



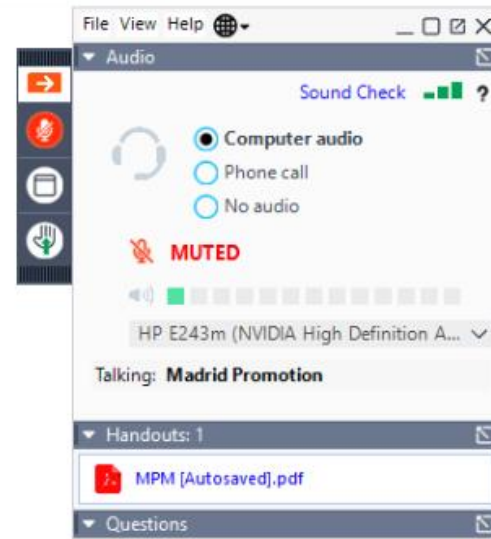
# Madrid Application Assistant

## Madrid System Webinar

Carole Pastorelli  
Madrid Information & Promotion Division

**Geneva**  
**02 September**  
**2020**

# How to use GoToWebinar



# Structure of the Webinar

- Presentation: Interactive questions during the webinar
- Questions and answers session at the end
- Presentation slides available for download
- Recording will be uploaded on the [Madrid Webinar page](#)
- Short survey to provide feedback

# WIPO IP Portal

WIPO IP PORTAL MENU

HELP ENGLISH LOGIN

WIPO

## WIPO IP PORTAL

The one stop shop for your online IP services.

Log in now with your WIPO Account to use the full WIPO IP Portal service. If you don't already have an account, creating one is quick and easy.

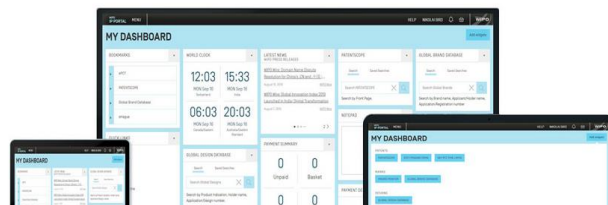
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## Daren Tang of Singapore Appointed as WIPO Director General

WIPO's member states on May 8, 2020, appointed by consensus Daren Tang as the Organization's next Director General, with Mr. Tang's six-year term beginning on October 1, 2020. Mr. Tang's appointment by the General Assembly followed his nomination by the WIPO Coordination Committee in March 2020.

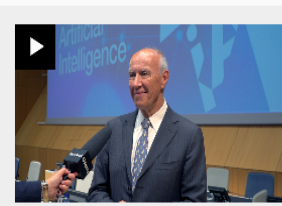
[\[All news\]](#)



### WIPO's COVID-19 response



### Director General



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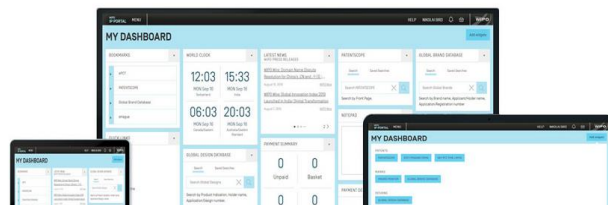
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# WELCOME TO THE WIPO IP PORTAL

Login with your WIPO Account to access WIPO's online IP services

<p>Username *</p> <p>CPASTORELL </p>	<p>Password *</p> <p>●●●●●●●●</p>	<p>Login</p>
--------------------------------------	-----------------------------------	--------------

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## Madrid - Search

[▶ Global Brand Database](#)

## Madrid - File

[▶ Madrid Application Assistant](#)[▶ Madrid Goods & Services Manager](#)[▶ Member Profiles Database](#)[▶ Fee Calculator](#)[▶ International Application Simulator](#)

## Madrid - Monitor

[▶ Madrid Monitor](#)

## Madrid - Manage

[▶ Madrid Portfolio Manager](#)[▶ e-Subsequent designation](#)[▶ e-Renewal](#)

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## Classification tools

[▶ NCLPUB](#)[▶ VCL](#)[▶ Vienna Classification Assistant](#)

## Article 6ter

[▶ 6ter Express](#)

## Contact

[▶ Contact Madrid](#)

## Get started with the Madrid Application Assistant

A new, intuitive way for completing your international application

WIPO MADRID

## Digital Evidence

[▶ WIPO PROOF](#)

## Legal Texts

[▶ WIPO Lex](#)

## Others

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Protecting IP

PCT - The International Patent System

Madrid - The International Trademark System

Hague - The International Design System

Lisbon - The International System of Appellations of Origin

Budapest - The International Microorganism Deposit System

Article 6ter

Paying for IP Services

How to Pay

IP Portal

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Resolving Disputes

Alternative Dispute Resolution

Domain Name Disputes

In focus

Last Call for Submissions: Public Consultation on AI and IP Policy

February 5, 2020

Message from WIPO DG Gurry on World Neglected Tropical Diseases Day

January 30, 2020

WIPO 2019: A Year in Highlights

December 30, 2019

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Director General



Director General Francis Gurry delivers a keynote address on artificial intelligence and copyright in Washington, D.C.



## WIPO | MADRID

# Madrid – The International Trademark System

**COVID-19 update** – [Important information for Madrid users](#)

The Madrid System is a convenient and cost-effective solution for registering and managing [trademarks](#) worldwide. File a single application and pay one set of [fees](#) to apply for protection in up to [122 countries](#). Modify, renew or expand your global trademark portfolio through one centralized system.

- ▶ [Who can use the Madrid System?](#)
- ▶ [How much does it cost?](#)

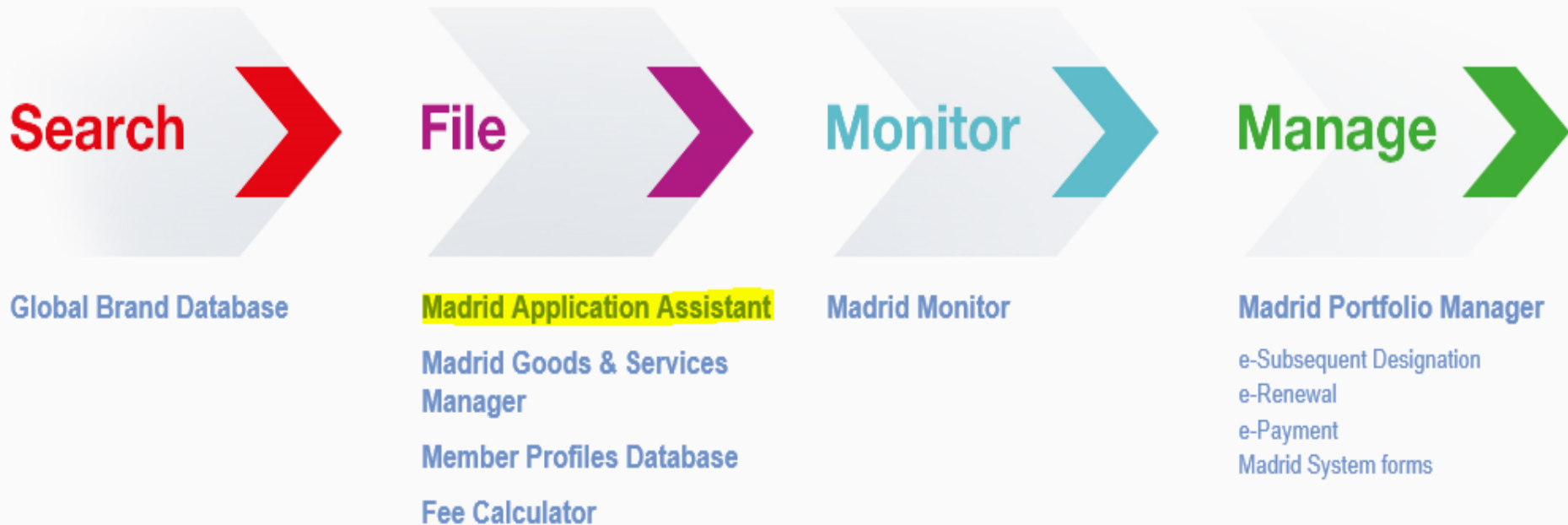
### FEATURED



[Get started with the Madrid Application Assistant](#)

## Madrid e-services

Madrid System online tools and resources to support trademark owners at each stage of the international trademark registration lifecycle. [Madrid e-services brochure](#).





# 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.

# BENEFITS OF THE MADRID APPLICATION ASSISTANT



## SIMPLE PROCESS

Retrieve essential information concerning your [basic mark](#) directly from the database of your Office of origin.



## FASTER COMPLETION

Fill in your application following our step by step process and ensure accuracy of the captured data.



## VALIDATED DATA

Get your list of goods and services checked for classification and translated automatically

## 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

Australia



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

The IP Office of Australia requires mandatory use of the Madrid e-Filing service. Visit the Madrid Member Profiles Database for further information on filing your international application online.

[VISIT THE MADRID MEMBER PROFILES DATABASE](#)

# Question

- If I select Australia as an Office of Origin, will I have access to the Madrid Application Assistant?
- Yes
- No



## Madrid Member Profiles

### Results

[New search](#)[Edit search](#)[Save as PDF](#)

#### Summary

- [Australia](#)

- 

- [Information about your Office of Origin](#)

## Australia

Last update on : May 25, 2020

### Information about your Office of Origin

#### **Methods of filing international application**

[Madrid eFiling](#)

As of 1 July 2016, IP Australia no longer accepts paper forms. All applications must be done through eFiling.

#### **Filing language**

English

#### **Handling fee . Option to pay Madrid System fees through Office**

No handling fee.

IP Australia does not collect and forward fees to WIPO. All Madrid fees must be paid directly to WIPO.

# Question

- If I select China as an Office of Origin, will I have access to the Madrid Application Assistant?
- Yes
- No





# Madrid Member Profiles

## Results

[New search](#)[Edit search](#)[Save as PDF](#)

### Summary

- [China](#)

- 

[Information about your Office of origin](#)

## China

*Last update on : May 25, 2020*

### Information about your Office of origin

#### *Methods of filing international application*

[Online filing](#) or paper

Other requirements:

- Online filing (preferred option): The Office also requires use of Chinese for the online filing.
- Paper: The Office also requires use of national forms (must be submitted in Chinese).

# BENEFITS OF THE MADRID APPLICATION ASSISTANT



## SIMPLE PROCESS

Retrieve essential information concerning your [basic mark](#) directly from the database of your Office of origin.



## FASTER COMPLETION

Fill in your application following our step by step process and ensure accuracy of the captured data.



## VALIDATED DATA

Get your list of goods and services checked for classification and translated automatically

## 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

Denmark



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





















## — My portfolio of applications for international registration —

Ready to start a new application for international registration? Click the "New application" button to begin

[New application](#)

Search

Show  applications

Number	Office	Reference	Mark text	last updated	Paid	Status	
VA 2020 01454	DK	CP12345	BeeDry	05.08.2020	No	Application completed	 
VA 2020 01485	DK		SKØNT BY MATAS	22.07.2020	No	Application in progress	 
VA 2020 01485	DK	CP 1234	CB Marks	22.07.2020	No	Application completed	 
VA 2020 01484	DK		never conventional	22.07.2020	No	Application in progress	 
M200805043	RO			20.07.2020	No	Application in progress	 
M 2006 00911	RO			20.07.2020	No	Application in progress	 
VA 2020 01486	DK		DACA I samarbejde med DDZ	20.07.2020	No	Application in progress	 
VA 2020 01475	DK		Mind2Body	17.07.2020	No	Application completed	 
2017146791N	BG			15.07.2020	No	Application completed	 
202001031	RS		EMA	26.06.2020	No	Application completed	 

Showing 1 to 10 of 19 applications

[First](#) [Previous](#) [1](#) [2](#) [Next](#) [Last](#)

## 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

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Summary

### General

Office of origin \*

Filing language \*

Applicant's Reference

### Basic application or registration



## Application for international registration

Designated Contracting Parties

Basic application or registration

Designated Contracting Parties

Applicant(s)

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Summary

### General

Office of origin \*

DK - Denmark

Filing language \*

English

Applicant's Reference

CP02092020

### Basic application or registration

To start the application process, click the "Import trademark" button and enter a national application or registration number.

Once done, click on "Designated Contracting Parties" to continue.

Import trademark



## Application for international registration

Designated Contracting Parties

Basic application or registration

Designated Contracting Parties

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### General

Office of origin \*

DK - Denmark

Filing language \*

English

Applicant's Reference

CP02092020

### Basic application or registration

To start the application process, click the "Import trademark" button and enter a national application or registration number.

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Import trademark



## Application for international registration

Basic application or re

Designated Contracti

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Designated Contracting Parties &gt;

## Import a national trademark



Import

 Application number

VA 200801968

Search

 Registration number

To start the application process, click the "Import trademark" button and enter a national application or registration number. Once done, click on "Designated Contracting Parties" to continue.

Import trademark



## Application for international registration

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## Import a national trademark

Import

 Application number

VA 200801968

Search

 Registration number

Status

Registered

Current holder

Arla Foods amba

Mark type

Figurative

Registered

Yes

Registration number

VR 2008 02421

Application number

VA 2008 01968

Mark

Arla



OK





## Application for international registration

Basic application or registration

Designated Contracting Parties

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## General

Office of origin \*

DK - Denmark

Filing language \*

English

Applicant's Reference

CP02092020

Designated Contracting Parties



## Basic application or registration

Primary national mark imported

Application number: VA 2008  
01968Registration number: VR 2008  
02421

Registration date: 26.06.2008



Import another trademark

## Application for international registration

Basic application or registration Applicant(s)

Basic application or registration 

Designated Contracting Parties

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## Designated Contracting Parties

Select the Contracting Parties for which protection of the Mark is sought. Learn more about the procedures of the designated Contracting Parties in the [Madrid Members Profiles Database](#) and in the [Madrid Information Notices](#).

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> AF Afghanistan                    | <input type="checkbox"/> GM Gambia                                | <input type="checkbox"/> NO Norway  |
| <input type="checkbox"/> AG Antigua and Barbuda            | <input type="checkbox"/> GR Greece                                | <input type="checkbox"/> NZ New Zealand                                       |
| <input type="checkbox"/> AL Albania                        | <input type="checkbox"/> HR Croatia                               | <input type="checkbox"/> OA African Intellectual Property Organization (OAPI) |
| <input type="checkbox"/> AM Armenia                        | <input type="checkbox"/> HU Hungary                               | <input type="checkbox"/> OM Oman  |
| <input type="checkbox"/> AT Austria                        | <input type="checkbox"/> ID Indonesia                             | <input type="checkbox"/> PH Philippines                                       |
| <input type="checkbox"/> AU Australia                      | <input type="checkbox"/> IE Ireland                               | <input type="checkbox"/> PL Poland  |
| <input type="checkbox"/> AZ Azerbaijan                     | <input type="checkbox"/> IL Israel                                | <input type="checkbox"/> PT Portugal  |
| <input type="checkbox"/> BA Bosnia and Herzegovina         | <input type="checkbox"/> IN India                                 | <input type="checkbox"/> RO Romania   |
| <input type="checkbox"/> BG Bulgaria                       | <input type="checkbox"/> IR Iran (Islamic Republic of)            | <input type="checkbox"/> RS Serbia  |
| <input type="checkbox"/> BH Bahrain                        | <input type="checkbox"/> IS Iceland                               | <input type="checkbox"/> RU Russian Federation                                |
| <input type="checkbox"/> BN Brunei Darussalam              | <input checked="" type="checkbox"/> IT Italy                      | <input type="checkbox"/> RW Rwanda  |
| <input type="checkbox"/> BQ Bonaire, St Eustatius and Saba | <input checked="" type="checkbox"/> JP Japan                      | <input type="checkbox"/> SD Sudan   |
| <input type="checkbox"/> BR Brazil                         | <input type="checkbox"/> KE Kenya                                 | <input checked="" type="checkbox"/> SE Sweden                                 |
| <input checked="" type="checkbox"/> BT Bhutan              | <input type="checkbox"/> KG Kyrgyzstan                            | <input checked="" type="checkbox"/> SG Singapore                              |
| <input type="checkbox"/> BW Botswana                       | <input type="checkbox"/> KH Cambodia                              | <input type="checkbox"/> SI Slovenia  |
| <input type="checkbox"/> BX Benelux (BOIP)                 | <input type="checkbox"/> KP Democratic People's Republic of Korea | <input type="checkbox"/> SK Slovakia  |
| <input type="checkbox"/> BY Belarus                        | <input type="checkbox"/> KR Republic of Korea                     | <input type="checkbox"/> SL Sierra Leone                                      |
| <input type="checkbox"/> CA Canada                         | <input type="checkbox"/> KZ Kazakhstan                            | <input type="checkbox"/> SM San Marino  |
| <input type="checkbox"/> CH Switzerland                    | <input type="checkbox"/> LA Lao People's Democratic Republic      | <input type="checkbox"/> ST Sao Tome and Principe                             |

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> DE Germany                           | <input type="checkbox"/> MC Monaco                          | <input type="checkbox"/> TN Tunisia                             |
| <input type="checkbox"/> DZ Algeria                           | <input type="checkbox"/> MD Republic of Moldova             | <input type="checkbox"/> TR Turkey                              |
| <input type="checkbox"/> EE Estonia                           | <input type="checkbox"/> ME Montenegro                      | <input type="checkbox"/> UA Ukraine                             |
| <input type="checkbox"/> EG Egypt                             | <input type="checkbox"/> MG Madagascar                      | <input checked="" type="checkbox"/> US United States of America |
| <input checked="" type="checkbox"/> EM European Union (EUIPO) | <input type="checkbox"/> MK The Republic of North Macedonia | <input type="checkbox"/> UZ Uzbekistan                          |
| <input type="checkbox"/> ES Spain                             | <input type="checkbox"/> MN Mongolia                        | <input type="checkbox"/> VN Viet Nam                            |
| <input type="checkbox"/> FI Finland                           | <input type="checkbox"/> MW Malawi                          | <input type="checkbox"/> WS Samoa                               |
| <input type="checkbox"/> FR France                            | <input type="checkbox"/> MX Mexico                          | <input type="checkbox"/> ZM Zambia                              |
| <input type="checkbox"/> GB United Kingdom                    | <input type="checkbox"/> MY Malaysia                        | <input type="checkbox"/> ZW Zimbabwe                            |
| <input type="checkbox"/> GE Georgia                           | <input type="checkbox"/> MZ Mozambique                      |   |
| <input type="checkbox"/> GH Ghana                             | <input type="checkbox"/> NA Namibia                         |   |

Select / unselect all offices bound to the following region:

- |                                 |  |  |
|---------------------------------|--|--|
| <input type="checkbox"/> Africa | <input type="checkbox"/> Asia and Pacific                | <input type="checkbox"/> Australia and Oceania |
| <input type="checkbox"/> Europe | <input type="checkbox"/> Latin America and the Caribbean | <input type="checkbox"/> North America         |

## Remarks

### EM

The designation of the European Union covers its Member States (Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, The Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden) and, during a transition period, the United Kingdom.

By designating the EUIPO, the applicant can claim the seniority of an earlier mark registered in, or for, a Member State of the European Community.

### JP

Japan's individual fees are payable in two parts. The first part of the individual fee is paid at the time of filing. The second part is paid only if Japan is satisfied that the mark of international registration qualifies for protection. The date and the amount due of the second part fees will be notified to the holder at a later stage.

### SG

By designating Singapore, the applicant declares that he has the intention that the mark will be used by him or with his consent in that country in connection with the aforementioned goods and services.

### US

By designating the United States of America, it is compulsory to complete the Declaration of Intention to use (MM18) screen.

Note: in the United States one must confirm a trademark after five years. [Learn more](#)

## Application for international registration

 Basic application or registrationApplicant(s) 

Basic application or registration	<input checked="" type="checkbox"/>
Designated Contracting Parties	<input checked="" type="checkbox"/>
Applicant(s)	
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| <input type="checkbox"/> AM Armenia                        | <input type="checkbox"/> HU Hungary                               | <input type="checkbox"/> OM Oman  |
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| <input type="checkbox"/> AZ Azerbaijan                     | <input type="checkbox"/> IL Israel                                | <input type="checkbox"/> PT Portugal  |
| <input type="checkbox"/> BA Bosnia and Herzegovina         | <input type="checkbox"/> IN India                                 | <input type="checkbox"/> RO Romania   |
| <input type="checkbox"/> BG Bulgaria                       | <input type="checkbox"/> IR Iran (Islamic Republic of)            | <input type="checkbox"/> RS Serbia  |
| <input type="checkbox"/> BH Bahrain                        | <input type="checkbox"/> IS Iceland                               | <input type="checkbox"/> RU Russian Federation                                |
| <input type="checkbox"/> BN Brunei Darussalam              | <input checked="" type="checkbox"/> IT Italy                      | <input type="checkbox"/> RW Rwanda  |
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| <input type="checkbox"/> BX Benelux (BOIP)                 | <input type="checkbox"/> KP Democratic People's Republic of Korea | <input type="checkbox"/> SK Slovakia  |
| <input type="checkbox"/> BY Belarus                        | <input type="checkbox"/> KR Republic of Korea                     | <input type="checkbox"/> SL Sierra Leone                                      |
| <input type="checkbox"/> CA Canada                         | <input type="checkbox"/> KZ Kazakhstan                            | <input type="checkbox"/> SM San Marino  |
| <input type="checkbox"/> CH Switzerland                    | <input type="checkbox"/> LA Lao People's Democratic Republic      | <input type="checkbox"/> ST Sao Tome and Principe                             |



## Application for international registration

Designated Contracting Parties Representative

- 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
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## Applicant(s)

Open the applicant information below to review and complete the required applicant details

Arla Foods amba

Add another applicant

### Application for international registration

Designated Contracting Parties Representative

Basic application or registration  Applicant(s)  
Designated Contracting Parties  Open the applicant information below to review and complete the required applicant details

#### Add/edit applicant

**General information**

Name \*   Applicant

Address \*

Country \*

Email

Telephone

Applicant type \*  Natural person  Legal entity

OK

## Application for international registration

◀ Designated Contracting Parties Representative ▶

Basic application or registration  Applicant(s)  
Designated Contracting Parties  Open the applicant information below to review and complete the required applicant details

Add/edit applicant ✕

## General information

Name \*   Applicant

Address \*

Country \*  ▼

Email

Telephone

Applicant type \*  Natural person  Legal entity

Nationality \*  ▼

## Entitlement to file

- Entitlement through establishment: Denmark
  - Reuse the contact information provided above
  - Provide another address
- Entitlement as a national
- Entitlement through domicile

OK

# Question

- If I file through the Office of Denmark and I select a different nationality, can I claim the entitlement as a national?
- Yes
- No





## Add/edit applicant



An error occurred when processing the request

[Hide details](#) [Close](#)

- The applicant must be a national in the territory of the office of origin

## General information

Name \*

Arfa Foods amba

 Applicant

Address \*

Sønderhøj 14  
DK-8260 Viby J  
Denmark

Country \*

Denmark

Email

Telephone

Applicant type \*

 Natural person  Legal entity

Nationality \*

Cambodia

## Entitlement to file

 Entitlement through establishment: Denmark Entitlement as a national Entitlement through domicile

OK



## Application for international registration

[← Designated Contracting Parties](#)[Representative →](#)Basic application or registration Designated Contracting Parties 

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## Applicant(s)

Open the applicant information below to review and complete the required applicant details

Arla Foods amba

[Add another applicant](#)

### Application for international registration

← Applicant(s) **Languages and correspondence** →

- Basic application or registration
- Designated Contracting Parties
- Applicant(s)
- Representative**
- Languages and correspondence
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- Goods and services
- Limitations
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#### Representative

Appoint a representative below. If the details of the representative for the international registration are different from those imported, review and update the required details. Learn more about [appointing a representative](#).

Appointed representative?  Yes  No

Name \*

Address \*

Country \*

Email \*

Telephone



## Application for international registration

[← Representative](#)[Mark →](#)Basic application or registration Designated Contracting Parties Applicant(s) Representative 

Languages and correspondence

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## Languages

Preferred correspondence language with WIPO \*

English

When designating the EUIPO, a second language is required. Use the drop-down list below to indicate a preference

Second language for European Union (EUIPO) \*

Italian



## Application for international registration

[← Representative](#)[Goods and services →](#)Basic application or registration Designated Contracting Parties Applicant(s) Representative Languages and correspondence **Mark**

Goods and services

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## — Mark

Type

Figurative

Kind \*

Individual

## — Image representation

 The mark is in color The applicant claims color(s) as a distinctive feature of the mark

## — Transliteration of the mark

This is mandatory if a mark is or contains non-Latin characters or non-Arabic numerals

## — Translation of the mark

As required by some designated Contracting Parties

 The words in the mark have no meaning and cannot be translated

English translation

French translation

Spanish translation

## — Additional information

Description, if any, as it appears in the basic mark



## Application for international registration

[← Mark](#) [Limitations →](#)

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"/>
<b>Goods and services</b>	
Limitations	
Claimed priorities	
Seniority claim	
Declaration of Intention to use	
Fee calculations	
Payment	
Summary	

All terms are translated

[Close](#)**Goods and Services**

As a courtesy, the imported list of goods and services, if not already defined in one of WIPO's three filing languages (English, French or Spanish), is automatically translated into the selected filing language.

If creating an application manually, use the [Madrid Goods & Services Manager](#) to prepare the list. Once done, add the class(es) as defined in the national mark. Open the class to add and edit the terms.

Want to avoid possible irregularities from WIPO? Click the "Check classification" button to verify that the terms are in the correct class and not too vague. Refer to the [examination guidelines](#) for more information regarding WIPO's classification practices.

 Check classification

New class

2



Class 1



Class 5



Class 29



Class 30



Class 31



Class 32



## Application for international registration

[← Mark](#)[Limitations →](#)

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"/>
<b>Goods and services</b>	
Limitations	
Claimed priorities	
Seniority claim	
Declaration of Intention to use	
Fee calculations	
Payment	
Summary	

**Goods and Services**

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If creating an application manually, use the [Madrid Goods & Services Manager](#) to prepare the list. Once done, add the class(es) as defined in the national mark. Open the class to add and edit the terms.

Want to avoid possible irregularities from WIPO? Click the "Check classification" button to verify that the terms are in the correct class and not too vague. Refer to the [examination guidelines](#) for more information regarding WIPO's classification practices.

[Check classification](#)

- Classification not yet checked
- Checked and certified
- Wrong class
- Too vague or not found
- Too long or poorly formulated
- Duplicate term

New class

---

**Class 1** [Bilingual Display](#) | [Edit](#) | [Remove selected terms](#) |

- EN Chemical products for industrial purposes and for use in agriculture, horticulture and forestry, chemical preservatives for foodstuffs, tanning agents, binders for industrial purposes
- EN cultures of micro-organisms, not for medical or veterinary purposes
- EN emulsifiers (emulsifiers), industrial proteins, casein and industrial caseinates

---

**Class 5** [Bilingual Display](#) | [Edit](#) | [Remove selected terms](#) |

- EN Dietetic preparations for medical use, foods for infants
- EN cultures of microorganisms for medical and veterinary use
- EN infant formula
- EN dietary supplements in the form of vitamins and minerals, dietetic foods and beverages for medical purposes
- EN lactose



## Application for international registration

[Goods and services](#)[Claimed priorities](#)

- 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

## Limitations

1	Italy	<input type="checkbox"/>
2	Japan	<input type="checkbox"/>
3	Sweden	<input checked="" type="checkbox"/>

Designated Contracting Parties \*

Sweden

Class 1	<input type="checkbox"/>
Class 5	<input type="checkbox"/>
Class 29	<input type="checkbox"/>

[Add another limitation](#)





## Application for international registration

[← Limitations](#)[Seniority claim →](#)[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](#) **Claimed priorities**

As a courtesy, a claimed priority is added automatically if the national application filing date is within six months of the international application filing date. It is possible to delete the claimed priority if such protection is not sought.

NOTE: it is not possible to add a claimed priority if the national application filing date is older than six months of the international application filing date.



## Application for international registration

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

## - Seniority claim (MM17) -

1	DK - Denmark	National	Date: DD.MM.YYYY	X
European country code *	<input type="text" value="DK - Denmark"/>			
Registration number *	<input type="text"/>			
Scope *	<input type="text" value="National"/>			
Filing date *	<input type="text" value="DD.MM.YYYY"/>			

[Add another seniority](#)



Basic application or registration	
Designated Contracting Parties	
Applicant(s)	
Representative	
Languages and correspondence	
Mark	
Goods and services	
Limitations	
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<b>Declaration of Intention to use</b>	
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**Declaration of Intention to use (MM18)**

This form contains the exact wording of the declaration of intention to use the mark required by the United States of America. The United States of America requires that the intention to use the mark be made in English, even if the international application is in French or Spanish.

### DECLARATION OF INTENTION TO USE THE MARK: UNITED STATES OF AMERICA

By designating the United States in the application for international registration/subsequent designation, the person signing below declares that:

- (1) the applicant/holder has a bona fide intention to use the mark in commerce that the United States Congress can regulate on or in connection with the goods/services identified in the international application/subsequent designation;
- (2) he/she is properly authorized to execute this declaration on behalf of the applicant/holder;
- (3) he/she believes applicant/holder to be entitled to use the mark in commerce that the United States Congress can regulate on or in connection with the goods/services identified in the international application/subsequent designation; and
- (4) to the best of his/her knowledge and belief no other person, firm, corporation, association, or other legal entity has the right to use the mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion, or to cause mistake, or to deceive; and
- (5) to the best of the signatory's knowledge, information, and belief, formed after an inquiry reasonable under the circumstances, the allegations and other factual contentions made above have evidentiary support.

\*  I declare under penalty of perjury under the laws of the United States of America that all the foregoing statements are true and correct to the best of my knowledge and belief. I understand that willful false statements and the like may jeopardize the validity of the application or document or any registration resulting therefrom, and are punishable by fine or imprisonment, or both (18 U.S.C. §1001). 35 U.S.C. §25(b).

Signature \*

Date of execution (dd.MM.yyyy) \*





## 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"/>
<b>Fee calculations</b>	
Payment	
Summary	

**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), <b>Due once the designated Contracting Party completes examination</b>	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"/>
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 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

**General information**

---

Office of origin: Denmark Application language: English  
My reference: CP02092020 Reception date:

**Basic application(s) or registration(s)**

---

Basic registration(s): VR 2008 02421 (Date: 26.06.2008, Application number: VA 2008 01968)

**Applicant(s)**

---

**Applicant #1**

**Applicant details**

Full name: Arla Foods amba  
Address: Sønderhøj 14  
DK-8260 Viby J  
Denmark  
Country: Denmark  
Telephone: --  
Email: --  
Dedicated communication  
channel: E-mail  
Applicant type: Natural person  
Nationality:

**Entitlement to File**

Domiciled in the territory of: Denmark	No	Real and effective industrial or commercial establishment in the territory of Denmark	Yes
Address of the domicile of the applicant in the territory of Denmark or address of the real and effective industrial or commercial establishment in the territory of: Denmark	Reuse the applicant address		

# Question

- Who should I send the form to?
- WIPO
- My Office of Origin



[HOME](#) [FAQS](#)

# FAQS

From which sources are you pulling the data that populate the application?

The Madrid Application Assistant uses two different sources to populate your application: the [Global Brand Database](#) or the register of an IP Office.

Why is the information of my basic mark not loading automatically into the Madrid Application Assistant?

The imported data of your basic mark relies on the frequency of the data shared between an IP Office and the Global Brand Database.

Browse a complete and up-to-date list of the Global Brand Database's [collections of participating national and regional offices and their respective coverage](#). You can also visit your Office of Origin's database page to verify when it was last updated.

[CONTACT US](#)[FAQs](#)[DATABASE CONTENTS](#)[HOW TO FILE](#)[INTERNATIONAL APPLICATION](#)[SIMULATOR](#)

Database Contents				
Source	Number of records	Coverage from	Coverage to	
WIPO Emblems (Article 6ter)	3,583	n/a	n/a	
United Arab Emirates Trademarks	210,536	1993-02-07	2020-05-15	
Albania Trademarks	18,688	1961-10-08	2020-08-08	
Australian Trademarks	1,784,722	1906-07-03	2020-08-07	
Bahraini Trademarks	51,668	1900-01-02	2017-09-28	
Bruneian Trademarks	49,431	1886-09-10	2020-07-29	
Bhutan Trademarks	19,858	1997-02-02	2020-07-17	
Botswana Trademarks	38,034	1876-03-05	2018-04-25	
Canadian Trademarks	1,723,866	1872-12-15	2020-08-11	
Swiss Trademarks	441,683	1973-03-07	2020-08-13	
Chilean Trademarks	602,514	2001-01-04	2018-08-29	
Costa Rica Trademarks	341,047	1800-01-02	2020-08-12	
German Trademarks	2,163,784	1875-05-02	2020-07-29	
Danish Trademarks	295,177	1880-11-19	2020-08-12	
Algerian Trademarks	39,532	1966-09-21	2020-02-11	
Estonian Trademarks	61,938	1992-10-02	2020-08-12	
Egyptian Trademarks	131,553	1900-01-02	2019-02-13	
EUIPO trademarks	1,846,633	1996-04-02	2020-08-12	
Spanish Trademarks	1,011,643	1890-05-08	2020-08-11	
French Trademarks	2,899,589	1961-01-08	2020-07-20	
Georgian Trademarks	44,571	1992-05-15	2020-08-12	
Ghana Trademarks	31,225	1863-03-14	2018-02-02	
Gambian Trademarks	8,707	1900-01-27	2018-03-29	
Indonesian Trademarks	985,419	2000-02-12	2019-08-17	
Israeli Trademarks	296,096	1920-01-02	2020-08-08	



## Q&A Session about the Webinar

Carole Pastorelli  
Madrid Information & Promotion Division

Peter Baker  
Madrid Information Systems Division

# Benefits review

- Data import
- Entry validation
- Automatic fee calculation
- Clear payment process

# WIPO | PROOF

- Proof of existence for any intellectual asset
- 100% digital, effective and affordable
- Highest technical encryption standards
- Backed by WIPO: Trusted authority
- Complementing IP registration services

<https://wipoproof.wipo.int/wdts/>



# COVID-19: Communications with WIPO

- Resumption of postal communications from WIPO
  - For more efficient communication, please provide an email address via [Contact Madrid](#).
- For more information, visit:
  - the [Madrid Member Profiles Database](#)
  - [WIPO's COVID-19 IP Policy Tracker](#)
  - our [dedicated Madrid webpage](#)

# Keep Updated on the Madrid System

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