



WIPO | MADRID

The International
Trademark System



In Depth Look at the Change in Ownership Online Service Madrid System Webinar

Olivier Pierre
Aurea Plana

**Geneva
September 28,
2022**

Our experts



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WIPO

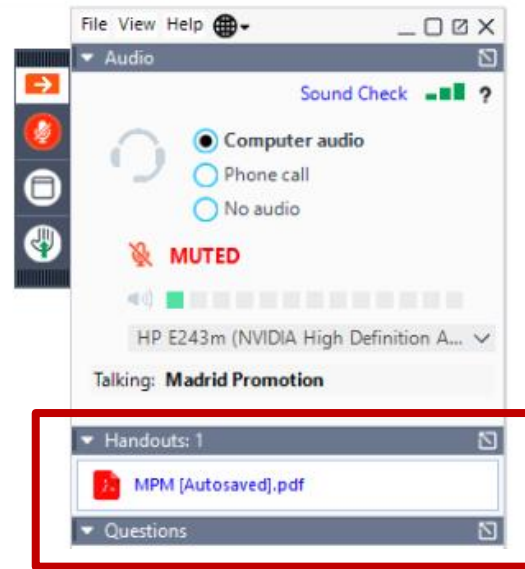


Aurea Plana

Associate Legal Officer
Madrid Legal Division
WIPO



How to use GoToWebinar



Online Transaction – Change in Ownership (I)

Electronic version of MM5 form. The change in ownership can be:

- Total, or Partial
- for some of the Goods and Services, or
- for some Contracting Parties
- Built-in checks every step of the way
- Online payment

Online Transaction – Change in Ownership (II)

- The fee for a total or partial change in ownership is 177 Swiss francs
- Automatic confirmation email sent with:
 - details of the transaction
 - WIPO reference number associated to the request
 - You can track the status of your request in real-time online

Question?

- Is it possible to submit a request for a partial change of ownership online?
 - Yes
 - No

Question?

- If the current holder no longer exists, who can submit a request for a change of ownership to WIPO?
 - The new holder
 - The representative of the new holder
 - The National IP Office of the former or new holder



WELCOME TO THE WIPO IP PORTAL

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

| | | |
|---|---|--------------------------------------|
| <input type="text" value="Username *"/> | <input type="password" value="Password *"/> | <input type="button" value="Login"/> |
|---|---|--------------------------------------|

[Create WIPO account](#) [Forgot your username?](#) [Forgot your password?](#)

Single sign-on – WIPO IP Portal

The image displays two screenshots of the WIPO IP Portal interface. The top screenshot shows the header with 'WIPO IP PORTAL', 'MENU', 'HELP', 'ENGLISH', 'LOGIN', and 'WIPO'. A search bar is present with the placeholder text 'What are you looking for?'. A red circle highlights the 'LOGIN' button, with a red arrow pointing downwards. Below the search bar, a list of categories is visible: PATENTS, TRADEMARKS, DESIGNS, GEOGRAPHICAL INDICATIONS, TRADE SECRETS, CREATIVE WORKS, RESEARCH AND DATA, DIGITAL EVIDENCE, ASSISTANCE PROGRAMS, MEDIATION AND ARBITRATION, and DOMAIN NAME DISPUTE RESOLUTION. A blue banner for 'New Madrid Transactions' is also visible.

The bottom screenshot shows the 'WELCOME TO THE WIPO IP PORTAL' page. It features a login form with fields for 'Username *' and 'Password *', and a blue 'Login' button. Below the form, there are links for 'Create WIPO account', 'forgot your username?', and 'Forgot your password?'. A red circle highlights the 'Create WIPO account' link. The page also includes a 'HELP' button, 'ENGLISH' language selector, and 'WIPO' logo in the header.

WIPO IP Portal - eMadrid

WIPO IP PORTAL MENU Covid-19 Update X

What are you looking for?

- MY FAVORITES
- PATENTS
- TRADEMARKS**
 - Search
 - File & Manage**
 - eMadrid** **New** Perform transactions under the Madrid System online.
 - eMadrid Reference** **New** Consult reference data for international applications and registrations.
 - Madrid Portfolio Manager** Manage your portfolio of international trademark registrations.
 - Contact Madrid** Send enquiries and submit official forms, documents and responses to irregularity letters, and request extracts from the international register.
 - Pay
 - IP Offices
 - Statistics
- DESIGNS
- GEOGRAPHICAL INDICATIONS
- PLANT VARIETY PROTECTION
- DIGITAL EVIDENCE
- ASSISTANCE PROGRAMS
- MEDIATION AND ARBITRATION
- DOMAIN NAME DISPUTE RESOLUTION
- PAYMENTS

e-MADRID : new Gateway to all Madrid System Online Services

The screenshot displays the eMADRID website interface. At the top, it says "eMADRID PROTECT YOUR TRADEMARKS IN MULTIPLE COUNTRIES". Below this is a "DISCOVER eMADRID" button. A section titled "WHAT IS eMADRID?" explains that it provides central and secure access to all the online trademark services needed to file and manage international trademark applications and registrations under the Madrid System. A central "SERVICES" section is circled in red. It contains ten service cards, each with a "Get started" button. The "CHANGE OWNERSHIP" card is also circled in red, with a red arrow pointing to it from the right. The services listed are: Prepare Your Application, Monitor Your Registration, Expand Protection of Your Registration, Limit the Goods and Services, Renounce Protection in Contracting Parties, Manage Your Representative, Change Holder Details, Change Ownership, Renew Your Registration, and Request a Certified Document.

eMADRID
PROTECT YOUR TRADEMARKS IN MULTIPLE COUNTRIES

↓ DISCOVER eMADRID

WHAT IS eMADRID?

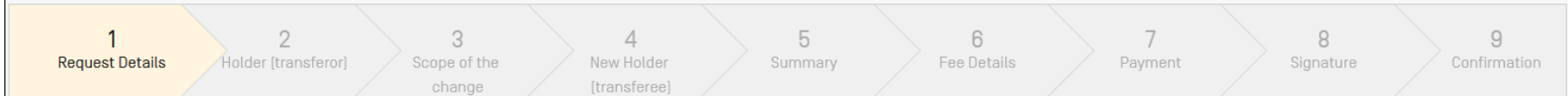
eMADRID provides you with central and secure access to all the online trademark services you need to file and manage international trademark applications and registrations under the Madrid System.

SERVICES

- PREPARE YOUR APPLICATION**
Use the Madrid Application Assistant to prepare your application for international registration.
Get started
- MONITOR YOUR REGISTRATION**
Use Madrid Monitor to track the status of your international application or registration.
Get started
- EXPAND PROTECTION OF YOUR REGISTRATION**
Use our Subsequent Designation service to expand the geographical scope of your international registration.
Get started
- LIMIT THE GOODS AND SERVICES**
Restrict the list of goods and services for the Contracting Parties designated in your international registration.
Get started
- RENUANCE PROTECTION IN CONTRACTING PARTIES**
Abandon the effects of your international registration for all goods and services, for some of the designated Contracting Parties.
Get started
- MANAGE YOUR REPRESENTATIVE**
Appoint, cancel or change name and/or contact details of your representative, as recorded in the International Register.
Get started
- CHANGE HOLDER DETAILS**
Change the holder's name and/or address as recorded in the International Register.
Get started
- CHANGE OWNERSHIP**
Record a total or partial change in ownership of your international registration.
Get started
- RENEW YOUR REGISTRATION**
Renew your international registration for all or some of the designated Contracting Parties.
Get started
- REQUEST A CERTIFIED DOCUMENT**
Request certified documents and extracts from the Madrid Registry.
Get started

Step 1 : Request Details (I)

CHANGE IN OWNERSHIP



REQUEST DETAILS

The request for the recording of a change in ownership must be authorized [signed] by the recorded holder or by the recorded holder representative.

If the email address in your WIPO account, does not match the email address of the recorded holder or of the recorded holder representative, we will email a request for approval [signature] to the recorded holder representative, if any, or to the holder.

A request for the recording of a total change in ownership [i.e., for all goods and services and for all Contracting Parties] can be submitted for multiple international registrations in a single request, provided they are being transferred from the same recorded holder [transferor] to the same new holder [transferee].

A request for the recording of a partial change in ownership [i.e., for some goods and services or for some Contracting Parties] must concern only one international registration.

[Learn more about the Change in Ownership](#)

My request concerns *

- Total change in Ownership
- Partial change in Ownership

Step 1 : Request Details (II)

CHANGE IN OWNERSHIP

- 1 Request Details
- 2 Holder [transferor]
- 3 Scope of the change
- 4 New Holder [transferee]
- 5 Summary
- 6 Fee Details
- 7 Payment
- 8 Signature
- 9 Confirmation

REQUEST DETAILS

The request for the recording of a change in ownership must be authorized [signed] by the recorded holder or by the recorded holder representative.

If the email address in your WIPO account, does not match the email address of the recorded holder or of the recorded holder representative, we will email a request for approval [signature] to the recorded holder representative, if any, or to the holder.

A request for the recording of a total change in ownership [i.e., for all goods and services and for all Contracting Parties] can be submitted for multiple international registrations in a single request, provided they are being transferred from the same recorded holder [transferor] to the same new holder [transferee].

A request for the recording of a partial change in ownership [i.e., for some goods and services or for some Contracting Parties] must concern only one international registration.

[Learn more about the Change in Ownership](#)

My request concerns *

Total change in Ownership

Partial change in Ownership

Next

Step 2 : Holder - Transferor (I)

▼ TOTAL CHANGE IN OWNERSHIP

TOTAL CHANGE IN OWNERSHIP

A request for the recording of a total change in ownership can be submitted for multiple international registrations in a single request, provided they are being transferred from the same recorded holder [transferor] to the same new holder [transferee]".

The search will only display **active** international registrations.

Holder Name

Trademark
WIPO Patentscope

International Registration Number

Search



Step 2 : Holder - Transferor (II)

Selected International Registration(s): 1

| <input checked="" type="checkbox"/> | INTERNATIONAL REGISTRATION NUMBER ↕ | MARK ↕ | HOLDER ↕ | REPRESENTATIVE ↕ |
|-------------------------------------|-------------------------------------|------------------|--|------------------|
| <input checked="" type="checkbox"/> | 1358297 | WIPO PATENTSCOPE | Organisation Mondiale de la Propriété Intellectuelle 34, chemin des Colombettes CH-1211 Genève 20 | |

Cancel Back **Next**



Step 3 : Scope of the Change (I)



Step 3 : Scope of the Change (II)

PARTIAL CHANGE IN OWNERSHIP

DESIGNATIONS

If the change in ownership is to be recorded for all the designated Contracting Parties, please select all. Otherwise, please select the designated Contracting Parties for which the change in ownership is to be recorded.

The recording of a partial change in ownership may be requested for only some of the designated Contracting Parties or only some of the goods and services, or a combination therefrom. Please select below the designated Contracting Parties and the goods and services for which the change in ownership is to be recorded. Please note that where the request concerns Brazil, as designated Contracting Party, the new holder [transferee] declares that the transferee, or a company controlled by the new holder [transferee], effectively and lawfully conducts business in connection with the goods and services for which the international registration has effect in Brazil.

Designated Contracting parties

- AU [Australia]
- EM [European Union]
- KR [Republic of Korea]

Selected Contracting Parties 0 / 3

select all

unselect all

Step 3 : Scope of the Change (III)

GOODS AND SERVICES

If the change in ownership is to be recorded for all goods and services, please, select all. Otherwise, please select the class number[s] for which the change in ownership is to be recorded. If you wish to transfer only some of the goods or services in a class, please click "Select and Edit" in the class concerned and indicate the goods or services to be transferred. Please, use semicolons ; to separate items in the list.

| | | |
|----------|-----------------|--------|
| Class 9 | Select and Edit | select |
| Class 16 | Select and Edit | select |
| Class 35 | Select and Edit | select |
| Class 38 | Select and Edit | select |
| Class 41 | Select and Edit | select |
| Class 42 | Select and Edit | select |
| Class 45 | Select and Edit | select |

select all unselect all

Cancel Back **Next**

Step 4 : New Holder – Transferee (I)

NEW HOLDER (TRANSFEREE)

If there is more than one new holder [transferee], only indicate the details of the first new holder [transferee] and provide the details of the additional joint new holder[s] by selecting "Add joint holder[s] transferee[s]" at the bottom of this page. Each new holder [transferee] must be entitled to use the Madrid System [be a national of or have a domicile or a real and effective industrial or commercial establishment in a member of the Madrid System].

Name

Francesca Fusco

Email address

co@wipo.int

Phone number

Country

Switzerland

Address

chemin des Colombettes


Step 4 : New Holder – Transferee (II)

| | |
|---|---|
| Preferred language for correspondence English | ▼ |
| Nature of the transferee <input checked="" type="radio"/> Natural person <input type="radio"/> Legal entity | |
| Nationality Switzerland | ▼ |
| Entitlement of the transferee | |
| Entitlement of the transferee <input checked="" type="radio"/> Contracting State of which the transferee is a national <input type="radio"/> Member State of the Contracting Organization (i.e., EU or OAPI) of which the transferee is a national <input type="radio"/> Contracting Party in the territory of which the transferee is domiciled <input type="radio"/> Contracting Party in the territory of which the transferee has a real and effective industrial or commercial establishment | |
| Contracting Party Switzerland | ▼ |
| Cancel Save | |

Step 4 : New Holder – Transferee (III)

NEW HOLDER (TRANSFEREE)

If there is more than one new holder (transferee), only indicate the details of the first new holder (transferee) and provide the details of the additional joint new holder(s) by selecting "Add joint holder(s) transferee(s)" at the bottom of this page. Each new holder (transferee) must be entitled to use the Madrid System [be a national of or have a domicile or a real and effective industrial or commercial establishment in a member of the Madrid System].

name o 

REPRESENTATIVE OF THE NEW HOLDER (TRANSFEREE)

The appointment of the new holder (transferee) representative must be authorized [signed] by the new holder (transferee). If the email address in your WIPO account does not match the email address of the new holder (transferee) that you have indicated above, WIPO must email a request to approve [sign] this appointment to the new holder (transferee).

If the new holder (transferee) either rejects or does not approve [sign] this request WIPO will record the change in ownership without recording the appointment of the new holder (transferee) representative. The new holder (transferee) may request the recording of such appointment anytime thereafter by using the relevant online form.

Appoint a representative

ADDRESS FOR CORRESPONDENCE

Fill a correspondence address

Step 4 : Holder - Transferor

▼ **TOTAL CHANGE IN OWNERSHIP**

SELECTION

▶ Selected International Registration[s]: 1

TRANSFEROR

Current Holder

Organisation Mondiale
de la Propriété Intellectuelle
34, chemin des Colombettes
CH-1211 Genève 20
a*****l@*****o.int

Wipo email address that will overwrite transferor email address [TEST]
[REDACTED]@wipo.int

Current Correspondence Contact

Organisation Mondiale de la Propriété Intellectuelle
à l'attention Monsieur Denis Cohen 34, chemin des Colombettes Genève 20

Step 5 : Summary (I)

1 Request Details 2 Holder (transferor) 3 Scope of the change 4 New Holder (transferee) **5 Summary** 6 Fee Details 7 Payment 8 Signature 9 Confirmation

▼ TOTAL CHANGE IN OWNERSHIP

INTERNATIONAL REGISTRATION NUMBER

▶ Selected International Registration[s]: 1

RECORDED HOLDER (TRANSFEROR) DETAILS

Organisation Mondiale
de la Propriété Intellectuelle
34, chemin des Colombettes
CH-1211 Genève 20
a*****i@*****o.int

NEW HOLDER (TRANSFEEE)

▶ name Francesca Fusco

Cancel Back **Next**

Step 6 : Fee details


1 Request Details 2 Holder [transferor] 3 Scope of the change 4 New Holder [transferee] 5 Summary **6 Fee Details** 7 Payment 8 Signature 9 Confirmation

▼ **TOTAL CHANGE IN OWNERSHIP**

FEE DETAILS

| | |
|---|---------------|
| Total or partial transfer fee: Calculation [1 x 177] | 177.00 |
| Total [CHF] [Swiss francs]: | 177.00 |

Cancel Back **Next**



Step 7 : Payment

Payment details

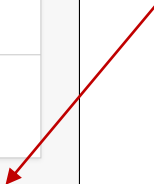
Transaction ID **TMFRMTR-200002023**
Transaction subject **TR**
Amount to pay **177.00 CHF**

Your reference [optional, free text box for your own purposes]

E-mail address
[redacted]@wipo.int

Payment Method:
 Credit/Debit card
 Current account at WIPO

[Back](#) [Submit](#)



Step 8 : Signature

1 Request Details

2 Holder (transferor)

3 Scope of the change

4 New Holder (transferee)

5 Summary

6 Fee Details

7 Payment

8 Signature

9 Confirmation

▼ **TOTAL CHANGE IN OWNERSHIP**


SIGNATURE

Approval of Current Holder

Email is sent to f [redacted]@wipo.int for confirmation. You will be notified as soon as the Current Holder has approved your request

Next

Email : acknowledgment of receipt (I)

| MADRID SYSTEM ONLINE SERVICES | | WIPO | | | | | | | | | | |
|---|--|---------|---------------------|--|--------------|-------------|-----------------|-----------------|---------------------|-------------------|--|-----|
| <p>Greetings,</p> <p>Thank you for using the Madrid System Online Services.</p> <p>We acknowledge receipt of the request for recording indicated below.</p> | | | | | | | | | | | | |
| Request for the Recording of a Change in Ownership | | | | | | | | | | | | |
| Date of the request: | 03 Jun 2022 | | | | | | | | | | | |
| International Registration Number(s): | 1358297 | | | | | | | | | | | |
| Recorded Holder's Name | Organisation Mondiale de la Propriété Intellectuelle | | | | | | | | | | | |
| New Holder's (Transferee) Details | | | | | | | | | | | | |
| Name | F [REDACTED] | | | | | | | | | | | |
| Address | chemin des Colombettes Switzerland | | | | | | | | | | | |
| Email address | [REDACTED]@wipo.int | | | | | | | | | | | |
| Entitlement to be the new holder of an international registration | Contracting State of which the transferee is a national, Switzerland | | | | | | | | | | | |
| Nationality of the holder, where the holder is a natural person | Switzerland | | | | | | | | | | | |
| Signature | | | | | | | | | | | | |
| Signature by the Recorded Holder: | Status | Created | | | | | | | | | | |
| | Find out more about electronic signatures. | | | | | | | | | | | |
| <table border="1"> <thead> <tr> <th colspan="2">Payment Information</th> </tr> </thead> <tbody> <tr> <td>Payment date</td> <td>03 Jun 2022</td> </tr> <tr> <td>Payment Method:</td> <td>Current Account</td> </tr> <tr> <td>Transaction number:</td> <td>TMFRMTR-200002026</td> </tr> <tr> <td>Amount to be Debited (in Swiss francs)</td> <td>177</td> </tr> </tbody> </table> <p>The amount of 177 (Swiss francs) will be charged to your WIPO account. Please indicate the transaction number for any claim relating to this payment.</p> <p>We will process the request for recording indicated above if no further signature by the recorded holder or by the recorded holder's representative is required.</p> <p>Should the signature of the recorded holder or of the recorded holder's representative be required, we will process this request for recording as soon as we received such signature. In such case, we will keep you informed of the signature status of this request and provide you with the WIPO reference number.</p> <p>Please contact us if you have any questions.</p> <p>Best regards,</p> <p>The Madrid Registry</p> | | | Payment Information | | Payment date | 03 Jun 2022 | Payment Method: | Current Account | Transaction number: | TMFRMTR-200002026 | Amount to be Debited (in Swiss francs) | 177 |
| Payment Information | | | | | | | | | | | | |
| Payment date | 03 Jun 2022 | | | | | | | | | | | |
| Payment Method: | Current Account | | | | | | | | | | | |
| Transaction number: | TMFRMTR-200002026 | | | | | | | | | | | |
| Amount to be Debited (in Swiss francs) | 177 | | | | | | | | | | | |
| <p>World Intellectual Property Organization 34, chemin des Colombettes CH-1211 Geneva 20 Switzerland www.wipo.int</p>  | | | | | | | | | | | | |

Email : acknowledgment of receipt (II)

MADRID SYSTEM ONLINE SERVICESWIPO

Greetings,

We ask that you kindly review the details of a request for recording of a Transfer of ownership.

If you agree, please sign this request; otherwise, ignore this message.

[Review and Sign Request](#)

This link will expire in fourteen (14) days, on 17 Jun 2022 15:11:59 CEST.

We will process this request for recording as soon as all the required parties have signed it.


Please [contact us](#) if you have any questions.

Best regards,

The Madrid Registry

IMPORTANT - External signature requests expires 14 days after sending.

World Intellectual Property Organization
34, chemin des Colombettes | CH-1211 Geneva 20 | Switzerland | www.wipo.int



WIPO
WORLD
INTELLECTUAL PROPERTY
ORGANIZATION

Email : signature status

| MADRID SYSTEM ONLINE SERVICES | | WIPO |
|---|--|------|
| Greetings, | | |
| Please find an update on the signature status of the request for recording indicated below. | | |
| Details of the Request for Recording | | |
| Request for the Recording of a Change in Ownership | | |
| Date of the request: | 03 Jun 2022 | |
| International Registration Number(s): | 1358297 | |
| Recorded Holder's Name | Organisation Mondiale de la Propriété Intellectuelle | |
| Payment Information | | |
| Payment date | 03 Jun 2022 | |
| Payment Method: | Current Account | |
| Transaction number: | TMFRMTR-200002026 | |
| Amount to be Debited (in Swiss francs) | 177 | |
| Signature | | |
| Signature by the Recorded Holder: | Status: Signed Find out more about electronic signatures. | |

Email : Summary of the request (I)

| MADRID SYSTEM ONLINE SERVICES | | WIPO |
|--|--|------|
| <p>Thank you for using our E-services.</p> <p>We acknowledge receipt of your request for the Total change in Ownership.</p> <p>Please see below a summary of your request.</p> <p>We will also send an acknowledgment of receipt of your request to the email address of the holder or the representative if different from the email address indicated in your request.</p> | | |
| Request for the Recording of a Change in Ownership | | |
| Date of the request: | 03 Jun 2022 | |
| International Registration Number(s): | 1358297 | |
| Recorded Holder's Name | Organisation Mondiale de la Propriété Intellectuelle | |
| New Holder's (Transferee) Details | | |
| Name | Francesca | |
| Address | chemin des Colombettes Switzerland | |
| Email address | [redacted]@wipo.int | |
| Entitlement to be the new holder of an international registration | Contracting State of which the transferee is a national, Switzerland | |
| Nationality of the holder, where the holder is a natural person | Switzerland | |

| Signature | |
|--|--|
| Signature by the Recorded Holder: | Status: Signed Find out more about electronic signatures. |
| Payment Information | |
| Payment date | 03 Jun 2022 |
| Payment Method: | Current Account |
| Transaction number: | TMFRMTR-200002026 |
| Amount to be Debited (in Swiss francs) | 177 |

The amount of 177 (Swiss francs) will be charged to your WIPO account. Please indicate the transaction number for any claim relating to this payment.

This request is now being processed by WIPO.


You can track the status of this request for recording on [Madrid Monitor](#) and receive alerts each time this status is updated.

Please [contact us](#) if you have any question

Best regards,

The Madrid Registry

World Intellectual Property Organization
34, chemin des Colombettes | CH-1211 Geneva 20 | Switzerland | www.wipo.int



Email : External Signature Request (I)

EXTERNAL SIGNATURE REQUEST

The content of the document requiring review and signature will be made available to you by the person who submitted the external signature request

| | | |
|---|-------------------------------------|--|
| Document type Transfer of ownership | WIPO reference 1358297 | Applicant/agent's file reference |
| External signature request ID 67zSmSdynPeL | Requested by Francesca Fusco | Date and time 03 Jun 2022 17:11:59 CEST |

Current date and time at recipient Office: 03 Jun 2022 17:25:23 CEST
IMPORTANT - External signature requests expire 7 days after sending.
[Link to document](#)

Informal message

Select action *
Approve and sign document

Signature of Applicant/Agent *
 Text signature
 Image signature
 Hand-drawn signature

Should include name

Signature *
/ F [redacted] /

Submit

Email : External Signature Request (II)

EXTERNAL SIGNATURE REQUEST

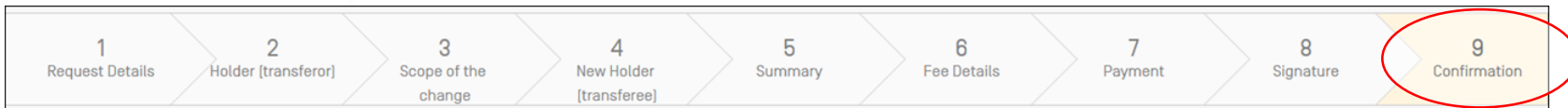
The person who submitted the external signature request will be notified that the following document has been signed.

Document type Transfer of ownership
External signature request ID G7zSmSdynPeL

International Application Number 1358297
Requested by F [REDACTED]

Applicant/agent's file reference
Date and time 03 Jun 2022 17:11:59 CEST

Step 9 : Confirmation (I)



TOTAL CHANGE IN OWNERSHIP

CONFIRMATION

Thank you for using the Madrid System Online Services.

We acknowledge receipt of the request for recording indicated below.

REQUEST FOR THE RECORDING OF A CHANGE IN OWNERSHIP

Date of the request: 03 June 2022

International Registration Number(s): 1358297

Recorded Holder's Name **Organisation Mondiale de la Propriété Intellectuelle**

NEW OWNER (TRANSFEREE)

Name

Address **Chemin des Colombettes, Switzerland**

Phone number

Email address **francesca.fusco@wipo.int**

Entitlement to be the new holder of an international registration **Nationality, Switzerland**

Nationality of the holder, where the holder is a natural person **Switzerland**

SIGNATURE

Signature by the Recorded Holder **Status: Created**

Find out [more](#) about electronic signatures.

Step 9 : Confirmation (II)

| | | | | | | | | |
|----------------------|--------------------------|-----------------------------|---------------------------------|--------------|------------------|--------------|----------------|-------------------|
| 1 Request Details | 2 Holder [transferor] | 3 Scope of the change | 4 New Holder [transferee] | 5 Summary | 6 Fee Details | 7 Payment | 8 Signature | 9 Confirmation |
|----------------------|--------------------------|-----------------------------|---------------------------------|--------------|------------------|--------------|----------------|-------------------|

PAYMENT INFORMATION

Payment Method: Credit Card
Transaction number: TMFRMTR-200002028
Amount to be Debited [in Swiss francs] 177

The amount of 177 will be charged to your credit card. Please indicate the transaction number for any claim relating to this payment.

WIPO Finance Division do not issue any payment receipt of invoice for on-line credit card settlements. This electronic message is generated as the payment confirmation.

We will process the request for recording indicated above if no further signature by the recorded holder or by the recorded holder's representative is required.

Should the signature of the recorded holder or of the recorded holder's representative be required, we will process this request for recording as soon as we received such signature. In such case, we will keep you informed of the signature status of this request and provide you with the WIPO reference number.

Please [contact us](#) if you have any questions.

Close your session

Video Explainers and Tutorials



Madrid "How-to" series

Change of ownership

▶

▶ 0:00 / 0:00

WIPO | MADRID

How to change the ownership of an international registration

This tutorial will show you how to request a change of ownership and how to fill the corresponding [MM5 form](#). [About changes in ownership](#).



WIPO | MADRID

The International
Trademark System

■ Questions?

Certificates of Attendance

- Share your certificate on [LinkedIn](#), [Twitter](#) and other social media channel.



Tag WIPO **#MadridSystem**

Testimonials and Case Studies

Madrid System Case Study Highlight: Panasonic, Branding for Further Growth and Greater Value

October 5, 2021

We continue with our highlights of key case studies giving you practical insights on how companies across various industries use the Madrid System globally to their advantage. Our latest study focuses on [Panasonic, the renowned Japanese electronics corporation](#).

Panasonic provides a wide range of products and services that are used in consumers' daily lives worldwide. These include home appliances, the electronic components used in them, housing and various services.



With more than a hundred years of experience, the company has been thoroughly committed to creating a better life for its users under the brand slogan of "A Better Life, A Better World".

Over the years, Panasonic introduced several business brands to achieve further growth and greater brand value in each area of business. In 2008, the corporation changed its name from the Matsushita Electric Industrial Co., Ltd to the Panasonic Corporation, consolidating its brand identity.

Discover how, with such a varied portfolio and an expansion strategy geared internationally, Panasonic uses the Madrid System to simplify the administrative procedures and greatly reduce costs.

[Read the full Panasonic case study](#)



Micromax on How WIPO's Madrid System Supports its International Growth Strategy

World Intellectual Property Organization – WIPO



MixMediaWorx on the Benefits of Using the Madrid System

World Intellectual Property Organization – WIPO

Madrid System Podcast

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Online Course

DL303E - DL-303 Specialized Course on the Madrid System for the International Registration of Marks

The Madrid System for the International Registration of Marks is a convenient and cost-effective solution for registering and managing trademarks worldwide. The purpose of this course is to give you an overview of the System and explore its benefits, principles and operations.

Curriculum

This specialized course consists of the following topics and a final assessment:

- Introduction to the Madrid System
- Overview of the accession process
- Role of the Office of origin
- Role of the Office of a designated Contracting Party
- Communication with WIPO and online tools and services
- Post registration management

Final Assessment and Certificate

The final assessment for this course is comprised of a series of multiple-choice questions. If you pass the assessment, you will be eligible to receive a certificate awarded by the WIPO Academy.

Eligibility

The target audiences for this course are:

- Government officials and IP office staff member states of the Madrid System.
- Anyone interested in trademark registration, *i.e.* trademark owners, agents, other IP professionals, as well as academics and students.

Recommended Prior Knowledge

This course is open to any individual wishing to obtain a general understanding of the Madrid System. A basic knowledge of intellectual property and trademark rights is recommended.

Basic Information

- **Venue** : Online
- **Language** : English
- **Duration** : 15 hours
- **Tutored** : Yes
- **Certificate** : Yes
- **Cost** : Free of charge
- **Course administrator** : DL303E.academy@wipo.int

Current session

DL303E22S2

- **Registration** : 15-Jun-2022 - 18-Sep-2022
- **Course** : 05-Oct-2022 - 21-Nov-2022
- **Next Exam** : 17-Nov-2022 - 21-Nov-2022

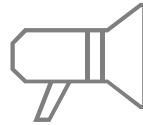
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