



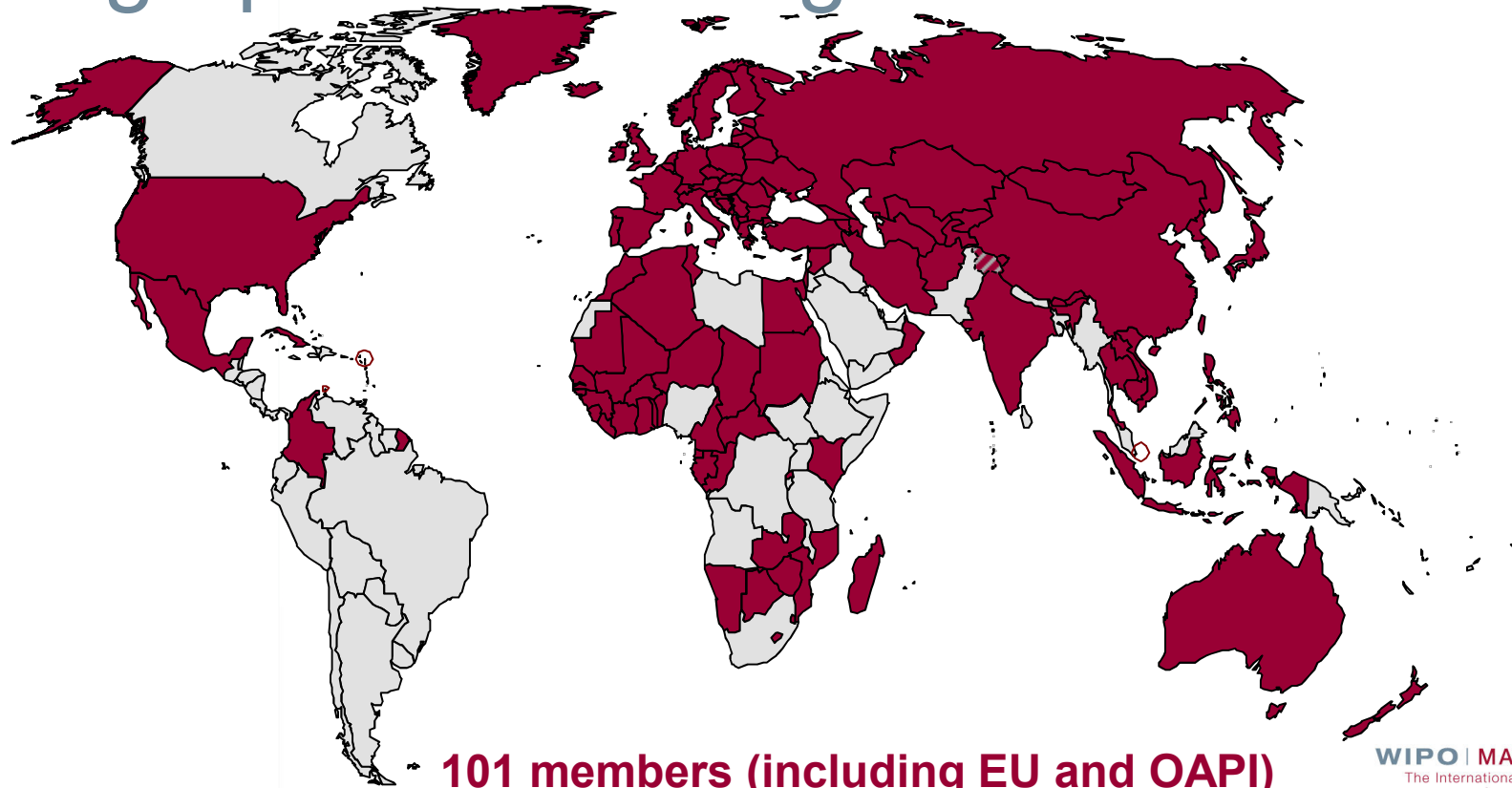
Madrid System Updates

Madrid Working Group Roundtable

Marcus Höpperger
Director
Madrid Registry, Brands and Designs Sector

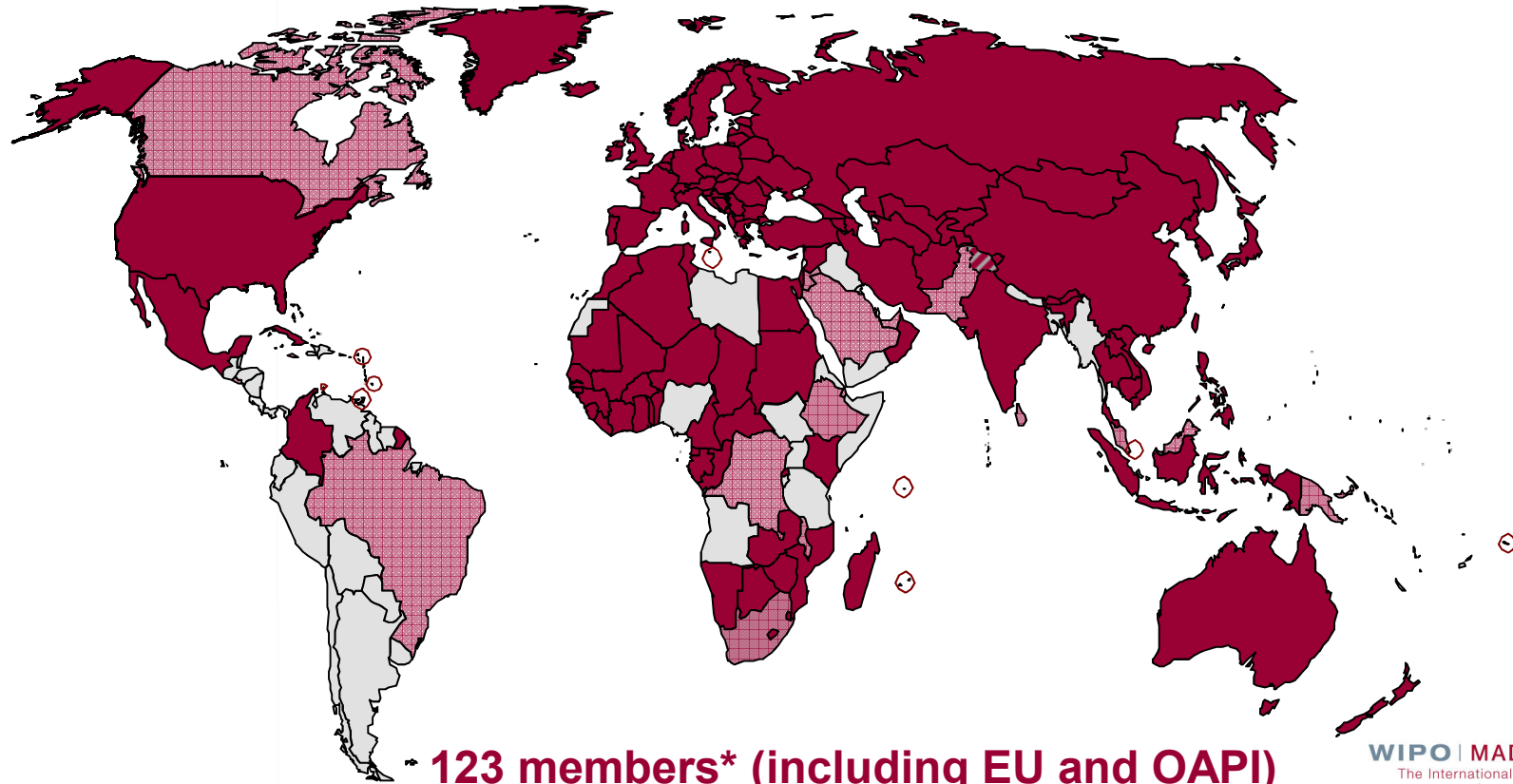
Geneva
5-6 July
2018

Geographical Coverage



**101 members (including EU and OAPI)
covering 117 countries**

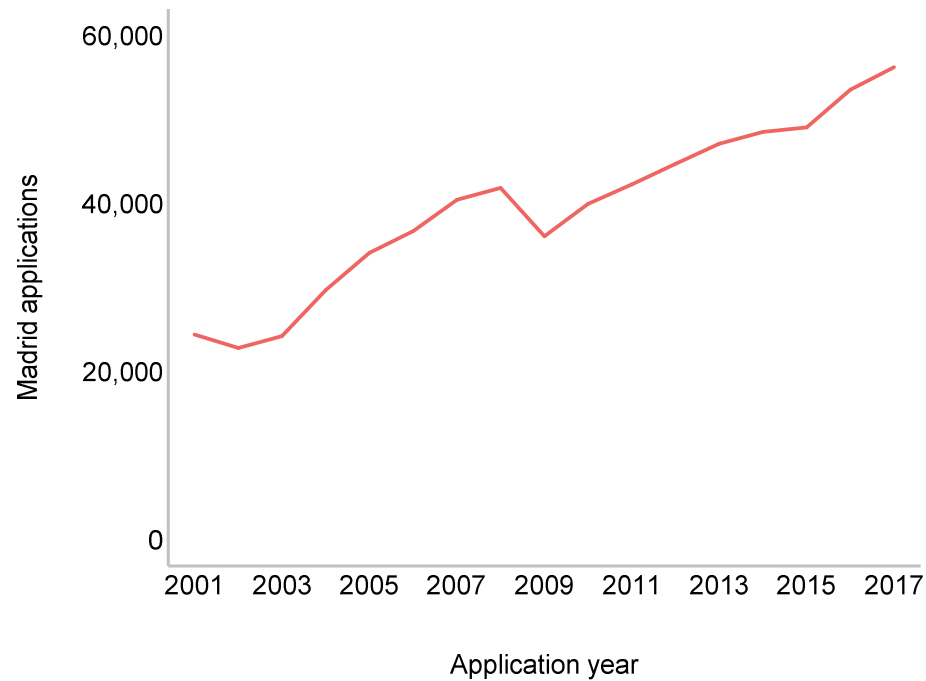
Accession Outlook 2018/20



**123 members* (including EU and OAPI)
covering 139 countries**

International Applications

Figure A.1.1 Trend in international applications (2001-2017)



General Profile 2017

56,267 International Registrations

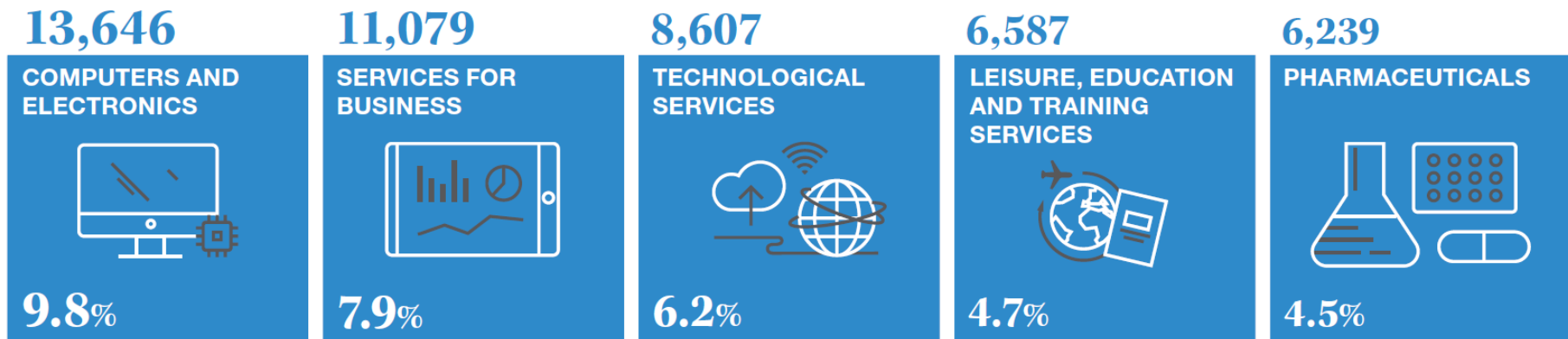
Average Number of Designations	6.5
Average Number of Classes	2-3
Average Fee	CHF 3,166
All Fees	70% < CHF 3,166

Key Figures

Description	2017	Change
Madrid international applications	56,200	+5%
Designations in international applications	367,175	+1.1%
Madrid international registrations	56,267	+25.8%
Subsequent designations in international registrations	52,630	+15.3%
Renewals of international registrations	29,362	-0.6%
Active (in force) international registrations	674,758	+3.7%
Designations in active international registrations	5,821,469	+1.4%
Contracting Parties (Madrid members)	100	+2 members
Countries covered	116	+2 countries

Note: Afghanistan became the 101st member of the Madrid System. The Madrid Protocol will enter into force for Afghanistan on June 26, 2018.

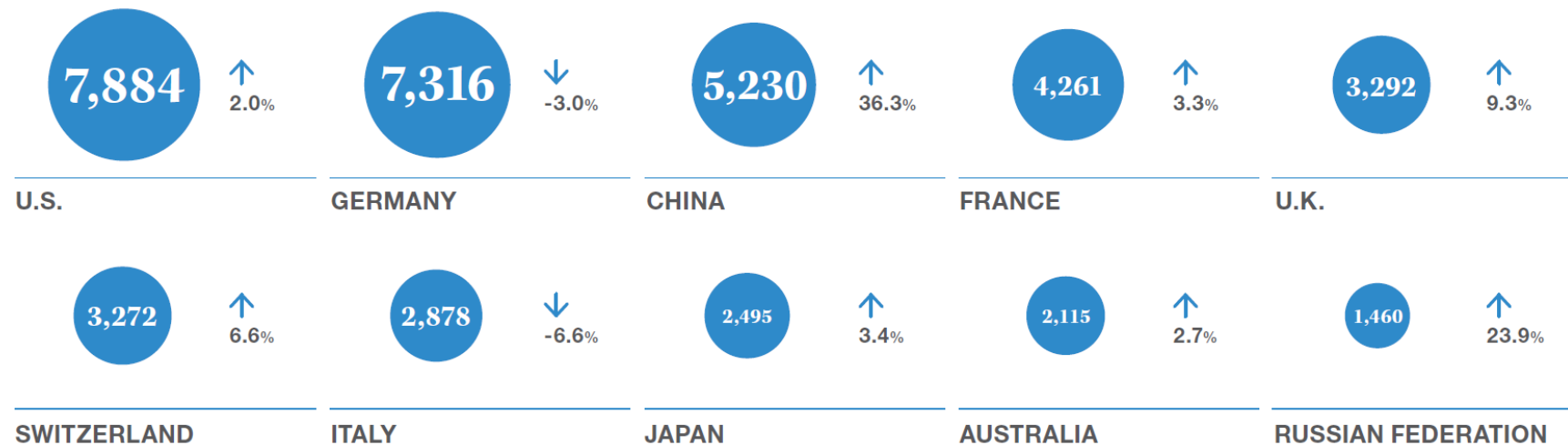
Top Five Classes (2017)



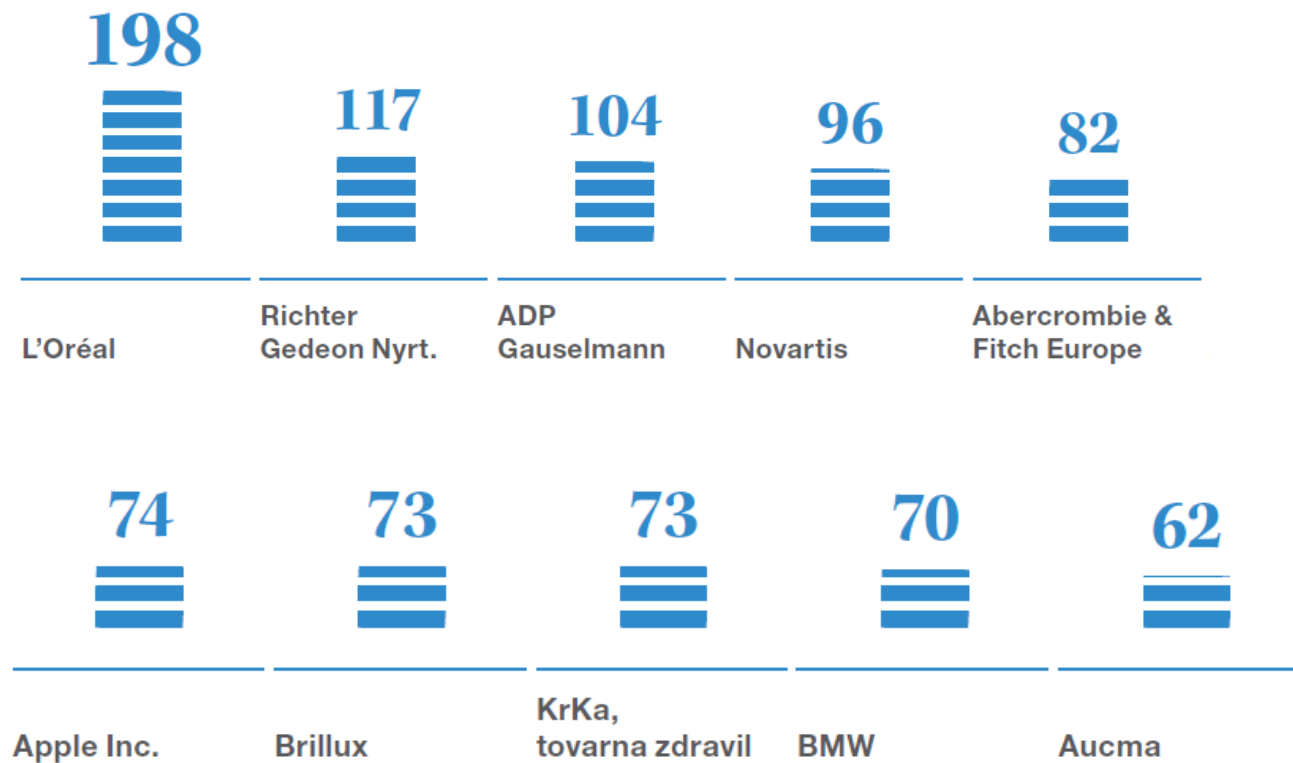
Top Ten Filing Origins (2017)

TOP 10 COUNTRIES

Number of Madrid applications and % growth since 2016



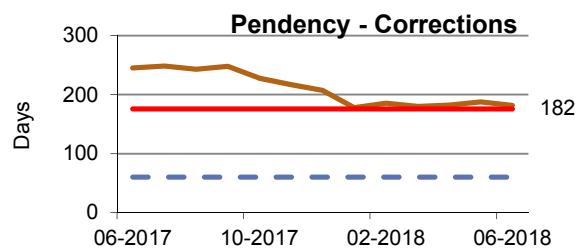
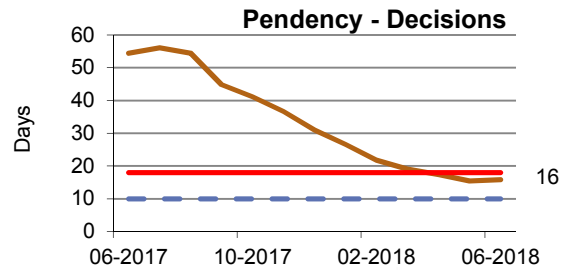
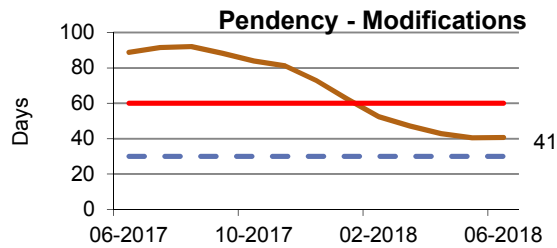
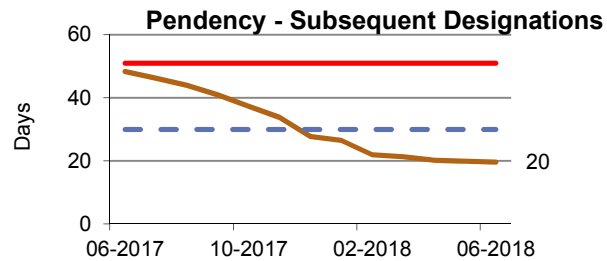
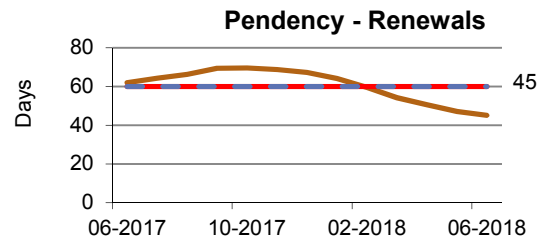
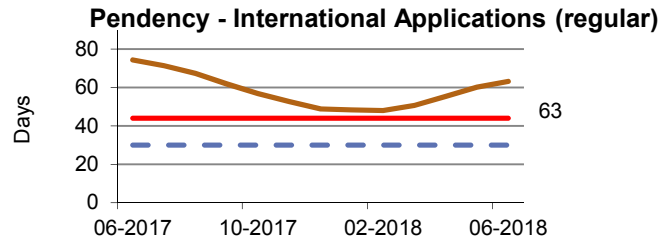
Top Ten Applicants (2017)



Top Ten Designated Contracting Parties (2017)



Madrid System Pendency Rates



— Monthly avg
— Historical avg (2008-2017)
- - - Target

*Monthly average: as of June 30, 2018.

Madrid System Pendency Rates

Activity	Monthly Average*	Historic Average (2008-2017)	Target
International Applications	63	44	30
Renewals	45	60	60
Subsequent Designations	20	51	30
Modifications	41	60	30
Decisions by designated CP	16	18	10
Corrections	182	176	60

*Key Figures as of June 30,2018.

E-Services

