

Working Group on the Legal Development of the Madrid System for the International Registration of Marks

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NEW GUIDE TO THE MADRID SYSTEM

Document prepared by the Secretariat

1. The Madrid Registry has recently published a new *Guide to the Madrid System* (hereinafter referred to as “the Guide”)¹, which is a complete overhaul of the previous Guide.² The purpose of the new Guide is to provide practical information and advice to brand owners wishing to protect their trademarks outside of their home market through the Madrid System, as well as to inform Intellectual Property Offices (IP Offices) that are Contracting Parties about their roles and responsibilities under the Madrid System.
2. The Guide has clear headings, informal language, practical examples and a logical structure, making it easy to navigate between the relevant topics using bookmarks. It also includes direct links to related online services, information and forms.
3. The Guide is composed of four chapters, each tailored to meet the needs of a specific user, whether this is a trademark owner or their representative, or an Office of a Contracting Party, or a country or intergovernmental organization interested in joining the Madrid System.
 - Chapter I provides an overview of the Madrid System and contains useful information for all its users, namely, applicants, holders of international registrations, their representatives and the IP Offices of the Contracting Parties.

¹ The *Guide to the Madrid System* is available on WIPO’s website (WIPO Publication No. 455/22).

² *Guide to the International Registration of Marks under the Madrid Protocol*.

- Chapter II focuses on the needs of trademark owners and their representatives, providing practical information on all aspects of the Madrid System throughout the life cycle of the international registration. This chapter guides applicants and holders through the international application process and the various procedures and processes that may occur during the lifetime of an international registration, for example, subsequent designation, change in ownership, changes in the holder's details and renewal. This chapter also provides information on the various communications that Offices of designated members may issue.
 - Chapter III assists Officials in IP Offices of the Contracting Parties by focusing on the two roles of an IP Office namely, as the Office of origin of international applications and as the Office of a designated Contracting Party. This chapter provides specific information concerning the tasks and obligations of the Office when performing these two roles, including certification of international applications and information on the various decisions those IP Offices could issue on the scope of protection when designated.
 - Chapter IV includes useful information for countries and intergovernmental organizations that are not yet Contracting Parties to the Protocol Relating to the Madrid Agreement Concerning the International Registration of marks (hereinafter referred to as "the Protocol"). This chapter contains information on how to prepare to become a Contracting Party as well as the kind of support that WIPO can offer to potential new Contracting Parties.
4. The Guide is available in English on the Madrid System website, in Portable Document Format (PDF) and will soon be available in Arabic, Chinese, French, Russian and Spanish. At the same time it will be updated regularly, following any changes to the legal framework and any received feedback.
5. The International Bureau welcomes any assistance from the IP Offices and users' organizations to encourage the use of the Guide and spread awareness of its existence. Any feedback or suggestions on further improvements or additions to the Guide would also be highly appreciated.

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