



eMadrid

Madrid Working Group Roundtable

Geneva
10 November
2022

Benoît Apercé and Catherine Dupenloup
Madrid Information and Promotion Division, Madrid Registry, Brands
and Designs Sector

Madrid System Online Services

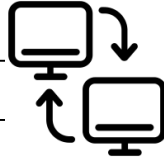
Madrid Registry Digital Transformation

Enhancing Customer Online Experience



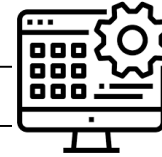
- Single online entry point
- Self-service portfolio management
- Transparency - Real-time
- Seamless payments

Improving Electronic Data Exchange with IP Offices



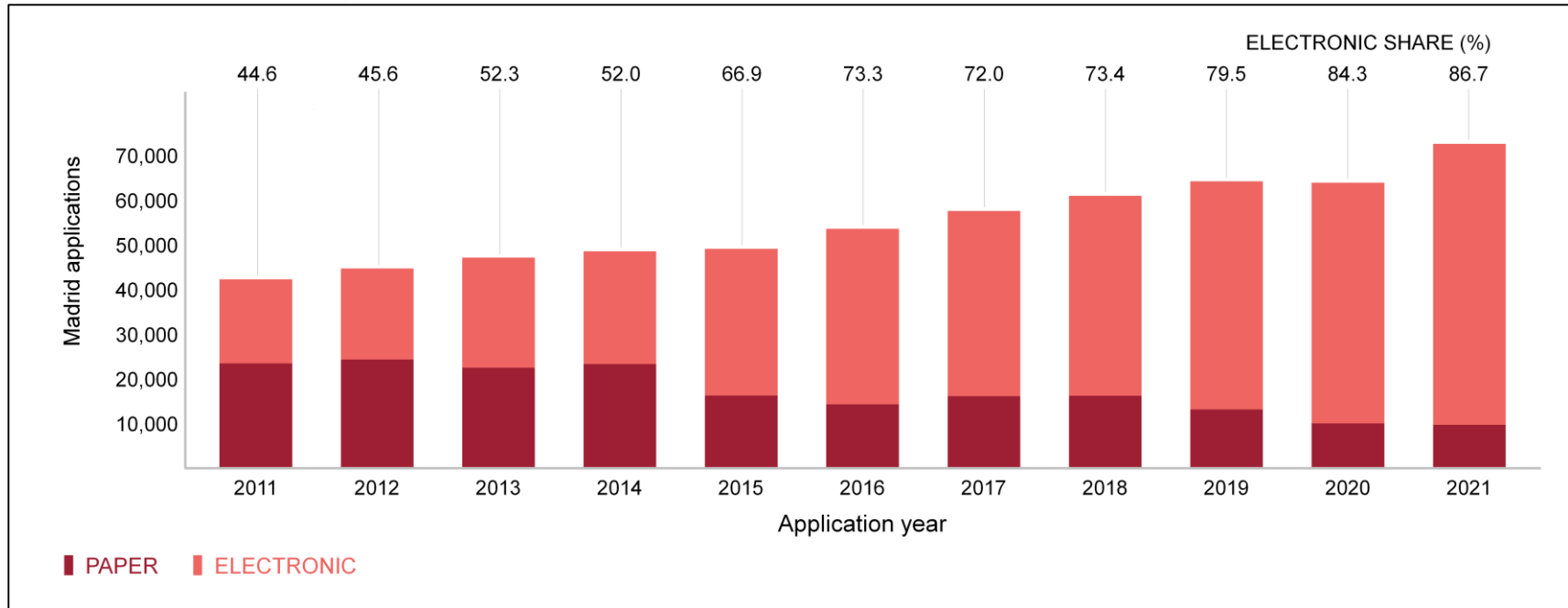
- Standardization of data format/channel
- More exchange of information (status)
- Move from file exchange to data (machine-readable) exchange

Supporting data-driven business innovation



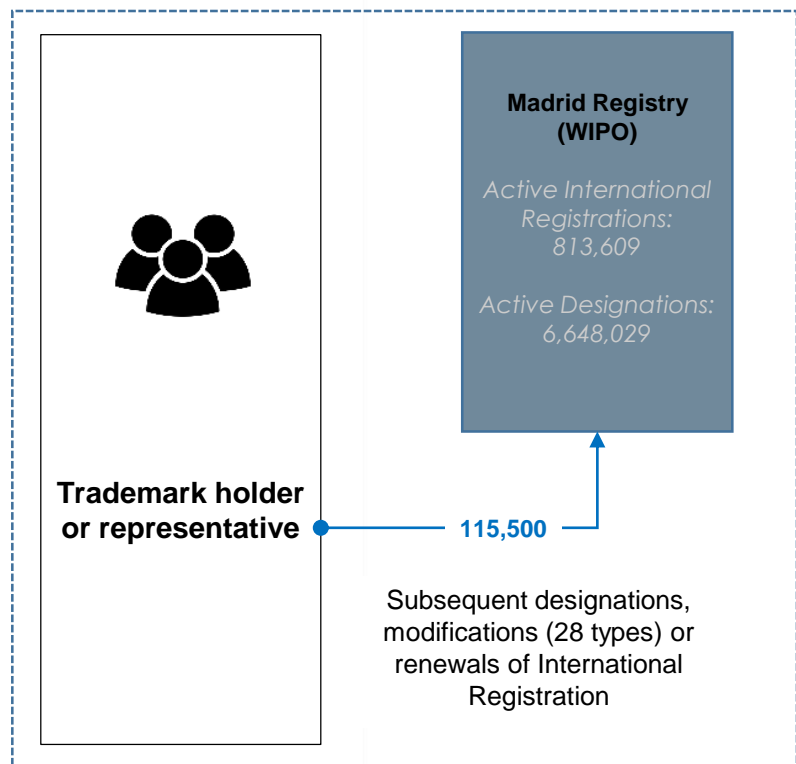
- Improved customer relations management with new generation of WIPO Account/customer ID
- More targeted marketing based on data analytics
- Improved consistency regarding classification practice via database collaboration and data mining

International applications by medium of transmission, 2011–2021



Source: WIPO Statistics Database, March 2022.

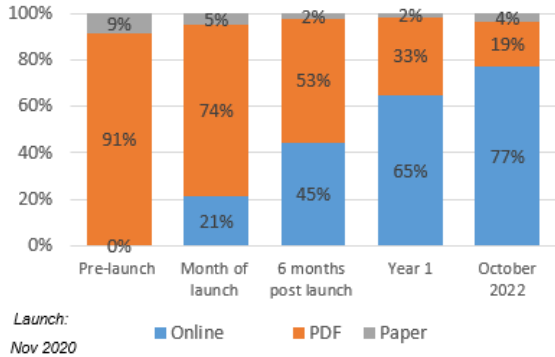
Management – International Registrations



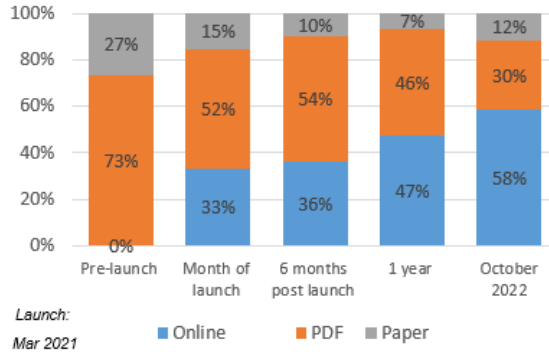
Transaction	Volume	Online
Subsequent designation (MM4)	21,891	Jul 2014
Renewal (MM11)	35,050	Aug 2019
Limitation of Goods & Services (MM6)	7,308	Nov 2020
Management of Representative (MM10/12)	15,072	Mar 2021
Change in Holders Detail (MM19)	17,502	Jul 2021
Renunciation (MM17)	1,890	Jul 2021
Change in Ownership (MM5)	9,449	Apr 2022
Corrections (MM21)	1,326	Aug 2022
Cancellations (MM8)	1,029	Pending – Q3
Other modification transactions	4,923	TBD
Total	115,500	96% transaction volume

Figures based on 2021 data

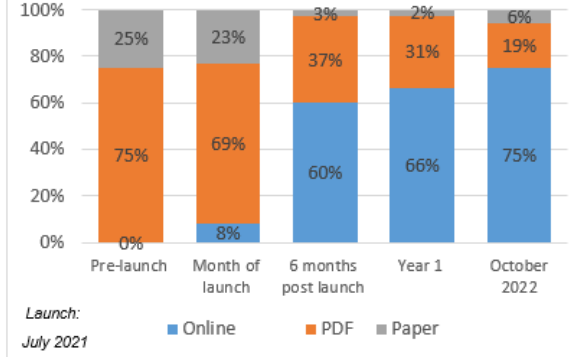
Limitation requests (volume) received per transmission method (%)



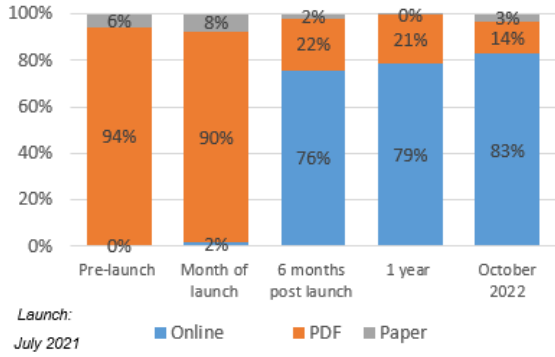
Management of Representative requests (volume) received per transmission method (%)



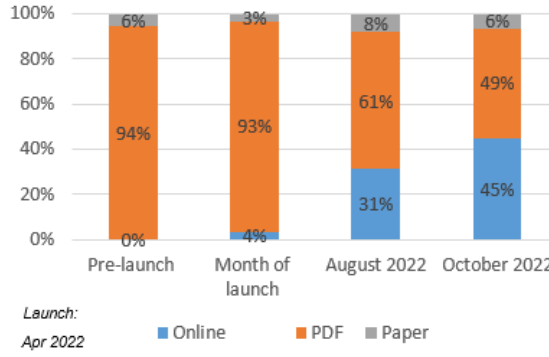
Change in Holder Details (volume) received per transmission method (%)



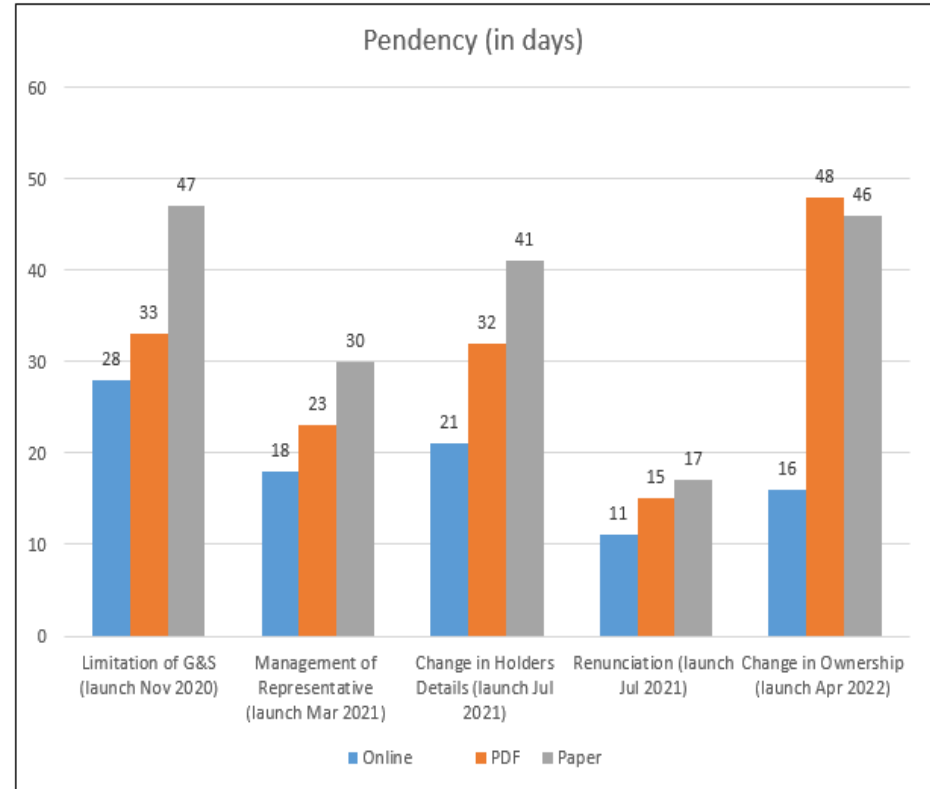
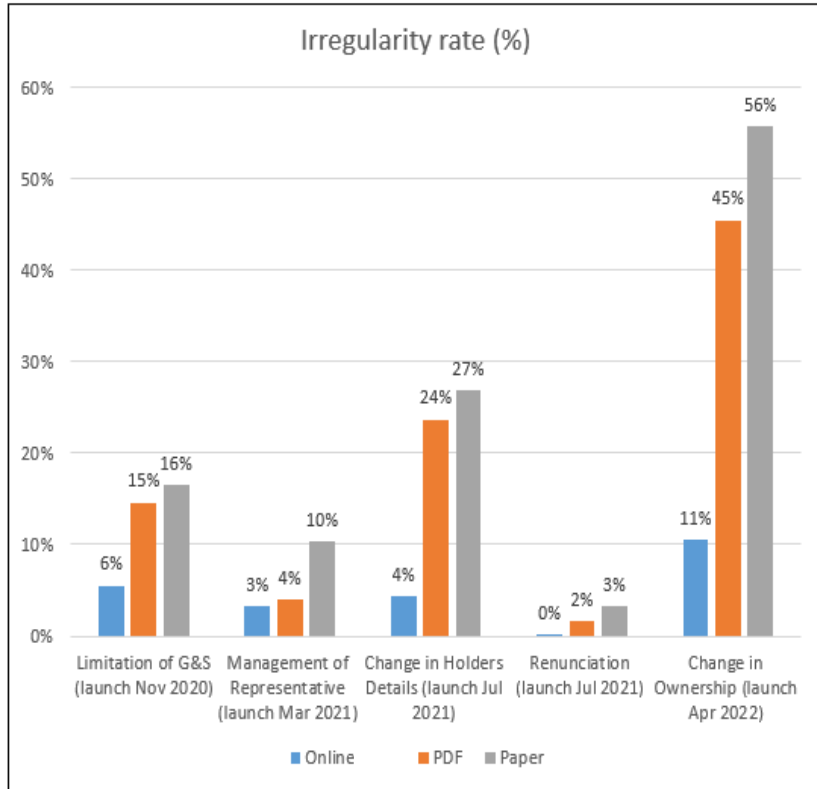
Renunciation (volume) received per transmission method (%)



Change in Ownership (volume) received per transmission method (%)



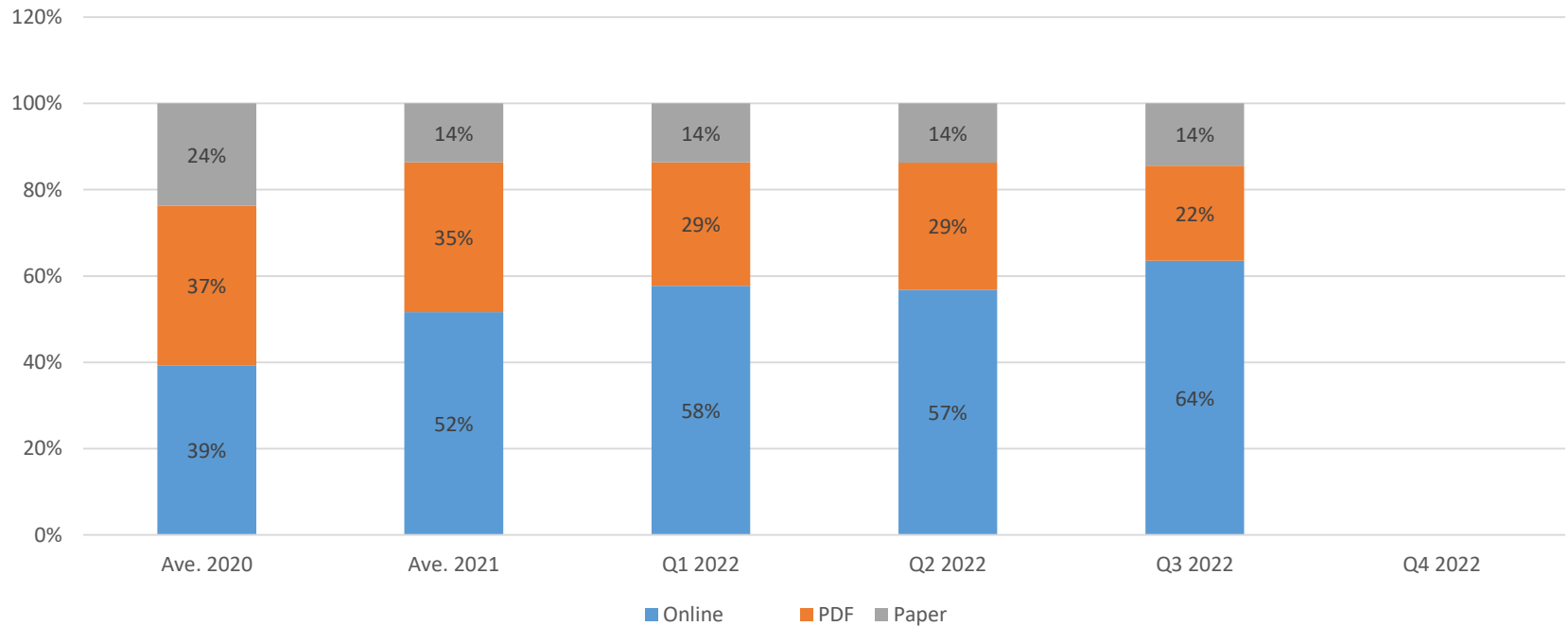
*Correction of a recording
Launched July 2022
Statistics to follow*



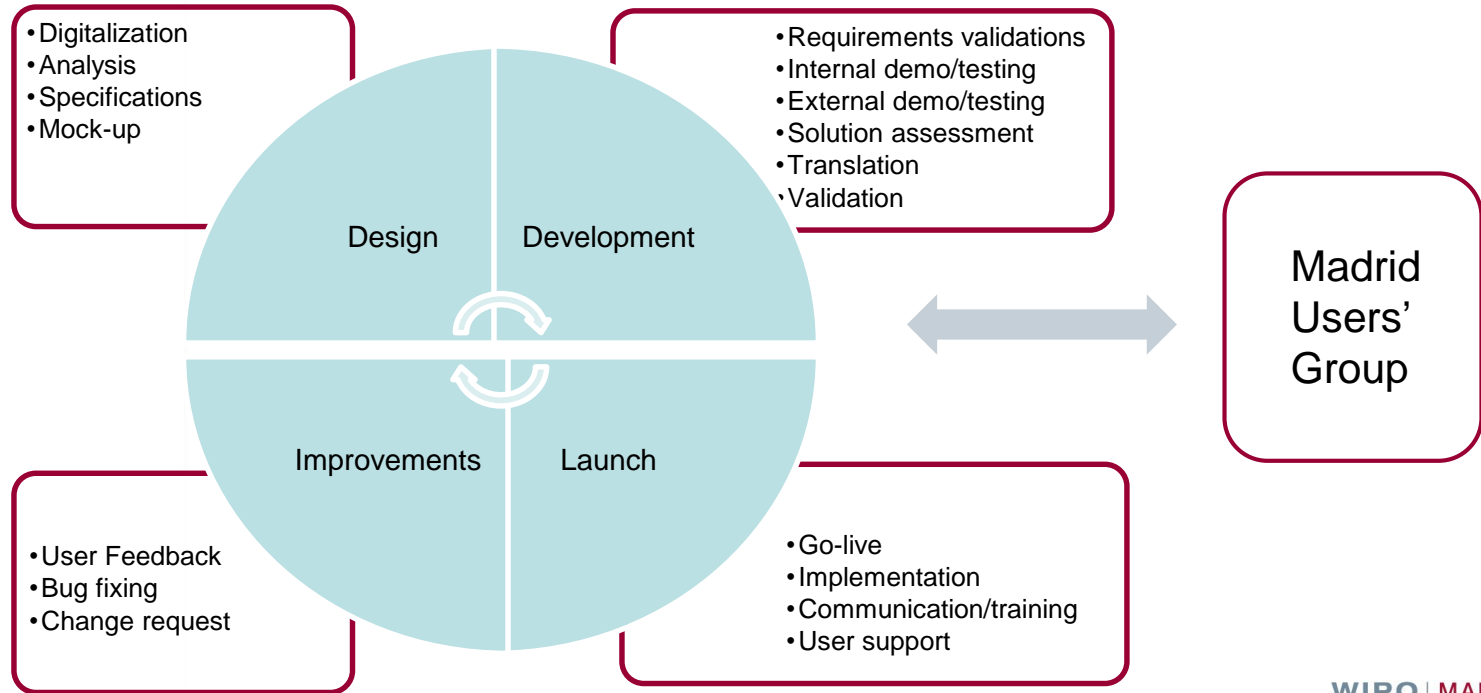
“The user-friendliness of the online tools makes the applicants/representatives complete the procedures effectively and takes less time for them and also decreases the work on the cases at the WIPO side.”

Management of International Registrations

Format of data/information received directly from customers



Online Services: an Iterative Process



Madrid System User Group

- Starting: November 2020
- Demos and Testing in acceptance environment of new services
- 7 testers in average per session
- Various profiles: role, region, portfolio size, gender
- 60+ users

“User tests are extremely important when designing and developing online tools. It allows to have the perspective of the users before launching.”

“We sincerely thank WIPO for always considering user tests to achieve the best practice.”

“I think WIPO is doing a great job by listening to the users. From my side, I am happy to contribute with testing or any other feedback WIPO needs to develop eMadrid.”

Madrid System Website Restructure

Madrid System Homepage: Before



Madrid System Homepage: Restructure

Streamlining user journey; centralizing information:

- One link for service requests (eMadrid)
- One link for reference tools (Reference)

Madrid System online services – eMadrid

Use **eMadrid** to file your applications and manage your trademark portfolio, in a secure and self-service environment.

Perform online transactions

Access supporting tools



WIPO | MADRID
The International
Trademark System

eMadrid landing pages

- One central place, through a secured access, to perform all actions for the filing international applications and management of registrations in users' portfolio
- Guidance throughout the online journey and trademark lifecycle in a self-service manner

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!

WIPOD

↓ DISCOVER eMADRID

WIPO IP Portal & Trademarks – Before

WIPO IP PORTAL MENU

What are you looking for?

MY FAVORITES >

PATENTS >

TRADEMARKS >

DESIGNS >

GEOGRAPHICAL INDICATIONS >

PLANT VARIETY PROTECTION >

DIGITAL EVIDENCE >

ASSISTANCE PROGRAMS >

MEDIATION AND ARBITRATION >

DOMAIN NAME DISPUTE RESOLUTION >

PAYMENTS >

Search >


File & Manage >

Pay >


IP Offices >

Statistics >


The Madrid online services available to users to file international applications and manage international registrations are currently listed under file and manage

International Application Simulator 


Find out how to use the Madrid System to seek the protection of your trademark abroad.

Madrid Application Assistant 


Complete applications for international registrations with pre-populated data fields and step-by-step validation.

Madrid Member Profiles 


Learn about the laws and practices of IP offices of Madrid System members to ensure application complies with trademark registration requirements in target markets.

Madrid Goods & Services Manager 


Compile and verify the list of goods and services to be covered by international trademark registrations.

Madrid Monitor 


Search among all trademarks registered through the Madrid System and follow the status of international applications or registrations.

Madrid Portfolio Manager 


Manage your portfolio of international trademark registrations.

Subsequent Designation 


Apply to expand the geographical scope of international trademark registrations in multiple countries.

Limitation of Goods and Services 


Use this tool to restrict the list of goods and services for some or all of the designated Contracting Parties in your international registration.

Renunciation 


Use this tool to restrict all the goods and services in your list for some [but not all] of the designated Contracting Parties in your international registration.

Change in holder details 


Change the contact details of the holder recorded in your international registration.

Management of Representative 


Manage the appointment, cancellation or change of name and/or contact details of the representative recorded in your international registration.

Madrid System Forms 


Access all official forms used under the Madrid System.

Renewal 

Renew your international trademark registration.

Madrid System Fee Calculator 

Estimate the fees for filing an international application or the renewal of your international registration under the Madrid System.

Contact Madrid 

Send enquiries and submit official forms, documents and responses to irregularity letters, and request extracts from the international register.

WIPO IP Portal & Trademarks – Now

WIPO IP PORTAL MENU

What are you looking for?

MY FAVORITES >

PATENTS >

TRADEMARKS >

DESIGNS >

GEOGRAPHICAL INDICATIONS >

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DIGITAL EVIDENCE >

ASSISTANCE PROGRAMS >

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DOMAIN NAME DISPUTE RESOLUTION >

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The Madrid online services available to users to file international applications and manage international registrations should become integrated as part of eMadrid

International Application Simulator

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eMadrid

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File and manage your trademark online

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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

eMadrid : Gateway to Online Services

eMADRID
PROTECT YOUR TRADEMARKS IN MULTIPLE COUNTRIES

DISCOVER eMADRID

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.

SERVICES

- PREPARE YOUR APPLICATION**
Use the Madrid Application Assistant to prepare your 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**
Revise the list of goods and services for the Contracting Parties designated in your international registration.
[Get started](#)
- RENOUNCE 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**
Assign, renew 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](#)
- UPLOAD A FORM**
Submit a form to WIPO in the frame of your international registration.
[Get started](#)
- CORRECT A RECORDING**
Rectify an error recorded in the International Register.
[Get started](#)
- REQUEST A CERTIFIED DOCUMENT**
Request certified documents and extracts from the Madrid Registry.
[Get started](#)

WIPO | MADRID
The International
Trademark System

eMadrid : Gateway to Supporting Tools

SERVICES

CONSULT MADRID SYSTEM MEMBER PROFILES
Learn all about the laws and practices of IP Offices of Madrid System members.
[Get started](#)

CALCULATE YOUR FEES
Use the Fee Calculator to estimate the cost of filing and managing an international registration.
[Get started](#)

COMPILE AND VERIFY LISTS OF GOODS AND SERVICES
Use Madrid Goods & Services Manager to select from thousands of terms to build a list of goods and services that will be covered by your international registration.
[Get started](#)

SIMULATE INTERNATIONAL PROTECTION
Access the International Application Simulator to find out how the Madrid System can protect your trademark abroad.
[Get started](#)

FIND OUT ABOUT PENDENCY RATES
Learn all about the pendency times for key Madrid System transactions.
[Access report](#)

“I am expecting that eMadrid will allow to replace all Madrid paper forms with electronic requests.”

“My expectations are for a full-range offering of online services, allowing online transactions for all formalities related to the Madrid system, and downloading of all pertinent documents.”

Prototype of the new eMadrid portal

eMadrid Prototype

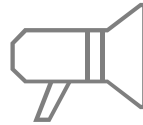
- Key component of digital transformation of the Madrid Registry
- Key principles: One stop shop, self-service, portfolios, asset right managenemt (teams & collaboration)
- Disclaimer: this is a prototype!

Stay informed



■ Website

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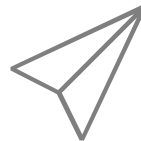
■ Podcast and YouTube

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■ Tutorials

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



■ Questions

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