



**WIPO | MADRID**

The International  
Trademark System



# Overview of eMadrid

## Madrid System Webinar

Olivier Pierre  
Catherine Dupenloup

**Geneva**  
**March 22, 2023**

# Our speaker



## Olivier Pierre

Information Assistant  
Madrid Information and Promotion Division  
**WIPO**

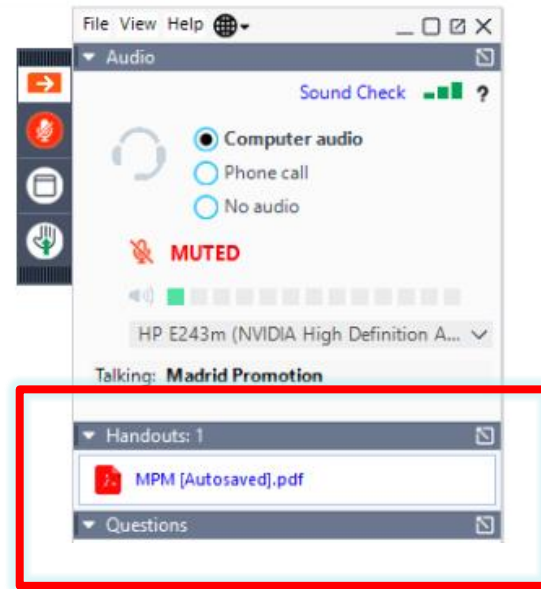


## Catherine Dupenloup

Senior Application Support Assistant  
Madrid Information and Promotion Division  
**WIPO**



# How to use GoToWebinar



# Program

- eMadrid Supporting Tools & Global Brand Database
- eMadrid
- New online service: **Cancellation**

# What is eMadrid?

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



# Cancellation

## Madrid Online Transaction

# Online Transaction – Cancellation I

Electronic version of [MM8](#) form. Permanently remove some of the goods and services from the international registration in all designated members online

- Built-in checks every step of the way
- Automatic confirmation email sent

# Online Transaction – Cancellation II

The Cancellation can be Total or Partial

- **Total cancellation** permanently removes an international registration from the International Register. The international registration will no longer be in force
- **Partial cancellation** permanently removes some of the goods and services from the international registration



# Online Transaction – Cancellation III


- The canceled goods will no longer be in force in any of the designated members and
- They cannot be the subject of a subsequent designation
- To restore protection you would have to file a new international trademark application
- The Cancellation is free of charge


# eMadrid - Centralized access to Madrid System Online Services

WIPO IP PORTAL MENU *eMadrid* HELP ENGLISH LOGIN **WIPO**

## eMADRID

### PROTECT YOUR TRADEMARKS IN MULTIPLE COUNTRIES

 **Introducing eMadrid**  
Your New Gateway to all Madrid System Online Services.

 **Madrid System Podcast**  
Episode 2 of the Madrid System Podcast is in. Listen now!

↓ DISCOVER eMADRID

# Single sign-on – WIPO IP Portal

WIPO IP PORTAL MENU HELP ENGLISH LOGIN WIPO

What are you looking for? [Search] [CLOSE]

- PATENTS >
- TRADEMARKS >
- DESIGNS >
- GEOGRAPHICAL INDICATIONS >
- TRADE SECRETS >
- CREATIVE WORKS >
- RESEARCH AND DATA >
- DIGITAL EVIDENCE >
- ASSISTANCE PROGRAMS >
- MEDIATION AND ARBITRATION >
- DOMAIN NAME DISPUTE RESOLUTION >

**WIPO IP PORTAL MENU HELP ENGLISH WIPO**

## WELCOME TO THE WIPO IP PORTAL

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

Username \* Password \* **Login**

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

↑

# WIPO IP Portal - eMadrid

WIPO IP PORTAL MENU eMadrid

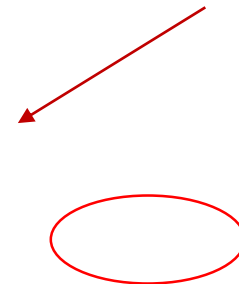
What are you looking for?

- PATENTS >
- TRADEMARKS** >
  - Search >
  - File & Manage** >
    - eMadrid** > Perform transactions under the Madrid System online.
    - eMadrid Reference** > 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.
- DESIGNS >
- GEOGRAPHICAL INDICATIONS >
- PLANT VARIETY PROTECTION >
- DIGITAL EVIDENCE >
- ASSISTANCE PROGRAMS >
- MEDIATION AND ARBITRATION >
- DOMAIN NAME DISPUTE RESOLUTION >
- PAYMENTS >

# eMadrid : new Gateway to all Madrid System Online Services

**SERVICES**

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





## WELCOME TO THE WIPO IP PORTAL

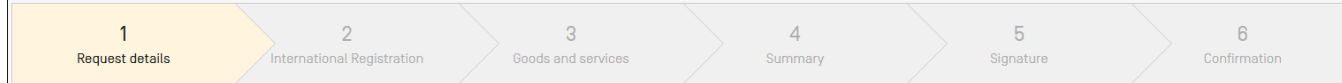
Login with your WIPO Account to access WIPO's online IP services

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

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

# Total Cancellation

## CANCELLATION



### REQUEST DETAILS

Use this form if you wish to permanently remove some of the goods and services from the international registration in all designated members. The cancelled goods will no longer be in force in any of the designated members and cannot be the subject of a subsequent designation.

Select **total cancellation** to permanently remove an international registration from the International Register. The international registration will no longer be in force.

Select **partial cancellation** to permanently remove some of the goods and services from the international registration. The canceled goods will no longer be in force in any of the designated members and cannot be the subject of a subsequent designation.

To reduce the list of goods and services for some or all the designated Contracting Parties, without removing those goods and services permanently from the international registration, you can request a [limitation](#) online.

To abandon the effects of an international registration for all the goods and services in respect of some (but no all) of the designated Contracting Parties, you can request a [renunciation](#) online.

I am \*

- The recorded Holder
- The recorded Representative

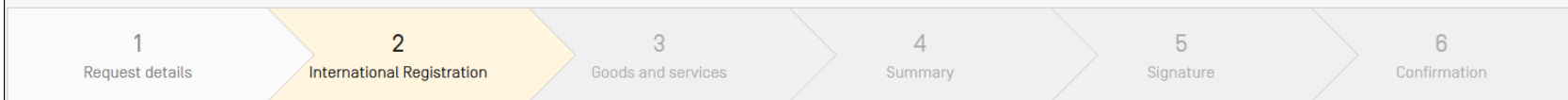
My request concerns \*

- Total cancellation
- Partial cancellation

Reset

Next

# CANCELLATION



## INTERNATIONAL REGISTRATION

Enter your International Registration Number

International Registration Number

1358297

[e.g. 123456]

Wipo email address that will overwrite signatory email address [TEST]

Back

Next



# CANCELLATION 1358297 ▾

1  
Request details

2  
International Registration

3  
Goods and services

4  
Summary

5  
Signature

6  
Confirmation

## TOTAL CANCELLATION

### SUMMARY

The following cancellation will be recorded in the International Register. If this is incorrect, please go back to the previous screen and amend accordingly.

Request details

International Registration Number: 1358297 WIPO PATENTSCOPE

Holder Details:

34, chemin des Colombettes Genève 20

CH-1211

a\*\*\*\*\*l@\*\*\*\*\*o.int

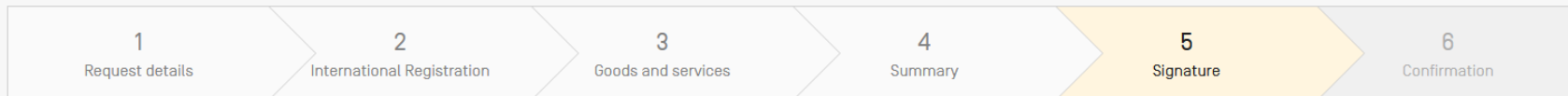
Representative Details:

Cancel

Back

Submit

## CANCELLATION 1358297 ▼



### TOTAL CANCELLATION

#### Approval of Current Holder

Email is sent to f\*\*\*\*\*o@\*\*\*\*\*o.int for confirmation. You will be notified as soon as the current holder / representative has approved the request

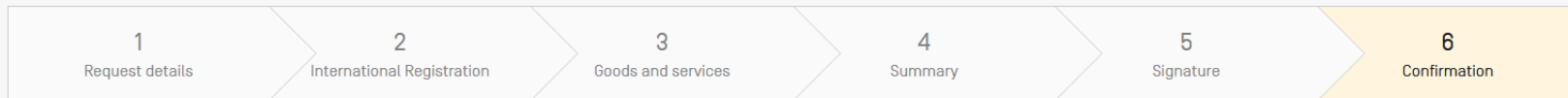
By submitting this form I accept that the selected registrations will be permanently, removed once the recorded holder / representative has signed the request.

Cancel

Back

Submit

# CANCELLATION



## TOTAL CANCELLATION

### 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 CANCELLATION

Date of the request: 10 November 2022  
WIPO Reference: 1801205601  
International Registration Number: 1358297

### SIGNATURE

The recorded Holder Status: Created  
Find out [more](#) about electronic signatures.

# Partial Cancellation

## CANCELLATION

- 1 Request details
- 2 International Registration
- 3 Goods and services
- 4 Summary
- 5 Signature
- 6 Confirmation

### REQUEST DETAILS

Use this form if you wish to permanently remove some of the goods and services from the international registration in all designated members. The cancelled goods will no longer be in force in any of the designated members and cannot be the subject of a subsequent designation.

Select **total cancellation** to permanently remove an international registration from the International Register. The international registration will no longer be in force.

Select **partial cancellation** to permanently remove some of the goods and services from the international registration. The canceled goods will no longer be in force in any of the designated members and cannot be the subject of a subsequent designation.

To reduce the list of goods and services for some or all the designated Contracting Parties, without removing those goods and services permanently from the international registration, you can request a [limitation](#) online.

To abandon the effects of an international registration for all the goods and services in respect of some (but no all) of the designated Contracting Parties, you can request a [renunciation](#) online.

I am \*

The recorded Holder

The recorded Representative

My request concerns \*

Total cancellation

Partial cancellation

# CANCELLATION 1358297 ▾

1  
Request details

2  
International Registration

3  
Goods and services

4  
Summary

5  
Signature

6  
Confirmation

## PARTIAL CANCELLATION

### GOODS AND SERVICES

Request details

International Registration Number: 1358297 WIPO PATENTSCOPE

Holder Details:

34, chemin des Colombettes Genève 20

CH-1211

a\*\*\*\*\*l@\*\*\*\*\*o.int

Representative Details:

To permanently remove an entire class select "**Remove entire Class**". This will remove the entire class from the international registration.


To permanently remove only some goods and services from a class select "**Remove only part of Class**" and edit the list of goods and services, by deleting the goods and services you want to remove.


Cancel

Back

Next

ogon.aspx?replaceCurrent=1&url=http://mail.wipo.int/owa/#authRedirect=true

Cancellation		WIPO
Greetings,		
Thank you for using the Madrid System Online Services.		
We acknowledge receipt of the request for recording indicated below.		
<b>Request for the Recording of a Cancellation</b>		
Date of the request:	10 Nov 2022	
WIPO Reference:	1801205601	
International Registration Number:	1358297	
Recorded Holder's Name:	null	
<b>Signature</b>		
The recorded Holder:	Status: Created Find out <a href="#">more</a> about electronic signatures.	
We will process the request for recording indicated above if no further signature by the recorded holder or by the recorded holders representative is required.		
Should the signature of the recorded holder or of the recorded holders 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 <a href="#">contact us</a> if you have any questions.		
Best regards,		
The Madrid Registry		
World Intellectual Property Organization 34, chemin des Colombettes   CH-1211 Geneva 20   Switzerland   <a href="http://www.wipo.int">www.wipo.int</a>		

MADRID SYSTEM ONLINE SERVICES		WIPO
Greetings,		
We ask that you kindly review the details of a request for recording of a Total cancellation.		
If you agree, please sign this request; otherwise, ignore this message.		
		
This link will expire in fourteen (14) days, on 24 Nov 2022 16:27:11 CEST.		
We will process this request for recording as soon as all the required parties have signed it.		
Please <a href="#">contact us</a> if you have any questions.		
Best regards,		
The Madrid Registry		
IMPORTANT - External signature requests expires 14 days after sending.		

## 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 **Total cancellation**

WIPO reference **1358297**

Applicant/agent's file reference

External signature request ID **9DTrKhZo8yLo**

Requested by **francesca.fusco@wipo.int**

Date and time **10 Nov 2022 17:27:11 CET**

Current date and time at recipient Office: 10 Nov 2022 17:33:14 CET

**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 \*

/

Submit

## EXTERNAL SIGNATURE REQUEST

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

Document type **Total cancellation**  
External signature request ID **9DTrKhZo8yLo**

International Application Number **1358297**  
Requested by **francesca.fusco@wipo.int**

Applicant/agent's file reference  
Date and time **10 Nov 2022 17:27:11 CET**



Greetings,

Please find an update on the signature status of the request for recording indicated below.

Details of the Request for Recording	
<b>Request for the Recording of a Cancellation</b>	
Date of the request:	10 Nov 2022
International Registration Number:	1358297
<b>Signature</b>	
The recorded Holder:	Status: Signed Find out <a href="#">more</a> about electronic signatures.

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

Best regards,

The Madrid Registry

Greetings,

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 Cancellation	
Date of the request:	10 Nov 2022
WIPO Reference:	1801205601
International Registration Number:	1358297
Recorded Holder's Name:	null
Signature	
The recorded Holder:	Status: Signed Find out <a href="#">more</a> about electronic signatures.

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.

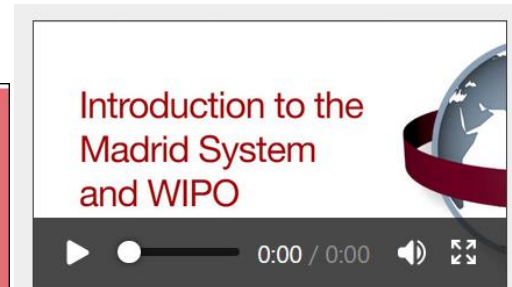
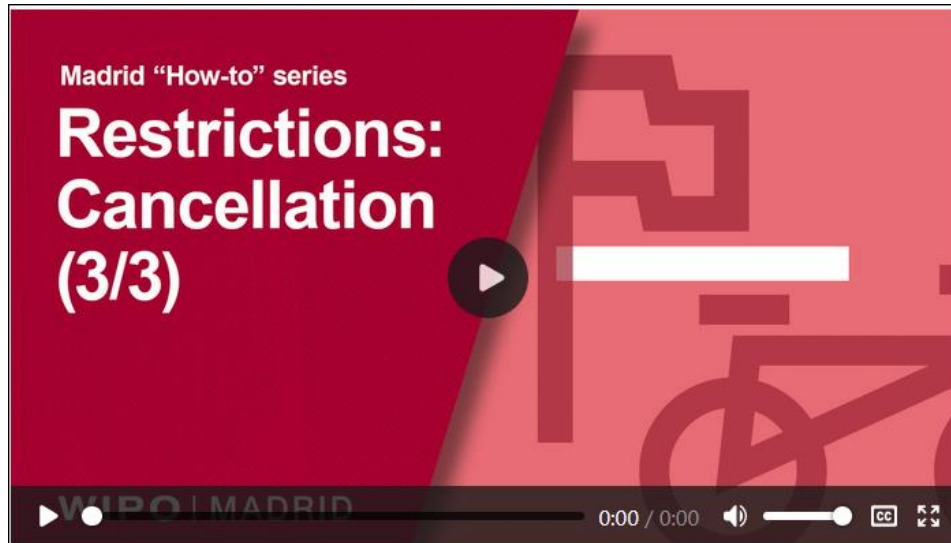
Please [contact us](#) if you have any question

Best regards,

The Madrid Registry

original recipient: [francesca.fusco@wipo.int](mailto:francesca.fusco@wipo.int)

# Video Explainers and Tutorials

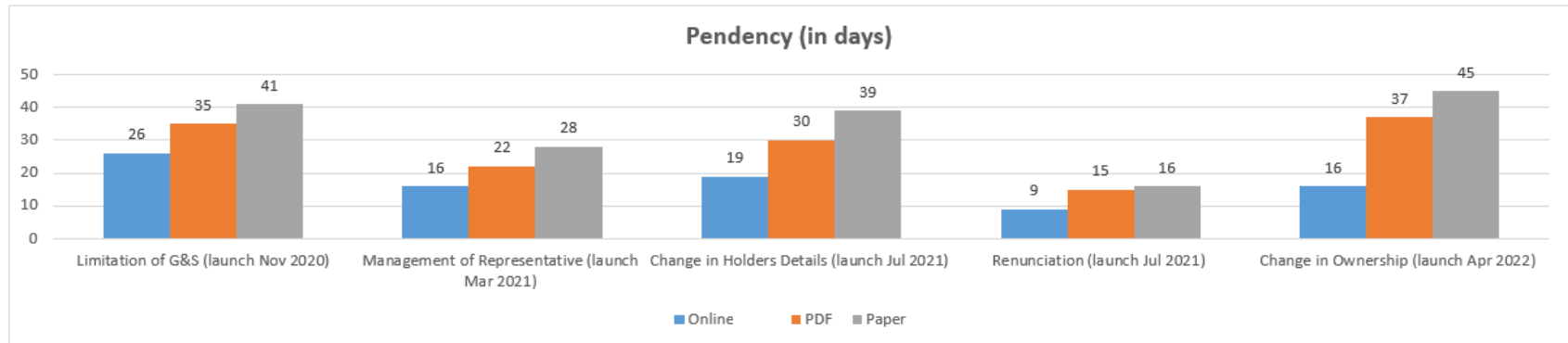
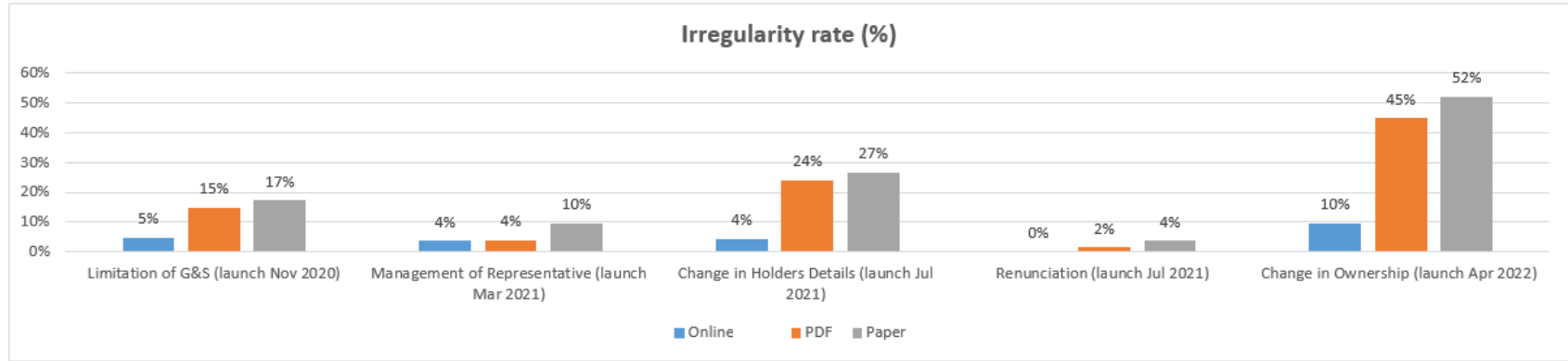


Video: An introduction to the International Trademark System.



Video: Benefits and advantages of the Madrid System.

# Benefits of eMadrid



# Madrid System User Group

Help us shape the future of our Madrid System online services under [eMadrid!](#)

Sign up to our **Madrid System User Group**



# Webinars

- [How to File an International Trademark Application](#)
- [In-depth Look at the Change in Ownership](#)
- [How to Correct Errors in the International Register](#)
- [New Online Transactions of the Madrid System](#)
  
- [Webinar recordings library](#)



**WIPO | MADRID**

The International  
Trademark System

■ Questions?

# Certificates of Attendance

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



Tag WIPO **#MadridSystem**



# Madrid System Podcast

## WIPOD – International Trademark System Talks

- Spotify 
- Apple Podcasts 
- Google Podcasts 



# 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

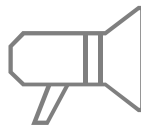
World Intellectual Property Organization – WIPO

# Stay informed



## ■ Website

Visit the [Madrid System Website](#)



## ■ Madrid News

Subscribe to [Madrid News](#)



## ■ Webinars

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



## ■ Podcast and YouTube

Check our WIPO Madrid [YouTube](#) playlists and listen to our [podcasts](#)



## ■ Tutorials

Play our Madrid [“How-to” videos and tutorials](#)



## ■ Questions

[Contact us](#) online