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TRADEMARK:
A BRIDGE
BETWEEN TWO

36TH ANNUAL CONFERENCE

WIPO: Madrid Tools and Statistics

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Abstract

The Madrid System is a reliable, convenient and cost-effective solution for registering and managing your trademarks in countries representing more than 80 percent of world trade. Madrid System users, including individual entrepreneurs, small and large businesses, come from all corners of the globe and represent a broad cross-section of industries.

Notable statistics

As reported in the 2017 edition of the Madrid Yearly Review, 52,550 applications were filed in 2016, a 7.2% increase compared to the previous year. L'Oréal of France heads the list of top filers with 150 applications, followed by Glaxo Group of the U.K. (141), Germany's BMW (117) and Lidl (112). For more than a decade, Nice class 9, which includes computer hardware and software and other electrical or electronic apparatus, has been the leading category of goods and services specified in applications, accounting for 9.4% of all classes specified in 2016. Other frequently specified classes include class 35 – advertising and business management – class 41, which mainly covers services in the area of education, training, entertainment, sporting and cultural activities; and classes 25 and 5, which relate to clothing and pharmaceuticals, respectively.

Madrid tools

Throughout a trademark's lifecycle, specialized Madrid System e-services simplify the international trademark registration process, from application through to renewal.

➤ **BEFORE YOU FILE AN APPLICATION**, use the Global Brand Database to start your search for existing identical or similar trademarks in your target markets. Browse trademarks from multiple national and international databases to find out whether the trademark you want to register (or a similar one) is already protected.

➤ **WHEN PREPARING TO FILE** your international application, use the Madrid Goods and Services Manager to compile and verify the list of classes to be covered by your international trademark registration. Refer to the Member Profiles Database to learn about the laws and practices of trademark offices of Madrid System members and user the Fee calculator to get an estimate of your fees for an international application.

➤ **MONITOR YOUR APPLICATION** after filing it through your Office of origin. Use the new Madrid Monitor to track the status of your international application as it moves through WIPO's examination process, access detailed information on all trademarks registered through the Madrid System, and keep an eye on competitors' marks.

➤ **MANAGE YOUR INTERNATIONAL TRADEMARK REGISTRATION** as your business evolves, using the Madrid Portfolio Manager to submit changes, renewals, subsequent designations and transfers of ownership.

The future of Madrid e-services

With our users in mind and committed to leading the industry in trademark services, the Madrid Registry will be introducing in coming months additional new and improved e-services and resources that will enable you to access information and manage your trademark portfolio faster and more effectively.