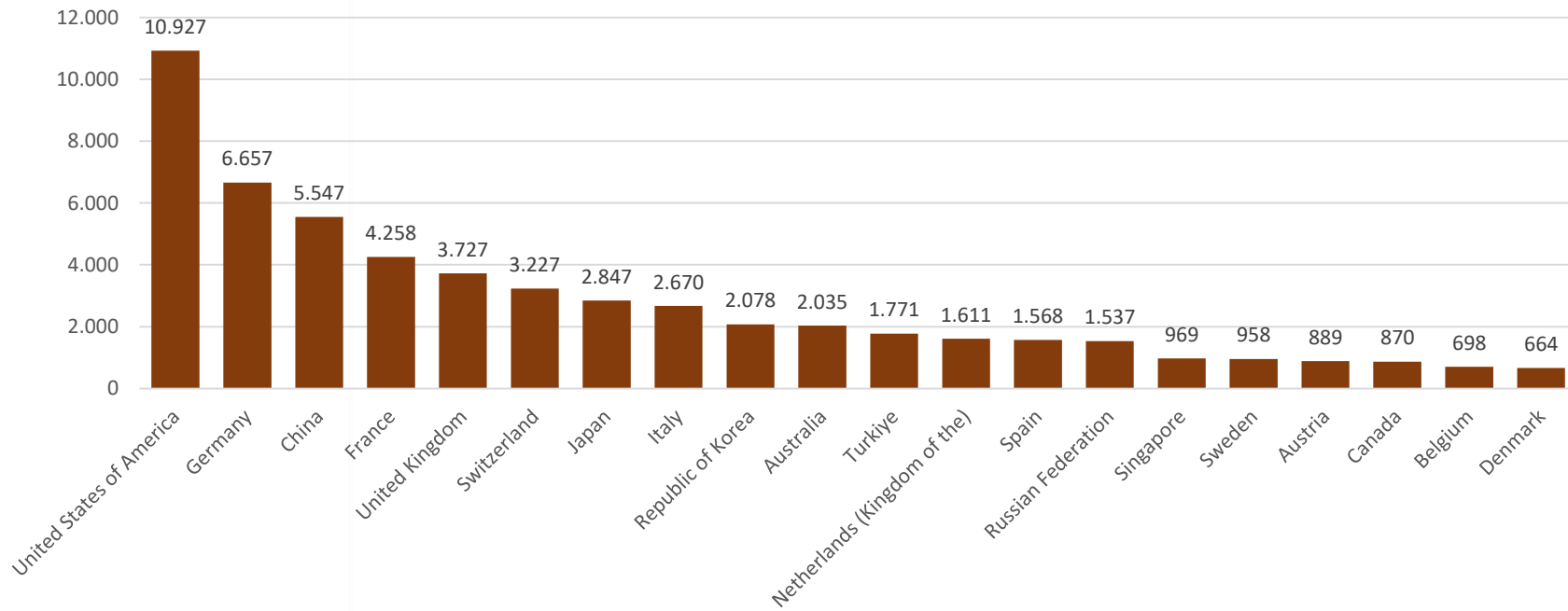
Accession outlook



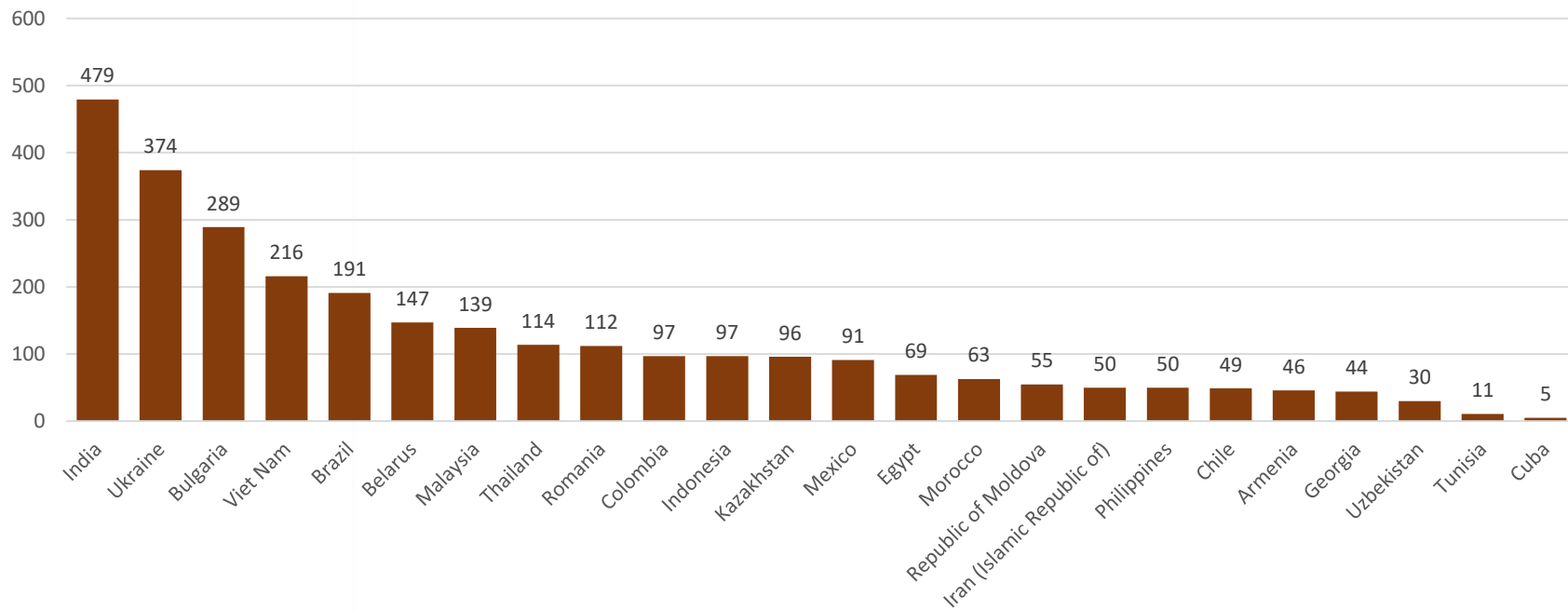
- **Africa:** South Africa
- **Arab region:** Qatar, Saudi Arabia
- **Asia:** Bangladesh, Papua New Guinea, Sri Lanka, Fiji, Tonga, China to extend Protocol to Hong Kong SAR
- **Europe:** Malta, the United Kingdom to extend Protocol to Jersey

RELEVANT STATISTICS

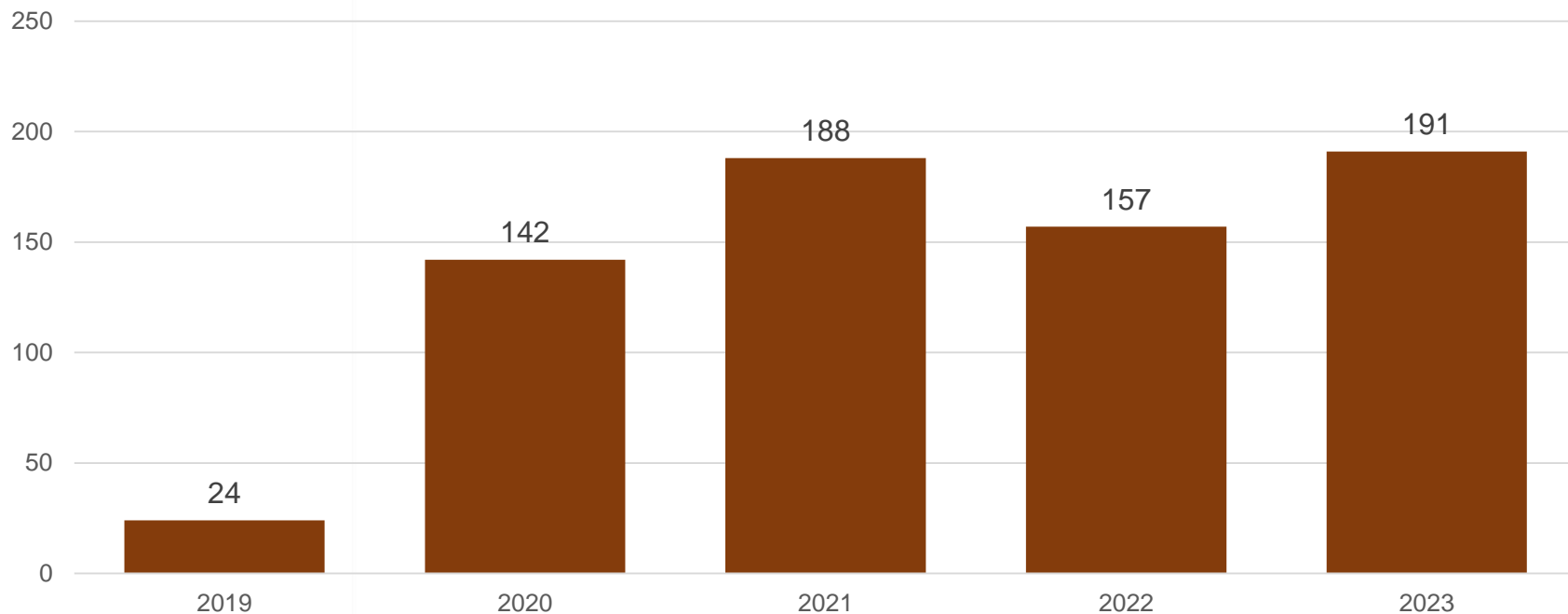
Top 20 Filing Origins in 2023



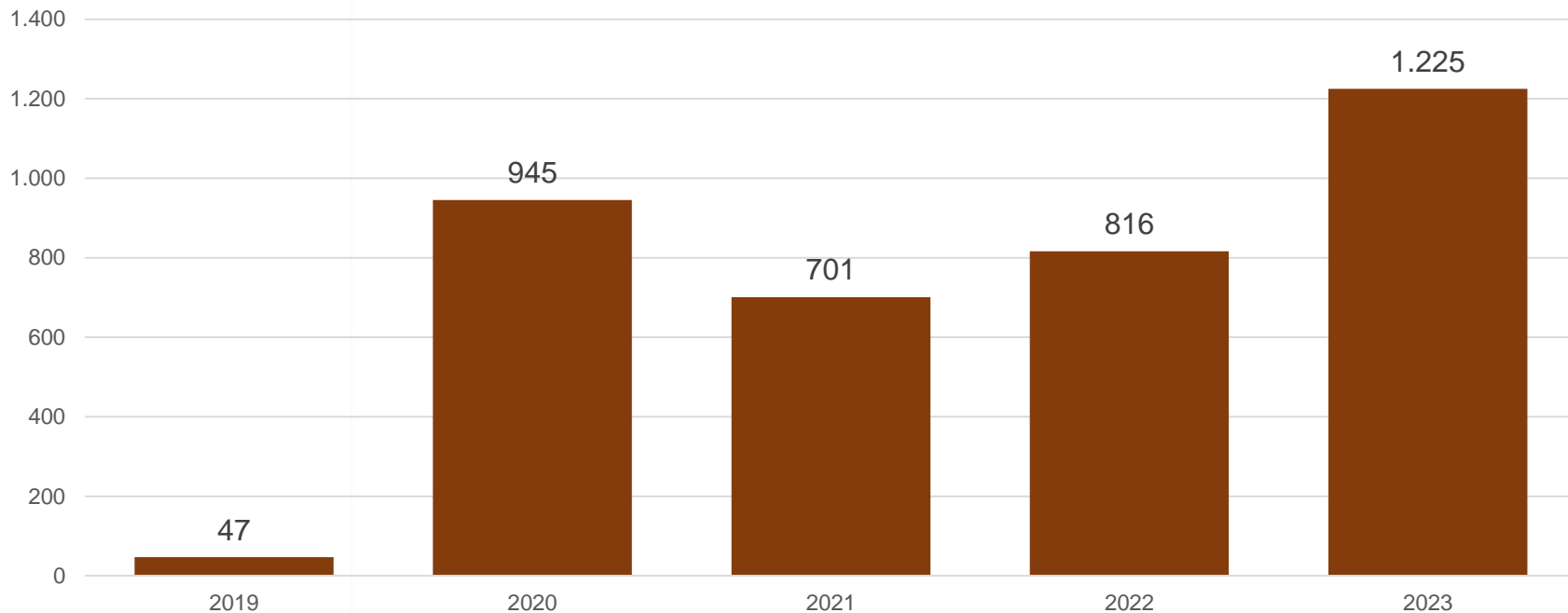
Applications in 2023 from residents in selected mid-income Members



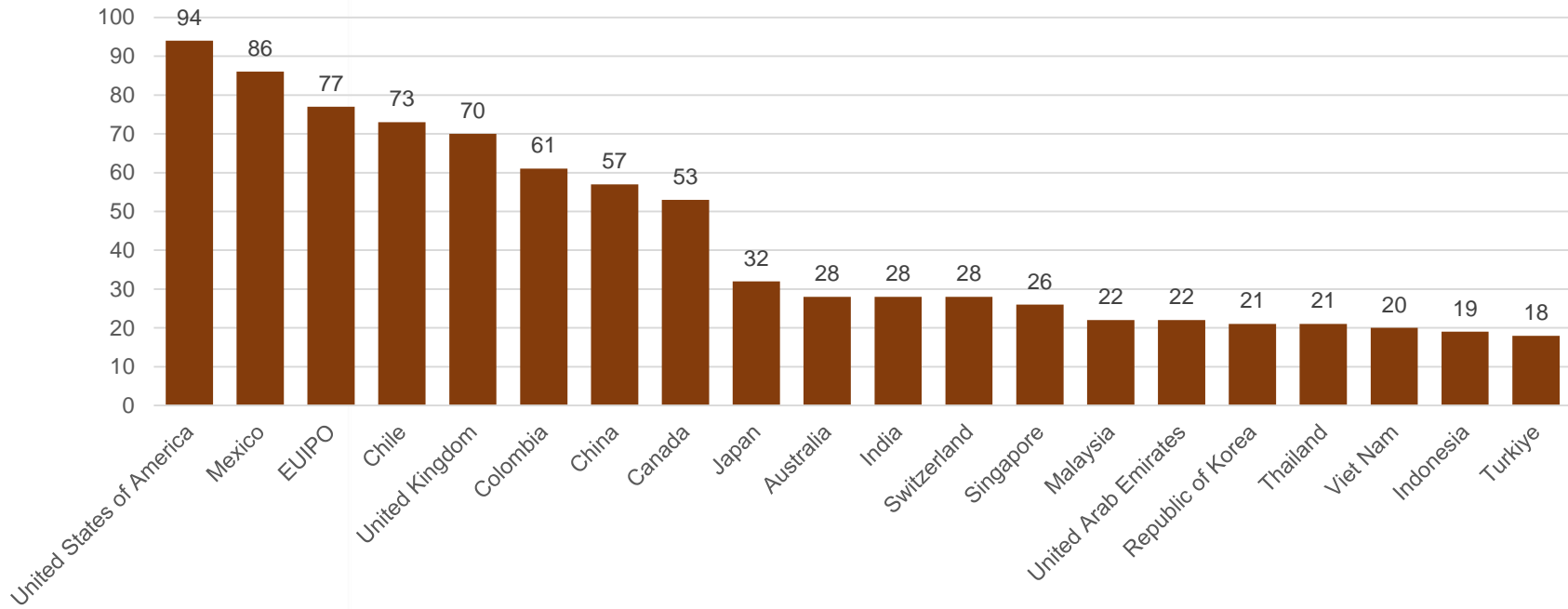
Applications filed in Brazil 2021 – 2023



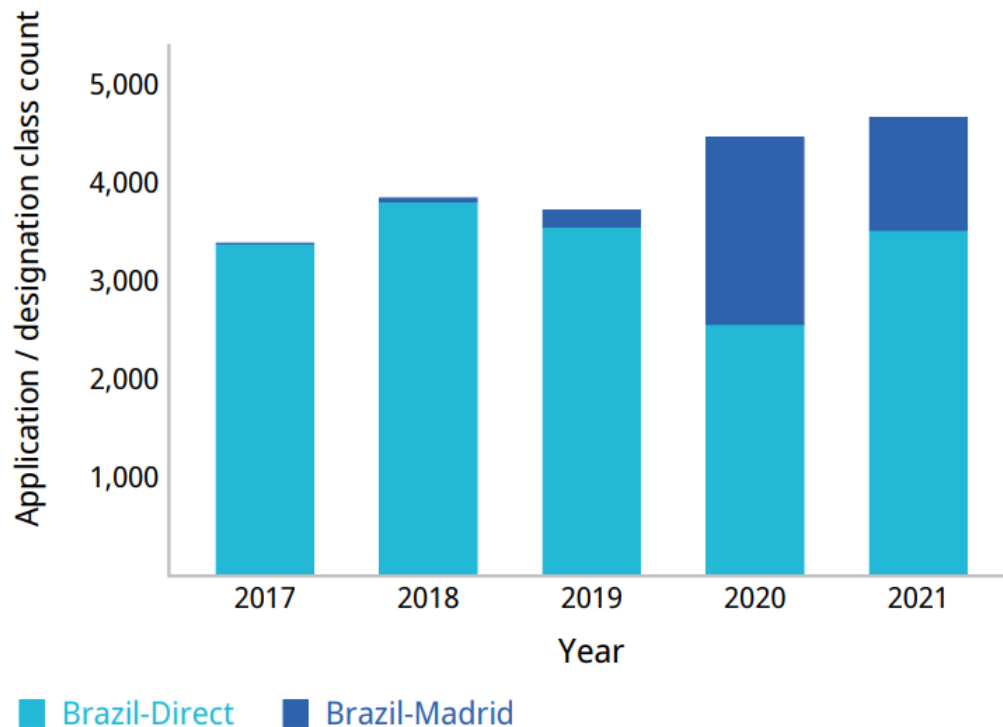
Designations from Brazil 2021 – 2023



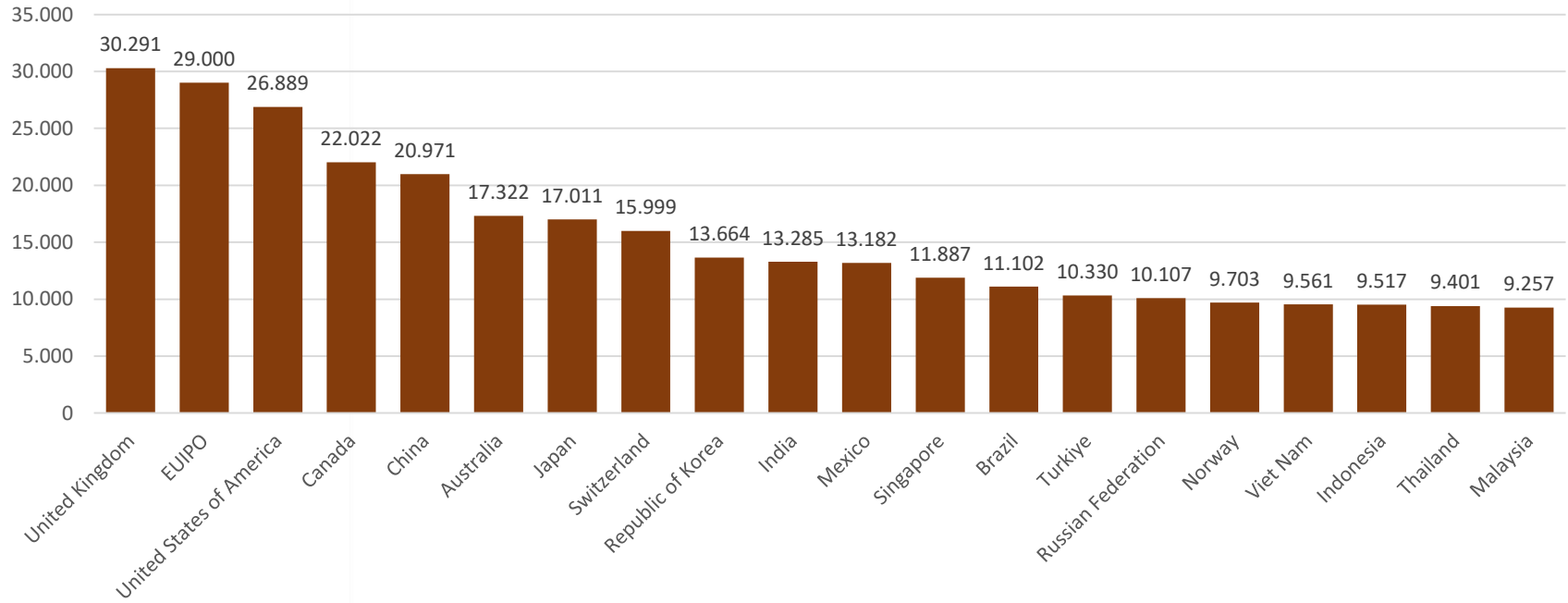
Most designated from Brazil in 2023



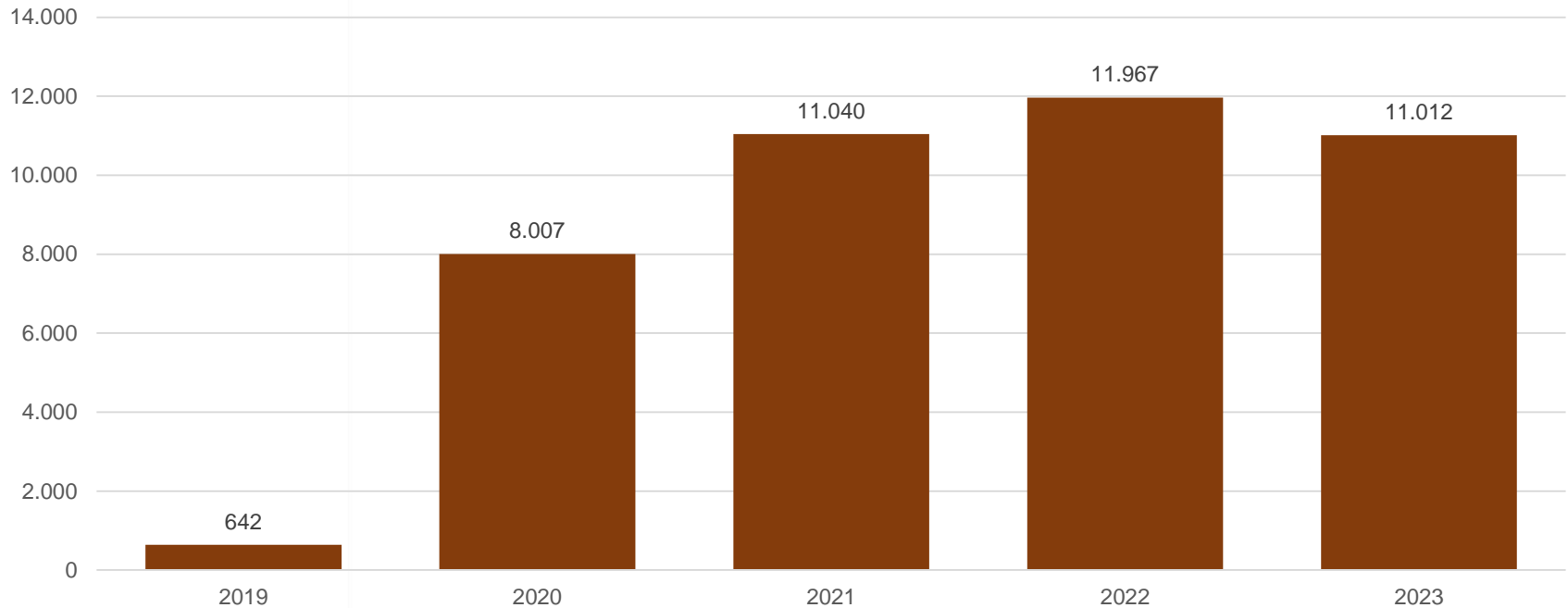
Filings abroad by domiciled in Brazil (direct-Madrid), 2017 – 2021



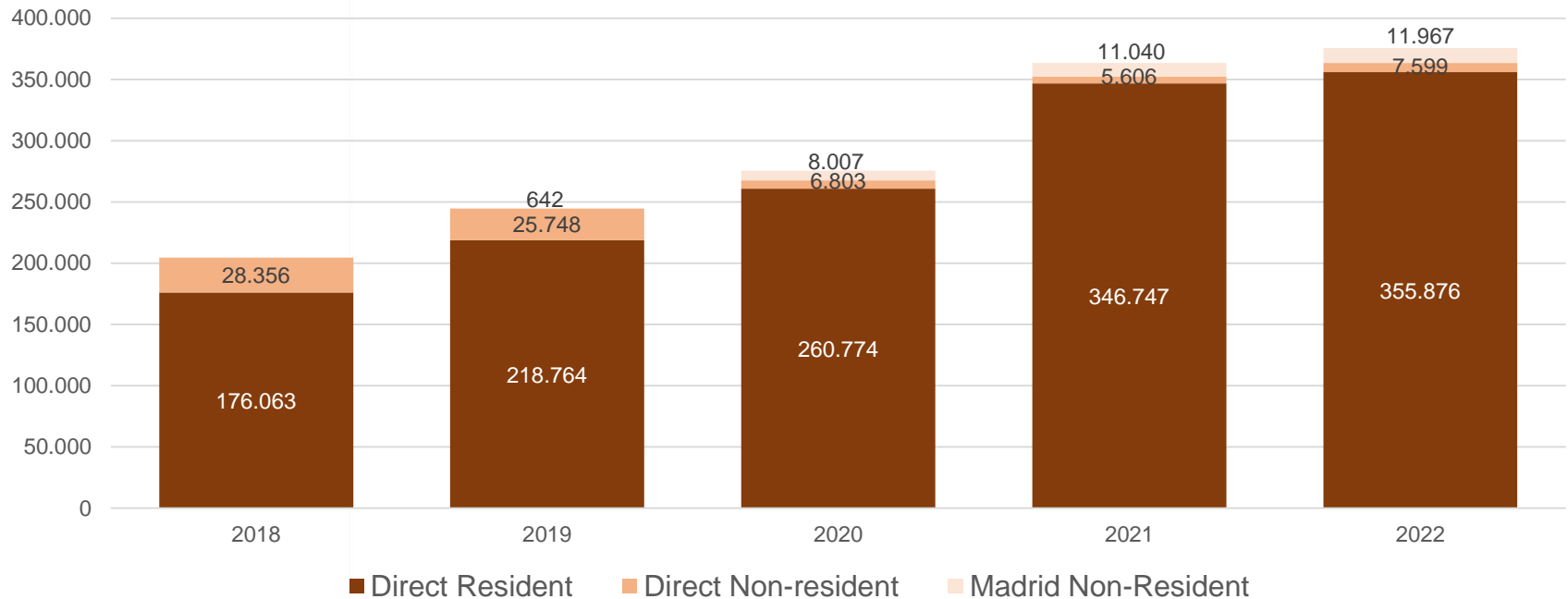
Top 20 Designated Members 2023



Designations of Brazil 2019 – 2023



Filings in Brazil (Resident – Nonresident)



RECENT LEGAL DEVELOPMENTS

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Changes to Regulations since 2019

- New name, fewer rules
- Simplified renewal
- E-mail address
- Principles on replacement
- Representation before WIPO
- Excuse for missed time limits
- Earlier renewal
- Representation of the mark
- Electronic communications only
- Refusal time limits



WIPO MADRID
The International
Trademark System

Renewal



- Renewal for the members indicated in the request
- As early as 6 months before the expiry date
- Within 6 months after the expiry date with a surcharge
- No changes upon renewal

Renewal: important things to consider

- Not receiving unofficial notice of expiry not a valid excuse
- Prolongation of the period of protection of the international registration in its current form
- Individual fees consider number of protected classes in final decisions
- Renewal possible for members where there is no protection in a final decision
- Renewal recorded as soon as fees are paid but does not change the start date of the new period of protection
- Beware of subsequent designations between the recording of the renewal and the start date of the new period of protection



Excuse for missed time limits

- Only time limits before WIPO
- Due to *force majeure* reasons
- Must request and meet requirement as early as possible, but no later than six months from missed deadline
- Must provide evidence
- WIPO can waive evidence in certain cases (e.g., Japan Noto earthquake)



Representation of the mark

- Graphical representation no longer the only means to represent marks
- Acceptable formats and technical details in administrative instructions
- Representation could consist of an image, a digital sound recording or a digital motion or multimedia recording
- Representation must still correspond to the representation in the basic mark
- Designated Members may still require that representation meets its local requirements

The image shows the words 'my' and 'Tm' in a bold, rounded, orange font. The 'my' is positioned above the 'Tm'. The letters are thick and have a slight shadow effect, giving them a three-dimensional appearance.

Multimedia digital recording

1772960

Active



| Trademark | Holder | Registration Date | Expiration Date | Nice |
|---|----------------------------|-------------------|-----------------|--------|
|  | Savage Interactive Pty Ltd | 08.09.2023 | 08.09.2033 | 09, 42 |

Sound digital recording

1766262

Active



| Trademark | Holder | Registration Date | Expiration Date | Nice |
|---|--------------|-------------------|-----------------|------|
|  | MAPFRE, S.A. | 13.11.2023 | 13.11.2033 | 36 |

Certificate of registration



CERTIFICADO DE REGISTRO

La Oficina Internacional de la Organización Mundial de la Propiedad Intelectual (OMPI) certifica que las indicaciones que figuran en el presente certificado se corresponden con la inscripción efectuada en el Registro Internacional de Marcas mantenido en virtud del Arreglo de Madrid y del Protocolo concerniente a ese Arreglo.

Utilice el siguiente código QR o enlace para acceder a la representación de esta marca



<https://www.wipo.int/madridwebgazette/images/2023/2023-48/media/1766262.mp3>

| | |
|---|--|
| <i>Registro internacional</i> | 1 766 262 |
| <i>Fecha del registro</i> | 13 de noviembre de 2023 |
| <i>Fecha de vencimiento del próximo pago</i> | 13 de noviembre de 2033 |
| <i>Nombre y dirección de titular</i> | MAPFRE, S.A. Carretera de Pozuelo, 52, Majadahonda, E-28220 Madrid (España) |
| <i>Naturaleza jurídica del titular (persona jurídica) y lugar de constitución</i> | SOCIEDAD ANÓNIMA, España |
| <i>Nombre y dirección del representante</i> | ELZABURU, S.L.P., Edificio Torre de Cristal, Pº de la Castellana, 259C, planta 28, E-28046 Madrid (España) |
| <i>Indicación relativa a la naturaleza y tipo de la marca</i> | Marca de sonido. |
| <i>Lista de productos y servicios NCL (12-2023)</i> | 36 Servicios financieros, monetarios y bancarios; servicios de seguros; servicios inmobiliarios. |
| <i>Solicitud de base</i> | Unión Europea, 20 de octubre de 2023, 018940118 |
| <i>Datos relativos a la prioridad en virtud del Convenio de París</i> | Unión Europea, 20 de octubre de 2023, 018940118 |
| <i>Designaciones en virtud del Protocolo de Madrid</i> | Chile, Colombia, Estados Unidos de América, México, Türkiye |
| <i>Declaración de la intención de utilizar la marca</i> | Estados Unidos de América |
| <i>Fecha de la notificación</i> | 14 de diciembre de 2023 |

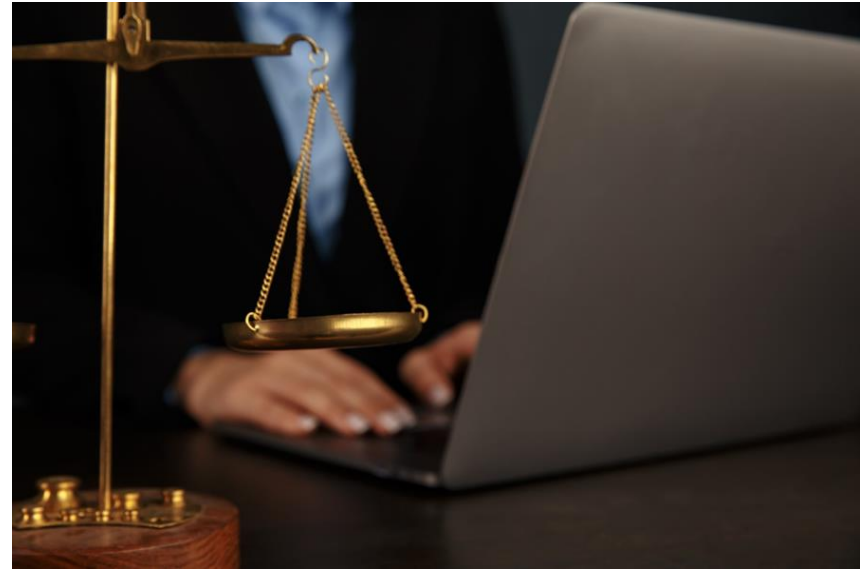
Electronic communication



- Owners and representatives must indicate and update their email address
- Create a WIPO Account to take advantage of online services

Refusal: time limit to respond

- Offices must indicate the start and end dates of the period to respond
- New WIPO cover letter includes these dates
- Offices must provide at least 2 months to respond (delayed effect)



اشكرك

谢谢你

Thank you

Merci

Obrigado

Спасибо

Gracias

