



Madrid System Updates

Madrid Working Group Roundtable

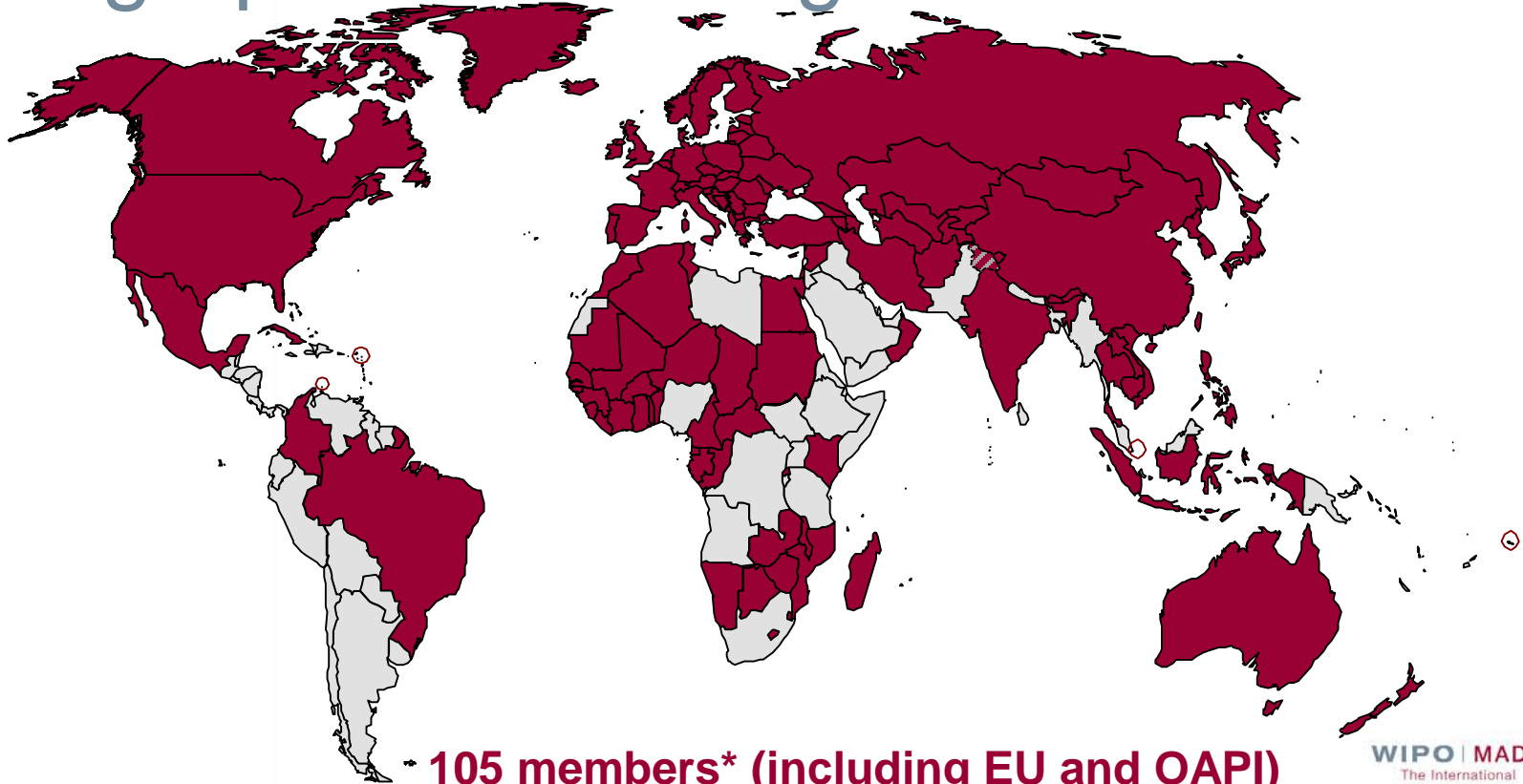
David Muls
Senior Director
Madrid Registry, Brands and Designs Sector

Geneva
25 July
2019

Current Members

- Currently: 121 countries covered by the 105 members
- Markets cover more than 70% of the world population
- Recent accessions include:
 - 2017: Thailand, Indonesia
 - 2018: Afghanistan, Malawi, Samoa
 - 2019: Brazil, Canada

Geographical Coverage



**105 members* (including EU and OAPI)
covering 121 countries**

*All are party to the Protocol, the governing treaty, while 55 are also party to the Agreement

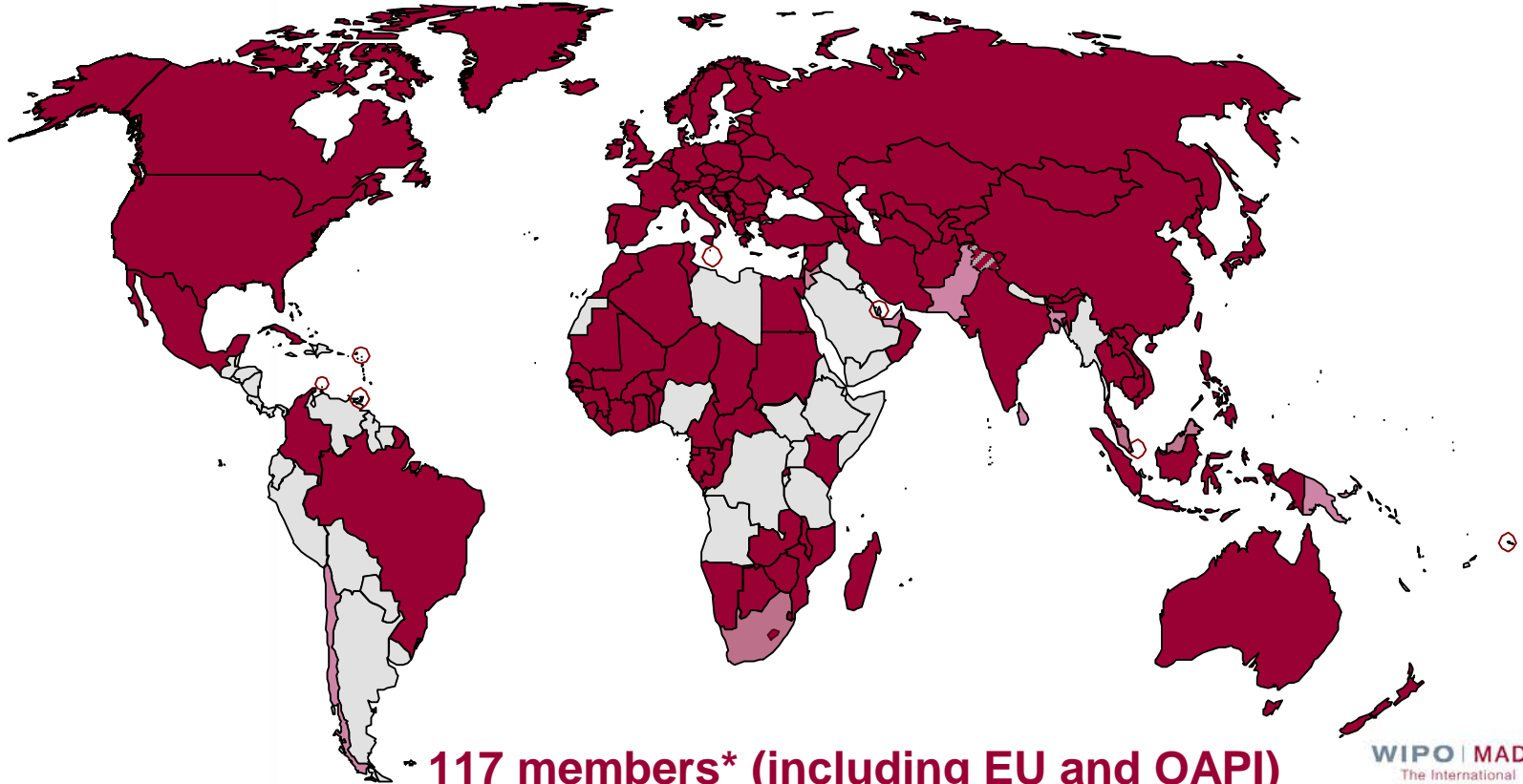
WIPO | MADRID
The International
Trademark System

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Accession Outlook – 2019/20

- **Africa:** South Africa
- **Arab region:** Jordan, United Arab Emirates, Qatar
- **Asia:** Malaysia, Bangladesh, Pakistan, Papua New Guinea, Sri Lanka
- **Europe:** Malta
- **Latin America and the Caribbean:** Chile, Trinidad and Tobago

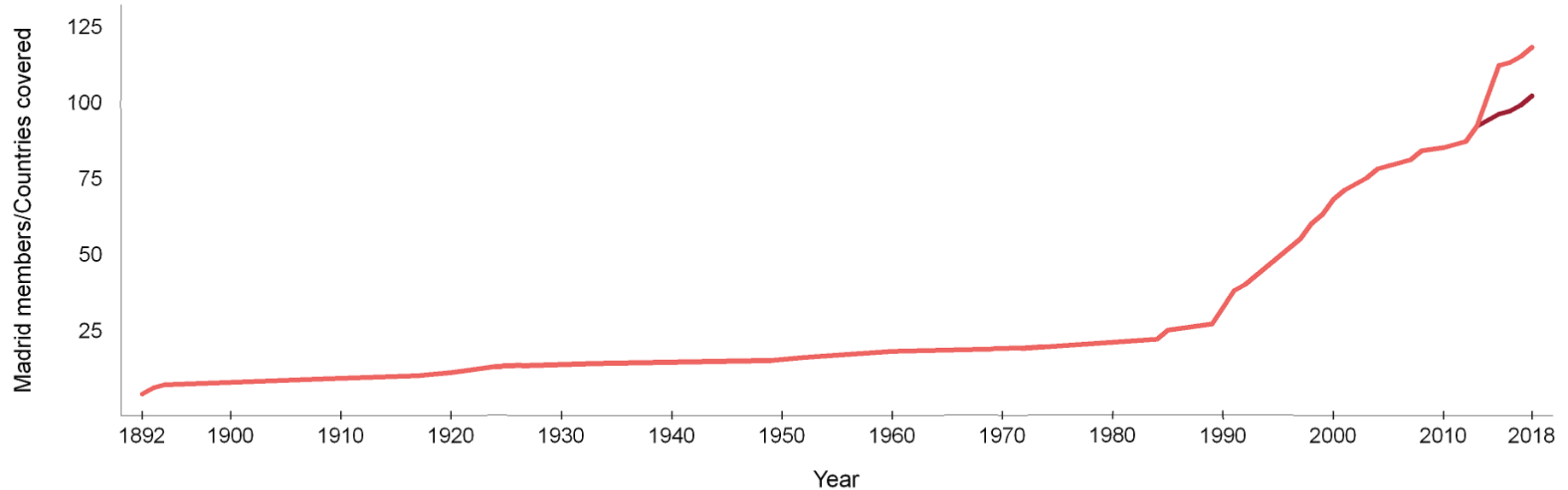
Accession Outlook 2019/20



**117 members* (including EU and OAPI)
covering 132 countries**

*All are party to the Protocol, the governing treaty, while 55 are also party to the Agreement

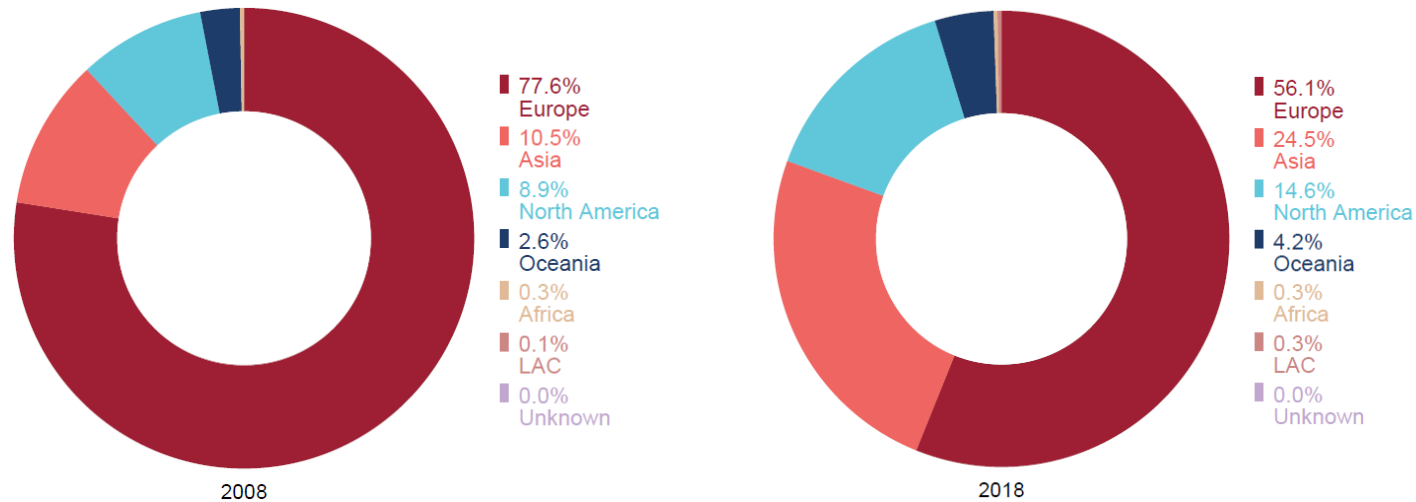
Madrid Members Growth Trend



■ TOTAL MADRID MEMBERS ■ TOTAL COUNTRIES COVERED

Madrid Members Growth Trend

A5. International applications by region, 2008 and 2018

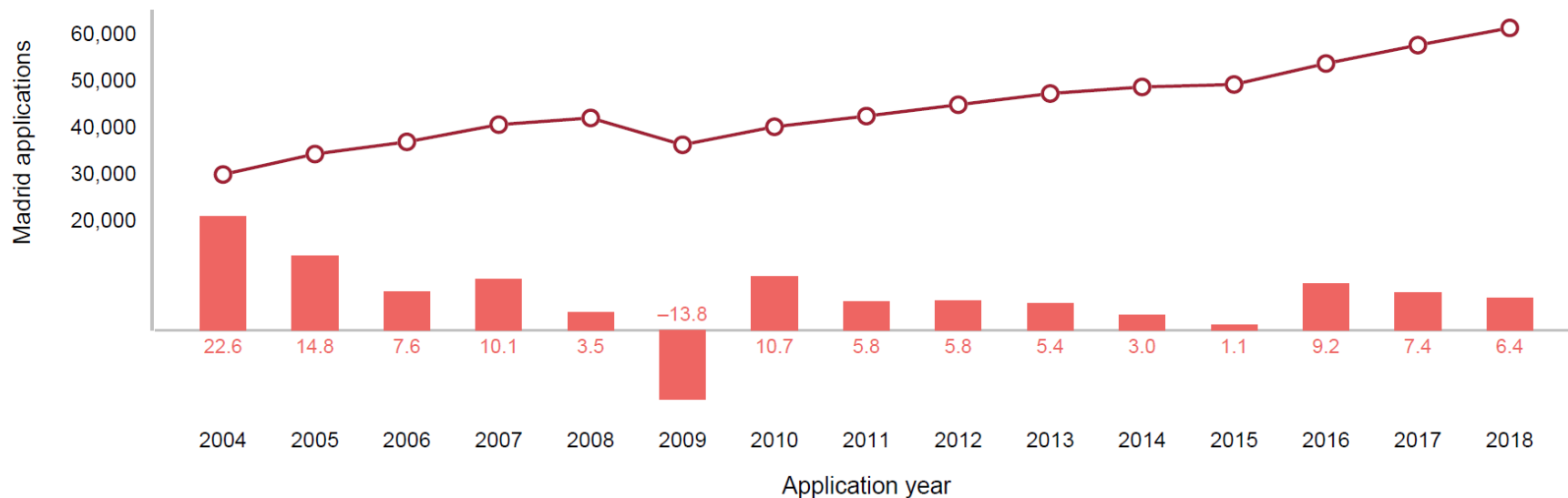


Note: Data for 2018 are WIPO estimates. Origin data are based on the country or territory of the applicant's address. Madrid applications filed in 2018 came from applicants domiciled in a total of 109 countries or territories of origin. Each geographical region included the following number of countries or territories: Africa (12), Asia (34), Europe (43), Latin America and the Caribbean (LAC) (13), North America (3) and Oceania (4).

Source: WIPO Statistics Database, March 2019.

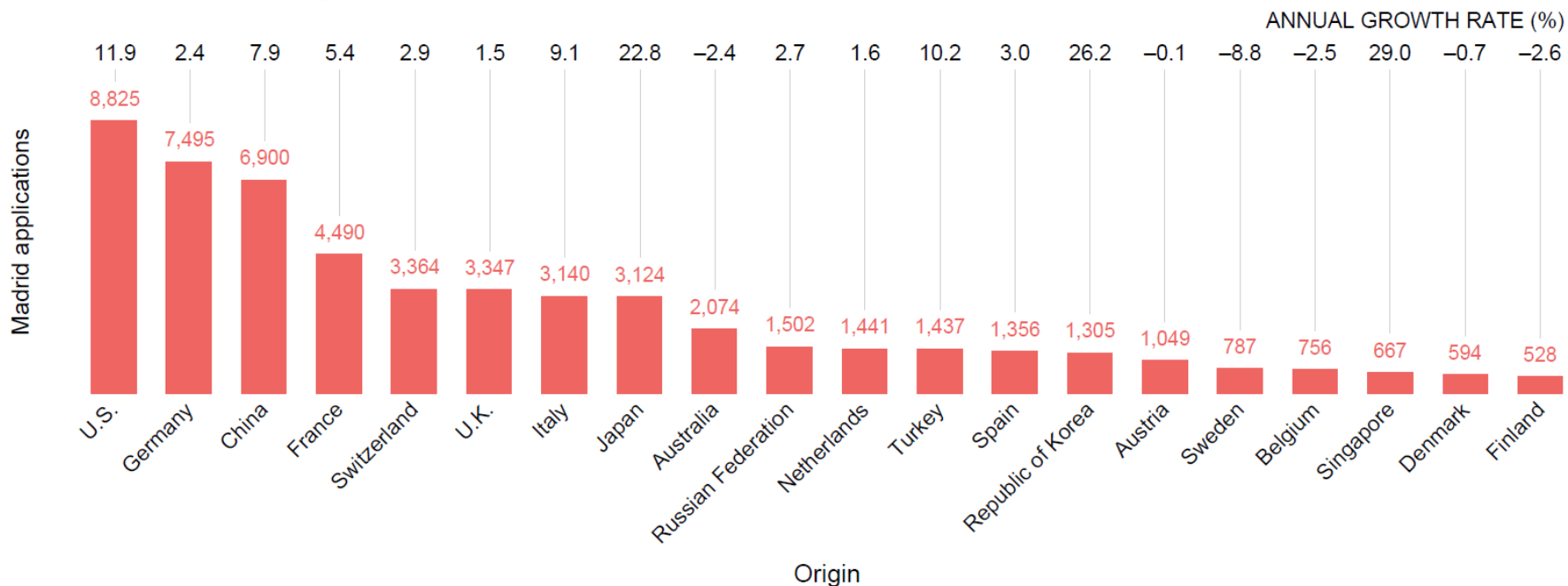
International Applications

Figure A.1.1 Trend in international applications (2004-2018)



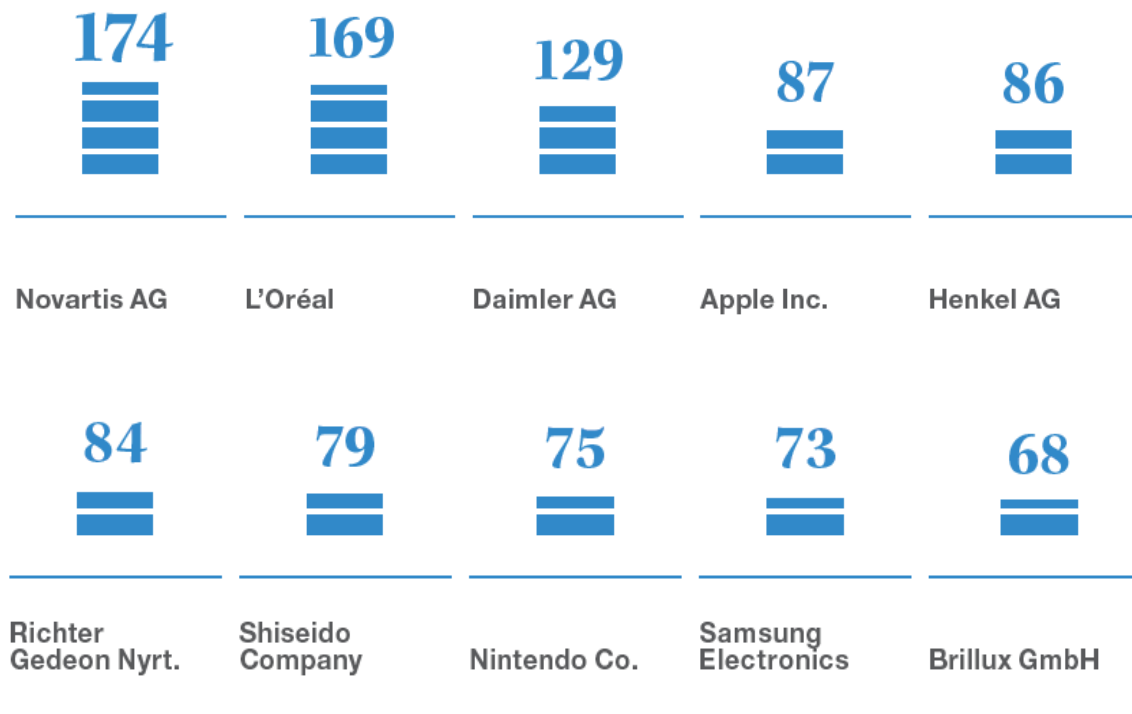
■ MADRID APPLICATIONS ■ GROWTH RATE (%)

Top 20 Filing Origins (2018)

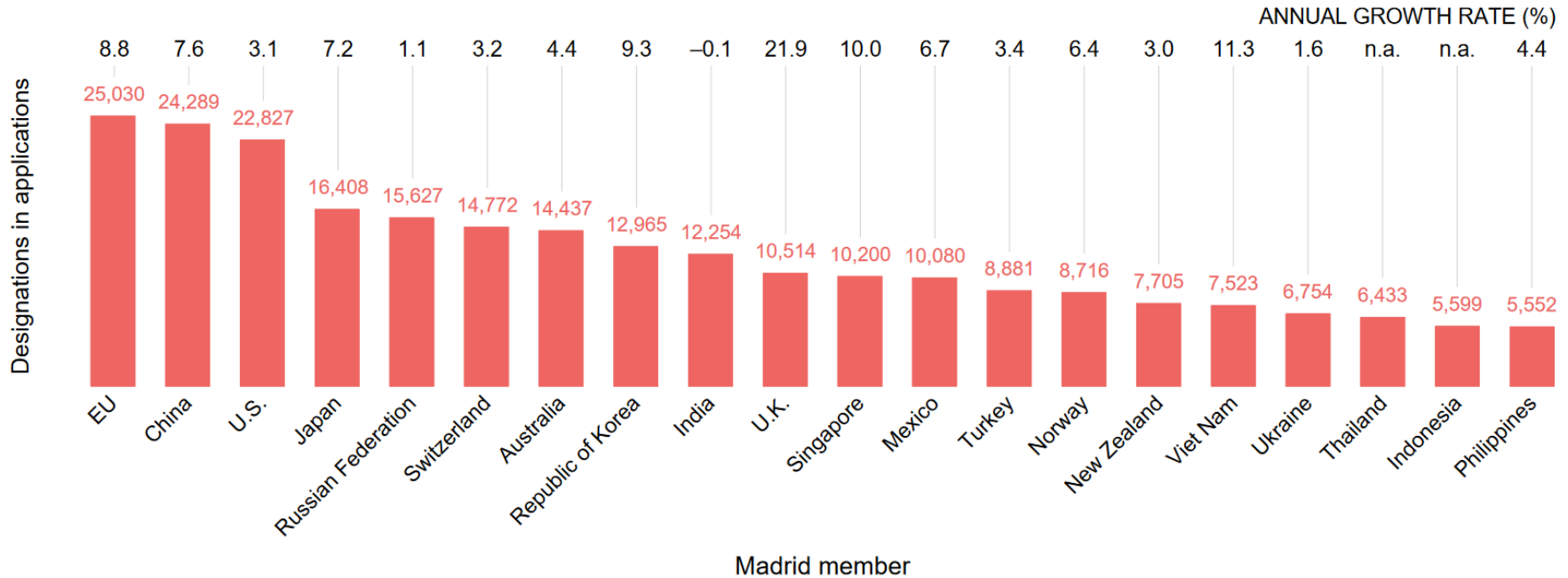


Top 10 Applicants (2018)

Number of Madrid applications



Top 20 Designated Contracting Parties and Growth Rate (2018)

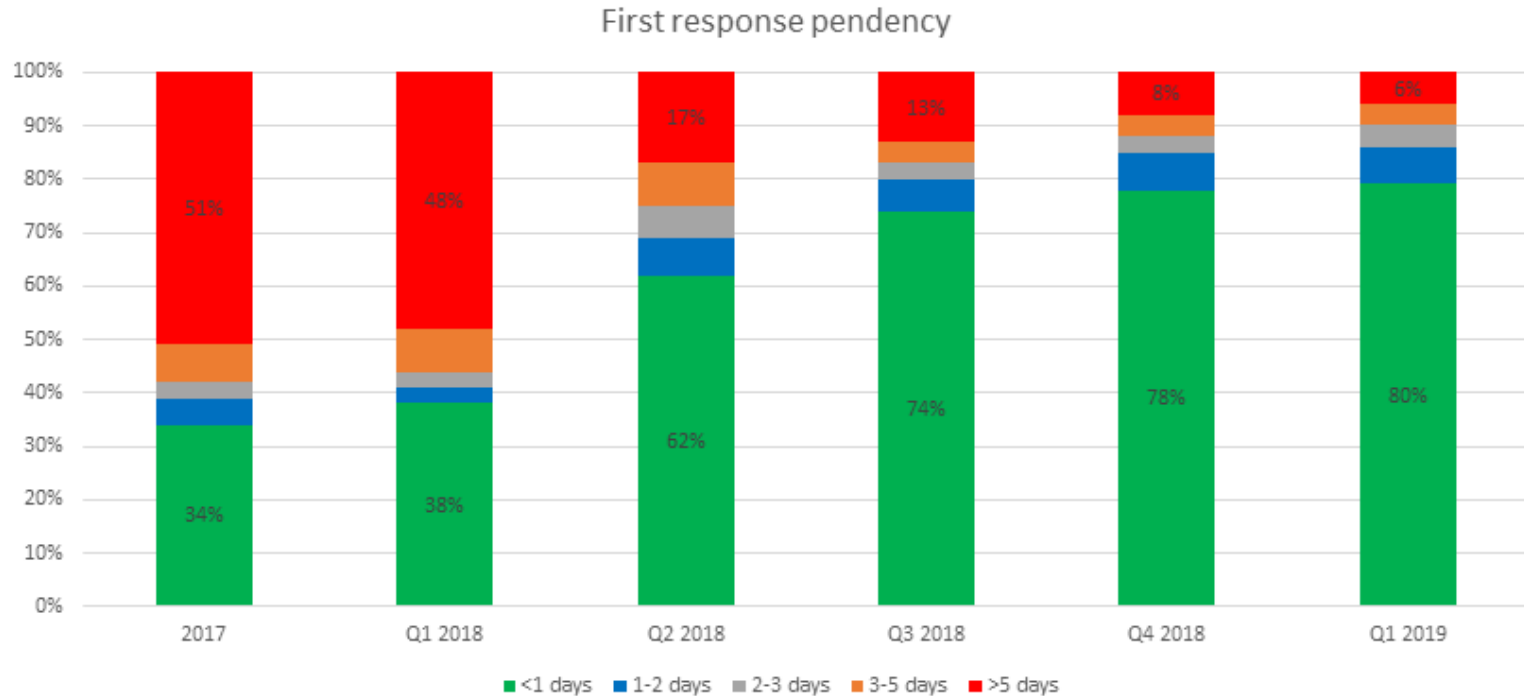


Madrid Registry Examination Pendency

Activity	Monthly Average*	Historic Average (2008-2018)	Target
International Applications	40	49	30
Renewals	44	60	50
Subsequent Designations	13	45	30
Modifications	36	60	30
Decisions by designated CP	14	22	10
Corrections	36	176	30

*Key Figures as of June 2019. Monthly average: rolling average during the preceding six-month period

Madrid Registry Customer Enquiries Pendency



Division and Merger of IRs

- New Rules *27bis* (division of IRs) and *27ter* (merger of IRs) entered into force on February 1, 2019
- New official mandatory forms
 - MM22: Division of IRs
 - MM23: Merger of IRs resulting from partial change in ownership, and
 - MM24: Merger of IRs resulting from recording of division
- More information in [Information Notice 2018/21](#)

Division and Merger of IRs

- The following Offices (30) will not present to WIPO requests for division
 - Antigua and Barbuda, Australia, Bahrain, Belarus, Bulgaria, China, Colombia, Curaçao, France, Georgia, Germany, Iceland, India, Indonesia, Ireland, Japan, Liberia, Madagascar, Mexico, Norway, Republic of Korea, Samoa, San Marino, Sint Maarten (Dutch part), Sweden, Thailand, Turkey, Ukraine, United States of America and Viet Nam

Division and Merger of IRs

- The following Offices (45) will not present to WIPO requests for merger
 - Antigua and Barbuda, Australia, Austria, Bahrain, Belarus, Benelux, Bulgaria, China, Colombia, Cuba, Curaçao, Czech Republic, Estonia, European Union, Finland, France, Georgia, Germany, Greece, Hungary, Iceland, India, Indonesia, Ireland, Japan, Liberia, Madagascar, Mexico, Norway, Poland, Republic of Korea, Romania, Russian Federation, Samoa, San Marino, Sint Maarten (Dutch part), Slovakia, Spain, Sweden, Thailand, Tunisia, Turkey, Ukraine, United States of America and Viet Nam

Requests for Division: Status in the IB

- The IB has received 9 requests for division of an IR
 - NZ (4), EM (2), RU (2) and SG (1)
- Status of the processing of these requests by the IB:
 - 5 Divisional Registrations are/will be recorded
 - 1 is being translated
 - 3 are considered irregular

Other Recent Developments

- Madrid e-services
 - Certificates in Madrid Portfolio Manager
 - New e-Renewal
 - New look & feel (WIPO IP Portal)
 - WIPO login account
- Madrid Monitor: new AI-powered image search
- Madrid e-Filing now available in 7 IP Offices
- Madrid monthly Webinars and «How-to» videos

New Madrid IT Platform

- Historical background
- MIRIS
- Business principles for new platform

Business Principles



100% DIGITAL



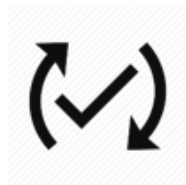
MAXIMUM
AUTOMATION



'REAL TIME'



SIMPLICITY



CONTROLS



FINANCE
IP PORTAL

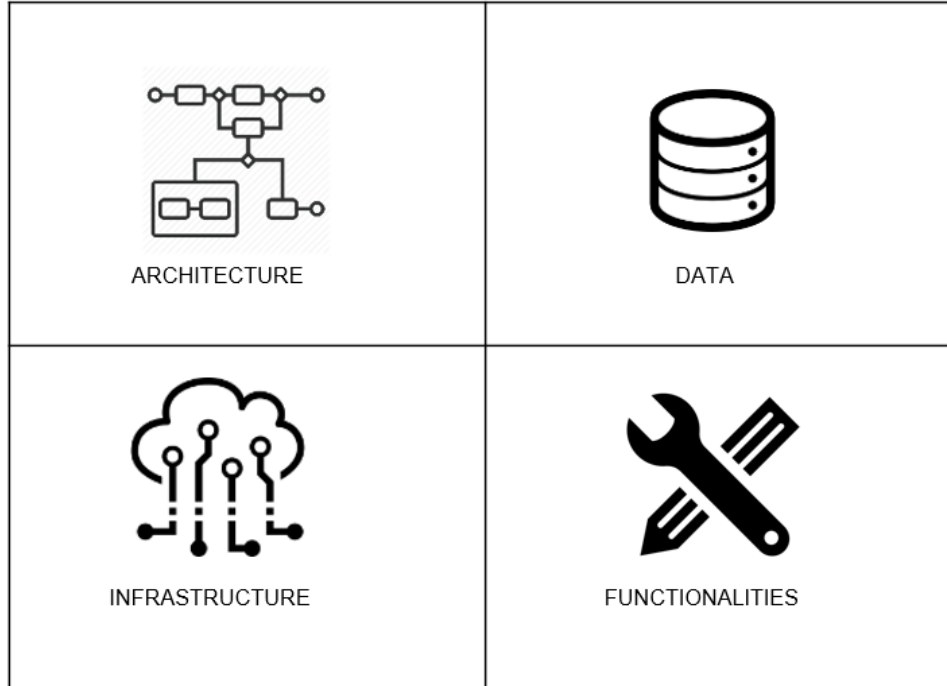


EASE OF
IMPROVEMENT

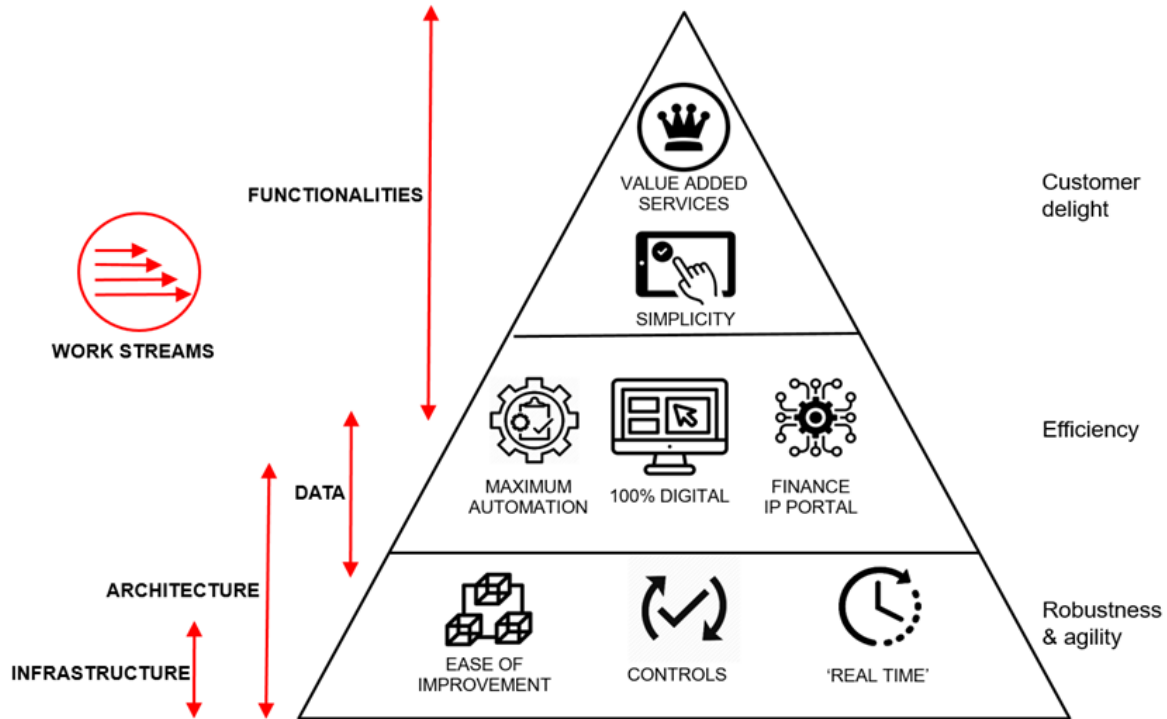


VALUE ADDED
SERVICES

Work Streams



Hierarchy of Needs Pyramid



Next phase

- Formal internal endorsements
- Formal start of the project
- External expertise to validate approach
 - Tender
 - Work to start end 2018/beginning 2019