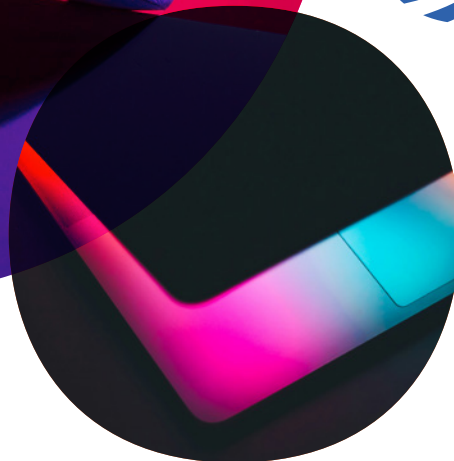


Madrid Yearly Review 2024





Madrid Yearly Review 2024

International Registration of Marks

This work is licensed under Creative Commons Attribution 4.0 International.

© WIPO, 2024

The user is allowed to reproduce, distribute, adapt, translate and publicly perform this publication, including for commercial purposes, without explicit permission, provided that the content is accompanied by an acknowledgement that WIPO is the source and that it is clearly indicated if changes were made to the original content.

First published 2024

World Intellectual Property Organization
34, chemin des Colombettes, P.O. Box 18
CH-1211 Geneva 20, Switzerland

Suggested citation: World Intellectual Property Organization (WIPO) (2024). *Madrid Yearly Review 2024: International Registration of Marks*. Geneva: WIPO. DOI:[10.34667/tind.49535](https://doi.org/10.34667/tind.49535)

ISBN: 978-92-805-3644-7 (print)
ISBN: 978-92-805-3645-4 (online)
ISSN: 2790-8917 (print)
ISSN: 2790-8925 (online)

Adaptation/translation/derivatives should not carry any official emblem or logo, unless they have been approved and validated by WIPO. Please contact us via the [WIPO website](#) to obtain permission.



Attribution 4.0 International (CC BY 4.0)

For any derivative work, please include the following disclaimer: "The Secretariat of WIPO assumes no liability or responsibility with regard to the transformation or translation of the original content."

Cover: Getty Images/Andrei Naumenka;
Unsplash/Hustler's fuel

When content published by WIPO, such as images, graphics, trademarks or logos, is attributed to a third party, the user of such content is solely responsible for clearing the rights with the right holder(s).

To view a copy of this license, please visit
<https://creativecommons.org/licenses/by/4.0>

Any dispute arising under this license that cannot be settled amicably shall be referred to arbitration in accordance with Arbitration Rules of the United Nations Commission on International Trade Law (UNCITRAL) then in force. The parties shall be bound by any arbitration award rendered as a result of such arbitration as the final adjudication of such a dispute.

The designations employed and the presentation of material throughout this publication do not imply the expression of any opinion whatsoever on the part of WIPO concerning the legal status of any country, territory or area or of its authorities, or concerning the delimitation of its frontiers or boundaries.

This publication is not intended to reflect the views of the Member States or the WIPO Secretariat.

The mention of specific companies or products of manufacturers does not imply that they are endorsed or recommended by WIPO in preference to others of a similar nature that are not mentioned.

Contents

Acknowledgements	4
Further information	4
Key numbers for 2023	5
Special theme: How registration holders have used subsequent designations to expand the geographical protection of their marks via the Madrid System	6
A. Statistics on Madrid international applications	17
Highlights	17
Madrid international applications	22
Designations in Madrid international applications	29
Nice classes specified in Madrid international applications	36
Statistical table	42
B. Statistics on Madrid international registrations, renewals and active registrations	45
Highlights	45
Madrid international registrations	49
Renewals of Madrid international registrations	57
Active Madrid international registrations	60
Statistical tables	64
C. Statistics on administration, revenue and fees	69
Highlights	69
Madrid System administration, revenue and fees	72
Annexes	84
A brief presentation of the Madrid System	84
Data description	87
Acronyms	87
Glossary	88
Nice classes and industry sectors	92
Madrid members	94

Acknowledgements

The *Madrid Yearly Review* was prepared under the direction of Daren Tang (Director General) by the IP and Innovation Ecosystems Sector led by Marco Alemán (Assistant Director General) and supervised by Carsten Fink (Chief Economist). The *Review* was prepared by Kyle Bergquist (Data Analyst), Carsten Fink, Ryan Lamb (Senior Statistical Analyst) and Hao Zhou (Director of Statistics), all from the Department for Economics and Data Analytics.

Thanks go to colleagues from the Brands and Designs Sector for providing valuable comments on drafts at various stages.

Samiah Do Carmo Figueiredo and Jovana Stojanović provided valuable administrative support. Gratitude is also due to the Communications Division for the editing and design of the *Review* and to staff in the Printing Plant for their services.

Further information

Online resources

The electronic version of the *Review*, as well as the underlying data used to compile all figures and tables, can be downloaded at www.wipo.int/ipstats. This webpage also provides links to the IP Statistics Data Center – offering access to WIPO's statistical data – and to the IP Statistical Country Profiles.

The following resources are available on WIPO's website:

Information on the Madrid System

www.wipo.int/madrid

Contact information

Department for Economics and Data Analytics

Website: www.wipo.int/ipstats

email: ipstats.mail@wipo.int

Key numbers for 2023

64,200 (-7.0%)
Madrid international applications¹

886,255 (+3%)
Active (in force) international registrations

448,340 (-7.8%)
Designations in international applications

7,135,569 (+0.7%)
Designations in active international registrations

63,618 (-7.2%)
Madrid international registrations

114 (+1 member)
Contracting Parties (Madrid members)

64,335 (+8.8%)
Subsequent designations in international registrations

130 (+1 country)
Countries covered

39,267 (+8.2%)
Renewals of international registrations

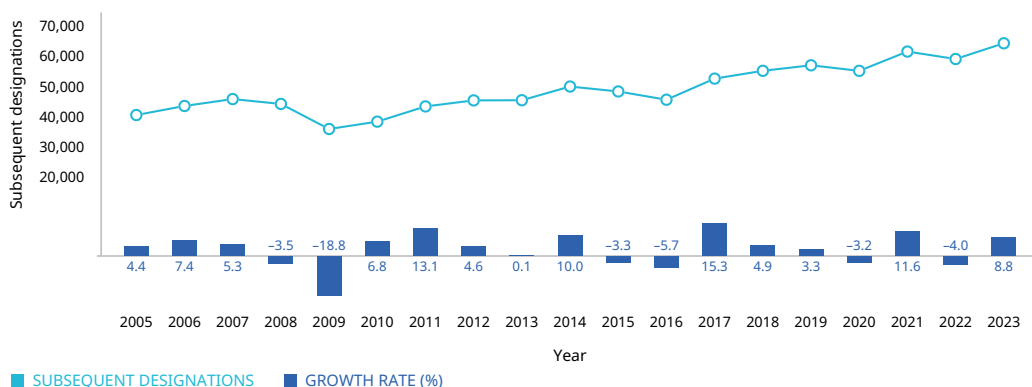
¹ Due to a time lag in transmittal of applications from offices of origin to the International Bureau (IB) of WIPO, total Madrid applications are estimated.

Special theme: How registration holders have used subsequent designations to expand the geographical protection of their marks via the Madrid System

When looking to protect trademarks abroad across multiple jurisdictions, trademark holders have an option. They can opt either for the Paris route under the Paris Convention for the Protection of Industrial Property or the Madrid System administered by the World Intellectual Property Organization (WIPO). Under the Paris route – also referred to as the “direct route” – trademark holders need to file separate applications directly with each intellectual property (IP) office in every one of the countries or regions abroad where protection is sought. Alternatively, the Madrid System offers a streamlined approach through the filing of a single international application, often referred to as a Madrid application. In a Madrid application, holders are able to specify, in the form of designations, all the Madrid member countries and intergovernmental organizations – currently 114 members spanning 130 countries – where protection is desired. Once the international registration – also termed the Madrid registration – is recorded, holders can at a later stage expand the geographical coverage of their marks beyond the Madrid members initially designated in the form of subsequent designations. This process allows protection to be extended across the jurisdictions of the various existing Madrid members, as well as to any new members joining the Madrid System.

This year’s special theme analyzes how Madrid registration holders use subsequent designations as a means of extending protection for their marks to additional Madrid member jurisdictions over time. The number of subsequent designations has increased from almost 40,600 in 2005 – the year following the accession of the European Union (EU) to the Madrid System – to 64,335 in 2023, resulting in a 1.6-fold increase. This growth has been due in part to Madrid System accessions incentivizing registration holders to extend protection to include the jurisdictions of new Madrid members, but also to a desire by holders to expand their commercial activity into those markets already offered by longer standing members of the Madrid System. There were 8.8% more subsequent designations made using Madrid registrations in 2023 than in 2022, following decreases of 4% in 2022 and 3.2% in 2020 (figure S1). Subsequent designations had, however, declined in 2008 and 2009 during the global financial crisis. In 2009, at the height of the crisis, they fell by a substantial 18.8%, on a par with the large 20.3% drop in designations in new Madrid applications filed that same year.

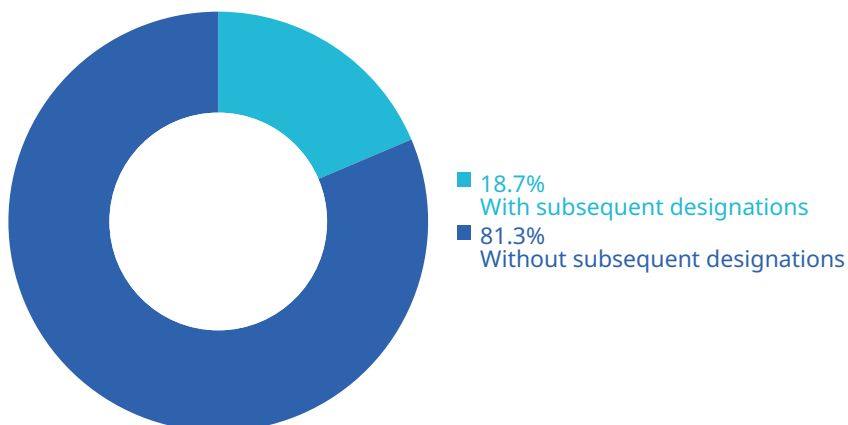
S1. Trend in subsequent designations in Madrid registrations, 2005–2023



Note: The decreases in 2015 and 2016 were mainly due to the deployment of a new back-end IT system, which resulted in a temporary reduction in the production capacity of the International Bureau (IB).
Source: WIPO Statistics Database, March 2024.

Nearly a fifth (18.7%) of all Madrid registrations recorded over a period spanning four decades have been used to subsequently designate additional Madrid members. Figure S2 covers Madrid registrations recorded between 1978 and 2018. Data for years 2019 to 2023 are not included. This is because the registrations recorded over this five-year period are relatively new and holders are likely to use many of these registrations to subsequently designate additional Madrid members in the future.

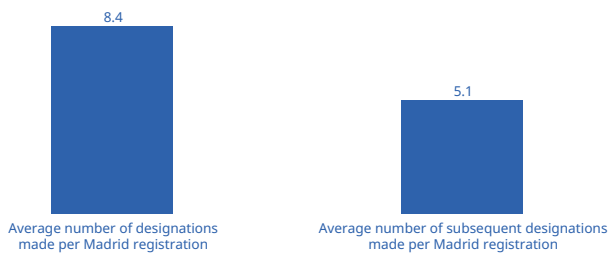
S2. Share of Madrid registrations recorded over a period spanning four decades used to subsequently designate additional Madrid members, 1978–2018



Source: WIPO Statistics Database, March 2024.

The following analyses are based on more recent data starting in 2005, the first full year after the EU joined the Madrid System. For all Madrid registrations recorded between 2005 and 2023, holders initially designated, on average, between eight and nine (8.4) Madrid members per new registration (figure S3). Over time, those holders deciding to extend protection for their marks to additional Madrid member markets subsequently designated an average of approximately five (5.1) Madrid members per existing registration.

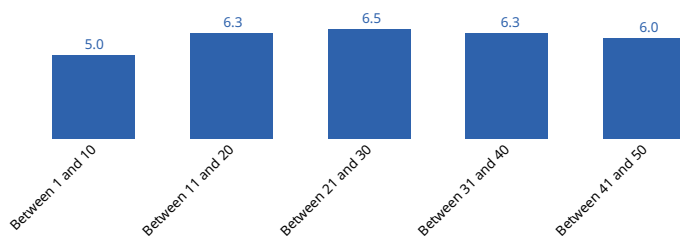
S3. Average number of designations and subsequent designations in Madrid registrations, 2005–2023



Source: WIPO Statistics Database, March 2024.

An interesting picture emerges with respect to the number of Madrid members designated by holders in new registrations compared to the number they subsequently designated at a later date. Between 2005 and 2023, the holders of Madrid registrations in which 1 to 10 Madrid members were initially designated, subsequently designated an average of five additional members post-registration (figure S4). This number approximately aligns with the overall average of 5.1 as depicted in figure S3. However, for those Madrid registrations in which between 11 and 20 members were initially designated, the average number of subsequent designations increases to over six (6.3). The average rises to 6.5 for registrations in which 21 to 30 Madrid members were initially designated. Conversely, in registrations where 40 to 50 Madrid members were initially designated, the average number of subsequent designations slightly decreases to six. This indicates that holders who initially designate more than 10 Madrid members tend to subsequently designate a higher number than other holders, on average, at a later date. Figure S4 also shows that as the average number of initial designations in registrations exceeds 30, holders of these registrations begin to reduce the number of Madrid members they subsequently designate, possibly owing to the correspondingly smaller number of remaining members to which they can extend trademark protection.

S4. Average number of subsequent designations per Madrid registration based on the number of initial designations made, 2005–2023

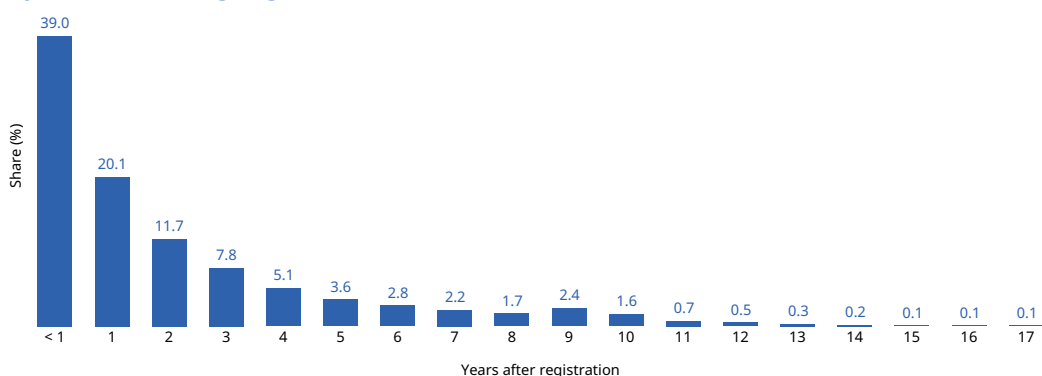


Source: WIPO Statistics Database, March 2024.

In addition to determining the average number of subsequent designations made per Madrid registration, it is insightful to examine the timeframe within which holders subsequently designate additional Madrid members using existing registrations. Interestingly, 39% of Madrid registrations, which were recorded between 2005 and 2023 and used for subsequently designating additional Madrid members, saw holders making these subsequent designations within one year of the Madrid registration having been recorded (figure S5).

This percentage rises to more than three-quarters (78.6%) of these Madrid registrations recorded between 2005 and 2023, when it comes to subsequent designations made within four years of the registration being recorded. And approximately 96% of these same Madrid registrations saw holders making subsequent designations within 10 years of their recording. Figure S5 shows that Madrid registrations older than 10 years seldom serve as a basis for subsequently designating additional Madrid members, although they continue to be eligible for such an action, if renewed and therefore remaining active.

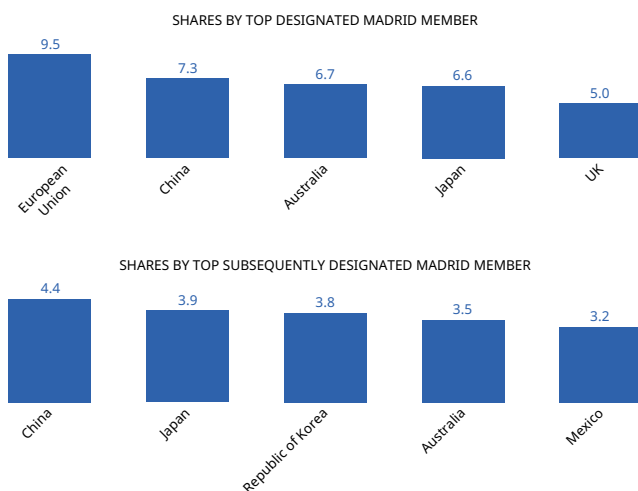
S5. Share of Madrid registrations used for subsequent designations broken down by time following registration, 2005–2023



Source: WIPO Statistics Database, March 2024.

The behavior of registration holders from specific countries is noteworthy both in respect to how they initially designate Madrid members and then subsequently over time. Beginning with holders based in the United States of America (US), which has been the leading country of origin of Madrid registrations since 2015, we observe that the EU was the most preferred initially designated Madrid member in new registrations recorded between 2005 and 2023 (figure S6). Through an EU designation, protection for marks can be extended simultaneously to all EU member states on the basis of this single designation. Following the EU, US-based registration holders most often designated China followed by Australia, Japan and the United Kingdom (UK) in new Madrid registrations recorded over the same period. It is worth noting that when subsequently designating additional Madrid members at a later stage the EU ranked only 15th. This demonstrates that US holders prioritized protecting their marks in the EU market immediately upon applying for a Madrid registration. However, over time, US holders used subsequent designations to further extend protection for their marks, first to China, followed by Japan, the Republic of Korea, Australia and Mexico.

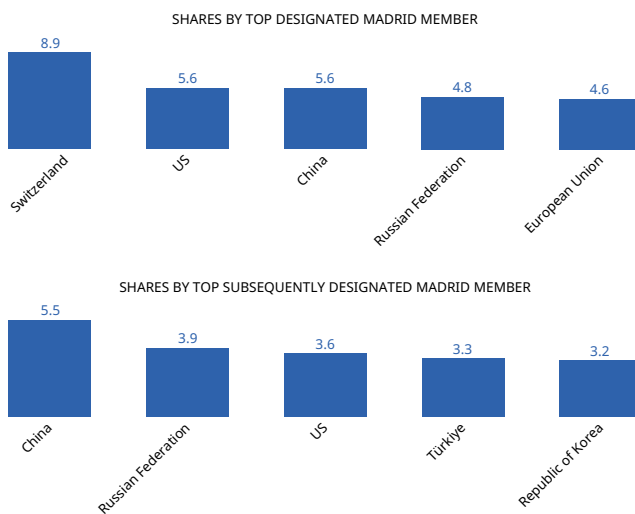
S6. Shares of top designated and subsequently designated Madrid members by registration holders based in the US, 2005–2023



Source: WIPO Statistics Database, March 2024.

Holders based in Germany, the second top country of origin of Madrid registrations in recent years, most often designated neighboring Switzerland in registrations recorded between 2005 and 2023, followed by the US, China and the Russian Federation (figure S7). In subsequent designations by Germany-based registration holders over the same period, China takes the number one spot, followed by the Russian Federation and the US. This serves to demonstrate that, even after initially designating these three Madrid members in new registrations, they remain important to German holders wanting to extend protection for their marks at a later stage. Switzerland, however, appears at the top 12th spot in terms of subsequent designations, showing that extending protection to this country is much less important if it has not been initially designated by the registration holder. In contrast, Germany-based holders sought less frequently to extend protection of their marks to the Republic of Korea (11th place) in new registrations compared to subsequent designations where it was the fifth top destination country.

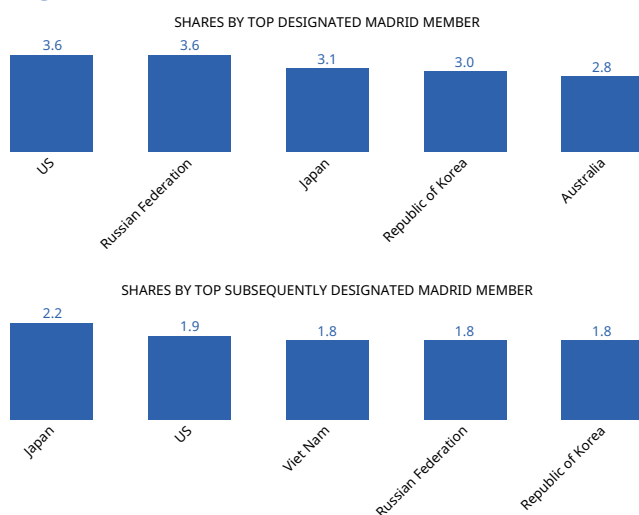
S7. Shares of top designated and subsequently designated Madrid members by registration holders based in Germany, 2005–2023



Source: WIPO Statistics Database, March 2024.

Registration holders from China designated the US the most frequently in their initial designations in registrations recorded between 2005 and 2023, but second in terms of subsequent designations over the same period (figure S8). The Russian Federation was the second most popular designation for China-based new registration holders, but ranked fourth with respect to subsequent designations. Japan was the third most designated Madrid member in new Madrid registrations, but represents the top subsequently designated member by Chinese registration holders. Viet Nam, which was only the sixth top designated Madrid member with respect to initial designations, came in third spot for subsequent designations.

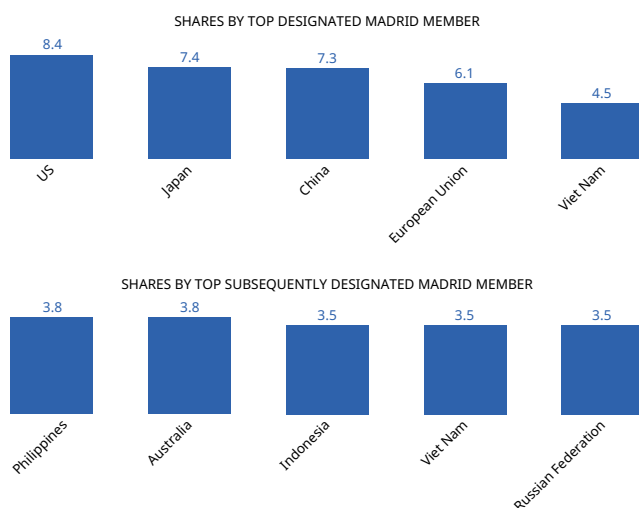
S8. Shares of top designated and subsequently designated Madrid members by registration holders based in China, 2005–2023



Source: WIPO Statistics Database, March 2024.

For holders based in the Republic of Korea, an interesting picture emerges. The top five Madrid members designated in Madrid registrations comprised the US, followed by Japan, China, the EU and Viet Nam (figure S9). However, the top five members with respect to subsequent designations are – with the exception of Viet Nam – very different. They include the Philippines² in the top spot, followed by Australia, Indonesia, Viet Nam and the Russian Federation.

S9. Shares of top designated and subsequently designated Madrid members by registration holders based in the Republic of Korea, 2005–2023

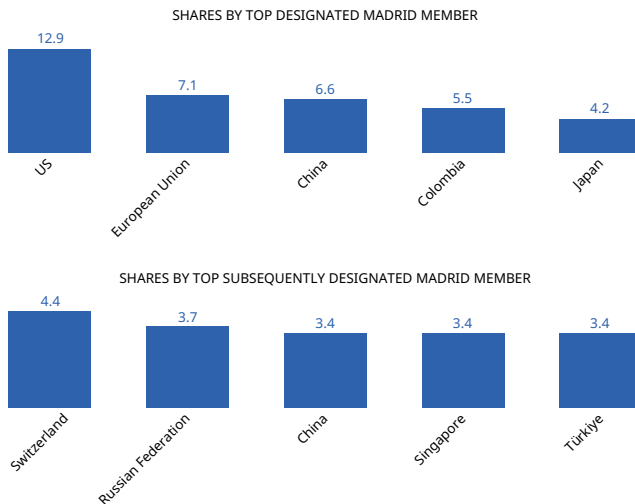


Source: WIPO Statistics Database, March 2024.

2 The Philippines made the declaration under Article 14(5) of the Protocol Relating to the Madrid Agreement Concerning the International Registration of Marks, which means that they do not accept subsequent designations in international registrations where the date of the international registration is prior to the date the Madrid Protocol entered into force in the Philippines (July 25, 2012).

Since joining the Madrid System in 2013, Mexico-based registration holders have notably chosen to initially designate the US, followed by the EU, China, and regional neighbor Colombia (figure S10). However, when using existing registrations to protect their marks in additional export markets, holders in Mexico subsequently designated Switzerland the most, followed by the Russian Federation, China, Singapore and Türkiye. Colombia, which was the fourth most initially designated Madrid member, was only the top seventh in terms of subsequent designations.

S10. Shares of top designated and subsequently designated Madrid members by registration holders based in Mexico, 2013–2023



Source: WIPO Statistics Database, March 2024.

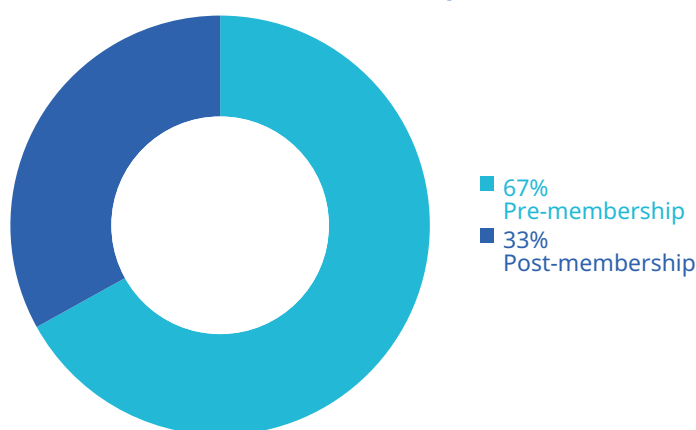
Given the recent accessions to the Madrid System by countries with larger populations and economies, it is interesting to see how Madrid registration holders have used subsequent designations to extend protection for their marks to these markets.

India joined the Madrid System in 2013 and has seen the number of initial designations in Madrid registrations surge, surpassing 14,000 in 2021. In addition, subsequent designations by registration holders have increased five-fold from only 278 in 2014 to almost 1,460 in 2023. It should be noted that only those holders of registrations recorded since India joined the Madrid System are able to subsequently designate India. Therefore, holders of Madrid registrations predating India's membership to the System cannot use these registrations to subsequently designate India. This is owing to the fact that when India sought to become a Madrid member it made the declaration under Article 14(5) of the Protocol Relating to the Madrid Agreement Concerning the International Registration of Marks (the Protocol). This means that this country will not accept subsequent designations in Madrid registrations where the date of the registration is prior to the date the Protocol entered into force in India. Nonetheless, since India acceded to the Madrid System, new Madrid registration holders have been increasingly using the Madrid route to extend protection for their marks to the Indian market, both in the form of initial and subsequent designations.

Brazil joined the Madrid System only in October 2019 and the rate at which holders have been using new and existing Madrid registrations to designate and subsequently designate Brazil has not slowed since then. Like India, Brazil also made the declaration under Article 14(5) of the Protocol, meaning that it too does not accept subsequent designations in any registrations recorded before Brazil joined the Madrid System. Therefore, all subsequent designations of Brazil have resulted from Madrid registrations recorded after October 2, 2019. Nonetheless, since Brazil's membership, there has been a growing trend among new Madrid registration holders to use the Madrid route for extending protection to the Brazilian market, both through designations in new Madrid registrations and then later through subsequent designations.

Canada joined the Madrid System in 2019, and subsequent designations for extending protection to Canada tells a different story from that of India and Brazil, owing to the fact that Canada, unlike these two Madrid members, did not make the declaration under Article 14(5). About two-thirds (67%) of subsequent designations for Canada were made using Madrid registrations recorded before its accession to the System (figure S11). This is striking in that it shows the importance of Canada's market and the demand for extending protection using Madrid registrations that predate Canada's membership. Using registrations recorded before Canada joined the System, holders based in Germany were the top origin of subsequent designations of Canada, accounting for 17% of the total, followed by US-based holders (11%). However, for subsequent designations of Canada made using registrations recorded after Canada joined the System, the situation reverses in that US-based holders accounted for the largest share (15%) of these subsequent designations, while Germany-based holders accounted for about 10% of the total. Like India and Brazil, Canada has received high volumes of initial designations in Madrid registrations since it became a Madrid member. But, if not initially designated in new Madrid registrations, Canada has received a third (33%) of its subsequent designations based on post-accession Madrid registrations.

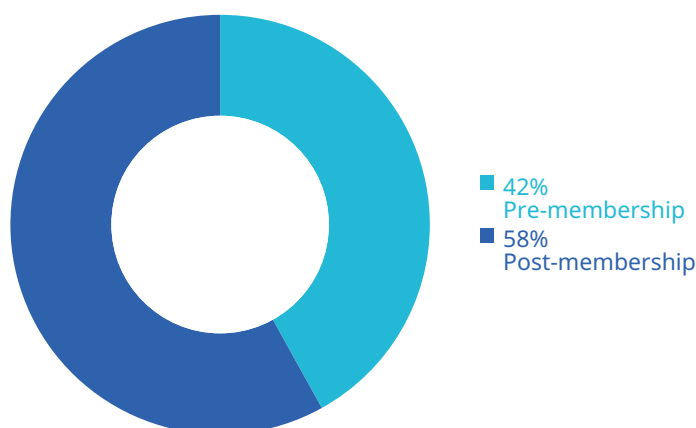
S11. Shares of subsequent designations made using Madrid registrations recorded before and after Canada joined the Madrid System, 2019–2023



Source: WIPO Statistics Database, March 2024.

New Zealand became a Madrid member in December 2012, after which time subsequent designations of this country have fluctuated between 1,000 and about 1,325 each year between 2013 and 2023. A total of 42% of all subsequent designations of New Zealand have resulted from Madrid registrations recorded before it joined the System (figure S12). The remaining 58% of subsequent designations are associated with Madrid registrations issued after New Zealand became a Madrid member.

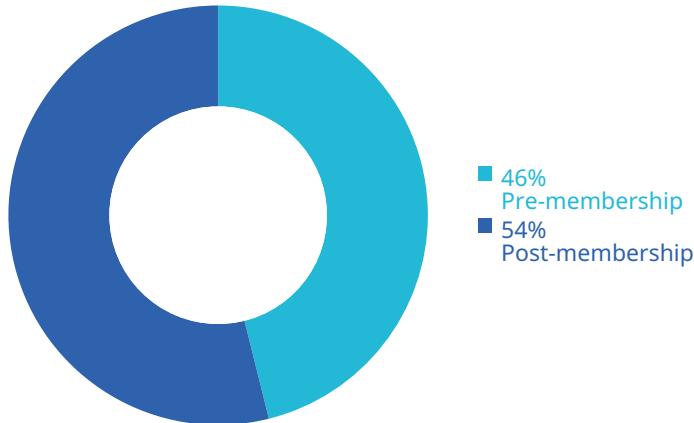
S12. Shares of subsequent designations made using Madrid registrations recorded before and after New Zealand joined the Madrid System, 2012–2023



Source: WIPO Statistics Database, March 2024.

As previously mentioned, Mexico joined the Madrid System in 2013, after which time subsequent designations of this country have increased modestly from almost 1,700 in 2014 to about 1,870 in 2023. Almost half (46%) of all subsequent designations of Mexico resulted from Madrid registrations recorded before it joined the System (figure S13). The remaining 54% of subsequent designations were linked to Madrid registrations issued after Mexico acceded to the System.

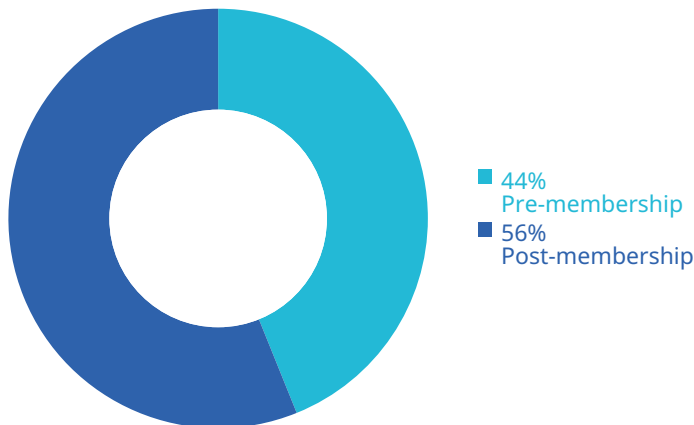
S13. Shares of subsequent designations made using Madrid registrations recorded before and after Mexico joined the Madrid System, 2013–2023



Source: WIPO Statistics Database, March 2024.

Colombia shares similarities with Mexico in this context. It became a member of the Madrid System in 2012. Among all subsequent designations received by Colombia, 44% originated from Madrid registrations made prior to its entry into the System (figure S14). The remaining 56% of subsequent designations were associated with Madrid registrations issued after Colombia acceded to the Madrid System.

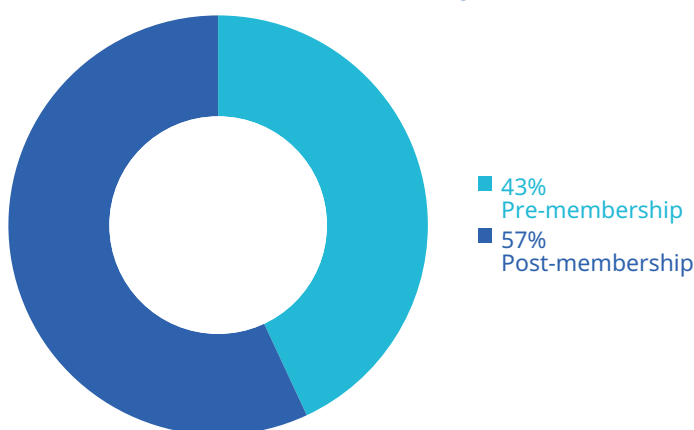
S14. Shares of subsequent designations made using Madrid registrations recorded before and after Colombia joined the Madrid System, 2012–2023



Source: WIPO Statistics Database, March 2024.

Thailand joined the Madrid System in 2017. Holders of Madrid registrations recorded before Thailand's membership were the source of 43% of all subsequent designations destined for Thailand (figure S15). The remaining 57% have resulted from registrations issued after November 7, 2017, the date on which Thailand became a Madrid member.

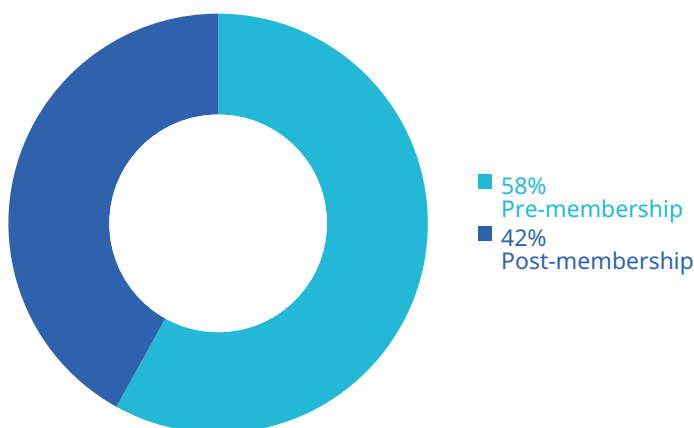
S15. Shares of subsequent designations made using Madrid registrations recorded before and after Thailand joined the Madrid System, 2017–2023



Source: WIPO Statistics Database, March 2024.

Lastly, Indonesia joined the Madrid System in 2018. Unlike its regional neighbor Thailand, of all subsequent designations received by Indonesia, the majority (58%) stemmed from Madrid registrations existing before its entry into the Madrid System (figure S16). The remaining 42% of subsequent designations were linked to Madrid registrations recorded after Indonesia acceded to the System.

S16. Shares of subsequent designations made using Madrid registrations recorded before and after Indonesia joined the Madrid System, 2018–2023



Source: WIPO Statistics Database, March 2024.

Conclusion

The Madrid System offers its users a unique opportunity to leverage an existing Madrid registration by adding new Madrid member jurisdictions in the form of subsequent designations, thereby expanding the geographical scope of protection for their marks as business needs change and export markets evolve. The number of subsequent designations made continues to increase as the System continues to welcome new Madrid members and as existing members' markets grow. Nearly a fifth of all Madrid registrations recorded over a four-decade period spanning 1978 to 2018 have been used to subsequently designate additional Madrid members. And for those Madrid registrations recorded between 2005 and 2023 and used for subsequent designation, holders chose to extend protection to an average of about five additional Madrid member markets. Moreover, holders of the over three-quarters of Madrid registrations used to subsequently designate additional Madrid members over this same period tended to extend protection within four years of the date the registration was recorded.

As seen in the selected cases of Madrid members old and new, registration holders based in different countries have varying priorities regarding the importance they place on the member markets they initially designate via new registrations and the Madrid members to which they choose to extend protection at a later stage through subsequent designation. Lastly, the recent accessions to the Madrid System by countries with relatively larger populations and economies, such as India, Brazil, Canada and Thailand, show differences in how subsequent designations have been used either on the basis of existing registrations that predate membership of the Madrid System and registrations recorded after their accession to the System.

A. Statistics on Madrid international applications

Highlights

Use of the international trademark system for brand protection in 2023 fell by 7% in 2023, marking the second year of decline following exceptional growth of 15% two years prior in 2021. Applications filed in 2023 totaled around 64,200

The total number of international trademark applications filed via WIPO's Madrid System for the International Registration of Marks in 2023 amounted to 64,200, which is 7% fewer than the previous year. This marked the second year of decline in the number of Madrid applications filed after the economic disruption caused by the COVID-19 pandemic in 2021, which prompted firms to introduce new goods and services that helped fuel an exceptional growth in international trademark protection that year. The total number of applications filed under WIPO's Madrid System for the International Registration of Trademarks in 2023 was slightly higher than those filed three years earlier in 2020.

Mauritius joined the Madrid System in 2023, bringing the number of Madrid members to 114 covering 130 countries

Mauritius joined the Madrid System in 2023, bringing the total number of members to 114 as of December 31, 2023, and further expanding the System in Africa. With the addition of Mauritius, the Madrid System now offers trademark holders the ability to obtain protection for their branded products and services within a geographical area covering 130 countries. Combined, Madrid members represent 67% of all countries worldwide, home to 82% of the world's population, and in which around 90% of global gross domestic product (GDP) occurs, with the potential to expand further as membership grows.³

Where were the biggest users of the Madrid System located in 2023?

Applicants based in the United States of America (US) (10,987) filed the highest number of international trademark applications, followed by those located in Germany (6,613), China (5,473), France (4,267) and the United Kingdom (UK) (3,817) (figure A5).⁴ Among the top 20 countries of origin, only five – China (+7.7%), the Republic of Korea (+2.9%), the Russian Federation (+8.8%), Singapore (+8.7%) and Spain (+1%) – recorded growth from 2022 to 2023. In contrast, Austria (-19.8%), Sweden (-18.1%) and Türkiye (-28.7%) saw the sharpest declines. Australia (-13.9%), Germany (-14%), the Kingdom of the Netherlands (-10.9%), Switzerland (-12.4%) and the US (-11.8%) also saw

³ Complete World Bank gross domestic product (GDP) and population data are available only up until 2022.

⁴ Due to a time lag in the transmittal of applications from offices of origin to the International Bureau of WIPO, Madrid applications by origin are estimated.

double-digit decreases. Although applications from China saw relatively growth in 2023, the volume remains lower than three years prior in 2020 by 1,250. Conversely, applications filed by applicants based in Denmark, the Russian Federation, Sweden and the UK did not differ greatly in volume to those filed in 2020, and US-based applicants filed about 1,000 more applications than in 2020.

Combined, the top 10 origins accounted for about 69% of Madrid applications filed in 2023, a share that has varied little over the past decade. The composition and ranking of the top 10 origins in 2023 remained largely unchanged from 2022. The only changes were that the Republic of Korea moved ahead of Australia and Türkiye to become the ninth top country of origin of Madrid applications in 2023, with Türkiye dropping two places to 11th spot.

In 2023, applicants based in Madrid member countries in Europe continued to file the majority (52.7%) of Madrid applications. This is, however, about 16 percentage points lower than their combined share a decade earlier in 2013. Whereas over half of all Madrid applications continued to originate in Europe in 2023, almost a quarter (23.8%) came from Asia. This share is nine percentage points higher than in 2013 when it was only 14.8%. With Canada's recent Madrid membership in 2019, 18.5% of applications in 2023 came from applicants based in Northern America, up about six percentage points from only 12.9% in 2013, when the US was the sole Madrid member located in that geographical region (figure A4).

Once again, US applicants not only filed the most Madrid applications in 2023, but also continued to make the most designations (75,763) in Madrid applications in order to broaden the geographical scope of protection for their marks. In terms of Madrid designations in 2023, the US was followed by China (67,346), Germany (40,566), France (27,340) and the UK (23,414) (figure A14).⁵

Among the top 20 origins of designations, 16 recorded on-year declines, with Japan (-22.4%) recording the biggest, followed by Austria (-21.9%), the Republic of Korea (-21.2%), Australia (-20.3%) and Bulgaria (-20.2%). In contrast, China saw double-digit growth of 12.9%. The other three top origins that saw growth were Belgium (+3.7%), Singapore (+0.8%) and Spain (+2.4%).

China's higher number of total designations relative to Madrid applications filed can be attributed to the fact that applicants based in China designated, on average, about 12 Madrid members in every application filed in 2023 (figure A15). Also high, applicants residing in Bulgaria designated an average of almost 17 Madrid members per application filed in 2023. This is the highest average number among the top 20 origins of designations and considerably higher than the average approximately five designations for applicants located in Australia and Canada, for example. In 2023, the average number of designations made in Madrid applications filed by all origins combined was seven, an average that has remained almost unchanged for over a decade (figure A12).

L'Oréal of France, with almost 200 Madrid applications, remained top filer for a third year running in 2023

L'Oréal of France filed 199 Madrid applications in 2023, the most filed by any single applicant for that year. BMW AG (124) of Germany moved up 33 places to become the second top filer, followed by Bulgaria's Euro Games Technology (118). Rounding out the top three to six spots were three pharmaceutical companies: Boehringer Ingelheim International of Germany and Novartis AG of Switzerland having filed 110 applications each, and Germany's Berlin-Chemie 107 applications. In fact, Berlin-Chemie filed 104 more applications in 2023 than in 2022, propelling it to the sixth most active applicant. Among the top Madrid applicants, BMW AG (+85 applications), Boehringer Ingelheim International (+56) and French retailer Stokomani (+56) also saw the highest increases in applications filed between 2022 and 2023. In contrast, Glaxo Group Limited of the UK, which held the second top spot in 2022, filed 86 fewer applications in 2023 compared to the previous year, dropping down 15 positions to 17th place (figure A2).

5 Due to a time lag in the transmittal of applications from offices of origin to the International Bureau (IB) of WIPO, designations in Madrid applications by origin are estimated.

Among the top 55 Madrid applicants, there were 13 companies involved in producing pharmaceuticals or vaccines, seven companies active in producing personal care or beauty products, four technology companies, four automotive manufacturers, and the gaming or retail industries with three companies each. The remaining top applicants were active in industries spanning clothing, consumer goods, food and drink processing, household appliances and sporting goods, to name only a few. A total of 31 top 55 applicants in 2023 were companies based in Europe. A further 12 were in Asia, 11 in Northern America and one in Oceania, specifically Australia. Widening the scope to include the top approximately 100 Madrid applicants reveals that 57% were from Europe, 20% each from Asia and Northern America, 2% from Oceania, and 1% from the Latin America and Caribbean (LAC) region, while there were no applicants from Africa among the top filers. Between them, these top applicants accounted for 3,780 applications. This is, however, just under 6% of all the Madrid applications filed in 2023 (a share unchanged since 2020), which goes to show how widespread is the use of the Madrid System by many different applicants.

Companies located in 30 countries – including Australia, Brazil, Canada, China, India, Ireland, Japan, the Republic of Korea, the Russian Federation, Serbia, Türkiye and the US – filed at least 19 Madrid applications in 2023, thereby ranking among the approximately 100 top Madrid applicants. For a second consecutive year, companies based in the US (20) were the most represented among the top applicants, followed by top applicants based in Germany (14), Switzerland (10), Japan (8), France (7), and then by China, the Republic of Korea and the UK, all with four each.

Which goods and services attracted the most trademark protection?

Nice Classification statistics enable the kinds of goods and services most frequently covered by Madrid international trademark applications to be ranked. Over the past 15 years, Madrid applicants have specified, on average, between two and three Nice goods and services classes per application. As was the case for Madrid applications, the total number of classes specified in applications decreased by 8.1% in 2023 (figure A22).

Since 1985, the most specified of the 45 Nice classes has been goods class 9, which includes computer hardware and software and other electrical or electronic apparatus of a scientific nature (table A24). In 2023, class 9 alone accounted for slightly more than a tenth (11%) of all classes specified in applications filed, marginally less than the share of 11.4% in 2022. The other most specified classes were class 35 (8.8% of the total), which covers services such as office functions, advertising and business management; class 42 (8.2%), which includes services provided by, for example, scientific, industrial or technological engineers and computer specialists; class 41 (5.3%), which mainly covers services in the areas of education, training, entertainment, sporting and cultural activities; class 5 (4.4%), which covers pharmaceuticals and other preparations for medical purposes; and class 25 (4%), which relates to clothing and apparel. Three of the five most specified classes were services classes. Despite an overall decrease in Madrid applications filed in 2023, three of the 45 Nice classes recorded growth. Goods class 3, which covers cleaning preparations and toiletry preparations and which ranked seventh in 2023, saw the largest on-year increase of 3.2%, followed by 42nd ranked class 26 (+1.7%), which covers goods that include, among other things, dressmakers' articles, hair adornments and small decorative items intended to adorn a variety of objects, and goods class 34 (+0.8%), which ranked 39th and which includes tobacco and articles used for smoking. In contrast, 16 of the remaining 42 Nice classes that underwent an on-year decline recorded a decrease greater than 10%.

Services classes specified in Madrid applications filed in 2023 accounted for about 37% of all the classes specified in these applications

The first 34 of the 45 Nice classes cover goods, whereas the remaining 11 cover services. Every year since 2018, over a third of all classes specified in Madrid applications were services classes. In 2022, this share reached an all-time high of 38.8%, but decreased slightly to 37.3% in 2023. This is about six percentage points higher than the combined share of 31.2% recorded a decade and a half earlier in 2009 (figure A28) and reflects a general growth in the global services industry. Goods and services class shares do differ across origins, however. For example, among the selected origins presented in table A29, Singapore (50.5%), Finland (46.8%), the UK (43.1%), the US (41.4%) and France (40.9%) had the largest proportions of services-related classes in Madrid applications filed in 2023, accounting for about 41% or more of all classes specified by

applicants based in these countries. Other countries with a developed services sector, such as Australia, Denmark, Germany, India and Türkiye, also recorded relatively high shares of service-related classes in applications ranging from about 36–39%. Conversely, China (17.3%), Egypt (17.8%), Hungary (28%), the Republic of Korea (26.9%) and the Russian Federation (28.2%) had services class shares below 29%. Among the 20 selected origins, only three – Egypt (-5.5 percentage points), Poland (-3.1) and the Russian Federation (-3.4) – saw their service class shares decrease compared to a decade earlier.

The research and technology sector continues to attract the biggest share of trademark protection via the Madrid System, accounting for about 23% of all classes specified in Madrid applications

For the purpose of statistical reporting, the 45 Nice classes are grouped into 10 industry sectors. The scientific research, information and communication technology sector (abbreviated to research and technology), which includes top Nice classes 9 and 42, among others, continued to account for the largest share (22.8%) of all classes specified in Madrid applications filed in 2023. It was followed by pharmaceuticals, health and cosmetics (abbreviated to health) (12.3% of total filing activity), business services (11.4%), and by leisure and education (10.3%). Clothing and accessories (10.2%) was the fifth placed industry sector and agriculture (9.6%) was in sixth spot. As in previous years, chemicals (3.3%), construction (7.2%), household equipment (6.6%) and transportation (6.3%) were the four sectors to receive the lowest shares of total filing activity (figure A25).

The top three sectors for Madrid applications vary across origins. Research and technology was the top sector for eight of the top 10 origins (figure A26). The exceptions were Italy, which counted clothing and accessories as its applicants' top sector, and the Russian Federation, for which agriculture ranked first. The health sector was either the top second or third sector for eight of the top origins, and business services for six. Leisure and education was the top third sector for applicants from the UK and the US. Clothing and accessories featured as the second top sector for applicants based in Japan, and agriculture was the third top sector for Italy. China was the only origin for which transportation was among its applicants' top three sectors.

Where do Madrid applicants seek protection for their trademarks abroad?

For the third year in a row, the UK (28,799) attracted the most designations in Madrid applications in 2023, followed by the European Union (EU) (27,936). Because of Brexit, trademark holders could no longer seek protection for their marks in the UK via the European Union Intellectual Property Office (EUIPO) after the transition period ended on December 31, 2020. Now, when using the Madrid System, holders must designate the UK separately, if they want to protect marks within this Madrid member's jurisdiction. The UK and the EU were followed by the US (24,833), Canada (19,933) and China (18,923) (figure A17).⁶ The 20 most designated Madrid members, combined, received about 62% of all designations made in Madrid applications filed in 2023. Including China, nine of the top 20 designated Madrid members were middle-income countries, notably Brazil (10,157), India (11,799), Mexico (11,267), the Russian Federation (9,086) and Türkiye (8,594). All top 20 destinations for international trademark registration via the Madrid System saw a decrease on 2022 designations, with the Russian Federation seeing the steepest drop of 21.3%, followed by Norway (-15.6%), Switzerland (-14.2%), China (-14%), New Zealand (-13.7%) and Japan (-13.4%). Viet Nam (-1%) was the top designated member that saw the smallest on-year decline.

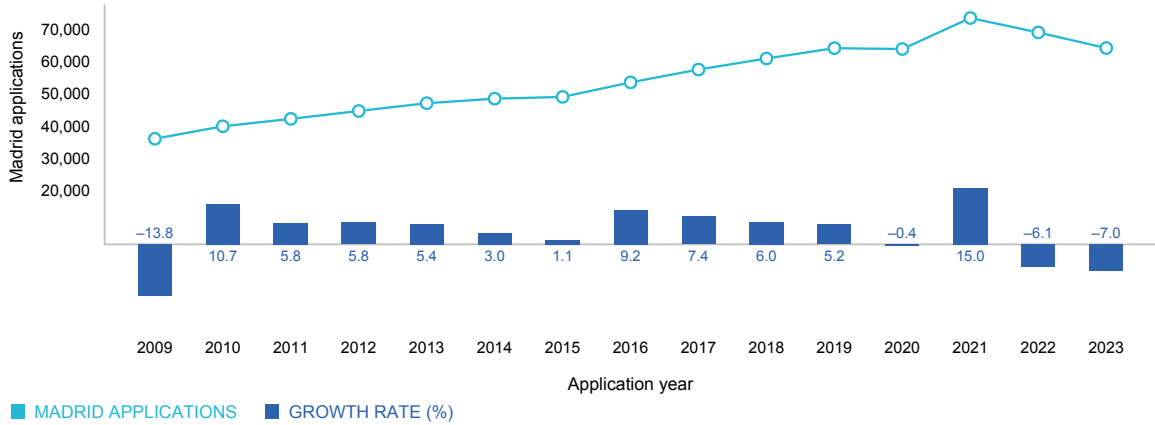
6 Due to a time lag in the transmittal of applications from offices of origin to the International Bureau (IB) of WIPO, designations in Madrid applications by designated Madrid Member are estimated.

Madrid international applications	22
A1. Trend in international applications, 2009–2023	22
A2. Top Madrid applicants, 2023	22
A3. International applications by origin, 2023	24
A4. International applications by region, 2013 and 2023	25
A5. International applications for the top 20 origins, 2023	25
A6. Trends in international applications for the top five origins, 2009–2023	26
A7. International applications for selected middle-income country origins, 2023	26
A8. Trends in international applications for selected middle-income country origins, 2009–2023	27
A9. International applications for the top 20 offices of origin, 2023	27
A10. International applications for selected middle-income country offices of origin, 2023	28
A11. International applications for selected European Union (EU) origins by regional and national offices, 2023	28
Designations in Madrid international applications	29
A12. Trend in designations in international applications and average number of designations per application, 2009–2023	29
A13. Distribution of designations per international application, 2023	29
A14. Designations in international applications for the top 20 origins, 2023	30
A15. Distribution of designations per international application for the top 20 origins, 2023	30
A16. Distribution of designations per international application for the top six origins, 2023	31
A17. Designations in international applications for the top 20 designated Madrid members, 2023	32
A18. Flows of designations from the top 10 origins to the top 10 designated Madrid members, 2023	33
A19. Flows of designations from selected middle-income countries of origin to the top 10 designated Madrid members, 2023	34
A20. Distribution of designations in international applications for the top 15 designated Madrid members received from their top three origins, 2023	35
A21. Distribution of designations in international applications for selected designated low- and middle-income Madrid members received from their top three origins, 2023	35
Nice classes specified in Madrid international applications	36
A22. Trend in the number of classes specified in international applications, 2009–2023	36
A23. Distribution of the number of classes specified per international application, 2023	36
A24. Classes specified in international applications, 2023	37
A25. International applications by industry sector, 2023	38
A26. International applications by top three sectors for the top 10 origins, 2023	39
A27. International applications by top three sectors for selected middle-income countries of origin, 2023	39
A28. Trend in services classes versus goods classes, 2009–2023	40
A29. Goods classes versus services classes in international applications for selected origins, 2013 and 2023	40
A30. International applications by top three sectors for the top 10 designated Madrid members, 2023	41
A31. International applications by top three sectors for selected designated low- and middle-income Madrid members, 2023	41
Statistical table	42
A32. International applications and designations via the Madrid System, 2023	42

Madrid international applications

Following exceptional growth of 15% in 2021, Madrid System use declined in both 2022 and 2023. Madrid applications filed in 2023 numbered about 64,200, representing a 7% drop from their 2022 level.

A1. Trend in international applications, 2009–2023



Note: This figure presents the numbers and annual growth rates of international applications filed via the Madrid System. Data for 2023 are WIPO estimates.

Source: WIPO Statistics Database, March 2024.

L'Oréal of France, with 199 Madrid applications, remained the top filer for a third year running in 2023. Germany's BMW (124) moved up 33 places to become the second top filer, followed by Euro Games Technology (118) of Bulgaria, Germany's Boehringer Ingelheim International and Novartis AG of Switzerland with 110 applications each, and Berlin-Chemie AG (107) of Germany.

A2. Top Madrid applicants, 2023

Ranking	Change in position from 2022	Madrid applicant	Origin	Madrid applications		
				2021	2022	2023
1	0	L'Oréal	France	189	170	199
2	33	Bayerische Motoren Werke AG	Germany	56	39	124
3	1	Euro Games Technology Ltd.	Bulgaria	93	120	118
4	12	Boehringer Ingelheim International GmbH	Germany	60	54	110
4	-1	Novartis AG	Switzerland	94	131	110
6	2,828	Berlin-Chemie AG	Germany	1	3	107
7	-1	Shiseido Company, Ltd	Japan	93	98	103
8	12	Mizuno Corporation	Japan	21	51	79
9	1	Huawei Technologies Co., Ltd.	China	106	80	78
10	14	Apple Inc.	US	92	47	74
11	6	Richter Gedeon Nyrt.	Hungary	61	52	64
12	2	Société Des Produits Nestlé S.A.	Switzerland	77	55	59
13	11,735	Stokomani	France	1	1	57
14	-3	Nintendo Co., Ltd.	Japan	58	74	55
15	-3	Merck Sharp & Dohme B.V.	Netherlands (Kingdom of the)	14	62	54
16	15	Philip Morris Products S.A.	Switzerland	41	43	52
17	-15	Glaxo Group Limited	UK	113	136	50
18	37	Egis Gya Gyszergya R Zrt.	Hungary	64	28	49
19	11,729	Action Service & Distributie B.V.	Netherlands (Kingdom of the)		1	48
20	19	Applied Materials, Inc.	US	45	35	46
20	1,197	Lashify, Inc.	US		5	46
22	2	Krka, Tovarna Zdravil, D.D., Novo Mesto	Slovenia	28	47	45
23	-16	Rigo Trading S.A.,	Luxembourg	66	85	41
24	n.a.	Imperial Tobacco Ventures Limited	UK	4		38
25	-12	Renault S.A.S.	France	55	59	37
26	842	Topgolf Callaway Brands Corp.	US		6	36
27	21	Samsung Electronics Co., Ltd.	Republic of Korea	42	30	35
28	-23	Hyundai Motor Company	Republic of Korea	33	108	34
29	-9	Abercrombie & Fitch Europe SA	Switzerland	36	51	33
29	31	Arcelik Anonim Sirketi	Türkiye	40	26	33

Ranking	Change in position from 2022	Madrid applicant	Origin	Madrid applications		
				2021	2022	2023
29	75	Galenika A.D.	Serbia	11	19	33
29	620	Galenika Fitofarmacija A.D.	Serbia	7	7	33
29	n.a.	Light & Wonder, Inc.	US			33
34	-7	Henkel AG & Co KGaA	Germany	90	46	32
35	-11	Amorepacific Corporation	Republic of Korea	45	47	31
35	-6	Merck KGaA	Germany	20	44	31
35	52	Migros-Genossenschafts-Bund	Switzerland	12	21	31
38	22	Bausch Health Ireland Limited	Ireland	26	26	30
38	n.a.	Maxima Drustvo SA Ogranicenom Odgovornoscu Lucani (Varosica)	Serbia			30
38	-18	Modernatx, Inc.	US	10	51	30
38	n.a.	Moon Active Ltd.	Israel			30
42	39	Sharkninja Operating LLC	US	10	22	29
43	2,791	LG H&H Co., Ltd.	Republic of Korea		3	28
44	75	Kowa Company Ltd	Japan	19	18	27
44	31	Mercedes-Benz Group AG	Germany		23	27
44	824	Seqirus Inc.	US	5	6	27
44	2,790	Skechers U.S.A., Inc. II	US	11	3	27
44	370	Yggdrasil Malta Limited	Malta	16	9	27
49	11,699	Astral Ip Enterprise Ltd.	Canada		1	26
49	1,700	Bath & Body Works Brand Management, Inc.	US	62	4	26
49	-32	Brillux GmbH & Co. KG	Germany	12	52	26
49	90	Guangdong Oppo Mobile Telecommunications Corp., Ltd.	China	8	16	26
49	-17	Guerlain	France	50	40	26
49	90	Moose Creative management Pty Ltd	Australia	16	16	26
49	451	Zakrytoe Aktsionernoe Obshchestvo Myasnaya Galereya	Russian Federation	1	8	26
56	73	Google LLC	US	11	17	25
57	102	Bora Creations S.L.	Spain	14	15	24
57	36	Louis Vuitton Malletier	France	28	20	24
57	122	Lovevery, Inc.	US	2	14	24
57	191	Novo Nordisk A/S	Denmark	8	12	24
57	n.a.	Plantas De Navarra S.A.	Spain			24
57	592	Sport & Fashion Management Pte. Ltd.	Singapore	7	7	24
57	242	Suntary Holdings Limited	Japan	25	11	24
64	-25	Bandai Co., Ltd.	Japan	30	35	23
64	-4	Beiersdorf AG	Germany	63	26	23
64	4,981	Daw SE	Germany	17	2	23
64	n.a.	Electric Hydrogen Co.	US			23
64	11	Gilead Sciences Limited	Ireland	11	23	23
64	-6	Soremartec S.A.	Luxembourg	32	27	23
64	-6	Volkswagen AG	Germany	35	27	23
71	228	Essilor International	France	18	11	22
71	n.a.	Ferrara Candy Company	US	1		22
71	108	Ferrari S.P.A.	Italy	8	14	22
71	n.a.	Obshchestvo S Ogranichennoy Otvetstvennost'Yu (Evrotorg)	Belarus			22
71	10	Omni Vision GmbH	Germany	11	22	22
71	4,974	Rolex SA	Switzerland	6	2	22
77	171	Alcon, Inc.	Switzerland	8	12	21
77	4,968	Amyris Clean Beauty, Inc.	US	4	2	21
77	n.a.	Erbagil S.R.L.	Italy	4		21
77	11,671	Fireheart Music, Inc.	US	26	1	21
77	-17	Hermes International	France	25	26	21
77	-39	Honor Device Co., Ltd.	China	47	36	21
77	1,672	Natura Cosméticos S.A.	Brazil	8	4	21
77	n.a.	Vouvray Acquisition Limited	UK			21
77	171	ZEG;Zweirad-Einkaufs-Genossenschaft EG	Germany	25	12	21
86	n.a.	Fewstone Pty Ltd	Australia			20
86	n.a.	Grande Cheese Company	US	1		20
86	-31	International Business Machines Corporation	US	16	28	20
86	18	Islestarr Holdings Limited	UK		19	20
86	126	Lidl Stiftung & Co. KG	Germany	22	13	20
86	33	Logitech Europe S.A.	Switzerland	22	18	20
86	n.a.	Neutrovis Sdn Bhd	Malaysia			20
86	-47	R.G.C.C. Holdings AG	Switzerland		35	20
86	n.a.	Royal Estates & Buildings SRL	Romania			20
86	-15	Shimano Inc.	Japan	40	24	20

Ranking	Change in position from 2022	Madrid applicant	Origin	Madrid applications		
				2021	2022	2023
86	-47	Upper Deck Company	US	37	35	20
86	n.a.	Zakrytoe Aktsionerhoe Obshchestvo (Starodvorskie Kolbasy)	Russian Federation			20
98	114	Cartier International AG	Switzerland	15	13	19
98	n.a.	Inera Cropscience Private Limited	India			19
98	6	Koninklijke Philips Electronics N.V.	Netherlands (Kingdom of the)	22	19	19
98	551	Panasonic Holdings Corporation	Japan		7	19
98	245	Quality First GmbH	Germany		10	19
98	4,947	Selkirk Sport, LLC	US	4	2	19
98	2,736	Shanghai United Imaging Healthcare Co., Ltd.	China		3	19

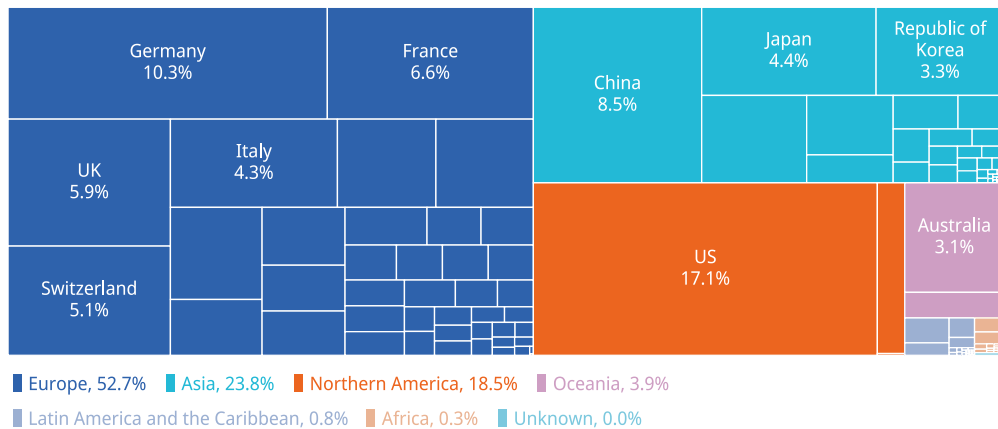
Note: For top Madrid applicants, counts are determined based on the date that the International Bureau (IB) of WIPO received an application. This table includes those 104 applicants that filed 19 or more international applications in 2024. New applications filed each year generally represent an increase in the number of marks held in a trademark holder's portfolio. Depending on circumstances, companies or entities may choose to expand their existing brand base either rapidly, slowly or not at all. A decline in applications from one year to the next does not necessarily represent a reduced trademark portfolio.

n.a. indicates not applicable.

Source: WIPO Statistics Database, March 2024.

Germany, France, the UK, Switzerland and Italy together accounted for about 32 percentage points of Europe's 52.7% share of Madrid applications filed worldwide.

A3. International applications by origin, 2023

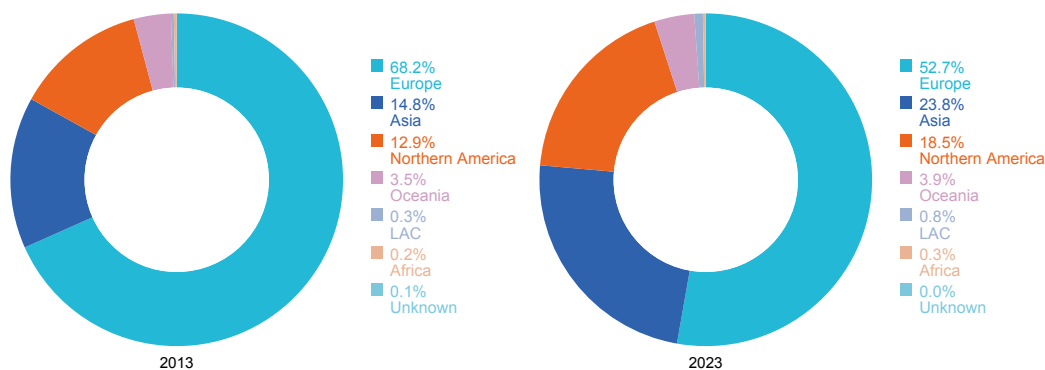


Note: Data for 2023 are WIPO estimates. Origin data are based on the country of the applicant's address.

Source: WIPO Statistics Database, March 2024.

Applicants based in Asia filed 23.8% of all Madrid applications in 2023, which is nine percentage points more than 14.8% in 2013 and the biggest percentage point increase across all geographical regions over the past decade.

A4. International applications by region, 2013 and 2023

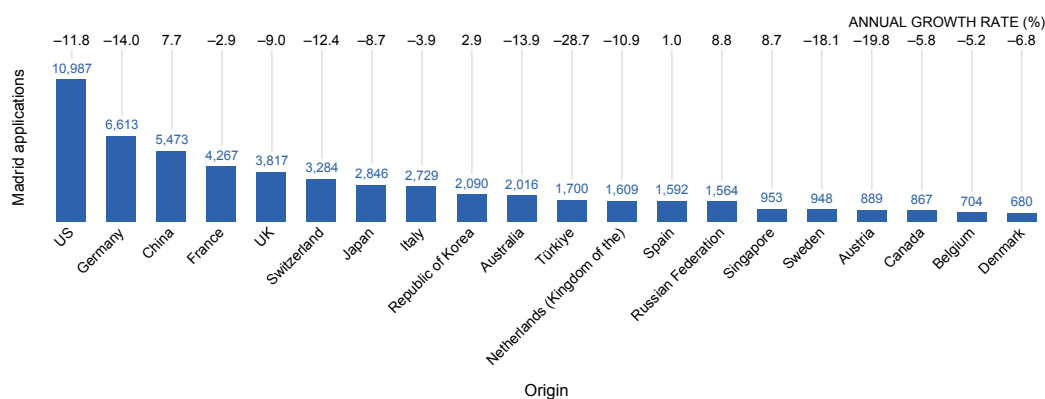


Note: Data for 2023 are WIPO estimates. Origin data are based on the country or territory of the applicant's address. Madrid applications filed in 2023 came from applicants domiciled in a total of 121 countries or territories of origin. Each geographical region included the following number of countries or territories: Africa (18), Asia (36), Europe (42), Latin America and the Caribbean (LAC) (20), Northern America (3) and Oceania (2).

Source: WIPO Statistics Database, March 2024.

Despite undergoing on-year declines, applicants based in the US and Germany were the most active Madrid System filers in 2023. China-based applicants filed 7.7% more applications in 2023 than in 2022 and remained in the top three spot. In addition to China, only four other top 20 countries of origin – the Republic of Korea (+2.9%), the Russian Federation (+8.8%), Singapore (+8.7%) and Spain (+1%) – recorded growth in the year from 2022 to 2023. In contrast, Austria (-19.8%), Sweden (-18.1%) and Türkiye (-28.7%) saw the steepest declines.

A5. International applications for the top 20 origins, 2023

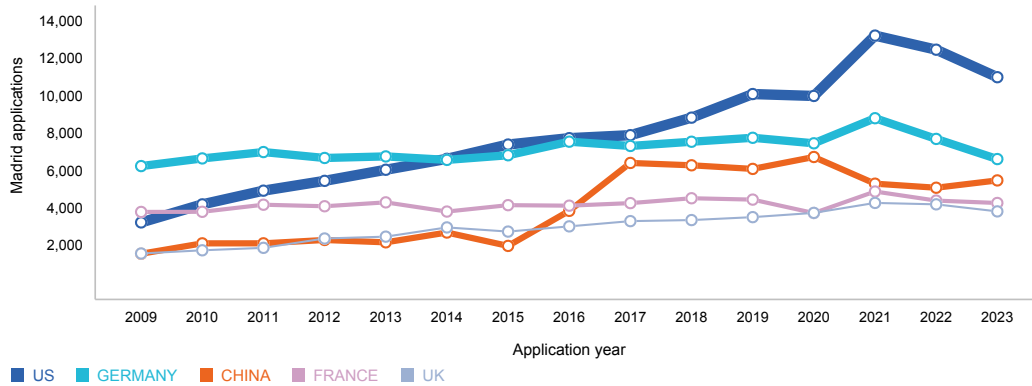


Note: Data for 2023 are WIPO estimates. Origin data are based on the country or territory of the applicant's address. The numbers of international applications for all origins are reported in statistical table A32.

Source: WIPO Statistics Database, March 2024.

In 2014, the US surpassed Germany to become the top origin of Madrid applications; by 2017, China had moved ahead of France and the UK to become the third biggest origin. In 2023, application volumes from France and the UK were of a similar magnitude, differing by 450.

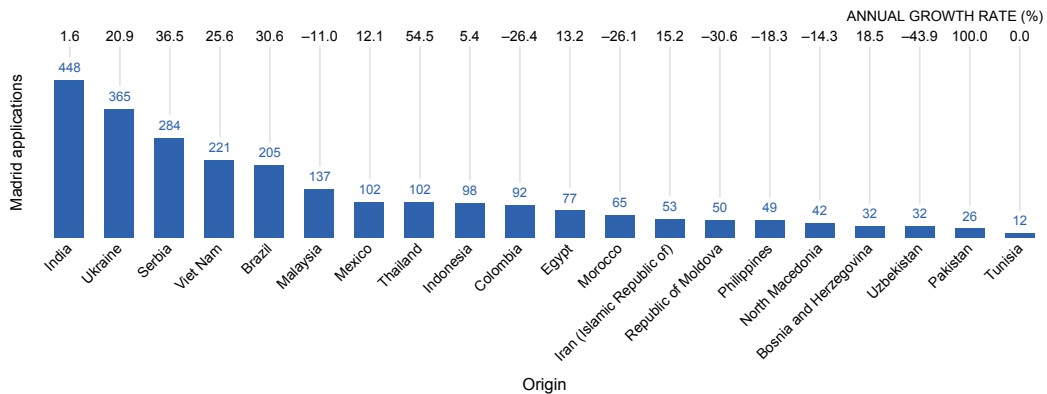
A6. Trends in international applications for the top five origins, 2009–2023



Note: Data for 2023 are WIPO estimates. Origin data are based on the country of the applicant's address.
Source: WIPO Statistics Database, March 2024.

Behind applicants located in top-ranked middle-income countries China, the Russian Federation and Türkiye are applicants located across several geographical regions, with Brazil, India, Serbia, Viet Nam and Ukraine among the most active Madrid application filers for this income group in 2023.

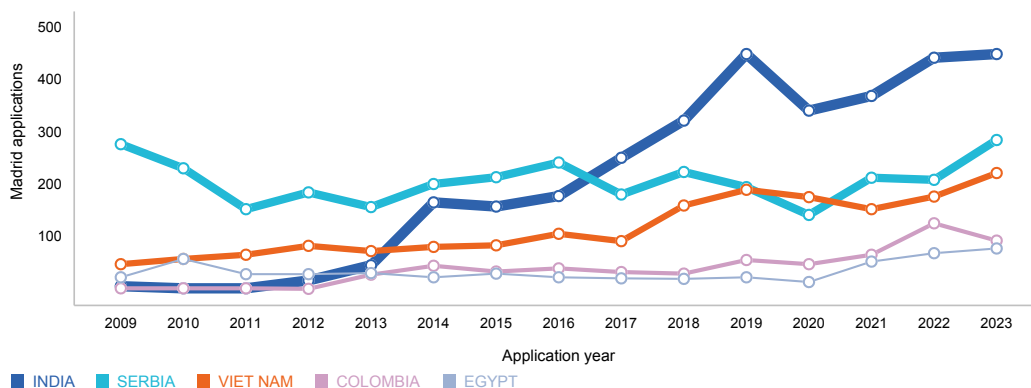
A7. International applications for selected middle-income country origins, 2023



Note: Data for 2023 are WIPO estimates. Origin data are based on the country of the applicant's address. The numbers of international applications for all origins are reported in statistical table A32.
Source: WIPO Statistics Database, March 2024.

Since joining the Madrid System in 2013, applications originating from India have risen sharply, surpassing those filed by applicants based in Serbia in 2017.

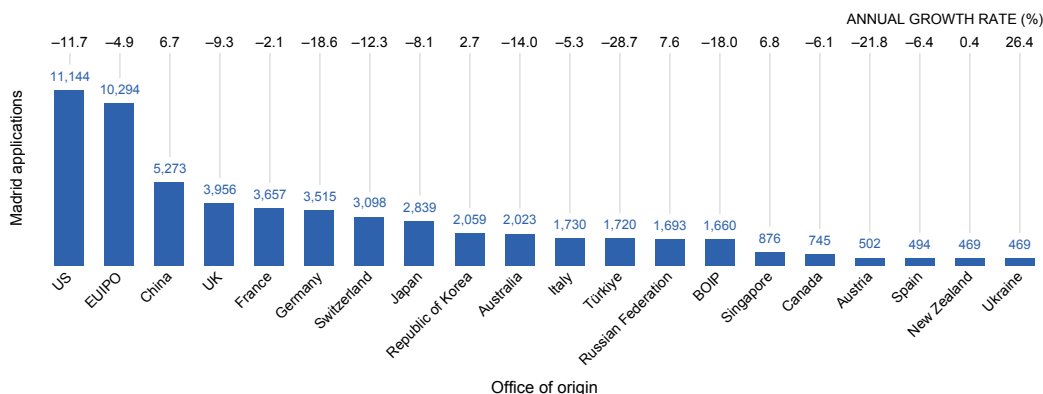
A8. Trends in international applications for selected middle-income country origins, 2009–2023



Note: Data for 2023 are WIPO estimates. Origin data are based on the country of the applicant's address.
Source: WIPO Statistics Database, March 2024.

The offices of origin that received the most Madrid applications filed in 2023 were the United States Patent and Trademark Office (USPTO) and the EUIPO, followed distantly by the IP offices of China, the UK and France.

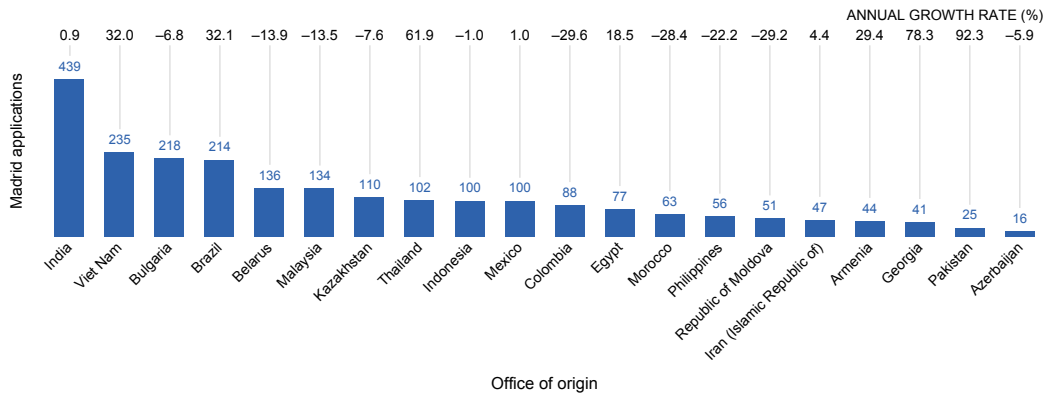
A9. International applications for the top 20 offices of origin, 2023



Note: EUIPO is the European Union Intellectual Property Office; BOIP is the Benelux Office for Intellectual Property.
Source: WIPO Statistics Database, March 2024.

In addition to the offices of origin of China, the Russian Federation, Türkiye and Ukraine, the offices of origin located in other middle-income countries that received the most Madrid applications in 2023 included those of Brazil, Bulgaria, India and Viet Nam.

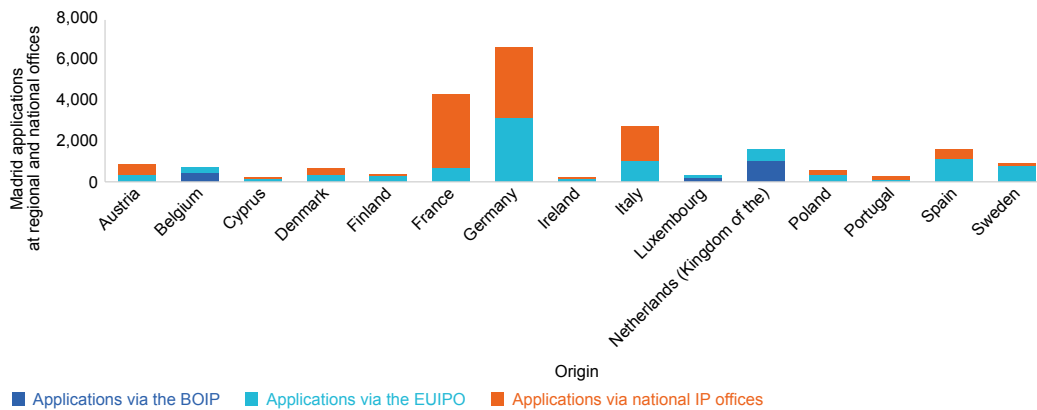
A10. International applications for selected middle-income country offices of origin, 2023



Source: WIPO Statistics Database, March 2024.

Applicants based in Finland, Ireland, Poland, Spain and Sweden filed over 60% of their Madrid applications at the EUIPO in 2023, with the remainder filed at national IP offices.

A11. International applications for selected European Union (EU) origins by regional and national offices, 2023



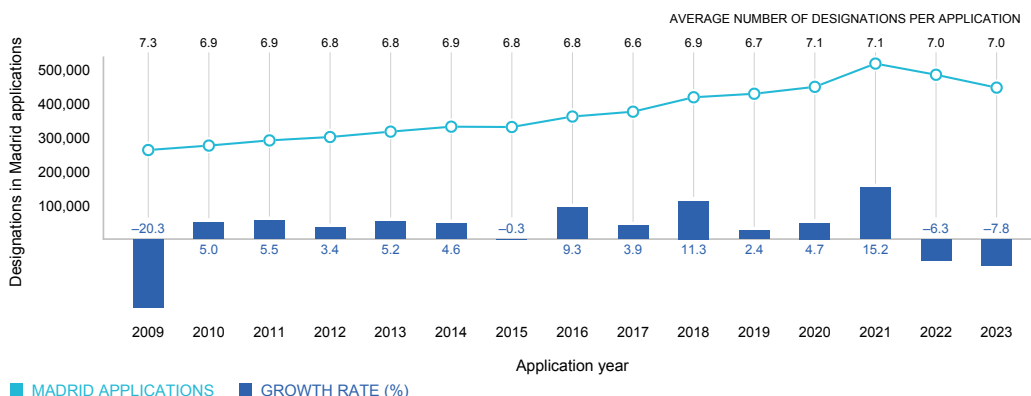
Note: BOIP is the Benelux Office for Intellectual Property; EUIPO is the European Union Intellectual Property Office.

Source: WIPO Statistics Database, March 2024.

Designations in Madrid international applications

The decline in the number of designations contained in Madrid applications from 2022 to 2023 reflects a drop in applications over the same period, with the average of seven Madrid members designated in every Madrid application remaining unchanged.

A12. Trend in designations in international applications and average number of designations per application, 2009–2023

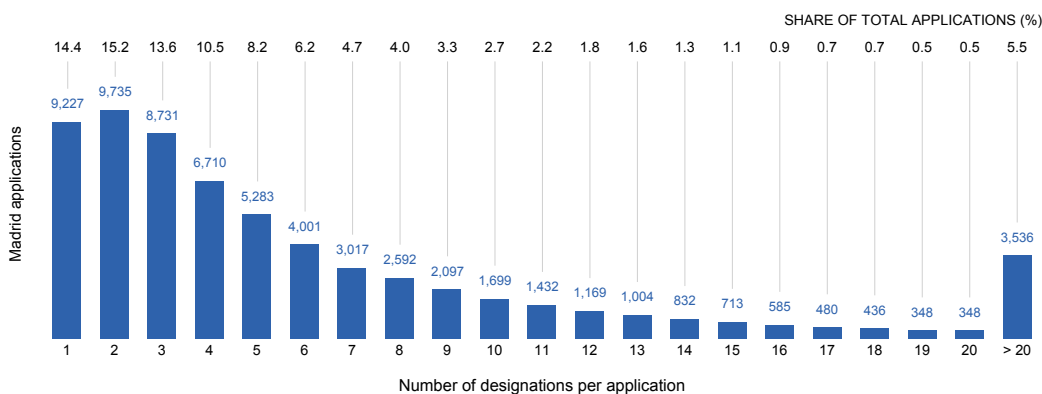


Note: Data for 2023 are WIPO estimates. When applicants first apply for an international registration, they can initially choose from among any of the Madrid members in which they aim to extend protection for their trademarks, except for the Madrid member through which the holder has claimed entitlement to use the Madrid System. Each Madrid member selected is counted as one designation.

Source: WIPO Statistics Database, March 2024.

About three-quarters (77%) of all international applications filed in 2023 designated between one and eight Madrid members; approximately 10% of applications designated 15 or more members.

A13. Distribution of designations per international application, 2023

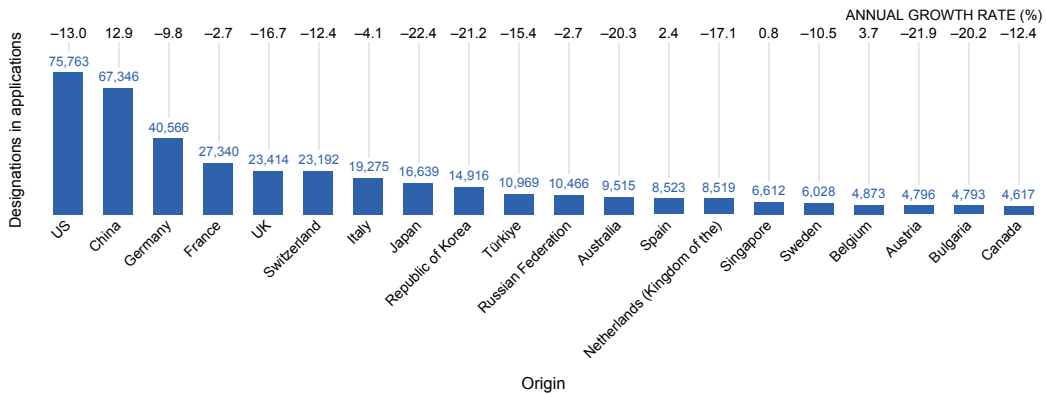


Note: Around 14% of all Madrid applications filed in 2023 designated a single Madrid member only. This shows how trademark holders often use the Madrid System in a staged manner to obtain protection in the jurisdiction of highest priority first, before later extending protection to other jurisdictions by filing subsequent designations.

Source: WIPO Statistics Database, March 2024.

US applicants were the biggest single origin of Madrid applications in 2023; collectively, they also made the highest number of designations in international applications for expanding the geographical scope of protection for their marks, followed by applicants based in China, Germany, France and the UK.

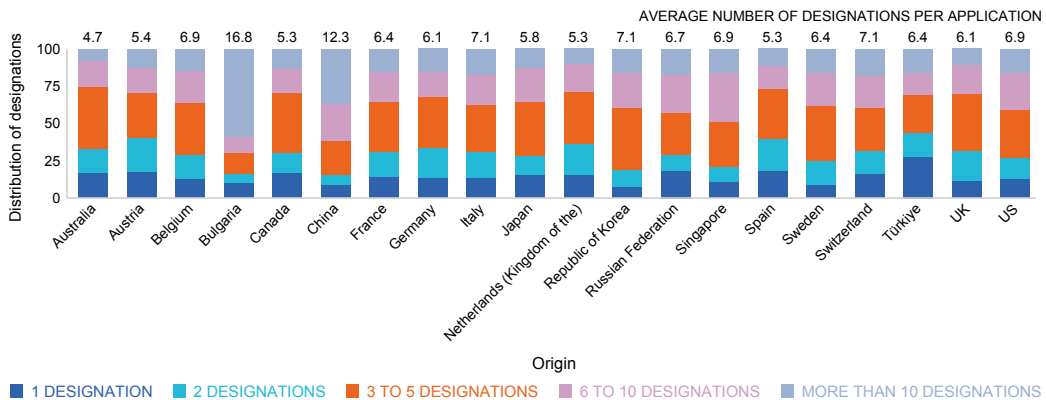
A14. Designations in international applications for the top 20 origins, 2023



Note: Data for 2023 are WIPO estimates. Origin data are based on the country of the applicant's address. The number of designations in Madrid applications for all origins are reported in statistical table A32.
Source: WIPO Statistics Database, March 2024.

Applicants from 18 of the top 20 origins designated, on average, between about five and seven Madrid members in international applications filed in 2023; this rises to an average of between about 12 and 17 designated by applicants based in Bulgaria and China.

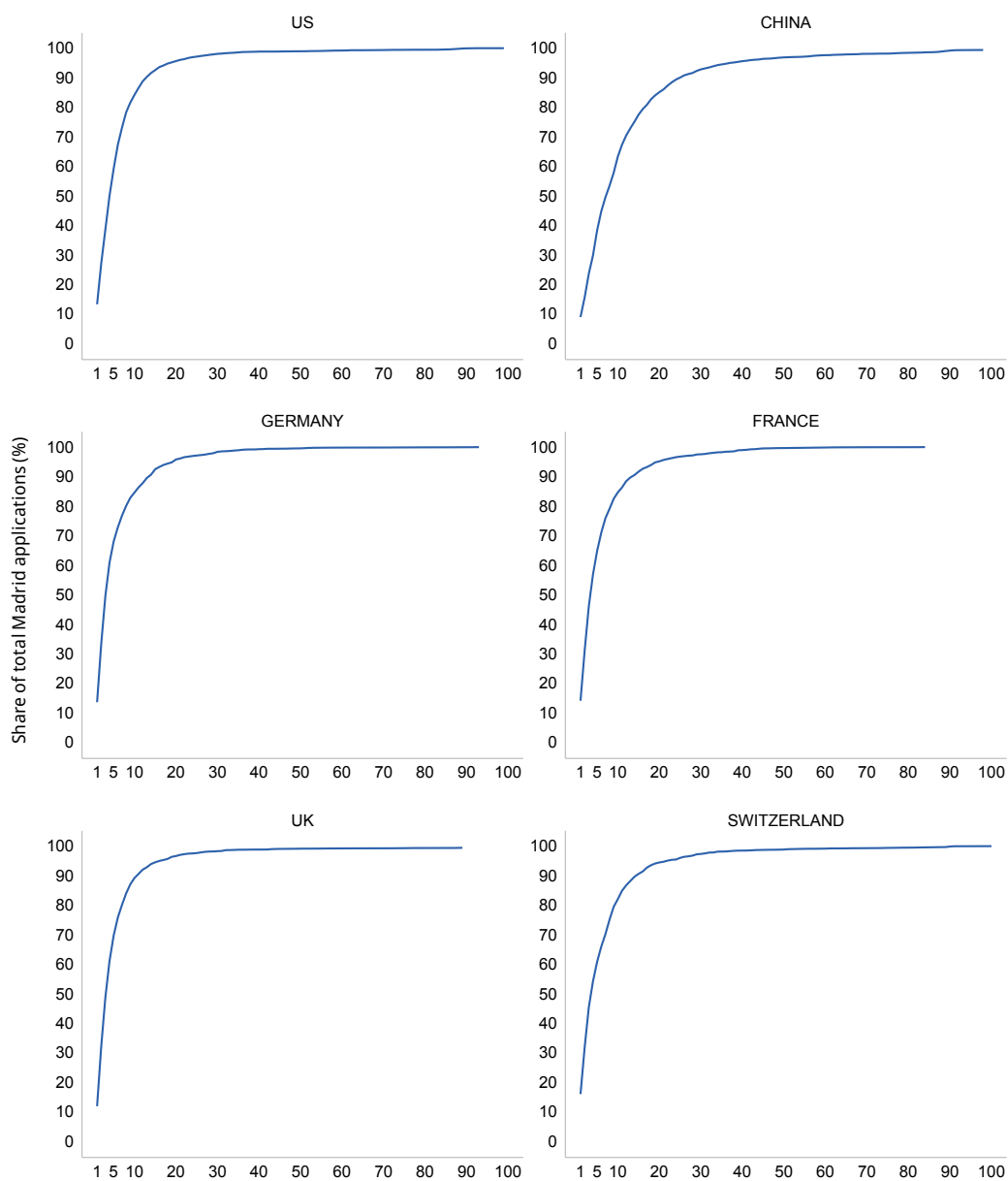
A15. Distribution of designations per international application for the top 20 origins, 2023



Note: Origin data are based on the country of the applicant's address.
Source: WIPO Statistics Database, March 2024.

Applicants from China tended to designate more Madrid members per international application than did applicants from any other leading origin.

A16. Distribution of designations per international application for the top six origins, 2023

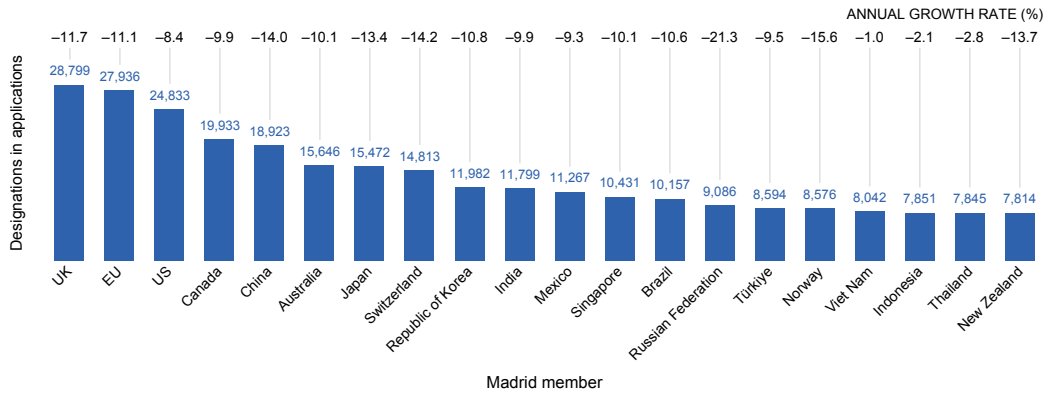


Note: Origin data are based on the country of the applicant's address.

Source: WIPO Statistics Database, March 2024.

For the third year in succession, the UK attracted the most designations in Madrid applications in 2023. Because of Brexit, trademark holders can no longer seek to protect their marks in the UK via the EUIPO. The EU, the US, Canada and China also received high numbers of designations.

A17. Designations in international applications for the top 20 designated Madrid members, 2023

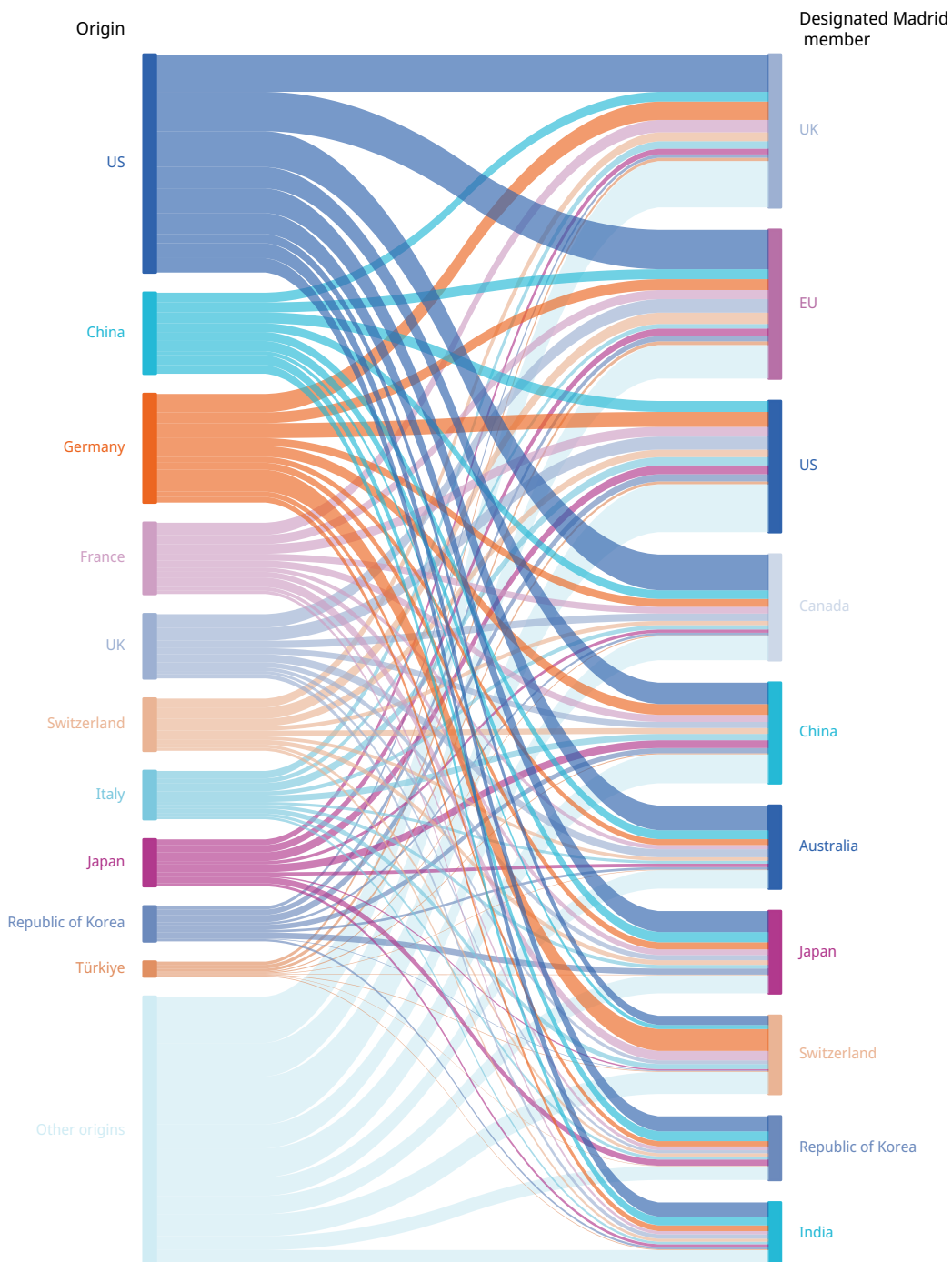


Note: Data for 2023 are WIPO estimates. The number of designations in international applications for all Madrid members are reported in statistical table A32.

Source: WIPO Statistics Database, March 2024.

The top five origins combined accounted for about 44% of all Madrid applications designating the US, between 53% and 58% of those designating China, the EU, India or the UK, and about 61–64% of those designating Australia, Canada, Japan, the Republic of Korea and Switzerland.

A18. Flows of designations from the top 10 origins to the top 10 designated Madrid members, 2023

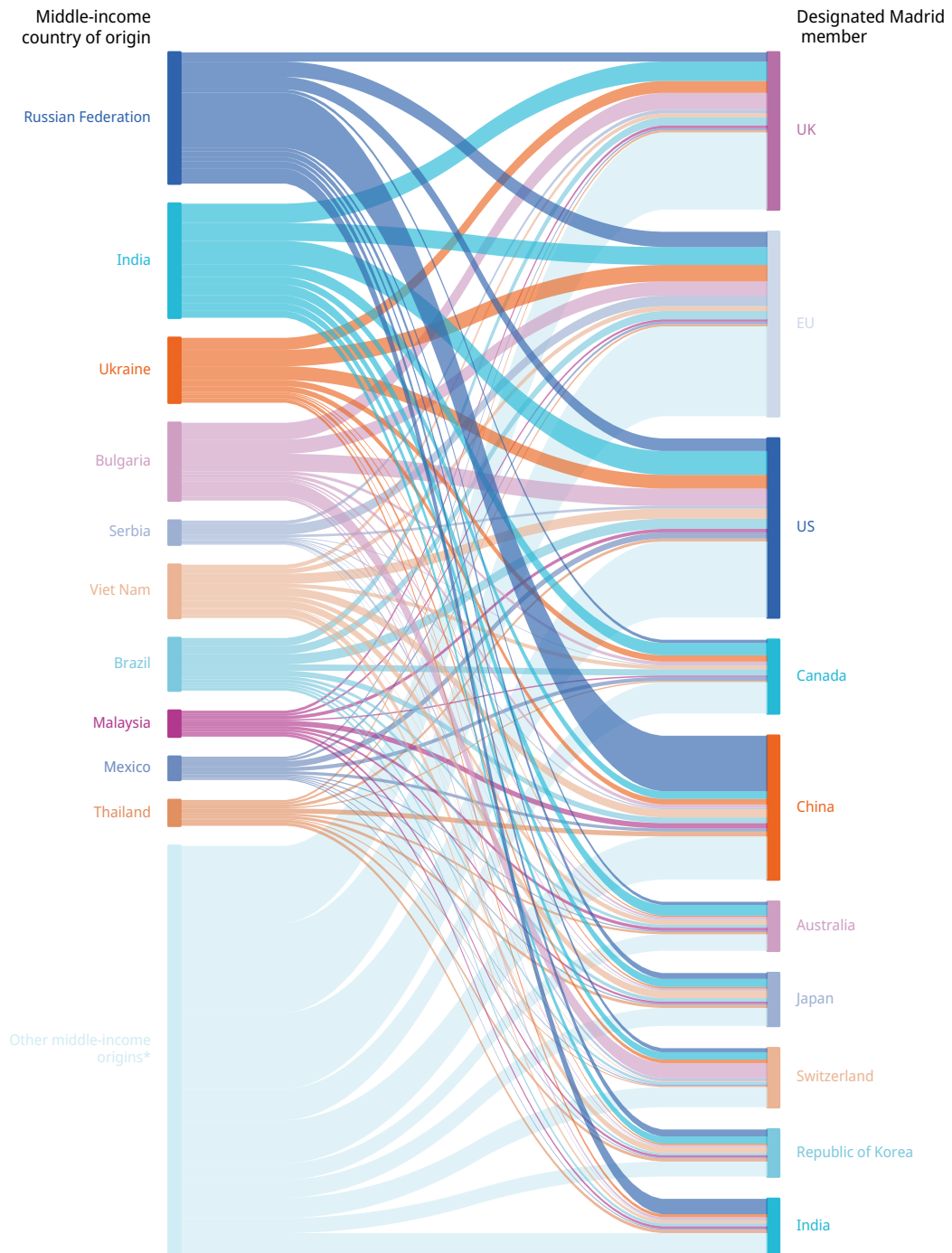


Note: Origin data are based on the country of the Madrid registration holder's address.

Source: WIPO Statistics Database, March 2024.

The US was the top destination chosen by Madrid applicants domiciled in five of 10 selected middle-income countries of origin: Brazil, Bulgaria, India, Mexico and Viet Nam. China was the top destination for applicants based in Malaysia, the Russian Federation and Thailand, and the EU for applicants located in Serbia and Ukraine.

A19. Flows of designations from selected middle-income countries of origin to the top 10 designated Madrid members, 2023



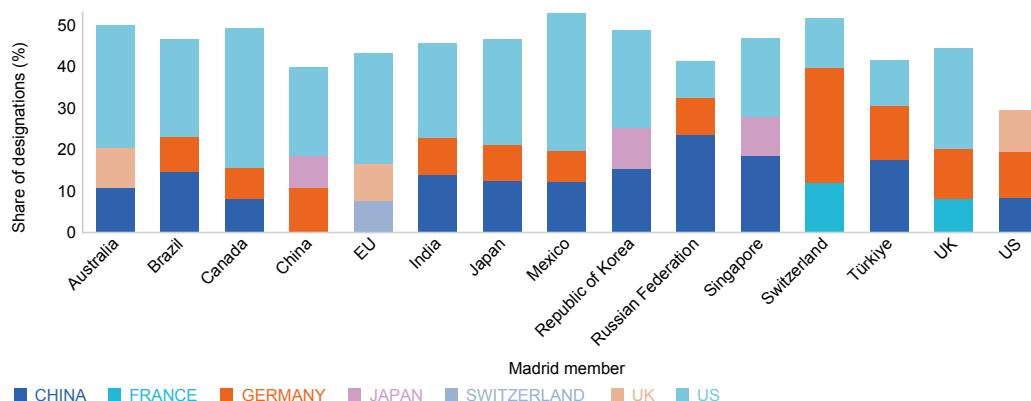
Note: Origin data are based on the country of the Madrid registration holder's address.

* Middle-income country of origin China has been removed from the "Other middle-income origins" category.

Source: WIPO Statistics Database, March 2024.

In 2023, China, Germany and the US were most often the three top origins of Madrid designations received by top 15 Madrid members Brazil, Canada, India, Japan, Mexico, the Russian Federation, Singapore and Türkiye. The UK was either the second or third top origin of designations of Australia, the EU and the US, while Japan was the third main origin of designations of China, the Republic of Korea and Singapore. China was the leading origin of designations received by the Russian Federation and Türkiye.

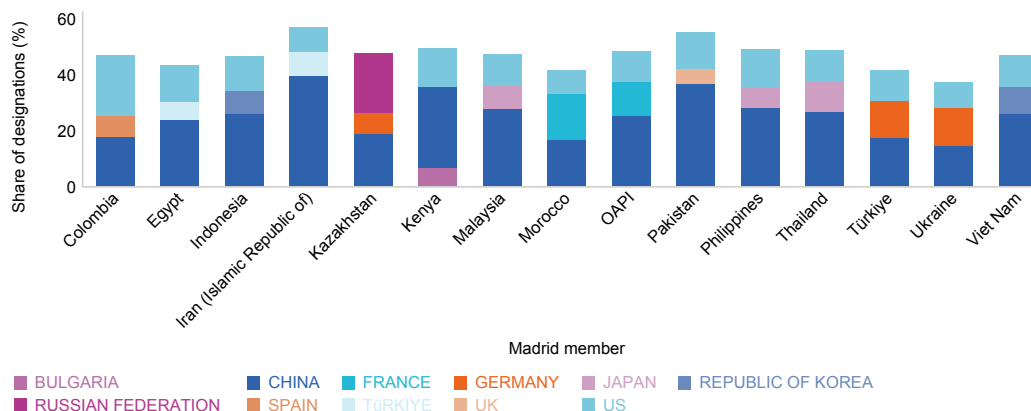
A20. Distribution of designations in international applications for the top 15 designated Madrid members received from their top three origins, 2023



Source: WIPO Statistics Database, March 2024.

As an origin, China featured as the top source of designations for 13 of the 15 selected low- and middle-income Madrid members, the exceptions being Colombia and Kazakhstan where it was the second top source. The top three origins accounted for between 37% and about 57% of all designations received by the selected Madrid members.

A21. Distribution of designations in international applications for selected designated low- and middle-income Madrid members received from their top three origins, 2023



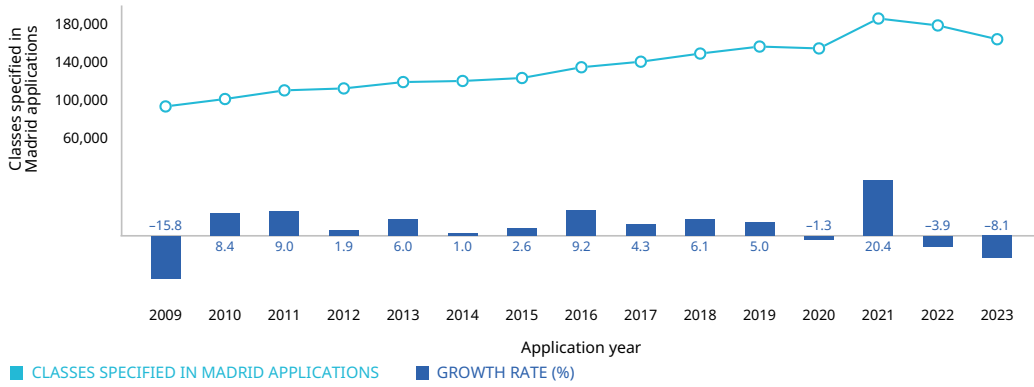
Note: OAPI is the African Intellectual Property Organization acting on behalf of 17 African countries.

Source: WIPO Statistics Database, March 2024.

Nice classes specified in Madrid international applications

The total number of classes specified in Madrid applications trended upward between 2010 and 2019 and increased sharply in 2021, reflecting an increase in the overall number of international applications. However, as was the case for Madrid applications, both 2022 and 2023 saw a decrease in the number of classes specified in applications.

A22. Trend in the number of classes specified in international applications, 2009–2023

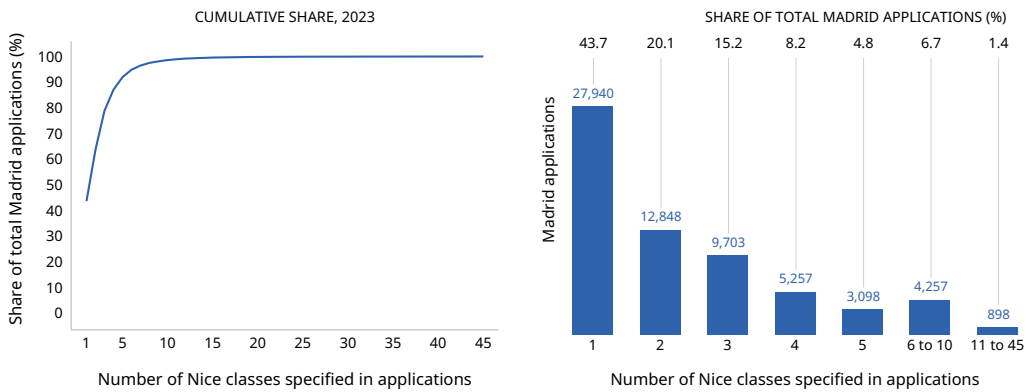


Note: Within the Madrid System, all Madrid member offices must apply the Nice Classification, an international classification of goods and services applied to trademark applications and registrations. Applicants are required to provide a description of the goods or services for which the mark is to be used according to one or more of the 45 Nice classes (visit www.wipo.int/classifications/nice). When filing a Madrid application, applicants must specify all the classes into which their marks fall, as it is not possible to add other classes at a later date.

Source: WIPO Statistics Database, March 2024.

Almost 79% of all Madrid applications filed in 2023 included between one and three goods or services classes.

A23. Distribution of the number of classes specified per international application, 2023



Note: The overall average of two to three classes specified in all Madrid applications filed in 2023 masks a significant variation in the number of classes specified across applications. For example, 27,940, or 43.7% of all Madrid applications, indicated a single class to which the trademark applied, and 78.9% included up to three classes. Only 898 applications – that is, 1.4% of the total – specified 11 or more of the 45 goods and services classes.

Source: WIPO Statistics Database, March 2024.

In 2023, goods class 9, which includes computers, electronics and software, was the class most specified in Madrid applications, followed by services classes 35 covering business services and 42 relating to scientific and technical services.

A24. Classes specified in international applications, 2023

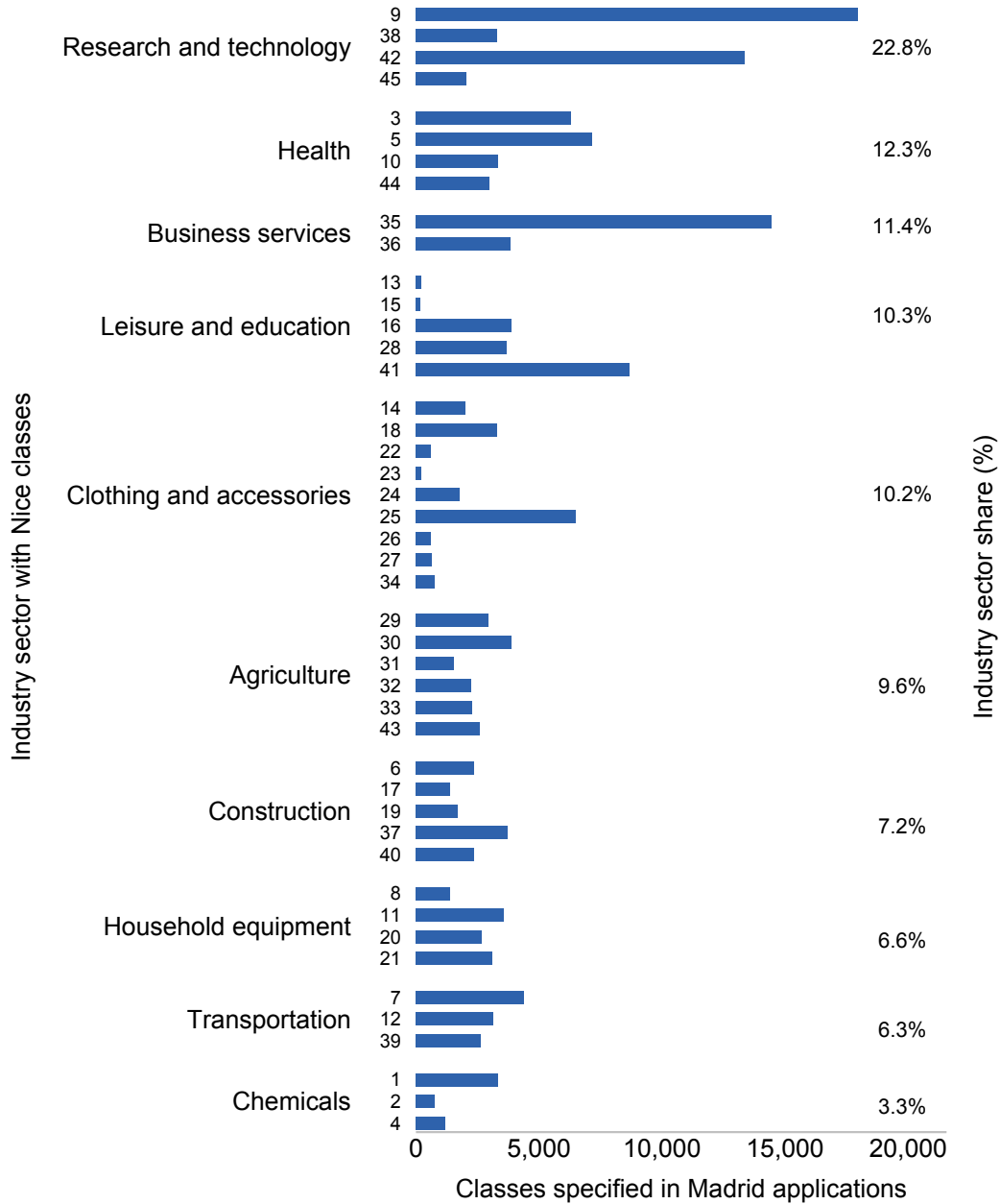
Class covers/includes	Growth (%)		Share of total (%), 2023
	2023	2022-2023	
Class 9: Computer hardware and software and other electrical or electronic apparatus of a scientific nature	17,965	-12.3	11.0
Class 35: Services such as office functions, advertising and business management	14,449	-9.7	8.8
Class 42: Services provided by, for example, scientific, industrial or technological engineers and computer specialists	13,367	-13.3	8.2
Class 41: Services in the area of education, training, entertainment, sporting and cultural activities	8,677	-13.5	5.3
Class 5: Mainly pharmaceuticals and other preparations for medical purposes	7,154	-4.6	4.4
Class 25: Clothing, footwear and headgear	6,506	-5.5	4.0
Class 3: Mainly cleaning preparations and toiletry preparations	6,292	3.2	3.8
Class 7: Mainly machines, machine tools, motors and engines	4,398	-5.5	2.7
Class 16: Mainly paper, goods made from that material and office requisites	3,897	-8.3	2.4
Class 30: Mainly foodstuffs of plant origin, prepared for consumption or conservation as well as auxiliaries intended for improving the flavor of food	3,894	-1.6	2.4
Class 36: Services relating to insurance, financial affairs, monetary affairs, and real estate affairs	3,833	-23.8	2.3
Class 37: Building construction; repair; installation services	3,721	-9.7	2.3
Class 28: Games and playthings; gymnastic and sporting articles	3,688	-4.8	2.3
Class 11: Apparatus for lighting, heating, steam generating, cooking, refrigerating, drying, ventilating, water supply and sanitary purposes	3,567	-5.2	2.2
Class 10: Surgical, medical, dental and veterinary apparatus and instruments	3,352	-14.6	2.0
Class 1: Chemicals used in industry, science and photography, as well as in agriculture	3,316	-10.3	2.0
Class 38: Telecommunications services	3,312	-19.9	2.0
Class 18: Leather and imitations of leather, and products made therefrom, traveling bags and umbrellas	3,300	-4.1	2.0
Class 12: Vehicles; apparatus for locomotion by land, air or water	3,127	-4.0	1.9
Class 21: Mainly household or kitchen utensils and containers; combs and sponges; articles for cleaning purposes, glassware, porcelain and earthenware	3,085	-4.4	1.9
Class 44: Medical services; veterinary services; hygienic and beauty care for human beings or animals; agriculture, horticulture and forestry services	2,976	-9.5	1.8
Class 29: Meat, fish, poultry; frozen, dried and cooked fruits and vegetables	2,935	-1.8	1.8
Class 20: Mainly furniture, mirrors, picture frames and goods made from, for example, wood, cork, reed, cane, wicker	2,656	-7.0	1.6
Class 39: Services related to transport, packaging and storage of goods, and travel arrangement	2,638	-15.0	1.6
Class 43: Services for providing food and drink; temporary accommodation	2,595	-2.7	1.6
Class 6: Mainly includes common metals and their alloys and goods of common metal not included in other classes	2,368	-4.1	1.4
Class 40: Services related to the treatment of materials	2,364	-12.2	1.4
Class 33: Alcoholic beverages (except beers)	2,291	-14.6	1.4
Class 32: Beers; mineral and aerated waters and other non-alcoholic beverages; fruit beverages and fruit juices; syrups and other preparations for making beverages	2,226	-6.7	1.4
Class 45: Legal services; security services for the protection of property and individuals; personal and social services rendered by others to meet the needs of individuals	2,046	-10.8	1.3
Class 14: Mainly precious metals and their alloys and goods in precious metals or coated therewith, not included in other classes	1,997	-2.6	1.2
Class 24: Textiles and textile goods, not included in other classes; bed covers; table covers	1,777	-10.7	1.1
Class 19: Mainly non-metallic building materials and asphalt	1,693	-5.7	1.0
Class 31: Mainly grains and agricultural, horticultural and forestry products; live animals; fresh fruits and vegetables; seeds	1,544	-12.9	0.9
Class 17: Mainly rubber, plastics in extruded form for use in manufacture; packing, stopping and insulating materials; non-metallic flexible pipes	1,397	-6.6	0.9
Class 8: Hand tools and implements (hand-operated); cutlery; side arms; razors	1,375	-1.8	0.8
Class 4: Mainly industrial oils, lubricants, fuels and illuminants	1,169	-8.9	0.7
Class 2: Mainly paints, varnishes, lacquers	768	-5.1	0.5
Class 34: Tobacco; smokers' articles; matches	760	0.8	0.5
Class 27: Carpets, rugs, mats and matting, linoleum and other materials for covering existing floors; wall hangings (non-textile)	637	-19.7	0.4
Class 22: Mainly ropes, string, nets, tents, awnings, tarpaulins, sails, sacks and bags (not included in other classes)	619	-3.4	0.4
Class 26: Lace and embroidery, ribbons and braid; buttons, hooks and eyes, pins and needles; artificial flowers	612	1.7	0.4
Class 23: Yarns and threads, for textile use	205	-3.8	0.1
Class 13: Firearms; ammunition and projectiles; explosives; fireworks	198	-15.4	0.1
Class 15: Musical instruments	179	-31.4	0.1
Not specified	2,657	228.4	1.6
Total classes specified in Madrid applications	163,582	-8.1	100.0

Note: For a complete list of class definitions, visit www.wipo.int/classifications/nice.

Source: WIPO Statistics Database, March 2024.

Research and technology accounted for 22.8% of all filing activity via the Madrid System in 2023. The health sector's share (12.3%) of overall activity increased by about a half percentage point compared to the previous year to become the second largest industry sector in terms of Madrid applications, followed by business services (11.4%).

A25. International applications by industry sector, 2023

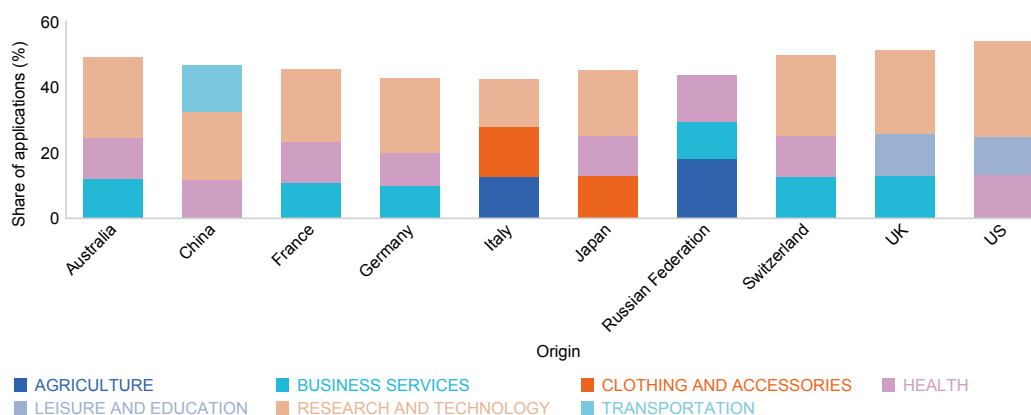


Note: Industry sectors based on class groups are those defined by Edital®. Some industry sectors are abbreviated. See the Nice classes and industry sectors table in the annex for full definitions. For full class definitions, visit www.wipo.int/classifications/nice.

Source: WIPO Statistics Database, March 2024.

Research and technology featured as the top industry sector for Madrid applications from nine of the top 10 origins, the exception being the Russian Federation for which agriculture was the top sector. Clothing and accessories was among the three top three sectors for applicants based in Italy and Japan.

A26. International applications by top three sectors for the top 10 origins, 2023

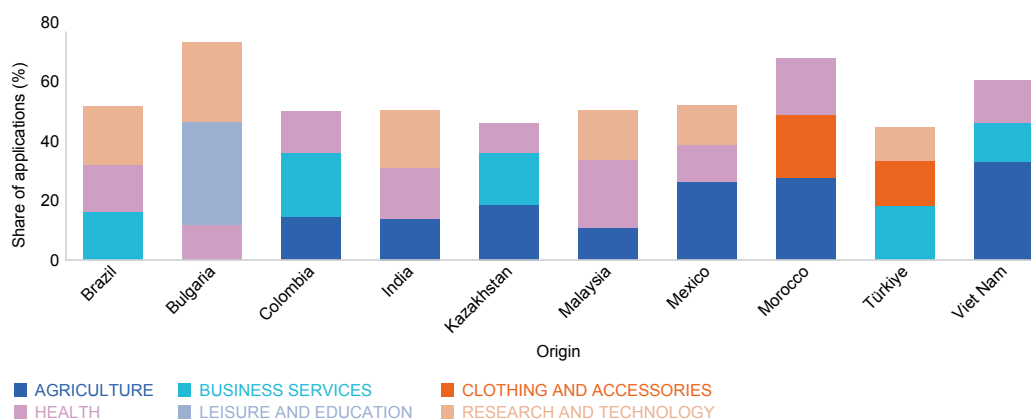


Note: Origin data are based on the country of the Madrid registration holder's address. Industry sectors based on class groups are those defined by Edital®. Some industry sectors are abbreviated. See the Nice classes and industry sectors table in the annex for full definitions. For full class definitions, visit www.wipo.int/classifications/nice.

Source: WIPO Statistics Database, March 2024.

Agricultural services was the top industry sector for applicants from four of 10 selected middle-income countries of origin: Mexico, Morocco, Kazakhstan, Viet Nam, whereas business services and research and technology were each the top sectors for applicants from two countries, health was the top sector for Malaysia, and leisure and education was number one for applicants based in Bulgaria.

A27. International applications by top three sectors for selected middle-income countries of origin, 2023

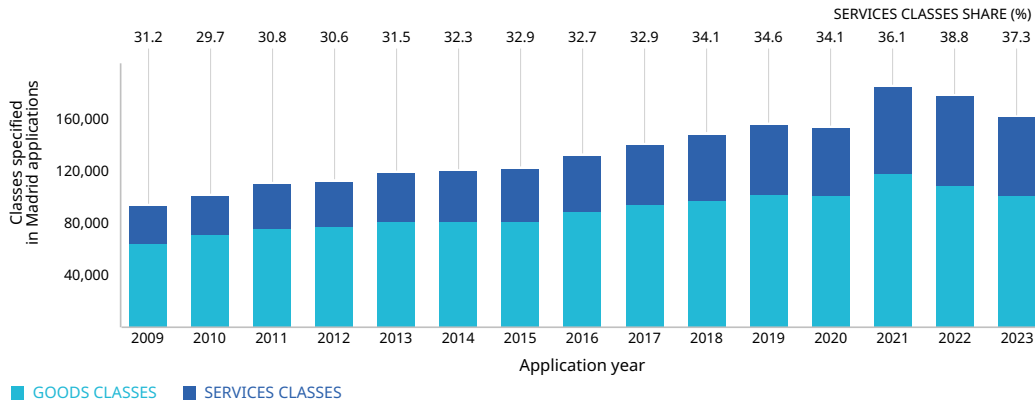


Note: Origin data are based on the country of the Madrid registration holder's address. Industry sectors based on class groups are those defined by Edital®. Some industry sectors are abbreviated. See the Nice classes and industry sectors table in the annex for full definitions. For full class definitions, visit www.wipo.int/classifications/nice.

Source: WIPO Statistics Database, March 2024.

In 2023, services classes accounted for 37.3% of all classes specified in Madrid applications, 1.5 percentage points less than in 2022, but considerably higher than 31.2% a decade and a half earlier.

A28. Trend in services classes versus goods classes, 2009–2023



Note: The first 34 of the 45 Nice classes cover goods, whereas the remaining 11 cover services. For full class definitions, visit www.wipo.int/classifications/nice.

Source: WIPO Statistics Database, March 2024.

Applications from Singapore (50.5%), Finland (46.8%), the UK (43.1%), the US (41.4%) and France (40.9%) had among the highest shares related to services. In contrast, services accounted for only 17.3% of applications from China and 17.8% from Egypt.

A29. Goods classes versus services classes in international applications for selected origins, 2013 and 2023

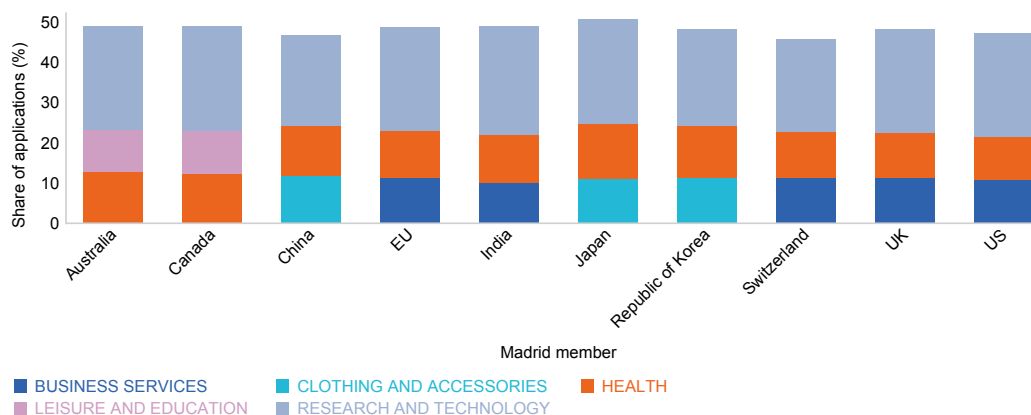
Origin	2013 (%)		2023 (%)		Change in services classes share compared to 2013 (percentage points)
	Goods	Services	Goods	Services	
Singapore	55.4	44.6	49.5	50.5	5.9
Finland	61.0	39.0	53.2	46.8	7.8
United Kingdom	65.1	34.9	56.9	43.1	8.2
United States of America	65.7	34.3	58.6	41.4	7.1
France	65.7	34.3	59.1	40.9	6.6
Australia	62.9	37.1	61.4	38.6	1.5
Germany	69.2	30.8	62.3	37.7	6.9
India	68.1	31.9	63.0	37.0	5.1
Denmark	73.7	26.3	64.2	35.8	9.5
Türkiye	74.9	25.1	64.4	35.6	10.5
New Zealand	79.2	20.8	67.4	32.6	11.8
Viet Nam	87.0	13.0	67.7	32.3	19.3
Japan	78.7	21.3	69.8	30.2	8.9
Italy	79.0	21.0	70.8	29.2	8.2
Poland	67.8	32.2	70.9	29.1	-3.1
Russian Federation	68.4	31.6	71.8	28.2	-3.4
Hungary	78.3	21.7	72.0	28.0	6.3
Republic of Korea	78.7	21.3	73.1	26.9	5.6
Egypt	76.7	23.3	82.2	17.8	-5.5
China	88.4	11.6	82.7	17.3	5.7

Note: Origin data are based on the country of the Madrid registration holder's address. The first 34 of the 45 Nice classes cover goods, whereas the remaining 11 cover services. For full class definitions, visit www.wipo.int/classifications/nice.

Source: WIPO Statistics Database, March 2024.

In 2023, research and technology was once again the leading sector in which applicants sought trademark protection within the jurisdiction of every top 10 designated Madrid member. Health was the second most active sector across eight of these same members, and business services for the remaining two.

A30. International applications by top three sectors for the top 10 designated Madrid members, 2023

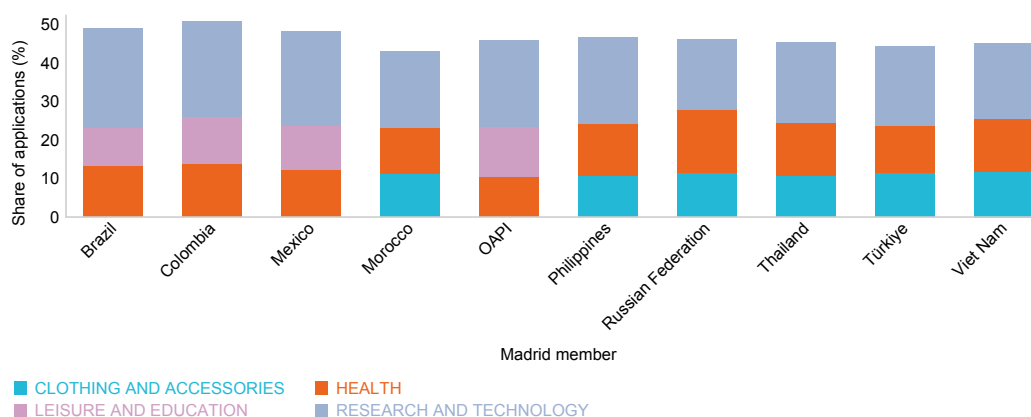


Note: Industry sectors based on class groups are those defined by Edital®. Some industry sectors are abbreviated. See the Nice classes and industry sectors table in the annex for full definitions. For full class definitions, visit www.wipo.int/classifications/nice.

Source: WIPO Statistics Database, March 2024.

Research and technology was the top sector in all 10 selected designated middle-income countries. Health was the second top sector in nine of the selected countries.

A31. International applications by top three sectors for selected designated low- and middle-income Madrid members, 2023



Note: OAPI is the African Intellectual Property Organization acting on behalf of 17 African countries. Industry sectors based on class groups are those defined by Edital®. Some industry sectors are abbreviated. See the Nice classes and industry sectors table in the annex for full definitions. For full class definitions, visit www.wipo.int/classifications/nice.

Source: WIPO Statistics Database, March 2024.

Statistical table

A32. International applications and designations via the Madrid System, 2023

Name	Origin ¹		Designated member
	Number of applications	Designations	Designations
Afghanistan	1	1	686
African Intellectual Property Organization	n.a.	n.a.	2,183
Albania	25	102	2,180
Algeria	2	7	2,275
Angola (a)	6	17	n.a.
Antigua and Barbuda	4	38	507
Armenia	47	326	2,543
Australia	2,016	9,515	15,646
Austria	889	4,796	1,768
Azerbaijan	17	211	2,966
Bahamas (a)	3	20	n.a.
Bahrain	3	55	1,810
Barbados (a)	1	6	n.a.
Belarus	133	449	3,831
Belgium (b)	704	4,873	n.a.
Belize	1	3	486
Benelux Office for Intellectual Property	n.a.	n.a.	1,902
Benin (a, e)	1	1	n.a.
Bermuda (a)	9	55	n.a.
Bhutan	523
Bonaire, Sint Eustatius and Saba (d)	1	0	393
Bosnia and Herzegovina	32	181	2,570
Botswana	650
Brazil	205	1,248	10,157
Brunei Darussalam	1	1	1,041
Bulgaria	284	4,793	1,035
Cabo Verde	1	4	443
Cambodia	9	35	2,386
Canada	867	4,617	19,933
Chile	48	191	4,165
China	5,473	67,346	18,923
Colombia	92	325	4,514
Congo (a, e)	2	4	n.a.
Croatia	178	1,129	860
Cuba	4	28	888
Curaçao (d)	1	2	662
Cyprus	287	2,929	530
Czech Republic	297	1,918	1,044
Democratic People's Republic of Korea	4	6	697
Denmark	680	3,974	863
Dominican Republic (a)	3	6	n.a.
Egypt	77	272	3,995
Estonia	98	621	655
Eswatini	524
European Union	n.a.	n.a.	27,936
Finland	377	1,962	743
France	4,267	27,340	2,394
Gambia	560
Georgia	44	312	2,575
Germany	6,613	40,566	3,255
Ghana	1,316
Greece	137	797	814
Guernsey (f)	350
Hungary	260	2,769	901
Iceland	33	172	2,312
India	448	4,550	11,799
Indonesia	98	617	7,851
Iran (Islamic Republic of)	53	455	2,153
Ireland	253	2,067	748
Israel	403	2,382	4,939
Italy	2,729	19,275	2,198
Jamaica	1	66	879
Japan	2,846	16,639	15,472

Name	Origin ¹		Designated member
	Number of applications	Designations	Designations
Kazakhstan	94	491	4,756
Kenya	2	19	1,791
Kyrgyzstan	2	8	2,671
Lao People's Democratic Republic	2	6	1,676
Latvia	63	270	750
Lesotho	495
Liberia	577
Liechtenstein	64	512	1,832
Lithuania	126	633	789
Luxembourg (b)	333	2,530	n.a.
Madagascar	2	3	765
Malawi	578
Malaysia	137	837	7,685
Malta (c)	95	722	n.a.
Mauritius	8	65	437
Mexico	102	852	11,267
Monaco	62	451	1,918
Mongolia	8	25	1,768
Montenegro	1	3	2,377
Morocco	65	634	3,772
Mozambique	1	3	815
Myanmar (a)	1	2	n.a.
Namibia	2	13	775
Netherlands (Kingdom of the) (b)	1,609	8,519	n.a.
New Zealand	471	2,152	7,814
North Macedonia	42	485	2,341
Norway	292	1,746	8,576
Oman	2	50	1,996
Pakistan	26	95	2,313
Panama (a)	2	6	n.a.
Paraguay (a)	1	14	n.a.
Peru (a)	1	1	n.a.
Philippines	49	143	6,354
Poland	572	3,282	1,551
Portugal	298	1,312	1,005
Republic of Korea	2,090	14,916	11,982
Republic of Moldova	50	287	2,313
Romania	108	605	1,210
Russian Federation	1,564	10,466	9,086
Rwanda	1	1	714
Saint Kitts and Nevis (a)	7	104	n.a.
Saint Vincent and the Grenadines (a)	1	16	n.a.
Samoa	402
San Marino	5	16	708
Sao Tome and Principe	417
Saudi Arabia (a)	4	33	n.a.
Senegal (a, e)	1	1	n.a.
Serbia	284	2,138	3,775
Seychelles (a)	2	4	n.a.
Sierra Leone	565
Singapore	953	6,612	10,431
Sint Maarten (Dutch Part) (d)	2	6	441
Slovakia	83	508	833
Slovenia	209	2,165	714
Spain	1,592	8,523	2,002
Sri Lanka (a)	1	1	n.a.
Sudan	3	48	915
Sweden	948	6,028	919
Switzerland	3,284	23,192	14,813
Syrian Arab Republic	2	5	881
Tajikistan	6	41	1,974
Thailand	102	859	7,845
Trinidad and Tobago	3	47	675
Tunisia	12	84	1,988
Türkiye	1,700	10,969	8,594
Turkmenistan	3	21	1,752
Ukraine	365	2,008	4,881
United Arab Emirates	138	1,536	6,314

Name	Origin ¹		Designated member
	Number of applications	Designations	Designations
United Kingdom	3,817	23,414	28,799
United States of America	10,987	75,763	24,833
Uzbekistan	32	229	2,808
Viet Nam	221	1,454	8,042
Zambia	3	45	1,021
Zimbabwe	816
Others	14	237	4
Total	64,200	448,340	448,340

Note: Only those countries or territories of origin and designated Madrid member countries or jurisdictions for which 2023 Madrid System statistics exist are listed. Madrid application by origin data for 2023 are WIPO estimates.

¹ Origin is defined as the country or territory of the stated address of residence of the applicant for an international registration.

(a) This country or territory was not a member of the Madrid System as of December 31, 2023. Applicants from this country or territory are entitled to file via the Madrid System by claiming commercial activity or domicile in a country, or within the jurisdiction of a regional intellectual property (IP) office that is a member of the Madrid System. An applicant cannot designate the Madrid member for which entitlement is claimed (no self-designation is possible).

(b) The IP office is the regional Benelux Office for Intellectual Property (BOIP), which receives designations on behalf of this country.

(c) This country is a member of the Madrid System via its membership of the European Union.

(d) This country or municipality is not a Madrid member. The Kingdom of the Netherlands has extended the application of the Madrid Protocol to the territories of Curaçao and Sint Maarten, Bonaire, Sint Eustatius and Saba.

(e) This country is not a Madrid member, but is covered by a designation of the African Intellectual Property Organization (OAPI).

(f) The United Kingdom extended the application of the Madrid Protocol to the territories of Gibraltar and the Bailiwick of Guernsey with effect from January 1, 2021.

n.a. indicates not applicable.

.. indicates zero.

Source: WIPO Statistics Database, March 2024.

B. Statistics on Madrid international registrations, renewals and active registrations

Highlights

Trademark holders worldwide received 63,618 Madrid international registrations in 2023, down 7.2% on 2022

In 2023, the World Intellectual Property Organization (WIPO) recorded 63,618 Madrid registrations, which is almost 5,000 fewer than in 2022 (figure B1). The long-term trend for Madrid registrations broadly follows that for Madrid applications; however, changes in the number of registrations from year to year can be more pronounced for registrations than for applications. Reasons why Madrid registrations can fluctuate considerably from year to year can be the time taken for Madrid applications to be processed at offices of origin before being transmitted to the International Bureau (IB) of WIPO, as well as the processing time required at the IB itself, which includes an irregularities procedure and time limits within which applicants and offices can remedy such irregularities.

How has the trend in subsequent designations evolved over time?

Subsequent designations are requests made by trademark holders to extend protection for existing Madrid registrations to cover new markets. The number of subsequent designations has increased from almost 36,000 in 2009 to 64,335 in 2023. This increase has been due not only to Madrid System accessions and the incentive for registration holders to extend protection to include the jurisdictions of new Madrid members, but also to holders' desire to expand their commercial activity into the markets offered by longer standing members of the Madrid System. There were 8.8% more subsequent designations made in Madrid registrations in 2023 than in 2022, following a decrease of 4% in 2022 (figure B2). Although most requests for subsequent designations are submitted by holders directly to the IB, fluctuations in the number submitted via Madrid member offices year-on-year can be significant for the same reasons given for international registrations. In 2009, at the height of the global financial crisis, subsequent designations fell substantially by 18.8%, on a par with a large 20.3% drop in designations (figure A12) in new Madrid applications that same year.

How did trademark holders use subsequent designations to extend protection for their marks to additional export markets in 2023?

The US (2,135) surpassed both Canada (2,077) and China (2,060) to become the Madrid member to have received the highest number of subsequent designations in 2023 (figure B7). Canada, which joined the Madrid System only in 2019, remained in second position. China had been the most subsequently designated country every year between 2004 and 2022, but fell to third position in 2023 due to a decrease of 7.4% in the number of subsequent designations received. The United Arab Emirates (1,902) and Mexico (1,869) rounded out the top five.

The 20 most designated Madrid member countries received about half (49.7%) of all subsequent designations in 2023, a share similar to that in 2022. In addition to China, only two other top member countries, Canada (-3.2%) and Switzerland (-1.9%), received fewer subsequent designations than the year before, compared to twelve in 2022. A high growth rate for Indonesia (+17.4%) moved it from the 10th most subsequently designated Madrid member in 2022 up to eighth spot in 2023. Similarly, a high growth rate of 9.7% moved Singapore from the top 15th spot in 2022 to 13th spot in 2023.

Nine of the top 20 subsequently designated Madrid members in 2023 were in the middle-income category, reflecting the widespread appeal of developing markets to Madrid registration holders seeking to extend protection for their marks.

All of the top 15 designated Madrid members received their largest shares of subsequent designations from either Germany or the US (figure B9). Holders from Japan were the second or third top origin of subsequent designations in Asian neighbors Indonesia, Malaysia, Singapore and Thailand. In addition to being the second largest origin of subsequent designations of the US, France was the third largest origin for Canada, China, Japan, Mexico and the Republic of Korea. And Switzerland was the third largest origin for Australia, the UK and the US. In the case of Türkiye and the United Arab Emirates, Italy was the third largest origin.

Holders renewed almost 39,300 Madrid international registrations in 2023

Holders renewed 39,267 Madrid registrations in 2023, an increase of 8.2% on the previous year. The number of renewals in any given year depends both on the number of Madrid registrations and the number of renewals recorded 10 years prior; therefore, the trend seen in figure B13 is only a partial reflection of the trend in registrations with a 10-year lag. Renewals in 2023 were double the number recorded in 2009 and have trended upward, despite modest declines in 2011 and 2017, and a more considerable drop of 6.9% in 2019.

The highest numbers of renewals in 2023 were recorded by holders from Germany, France, Switzerland and the US

Holders from Germany (8,224), France (5,090), Switzerland (3,173) and the US (3,089) recorded the highest numbers of Madrid registration renewals in 2023 (figure B14). For Germany, France and Switzerland, this reflects their long-standing membership of the Madrid System. Together, the top four origins of renewals accounted for about half of all renewals in 2023, and their holders' stocks of international registrations have often been maintained for many decades. Among the top 20 origins, holders based in Australia (+32.5%), China (+28.6%), Poland (+31.6%), the Republic of Korea (+43.8%) and the US (+25.1%) had the highest on-year growth in renewals in 2023. Due to a high growth rate, holders based in the US surpassed Italy to become the top fourth origin of renewals. The high growth rate seen for the Republic of Korea and the US could be owing, in part, to the fact that 2023 marks the 20th anniversary of these countries' membership to the Madrid System and the end of a second 10-year period, at which time their respective Madrid registration holders were required to renew registrations first recorded in 2003. In contrast, 11th-ranked Austria (-4.9%) and 13th-ranked Türkiye (-2%) recorded an on-year decline.

About half (50.2%) of all international registrations recorded since the Madrid System was established in 1891 remain active

Of the almost 1.8 million international registrations recorded since the creation of the Madrid System, about half (886,255) remained active – that is, in force – in 2023. Totaling about 531,270 in 2009, active Madrid registrations have increased by between about two and five percent each subsequent year (figure B21). In 2023, the total number of active Madrid registrations grew by 3%.

Holders from just five countries – Germany, the US, France, Switzerland and China – owned over half (51%) of all Madrid registrations active in 2023

Madrid registration holders domiciled in Germany (144,777) owned the highest number of active registrations in 2023, followed by holders in the US (102,136), France (86,774), Switzerland (60,260) and China (57,901) (figure B23). Considerable growth of 11.8% moved Singapore into the top 20 for the first time, coming in at 19th spot in terms of active registration ownership in 2023. Together, holders based in the top 20 countries of origin owned almost 88% of all active Madrid registrations in 2023. In addition to the high growth rate seen for holders in Singapore, holders

based in top origins China (+7.4%), the Republic of Korea (+13.3%) and the US (+6.5%) also saw their stocks of active Madrid registrations grow the most between 2022 and 2023.

Madrid members China, the EU and Switzerland top the list for designations in active international registrations

In 2023, China (325,096), as a destination for trademark protection from abroad, retained top spot as the Madrid member with the most designations in active Madrid registrations, followed by the EU (308,989), Switzerland (283,514), the US (272,368) and the Russian Federation (254,857) (figure B24). This means that, as of 2023, the over 250,000 trademarks in force in each of these four countries, plus the EU via the European Union Intellectual Property Office (EUIPO), resulted from Madrid registrations.

Ten of the top 20 Madrid members had more designations in active registrations in 2023 than in 2022, with India recording the highest growth rate of 8.3%, propelling it from 18th spot in 2022 up to 14th spot in 2023. Mexico (+7.9%) also recorded a high growth rate, debuting among the top 20 Madrid members at 18th spot. Many of the Madrid members to see a decline were either individual EU member countries or the EU itself (-2.1%), or the Benelux countries as a group (-4.6%), comprising Belgium, the Kingdom of the Netherlands and Luxembourg. Australia (-0.8%), Norway (-0.1%), the Russian Federation (-3.2%), Türkiye (-1.4%) and Ukraine (-2.4%) also had fewer designations in active registrations compared to the previous year.

The 7.1 million designations in active Madrid registrations in 2023 were owned by about 249,900 right holders

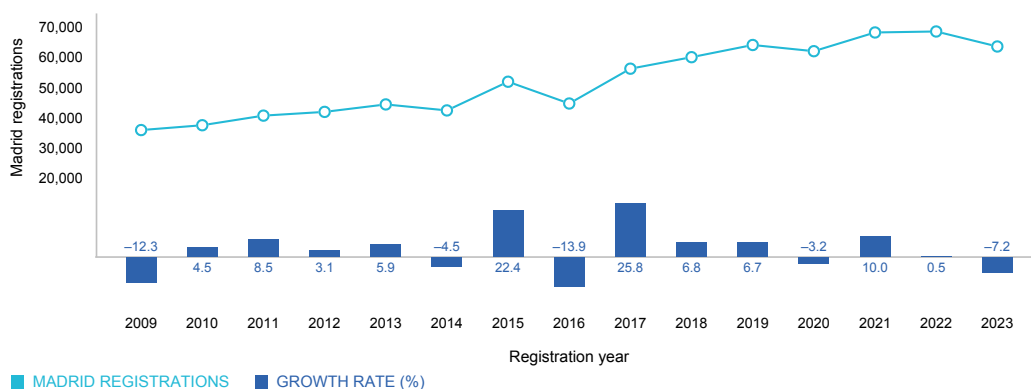
A majority (64.7%) of holders of active Madrid registrations had no more than a single such registration in their 2023 portfolios – a situation that has remained almost unchanged since 2012. Another 16.9% of holders owned only two active Madrid registrations. Overall, about 91% of holders held four or fewer active registrations in their portfolios, and 95.5% owned no more than seven (figure B25).

Madrid international registrations	49
B1. Trend in international registrations, 2009–2023	49
B2. Trend in subsequent designations in international registrations, 2009–2023	49
B3. Subsequent designations in international registrations for the top 20 origins, 2023	50
B4. Trends in subsequent designations in international registrations for the top five origins, 2009–2023	50
B5. Subsequent designations in international registrations for selected middle-income country origins, 2023	51
B6. Trends in subsequent designations in international registrations for selected middle-income country origins, 2009–2023	51
B7. Subsequent designations in international registrations for the top 20 designated Madrid members, 2023	52
B8. Shares of total subsequent designations in international registrations for the top 20 origins and top 15 designated Madrid members, 2023	53
B9. Distribution of subsequent designations in international registrations for the top 15 designated Madrid members received from their top three origins, 2023	54
B10. Flows of subsequent designations from selected middle-income countries of origin to the top 10 subsequently designated Madrid members, 2023	55
B11. Trend in provisional refusals of designations in international registrations, 2009–2023	56
B12. Provisional refusals of designation by selected designated Madrid members, 2023	56
Renewals of Madrid international registrations	57
B13. Trend in renewals of international registrations, 2009–2023	57
B14. Renewals of international registrations for the top 20 origins, 2023	57
B15. Trends in renewals of international registrations for the top five origins, 2009–2023	58
B16. Renewals of international registrations for selected middle-income country origins, 2023	58
B17. Trends in renewals of international registrations for selected middle-income country origins, 2009–2023	59
B18. Trend in renewed designations in international registrations, 2009–2023	59
B19. Renewed designations in international registrations for the top 20 origins, 2023	59
B20. Top 20 designated Madrid members in renewals of international registrations, 2023	60
Active Madrid international registrations	60
B21. Trend in active international registrations, 2009–2023	60
B22. Trend in designations in active international registrations, 2009–2023	61
B23. Active international registrations for the top 20 origins, 2023	61
B24. Designations in active international registrations for the top 20 designated Madrid members, 2023	62
B25. Distribution of active international registrations per right holder, 2023	62
B26. Classes specified in active international registrations, 2023	63
Statistical tables	64
B27. International registrations and subsequent designations covered by international registrations, 2023	64
B28. Renewals of international registrations and designations covered by renewed international registrations, 2023	66

Madrid international registrations

In 2023, trademark holders received a total of 63,618 Madrid registrations, 7.2% fewer than in 2022.

B1. Trend in international registrations, 2009–2023

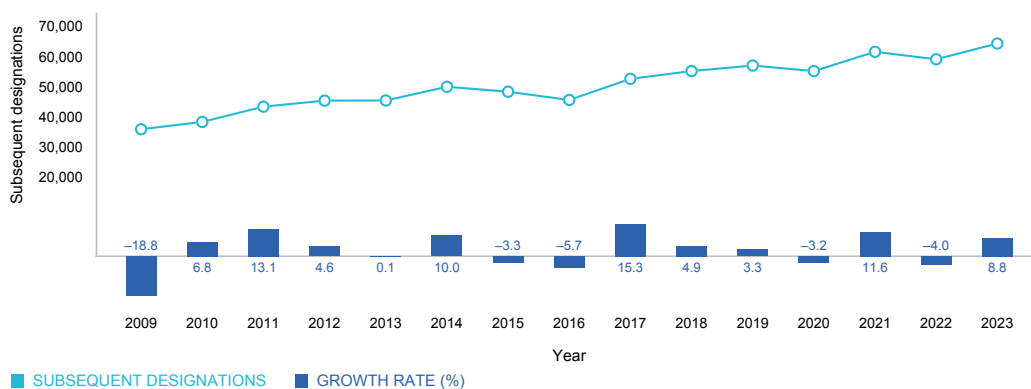


Note: The significant decrease in 2016 was mainly due to the deployment of a new back-end IT system that year, which resulted in a temporary reduction in the production capacity of the International Bureau (IB). The total numbers of international registrations for all origins are reported in statistical table B27.

Source: WIPO Statistics Database, March 2024.

After decreasing in 2022, subsequent designations rebounded by 8.8% to number 64,335 in 2023.

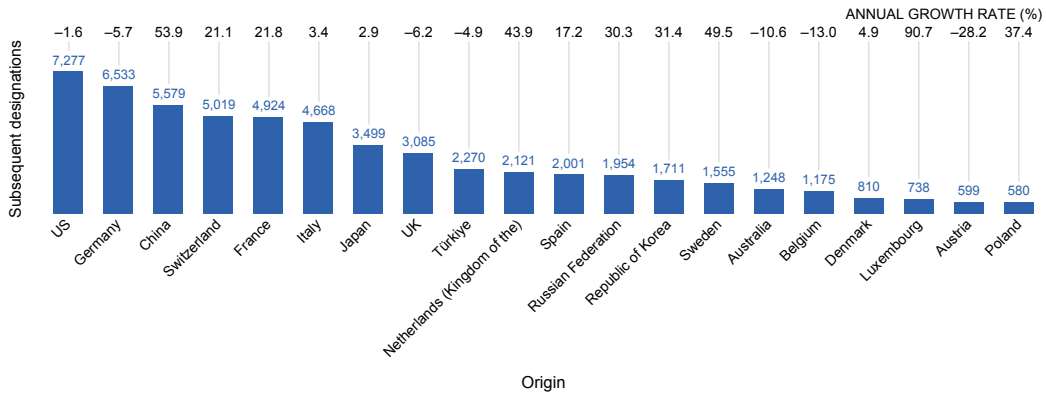
B2. Trend in subsequent designations in international registrations, 2009–2023



Source: WIPO Statistics Database, March 2024.

For a second consecutive year, holders based in the US were the most active in subsequently extending protection for their marks to other Madrid member markets in 2023. They were followed by holders from Germany, China, Switzerland and France. Holders from China moved up three spots from sixth in 2022 to rank third in 2023, ahead of those of France, Italy and Switzerland.

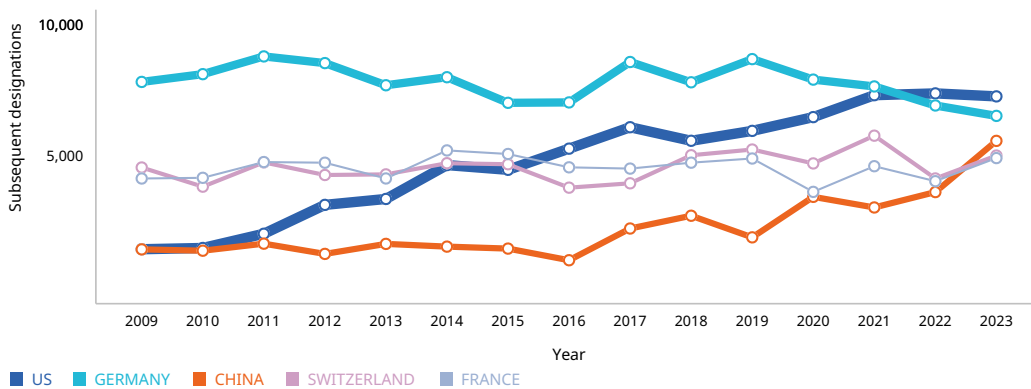
B3. Subsequent designations in international registrations for the top 20 origins, 2023



Note: Origin data are based on the country of the Madrid registration holder's address.
Source: WIPO Statistics Database, March 2024.

By 2016, subsequent designations from the US had gradually surpassed those of three other top origins, and in 2022 and 2023 exceeded the number recorded by Germany whose holders had been the most active in subsequently extending protection for their marks to other Madrid member markets for more than three decades.

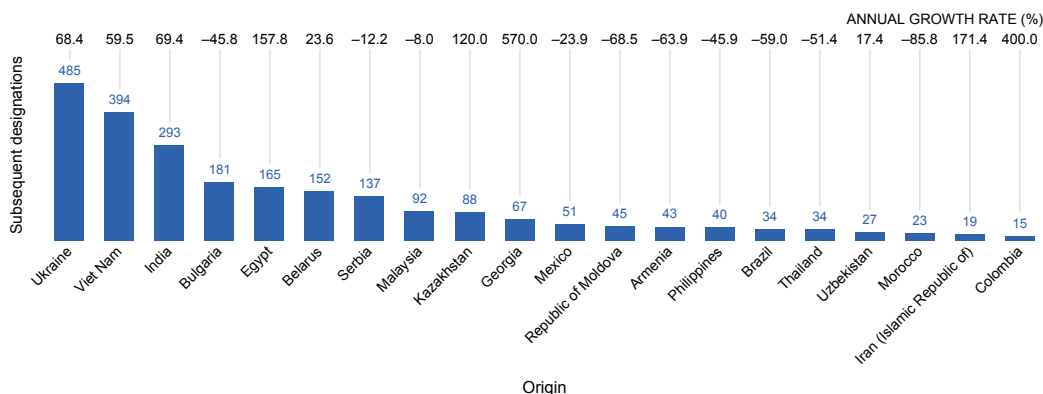
B4. Trends in subsequent designations in international registrations for the top five origins, 2009–2023



Note: Origin data are based on the country of the Madrid registration holder's address.
Source: WIPO Statistics Database, March 2024.

Subsequent designations by holders from many middle-income countries remain low.

B5. Subsequent designations in international registrations for selected middle-income country origins, 2023

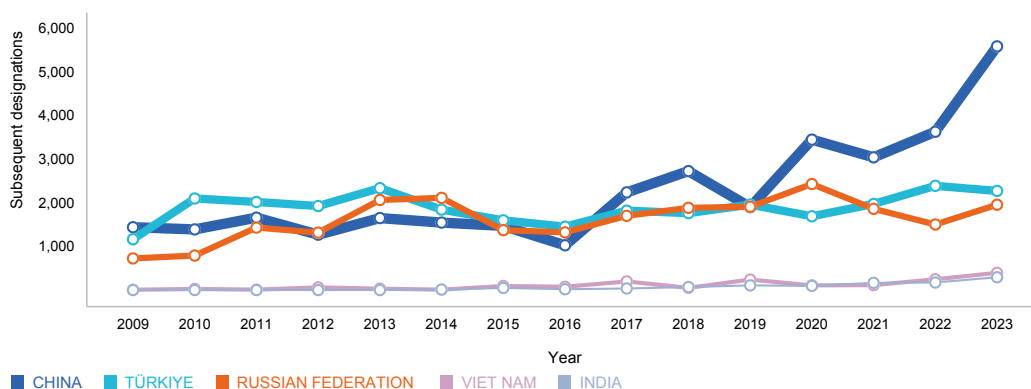


Note: Origin data are based on the country of the Madrid registration holder's address. The total numbers of subsequent designations in international registrations for all origins are reported in statistical table B27.

Source: WIPO Statistics Database, March 2024.

Among selected middle-income countries of origin, subsequent designations from China, India, the Russian Federation and Viet Nam increased in 2023. In contrast, subsequent designations from Türkiye declined.

B6. Trends in subsequent designations in international registrations for selected middle-income country origins, 2009–2023

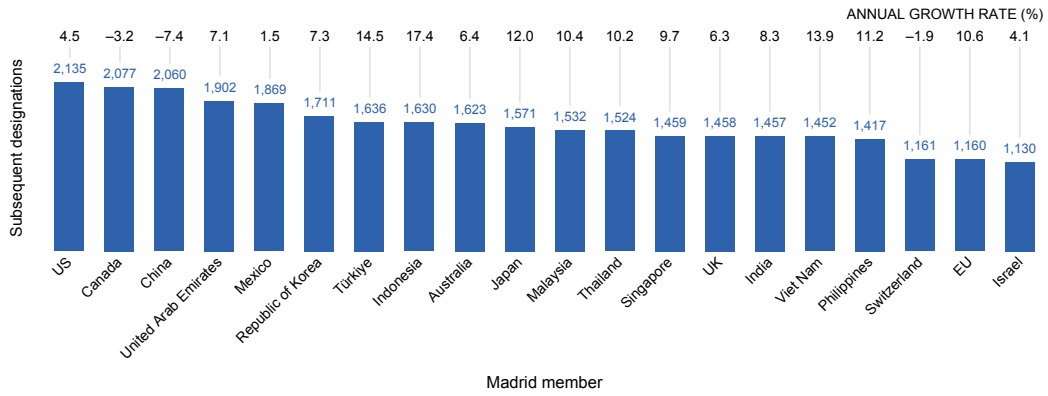


Note: Origin data are based on the country of the Madrid registration holder's address.

Source: WIPO Statistics Database, March 2024.

The US became the most subsequently designated member in 2023, up from third spot in 2022. In second spot, Canada – despite an on-year decline – also received more subsequent designations than China in third, which had previously held the top spot every year between 2004 and 2022.

B7. Subsequent designations in international registrations for the top 20 designated Madrid members, 2023



Note: The total numbers of subsequent designations in international registrations for all Madrid members are reported in statistical table B27.

Source: WIPO Statistics Database, March 2024.

Holders based in Germany or the US were among the top two origins of subsequent designations for nearly all top designated members in 2023. The exception is Japan, which was the second top origin of subsequent designations received by Malaysia, while France was the second top origin in the US.

B8. Shares of total subsequent designations in international registrations for the top 20 origins and top 15 designated Madrid members, 2023

Origin	Designated Madrid member														
	US	Canada	China	United Arab Emirates	Mexico	Republic of Korea	Türkiye	Indonesia	Australia	Japan	Malaysia	Thailand	Singapore	UK	India
US	n.a.	11.3	13.1	13.6	13.9	13.4	10.8	11.8	12.9	14.8	11.5	11.9	13.8	14.4	15.9
Germany	11.8	12.3	15.3	8.2	11.2	10.9	12.2	11.3	11.3	9.9	10.5	10.9	9.7	11.0	10.4
China	4.4	5.2	n.a.	6.3	7.1	5.1	5.3	6.4	5.7	5.9	7.3	7.6	6.6	6.0	5.4
Switzerland	9.8	8.0	7.3	6.5	7.7	7.5	6.6	7.2	8.4	8.3	7.7	6.4	6.7	10.2	4.8
France	10.2	9.1	8.9	6.3	10.0	8.4	7.2	7.7	7.3	9.2	6.4	7.5	8.2	7.0	6.6
Italy	9.2	8.4	6.6	7.7	7.7	8.2	9.8	5.3	7.2	7.3	5.1	6.0	6.0	4.3	5.8
Japan	9.8	5.9	5.9	4.1	5.6	7.4	5.0	9.8	6.9	n.a.	10.8	10.6	9.1	7.1	6.9
UK	5.6	6.3	6.4	6.7	5.9	7.2	5.7	4.7	7.1	7.4	5.2	4.5	6.0	n.a.	7.2
Türkiye	4.0	2.7	1.6	4.6	1.4	2.0	n.a.	1.7	1.8	2.1	2.1	1.4	1.4	3.8	2.1
Netherlands (Kingdom of the)	3.1	3.5	3.5	3.1	4.4	3.6	3.5	3.1	5.8	2.8	3.3	4.5	5.2	4.0	3.2
Spain	3.7	2.7	2.3	3.5	3.8	3.7	3.6	2.3	3.2	3.2	2.9	3.5	2.2	3.2	3.2
Russian Federation	1.2	0.9	3.4	6.2	0.8	1.3	6.6	2.1	0.7	0.9	2.3	1.7	1.1	1.2	2.8
Republic of Korea	2.0	2.5	2.0	2.5	1.4	n.a.	2.9	5.6	3.6	3.9	4.3	4.1	4.0	4.0	4.0
Sweden	2.9	2.5	2.0	1.7	2.4	2.6	2.6	2.8	3.5	2.7	2.6	3.1	3.0	1.6	3.0
Australia	3.5	3.6	3.3	2.2	2.3	2.7	1.0	2.5	n.a.	4.3	2.5	2.6	3.3	5.2	3.6
Belgium	1.4	1.5	1.8	1.7	1.5	2.3	2.3	1.5	1.8	2.0	1.4	1.2	1.9	1.3	0.9
Denmark	1.6	1.5	2.2	0.8	2.2	1.2	1.3	1.0	1.6	2.0	1.1	1.4	1.0	2.0	1.9
Luxembourg	0.8	1.0	0.8	0.5	0.9	0.9	0.6	1.2	0.8	0.7	0.8	0.7	1.0	0.3	0.8
Austria	1.9	1.3	1.4	0.7	1.0	1.1	1.6	0.8	0.7	0.6	0.5	1.2	0.8	0.9	1.0
Poland	0.6	0.5	0.6	1.1	0.4	0.8	0.7	0.5	0.6	0.7	0.5	0.4	0.5	1.3	0.8
Other origins	12.3	9.4	11.4	12.1	8.5	9.8	10.7	10.4	8.9	11.2	11.2	8.9	8.4	10.9	9.8

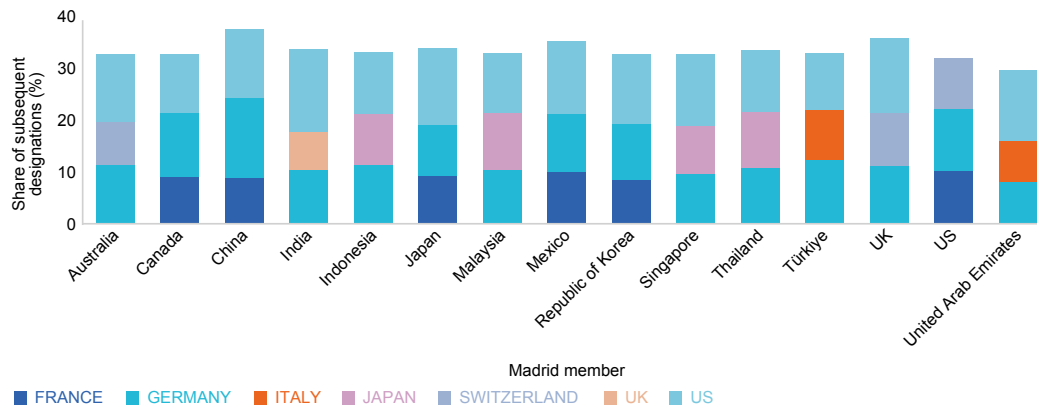
Note: Origin data are based on the country of the Madrid registration holder's address.

n.a. indicates not applicable.

Source: WIPO Statistics Database, March 2024.

In 2023, the top three origins of subsequent designations for all 15 top designated Madrid members accounted for between about 30% and 37% of all subsequent designations received.

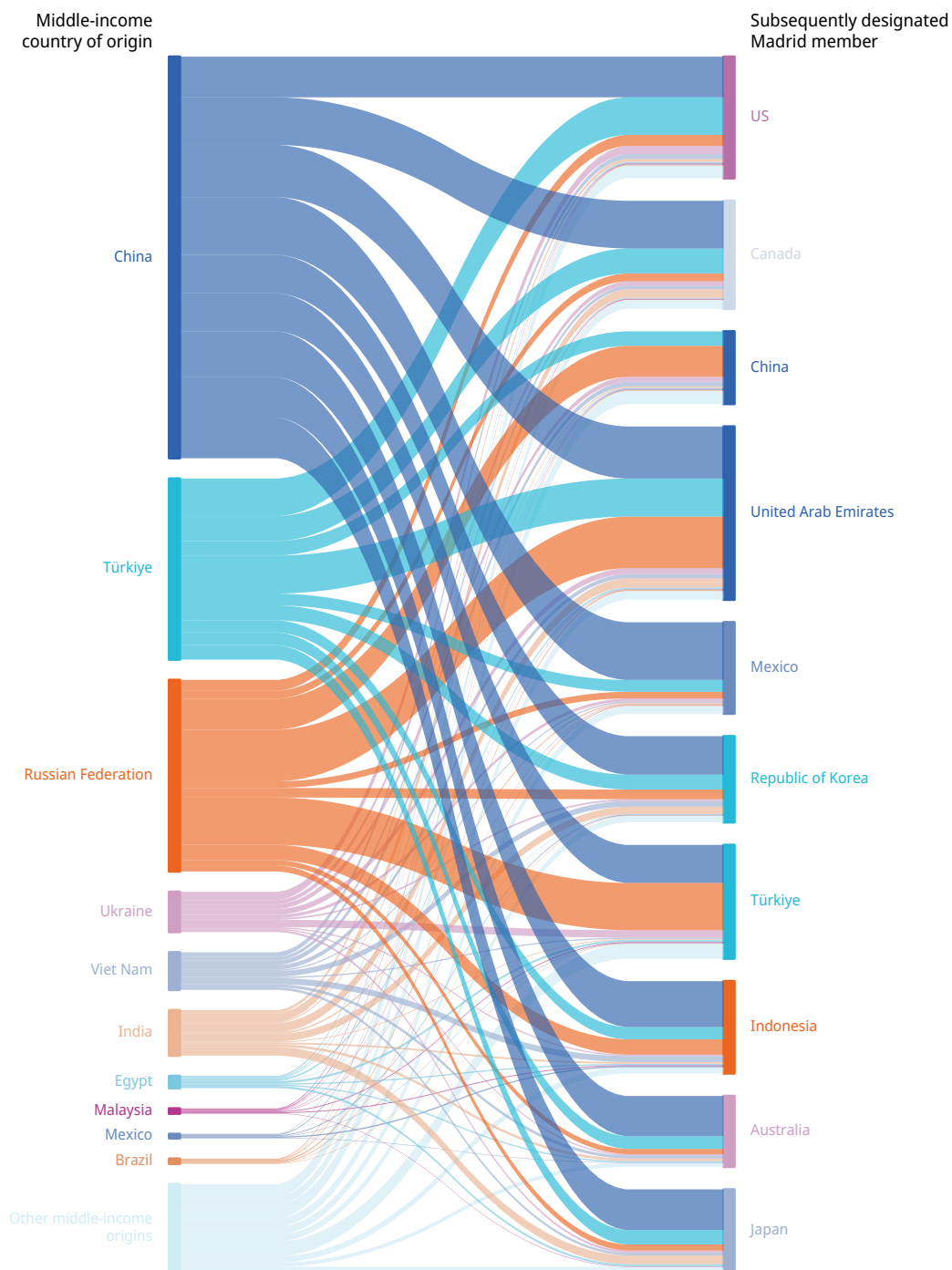
B9. Distribution of subsequent designations in international registrations for the top 15 designated Madrid members received from their top three origins, 2023



Source: WIPO Statistics Database, March 2024.

Flows of subsequent designations from 10 selected middle-income countries to certain top subsequently designated members reveal the extent to which holders from those countries are using existing Madrid registrations to extend protection for their marks to these particular markets.

B10. Flows of subsequent designations from selected middle-income countries of origin to the top 10 subsequently designated Madrid members, 2023

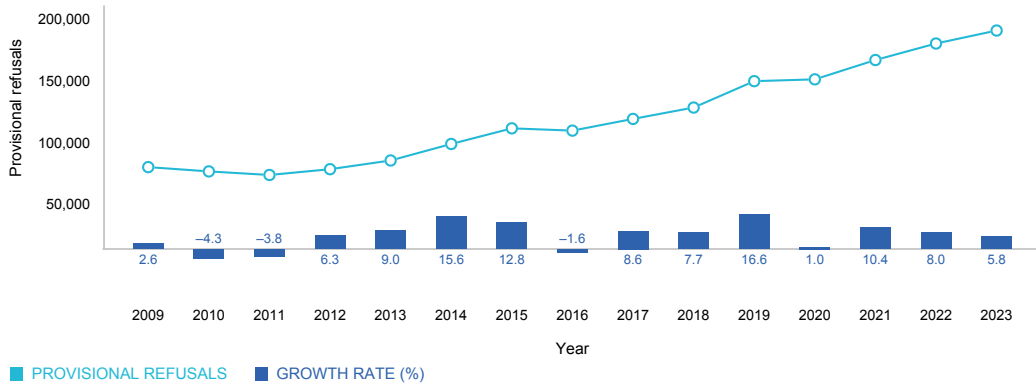


Note: Origin data are based on the country of the Madrid registration holder's address.

Source: WIPO Statistics Database, March 2024.

Provisional refusals issued by designated Madrid members grew by 5.8% to around 190,800 in 2023.

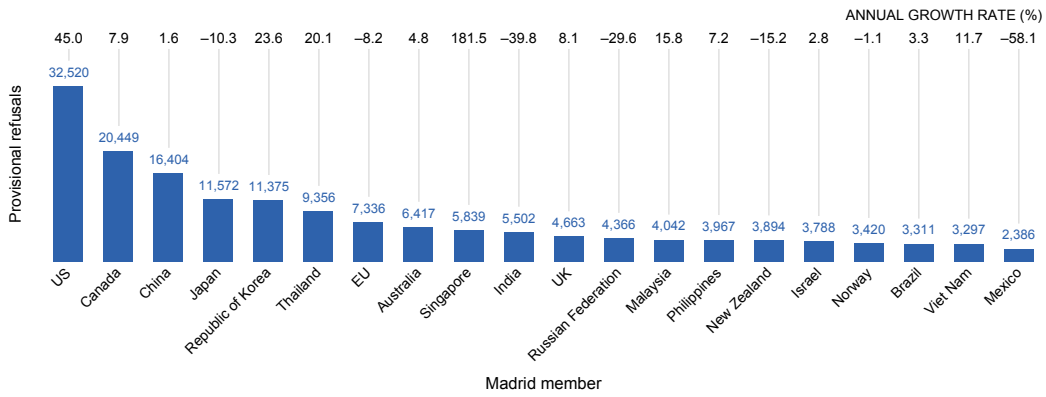
B11. Trend in provisional refusals of designations in international registrations, 2009–2023



Source: WIPO Statistics Database, March 2024.

In 2023, the US issued the most provisional refusals of designation, followed by Canada, China, Japan and the Republic of Korea.

B12. Provisional refusals of designation by selected designated Madrid members, 2023

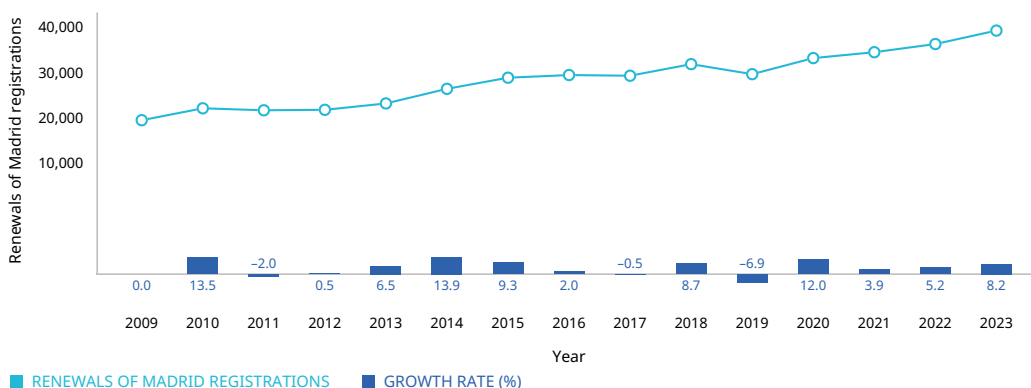


Source: WIPO Statistics Database, March 2024.

Renewals of Madrid international registrations

In 2023, renewals of Madrid registrations increased by 8.2% to reach almost 39,300. Renewals have trended upward over the past 15 years, despite having decreased in three of the years presented.

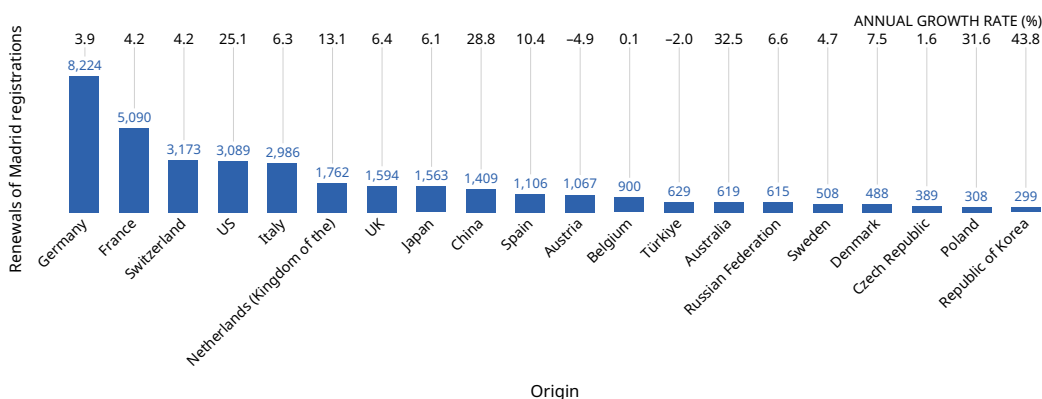
B13. Trend in renewals of international registrations, 2009–2023



Source: WIPO Statistics Database, March 2024.

Almost half (49.6%) of all renewals in 2023 came from just four European countries – Germany, France, Italy and Switzerland – reflecting their long-standing membership of the Madrid System and holders’ large stocks of existing registrations due for renewal. Among the top 20 origins, holders based in Australia (+32.5%), China (+28.8%), Poland (+31.6%), the Republic of Korea (+43.8%) and the US (+25.1%) had the highest on-year growth in renewals in 2023.

B14. Renewals of international registrations for the top 20 origins, 2023

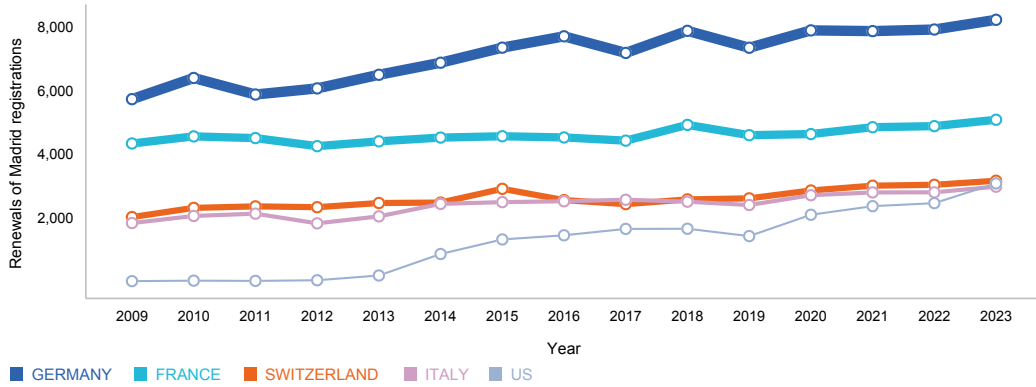


Note: Origin data are based on the country of the Madrid registration holder’s address. The total numbers of renewals of international registrations for all origins are reported in statistical table B28.

Source: WIPO Statistics Database, March 2024.

Renewals of Madrid registrations from the US have trended upward since 2013, which marked the end of the first 10-year validity period for registrations recorded in 2003, when this country first joined the Madrid System. In 2023, renewals of Madrid registrations from the US reached a level similar to that of Italy and Switzerland.

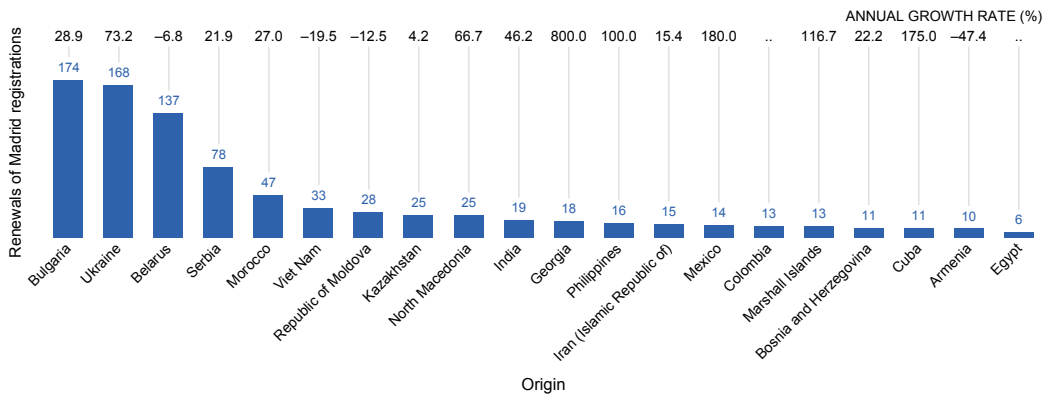
B15. Trends in renewals of international registrations for the top five origins, 2009–2023



Note: Origin data are based on the country of the Madrid registration holder's address.
Source: WIPO Statistics Database, March 2024.

Renewals from many middle-income countries are relatively low in number. For some, this is partly owing to relatively recent Madrid membership.

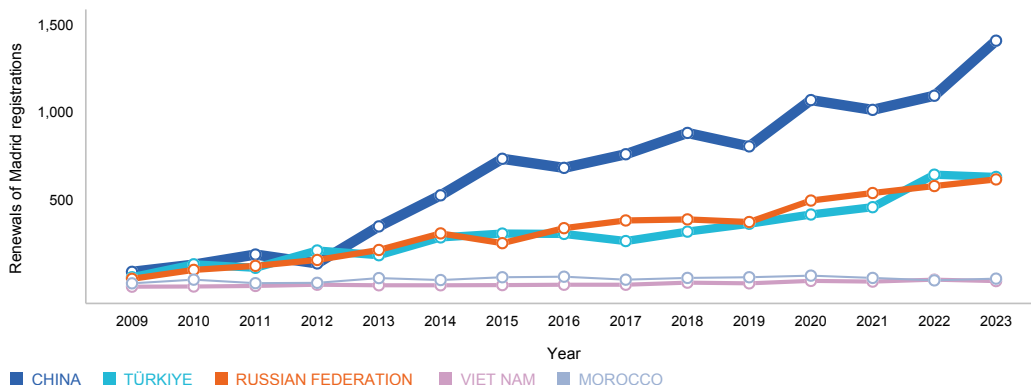
B16. Renewals of international registrations for selected middle-income country origins, 2023



Note: Origin data are based on the country of the Madrid registration holder's address. The total numbers of renewals of international registrations for all origins are reported in statistical table B28.
.. indicates not available.
Source: WIPO Statistics Database, March 2024.

Among selected middle-income country origins, China is the one that has seen the sharpest growth in renewals. In 2023, the number of renewals for the Russian Federation and Türkiye was nearly the same.

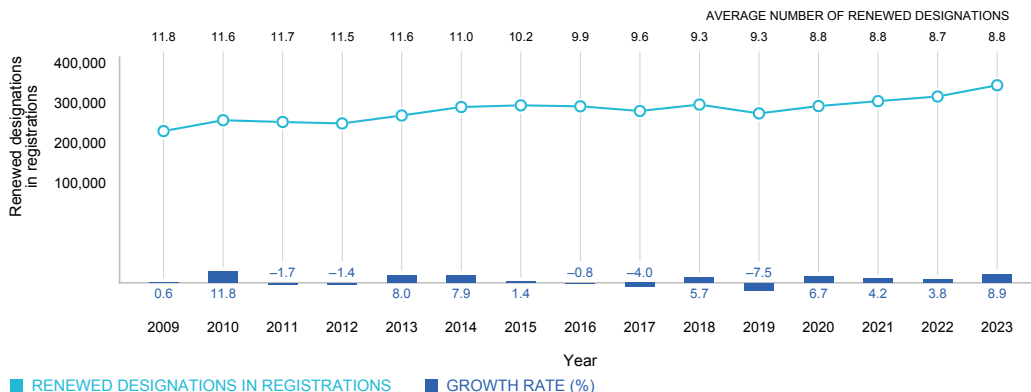
B17. Trends in renewals of international registrations for selected middle-income country origins, 2009–2023



Note: Origin data are based on the country of the Madrid registration holder's address.
Source: WIPO Statistics Database, March 2024.

The average number of designations in renewals has trended downward from almost 12 in 2009 to just under nine in 2023.

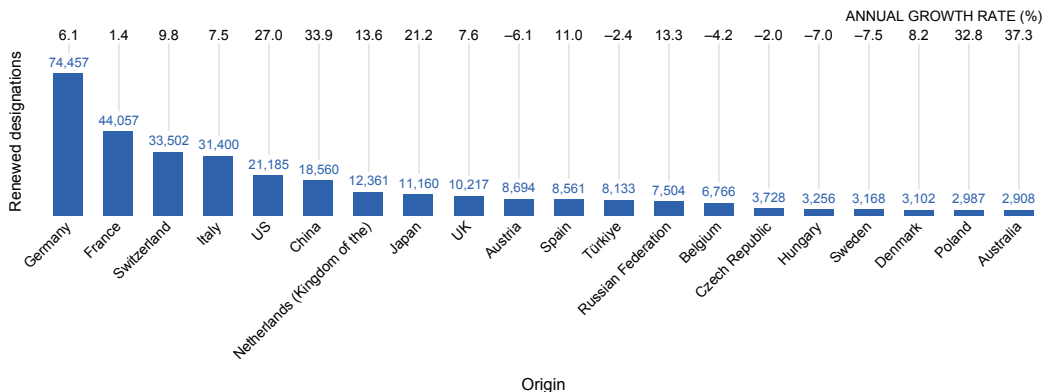
B18. Trend in renewed designations in international registrations, 2009–2023



Source: WIPO Statistics Database, March 2024.

In 2023, the top 20 origins accounted for about 92% of all renewed designations in Madrid registrations.

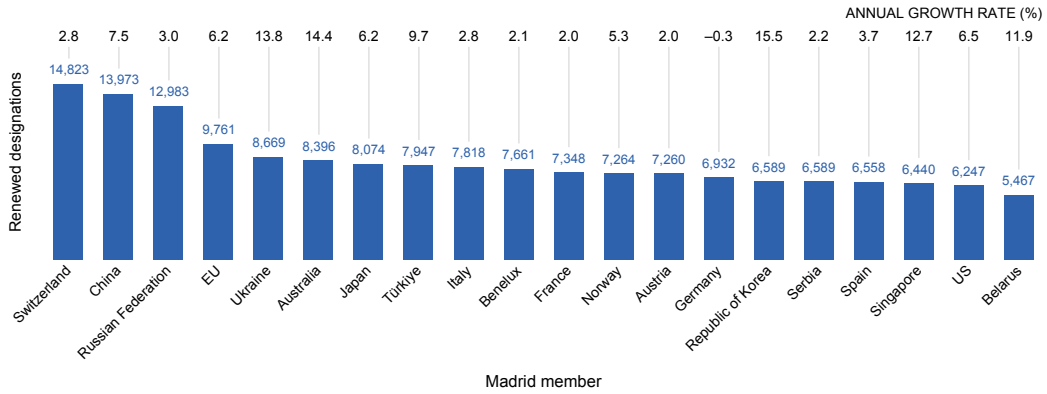
B19. Renewed designations in international registrations for the top 20 origins, 2023



Note: Origin data are based on the country of the Madrid registration holder's address. The total numbers of designations in renewals of international registrations for all origins are reported in statistical table B28.
Source: WIPO Statistics Database, March 2024.

For the eighth consecutive year, Switzerland, China and the Russian Federation were the three most designated countries in renewals of Madrid registrations.

B20. Top 20 designated Madrid members in renewals of international registrations, 2023



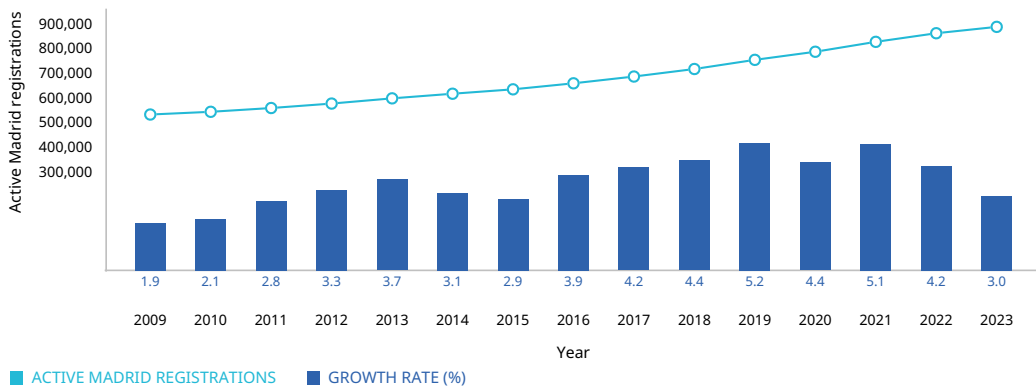
Note: EU is the European Union; Benelux comprises the territories of Belgium, Luxembourg and the Kingdom of the Netherlands, which are deemed to be a single country for the application of the Madrid System. The total numbers of designations in renewals of international registrations for all Madrid members are reported in statistical table B28.

Source: WIPO Statistics Database, March 2024.

Active Madrid international registrations

In 2023, active Madrid international registrations numbered 886,255, a net increase of approximately 25,800 over 2022.

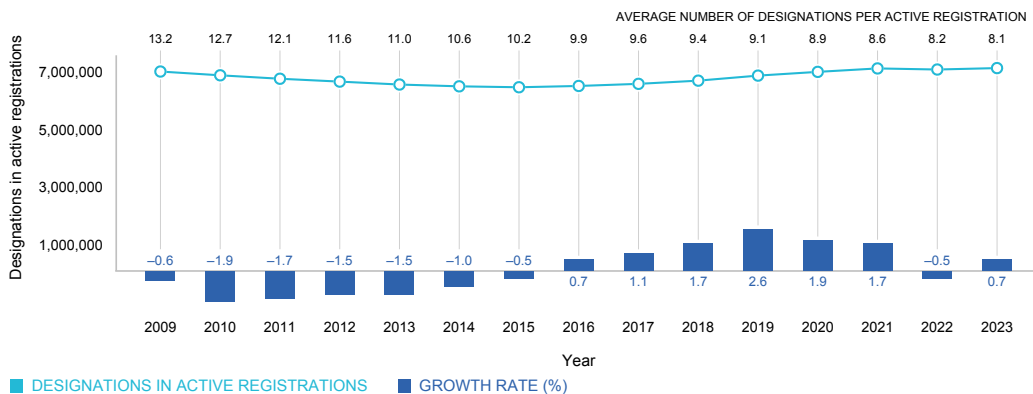
B21. Trend in active international registrations, 2009–2023



Source: WIPO Statistics Database, March 2024.

Over the past decade and a half, the average number of Madrid members designated per active international registration has declined from about 13 to 8.

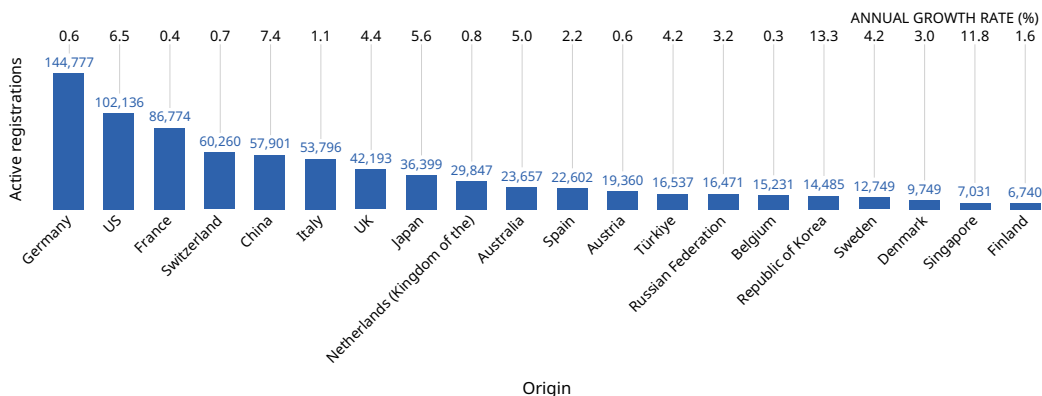
B22. Trend in designations in active international registrations, 2009–2023



Source: WIPO Statistics Database, March 2024.

In 2023, holders from Germany continued to own the highest number of active Madrid registrations, followed by those from the US, France, Switzerland and China.

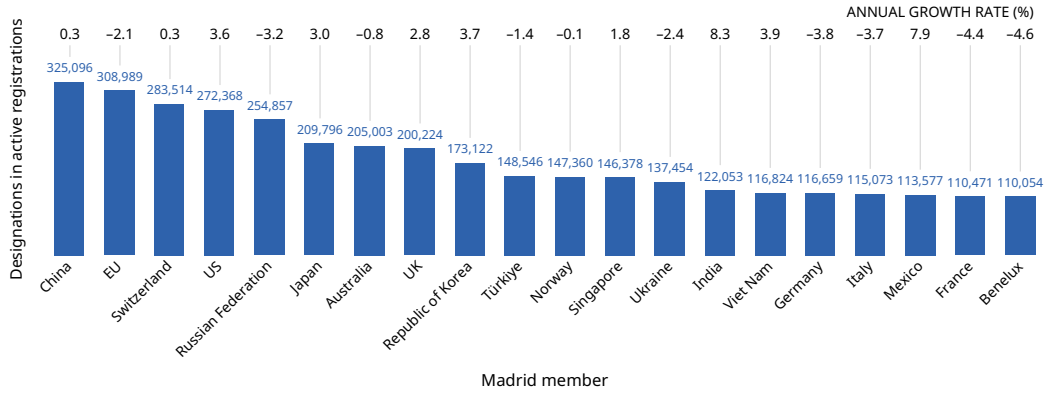
B23. Active international registrations for the top 20 origins, 2023



Note: Origin data are based on the country of the Madrid registration holder’s address.
Source: WIPO Statistics Database, March 2024.

In 2023, China was the member with the highest number of designations in active Madrid registrations for the sixth year in a row, followed by the EU, Switzerland, the US and the Russian Federation. India's relatively high growth rate of 8.3% propelled it from 18th spot in 2022 up to 14th spot in 2023.

B24. Designations in active international registrations for the top 20 designated Madrid members, 2023

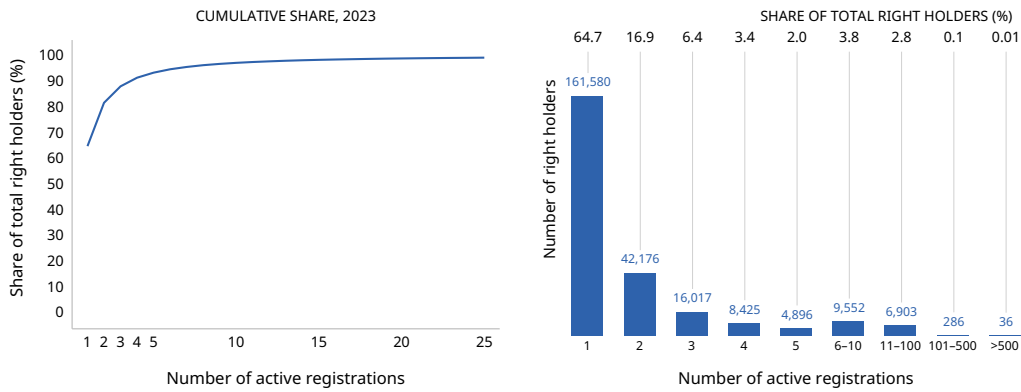


Note: EU is the European Union; Benelux comprises the territories of Belgium, Luxembourg and the Kingdom of the Netherlands, which are deemed to be a single country for the application of the Madrid System.

Source: WIPO Statistics Database, March 2024.

Overall, about 91% of holders of active Madrid registrations held up to four registrations in their portfolios in 2023.

B25. Distribution of active international registrations per right holder, 2023



Source: WIPO Statistics Database, March 2024.

Computers, electronics and software; business services; scientific and technological services; pharmaceuticals; and services in the area of education, training, entertainment, sporting and cultural activities are the top five classes specified in active Madrid registrations.

B26. Classes specified in active international registrations, 2023

Class covers/includes	2023	Share of total (%)
Class 9: Computer hardware and software and other electrical or electronic apparatus of a scientific nature	216,553	9.5
Class 35: Services such as office functions, advertising and business management	159,005	7.0
Class 42: Services provided by, for example, scientific, industrial or technological engineers and computer specialists	139,015	6.1
Class 5: Mainly pharmaceuticals and other preparations for medical purposes	116,706	5.1
Class 41: Services in the area of education, training, entertainment, sporting and cultural activities	98,420	4.3
Class 25: Clothing, footwear and headgear	98,253	4.3
Class 3: Mainly cleaning preparations and toiletry preparations	93,033	4.1
Class 16: Mainly paper, goods made from that material and office requisites	72,062	3.2
Class 7: Mainly machines, machine tools, motors and engines	71,896	3.2
Class 30: Mainly foodstuffs of plant origin, prepared for consumption or conservation as well as auxiliaries intended for improving the flavor of food	68,638	3.0
Class 11: Apparatus for lighting, heating, steam generating, cooking, refrigerating, drying, ventilating, water supply and sanitary purposes	58,879	2.6
Class 1: Chemicals used in industry, science and photography, as well as in agriculture	54,810	2.4
Class 29: Meat, fish, poultry; frozen, dried and cooked fruits and vegetables	52,651	2.3
Class 18: Leather and imitations of leather, and products made therefrom, traveling bags and umbrellas	52,210	2.3
Class 37: Building construction; repair; installation services	50,245	2.2
Class 10: Surgical, medical, dental and veterinary apparatus and instruments	49,553	2.2
Class 28: Games and playthings; gymnastic and sporting articles	47,993	2.1
Class 12: Vehicles; apparatus for locomotion by land, air or water	47,719	2.1
Class 36: Services relating to insurance, financial affairs, monetary affairs, and real estate affairs	46,489	2.0
Class 38: Telecommunications services	46,153	2.0
Class 21: Mainly household or kitchen utensils and containers; combs and sponges; articles for cleaning purposes, glassware, porcelain and earthenware	44,403	2.0
Class 20: Mainly furniture, mirrors, picture frames and goods made from, for example, wood, cork, reed, cane, wicker	43,719	1.9
Class 6: Mainly includes common metals and their alloys and goods of common metal not included in other classes	43,021	1.9
Class 33: Alcoholic beverages (except beers)	42,465	1.9
Class 32: Beers; mineral and aerated waters and other non-alcoholic beverages; fruit beverages and fruit juices; syrups and other preparations for making beverages	39,085	1.7
Remaining 20 classes	423,108	18.6

Note: For full class definitions, visit www.wipo.int/classifications/nice.

Source: WIPO Statistics Database, March 2024.

Statistical tables

B27. International registrations and subsequent designations covered by international registrations, 2023

Name	Origin ¹			Designated member	
	Number of registrations	Designations	Subsequent designations	Designations	Subsequent designations
Afghanistan	612	157
African Intellectual Property Organization	n.a.	n.a.	n.a.	2,080	446
Albania	13	44	2	2,009	525
Algeria	3	5	6	2,146	511
Andorra (a)	1	6	2	n.a.	n.a.
Angola (a)	6	17	..	n.a.	n.a.
Antigua and Barbuda	4	38	..	427	89
Armenia	47	381	43	2,301	588
Australia	2,118	9,947	1,248	15,783	1,623
Austria	871	4,715	599	1,742	173
Azerbaijan	10	141	1	2,701	599
Bahamas (a)	2	15	24	n.a.	n.a.
Bahrain	1	23	2	1,691	620
Bangladesh (a)	1	2	..	n.a.	n.a.
Belarus	166	571	152	3,473	539
Belgium (b)	713	4,717	1,175	n.a.	n.a.
Belize	1	3	..	309	136
Benelux Office for Intellectual Property	n.a.	n.a.	n.a.	1,856	242
Benin (a, e)	1	1	..	n.a.	n.a.
Bermuda (a)	9	..	4	n.a.	n.a.
Bhutan	455	90
Bonaire, Sint Eustatius and Saba (d)	325	70
Bosnia and Herzegovina	29	146	8	2,464	483
Botswana	592	140
Brazil	175	1,146	34	10,093	909
Brunei Darussalam	1	1	..	1,003	243
Bulgaria	289	4,809	181	954	154
Cabo Verde	1	4	..	370	137
Cambodia	3	4	..	2,334	500
Canada	912	4,800	262	19,915	2,077
Chile	42	173	3	3,900	1,082
China	5,251	62,144	5,579	19,097	2,060
Colombia	64	198	15	4,454	1,033
Croatia	183	1,074	73	825	150
Cuba	4	21	4	817	217
Curaçao (d)	2	4	6	598	125
Cyprus	278	2,579	451	504	126
Czech Republic	273	2,026	297	995	147
Democratic People's Republic of Korea	6	12	..	575	84
Denmark	643	3,739	810	812	172
Dominican Republic (a)	2	5	1	n.a.	n.a.
Egypt	60	253	165	3,876	902
Estonia	101	559	71	550	114
Eswatini	468	72
European Union	n.a.	n.a.	n.a.	27,927	1,160
Finland	385	2,455	508	691	116
France	4,342	27,932	4,924	2,315	268
Gambia	492	109
Georgia	41	201	67	2,425	603
Germany	6,783	41,394	6,533	3,150	272
Ghana	1,181	254
Greece	105	520	86	782	153
Guernsey (f)	289	79
Hungary	211	1,745	90	872	149
Iceland	32	160	25	2,242	519
India	389	3,102	293	11,996	1,457
Indonesia	82	548	14	7,710	1,630
Iran (Islamic Republic of)	53	431	19	2,071	444
Ireland	263	2,213	287	699	149
Israel	397	2,308	156	4,983	1,130
Italy	2,675	18,352	4,668	2,109	234

Name	Origin ¹			Designated member	
	Number of registrations	Designations	Subsequent designations	Designations	Subsequent designations
Jamaica	1	66	..	793	242
Japan	2,850	17,560	3,499	15,706	1,571
Kazakhstan	98	518	88	4,422	816
Kenya	2	19	..	1,654	413
Kyrgyzstan	3	13	2	2,359	557
Lao People's Democratic Republic	2	6	..	1,565	270
Latvia	70	298	114	672	126
Lebanon (a)	1	11	..	n.a.	n.a.
Lesotho	424	75
Liberia	531	105
Libya (a)	1	1	..	n.a.	n.a.
Liechtenstein	74	608	121	1,752	248
Lithuania	123	451	149	690	151
Luxembourg (b)	345	2,431	738	n.a.	n.a.
Madagascar	2	3	..	683	181
Malawi	528	148
Malaysia	135	702	92	7,583	1,532
Malta (c)	89	579	44	n.a.	n.a.
Marshall Islands (a)	1	1	1	n.a.	n.a.
Mauritius	9	74	5	253	188
Mexico	80	572	51	11,252	1,869
Monaco	56	370	49	1,838	263
Mongolia	13	39	1	1,600	392
Montenegro	3	12	..	2,289	418
Morocco	67	695	23	3,525	785
Mozambique	3	10	..	734	169
Myanmar (a)	2	33	..	n.a.	n.a.
Namibia	691	174
Netherlands (Kingdom of the) (b)	1,635	9,093	2,121	n.a.	n.a.
New Zealand	441	2,007	434	7,969	1,110
North Macedonia	70	1,204	17	2,278	447
Norway	287	1,738	253	8,703	1,099
Oman	4	100	3	1,881	701
Pakistan	7	24	..	2,199	620
Panama (a)	1	5	21	n.a.	n.a.
Paraguay (a)	1	14	8	n.a.	n.a.
Peru (a)	1	1	..	n.a.	n.a.
Philippines	35	111	40	6,376	1,417
Poland	509	2,891	580	1,430	199
Portugal	285	1,301	186	946	179
Republic of Korea	2,060	15,828	1,711	12,077	1,711
Republic of Moldova	54	305	45	2,110	474
Romania	119	636	55	1,162	182
Russian Federation	1,341	9,092	1,954	9,274	942
Rwanda	1	1	..	621	179
Saint Kitts and Nevis (a)	5	96	..	n.a.	n.a.
Saint Vincent and the Grenadines (a)	9	n.a.	n.a.
Samoa	352	69
San Marino	3	7	53	647	120
Sao Tome and Principe	373	51
Saudi Arabia (a)	2	22	..	n.a.	n.a.
Senegal (a, e)	1	18	3	n.a.	n.a.
Serbia	290	2,011	137	3,634	756
Seychelles (a)	2	4	..	n.a.	n.a.
Sierra Leone	481	95
Singapore	1,126	7,976	458	10,410	1,459
Sint Maarten (Dutch Part) (d)	374	102
Slovakia	62	421	47	756	108
Slovenia	171	1,249	99	701	102
Spain	1,536	8,357	2,001	1,937	260
Sri Lanka (a)	1	1	..	n.a.	n.a.
Sudan	1	16	..	802	172
Sweden	977	6,283	1,555	865	140
Switzerland	3,231	23,366	5,019	14,849	1,161
Syrian Arab Republic	6	16	1	791	217
Tajikistan	3	20	..	1,729	392
Thailand	120	1,007	34	7,732	1,524

Name	Origin ¹			Designated member	
	Number of registrations	Designations	Subsequent designations	Designations	Subsequent designations
Trinidad and Tobago	5	66	..	638	238
Tunisia	8	56	4	1,925	609
Türkiye	1,715	11,177	2,270	8,605	1,636
Turkmenistan	3	21	..	1,505	384
Ukraine	345	1,866	485	4,756	759
United Arab Emirates	111	1,185	71	5,941	1,902
United Kingdom	3,780	20,958	3,085	29,163	1,458
United States of America	10,935	76,364	7,277	24,887	2,135
Uruguay (a)	2	32	6	n.a.	n.a.
Uzbekistan	36	316	27	2,516	693
Viet Nam	205	1,336	394	7,986	1,452
Zambia	2	31	..	944	156
Zimbabwe	717	171
Others	9	241	7
Total	63,618	439,626	64,335	439,626	64,335

Note: Only those countries or territories of origin and designated Madrid member countries or jurisdictions for which 2023 Madrid System statistics exist are listed.

¹ Origin is defined as the country or territory of the stated address of residence of the holder of an international registration.

(a) This country or territory was not a member of the Madrid System as of December 31, 2023. Applicants from this country or territory are entitled to file via the Madrid System by claiming commercial activity or domicile in a country, or in the jurisdiction of a regional intellectual property (IP) office that is a member of the Madrid System. An applicant cannot designate the Madrid member for which entitlement is claimed (no self-designation is possible).

(b) The IP office is the regional Benelux Office for Intellectual Property (BOIP), which receives designations on behalf of this country.

(c) This country is a member of the Madrid System via its membership of the European Union.

(d) This country or municipality is not a Madrid member. The Kingdom of the Netherlands has extended the application of the Madrid Protocol to the territories of Curaçao and Sint Maarten, Bonaire, Sint Eustatius and Saba.

(e) This country is not a Madrid member, but is covered by a designation of the African Intellectual Property Organization (OAPI).

(f) The United Kingdom extended the application of the Madrid Protocol to the territories of Gibraltar and the Bailiwick of Guernsey with effect from January 1, 2021.

n.a. indicates not applicable.

.. indicates zero.

Source: WIPO Statistics Database, March 2024.

B28. Renewals of international registrations and designations covered by renewed international registrations, 2023

Name	Origin ¹		Designated member
	Number of renewals	Number of designations	Number of designations
Afghanistan	47
African Intellectual Property Organization	n.a.	n.a.	306
Albania	2	43	2,390
Algeria	1	6	3,237
Antigua and Barbuda	573
Armenia	10	91	2,550
Australia	619	2,908	8,398
Austria	1,067	8,694	7,262
Azerbaijan	2,948
Bahamas (a)	2	13	n.a.
Bahrain	1,464
Barbados (a)	2	44	n.a.
Belarus	137	950	5,468
Belgium (b)	900	6,766	n.a.
Belize	1	2	..
Benelux Office for Intellectual Property	n.a.	n.a.	7,664
Bermuda (a)	10	70	n.a.
Bhutan	560
Bonaire, Sint Eustatius and Saba (d)	455
Bosnia and Herzegovina	11	54	4,051
Botswana	511
Brunei Darussalam	94
Bulgaria	174	1,978	3,361
Cabo Verde	5

Name	Origin ¹		Designated member
	Number of renewals	Number of designations	Number of designations
Cambodia	245
Canada	25	163	345
Chile	44
China	1,409	18,560	13,975
China, Hong Kong SAR (a)	1	2	n.a.
China, Macao SAR (a)	2	16	n.a.
Colombia	13	26	2,141
Croatia	106	497	4,721
Cuba	11	389	1,728
Curaçao (d)	16	119	515
Cyprus	84	1,034	667
Czech Republic	389	3,728	5,226
Democratic People's Republic of Korea	1,517
Denmark	488	3,102	2,425
Dominica (a)	3	187	n.a.
Dominican Republic (a)	1	4	n.a.
Egypt	6	96	5,210
Estonia	44	266	1,867
Eswatini	603
European Union	n.a.	n.a.	9,762
Finland	294	1,923	1,954
France	5,090	44,131	7,348
Gambia	82
Georgia	18	75	2,619
Germany	8,224	74,457	6,934
Ghana	807
Greece	54	552	2,068
Guernsey (e)	4
Hungary	212	3,256	5,221
Iceland	43	235	2,237
India	19	267	2,587
Indonesia	350
Iran (Islamic Republic of)	15	511	2,225
Ireland	76	867	1,528
Israel	103	641	2,578
Italy	2,986	31,400	7,820
Jamaica	7
Japan	1,563	11,160	8,075
Jordan (a)	1	2	n.a.
Kazakhstan	25	196	4,925
Kenya	1	4	1,545
Kyrgyzstan	1	4	2,385
Lao People's Democratic Republic	116
Latvia	51	423	2,418
Lesotho	585
Liberia	702
Liechtenstein	86	1,271	4,595
Lithuania	69	252	2,345
Luxembourg (b)	255	2,294	n.a.
Madagascar	1	2	582
Malawi	40
Malaysia	2	10	196
Malta (c)	23	291	n.a.
Marshall Islands (a)	13	64	n.a.
Mauritius	2	22	..
Mexico	14	175	3,524
Monaco	32	264	4,326
Mongolia	1,834
Montenegro	1	7	4,149
Morocco	47	320	5,409
Mozambique	940
Namibia	587
Netherlands (Kingdom of the) (b)	1,762	12,361	n.a.
New Zealand	156	811	3,132
North Macedonia	25	249	3,959
Norway	191	1,190	7,267
Oman	1,403

Name	Origin ¹		Designated member
	Number of renewals	Number of designations	Number of designations
Pakistan	37
Panama (a)	8	111	n.a.
Philippines	16	102	1,252
Poland	308	2,987	5,000
Portugal	192	1,201	5,179
Qatar (a)	2	17	n.a.
Republic of Korea	299	2,756	6,590
Republic of Moldova	28	155	3,148
Romania	43	397	4,537
Russian Federation	615	7,504	12,986
Rwanda	246
Saint Lucia (a)	1	2	n.a.
Samoa	20
San Marino	10	122	2,366
Sao Tome and Principe	292
Serbia	78	537	6,591
Sierra Leone	649
Singapore	99	737	6,442
Sint Maarten (Dutch Part) (d)	485
Slovakia	65	759	4,513
Slovenia	169	1,494	4,030
South Africa (a)	1	38	n.a.
Spain	1,106	8,561	6,560
Sri Lanka (a)	3	37	n.a.
Sudan	1,329
Suriname (a)	1	1	n.a.
Sweden	508	3,168	2,156
Switzerland	3,173	33,502	14,826
Syrian Arab Republic	829
Tajikistan	1,982
Thailand	2	13	320
Trinidad and Tobago	19
Tunisia	746
Türkiye	629	8,133	7,949
Turkmenistan	1,893
Ukraine	168	1,047	8,672
United Arab Emirates	13	247	63
United Kingdom	1,594	10,217	4,459
United States of America	3,089	21,185	6,247
Uruguay (a)	1	2	n.a.
Uzbekistan	2,644
Viet Nam	33	330	5,369
Zambia	774
Zimbabwe	125
Others	24	211	..
Total	39,267	345,068	345,068

Note: Only countries or territories of origin and designated Madrid member countries or jurisdictions for which 2023 Madrid System statistics exist are listed.

¹ Origin is defined as the country or territory of the stated address of residence of the holder of an international registration.

(a) This country or territory was not a member of the Madrid System as of December 31, 2023. Applicants from this country or territory are entitled to file via the Madrid System by claiming commercial activity or domicile in a country, or in the jurisdiction of a regional intellectual property (IP) office that is a member of the Madrid System. An applicant cannot designate the Madrid member for which entitlement is claimed (no self-designation is possible).

(b) The IP office is the regional Benelux Office for Intellectual Property (BOIP), which receives designations on behalf of this country.

(c) This country is a member of the Madrid System via its membership of the European Union.

(d) This country or municipality is not a Madrid member. The Kingdom of the Netherlands has extended the application of the Madrid Protocol to the territories of Curaçao and Sint Maarten, Bonaire, Sint Eustatius and Saba.

(e) The United Kingdom extended the application of the Madrid Protocol to the territories of Gibraltar and the Bailiwick of Guernsey with effect from January 1, 2021.

.. indicates zero.

n.a. indicates not applicable.

Source: WIPO Statistics Database, March 2024.

C. Statistics on administration, revenue and fees

Highlights

In 2023, nearly 9 out of every 10 Madrid applications were submitted to the IB electronically rather than in paper form, representing a significant increase from 2013, when just over half of all applications were submitted electronically

Electronic transmission was introduced in 1998, when it accounted for just 0.2% of total transmissions to the International Bureau (IB) of WIPO that year. Since then, the proportion of Madrid applications received electronically by the IB has grown significantly. In 2023, 87.6% of all Madrid applications were submitted to the IB electronically, up from 52.3% 10 years previously (figure C1).

Four out of every five Madrid applications were submitted to the IB in English

In 2023, 84.7% of Madrid applications were submitted in English, 12.6% in French and 2.7% in Spanish (figure C2). Every year since 2014, about four out of every five applications have been submitted in English. The reason for only a small proportion of applications having been submitted in Spanish since it was introduced as an official Madrid language in 2004 is that, to date, the Madrid System includes only five Spanish-speaking countries (Chile, Colombia, Cuba, Mexico and Spain), of which only Spain is a top 20 origin of Madrid applications (figure A5).

Just over half (53.9%) of all Madrid applications received by the IB in 2023 met all formal requirements

The IB considers irregular any Madrid application that fails to meet all formal requirements, including the classification of goods and services in accordance with the International Nice Classification. In such cases, the IB informs both the Madrid member's office of origin and the applicant of the irregularities. Responsibility for remedying them lies with either the office of origin or the applicant, depending on the nature of the irregularity. In 2023, 53.9% of Madrid applications met all formal requirements. This means that 46.1% of all Madrid applications contained irregularities, a considerable proportion of which was classification irregularities. Every year since 2013, over a third of all Madrid applications received by the IB have contained irregularities (figure C5).

Holders of Madrid registrations submitted 84% of subsequent designations directly to WIPO in 2023, the highest share ever recorded

Holders of a Madrid registration can request subsequent designation of Madrid members via their respective office or directly with the IB itself. Since 2018, holders have submitted over 80% of requests for subsequent designation directly to the IB without going via their national or regional office. Requests by holders choosing this route have grown from about 35% in 2009 to reach 84% of the total in 2023 (figure C6).

Recordings of changes in ownership of Madrid registrations remain relatively low

An international registration may change ownership following either assignment of a mark, the merger of one or more companies, a court decision, or for other reasons. Such a change is subject to the new owner being recorded as the new holder of the registration in the International Register; and any new holder must meet the requirements necessary for holding an international registration. They include having entitlement, that is, the required connection to a Madrid member, which means either being a national of, domiciled in, or having a real and effective industrial or commercial establishment in a Madrid member's jurisdiction.

In 2023, the IB recorded 22,152 changes in ownership of international registrations. This is about 620 or 2.7% fewer than in 2022. The proportion of active registrations changing ownership every year is small and has remained relatively stable over time, amounting each year to no more than 2% to about 3% of all active Madrid registrations (figure C9).

Partial cancellations accounted for about 63% of all cancellations of Madrid registrations due to the ceasing of effect of the basic mark; in such cases, although the scope of a registration may be restricted, the international registration remained valid

A Madrid registration is dependent on the basic mark (a national or regional right that forms the basis of a Madrid application) for the first five years, counted from the date of the international registration. Madrid member offices, acting as offices of origin, are obliged to notify the IB of any decisions concerning basic marks made or initiated within this five-year dependency period that negatively affect the scope of the protection of the Madrid registration. Where this is the case, the office of origin must request that the IB cancel the Madrid registration to the extent applicable (i.e., to reflect the facts and decision concerning the basic mark). The IB then records the cancellation in the International Register and informs the offices of the designated Madrid members and the holder of the Madrid registration.

In 2023, 8,764 Madrid registrations were canceled (in part or entirely) due to the ceasing of effect of the basic mark, which is approximately 1,430 more than in 2022 (figure C10). Partial cancellations comprised the bulk (63%) of all cancellations, meaning that most basic marks (applications/registrations) remained valid, but with a reduced list of goods and services for which they were protected. More than a third (37%) of all cancellations in 2023 were total cancellations. Where a Madrid registration is canceled due to the ceasing of effect of the basic mark, the Protocol affords a holder the possibility of transforming the Madrid registration into a national or regional application in the designated Madrid members covered by the Madrid registration. Such transformation must be requested directly before the offices of the Madrid members concerned within three months of the date that the cancellation of the Madrid registration is recorded in the International Register. Because requests for transformation are submitted directly to the Madrid member offices concerned, WIPO does not have statistics on how many transformation requests were filed in 2023.

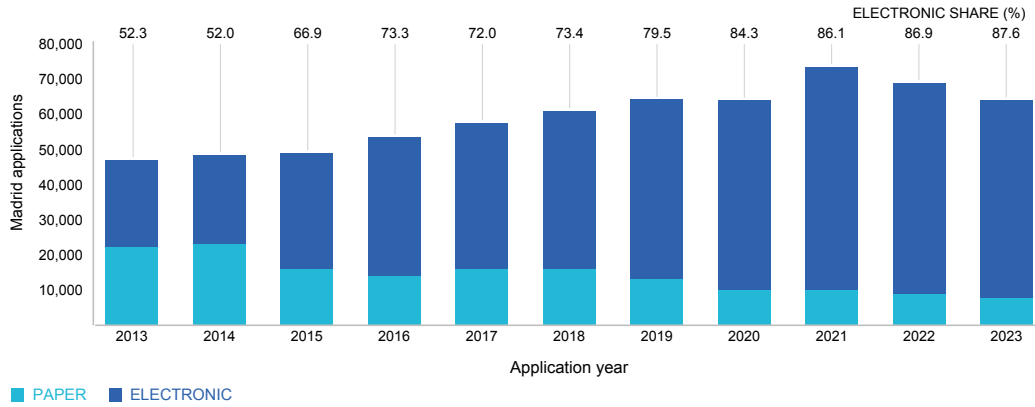
Madrid System administration, revenue and fees **72**

C1.	Trend in international applications by medium of transmission, 2013–2023	72
C2.	Trend in international applications by filing language, 2013–2023	72
C3.	Average timeliness in transmitting international applications to the IB by selected offices of origin, 2023	73
C4.	Trend in translations, 2013–2023	73
C5.	Trend in irregularities in international applications, 2013–2023	74
C6.	Trend in the share of requests for subsequent designations filed directly with the IB, 2009–2023	74
C7.	Average timeliness in transmitting requests for subsequent designations to the IB by selected offices of origin, 2023	75
C8.	Trend in timeliness of formalities examination and Nice classification carried out by the IB, 2013–2023	75
C9.	Trend in changes in ownership, 2013–2023	76
C10.	Trend in cancellations due to the ceasing of effect of the basic mark as notified by offices of origin, 2013–2023	76
C11.	Trend in cancellations by international registration holders, 2013–2023	77
C12.	Trend in renunciations, 2013–2023	77
C13.	Trend in limitations, 2013–2023	78
C14.	Trend in total revenue collected by the IB, 2013–2023	78
C15.	Fees distributed to offices by the IB, 2022–2023	78
C16.	Trend in average fees paid per new international registration, 2009–2023	81
C17.	Distribution of international registration fees, 2023	81
C18.	Average timeliness in receiving provisional refusals of designations from selected offices, 2023	82
C19.	Timeliness in receiving first decisions on the legal effects of registrations from offices, 2013–2023	82
C20.	Timeliness in receiving first decisions on the legal effects of registrations from selected offices, 2023	83

Madrid System administration, revenue and fees

Almost 88% of Madrid international applications in 2023 were submitted to the IB electronically, up from about 52% a decade earlier in 2013.

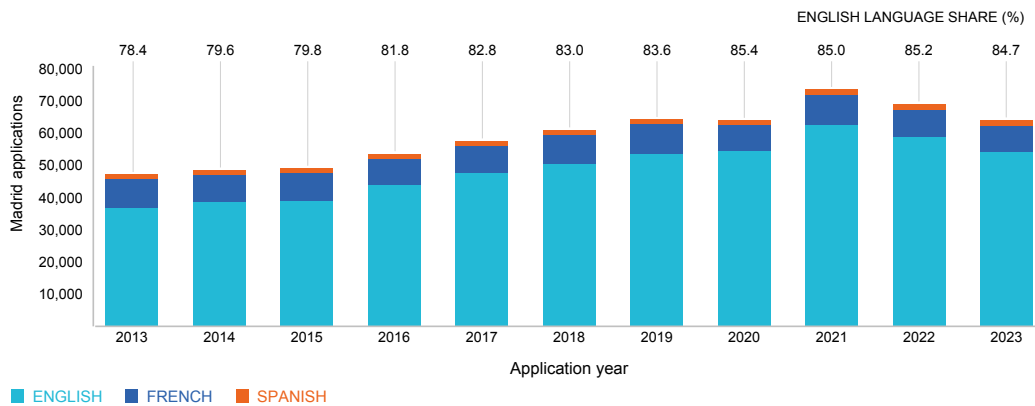
C1. Trend in international applications by medium of transmission, 2013–2023



Source: WIPO Statistics Database, March 2024.

Every year since 2014, around four out of every five Madrid applications have been filed in English.

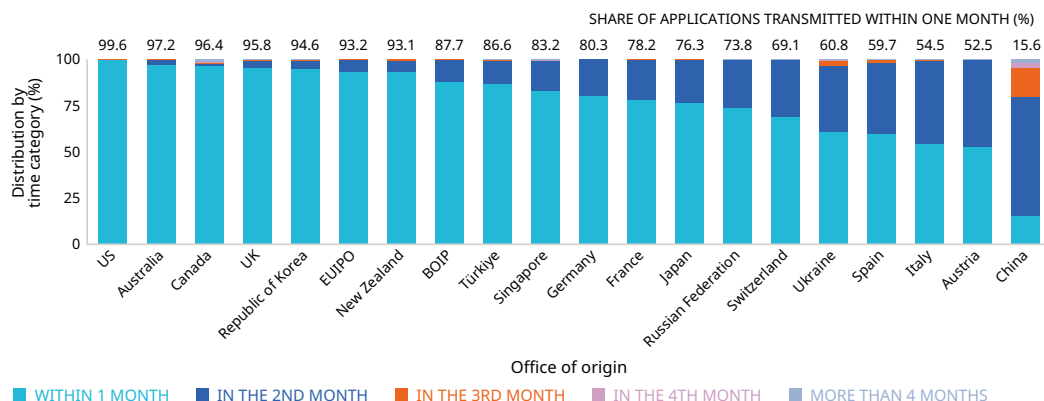
C2. Trend in international applications by filing language, 2013–2023



Source: WIPO Statistics Database, March 2024.

Seven out of 20 selected offices of origin transmitted 93% or more of all Madrid applications to the IB within a month of receipt.

C3. Average timeliness in transmitting international applications to the IB by selected offices of origin, 2023

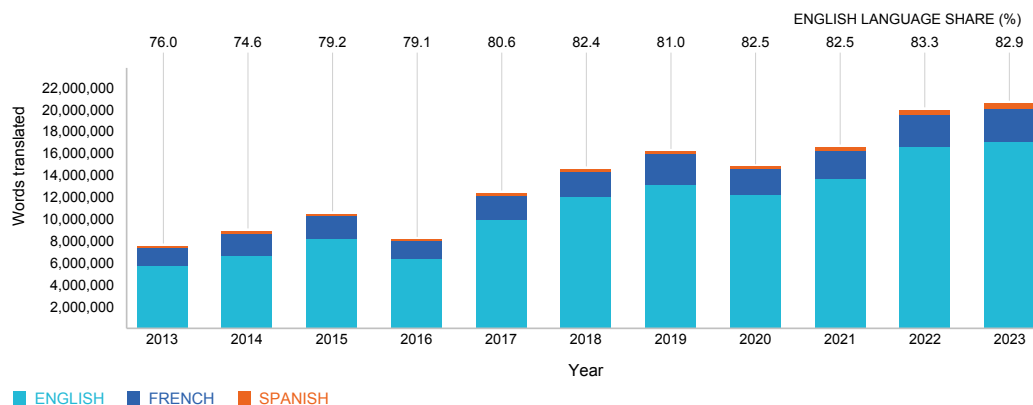


Note: EUIPO is the European Union Intellectual Property Office; BOIP is the Benelux Office for Intellectual Property.

Source: WIPO Statistics Database, March 2024.

Of the approximately 20.5 million words translated in 2023, 82.9% were translated from English, 14.8% from French and 2.3% from Spanish.

C4. Trend in translations, 2013–2023

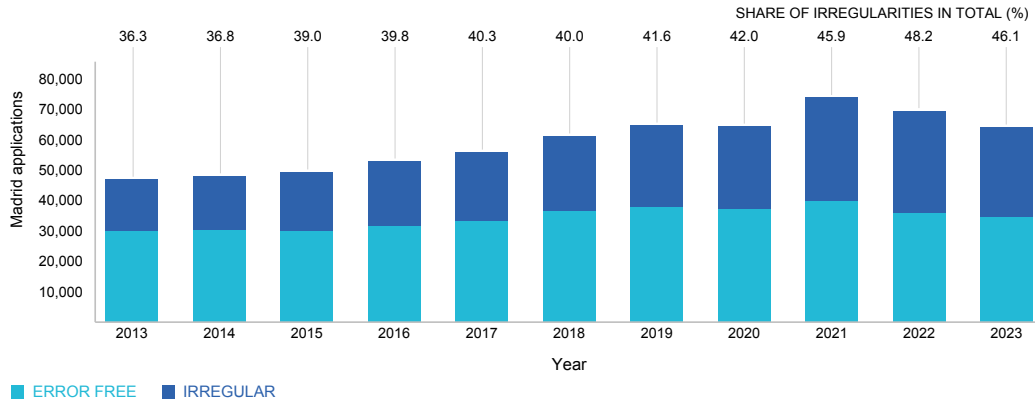


Note: This figure presents the total number of words translated by the International Bureau from each of the three languages required for recording and publishing Madrid registrations.

Source: WIPO Statistics Database, March 2024.

Since 2016, irregularities have been reported in between about 40% and 48% of all Madrid applications filed.

C5. Trend in irregularities in international applications, 2013–2023

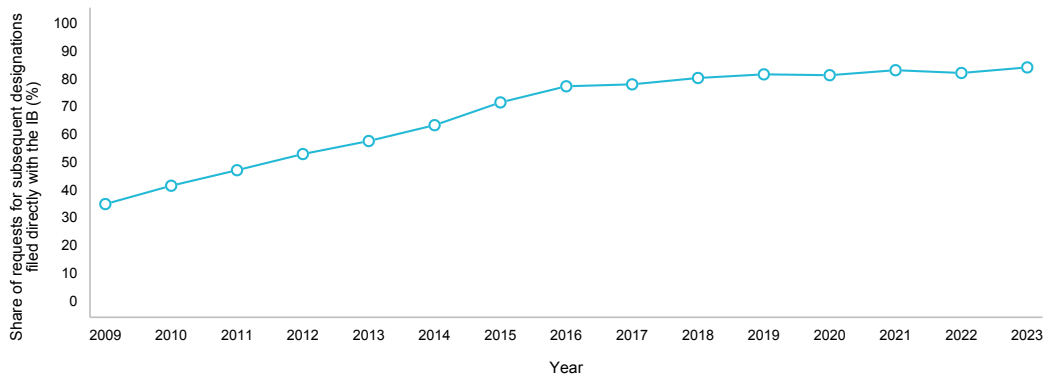


Note: There are three types of irregularity: irregularity with regard to the classification of goods and services; irregularity with regard to the indication of goods and services; and other irregularities.

Source: WIPO Statistics Database, March 2024.

Since 2018, holders have submitted more than 80% of requests for subsequent designation directly to the IB, up from about 35% in 2009.

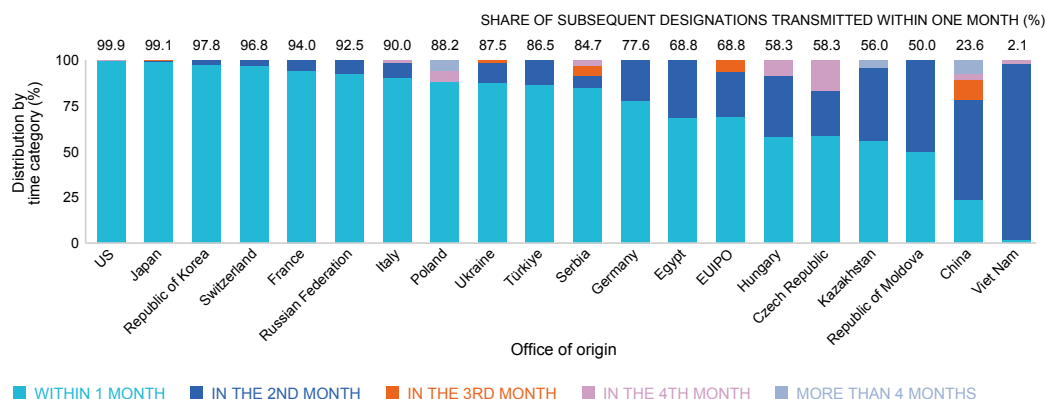
C6. Trend in the share of requests for subsequent designations filed directly with the IB, 2009–2023



Source: WIPO Statistics Database, March 2024.

About 16% of all requests for subsequent designation in 2023 were filed via Madrid member offices of origin rather than directly with the IB. Among selected origins, the offices of China, the Republic of Moldova and Viet Nam took a month or longer to transmit to the IB a half or more of the requests received for subsequent designations.

C7. Average timeliness in transmitting requests for subsequent designations to the IB by selected offices of origin, 2023

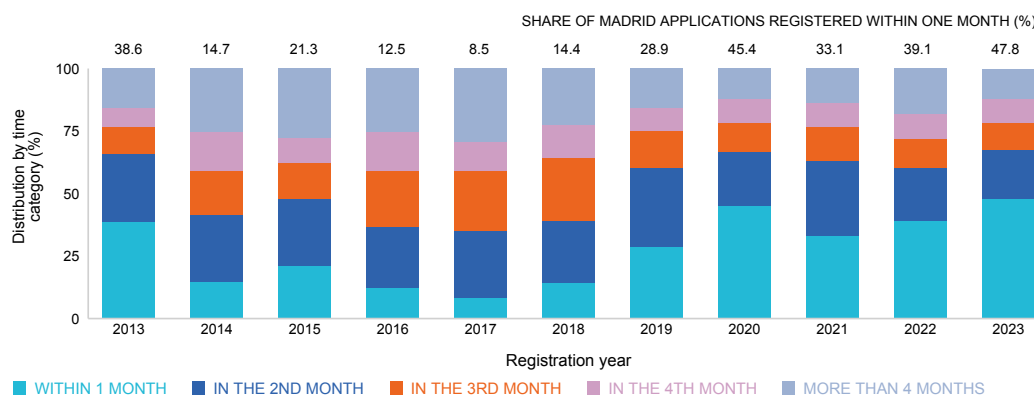


Note: EUIPO is the European Union Intellectual Property Office.

Source: WIPO Statistics Database, March 2024.

In 2023, the IB completed the formalities examination for 47.8% of all Madrid applications within one month of the date of receipt, up from 39.1% a year earlier.

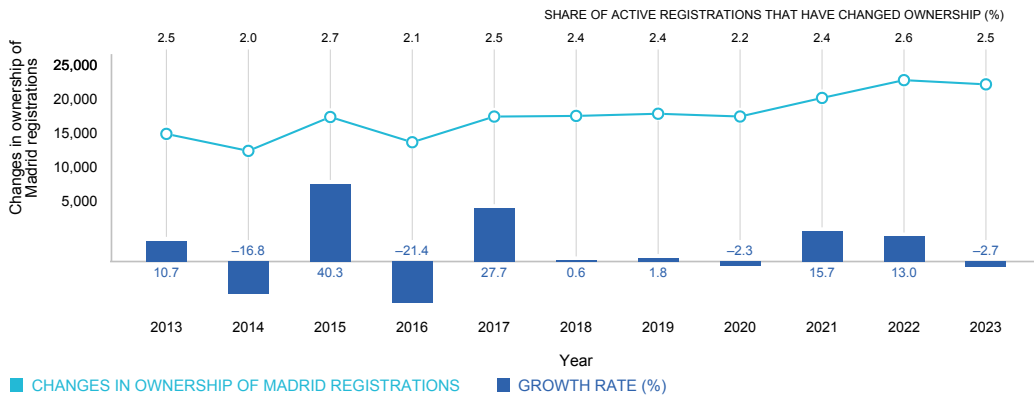
C8. Trend in timeliness of formalities examination and Nice classification carried out by the IB, 2013–2023



Source: WIPO Statistics Database, March 2024.

Over the past decade, only between 2% and about 3% of active Madrid registrations have had a change in ownership.

C9. Trend in changes in ownership, 2013–2023

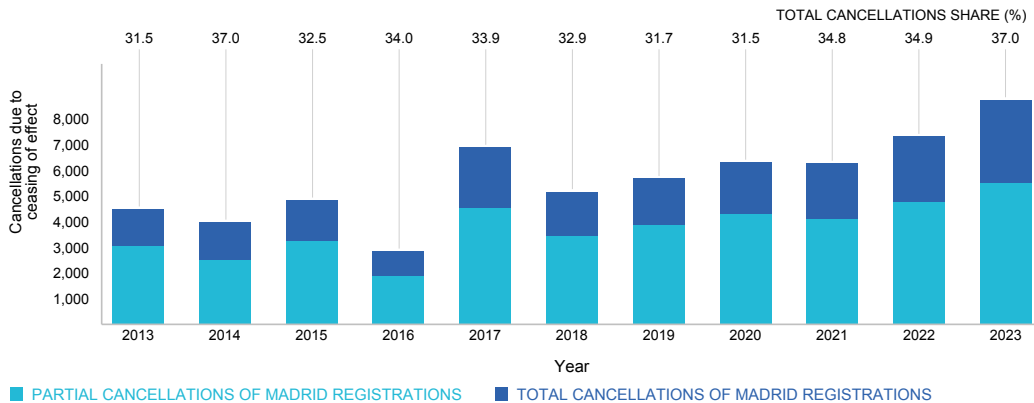


Note: The change in ownership of an international registration may be total or partial. It may relate to all or just some of the goods and services covered by the international registration and may be made in respect of all or some of the designated Madrid members.

Source: WIPO Statistics Database, March 2024.

Of the 8,764 Madrid registrations canceled in 2023, 37% were canceled entirely and the remainder in part.

C10. Trend in cancellations due to the ceasing of effect of the basic mark as notified by offices of origin, 2013–2023

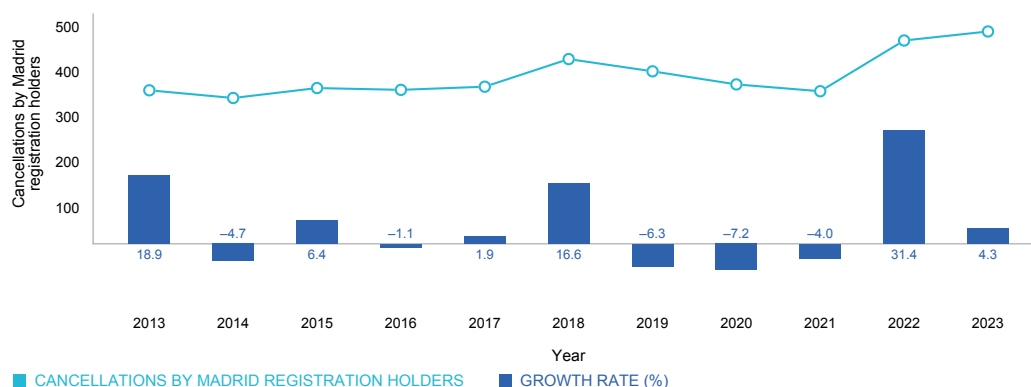


Note: Madrid member offices acting as offices of origin are obliged to notify the International Bureau (IB) of decisions concerning the ceasing of effect of basic marks made or initiated within the five-year dependency period. Where this is the case, the office of origin is obliged to request that the IB cancel an international registration to the same extent.

Source: WIPO Statistics Database, March 2024.

Cancellations recorded over the past decade have ranged between about 340 and 490 a year, reflecting the fact that few Madrid registration holders choose to reduce the list of goods and services covered. In 2023, cancellations increased by only 20 compared to the previous year.

C11. Trend in cancellations by international registration holders, 2013–2023

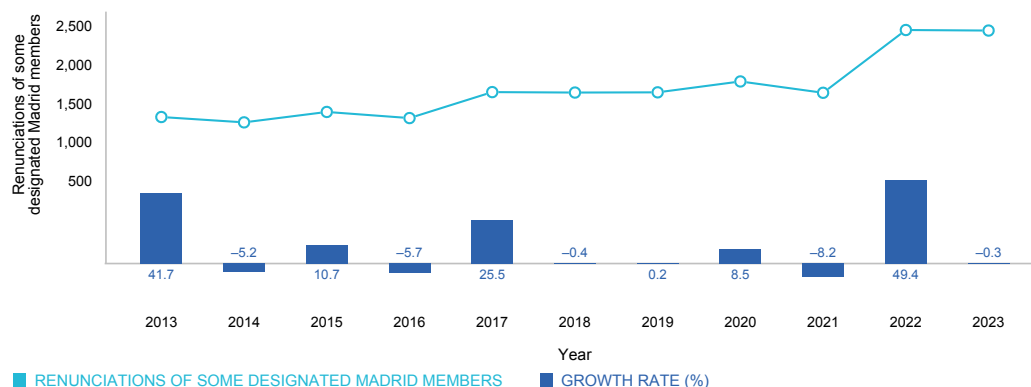


Note: Holders of an international registration can request the recording of the cancellation of their registration in all designated Madrid members with regard to all or just some of the goods and services specified in the registration.

Source: WIPO Statistics Database, March 2024.

Renunciations saw an on-year decrease of less than 10 to number 2,440 in 2023.

C12. Trend in renunciations, 2013–2023

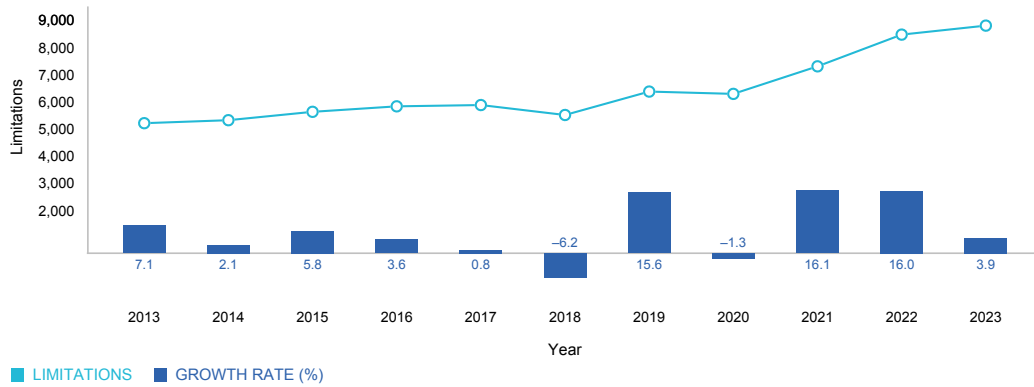


Note: Holders may wish to restrict protection of an international registration through renunciation of protection for all goods and services in some (but not all) designated Madrid members.

Source: WIPO Statistics Database, March 2024.

In 2023, Madrid registration holders made about 8,810 requests for recording limitations, which is 330 more than in the previous year, but still just 1% of the 886,255 active Madrid registrations.

C13. Trend in limitations, 2013–2023

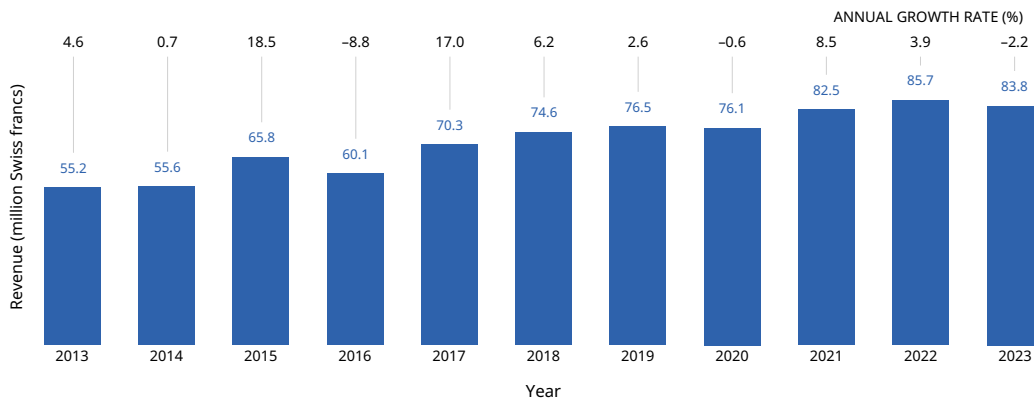


Note: Holders may wish to restrict protection of a Madrid registration by limiting the list of goods and services for some or all designated Madrid members.

Source: WIPO Statistics Database, March 2024.

In 2023, total revenue collected by the IB amounted to 83.8 million Swiss francs (CHF), a decrease of 2.2% on 2022.

C14. Trend in total revenue collected by the IB, 2013–2023



Source: WIPO, March 2024.

The EU, via the European Union Intellectual Property Office (EUIPO), the US, the United Arab Emirates, Japan and Australia received the largest shares of the CHF 341.7 million in fees collected by the IB and distributed to offices in 2023.

C15. Fees distributed to offices by the IB, 2022–2023

Madrid member	Fees distributed (Swiss francs)		2023 share of total (%)
	2022	2023	
European Union	46,417,676	41,387,527	12.1
United States of America	37,924,970	34,607,839	10.1
United Arab Emirates	18,883,550	25,397,030	7.4
Japan	19,779,740	19,534,528	5.7
Australia	16,395,732	14,915,973	4.4
Bahrain	13,957,955	13,106,625	3.8
China	13,441,449	12,321,342	3.6
United Kingdom	12,872,265	10,999,376	3.2
Singapore	11,407,956	10,937,793	3.2
Republic of Korea	11,342,324	10,043,929	2.9
Israel	10,386,399	9,774,083	2.9
Thailand	9,043,412	8,458,470	2.5
Canada	8,700,688	7,889,033	2.3

Madrid member	Fees distributed (Swiss francs)		2023 share of total (%)
	2022	2023	
Switzerland	8,651,365	7,674,507	2.2
Norway	5,203,653	5,973,062	1.7
Uzbekistan	4,787,216	5,310,397	1.6
Malaysia	5,385,378	4,937,755	1.4
Mexico	4,630,778	4,716,019	1.4
Oman	4,934,291	4,693,777	1.4
Brazil	4,657,410	4,671,420	1.4
India	4,505,356	4,541,180	1.3
Ukraine	3,576,557	3,322,717	1.0
Chile	801,910	3,204,306	0.9
Viet Nam	3,151,583	3,142,005	0.9
Russian Federation	3,428,370	2,896,524	0.8
Indonesia	2,798,909	2,620,440	0.8
Georgia	2,633,958	2,598,415	0.8
Colombia	2,421,940	2,518,717	0.7
Belarus	2,454,543	2,406,512	0.7
African Intellectual Property Organization (a)	2,286,204	2,147,727	0.6
Philippines	2,152,491	2,135,590	0.6
Turkmenistan	2,011,058	2,062,688	0.6
New Zealand	1,905,291	2,042,841	0.6
Ghana	2,160,825	1,901,298	0.6
Morocco	1,801,552	1,694,396	0.5
Iceland	1,585,562	1,511,869	0.4
Türkiye	962,864	1,474,061	0.4
Serbia	1,455,972	1,368,585	0.4
Kazakhstan	1,186,560	1,263,661	0.4
Egypt	1,297,241	1,242,114	0.4
Benelux (b)	1,364,031	1,202,973	0.4
Kyrgyzstan	1,150,781	1,149,008	0.3
Denmark	1,381,262	1,141,901	0.3
Spain	1,151,887	1,104,477	0.3
Finland	1,111,341	1,040,355	0.3
Republic of Moldova	1,065,172	1,036,462	0.3
Sweden	1,171,618	1,012,358	0.3
Kenya	1,097,911	980,001	0.3
Germany	1,084,430	977,728	0.3
Ireland	1,003,897	946,484	0.3
France	1,003,163	939,740	0.3
Cambodia	911,701	877,924	0.3
Bosnia and Herzegovina	896,629	868,445	0.3
Austria	926,429	868,073	0.3
Montenegro	909,106	856,947	0.3
Poland	869,864	832,839	0.2
Tunisia	904,754	822,339	0.2
Portugal	826,936	795,587	0.2
Armenia	801,250	792,038	0.2
Hungary	822,176	787,450	0.2
Azerbaijan	770,847	775,949	0.2
Romania	752,374	740,437	0.2
Algeria	748,843	734,085	0.2
Italy	776,716	709,999	0.2
Tajikistan	655,255	678,528	0.2
Slovakia	655,150	676,942	0.2
Bulgaria	654,790	645,394	0.2
North Macedonia	634,424	623,404	0.2
Albania	609,357	609,069	0.2
Czech Republic	597,058	601,750	0.2
Iran (Islamic Republic of)	590,060	591,143	0.2
Cuba	564,186	546,485	0.2
Croatia	626,635	543,175	0.2
Syrian Arab Republic	542,640	534,368	0.2
Zambia	525,547	533,532	0.2
Estonia	518,940	488,606	0.1
Mongolia	447,369	477,400	0.1
Slovenia	446,718	456,618	0.1
Greece	457,370	440,818	0.1

Madrid member	Fees distributed (Swiss francs)		2023 share of total (%)
	2022	2023	
Pakistan	532,410	422,649	0.1
Brunei Darussalam	423,205	419,076	0.1
Liechtenstein	469,801	413,088	0.1
Monaco	422,904	401,869	0.1
Curaçao (c)	333,615	387,870	0.1
San Marino	450,333	379,313	0.1
Sint Maarten (Dutch Part) (c)	300,765	314,184	0.1
Latvia	306,760	301,647	0.1
Lithuania	300,922	299,419	0.1
Sudan	301,786	289,537	0.1
Democratic People's Republic of Korea	303,393	274,249	0.1
Bonaire, Sint Eustatius and Saba (c)	218,466	249,902	0.1
Lao People's Democratic Republic	332,949	231,652	0.1
Mozambique	251,655	229,820	0.1
Jamaica	115,087	226,557	0.1
Trinidad and Tobago	208,102	188,914	0.1
Namibia	199,743	182,030	0.1
Madagascar	199,839	178,559	0.1
Antigua and Barbuda	191,214	173,700	0.1
Liberia	174,838	167,616	0.0
Cyprus	163,602	163,285	0.0
Zimbabwe	220,819	162,998	0.0
Botswana	171,294	156,259	0.0
Samoa	231,672	154,459	0.0
Sierra Leone	167,462	153,259	0.0
Eswatini	176,743	144,442	0.0
Bhutan	144,078	140,097	0.0
Gambia	209,886	133,756	0.0
Rwanda	141,282	128,491	0.0
Belize	n.a.	121,402	0.0
Lesotho	114,437	102,875	0.0
Guernsey (d)	112,566	100,509	0.0
Afghanistan	103,925	99,555	0.0
Sao Tome and Principe	97,707	90,014	0.0
Malawi	101,384	87,670	0.0
Mauritius	n.a.	69,854	0.0
Cabo Verde	25,208	66,896	0.0
Totals	353,631,424	341,694,435	100.0

(a) The African Intellectual Property Organization (OAPI) acts on behalf of its 17 member states.

(b) Benelux comprises the territories of Belgium, Luxembourg and the Kingdom of the Netherlands, which are deemed to be a single country for the application of the Madrid System.

(c) This country or municipality is not a Madrid member. The Kingdom of the Netherlands has extended the application of the Madrid Protocol to the territories of Curaçao and Sint Maarten, Bonaire, Sint Eustatius and Saba.

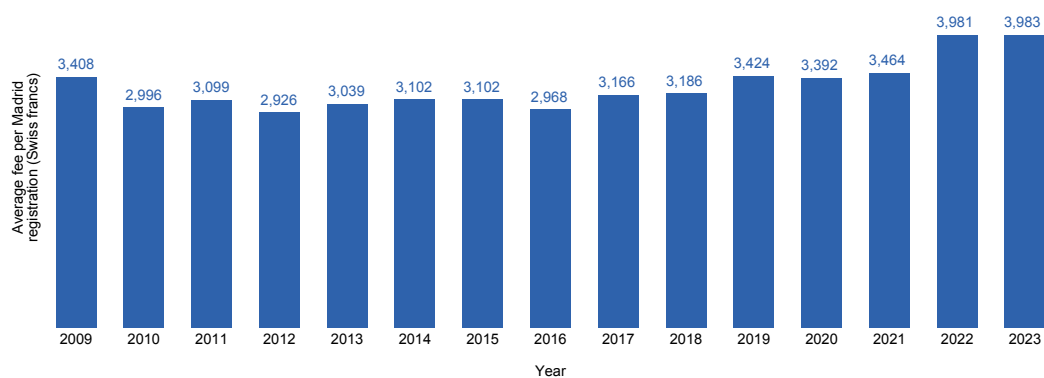
(d) The United Kingdom extended the application of the Madrid Protocol to the territories of Gibraltar and the Bailiwick of Guernsey with effect from January 1, 2021.

n.a. indicates not applicable.

Source: WIPO, March 2024.

On average, holders paid CHF 3,983 per Madrid registration recorded in 2023, nearly the same as in 2022.

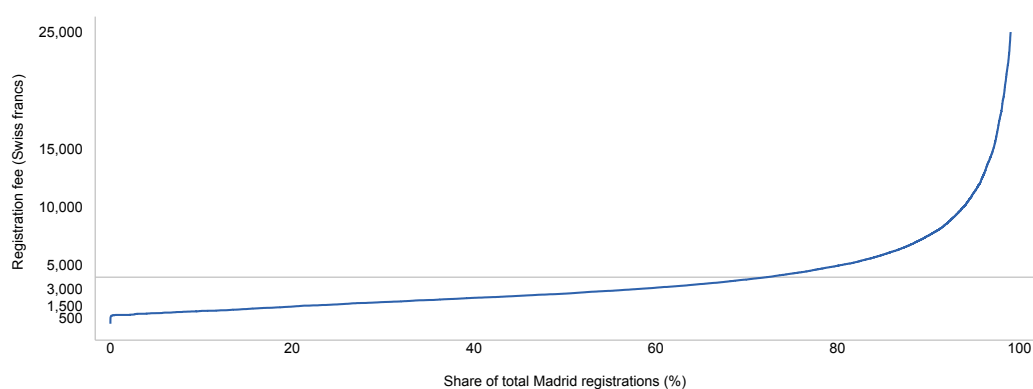
C16. Trend in average fees paid per new international registration, 2009–2023



Source: WIPO, March 2024.

About 72% of all trademark holders paid less than the average CHF 3,983 per Madrid registration recorded in 2023, with half paying approximately CHF 2,575 or less.

C17. Distribution of international registration fees, 2023

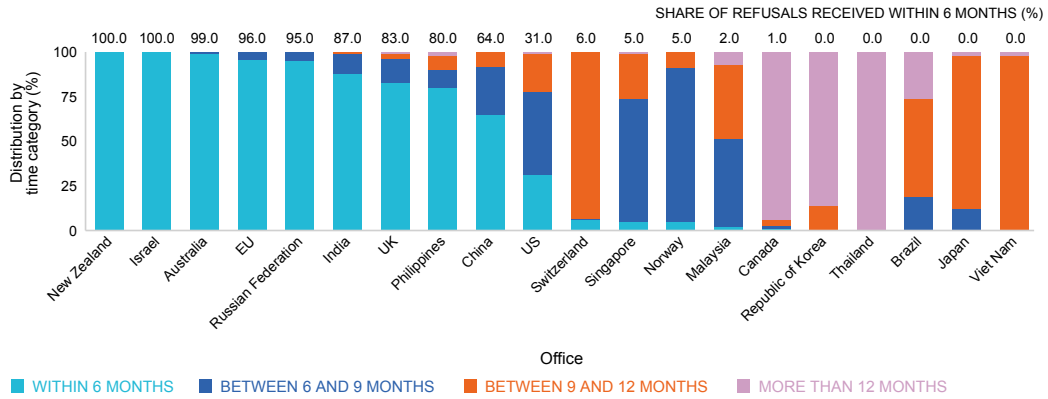


Note: The line at CHF 3,983 represents the average fee paid per Madrid registration in 2023.

Source: WIPO, March 2024.

In 2023, five of 20 selected offices had notified the IB of almost every (95% or more) provisional refusal of designation within six months of it having issued it to the Madrid registration holder concerned. However, for 10 of the selected offices, the IB received 6% or less of provisional refusals within six months of issue, and in several cases none at all.

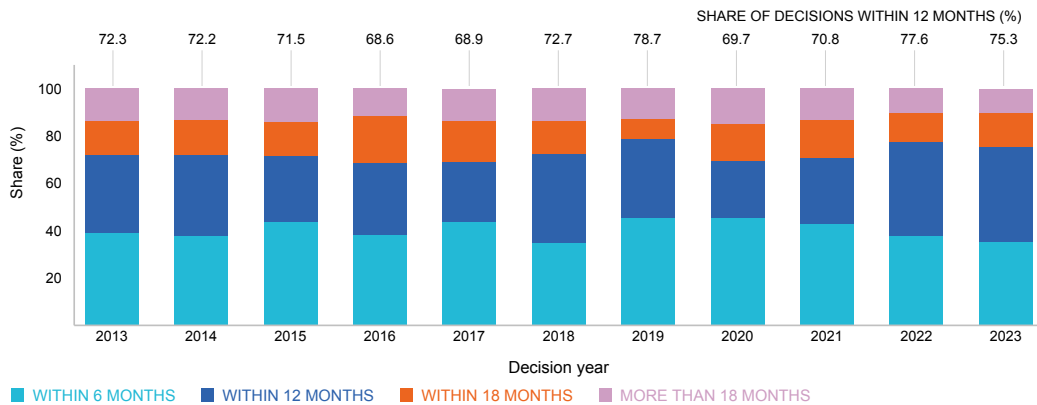
C18. Average timeliness in receiving provisional refusals of designations from selected offices, 2023



Source: WIPO Statistics Database, March 2024.

In 2023, the IB received around 75% of first decisions on the legal effects of registrations from Madrid member offices within 12 months.

C19. Timeliness in receiving first decisions on the legal effects of registrations from offices, 2013–2023

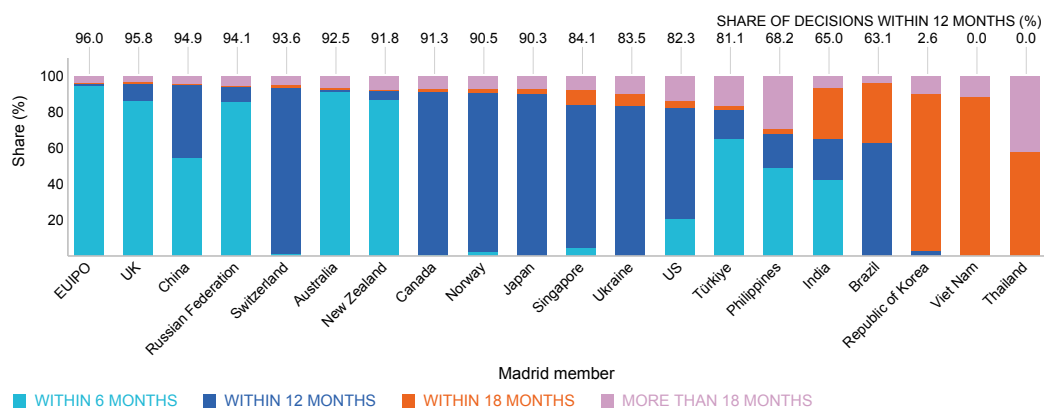


Note: Data are based on the date of receipt by the International Bureau of first decisions on the legal effects of registrations made by offices of Madrid members.

Source: WIPO Statistics Database, March 2024.

In 2023, the IB received about 81–96% of first decisions on the legal effects of registrations from 14 of the 20 selected Madrid member offices within 12 months.

C20. Timeliness in receiving first decisions on the legal effects of registrations from selected offices, 2023



Note: EUIPO is the European Union Intellectual Property Office. Data are based on the date of receipt by the International Bureau of first decisions on the legal effects of registrations made by offices of Madrid members.

Source: WIPO Statistics Database, March 2024.

Annexes

A brief presentation of the Madrid System

The Madrid System makes it possible for a trademark holder to seek protection in multiple countries or territories by filing a single Madrid application via a national or regional intellectual property (IP) office.⁷ It simplifies the process of multinational trademark registration by eliminating the need to file a separate application in each jurisdiction in which protection is sought. The Madrid System also simplifies managing the mark after registration by making it possible to centrally request the recording of further changes or to renew the registration through a single procedural step.

Between December 1995 and October 2016, two treaties administered by the World Intellectual Property Organization (WIPO) governed the Madrid System for the International Registration of Marks: the Madrid Agreement Concerning the International Registration of Marks, adopted in 1891, and the Protocol Relating to the Madrid Agreement, adopted in 1989. As of October 11, 2016, following a decision by the Madrid Union Assembly that no country could accede only to the Agreement, the Protocol is now the sole governing treaty of the Madrid System. As of December 31, 2023, 112 countries and two intergovernmental organizations were party to the Madrid Protocol for a total of 114 Contracting Parties covering 130 countries. The two intergovernmental organizations are the European Union (EU) covering 27 countries (as of January 1, 2021) and the African Intellectual Property Organization (OAPI) covering 17 countries.

Advantages offered by the Madrid System

The Madrid System offers many advantages to both trademark holders and IP offices compared to the alternative method of obtaining international protection for marks called the Paris or direct route. The Paris route involves filing separate applications directly at IP offices in the countries or regions where protection is sought (under the Paris Convention for the Protection of Industrial Property). In contrast, by paying a single set of fees in one currency (Swiss francs), the Madrid System allows trademark holders to submit a single application indicating the Madrid members where protection is sought (designations) in one language (English, French or Spanish).

As outlined above, the Madrid System also makes the maintenance and management of the international registration easier, as any renewal or change in the registration

7 This publication uses the generic term “IP office” to refer to a national or regional office that receives trademark applications and issues registrations, since not all offices are specifically named “trademark office.”

(such as a change in ownership or a limitation of the list of goods and services) can be made through a single central procedure with effect for the countries concerned covered by the international registration. Changes are recorded in the International Register. An international registration has one registration number and one renewal date, regardless of the number of designations.

Where protection has been obtained through the Paris route – and not through the Madrid System – such changes or renewals must be requested directly before each of the national or regional IP offices concerned. For every such registration, there is a different registration number and renewal date to manage, each depending on the country where protection is obtained.

Furthermore, the Madrid System benefits IP offices by reducing their workload. Since the IB carries out the formal examination of Madrid applications, each designated IP office need only perform a substantive examination to determine whether the mark can be protected in its territory.

International application and registration procedure

When seeking protection for marks in multiple jurisdictions, a trademark holder can either file separate applications directly with each IP office – the Paris route – or file a single international application through the Madrid System. The Madrid System process is illustrated by the figure on the following page.

An international application can only be filed by a person or legal entity having the necessary connection (entitlement) – through real and effective industrial or commercial establishment, domicile or nationality – with a member of the Madrid Union. This Madrid member's IP office becomes the applicant's "office of origin."

To file an international application for a mark under the Madrid System, the applicant must have a basic mark, meaning that the same mark must first have been applied for at, or registered by, the office of origin. The international application must be filed through this office, as there is no direct filing to the IB. The IB accepts international applications filed in three languages – English, French and Spanish – but the office of origin may restrict the choice of filing language. The office of origin must certify that the particulars of the international application correspond to those of the basic mark (that is, the same holder, the same mark and that the goods and services of the international application are covered by those set out in the basic mark).

The international application must contain a list of the goods and services for which protection is sought and must indicate the designations – that is, the Madrid members – in which the holder of the mark seeks protection. Additional Madrid members can be designated at a later date (subsequent designation).⁸ The IB is responsible for carrying out an examination to verify that the international application meets all formal requirements. In the event of any irregularities, the office of origin and/or the applicant is given an opportunity to remedy them in order to prevent the application from being considered abandoned. Where an application meets all formal requirements, the mark is recorded in the International Register and published in the *WIPO Gazette of International Marks* ("the *Gazette*"), and the IB notifies the designated offices and sends a certificate of registration to the holder.

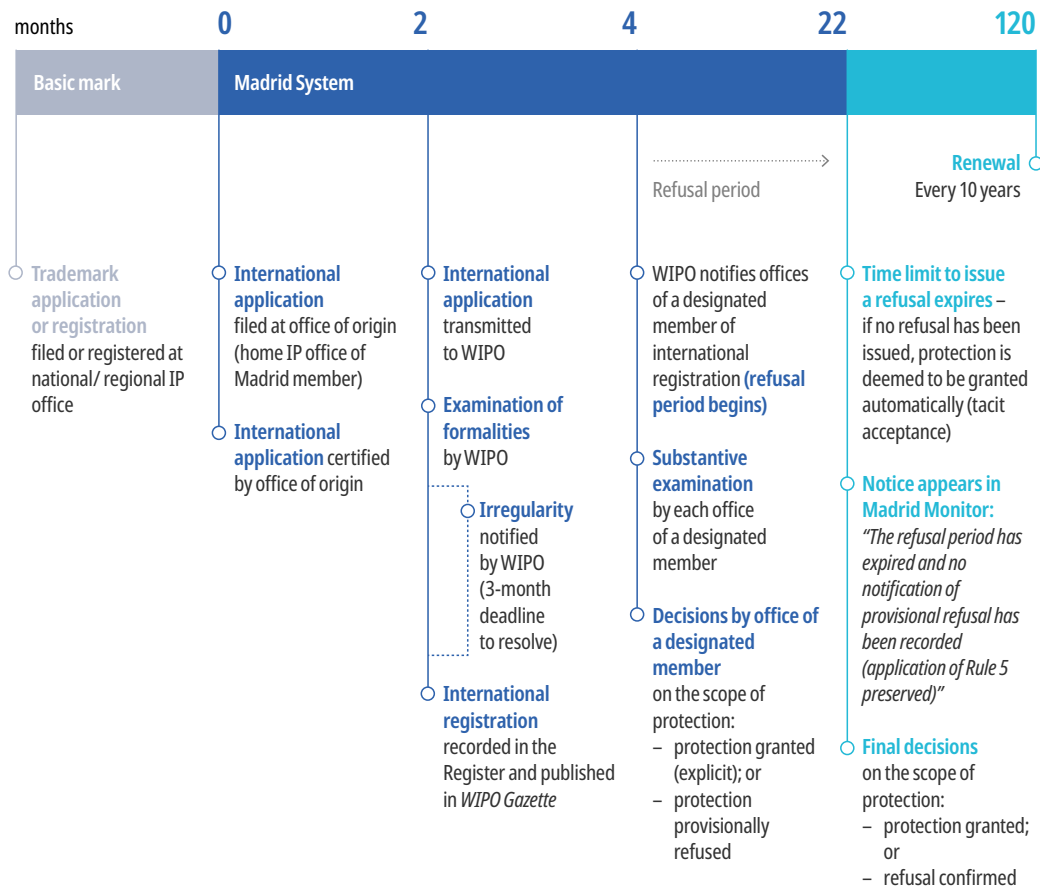
The international application is subject to a basic fee (CHF 653 or CHF 903 Swiss francs), the amount depending on whether the representation of the mark is in black and white or in color. An applicant must also pay for the designations indicated: a complementary fee (CHF 100) per designated Madrid member and a supplementary fee (CHF 100) per class of goods and services above three. Nevertheless, under the Protocol, Madrid members may declare that they wish to receive individual fees instead of sharing the revenues produced by the complementary and supplementary fees.

8 The office of origin cannot be designated in an international application, nor can it be subsequently designated.

Only the designated Madrid member can determine whether protection can be granted in its jurisdiction, in accordance with its domestic trademark legislation. If the designated Madrid member cannot grant protection, it must submit a provisional refusal to the IB within the prescribed time limit (12 months, or 18 months where a Madrid member has declared that it will apply the longer limit). If no refusal is communicated by a designated Madrid member within the specified refusal period, or if a designated Madrid member issues a grant of protection within that period, the mark is considered protected within that Madrid member's jurisdiction.

For the first five years from the date of an international registration, an international registration is dependent on the basic mark. The office of origin must inform the IB of any change concerning the scope of protection regarding the basic mark. Where the basic mark is abandoned or canceled (either totally or partially) during this dependency period, the consequence is that the international registration is canceled to the same extent (either totally or partially). When this happens, the cancellation of the international registration is recorded in the International Register, published in the *Gazette*, and the designated Madrid members concerned are notified. A holder has the option to continue protection in the territories covered by the international registration by transferring their right into national or regional applications filed directly before each IP office concerned.

The Madrid System process



Benefits

- Apply just once in one language for registration in up to 130 countries
- Pay one set of fees in a single currency
- Manage renewals and changes through a single central system
- Expand your trademark to other countries through subsequent designation

Source: WIPO, March 2024.

International registrations are valid for a period of 10 years and may be renewed for additional 10-year periods indefinitely. The IB administers the renewal process and sends an unofficial notice six months before renewal is due, reminding holders and their representatives (if any) of the upcoming renewal. The international registration may be renewed in respect of all designated Madrid members or in respect of only some. However, it is not possible for the holder to make voluntary changes to the list of goods and services at the time of renewal; if holders wish to remove some of the goods and services from the international registration at the time of renewal, they must separately request the recording of a limitation or cancellation in respect of those goods and services in good time before the due date for renewal.

For more information regarding the Madrid System, visit www.wipo.int/madrid.

Data description

Data are compiled by WIPO in the processing of international applications and registrations through the Madrid System. Complete data exist up to calendar year 2023.

The Madrid application statistics used are based on the original filing date at a Madrid member office of origin. This removes the time lag between the date on which an application is first filed at an office of origin and the date it is received and recorded by the International Bureau of WIPO. The 2023 data on Madrid applications by origin and designations in Madrid applications by origin and designated member are estimated, as not all applications filed at offices of origin had been transmitted to WIPO at the time the *Review* was drafted. Data published in WIPO's press release of March 7, 2024, as well as related infographics and previous editions of the *Review*, may differ slightly from those published in this year's edition, because they are continually updated when WIPO receives further data from Madrid member offices of origin.

The figures and tables shown in this publication are subject to alteration. Regular updates are available at www.wipo.int/ipstats.

Acronyms

BOIP	Benelux Office for Intellectual Property
EU	European Union
EUIPO	European Union Intellectual Property Office
IB	International Bureau of WIPO
IP	intellectual property
LAC	Latin America and the Caribbean
OAPI	Organisation Africaine de la Propriété Intellectuelle (English: African Intellectual Property Organization)
UK	United Kingdom
US	United States of America
USPTO	United States Patent and Trademark Office
WIPO	World Intellectual Property Organization

Glossary

This glossary provides definitions of key technical terms and concepts used in trademark registration systems and the Madrid System.

Active Madrid registration: A Madrid registration that is in force. (See “International registration in force.”)

Applicant: A natural person or legal entity that files an application. There may be more than one applicant in an application.

Application: The formal request for the protection of a trademark at a national or regional IP office, which usually examines the application and decides whether to grant or refuse protection in the jurisdiction concerned. (See “International application.”)

Application date: The date on which an IP office receives an application that meets the minimum filing formality requirements. This may also be referred to as the filing date.

Basic application/registration: The national or regional application/registration on which an international application is based.

Basic mark: The national or regional application (basic application) or the registration (basic registration) on which an international application is based.

Cancellation: A procedure to cancel the effects of an international registration for all or some goods and services in respect of all the Madrid members designated in any given international registration.

Class: Refers to the classes defined in the Nice Classification. Classes indicate the categories of goods and services for which trademark protection is requested. (See “Nice Classification.”)

Class count: The number of classes specified in a trademark application or registration. In the Madrid System, and at certain national and regional offices, an applicant can file an application specifying one or more of the 45 goods and services classes of the Nice Classification. Offices use either a single-class or multi-class filing system. The Madrid System is a multi-class system.

Contracting Party (Madrid member): A state or intergovernmental organization – for example, the European Union (EU) or the African Intellectual Property Organization (OAPI) – party to the Madrid Protocol.

Designation: The request in an international application or registration by which the applicant/international registration holder specifies the jurisdiction(s) in which they seek protection for their trademarks.

Direct route: See “Paris route.”

Entitlement: In order to file an international application, the applicant must be entitled to do so by having a connection with a member of the Madrid System through domicile, nationality or having a real and effective industrial or commercial establishment in one of the Contracting Parties to the Madrid System.

Holder: The natural person or legal entity in whose name an international registration is recorded.

Intellectual property (IP): Refers to creations of the mind: inventions, literary and artistic works, and symbols, names, images and designs used in commerce. IP is divided into two categories: industrial property – which includes patents, utility models, trademarks, industrial designs and geographical indications of source – and copyright, which includes literary and artistic works (such as novels, poems, plays, films), musical works, artistic works (such as drawings, paintings, photographs and sculptures) and architectural designs. Rights related to copyright include those of performing artists in their performances, those of producers

of sound recordings in their recordings and those of broadcasters in their radio and television programs.

International application: An application for international registration under the Madrid System, which is a request for protection of a trademark in one or more Madrid members' jurisdictions. An international application must be based on a basic mark, that is, a prior application or registration of a mark in a Madrid member. (See "Basic mark.")

International Bureau (IB): The International Bureau of WIPO administers the Madrid System. It is responsible for procedural tasks related to international applications, as well as for the subsequent management of international registrations.

International Register: A register, maintained by the IB, in which marks in international applications that conform to the requirements applicable are registered as international registrations. Changes made to registrations are also recorded in the International Register.

International registration: An application for international registration of a mark leads to its registration in the International Register and the publication of the international registration in the *WIPO Gazette of International Marks*. If the international registration is not refused protection by a designated Madrid member, it will have the same effect as a national or regional trademark registration made under the law applicable in that Madrid member's jurisdiction.

International registration in force: An international registration enjoys a 10-year period of protection. To remain in force, a registration must be renewed. In most jurisdictions, a mark can be maintained indefinitely and renewed on a 10-year basis.

Limitation: Limitation is a procedure for restricting the list of goods and services in respect of all or some of the designated Contracting Parties (Madrid members) in an international registration.

Madrid Agreement Concerning the International Registration of Marks: The founding treaty of the Madrid System no longer in operation.

Madrid member (Contracting Party): A state or intergovernmental organization – for example, the African Intellectual Property Organization (OAPI) or the European Union (EU) – party to the Madrid Protocol.

Madrid Protocol (Protocol Relating to the Madrid Agreement): One of two treaties administered by the IB of WIPO that governs the system of international registration of marks. (See "Madrid System.")

Madrid route: The Madrid route (the Madrid System) is an alternative to the direct national or regional route (also called the Paris route) that enables trademark holders to seek protection for their marks in multiple territories by filing one application.

Madrid System: An abbreviation describing the system for the international registration of trademarks, originally established by the Madrid Agreement Concerning the International Registration of Marks and later also governed by the Protocol Relating to the Madrid Agreement. Following the decision by the Madrid Union Assembly in October 2016, the Protocol is now the sole governing treaty of the Madrid System. The Madrid System is administered by the International Bureau of WIPO.

Nice Classification: The abbreviated form of the International Classification of Goods and Services for the Purposes of Registering Marks, an international classification established under the Nice Agreement. The Nice Classification consists of 45 classes, which are divided into 34 classes for goods and 11 for services. (See "Class.")

Non-resident application: For statistical purposes, a "non-resident" application refers to an application filed with an IP office of a given country/territory/region in which the applicant does not reside or does not have a real and effective industrial or commercial establishment.

Non-resident applications are sometimes referred to as foreign applications. A non-resident registration is an IP right issued on the basis of a non-resident application.

Opposition: An administrative process for disputing the validity of a trademark right. An opposition procedure is often limited to a specific time period before or after the right has been granted. For the Madrid System, opposition procedures are accommodated and defined by the national or regional laws of designated Madrid members.

Origin: The country or territory of residence, nationality or establishment of an applicant filing a trademark application. The country or territory of an applicant's address is used to determine the origin of the application. In the Madrid System, the office of origin is the IP office of the Madrid member in which an applicant is entitled to file an international application.

Paris Convention: The Paris Convention for the Protection of Industrial Property, signed on March 20, 1883, is one of the most important IP treaties, as it establishes general principles applicable for all IP rights. It establishes the "right of priority" that enables an IP applicant, when filing an application in countries other than the original country of filing, to claim priority of an earlier application filed up to 12 months previously for patents and utility models, and up to six months previously for trademarks and industrial designs.

Paris route: An alternative to the Madrid route, the Paris route (also called the direct route) enables individual IP applications to be filed directly with an IP office of a country/territory that is a signatory to the Paris Convention.

Priority date: The filing date of the application on the basis of which priority is claimed. (See "Paris Convention.")

Regional application/registration: A trademark application filed with or registered by an IP office having regional jurisdiction over more than one country. For trademark protection, there are currently four regional offices: the African Intellectual Property Organization (OAPI), the African Regional Intellectual Property Organization (ARIPO), the Benelux Office for Intellectual Property (BOIP) (for Belgium, the Kingdom of the Netherlands and Luxembourg) and the European Union Intellectual Property Office (EUIPO).

Registration: An exclusive set of rights legally accorded to an applicant when a trademark is registered or issued. Registrations are issued to applicants to make use of and exploit their trademarks for a limited period of time and can, in some cases, be renewed indefinitely. (See "International registration.")

Renewal: The process by which a trademark right is maintained (kept in force). This usually consists of paying renewal fees to an IP office at regular intervals. If renewal fees are not paid or, in some jurisdictions, if the holder cannot prove that the mark is being actively used, the registration may lapse. Once recorded, an international registration is valid for a period of 10 years and can be renewed for additional 10-year periods on payment of the prescribed fees. International registrations must be renewed in order to remain active. To facilitate the renewal process, the IB sends an unofficial reminder to holders and their representatives (if any) six months before renewal is due. The international registration may be renewed in respect of all or only some designated Madrid members.

Renunciation: A procedure intended to abandon the effects of an international registration for all the goods and services in respect of one or some of the designated Madrid members.

Resident application: For statistical purposes, a "resident" application refers to an application filed with an IP office by an applicant residing or having a real and effective industrial or commercial establishment in the country/territory/region in which that office has jurisdiction. Resident applications are sometimes referred to as domestic applications. A resident registration is an IP right issued on the basis of a resident application.

Subsequent designation: A designation made subsequent to an international registration to extend its geographical scope.

Trademark: A sign used to distinguish the goods or services of one undertaking from those of others. A trademark may consist of words and combinations of words (for instance, names or slogans), logos, figures and images, letters, numbers, sounds, or in rare instances, smells or moving images, or a combination thereof. The registering of trademarks is governed by the legislation and procedures of national and regional IP offices and WIPO. Trademark rights are limited to the jurisdiction of the IP office that registers the trademark. Trademarks can be registered by filing an application at the relevant national or regional office(s), or by filing an international application through the Madrid System.

WIPO Gazette of International Marks: The official publication of the Madrid System, published online weekly and containing information regarding new international registrations, renewals, subsequent designations and modifications affecting existing international registrations.

World Intellectual Property Organization (WIPO): A United Nations specialized agency dedicated to the promotion of innovation and creativity for the economic, social and cultural development of all countries through a balanced and effective international IP system. WIPO was established in 1967 with a mandate to promote the protection of IP throughout the world through cooperation between states and in collaboration with other international organizations.

Nice classes and industry sectors

Class covers/includes

Class 1: Chemicals used in industry, science and photography, as well as in agriculture
Class 2: Mainly paints, varnishes, lacquers
Class 3: Mainly cleaning preparations and toiletry preparations
Class 4: Mainly industrial oils, lubricants, fuels and illuminants
Class 5: Mainly pharmaceuticals and other preparations for medical purposes
Class 6: Mainly includes common metals and their alloys and goods of common metal not included in other classes
Class 7: Mainly machines, machine tools, motors and engines
Class 8: Hand tools and implements (hand-operated); cutlery; side arms; razors
Class 9: Computer hardware and software and other electrical or electronic apparatus of a scientific nature
Class 10: Surgical, medical, dental and veterinary apparatus and instruments
Class 11: Apparatus for lighting, heating, steam generating, cooking, refrigerating, drying, ventilating, water supply and sanitary purposes
Class 12: Vehicles; apparatus for locomotion by land, air or water
Class 13: Firearms; ammunition and projectiles; explosives; fireworks
Class 14: Includes mainly precious metals and certain goods made of precious metals or coated therewith, as well as jewelry, clocks and watches, and component parts therefor
Class 15: Musical instruments
Class 16: Mainly paper, goods made from that material and office requisites
Class 17: Mainly rubber, plastics in extruded form for use in manufacture; packing, stopping and insulating materials; non-metallic flexible pipes
Class 18: Leather and imitations of leather, and products made therefrom, traveling bags and umbrellas
Class 19: Mainly non-metallic building materials and asphalt
Class 20: Mainly furniture, mirrors, picture frames and goods made from, for example, wood, cork, reed, cane, wicker
Class 21: Mainly household or kitchen utensils and containers; combs and sponges; articles for cleaning purposes; glassware, porcelain and earthenware
Class 22: Mainly ropes, string, nets, tents, awnings, tarpaulins, sails, sacks and bags not included in other classes
Class 23: Yarns and threads, for textile use
Class 24: Textiles and textile goods not included in other classes; bed covers; table covers
Class 25: Clothing, footwear and headgear
Class 26: Lace and embroidery, ribbons and braid; buttons, hooks and eyes, pins and needles; artificial flowers
Class 27: Carpets, rugs, mats and matting, linoleum and other materials for covering existing floors; wall hangings (non-textile)
Class 28: Games and playthings; gymnastic and sporting articles
Class 29: Meat, fish, poultry; frozen, dried and cooked fruits and vegetables
Class 30: Mainly foodstuffs of plant origin prepared for consumption or conservation, as well as auxiliaries intended for the improvement of the flavor of food
Class 31: Mainly grains and agricultural, horticultural and forestry products; live animals; fresh fruits and vegetables; seeds
Class 32: Beers; mineral and aerated waters and other non-alcoholic beverages; fruit beverages and fruit juices; syrups and other preparations for making beverages
Class 33: Alcoholic beverages (except beers)
Class 34: Tobacco; smokers' articles; matches
Class 35: Services such as office functions, advertising and business management
Class 36: Services relating to insurance, financial affairs, monetary affairs, and real estate affairs
Class 37: Building construction; repair; installation services
Class 38: Telecommunications services
Class 39: Services related to transport, packaging and storage of goods, and travel arrangement
Class 40: Services related to the treatment of materials
Class 41: Services in the area of education, training, entertainment, sporting and cultural activities
Class 42: Services provided by, for example, scientific, industrial or technological engineers and computer specialists
Class 43: Services for providing food and drink; temporary accommodation
Class 44: Medical services; veterinary services; hygienic and beauty care for human beings or animals; agriculture, horticulture and forestry services
Class 45: Legal services; security services for the protection of property and individuals; personal and social services rendered by others to meet the needs of individuals

Note: For full class definitions, visit www.wipo.int/classifications/nice.

Industry sector	Abbreviation (where applicable)	Nice classes
Agricultural products and services	Agriculture	29, 30, 31, 32, 33, 43
Management, communications, real estate and financial services	Business services	35, 36
Chemicals	-	1, 2, 4
Textiles - clothing and accessories	Clothing and accessories	14, 18, 22, 23, 24, 25, 26, 27, 34
Construction, infrastructure	Construction	6, 17, 19, 37, 40
Pharmaceuticals, health, cosmetics	Health	3, 5, 10, 44
Household equipment	-	8, 11, 20, 21
Leisure, education, training	Leisure and education	13, 15, 16, 28, 41
Scientific research, information and communication technology	Research and technology	9, 38, 42, 45
Transportation and logistics	Transportation	7, 12, 39

Note: For full class definitions, visit www.wipo.int/classifications/nice.

Source: Edital®.

Madrid members

As of December 31, 2023, the Madrid System comprised 114 members covering 130 countries.

Afghanistan	Denmark	Liechtenstein	Samoa
Albania	Egypt	Lithuania	San Marino
Algeria	Estonia	Luxembourg	Sao Tome and Principe
Antigua and Barbuda	Eswatini	Madagascar	Serbia
Armenia	European Union	Malaysia	Sierra Leone
Australia	Finland	Malawi	Singapore
Austria	France	Mauritius	Slovakia
Azerbaijan	Gambia	Mexico	Slovenia
Bahrain	Georgia	Monaco	Spain
Belarus	Germany	Mongolia	Sudan
Belgium	Ghana	Montenegro	Sweden
Belize	Greece	Morocco	Switzerland
Bhutan	Hungary	Mozambique	Syrian Arab Republic
Bosnia and Herzegovina	Iceland	Namibia	Tajikistan
Botswana	India	Netherlands (Kingdom of the)	Thailand
Brazil	Indonesia	New Zealand	Trinidad and Tobago
Brunei Darussalam	Iran (Islamic Republic of)	North Macedonia	Tunisia
Bulgaria	Ireland	Norway	Türkiye
Cabo Verde	Israel	Oman	Turkmenistan
Cambodia	Italy	African Intellectual Property Organization (OAPI)	Ukraine
Canada	Jamaica	Pakistan	United Arab Emirates
Chile	Japan	Philippines	United Kingdom
China	Kazakhstan	Poland	United States of America
Colombia	Kenya	Portugal	Uzbekistan
Croatia	Kyrgyzstan	Republic of Korea	Viet Nam
Cuba	Lao People's Democratic Republic	Republic of Moldova	Zambia
Cyprus	Latvia	Romania	Zimbabwe
Czech Republic	Lesotho	Russian Federation	
Democratic People's Republic of Korea	Liberia	Rwanda	

