

# Madrid Yearly Review 2019

International Registration of Marks

# 2019

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International Registration of Marks

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## Further information

### Online resources

The electronic version of the *Review*, as well as the images and underlying data used to produce all figures and tables, can be downloaded at [www.wipo.int/ipstats](http://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](http://www.wipo.int/madrid)

### Contact information

#### *Economics and Statistics Division*

Website: [www.wipo.int/ipstats](http://www.wipo.int/ipstats)

Email: [ipstats.mail@wipo.int](mailto:ipstats.mail@wipo.int)

# Key numbers for 2018

**61,200** (+6.4%)  
**Madrid international applications<sup>1</sup>**

**399,560** (+5.8%)  
**Designations in international applications**

**60,071** (+6.8%)  
**Madrid international registrations**

**55,211** (+4.9%)  
**Subsequent designations in international registrations**

**31,942** (+8.8%)  
**Renewals of international registrations**

**701,149** (+3.4%)  
**Active (in force) international registrations**

**5,956,644** (+1.7%)  
**Designations in active international registrations**

**103** (+3 members)  
**Contracting Parties (Madrid members)**

**119** (+3 members)  
**Countries covered**

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



# Special theme: The Madrid Protocol and three decades of growth

In 2018, the Madrid System administered by the World Intellectual Property Organization (WIPO) achieved a new record when trademark owners filed a combined total of over 60,000 applications for international registration in a single year. This year's special theme focuses on the events that laid the groundwork for reaching this milestone.

## 125 years of international registrations

The Madrid System was established under the Madrid Agreement Concerning the International Registration of Marks (the Agreement) in 1891. For the first seven decades of its existence, Madrid international registrations gradually increased from only 76, first recorded in 1893, to just over 11,000 in 1959 (figure 1). During the 30-year period leading up to the adoption of the Madrid Protocol Relating to the Madrid Agreement Concerning the International Registration of Marks (the Protocol) in 1989, the number of Madrid registrations remained below 15,000. However, with the Protocol came a rapid increase in registration numbers, rising to 20,000 in 1998 before tripling to over 60,000 just 20 years later in 2018.

## Surge in membership under the Madrid Protocol

The adoption of the Protocol was a turning point in the evolution and success of the Madrid System, significantly contributing to its global expansion in terms of attracting both new members and trademark owners wanting to protect their brands in global markets.

It took over a century under the Agreement for membership to grow from four members in 1892 to 25 members in 1988 (figure 2). During the first half of the 20<sup>th</sup> century, all but three Madrid member countries were located in Europe, the exceptions being Egypt

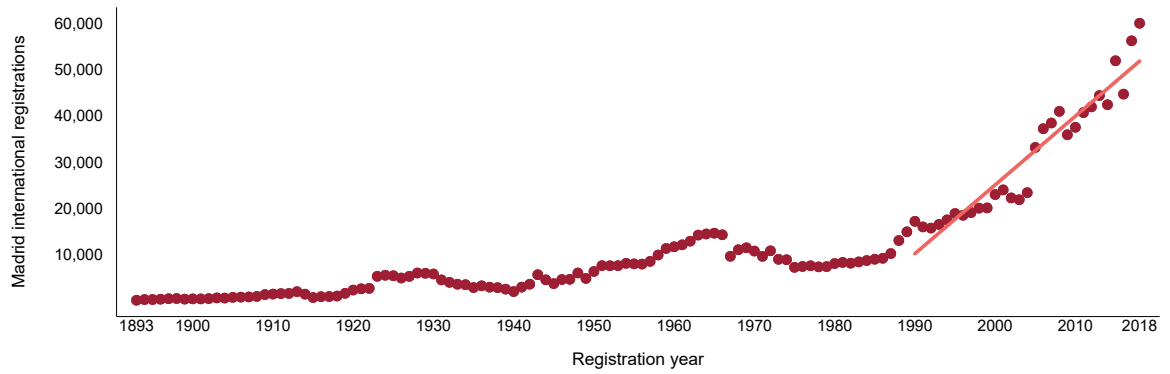
(membership as of 1952), Morocco (1917) and Viet Nam (1949). Membership of the Agreement remained mainly restricted to Europe, primarily due to the legal trademark frameworks in place in the European countries concerned, which largely reflected their common culture and stage of development. At that time, the European Union (EU) trademark was not in existence and rapid globalization had not yet begun.

The Protocol brought greater flexibility to the Madrid System, significantly improving the international registration process for both trademark holders and national offices. Unlike the Agreement, the Protocol allows trademark owners to file an application for international registration based on a trademark application filed with the office of their home country or region, or a registration granted by that office. This concession not only avoids delay in filing an international application for registration but also allows the trademark owner to take advantage of the six-month priority period of the Paris Convention. In addition, the flexible language requirements introduced by the Protocol significantly improved the Madrid System for trademark holders, giving them the choice of filing applications in English or French (later also Spanish for both the Agreement and the Protocol), rather than just in French, as originally required under the Agreement. The transformation provisions in the Protocol provide trademark holders with some reassurance and a solution should their international registration be cancelled due to the ceasing of effect of the basic mark (the national right on which the international registration was based).

Membership of the Madrid System quadrupled from just 25 members in 1988, the year before the Protocol was adopted, to reach 103 members by the end of 2018. This means that, despite being in existence for over 125 years, three-quarters of the current membership joined the System during the past three decades.



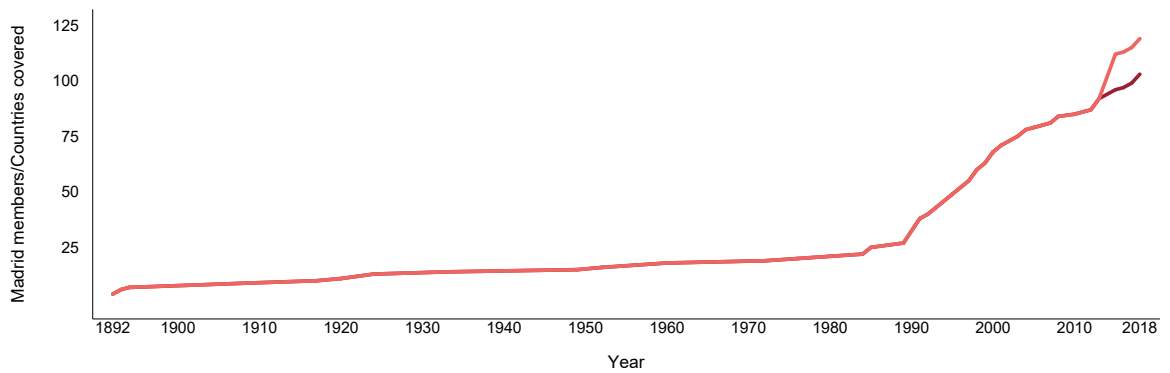
### 1. Trend in Madrid International Registrations, 1893–2018



■ MADRID REGISTRATIONS

Source: WIPO Statistics Database, March 2019.

### 2. Trend in the number of Madrid members and countries covered, 1892–2018



■ TOTAL MADRID MEMBERS ■ TOTAL COUNTRIES COVERED

Source: WIPO Statistics Database, March 2019.

Most members are countries. However, the adoption of the Protocol opened the door to intergovernmental organizations and two members are intergovernmental organizations: the African Intellectual Property Organization (OAPI) and the EU. The addition of these organizations has extended the coverage of the Madrid System to include a total of 119 countries in 2018.

Since the adoption of the Protocol, the Madrid System has expanded its geographical scope with the addition of: 28 Asian members, notably China, Indonesia, Japan, the Republic of Korea and Turkey, to name a few; 25 additional European members, predominantly former Soviet bloc countries and the EU as a whole; 18 African members, covering a total of 34 sub-Saharan countries; four new members in Latin America and the Caribbean (LAC) – Antigua and Barbuda, Colombia, Cuba and Mexico; three in Oceania – Australia, New Zealand and Samoa; and one in North America – the United States of America (U.S.).

The addition of new Madrid members and the countries covered by their jurisdictions has led to greater diversity in terms of income groups. For example, in 2018, middle-income countries comprised the highest share (45%) of all countries covered by the Madrid System, followed by high-income (36%) and low-income countries (19%). In fact, middle-income countries first began to outnumber high-income countries in 2013 to become the most highly represented income group within the Madrid System. Additionally, low-income countries have seen their combined share of all Madrid member countries more than double since 2013.

OAPI, the 17-member organization that acceded to the Protocol in 2015, accounts for the sharp increase that year in the number of countries covered by the Madrid System, as indicated in figure 2. The EU joined the Madrid System in 2004. However, its accession did not result in a significant rise in the number of countries covered by the System during that year, as all EU member states, with the exception of Malta, were already individual Madrid members.

### Expanding global coverage

Table 3 illustrates the increase in percentage shares of Madrid membership coverage from 17% of all countries in 1990 to 60% in 2017. It also shows the increasing trends since 1990 in Madrid members' combined shares of trademark filings abroad and of both global gross domestic product (GDP) and population.

Total trademark applications filed abroad are calculated by adding the number of foreign applications received via the Paris or direct route by offices world-

wide and the total number of designations in Madrid registrations received by these offices, where applicable. Figure 4 shows that the number of trademark applications filed abroad worldwide grew from about 460,000 in 1990 to approximately 1.3 million in 2017, representing a threefold increase over this period. In 1990, trademark applicants residing in Madrid member countries accounted for only about 150,000 of the total. However, over the course of the next three decades, the number of applications – both direct applications and designations in Madrid registrations – originating in Madrid member countries destined for foreign markets increased by a factor of eight, climbing to almost 1.2 million and considerably narrowing the gap.

The sharp rise in applications filed abroad seen in 2000 is associated with the general increase in trademark applications worldwide at the peak of the “dot-com boom”. The drop in 2009 corresponds to the height of the global economic crisis in 2009.

Based on the data underlying figure 4, figure 5 shows that applicants located in Madrid member countries accounted for 33% of all trademark applications filed abroad in 1990, both directly at intellectual property (IP) offices worldwide and via the Madrid System, where applicable. With increased Madrid membership, this share trended upward, reaching 90% of all trademark applications filed abroad in 2017. The rise in 1995 reflects the effect of the addition of six new Madrid members during that year. The spike in 2003 was due in large part to the accession of four new members, most notably the Republic of Korea and the U.S.

Similar to figure 4, which presents the converging of global and Madrid members' trademark applications filed abroad, figure 6 shows the gap between Madrid members' combined GDP and total world GDP narrowing over time. In 2003, the Republic of Korea and the U.S. contributed to a steep rise in the combined GDP of all Madrid members that year. The uptick 10 years later, in 2013, coincides with the accessions of India and Mexico to the System.

Detailed World Bank GDP data are available back to 1990. However, population data go back further and so enable the presentation of longer trends. Between 1980 and 1988, the number of people living in Madrid member countries remained constant at between 0.6 and 0.7 billion (figure 7). That situation changed in 1989 when China joined the System and added its population of over a billion to the combined population of all Madrid members. Between 1990 and 2012, Madrid members' combined population gradually increased due to the addition of new members coupled with a general increase in population among existing

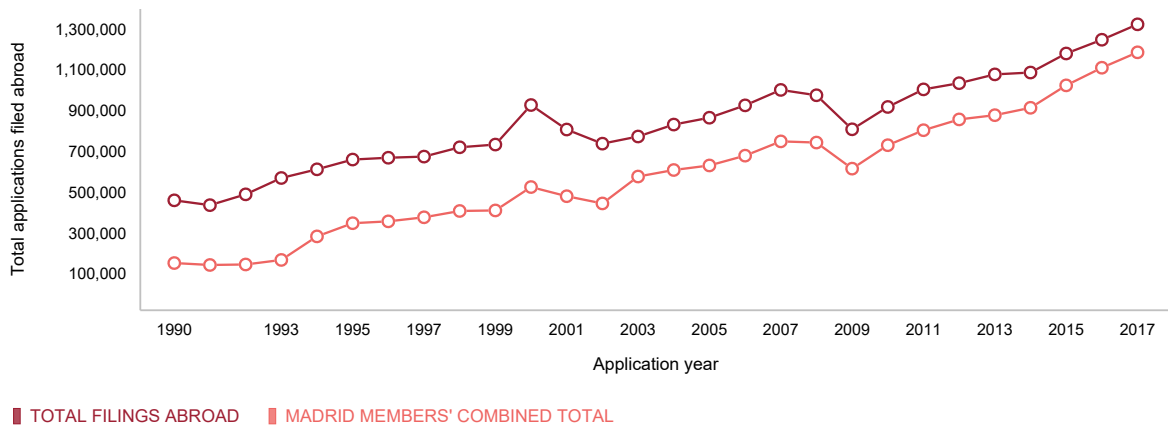
### 3. Coverage of Madrid membership in 1990, 2004 and 2017

Madrid members	1990 (%)	2004 (%)	2017 (%)
Global country coverage	17	41	60
Combined share of trademark applications filed abroad (direct and via Madrid)	33	73	90
Combined share of GDP	31	71	81
Combined share of world population	35	48	72

Note: Complete trademark filings abroad, GDP and population data are available only up to 2017. Global country coverage values are calculated as shares of total United Nations (UN) member states each year.

Sources: WIPO Statistics Database and World Bank, March 2019.

### 4. Trends in total trademark applications filed abroad, 1990–2017



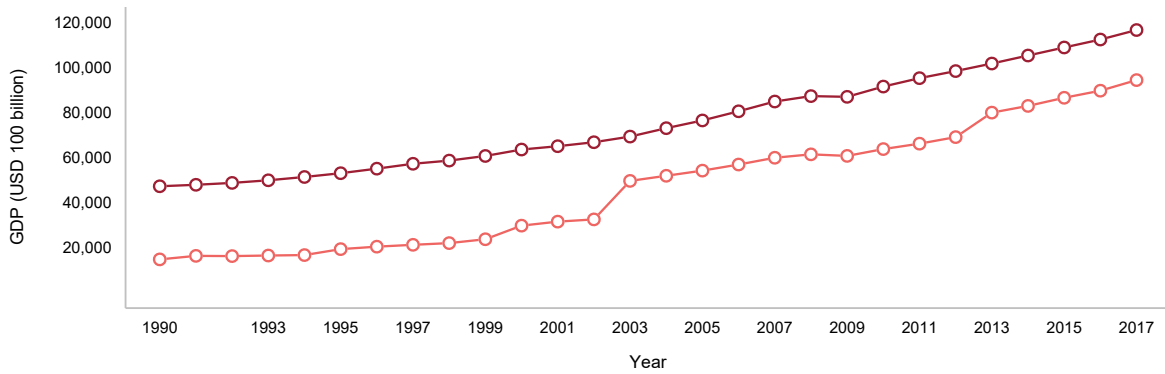
Source: WIPO Statistics Database, March 2019.

### 5. Trend in Madrid members' shares of total trademark applications filed abroad, 1990–2017



Source: WIPO Statistics Database, March 2019.

### 6. World GDP and Madrid members' combined GDP, 1990–2017

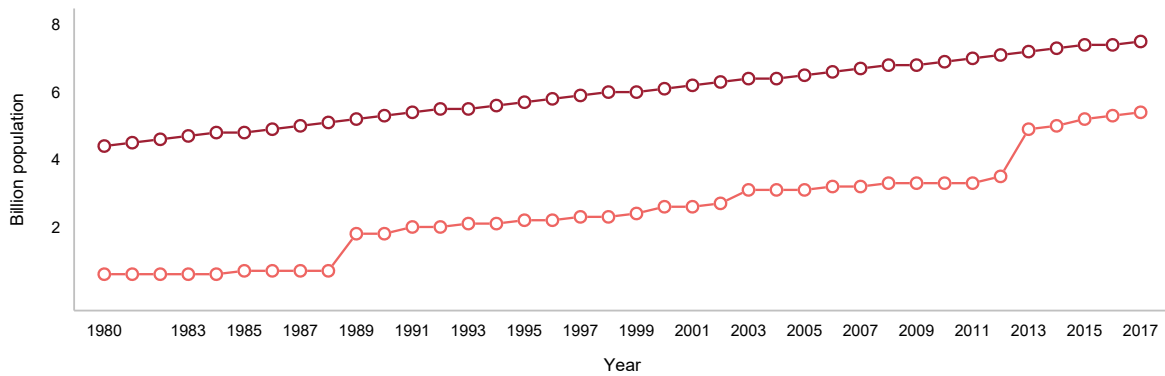


■ WORLD GDP ■ MADRID MEMBERS' COMBINED GDP

Note: GDP data are in constant 2011 U.S. PPP dollars.

Sources: WIPO Statistics Database and World Bank, March 2019.

### 7. World population and Madrid members' combined population, 1980–2017



■ WORLD POPULATION ■ MADRID MEMBERS' COMBINED POPULATION

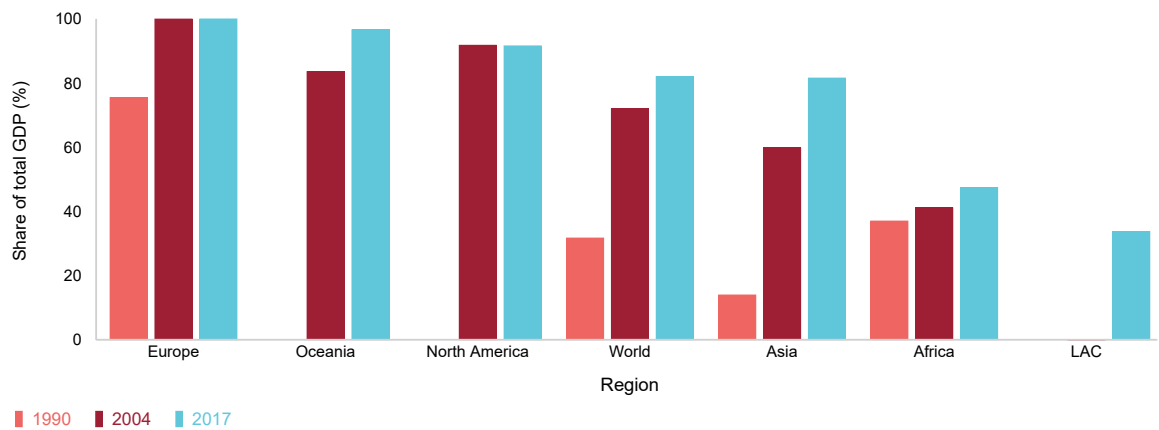
Sources: WIPO Statistics Database and World Bank, March 2019.

### 8. Madrid shares of world GDP and population, 1990–2017



Sources: WIPO Statistics Database and World Bank, March 2019.

### 9. Madrid shares of total GDP by geographical region, 1990, 2004 and 2017



Note: LAC is Latin America and the Caribbean.

Sources: WIPO Statistics Database and World Bank, March 2019.

members. India's population contributed to a second sudden rise, when it joined the System in 2013. In 2017, 5.4 billion of the world's total population of 7.5 billion lived in countries covered by the Madrid System.

For each year between 1990 and 2000, the Madrid members' combined shares of world GDP and population were similar, differing by no more than 5 percentage points (figure 8). These shares began to diverge in 2000, with Japan's accession to the System. The gap between these shares widened still further in 2003 when the U.S. joined the System, causing Madrid members' combined share of global GDP to jump from 49% in 2002 to 72%, or 23 percentage points, in 2003. For comparison, their combined share of world population increased by only 6 percentage points over the same period. It was not until 2013, when India acceded to the Madrid System, that the gap between the combined shares of global GDP and population began to narrow once again. In 2017, Madrid member countries accounted for 81% of global GDP and 72% of world population.

With the addition of many former Soviet bloc countries after 1990, European Madrid member countries have seen their combined share of total GDP in Europe increase from 76% in 1990 to 100% by 2004 (figure 9). Asian Madrid member countries have also seen significant increases in their combined share of GDP in Asia, increasing from just 14% in 1990 to 82% nearly three decades later. In 2017, African countries covered by the Madrid System already accounted for nearly half (47%) of all GDP in Africa. Despite numbering only four in 2017, Madrid members in the LAC region already accounted for over a third (34%) of total GDP in this region.

A combined share of 80% of Asia's population is covered by its 29 Madrid member countries, up from 39% in 1990 when its regional membership comprised just four Asian countries (figure 10). As of December 31, 2018, the U.S. was the only Madrid

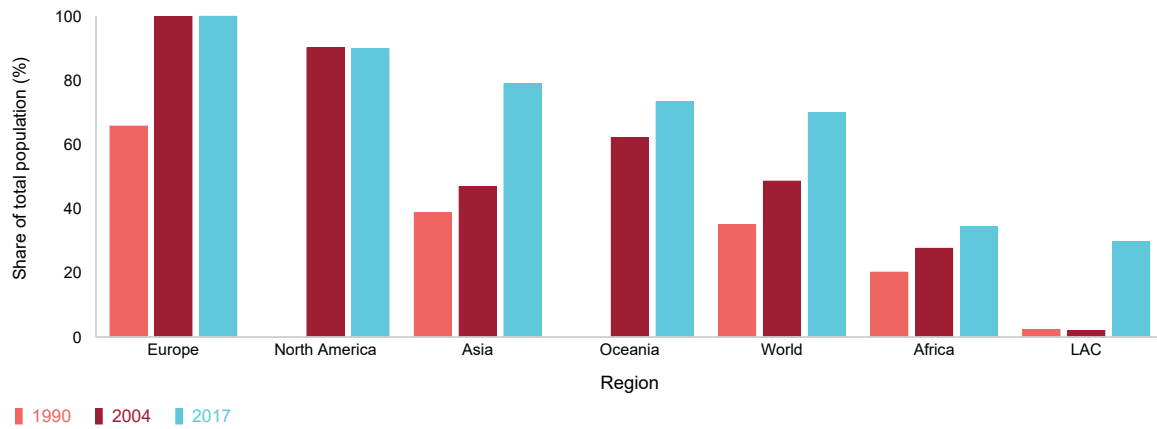
member in North America – defined as Bermuda, Canada and the U.S. – and so was home to roughly 90% of the population in this region. With the accession of Canada to the Madrid System in March 2019, the combined Madrid member share of total population in North America will be almost 100%. Two Madrid members, Australia and New Zealand, accounted for 74% of Oceania's total population in 2017.

In 1990, the top 10 origins of Madrid applications were European countries, reflecting the mainly European membership of the System at that time (figure 11). Over half of all Madrid applications came from just two countries, France (28%) and Germany (26%). In addition, applicants from the top 10 origins in 1990 filed 98% of all Madrid applications in that year.

In 2004, a different picture began to emerge, as China and the U.S. joined the list of top 10 origins of Madrid applications. The composition of the top 10 origins in 2018 continues to show an even broader geographical coverage, as Australia, Japan and the Russian Federation are listed among the top countries of origin, along with China and the U.S. It is noteworthy that, after 1990, the concentration of Madrid applications filed by applicants located in the top 10 countries of origin decreased from nearly 100% in 1990 to around 71% in both 2004 and 2018.

Figure 12 shows that, in 1990, all top five designated members were European and received a combined share of almost 40% of all designations made by applicants in that year's filings of Madrid applications. In 2004, the combined share of the top designated members decreased considerably, to only 16%. In addition, China and the Russian Federation appeared among the top designated members. The combined share of the top designated Madrid members increased to 26% in 2018, this time including Japan and the EU as a whole and representing a larger geographical scope of protection sought by trademark holders using the Madrid System.

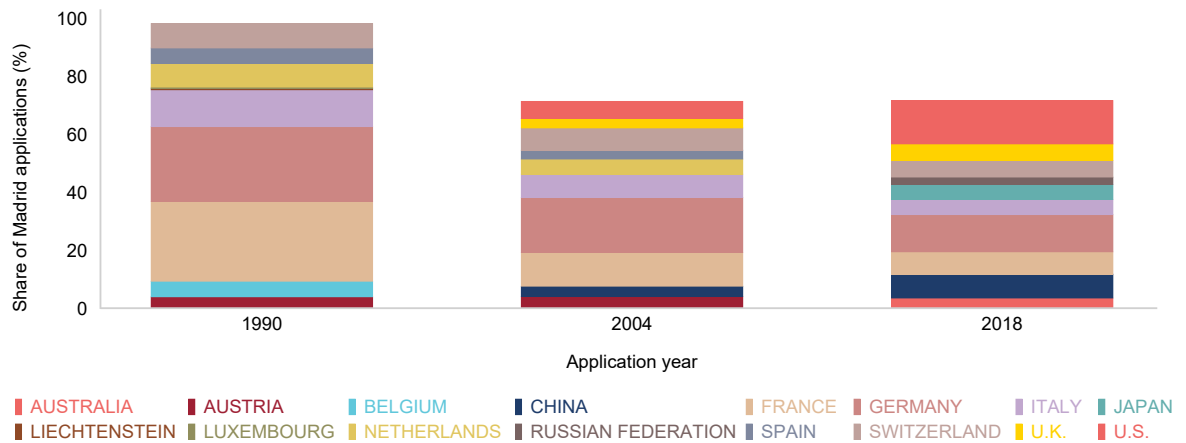
**10. Madrid shares of total population by geographical region, 1990, 2004 and 2017**



Note: LAC is Latin America and the Caribbean.

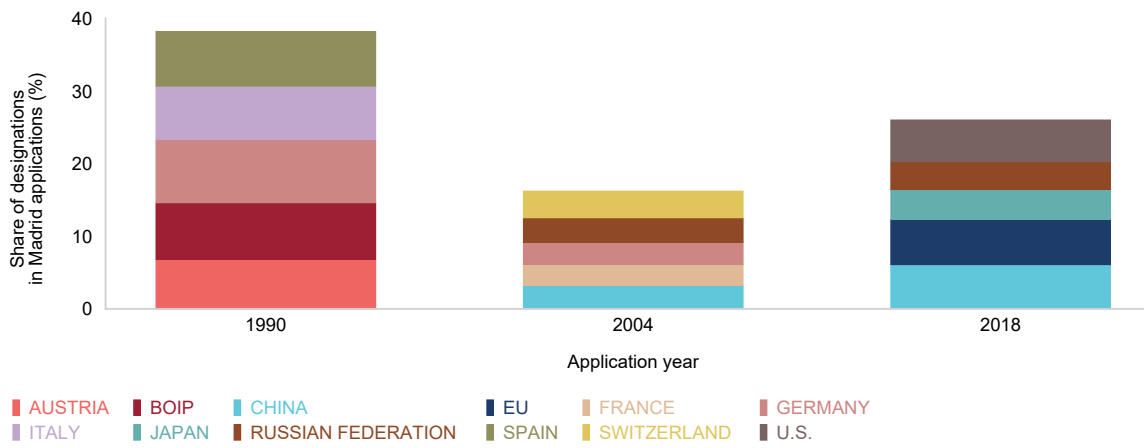
Sources: WIPO Statistics Database and World Bank, March 2019.

**11. Top 10 origins of Madrid applications and their respective shares, 1990, 2004, 2018**



Source: WIPO Statistics Database, March 2019.

**12. Top five designated members in Madrid applications and their respective shares, 1990, 2004, 2018**



Note: BOIP is the Benelux Office for Intellectual Property, acting on behalf of Belgium, the Netherlands and Luxembourg.

Source: WIPO Statistics Database, March 2019.



## The most active companies using the Madrid System

Looking back over the past three decades, the names of the top Madrid applicants and the industries in which those applicants were operating help to tell a story of the changing profile of the users of the Madrid System. In 1990, the top applicant, with 119 Madrid applications filed, was Swiss pharmaceuticals firm Ciba-Geigy AG (table 13), which merged with Sandoz AG – also of Switzerland and ranked 16<sup>th</sup> among top applicants that year – six years later to form Novartis AG. Novartis was the most active filer of Madrid applications in 2018 (table 15).

The remaining four of the top five applicants in 1990 included: German consumer goods company Henkel AG (77 applications filed); Belgian pharmaceutical company Janssen Pharmaceutica N.V. (75); Boehringer Ingelheim International (64) of Germany, also a producer of pharmaceuticals; and French personal care and cosmetics company L'Oréal (63). The list of the 51 top applicants in 1990 includes companies that filed 17 or more Madrid applications, and all were based in only seven European countries. Just two of these countries, Germany (19) and France (16), were home to 35 of the 51 top applicants. Over a third (18) of the applicants in this list were active in the pharmaceutical industry, followed by seven in either the food, confectionery or beverage industries while four were operating in retail. Some well-known companies among the top Madrid applicants of 1990 include Bayer, Nestlé and Siemens.

Like Ciba-Geigy AG, a number of the top applicants in 1990 have since merged with other companies, been sold to other firms, changed their name or simply no longer exist today. For example, Jacobs Suchard Tobler S.A. of Switzerland, former producers of the chocolate bar Toblerone and ranked 31<sup>st</sup> in the list, was acquired in 1990 by Kraft Foods of the U.S., which was itself later renamed Mondelez International Inc. Unless decided otherwise, ownership of a company's trademarks is transferred to the entity that acquires the company.

Jumping ahead to the next decade, in 2004 (table 14), the top Madrid applicant was German retailer Aldi with 124 international applications filed that year. It was followed by pharmaceuticals company Richter Gedeon (116 applications) of Hungary, Henkel AG (102), Janssen Pharmaceutica N.V. (102) and Novartis AG (91). Three of the top five applicants in 2004 were among the top five in 1990. Included among the top Madrid applicants in 2004 is 7<sup>th</sup>-ranked Austrian retailer Hofer (74), which operates as a subsidiary of number one ranked Aldi.

As was the case in 1990, pharmaceutical companies and retailers appear the most frequently among the top Madrid applicants in 2004. Unlike in 1990, however, the number of personal care and wellness companies surpassed that of applicants operating in the food or beverage industries. Among the origins of top applicants, only two companies outside of Europe are included, personal care company Avon Products (31) and wellness company Melaleuca Inc. (27), both of the U.S, reflecting this country's Madrid membership that began only the year before.

In both 1990 and 2004, three of the top five Madrid applicants were pharmaceutical companies, but the 2018 results present a different picture (table 15). Although Novartis AG occupies the top spot in 2018 with 174 applications, it is the only pharmaceutical company among the top five applicants, which also include personal care and cosmetics company L'Oréal, automotive company Daimler AG, technology company Apple Inc. and consumer goods company Henkel AG.

The industries represented by the top applicants in 2018 span automotive, clothing and fashion, consumer electronics and gaming, to name just a few. Not only are the industries in which the top Madrid applicants in 2018 were active more diverse than in 1990 and 2004, but so are the origins of these top applicants, which now include companies based in China, India, Japan and the Republic of Korea, reflecting the increased use of the international trademark system by applicants in Asia.

## 13. Top Madrid applicants, 1990

Ranking	Madrid applicant	Origin	Industry	Madrid applications
				1990
1	CIBA-GEIGY AG	Switzerland	Pharmaceutical	119
2	HENKEL AG & CO. KGAA	Germany	Consumer goods	77
3	JANSSEN PHARMACEUTICA N.V.	Belgium	Pharmaceutical	75
4	BOEHRINGER INGELHEIM INTERNATIONAL GMBH	Germany	Pharmaceutical	64
5	L'OREAL	France	Personal care	63
6	DR. KARL THOMAE GMBH	Germany	Pharmaceutical	47
7	SOCIETE ANONYME DES MARCHES USINES-AUCHAN	France	Retail	46
7	SANOFI, SOCIETE ANONYME	France	Pharmaceutical	44
9	MOULINEX S.A.	France	Household appliances	42
10	LEKKERLAND-ZENTRALE GMBH & CO. KG	Germany	Retail	39
11	DURACHEMIE GMBH & CO. KG	Germany	Pharmaceutical	37
12	AGFA-GEVAERT N.V.	Belgium	Imaging and information systems	35
13	BASF AKTIENGESELLSCHAFT	Germany	Chemicals	34
14	AUSTRIA TABAKWERKE AG	Austria	Tobacco	32
14	SCHOLLER LEBENSMITTEL GMBH & CO. KG	Germany	Food processing	32
16	SANDOZ AG	Switzerland	Pharmaceutical	29
16	SANOFI SANTE NUTRITION ANIMALE (S.A.)	France	Veterinary and animal nutrition	29
16	SIEMENS AKTIENGESELLSCHAFT	Germany	Multi-industry	29
19	BAYER AKTIENGESELLSCHAFT	Germany	Pharmaceutical	28
19	ERNST BENARY SAMENZUCHT GMBH	Germany	Ornamental plant breeding	28
19	KODAK-PATHE, SOCIETE ANONYME FRANCAISE	France	Photographic equipment and supplies	28
22	NORDGETRANKE GMBH & CO. KG	Germany	Beverages	27
22	STANLEY-MABO, SOCIETE ANONYME	France	Tools	27
24	ORSEM, SOCIETE A RESPONSABILITE LIMITEE	France	Waste management	26
24	PHILIPS EXPORT B.V.	Netherlands	Consumer electronics	26
26	HUTTENES-ALBERTUS CHEMISCHE WERKE GMBH	Germany	Chemical products for the foundry industry	25
27	MEDGENIX GROUP, SOCIETE ANONYME	Belgium	Pharmaceutical and cosmetics	24
28	ARES TRADING S.A.	Switzerland	Pharmaceutical	23
28	HOECHST AKTIENGESELLSCHAFT	Germany	Chemical and pharmaceutical	23
30	REWE-ZENTRAL AG	Germany	Retail and tourism	22
31	JACOBS SUCHARD TOBLER S.A.	Switzerland	Confectionery	21
31	PIERRE FABRE MEDICAMENT, SOCIETE ANONYME	France	Pharmaceutical	21
31	S.A. CONFISERIE LEONIDAS	Belgium	Confectionery	21
31	SOCIETE DES PRODUITS NESTLE S.A.	Switzerland	Food processing	21
35	BAHLSEN KG	Germany	Food processing	20
35	CASTELLO BANFI, S.R.L.	Italy	Wine	20
35	FRANCE AIR S.A., SOCIETE ANONYME	France	Air quality equipment	20
35	KLEIDER-BAUER GESELLSCHAFT M.B.H.	Austria	Retail	20
35	POSTLAND, NAAMLOZE VENNOOTSCHAP	Belgium	Mail order	20
35	SOCIETE NATIONALE ELF AQUITAINE, SOCIETE ANONYME	France	Oil	20
41	BIOFARMA	France	Pharmaceutical	19
41	E. MERCK (FIRME)	Germany	Pharmaceutical	19
43	COMPAGNIE DE RAFFINAGE ET DE DISTRIBUTION TOTAL FRANCE, SOCIETE ANONYME	France	Oil and gas	18
43	DUPHAR B.V.	Netherlands	Pharmaceutical	18
43	ROUSSEL-UCLAF, SOCIETE ANONYME A DIRECTOIRE ET CONSEIL DE SURVEILLANCE	France	Pharmaceutical	18
43	WINDMOLLER & HOLSCHER	Germany	Machinery production and packaging	18
47	BIOETHERAX ARZNEIMITTEL GMBH	Germany	Pharmaceutical	17
47	CIVAD & CIE, SOCIETE EN COMMANDITE SIMPLE	France	Mail order	17
47	GIST-BROCADES B.V.	Netherlands	Chemicals	17
47	HERTIE WAREN- UND KAUFHAUS GMBH	Germany	Retail	17
47	SYNTHELABO, SOCIETE ANONYME	France	Pharmaceutical	17

Note: This table comprises 51 applicants that filed 17 or more international applications in 1990.

Source: WIPO Statistics Database, March 2019.

## 14. Top Madrid applicants, 2004

Ranking	Madrid applicant	Origin	Industry	Madrid applications
				2004
1	ALDI GMBH & CO. KG	Germany	Retail	124
2	RICHTER GEDEON NYRT.	Hungary	Pharmaceutical	116
3	HENKEL AG & CO. KGAA	Germany	Consumer goods	102
3	JANSSEN PHARMACEUTICA N.V.	Belgium	Pharmaceutical	102
5	NOVARTIS AG	Switzerland	Pharmaceutical	91
6	DEUTSCHE TELEKOM AG	Germany	Telecommunications	85
7	HOFER KOMMANDITGESELLSCHAFT	Austria	Retail	74
8	KONINKLIJKE PHILIPS ELECTRONICS N.V.	Netherlands	Consumer electronics	71
9	PLUS WARENHANDELSGESELLSCHAFT MBH	Germany	Retail	66
10	LIDL STIFTUNG & CO. KG	Germany	Retail	65
11	SIEMENS AKTIENGESELLSCHAFT	Germany	Multi-industry	60
12	L'OREAL	France	Personal care	59
13	BEIERSDORF AG	Germany	Personal care	57
14	MIP METRO GROUP INTELLECTUAL PROPERTY GMBH & CO. KG	Germany	Retail	55
15	UNILEVER N.V.	Netherlands	Consumer goods	53
16	VOLKSWAGEN AG	Germany	Automotive	44
17	ECKES-GRANINI GROUP GMBH	Germany	Beverages	42
18	BSH BOSCH UND SIEMENS HAUSGERATE GMBH	Germany	Home appliances	41
18	SPAR OSTERREICHISCHE WARENHANDELS-AKTIENGESELLSCHAFT	Austria	Retail	41
20	BEAUTE CREATEURS	France	Retail	40
21	ALTANA PHARMA AG	Germany	Pharmaceutical	39
21	SOCIETE DES PRODUITS NESTLE S.A.	Switzerland	Food processing	39
23	AKZO NOBEL COATINGS INTERNATIONAL B.V.	Netherlands	Paints and chemicals	38
24	BAYERISCHE MOTOREN WERKE AKTIENGESELLSCHAFT (BMW)	Germany	Automotive	37
24	ECOLAB GMBH & CO. OHG	Germany	Water, hygiene and energy technologies and services	37
26	AKTIONERNO DROUJESTVO SOPHARMA	Bulgaria	Pharmaceutical	36
26	BAYER AKTIENGESELLSCHAFT	Germany	Pharmaceutical	36
26	MERCK KGAA	Germany	Pharmaceutical	36
29	N.V. ORGANON	Netherlands	Pharmaceutical	35
30	BIOFARMA	France	Pharmaceutical	34
30	GLAXO GROUP LIMITED	U.K.	Pharmaceutical	34
32	BOEHRINGER INGELHEIM INTERNATIONAL GMBH	Germany	Pharmaceutical	33
32	SYNGENTA PARTICIPATIONS AG	Switzerland	Agribusiness	33
32	ZENTIVA, A.S.	Czech Republic	Pharmaceutical	33
35	FRIESLAND BRANDS B.V.	Netherlands	Dairy products	32
35	SOCIETE COOPERATIVE GROUPEMENTS D'ACHATS DES CENTRES LECLERC	France	Retail	32
37	ACCOR	France	Hospitality	31
37	AVON PRODUCTS, INC.	U.S.	Personal care	31
37	RED BULL GMBH	Austria	Beverages	31
40	ASTRAZENECA AB	Sweden	Pharmaceutical	30
41	COMPAGNIE GENERALE DES ETABLISSEMENTS MICHELIN - MICHELIN & CIE	France	Tire manufacturer	29
41	GEFCO	France	Logistics	29
41	PHILIP MORRIS PRODUCTS S.A.	Switzerland	Tobacco	29
41	PLIVA HRVATSKA D.O.O.	Croatia	Pharmaceutical	29
41	POLO EXPRESSVERSAND GESELLSCHAFT FUR MOTORRADBEKLEIDUNG & SPORTSWEAR MBH & CO. KG	Germany	Clothing	29
46	COTY B.V.	Netherlands	Personal care	28
46	DORMA GMBH + CO. KG	Germany	Door technology systems	28
46	ZAKLADY FARMACEUTYCZNE POLPHARMA SPOLKA AKCYJNA	Poland	Pharmaceutical	28
49	ITM ENTREPRISES	France	Retail	27
49	MELALEUCA, INC.	U.S.	Wellness	27
49	PEUGEOT S.A.	France	Automotive	27
49	SANO - MODERNI VYZIVA ZVIRAT SPOL. S R.O.	Czech Republic	Animal feed	27

Note: This table comprises 52 applicants that filed 27 or more international applications in 2004.

Source: WIPO Statistics Database, March 2019.

## 15. Top Madrid applicants, 2018

Ranking	Madrid applicant	Origin	Industry	Madrid applications
				2018
1	NOVARTIS AG	Switzerland	Pharmaceutical	174
2	L'OREAL	France	Personal care	169
3	DAIMLER AG	Germany	Automotive	129
4	APPLE INC.	U.S.	Technology	87
5	HENKEL AG & CO. KGAA	Germany	Consumer goods	86
6	RICHTER GEDEON NYRT.	Hungary	Pharmaceutical	84
7	SHISEIDO COMPANY, LTD	Japan	Personal care	79
8	NINTENDO CO., LTD	Japan	Consumer electronics and video games	75
9	SAMSUNG ELECTRONICS CO., LTD	Republic of Korea	Consumer electronics	73
10	BRILLUX GMBH & CO. KG	Germany	Enamels and paints	68
11	BIOFARMA	France	Pharmaceutical	60
12	RIGO TRADING S.A.	Luxembourg	Confectionery	59
13	BAYERISCHE MOTOREN WERKE AKTIENGESELLSCHAFT	Germany	Automotive	52
14	HUAWEI TECHNOLOGIES CO., LTD	China	Information and communication technologies	51
15	MICROSOFT CORPORATION	U.S.	Technology	50
16	EPIC GAMES, INC.	U.S.	Video games	48
16	EURO GAMES TECHNOLOGY LTD	Bulgaria	Gaming	48
18	SYNGENTA PARTICIPATIONS AG	Switzerland	Agribusiness	47
19	SOCIETE DES PRODUITS NESTLE S.A.	Switzerland	Food processing	45
20	KONINKLIJKE PHILIPS ELECTRONICS N.V.	Netherlands	Consumer electronics	43
21	NIRSAN CONNECT PRIVATE LIMITED	India	Management services company	42
21	LOTTE CORPORATION	Republic of Korea	Multi-industry	42
21	TRI-COASTAL DESIGN GROUP, INC.	U.S.	Design and wholesale company	42
24	JOINT STOCK COMPANY GAZPROM NEFT	Russian Federation	Energy company	41
25	ADP GAUSELMANN GMBH	Germany	Gaming	38
25	BEIERSDORF AG	Germany	Personal care	38
25	VOLKSWAGEN AG	Germany	Automotive	38
28	ABERCROMBIE & FITCH EUROPE S.A.	Switzerland	Retail	37
29	COTY BRANDS MANAGEMENT GMBH	Germany	Personal care	36
29	PHILIP MORRIS PRODUCTS S.A.	Switzerland	Tobacco	36
29	PHILIPS LIGHTING HOLDING B.V.	Netherlands	Lighting equipment	36
32	KRKA, TOVARNA ZDRAVIL, D.D., NOVO MESTO	Slovenia	Pharmaceutical	35
33	DERMAPHARM AG	Germany	Pharmaceutical	33
33	DONGYING BAOLAI JINGU INDUSTRY AND TRADECO.LTD	China	Materials and chemicals	33
35	BIOGENA NATURPRODUKTE GMBH & CO KG	Austria	Dietary supplements	32
35	ROCHE DIAGNOSTICS GMBH	Germany	Diagnostics	32
37	LESLI VUURWERK B.V.	Netherlands	Fireworks	31
37	SOREMARTEC S.A.	Luxembourg	Food processing	31
39	CHANEL	France	Fashion	30
39	CLARIANT AG	Switzerland	Chemicals	30
39	EGIS GYOGYSZERGYAR RT.	Hungary	Pharmaceutical	30
39	LG HOUSEHOLD & HEALTH CARE LTD	Republic of Korea	Consumer goods	30
43	mitsubishi electric corporation	Japan	Electronics	29
43	TRERE INNOVATION S.R.L.	Italy	Apparel	29
45	ACINO PHARMA AG	Switzerland	Pharmaceutical	28
45	AMOREPACIFIC CORPORATION	Republic of Korea	Personal care	28
45	COUPANG CORP.	Republic of Korea	Retail	28
45	LIDL STIFTUNG & CO. KG	Germany	Retail	28
45	SIEMENS AKTIENGESELLSCHAFT	Germany	Multi-industry	28
50	APPLIED MATERIALS, INC.	U.S.	Semiconductors	27
50	GLAXO GROUP LIMITED	U.K.	Pharmaceutical	27
50	INTERNATIONAL BUSINESS MACHINES CORPORATION	U.S.	Technology	27
50	JAGUAR LAND ROVER LIMITED	U.K.	Automotive	27
50	MIZUNO CORPORATION	Japan	Sports equipment and sportswear	27
50	STEVENS VERTRIEBS GMBH	Germany	Bicycle manufacturer	27
50	TEMTREE CO., LTD	Republic of Korea	Fintech	27
50	ZF FRIEDRICHSHAFEN AG	Germany	Multi-industry	27

Note: This table comprises 57 applicants that filed 27 or more international applications in 2018.

Source: WIPO Statistics Database, March 2019.

## Future expansion

Membership of the Madrid System has significantly increased over the past three decades, from just 25, almost exclusively European, members of the Agreement in 1988, to 103 members of the Protocol covering 119 countries in 2018. From November 2015, accession to the Agreement alone is no longer possible, and all international applications and registrations are governed solely by the more flexible Protocol. The Protocol's success in attracting new members continues to pave the way for enhanced services, better efficiency in the administration of the Madrid System and more favorable solutions for global trademark protection.

The increasing trend in membership is set to continue following the addition of Canada in 2019. As the Madrid System expands, so too will its members' combined

shares of total trademark filings abroad and of global GDP and population. With growing membership will come even higher numbers of Madrid international applications filed by trademark holders from different countries around the globe operating in an increasingly diverse range of industries. Asia, Africa and the LAC region all show potential for future expansion of the Madrid System. As these regions add new Madrid members, trademark holders based in their constituent countries will benefit from facilitated access to the System for extending protection of their domestic trademarks to foreign Madrid member markets. Reciprocally, the Madrid route will be open to international registration holders seeking protection for their marks as they expand their businesses into new Madrid member countries.





# Section A

## Statistics on Madrid international applications

### Highlights

***In 2018, international trademark applications filed via the Madrid System rose above the 60,000 mark for the first time***

Applicants filed a record-setting estimated 61,200 international trademark applications under the World Intellectual Property Organization (WIPO)-administered Madrid System in 2018 (figure A1). The resultant 6.4% increase represents a ninth year of uninterrupted expansion. Strong growth in Madrid applications from Japan (+22.8%), the U.S. (+11.9%) and China (+7.9%) drove this increase. The increase in filings from applicants based in the U.S. alone accounted for a quarter (25 percentage points) of total growth, while that for Japan (16) and for China (14) contributed a similar share to total growth.

***Growth in membership of the Madrid System continues to expand in geographical scope***

Afghanistan, Malawi and Samoa joined the Madrid System in 2018, bringing the total number of members to 103 as of December 31, 2018. With these three accessions, the Madrid System can now offer trademark holders the ability to obtain protection for their branded products and services within a geographical area covering 119 countries. Combined, Madrid members represent about 60% of all countries, home to over 70% of the world's population, and in which just over 80% of global GDP occurs, with the potential to increase these shares as membership grows.

***Where did the largest users of the Madrid System come from in 2018?***

For a fifth consecutive year, applicants based in the U.S. filed the largest number of international applications via the Madrid System. A strong year-on-year growth of 11.9% resulted in an estimated 8,825 Madrid applications being filed by U.S.-based applicants. This was followed by applications from Germany (7,495), China (6,900), France (4,490) and Switzerland (3,364) (figure A6). Applicants located in the U.S. filed over 900 more Madrid applications in 2018 than in 2017, increasing the gap between that country and Germany and consolidating the U.S.'s top spot among the largest origins of Madrid applications. For comparison, applicants in China filed around 500 more Madrid applications than in the previous year, while for those based in Germany, the year-on-year increase was approximately 175.

Combined, the top 10 origins of Madrid applications accounted for 72% of the total number filed in 2018, a share that has remained almost unchanged for over a decade. The composition of the top 10 applicants did not alter from 2017. Again, applicants based in Madrid member countries located on the European continent filed the majority (56.1%) of all Madrid applications in 2018; however, this is almost 22 percentage points lower than their combined share a decade previously in 2008. Whereas over half of all Madrid applications originated in Europe in 2018, almost a quarter (24.5%) came from Asia, up from just 10.5% only 10 years before (figure A5).



Among the top 20 origins, Japan (+22.8%), the Republic of Korea (+26.2%), Singapore (+29%) and Turkey (+10.2%) all recorded strong year-on-year growth. This is in contrast to declines in applications from a number of origins, including Australia (-2.4%), Finland (-2.6%) and Sweden (-8.8%).

China, the 10<sup>th</sup>-ranked Russian Federation (1,502) and 12<sup>th</sup>-ranked Turkey (1,437) are the only three middle-income countries of origin to appear among the top 20 (figure A6).

Although applicants in the U.S. filed the highest number of Madrid applications in 2018, those based in China (59,624) made more designations in their Madrid applications so as to expand the geographical scope of the protection for their marks than applicants from any other country of origin, ahead of both the U.S. (57,878) and Germany (46,345) (figure A12). China's higher number of total designations can be explained by the fact that applicants based in China designated, on average, 12 Madrid members in each application filed in 2018 (figure A13). This is about double the average designated by applicants located in Germany and the U.S. The average number of designations made in Madrid applications filed by all origins combined is close to seven (figure A10).

***Which companies  
from a variety of  
industries filed  
the most Madrid  
applications  
in 2018?***

Pharmaceutical company Novartis AG of Switzerland with 174 applications headed the list of top filers, followed by French personal care and cosmetics company L'Oréal (169), automotive company Daimler AG of Germany (129), technology company Apple Inc. of the U.S. (87) and consumer goods company Henkel AG of Germany (86). Novartis filed 78 more applications in 2018 than in 2017, elevating it from fifth position to the top spot. Ranked third, Daimler moved up 33 places from 36<sup>th</sup> in 2017 and Henkel jumped from 30<sup>th</sup> spot to rank fifth (figure A2).

Thirteen of the top 20 Madrid applicants in 2018 were companies based in Europe, two fewer than in 2017. Four were from Asia and three from North America. Expanding to include the top approximately 100 Madrid applicants shows that almost two-thirds were from Europe, about one-fifth from Asia, and one-tenth from North America, specifically, the U.S.

Coming in at 7<sup>th</sup>, Japanese personal care company Shiseido, 8<sup>th</sup>-ranked consumer electronics and video game company Nintendo, also of Japan, and 9<sup>th</sup>-ranked Samsung Electronics of the Republic of Korea were the three most active Asian companies in 2018.

Companies located in more than 20 countries – including Australia, Hungary, India, the Russian Federation and Singapore, to name just a few – filed at least 20 Madrid applications in 2018. In this list of top applicants, Germany-based companies number the highest at 29, followed by those in Switzerland (10) and the U.S. (10), and by those in Japan (9), the Republic of Korea (6) and China (5).

***Which goods and services attracted the most trademark protection?***

Nice Classification statistics enable a ranking of the kinds of goods and services most frequently covered by Madrid international trademark applications. Since 1985, the most specified class has been goods class 9, which includes computer hardware and software and other electrical or electronic apparatus of a scientific nature (table A22). In 2018, class 9 accounted for a tenth (10.1%) of all classes specified in applications filed. The other most specified classes were: class 35 (8% of the total), which covers services such as office functions, advertising and business management; class 42 (6.7%), which includes services provided by, for example, scientific, industrial or technological engineers and computer specialists; class 41 (4.8%), which mainly covers services in the areas of education, training, entertainment, sporting and cultural activities; class 25 (4.3%), which includes clothing; and class 5 (4.1%), which covers pharmaceuticals and other preparations for medical purposes. Three of these six most specified classes are services classes. Among the top 10 classes, technological services (+13.8%) and cleaning preparations (+12.9%) saw the fastest growth.

***Over a third of all Madrid applications now contain marks used in the services industry***

The first 34 of the 45 Nice classes cover goods, whereas the remaining 11 classes cover services. For the first time, more than a third (34.3%) of all classes specified in Madrid applications in 2018 were services classes. This is a marked increase on a combined share of just over a quarter (26.4%) recorded 14 years previously in 2004 (figure A26). However, goods and services class shares differ across origins. For example, among the selected origins presented in table A27, Croatia (51.4%), Egypt (57.1%), Estonia (52.5%) and Singapore (53.5%) had the highest shares of services-related classes in applications in 2018, in each case exceeding half of all classes specified in Madrid applications from these countries. They were followed by Norway (42.3%) and Switzerland (41.1%), both of which also have a developed services sector. Conversely, China had by far the lowest services class share among selected origins, with services classes accounting for just 20.2% of its total class count; this though is 12 percentage points higher than its share in 2008. Asian countries Japan (25.3%) and the Republic of Korea (25.7%) also had lower than average services class shares. Whereas the majority of selected origins showed increases in their services class shares in 2018 compared with their shares 10 years earlier, several saw declines; for example, Cyprus (-8 percentage points), Greece (-25), the Islamic Republic of Iran (-6.9) and Viet Nam (-6.4).

***The research and technology sector continues to attract the highest share of trademark protection via the Madrid System***

For statistical reporting, the 45 Nice classes can be 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, continued to account for the highest share (20.7%) of all classes specified in Madrid applications filed in 2018. It was followed by pharmaceuticals, health and cosmetics (abbreviated to health), agricultural products and services (agriculture), and textiles, clothing and accessories (clothing), each accounting for between 11.1% and 12.5% of all filing activity. The chemicals sector continued to receive the lowest share (3.3%) of total filing activity (figure A23).

The top three sectors in which Madrid applications are filed vary across origins. Research and technology ranks among the top three industry sectors for all of the top 10 origins. For eight of these origins, it is the top sector. In contrast, clothing is the top sector for applicants based in Italy, and it is agriculture for those in the Russian Federation. Health ranks among the top three sectors for six of the top origins (figure A24). However, leisure and education is listed as one of the top three sectors for only Germany, the United Kingdom (U.K.) and the U.S., among the top origins. The Russian Federation is alone in counting business services as one of its top three sectors.

***Where do Madrid applicants seek to protect their trademarks abroad?***

For the second year in a row, the EU (25,030) attracted the highest number of designations in Madrid applications in 2018, followed by China (24,289) and the U.S. (22,827) (figure A15). This means that Madrid applicants sought to extend protection for their marks to the 28 EU member countries as a whole more than in any other Madrid member jurisdiction. Along with China, half of the top 20 designated Madrid members were middle-income countries, notably the Russian Federation (15,627), India (12,254), Mexico (10,080) and Turkey (8,881). Among the top destinations for international trademark registration via the Madrid System, the U.K. saw the largest surge in annual growth of 21.9%, albeit lower than its extraordinary increase of 60.6% from 2016 to 2017.

For a third consecutive year, the 20 most designated Madrid members, combined, received 62% of all designations made in Madrid applications filed in 2018. In addition to the U.K., top designated Madrid members the Republic of Korea (+9.3%), Singapore (+10%) and Viet Nam (+11.3%) also saw high year-on-year increases in the number of designations received. Only India received slightly fewer (-0.1%) designations in Madrid applications in 2018 than in 2017.



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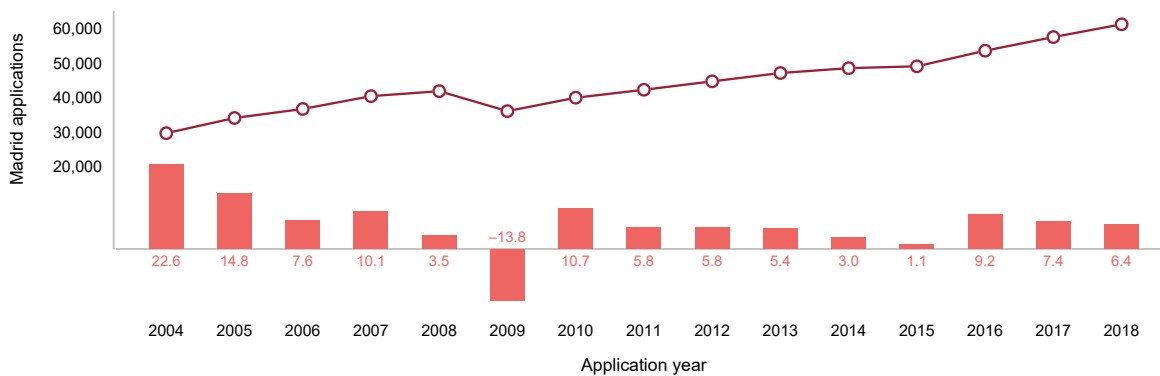
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## Madrid international applications

**Exceeding 60,000 for the first time ever, Madrid applications grew by 6.4% in 2018 – a ninth consecutive year of increase.**

A1. Trend in international applications, 2004–2018



■ MADRID APPLICATIONS ■ GROWTH RATE (%)

Note: This figure presents the numbers and annual growth rates of international applications filed via the Madrid System. Data for 2018 are WIPO estimates.

Source: WIPO Statistics Database, March 2019.

**Pharmaceutical company Novartis AG of Switzerland with 174 applications headed the list of top filers. It filed 78 more applications in 2018 than in 2017, climbing from fifth position to claim the top spot.**

**A2. Top Madrid applicants, 2018**

Ranking	Change in position from 2017	Madrid applicant	Origin	Madrid applications		
				2016	2017	2018
1	4	NOVARTIS AG	Switzerland	93	96	174
2	-1	L'OREAL	France	150	198	169
3	33	DAIMLER AG	Germany	71	37	129
4	3	APPLE INC.	U.S.	60	74	87
5	25	HENKEL AG & CO. KGAA	Germany	53	43	86
6	-3	RICHTER GEDEON NYRT.	Hungary	11	117	84
7	36	SHISEIDO COMPANY, LTD	Japan	28	34	79
8	116	NINTENDO CO., LTD.	Japan	8	17	75
9	4	SAMSUNG ELECTRONICS CO., LTD.	Republic of Korea	43	61	73
10	-2	BRILLUX GMBH & CO. KG	Germany	61	73	68
11	2	BIOFARMA	France	75	61	60
12	5	RIGO TRADING S.A.	Luxembourg	41	57	59
13	-3	BAYERISCHE MOTOREN WERKE AKTIENGESELLSCHAFT	Germany	117	70	52
14	25	HUAWEI TECHNOLOGIES CO., LTD.	China	59	36	51
15	7	MICROSOFT CORPORATION	U.S.	42	53	50
16	n.a.	EPIC GAMES, INC.	U.S.	7	1	48
16	587	EURO GAMES TECHNOLOGY LTD.	Bulgaria	36	7	48
18	28	SYNGENTA PARTICIPATIONS AG	Switzerland	44	32	47
19	-6	SOCIETE DES PRODUITS NESTLE S.A.	Switzerland	67	61	45
20	-3	KONINKLIJKE PHILIPS ELECTRONICS N.V.	Netherlands	85	57	43
21	43	NIRSAN CONNECT PRIVATE LIMITED	India	0	24	42
21	n.a.	LOTTE CORPORATION	Republic of Korea	0	0	42
21	36	TRI-COASTAL DESIGN GROUP, INC.	U.S.	1	27	42
24	172	JOINT STOCK COMPANY GAZPROM NEFT	Russian Federation	23	13	41
25	-21	ADP GAUSELMANN GMBH	Germany	29	104	38
25	-2	BEIERSDORF AG	Germany	27	50	38
25	6	VOLKSWAGEN AG	Germany	30	41	38
28	-22	ABERCROMBIE & FITCH EUROPE SA	Switzerland	57	82	37
29	60	COTY BRANDS MANAGEMENT GMBH	Germany	1	20	36
29	-13	PHILIP MORRIS PRODUCTS S.A.	Switzerland	27	59	36
29	-5	PHILIPS LIGHTING HOLDING B.V.	Netherlands	26	48	36
32	-24	KRKA, TOVARNA ZDRAVIL, D.D., NOVO MESTO	Slovenia	34	73	35
33	105	DERMAPHARM AG	Germany	5	16	33
33	n.a.	DONGYING BAOLAI JINGU INDUSTRY AND TRADECO. LTD	China	0	0	33
35	76	BIOGENA NATURPRODUKTE GMBH & CO KG	Austria	5	18	32
35	266	ROCHE DIAGNOSTICS GMBH	Germany	21	10	32
37	n.a.	LESLI VUURWERK B.V.	Netherlands	1	0	31
37	n.a.	SOREMARTEC S.A.	Luxembourg	20	0	31
39	21	CHANEL	France	29	25	30
39	72	CLARIANT AG	Switzerland	14	18	30
39	429	EGIS GYOGYSZERGYAR RT.	Hungary	7	8	30
39	n.a.	LG HOUSEHOLD & HEALTH CARE LTD.	Republic of Korea	0	1	30
43	258	MITSUBISHI ELECTRIC CORPORATION	Japan	2	10	29
43	n.a.	TREERE INNOVATION S.R.L.	Italy	0	0	29
45	222	ACINO PHARMA AG	Switzerland	16	11	28
45	423	AMOREPACIFIC CORPORATION	Republic of Korea	12	8	28
45	n.a.	COUPANG CORP.	Republic of Korea	0	2	28
45	-25	LIDL STIFTUNG & CO. KG	Germany	112	56	28
45	93	SIEMENS AKTIENGESELLSCHAFT	Germany	42	16	28
50	61	APPLIED MATERIALS, INC.	U.S.	11	18	27
50	-30	GLAXO GROUP LIMITED	U.K.	141	56	27
50	39	INTERNATIONAL BUSINESS MACHINES CORPORATION	U.S.	13	20	27
50	-19	JAGUAR LAND ROVER LIMITED	U.K.	14	41	27
50	47	MIZUNO CORPORATION	Japan	10	19	27
50	715	STEVENS VERTRIEBS GMBH	Germany	0	6	27
50	n.a.	TEM TREE CO., LTD.	Republic of Korea	0	0	27
50	327	ZF FRIEDRICHSHAFEN AG	Germany	9	9	27
58	80	LEDVANCE GMBH	Germany	0	16	26
59	79	CHANEL SARL	Switzerland	27	16	25

(Continued)

(A2 continued)

Ranking	Change in position from 2017	Madrid applicant	Origin	Madrid applications		
				2016	2017	2018
59	-23	GILEAD SCIENCES LIMITED	Ireland	21	37	25
59	n.a.	INNER MONGOLIA YILI INDUSTRIAL GROUP CO., LTD.	China	4	2	25
59	-32	MERCK KGAA	Germany	40	45	25
63	75	BOEHRINGER INGELHEIM INTERNATIONAL GMBH	Germany	85	16	24
63	n.a.	MPR GMBH & CO. KG	Germany	0	0	24
63	168	PACIFIC PHARMACEUTICALS PTE LTD	Singapore	0	12	24
63	-28	ROBERT BOSCH GMBH	Germany	21	38	24
63	18	TUI AG	Germany	26	21	24
68	n.a.	ANTOLINI LUIGI & C. S.P.A.	Italy	0	1	23
68	-5	AUGUST STORCK KG	Germany	62	24	23
68	55	GOOGLE LLC	U.S.	0	17	23
68	-9	HERMES INTERNATIONAL	France	4	25	23
68	2,195	KOSE CORPORATION	Japan	1	3	23
68	-20	MOOSE CREATIVEMANAGEMENT PTY LTD	Australia	26	30	23
68	696	SONY CORPORATION	Japan	11	6	23
75	-12	BASF SE	Germany	25	24	22
75	5	BIONORICA SE	Germany	2	21	22
75	1,342	BRITISH AMERICAN TOBACCO (BRANDS) LIMITED	U.K.	2	4	22
75	-6	DAIICHI SANKYO COMPANY, LIMITED	Japan	58	23	22
75	80	FENGJING (CHINA) BUILDING MATERIALS GROUP CO., LTD.	China	11	15	22
75	13	FUJIFILM CORPORATION	Japan	13	20	22
75	21	H. LUNDBECK A/S	Denmark	11	19	22
75	-43	J. & P. COATS, LIMITED	U.K.	21	40	22
75	301	MIP METRO GROUP INTELLECTUAL PROPERTY GMBH & CO. KG	Germany	19	9	22
75	-26	SIEMENS HEALTHCARE GMBH	Germany	16	29	22
75	225	STADA ARZNEIMITTEL AG	Germany	22	10	22
86	-11	ASAHI INTECC CO., LTD.	Japan	4	22	21
86	516	DAW SE	Germany	28	7	21
86	381	GIVAUDAN S.A.	Switzerland	4	8	21
86	-75	JANSSEN PHARMACEUTICA N.V.	Belgium	23	62	21
86	180	JT INTERNATIONAL S.A.	Switzerland	13	11	21
86	109	ONTEL PRODUCTS CORPORATION	U.S.	3	13	21
86	214	XIAOMI INC.	China	3	10	21
93	62	BAYER AKTIENGESELLSCHAFT	Germany	6	15	20
93	671	JOINT-STOCK COMPANY KRASNYY OCTYABR	Russian Federation	17	6	20
93	283	LIFE TECHNOLOGIES CORPORATION	U.S.	9	9	20
93	n.a.	SELENIUM MEDICAL	France	0	0	20
93	n.a.	TESA SE	Germany	2	0	20
93	n.a.	YOUNIQUE, LLC	U.S.	2	0	20

Note: This table includes 98 applicants that filed 20 or more international applications in 2018. New applications filed each year generally represent an increase in the number of marks in a trademark holder's portfolio. Depending on various 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.

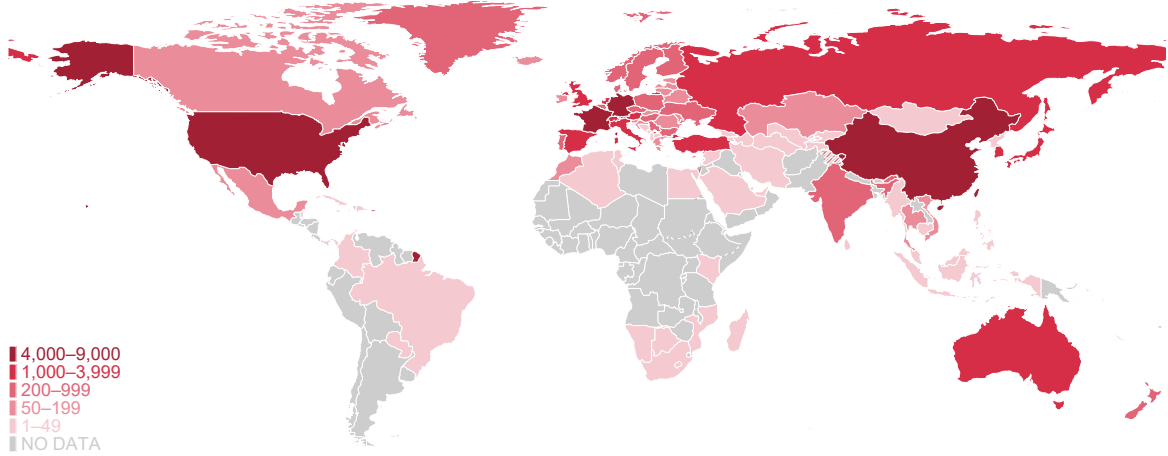
n.a. indicates not applicable.

Source: WIPO Statistics Database, March 2019.



**Use of the Madrid System by trademark holders continues to expand globally, with high concentrations in Australia, several key Asian countries, Europe and the U.S.**

A3. International applications by origin, 2018

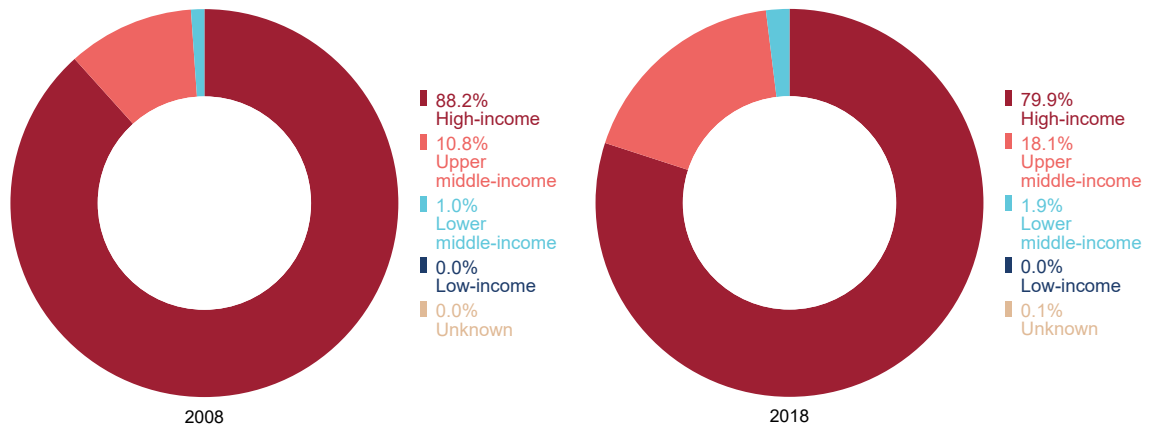


Note: Data for 2018 are WIPO estimates. Origin data are based on the country of the applicant's address. Not all origins presented are Madrid member jurisdictions. The inclusion of non-members reflects the fact that it is possible for applicants to claim entitlement in a Madrid member country or jurisdiction even when domiciled in a non-member country or jurisdiction. For example, applicants domiciled in Brazil can file an international application if they have a real and effective industrial or commercial establishment in a Madrid member country or region, for example, Mexico. In such a case, Brazil is listed as the country of origin. However, Brazil cannot be designated in an international application or registration, because as of March 2019 it is not yet a Madrid member.

Source: WIPO Statistics Database, March 2019.

**Applicants from high-income countries file the most Madrid applications, but shares from middle-income countries continue to grow.**

A4. International applications by income group, 2008 and 2018

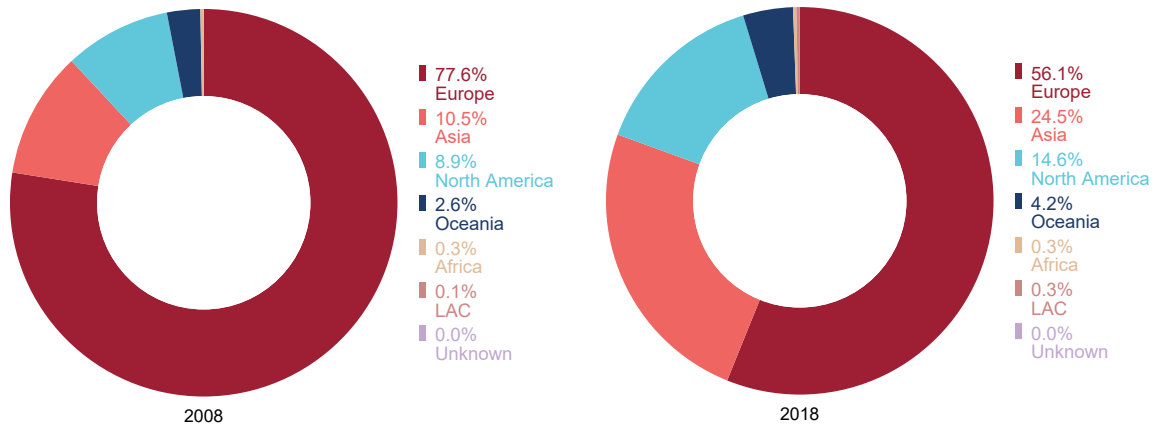


Note: Data for 2018 are WIPO estimates. Origin data are based on the country or territory of the applicant's address. Madrid applications filed in 2018 came from applicants domiciled in a total of 109 countries or territories of origin. Each income group included the following number of countries or territories: high-income (54), upper middle-income (32), lower middle-income (18) and low-income (5).

Source: WIPO Statistics Database, March 2019.

**Applicants based in Asian countries filed almost a quarter of all Madrid applications in 2018, up from just over 10 percent a decade before.**

A5. International applications by region, 2008 and 2018

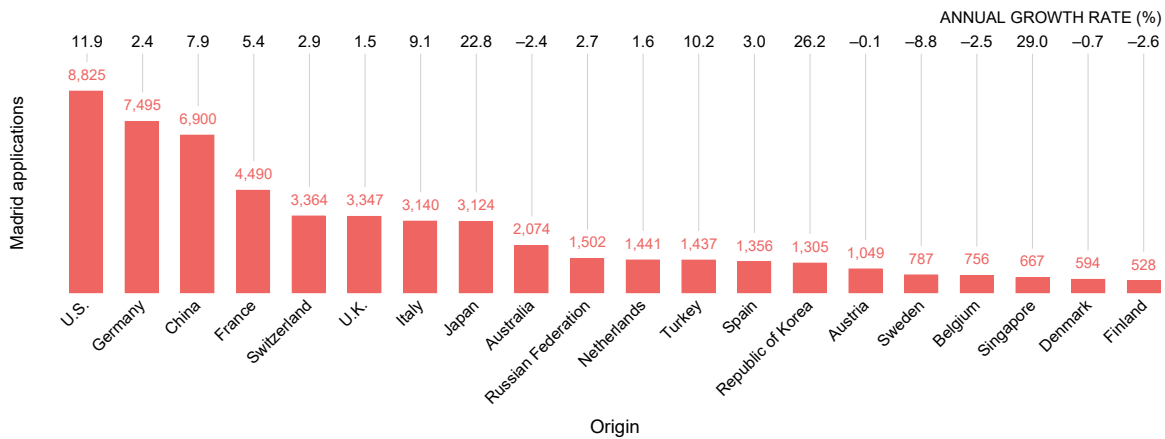


Note: Data for 2018 are WIPO estimates. Origin data are based on the country or territory of the applicant's address. Madrid applications filed in 2018 came from applicants domiciled in a total of 109 countries or territories of origin. Each geographical region included the following number of countries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

Source: WIPO Statistics Database, March 2019.

**For a fifth consecutive year, applicants based in the U.S. filed the largest number of international applications via the Madrid System.**

A6. International applications for the top 20 origins, 2018

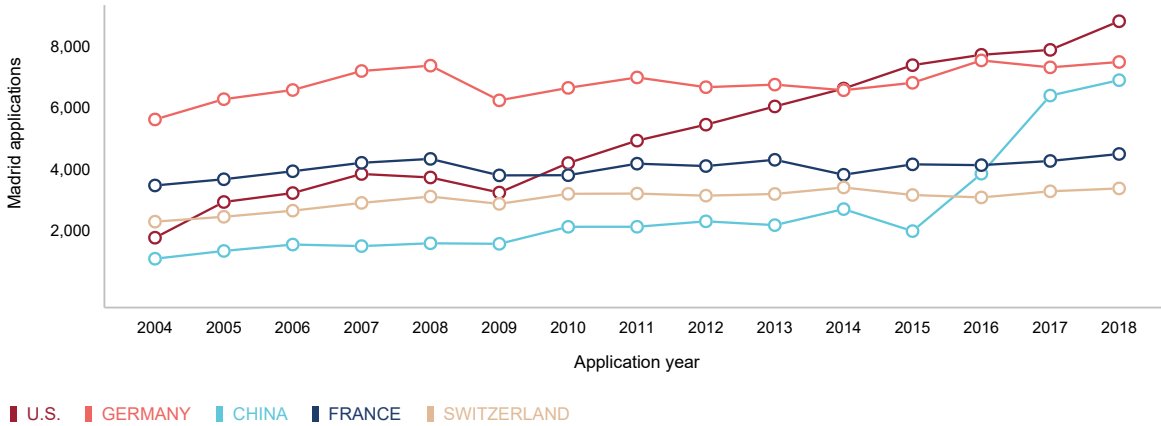


Note: Data for 2018 are WIPO estimates. Origin data are based on the country or territory of the applicant's address. The numbers of international applications for all origins are reported in statistical table A30.

Source: WIPO Statistics Database, March 2019.

**Applications from China and the U.S. have grown faster than applications from France, Germany and Switzerland.**

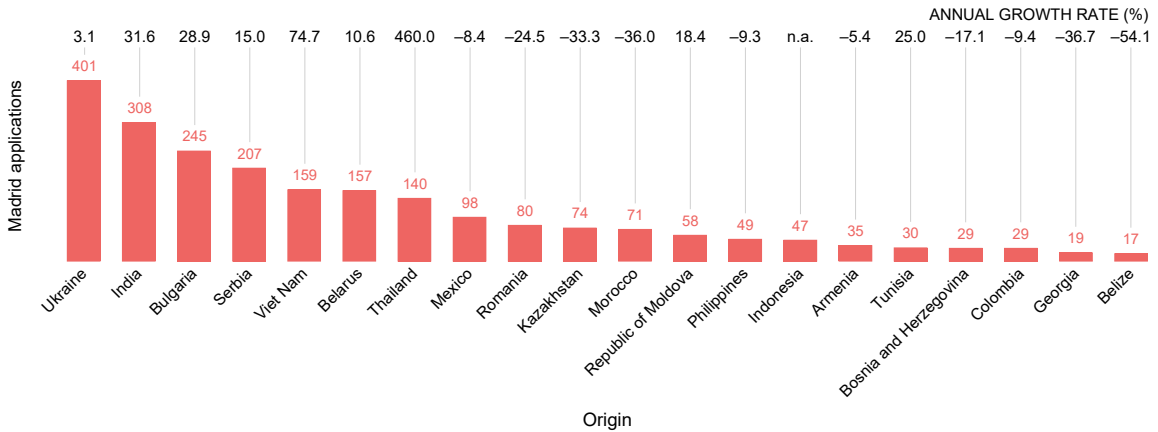
A7. Trends in international applications for the top five origins, 2004–2018



Note: Data for 2018 are WIPO estimates. Origin data are based on the country of the applicant's address.  
Source: WIPO Statistics Database, March 2019.

**Even though Madrid application numbers are less than 500 for all the middle-income countries of origin selected, some larger ones, such as India and Viet Nam, recorded double-digit growth in 2018.**

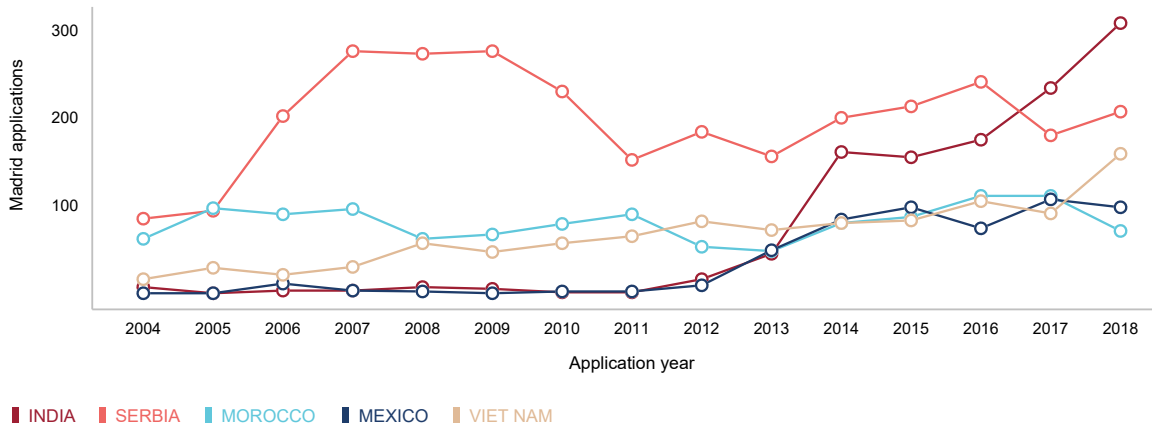
A8. International applications for selected middle-income country origins, 2018



Note: Data for 2018 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 A30.  
n.a. indicates not applicable.  
Source: WIPO Statistics Database, March 2019.

**Since India joined the Madrid System in 2013, applications filed by its residents have increased sharply.**

A9. Trends in international applications for selected middle-income country origins, 2004–2018



Note: Data for 2018 are WIPO estimates. Origin data are based on the country of the applicant's address.  
Source: WIPO Statistics Database, March 2019.

## Designations in Madrid international applications

**For almost a decade, applicants have on average been consistently designating around seven Madrid members per Madrid application filed.**

A10. Trend in designations in international applications and average number of designations per application, 2004–2018

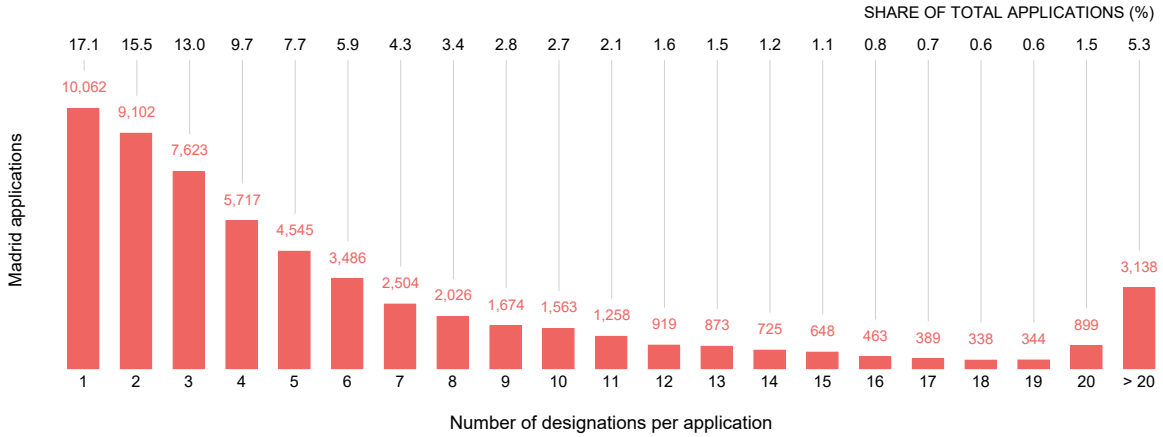


Note: When applicants first apply for an international registration, they can initially choose any of the Madrid members in which they aim to extend protection for their trademarks, except for the Madrid member through which the holder is entitled to use the Madrid System. These are called designations. The decrease in the average number of designations per application from 10.7 in 2004 onwards can be explained by the fact that the EU joined the Madrid System that year, and this has enabled applicants to designate the EU as a whole via a single designation rather than having to designate individual EU member states separately.

Source: WIPO Statistics Database, March 2019.

**Over half (55.3%) of all international applications filed in 2018 designated between one and four Madrid members; only 5.3% of applications designated more than 20 members.**

A11. Distribution of designations per international application, 2018

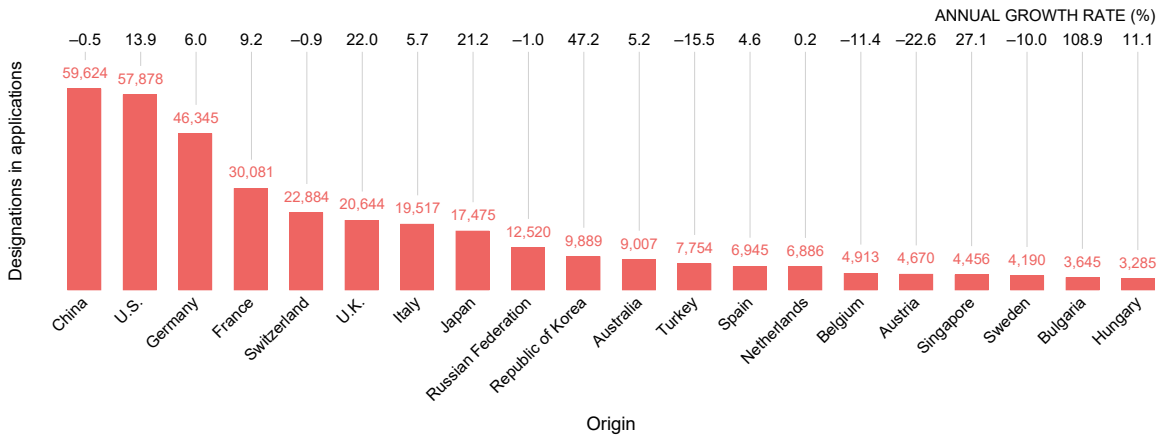


Note: Just over 17% of all Madrid applications filed in 2018 were used to designate only a single Madrid member. Madrid applications designating a single Madrid member show how trademark holders use the Madrid System in a staged manner to first obtain protection in the jurisdiction of highest priority, and then extending protection to other jurisdictions later by filing subsequent designations.

Source: WIPO Statistics Database, March 2019.

**Although applicants in the U.S. filed the highest number of Madrid applications in 2018, applicants based in China made more designations in their Madrid applications to expand the geographical scope of protection for their marks than from any other country of origin.**

A12. Designations in international applications for the top 20 origins, 2018

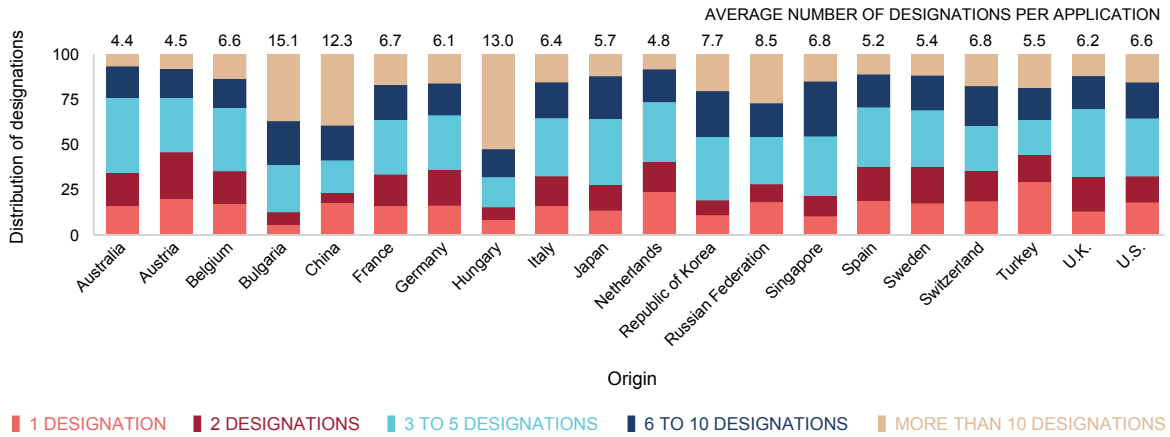


Note: Origin data are based on the country of the applicant's address. The numbers of designations in applications for all origins are reported in statistical table A30.

Source: WIPO Statistics Database, March 2019.

**The majority of top origin applicants designated on average between four and seven Madrid members in international applications filed in 2018; this average increases to between 12 and 15 for applicants from Bulgaria, China and Hungary.**

A13. Distribution of designations per international application for the top 20 origins, 2018

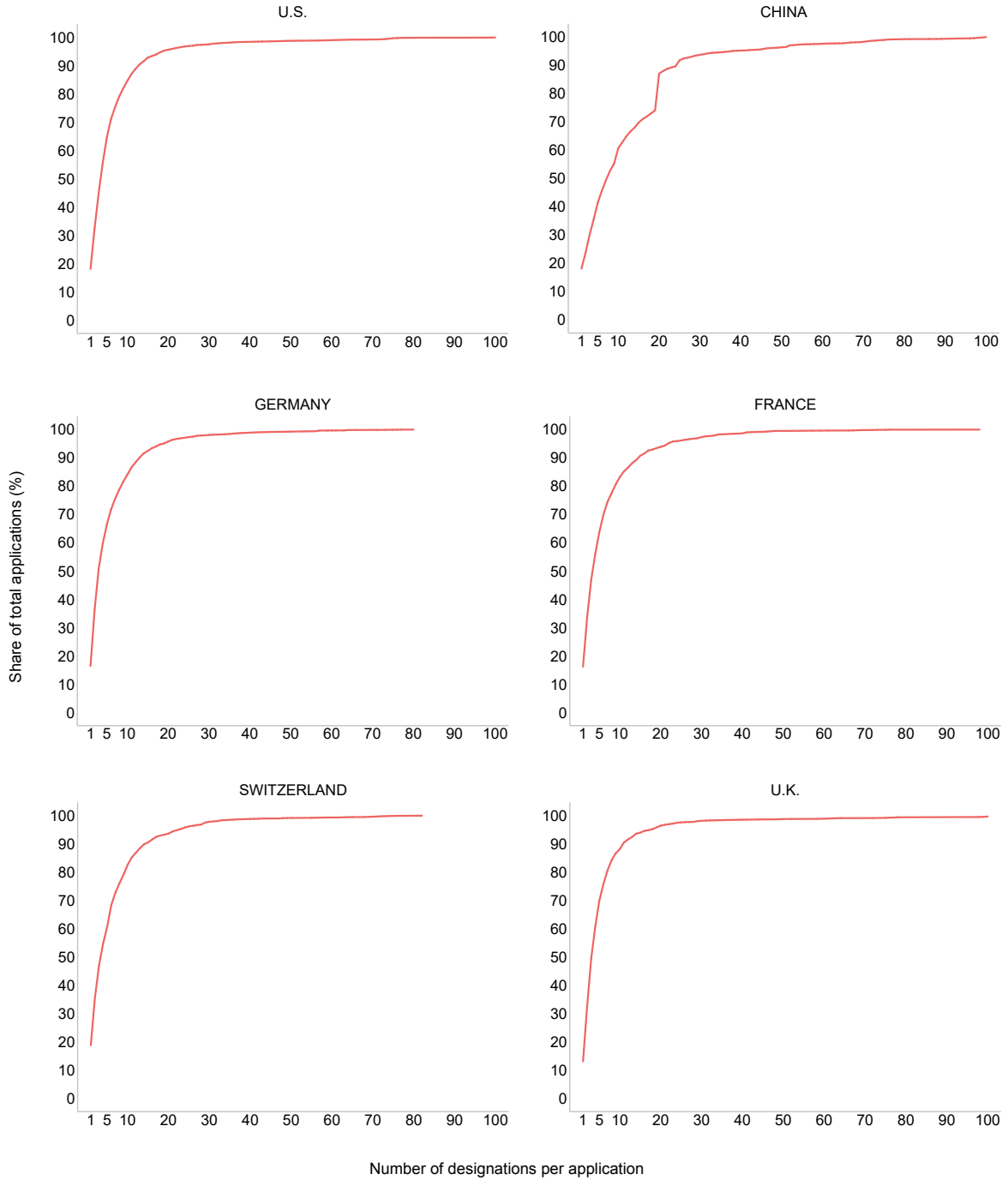


Note: Origin data are based on the country of the applicant's address.

Source: WIPO Statistics Database, March 2019.

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

A14. Distribution of the number of designations per international application for the top six origins, 2018

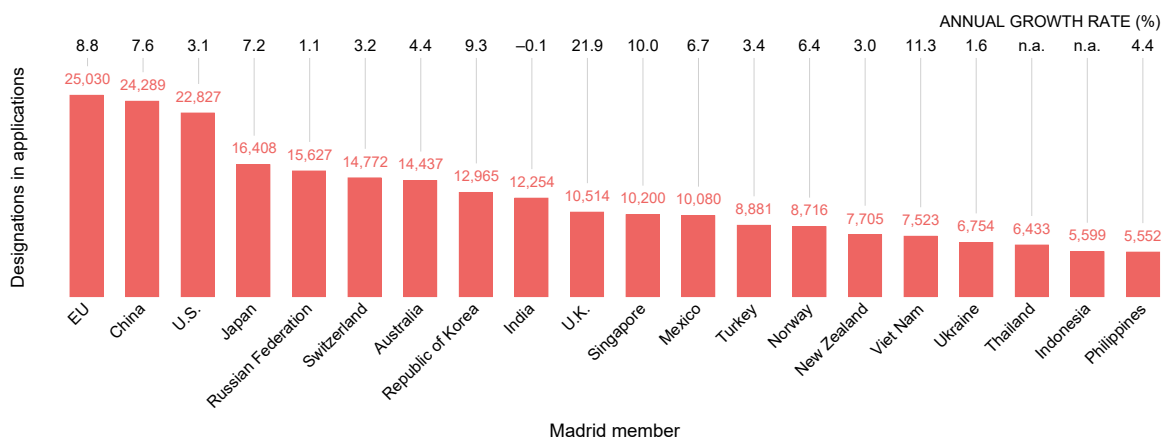


Note: Origin data are based on the country of the applicant's address.

Source: WIPO Statistics Database, March 2019.

**The EU, China and the U.S. were the most designated Madrid members, each receiving a similar number of designations from trademark holders abroad wanting to extend protection for their marks to these markets in 2018.**

A15. Designations in international applications for the top 20 designated Madrid members, 2018



Note: The numbers of designations in applications for all Madrid members are reported in statistical table A30.

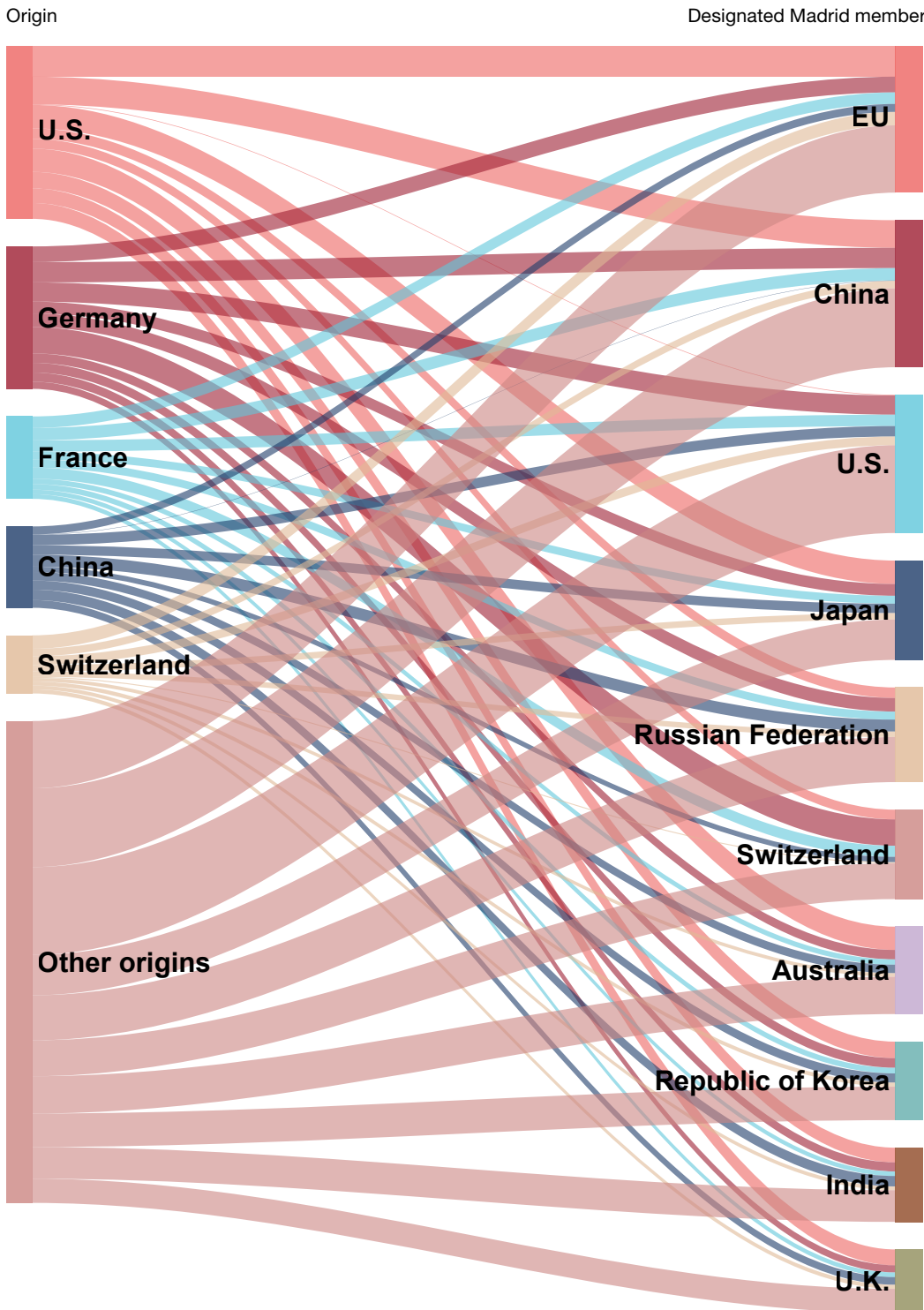
n.a. indicates not available.

Source: WIPO Statistics Database, March 2019.



**Combined, the top five origins accounted for 37% of all applications designating the U.S., 46% of those designating China, and more than half of those destined for the remaining eight top designated Madrid members.**

A16. Flows of designations from the top five origins to the top 10 designated Madrid members, 2018

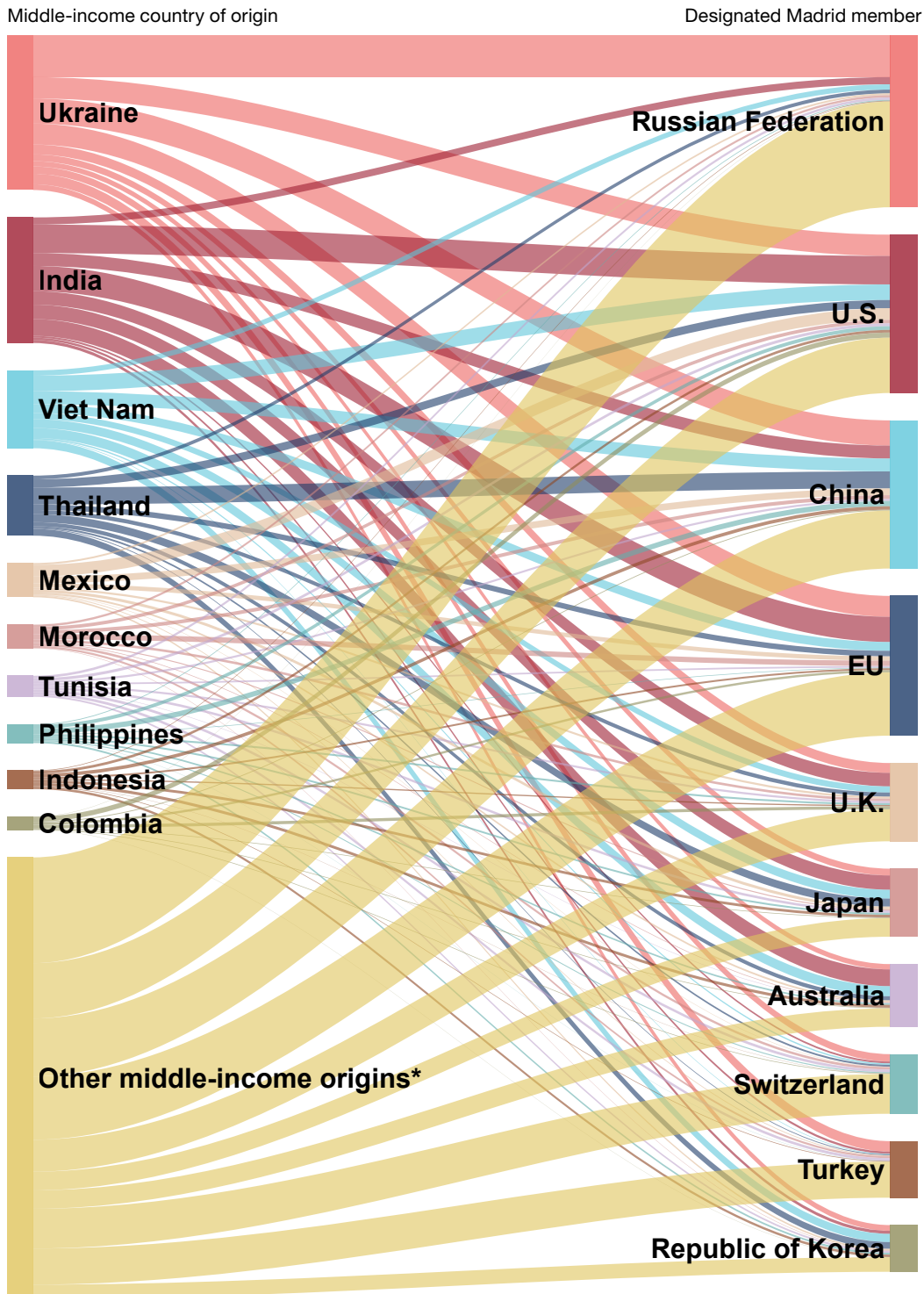


Note: Origin data are based on the country of the registration holder's address.

Source: WIPO Statistics Database, March 2019.

The U.S. was among the top three destinations selected by applicants domiciled in all 10 of the selected middle-income countries of origin. For China, this was the case in seven of the countries, followed by the EU where it was the case in four.

A17. Flows of designations from selected middle-income countries of origin to selected designated Madrid members, 2018



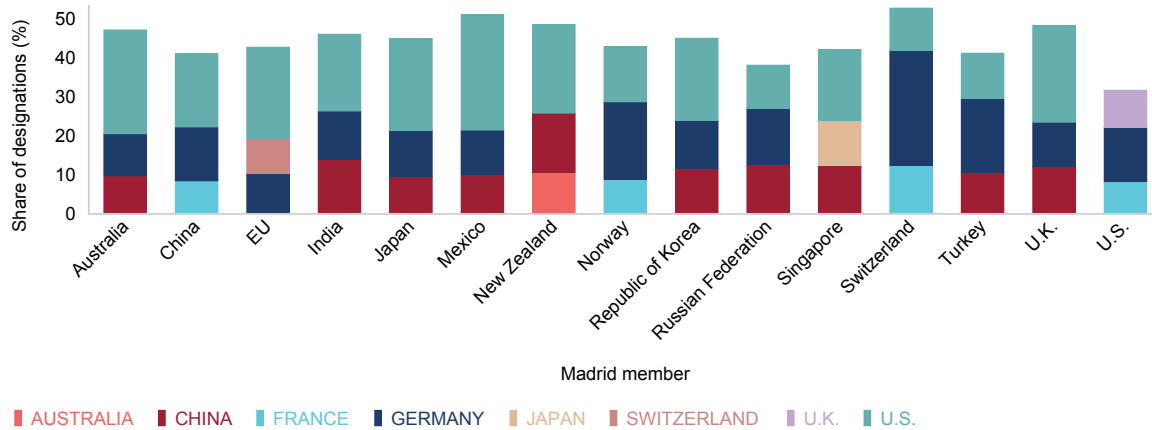
Note: Origin data are based on the country of the registration holder's address.

\* Middle-income countries of origin China, the Russian Federation and Turkey have been removed from the "Other middle-income origins" category.

Source: WIPO Statistics Database, March 2019.

**China, Germany and the U.S. featured most frequently as the three top origins of designations received by eight of the top 15 Madrid members in 2018. Japan is one of the main origins of designations for Singapore, and France one of the top three origins of designations for China, Norway, Switzerland and the U.S.**

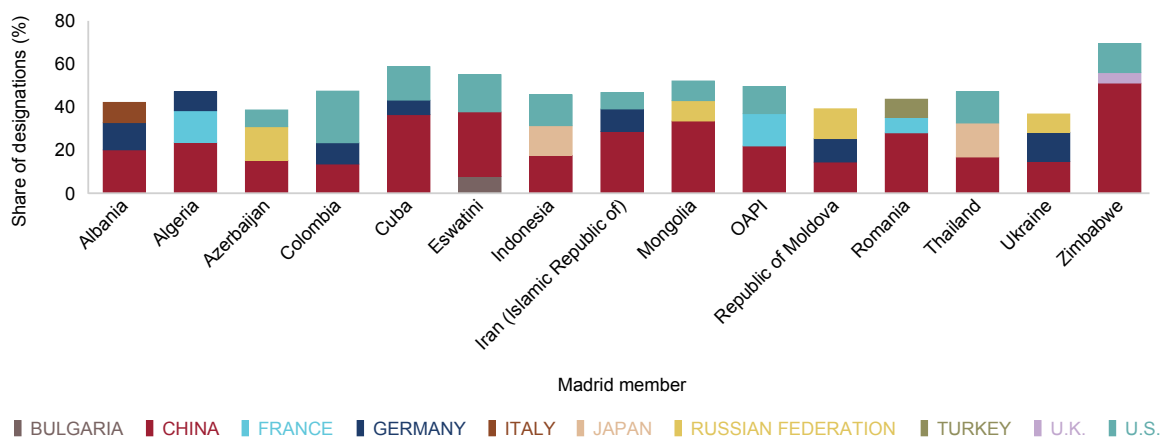
A18. Distribution of designations in international applications for the top 15 designated Madrid members received from their top three origins, 2018



Source: WIPO Statistics Database, March 2019.

**China was the top origin of designations received by 13 of 15 selected low- and middle-income Madrid members; it is also the second largest origin for the other two members. The top three origins accounted for between 37% and 69% of all designations received by each of these low- and middle-income Madrid members.**

A19. Distribution of designations in international applications for selected designated low- and middle-income Madrid members received from their top three origins, 2018



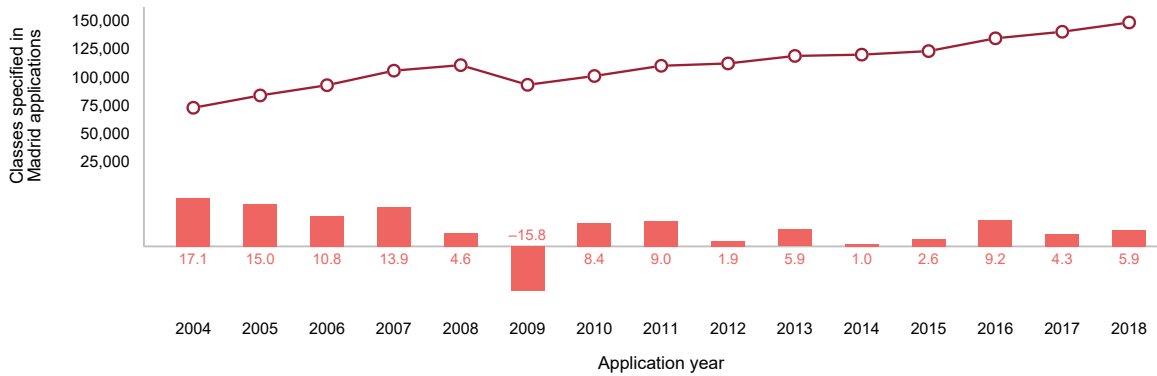
Note: OAPI is the African Intellectual Property Organization acting on behalf of 17 African countries.

Source: WIPO Statistics Database, March 2019.

## Nice classes specified in Madrid international applications

The total number of classes specified in international applications has grown steadily, reflecting the increase in the overall number of applications.

A20. Trend in the number of classes specified in international applications, 2004–2018



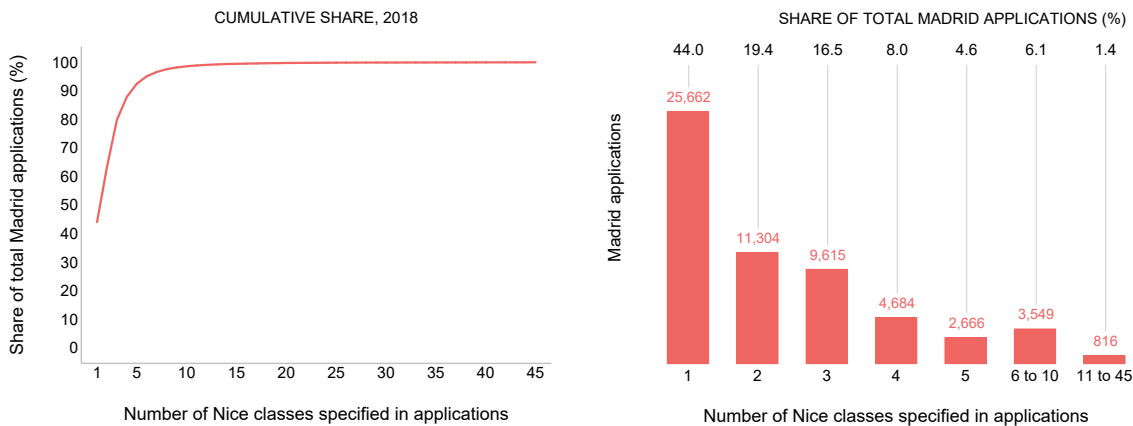
■ CLASSES SPECIFIED IN MADRID APPLICATIONS ■ GROWTH RATE (%)

Note: Within the international trademark system, many offices have adopted 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](http://www.wipo.int/classifications/nice)). When filing an international application, applicants must specify all classes into which their marks fall, as it is not possible to add other classes at a later date.

Source: WIPO Statistics Database, March 2019.

About 80% of all international applications filed in 2018 included between one and three goods or services classes.

A21. Distribution of the number of classes specified per international application, 2018



Note: The overall average of two to three classes specified for all international applications filed in 2018 masks a significant variation in the number of classes specified across these applications. For example, 25,662, or 44% of all international applications, indicated a single class to which the trademark applied, and about 80% included up to three classes. Only 816 applications – i.e., 1.4% of the total – specified 11 or more of the 45 goods and services classes.

Source: WIPO Statistics Database, March 2019.

## Since 1985, the most specified class has been class 9, which includes computers, electronics and software.

### A22. Classes specified in international applications, 2018

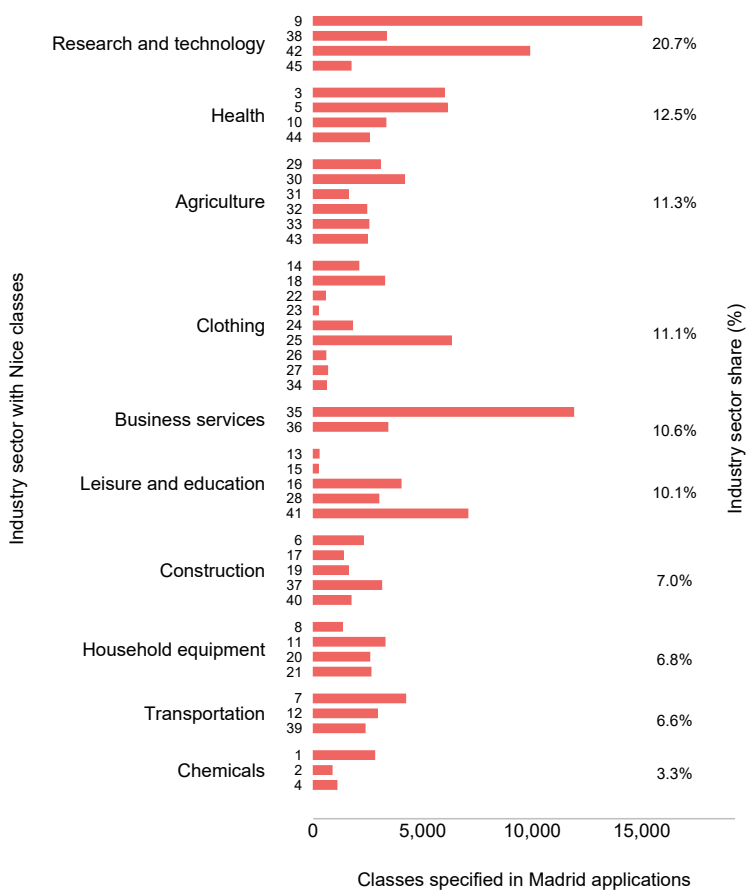
Class covers/includes	2018	Growth (%), 2017–2018	Share of total (%), 2018
Class 9: Computer hardware and software and other electrical or electronic apparatus of a scientific nature	15,003	7.8	10.1
Class 35: Services such as office functions, advertising and business management	11,892	5.6	8.0
Class 42: Services provided by, for example, scientific, industrial or technological engineers and computer specialists	9,887	13.8	6.7
Class 41: Services in the area of education, training, entertainment, sporting and cultural activities	7,065	6.1	4.8
Class 25: Clothing, footwear and headgear	6,315	-0.5	4.3
Class 5: Mainly pharmaceuticals and other preparations for medical purposes	6,120	-4.2	4.1
Class 3: Mainly cleaning preparations and toilet preparations	5,994	12.9	4.0
Class 7: Mainly machines, machine tools, motors and engines	4,224	-3.0	2.9
Class 30: Mainly foodstuffs of plant origin, prepared for consumption or conservation, as well as auxiliaries intended for improving the flavor of food	4,174	4.1	2.8
Class 16: Mainly paper, goods made from that material and office requisites	4,013	-6.5	2.7
Class 36: Services relating to insurance, financial affairs, monetary affairs, and real estate affairs	3,411	19.9	2.3
Class 38: Telecommunications services	3,343	2.3	2.3
Class 10: Surgical, medical, dental and veterinary apparatus and instruments	3,321	10.0	2.2
Class 11: Apparatus for lighting, heating, steam generating, cooking, refrigerating, drying, ventilating, water supply and sanitary purposes	3,282	-7.1	2.2
Class 18: Leather and imitations of leather, and products made therefrom, traveling bags and umbrellas	3,263	1.7	2.2
Class 37: Building construction; repair; installation services	3,129	0.0	2.1
Class 29: Meat, fish, poultry; frozen, dried and cooked fruits and vegetables	3,071	4.1	2.1
Class 28: Games and playthings; gymnastic and sporting articles	3,000	1.4	2.0
Class 12: Vehicles; apparatus for locomotion by land, air or water	2,934	1.4	2.0
Class 1: Chemicals used in industry, science and photography, as well as in agriculture	2,810	-3.5	1.9
Class 21: Mainly household or kitchen utensils and containers; combs and sponges; articles for cleaning purposes, glassware, porcelain and earthenware	2,640	-1.4	1.8
Class 20: Mainly furniture, mirrors, picture frames and goods made from, for example, wood, cork, reed, cane, wicker	2,587	1.4	1.7
Class 44: Medical services; veterinary services; hygienic and beauty care for human beings or animals; agriculture, horticulture and forestry services	2,567	13.6	1.7
Class 33: Alcoholic beverages (except beers)	2,544	1.6	1.7
Class 43: Services for providing food and drink; temporary accommodation	2,474	5.3	1.7
Class 32: Beers; mineral and aerated waters and other non-alcoholic beverages; fruit beverages and fruit juices; syrups and other preparations for making beverages	2,450	6.4	1.7
Class 39: Services related to transport, packaging and storage of goods, and travel arrangement	2,373	3.2	1.6
Class 6: Mainly includes common metals and their alloys and goods of common metal not included in other classes	2,289	0.7	1.5
Class 14: Mainly precious metals and their alloys and goods in precious metals or coated therewith, not included in other classes	2,085	3.0	1.4
Class 24: Textiles and textile goods not included in other classes; bed covers; table covers	1,799	-0.8	1.2
Class 40: Services related to the treatment of materials	1,731	8.3	1.2
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	1,731	5.7	1.2
Class 31: Mainly grains and agricultural, horticultural and forestry products; live animals; fresh fruits and vegetables; seeds	1,613	-1.0	1.1
Class 19: Mainly non-metallic building materials and asphalt	1,609	-6.8	1.1
Class 17: Mainly rubber, plastics in extruded form for use in manufacture; packing, stopping and insulating materials; non-metallic flexible pipes	1,372	-12.6	0.9
Class 8: Hand tools and implements (hand-operated); cutlery; side arms; razors	1,328	-5.9	0.9
Class 4: Mainly industrial oils, lubricants, fuels and illuminants	1,087	0.2	0.7
Class 2: Mainly paints, varnishes, lacquers	866	1.4	0.6
Class 27: Carpets, rugs, mats and matting, linoleum and other materials for covering existing floors; wall hangings (non-textile)	662	0.6	0.4
Class 34: Tobacco; smokers' articles; matches	608	-0.5	0.4
Class 26: Lace and embroidery, ribbons and braid; buttons, hooks and eyes, pins and needles; artificial flowers	579	-1.5	0.4
Class 22: Mainly ropes, string, nets, tents, awnings, tarpaulins, sails, sacks and bags (not included in other classes)	559	0.2	0.4
Class 13: Firearms; ammunition and projectiles; explosives; fireworks	272	27.7	0.2
Class 15: Musical instruments	236	1.7	0.2
Class 23: Yarns and threads, for textile use	235	-15.8	0.2
Not specified	3,631	1,122.6	2.5
<b>Total classes specified in Madrid applications</b>	<b>148,178</b>	<b>5.9</b>	<b>100.0</b>

Note: For full class definitions, visit [www.wipo.int/classifications/nice](http://www.wipo.int/classifications/nice).

Source: WIPO Statistics Database, March 2019.

## The research and technology sector accounted for around one-fifth of all filing activity via the Madrid System in 2018.

A23. International applications by industry sector, 2018

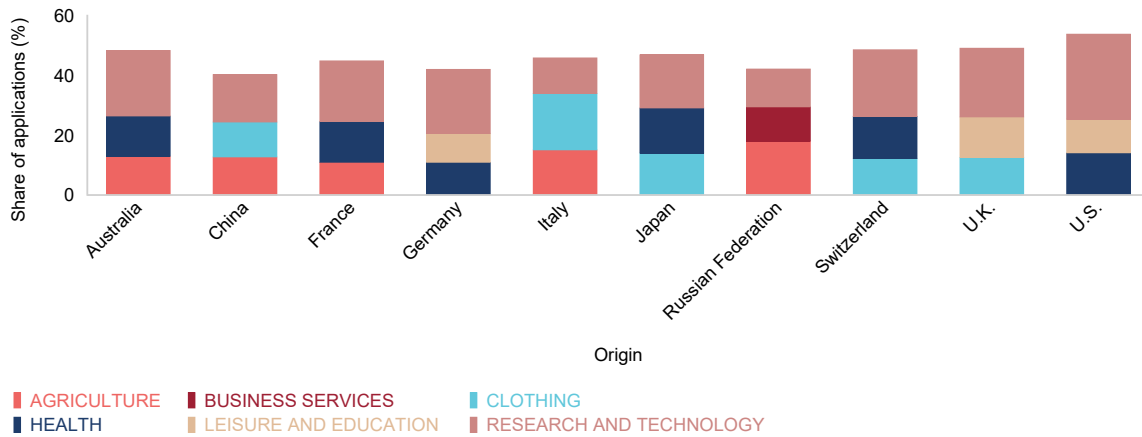


Note: Industry sectors based on class groups are those defined by Edital®. Some industry sectors are abbreviated. See the Nice classes and industry sectors table in the annex for full definitions. For full class definitions, visit [www.wipo.int/classifications/nice](http://www.wipo.int/classifications/nice).

Source: WIPO Statistics Database, March 2019.

**The research and technology sector features among the top industry sectors for applications from all top 10 origins. For six of the top origins, health is one of the top three sectors, and for five, it is the agricultural or clothing sectors.**

A24. International applications by top three sectors for the top 10 origins, 2018

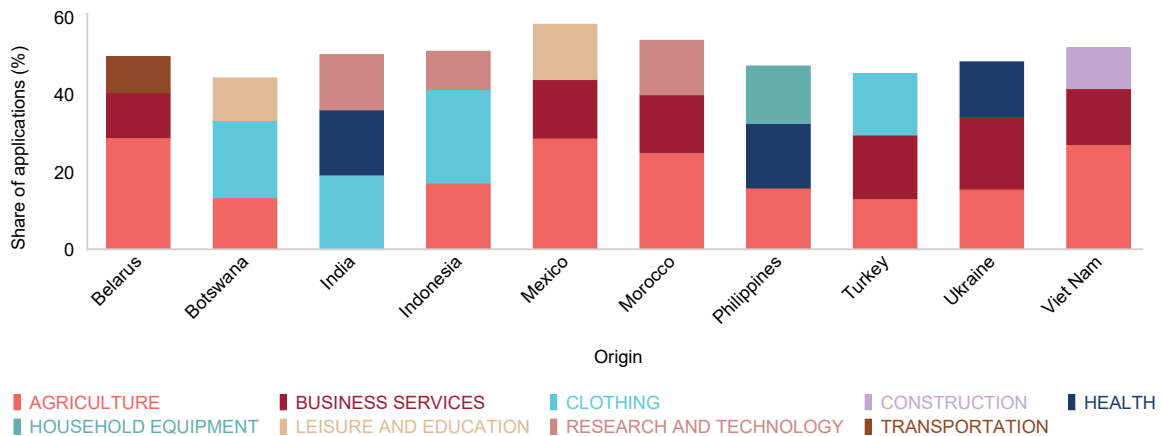


Note: Origin data are based on the country of the registration holder's address. Industry sectors based on class groups are those defined by Edital®. Some industry sectors are abbreviated. See the Nice classes and industry sectors table in the annex for full definitions. For full class definitions, visit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

Source: WIPO Statistics Database, March 2019.

**The agriculture sector is one of the top three industries for applicants from nine of the 10 selected middle-income countries of origin, the exception being India. Filing activity related to agriculture was highest for applicants from Belarus, Mexico, Morocco and Viet Nam, accounting for between 25% and 29% of their respective totals.**

A25. International applications by top three sectors for selected middle-income countries of origin, 2018

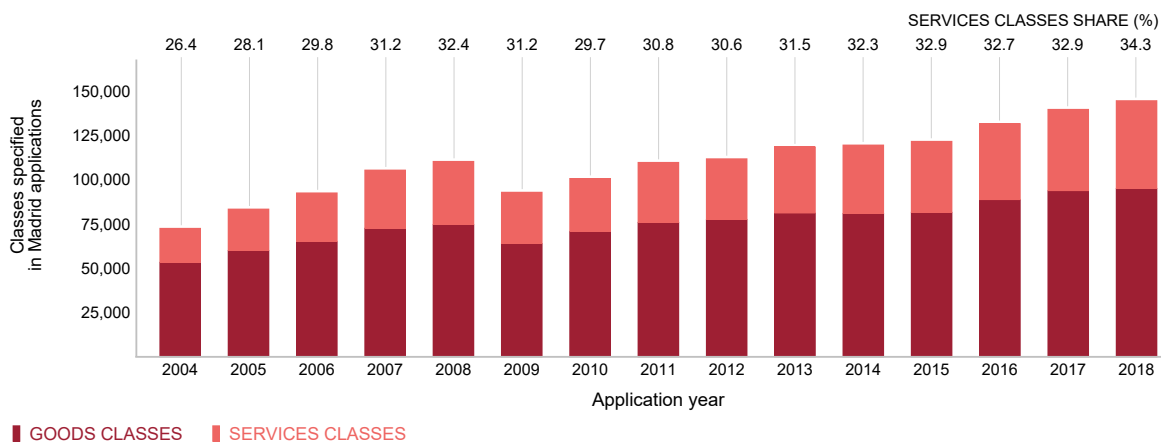


Note: Origin data are based on the country of the registration holder's address. Industry sectors based on class groups are those defined by Edital®. Some industry sectors are abbreviated. See the Nice classes and industry sectors table in the annex for full definitions. For full class definitions, visit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

Source: WIPO Statistics Database, March 2019.

## For the first time, services classes in 2018 now account for over a third of all classes specified in international applications.

A26. Trend in services classes versus goods classes, 2004–2018



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](http://www.wipo.int/classifications/nice).

Source: WIPO Statistics Database, March 2019.



**In 2018, Croatia, Egypt, Estonia and Singapore had shares of services-related classes that exceeded half of all classes specified in Madrid applications filed from these selected countries.**

A27. Goods classes versus services classes in applications for selected origins, 2008 and 2018

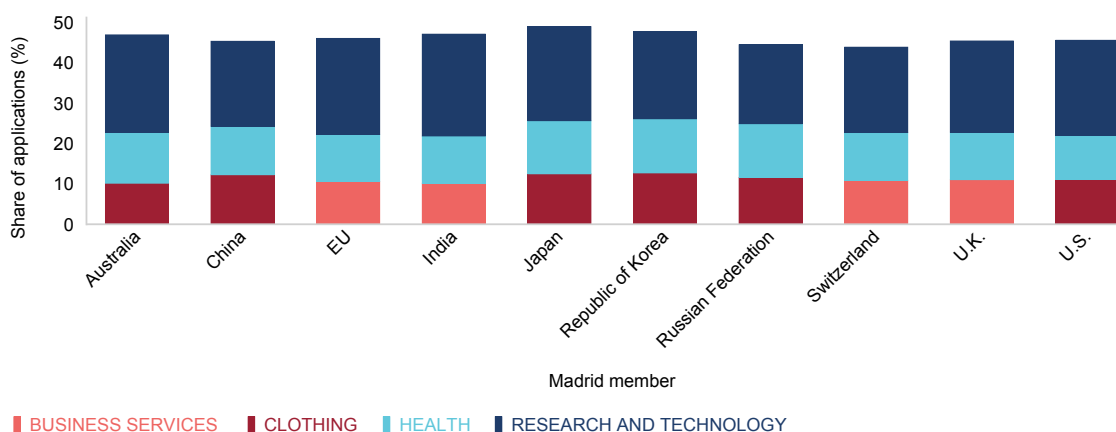
Origin	2008 (%)		2018 (%)		Change in services classes share compared to 2008 (percentage points)
	Goods	Services	Goods	Services	
Egypt	75.0	25.0	42.9	57.1	32.1
Singapore	53.5	46.5	46.5	53.5	7.0
Estonia	51.2	48.8	47.5	52.5	3.7
Croatia	69.2	30.8	48.6	51.4	20.6
Norway	56.7	43.3	57.7	42.3	-1.0
Switzerland	63.8	36.2	58.9	41.1	4.9
U.K.	66.1	33.9	60.3	39.7	5.8
Iran (Islamic Republic of)	53.6	46.4	60.5	39.5	-6.9
France	64.0	36.0	61.5	38.5	2.5
Cyprus	53.6	46.4	61.6	38.4	-8.0
Finland	63.8	36.2	61.6	38.4	2.2
U.S.	67.6	32.4	62.1	37.9	5.5
Australia	64.1	35.9	63.8	36.2	0.3
Viet Nam	58.9	41.1	65.3	34.7	-6.4
Germany	69.3	30.7	66.3	33.7	3.0
Russian Federation	64.6	35.4	69.7	30.3	-5.1
Greece	47.3	52.7	72.3	27.7	-25.0
Republic of Korea	75.3	24.7	74.3	25.7	1.0
Japan	81.7	18.3	74.7	25.3	7.0
China	91.9	8.1	79.8	20.2	12.1

Note: Origin data are based on the country of the 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](http://www.wipo.int/classifications/nice).

Source: WIPO Statistics Database, March 2019.

**In 2018, research and technology was the leading sector for which trademark protection was sought in the jurisdiction of every top 10 designated Madrid member. Health was also among the three most popular sectors across these same 10 members, in addition to business services or clothing.**

A28. International applications by top three sectors for the top 10 designated Madrid members, 2018

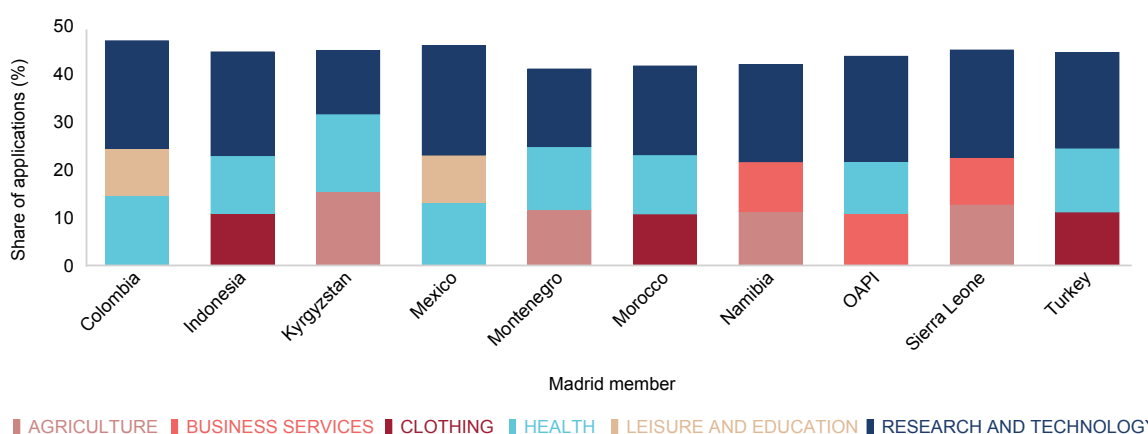


Note: Industry sectors based on class groups are those defined by Edital®. Some industry sectors are abbreviated. See the Nice classes and industry sectors table in the annex for full definitions. For full class definitions, visit [www.wipo.int/classifications/nice](http://www.wipo.int/classifications/nice).

Source: WIPO Statistics Database, March 2019.

**Research and technology and health are among the top three sectors for most of the selected designated middle-income countries. However, agriculture stands out as one of the top sectors in Kyrgyzstan, Montenegro, Namibia and Sierra Leone, as does the leisure and education sector for trademark holders designating Colombia and Mexico.**

A29. International applications by top three sectors for selected designated low- and middle-income Madrid members, 2018



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](http://www.wipo.int/classifications/nice).

Source: WIPO Statistics Database, March 2019.

## Statistical table

A30. International applications and designations via the Madrid System, 2018

Name	Origin <sup>1</sup>		Designated member
	Number of applications	Designations	Designations
Afghanistan	..	..	255
African Intellectual Property Organization	n.a.	n.a.	2,095
Albania	13	68	2,304
Algeria	5	9	2,621
Andorra (a)	5	21	n.a.
Antigua and Barbuda	2	11	514
Armenia	35	466	2,458
Australia	2,074	9,007	14,437
Austria	1,049	4,670	2,573
Azerbaijan	5	72	2,861
Bahamas (a)	13	116	n.a.
Bahrain	1	9	1,790
Barbados (a)	3	27	n.a.
Belarus	157	1,171	4,481
Belgium (b)	756	4,913	n.a.
Belize (a)	17	305	n.a.
Benelux Office for Intellectual Property	n.a.	n.a.	2,681
Bermuda (a)	11	93	n.a.
Bhutan	..	..	814
Bonaire, Sint Eustatius and Saba	1	2	441
Bosnia and Herzegovina	29	184	2,850
Botswana	3	27	770
Brazil (a)	6	15	n.a.
Brunei Darussalam	2	18	951
Bulgaria	245	3,645	1,375
Cambodia	5	35	2,353
Canada (a)	95	660	n.a.
China	6,900	59,624	24,289
China, Hong Kong SAR (a)	6	14	n.a.
Colombia	29	145	3,990
Croatia	129	626	1,375
Cuba	11	165	1,537
Curaçao	16	201	524
Cyprus	208	1,837	890
Czech Republic	280	2,071	1,751
Democratic People's Republic of Korea	8	10	1,175
Denmark	594	2,874	1,152
Dominican Republic (a)	1	5	n.a.
Egypt	13	178	4,030
Estonia	102	598	1,044
Eswatini	..	..	636
European Union	n.a.	n.a.	25,030
Finland	528	2,715	929
France	4,490	30,081	3,422
Gambia	..	..	835
Georgia	19	90	2,497
Germany	7,495	46,345	4,332
Ghana	..	..	1,206
Greece	118	776	1,117
Hungary	256	3,285	1,482
Iceland	59	241	2,395
India	308	1,575	12,254
Indonesia	47	210	5,599
Iran (Islamic Republic of)	14	135	3,281
Ireland	188	1,419	993
Israel	385	1,796	4,931
Italy	3,140	19,517	3,232
Japan	3,124	17,475	16,408
Kazakhstan	74	341	4,835
Kenya	9	44	1,937

(Continued)

## SECTION A: STATISTICS ON MADRID INTERNATIONAL APPLICATIONS

(A30 continued)

Name	Origin <sup>1</sup>		Designated member
	Number of applications	Designations	Designations
Kyrgyzstan	2	6	2,438
Lao People's Democratic Republic	..	..	1,445
Latvia	101	643	1,275
Lebanon (a)	2	4	n.a.
Lesotho	..	..	666
Liberia	..	..	806
Liechtenstein	79	753	2,238
Lithuania	120	510	1,314
Luxembourg (b)	379	2,668	n.a.
Madagascar	1	2	1,053
Malawi	..	..	2
Malaysia (a)	9	107	n.a.
Malta (c)	68	330	n.a.
Marshall Islands (a)	1	4	n.a.
Mauritius (a)	12	218	n.a.
Mexico	98	278	10,080
Monaco	115	984	2,274
Mongolia	9	57	1,871
Montenegro	9	48	2,580
Morocco	71	469	3,880
Mozambique	1	1	1,106
Myanmar (a)	1	2	n.a.
Namibia	4	8	958
Netherlands (b)	1,441	6,886	n.a.
New Zealand	495	2,164	7,705
North Macedonia	29	205	2,579
Norway	333	1,709	8,716
Oman	..	..	1,855
Panama (a)	5	24	n.a.
Paraguay (a)	1	4	n.a.
Philippines	49	306	5,552
Poland	395	2,797	2,247
Portugal	253	1,693	1,588
Republic of Korea	1,305	9,889	12,965
Republic of Moldova	58	364	2,689
Romania	80	374	1,668
Russian Federation	1,502	12,520	15,627
Rwanda	..	..	867
San Marino	11	37	1,087
Sao Tome and Principe	..	..	484
Saudi Arabia (a)	3	94	n.a.
Serbia	207	1,698	4,035
Seychelles (a)	3	12	n.a.
Sierra Leone	..	..	828
Singapore	667	4,456	10,200
Sint Maarten (Dutch Part)	..	..	494
Slovakia	90	474	1,272
Slovenia	188	1,195	1,209
South Africa (a)	2	8	n.a.
Spain	1,356	6,945	2,850
Sri Lanka (a)	1	4	n.a.
Sudan	..	..	1,179
Sweden	787	4,190	1,272
Switzerland	3,364	22,884	14,772
Syrian Arab Republic	10	49	873
Tajikistan	1	4	2,102
Thailand	140	705	6,433
Tunisia	30	455	2,263
Turkey	1,437	7,754	8,881
Turkmenistan	1	20	1,739
Ukraine	401	2,487	6,754
United Arab Emirates (a)	32	453	n.a.

(A30 continued)

Name	Origin <sup>1</sup>		Designated member
	Number of applications	Designations	Designations
United Kingdom	3,347	20,644	10,514
United States of America	8,825	57,878	22,827
Uzbekistan	8	64	2,100
Vanuatu (a)	1	11	n.a.
Viet Nam	159	987	7,523
Zambia	..	..	1,012
Zimbabwe	..	..	1,075
Others	18	88	6
<b>Total</b>	<b>61,200</b>	<b>399,560</b>	<b>399,560</b>

Note: Only countries or territories of origin and designated Madrid member countries or jurisdictions for which 2018 Madrid System statistics exist are listed. Madrid application by origin data for 2018 are WIPO estimates.

<sup>1</sup> 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, 2018. 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) The country is a member of the Madrid System via its membership of the European Union.

.. indicates zero.

n.a. indicates not applicable.

Source: WIPO Statistics Database, March 2019.





# Section B

## Statistics on Madrid international registrations, renewals and active registrations

### Highlights

***Over 60,000 international registrations went to trademark holders worldwide in 2018***

In 2018, the World Intellectual Property Organization (WIPO) recorded a total of 60,071 international registrations, the highest number on record (figure B1). The long-term trend for registrations broadly follows that for applications; however, changes in the number of registrations from year to year can be more pronounced than for applications. Registrations can fluctuate considerably from one year to the next for a number of reasons, such as the time it takes for Madrid applications to be processed at offices of origin before being sent to the International Bureau (IB) of WIPO or due to the processing time required at the IB itself, which includes an irregularities procedure and time limits for applicants and offices to remedy such irregularities.

***How has the trend in subsequent designations evolved over time?***

Due in part to Madrid System accessions and the incentive for holders to extend protection to include the jurisdictions of these new members in addition to those of longer standing Madrid members, the number of subsequent designations has increased from about 39,000 in 2004 to over 55,000 in 2018. These are requests made by trademark holders to extend protection for their existing international registrations to cover new markets. There were 4.9% more such subsequent designations made in existing international registrations in 2018 than in 2017, marking the second annual increase since the declines seen in 2015 and 2016 (figure B2). Although most requests for subsequent designations are submitted directly by holders to the IB, fluctuations in the numbers submitted via Madrid member offices from one year to the next can be significant for the reasons given for fluctuations in international registrations. The numbers of subsequent designations saw a gradual increase year on year from 2004 to 2007, helped in part by the recent accession to the Madrid System by the U.S. in 2003 followed by the European Union (EU) in 2004. However, in 2009, at the height of the global financial crisis, subsequent designations decreased by 18.8%, on a par with that year's 20.3% drop in designations in new applications.

***How did trademark holders use subsequent designations to extend protection for their marks to additional export markets in 2018?***

Once again, in 2018, China (2,629) received the highest number of subsequent designations and has been the most designated country every year since 2004 (figure B7). In addition, China is the only destination country for trademark protection to have exceeded 2,000 subsequent designations each year since 2011.

In 2018, the U.S. (1,938), the Republic of Korea (1,794) and Japan (1,777) followed China as the top countries where international registration holders sought to extend protection for their marks. The top 20 designated Madrid member countries received just over half (52%) of all subsequent designations in 2018. Thirteen of these countries received more subsequent designations in 2018 than in 2017. Most notable was the increase in the number of subsequent designations of Thailand (+615.6%), a recent member of the Madrid System, from only 212 in 2017 to 1,517 in 2018, propelling it into the list of top 20 designated members. The U.K. (+31.5%) likewise saw a considerable increase in subsequent designations.



Despite increases for the majority of these top designated Madrid members, nearly a third received fewer subsequent designations than in the previous year; for example, Israel (–5%), Mexico (–2.2%) and the Republic of Korea (–2.2%). Nine of the top 20 subsequently designated Madrid members are middle-income countries spanning three continents, reflecting the widespread appeal of these developing markets to registration holders seeking to extend protection for their marks.

Among the top 15 designated Madrid members, six received their highest shares of subsequent designations in 2018 from trademark holders in France, Germany and the U.S. (figure B9). Holders from Italy were among the top three origins of subsequent designations in Australia, Mexico, the Russian Federation, Switzerland and Turkey, whereas holders from Japan were among the top three origins in their Asian neighbors Indonesia and Thailand.

***Annual renewals of international registrations top 30,000 for the first time***

International registration holders renewed 31,942 registrations in 2018, representing an increase of 8.8% on 2017. The number of renewals in a given year depends both on the number of registrations and the number of renewals recorded 10 years prior, so the trend seen in figure B13 is only a partial reflection of the trend in registrations with a 10-year lag. In 2006, renewals of Madrid registrations doubled from about 8,150 in 2005 to just over 16,600. This was the result of a reduction in the renewal period from 20 to 10 years that came into effect in 1996. Since 2006, renewals have trended upward, despite a modest decline in 2011 and again in 2017.

***The highest numbers of renewals in 2018 were recorded by holders from Germany, France, Switzerland and Italy***

Holders from Germany (7,894), France (4,930), Switzerland (2,594) and Italy (2,516) recorded the highest numbers of registration renewals in 2018 (figure B14). This reflects their long-standing membership of the Madrid System. Together, these top four origins of renewals accounted for over half (56%) of all renewals in 2018, and their holders' stocks of international registrations have often been maintained for many decades.

The numbers of renewals increased in 2018 for all but two of the top 20 origins compared to the previous year, with several recording increases in excess of 25%; namely, the Czech Republic (+35.5%), the Netherlands (+25.9%) and Poland (+26.2%) (figure B14). Italy (–2.6%) and Spain (–3.6%) were the two top 20 origins that saw a decrease in the number of renewals for the year.

***About half of all international registrations recorded since the Madrid System was established in 1891 are still active***

Almost half (701,149) of the more than 1.4 million international registrations recorded since the creation of the Madrid System remained active – that is, in force – in 2018. Totalling around 441,000 in 2004, the number of active Madrid registrations has increased gradually each year subsequently (figure B21). In 2018, the total number of active registrations grew by 3.4%.

***Together, holders located in 20 countries own 90% of all active international registrations***

Madrid registration holders domiciled in Germany owned 129,494 active registrations in 2018, followed by holders in France (81,980) and the U.S. (66,595) (figure B23). Together, holders based in the top 20 countries of origin owned 90% of all active registrations in 2018. Holders from three upper middle-income countries, China, the Russian Federation and Turkey, were among the top owners of active registrations.

Among the top origins, China (+17.6%), the Republic of Korea (+18.7%) and the U.S. (+10.6%) experienced the highest one-year growth in 2018. In contrast, five of the top 20 origins saw small declines in active registrations of between 0.2% and 2.2% compared with 2017.

***Madrid members China, Switzerland and Russian Federation top the list for designations in active registrations***

In 2018, China (261,885) became the Madrid member with the highest number of designations in active Madrid registrations, displacing Switzerland (251,656) from the top position it had held since 2006. China and Switzerland were followed by the Russian Federation, with 233,185 designations. This means that, as of 2018, around a quarter of a million trademarks in force in each of these three countries resulted from Madrid international registrations. The EU (200,269) and the U.S. (193,125) were the fourth and fifth highest-ranking Madrid members in terms of designations in active registrations (figure B24).

Twelve of the top 20 Madrid members had more designations in active registrations in 2018 than in 2017. Six of the seven Madrid members that saw declines were individual EU member countries or the Benelux Intellectual Property Office (BOIP), which represents Belgium, the Netherlands and Luxembourg. Nevertheless, as a single designated Madrid member, the EU as a whole saw the highest growth (+8.4%) among top members.

***The 5.96 million designations in active registrations in 2018 were owned by about 248,500 right holders***

A majority (63%) of holders of active international registrations possessed only a single such registration in their 2018 portfolios – a situation that has remained almost unchanged since 2012. Another 17% of holders owned only two active registrations. Overall, about 90% of holders held four or fewer active registrations in their portfolios, and about 95% owned no more than seven (figure B25).

### **Madrid international registrations**

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### **Renewals of Madrid international registrations**

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### **Active Madrid international registrations**

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## Madrid international registrations

**In 2018, for the first time, Madrid international registrations exceeded 60,000.**

B1. Trend in international registrations, 2004–2018



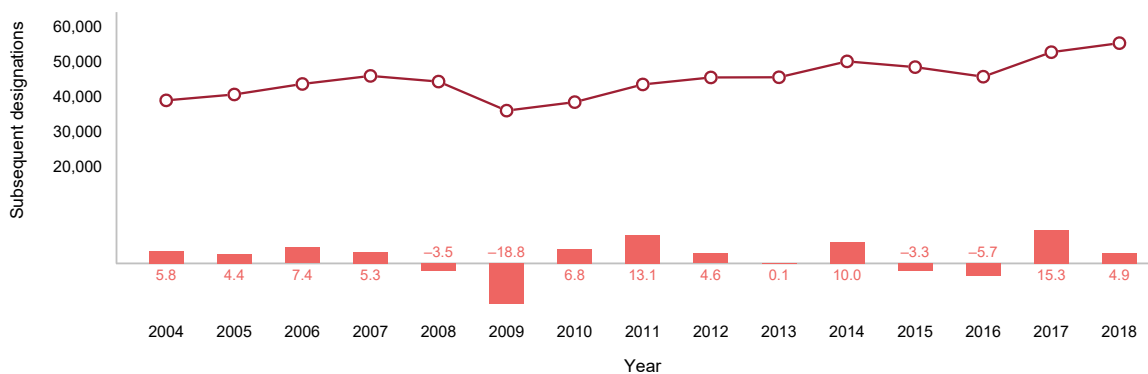
■ MADRID REGISTRATIONS ■ GROWTH RATE (%)

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 IB's production capacity. The total numbers of international registrations for all origins are reported in statistical table B27.

Source: WIPO Statistics Database, March 2019.

**Subsequent designations have climbed from about 39,000 in 2004 to just over 55,000 in 2018.**

B2. Trend in subsequent designations in international registrations, 2004–2018

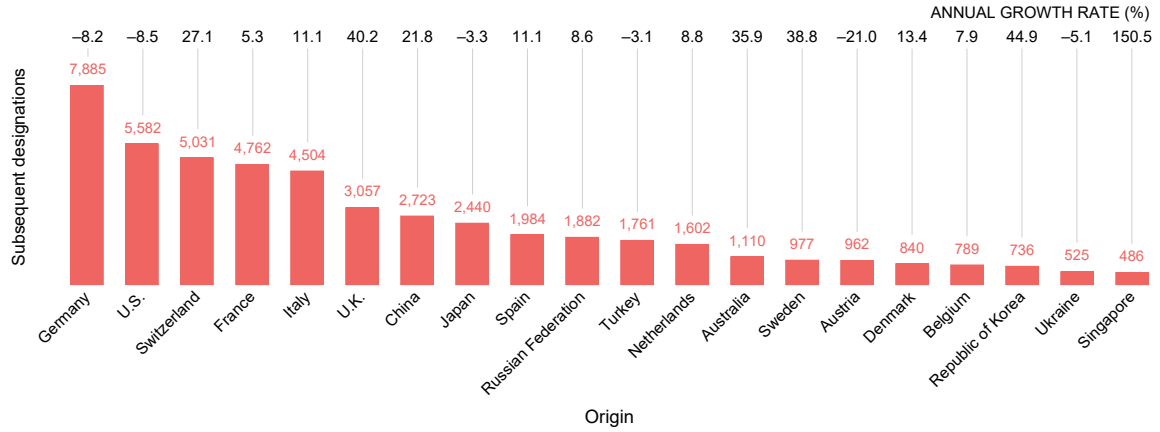


■ SUBSEQUENT DESIGNATIONS ■ GROWTH RATE (%)

Source: WIPO Statistics Database, March 2019.

**For more than three decades, holders based in Germany have been the most active in subsequently extending protection for their marks to other Madrid member markets.**

B3. Subsequent designations in international registrations for the top 20 origins, 2018

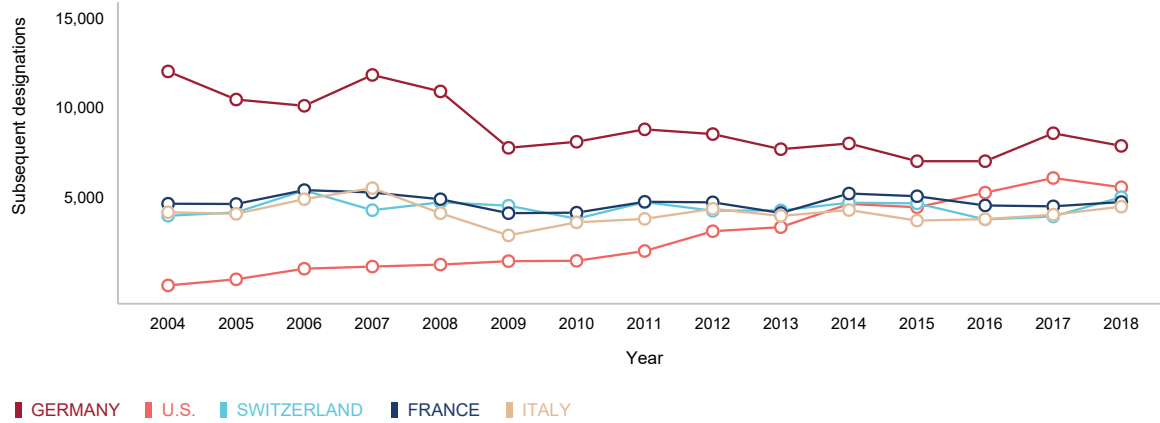


Note: Origin data are based on the country of the registration holder's address.

Source: WIPO Statistics Database, March 2019.

**The numbers of subsequent designations from the top five origins have been converging over the past two decades.**

B4. Trends in subsequent designations in international registrations for the top five origins, 2004–2018

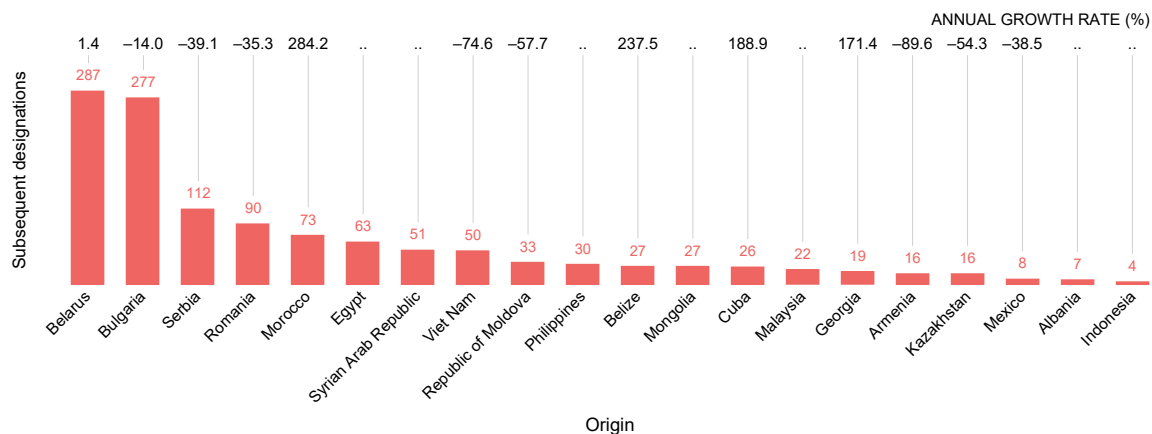


Note: Origin data are based on the country of the registration holder's address.

Source: WIPO Statistics Database, March 2019.

## The number of subsequent designations made by holders based in many middle-income countries remains low.

B5. Subsequent designations in international registrations for selected middle-income country origins, 2018



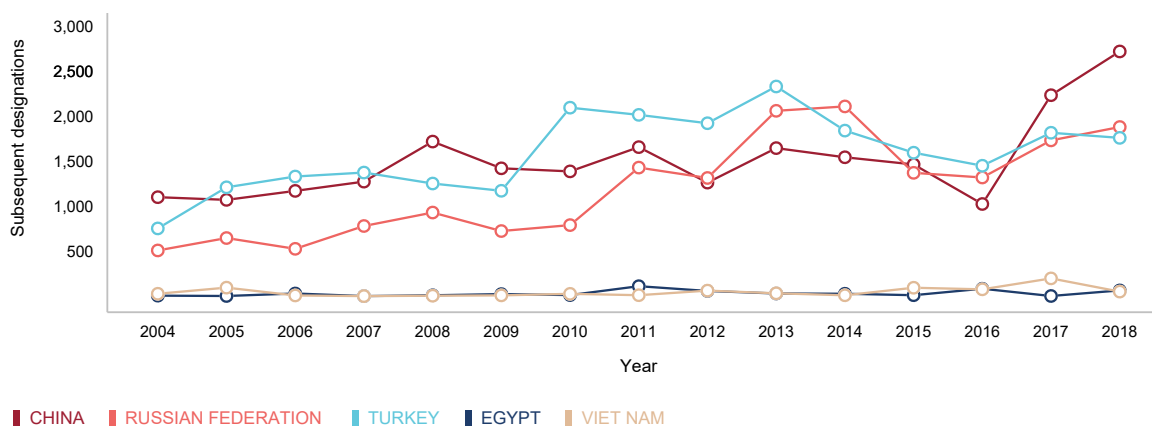
Note: Origin data are based on the country of the registration holder's address. The total numbers of subsequent designations in international registrations for all origins are reported in statistical table B27.

.. indicates not available.

Source: WIPO Statistics Database, March 2019.

## Since 2016, subsequent designations from China have increased sharply compared to other selected middle-income countries of origin. In recent years, subsequent designations from the Russian Federation and Turkey have been similar in magnitude, as have those from Egypt and Viet Nam.

B6. Trends in subsequent designations in international registrations for selected middle-income country origins, 2004–2018

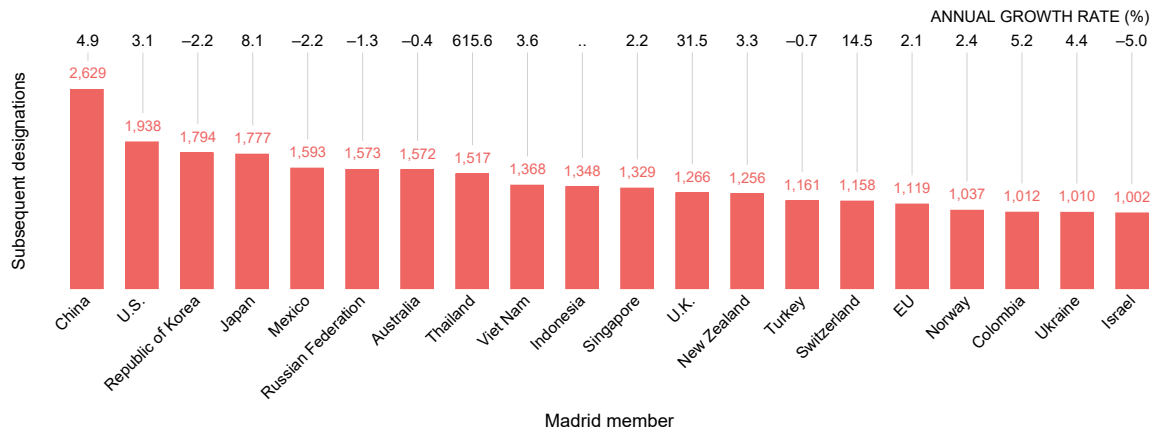


Note: Origin data are based on the country of the registration holder's address.

Source: WIPO Statistics Database, March 2019.

**China has received the highest number of subsequent designations each year since 2004.**

B7. Subsequent designations in international registrations for the top 20 designated Madrid members, 2018



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

.. indicates not available.

Source: WIPO Statistics Database, March 2019.

**The largest share of subsequent designations received by 13 of the top 15 designated Madrid members in 2018 came from Germany. Exceptions were Japan, where the top origin of subsequent designations was Switzerland, and Singapore, for which the U.S. was the largest origin.**

B8. Shares of total subsequent designations in international registrations for the top 20 origins and top 15 designated Madrid members, 2018

Origin	Designated Madrid member														
	China	U.S.	Republic of Korea	Japan	Mexico	Russian Federation	Australia	Thailand	Viet Nam	Indonesia	Singapore	U.K.	New Zealand	Turkey	Switzerland
Australia	2.1	3.6	4.4	4.6	1.5	1.5	0.1	3.6	4.5	5.8	5.6	3.2	3.7	1.8	1.3
Austria	1.9	2.1	1.1	1.7	1.6	2.3	1.3	0.9	0.9	1.0	1.1	5.1	1.4	1.4	3.5
Belgium	1.7	2.2	2.0	2.1	1.8	1.8	2.4	1.5	1.7	1.3	1.4	0.6	2.4	1.3	1.2
China	0.2	2.7	2.2	3.0	3.3	3.2	2.9	2.8	3.4	2.4	2.6	3.6	4.3	3.6	2.8
Denmark	1.6	2.2	2.3	1.8	1.4	1.7	2.2	1.6	0.9	0.7	1.1	1.7	2.5	2.2	2.8
France	9.6	10.1	9.6	9.5	9.1	9.0	9.0	7.2	12.1	6.8	10.0	7.7	7.9	9.8	9.5
Germany	20.1	16.5	16.6	13.1	15.7	16.2	15.8	14.4	12.6	13.5	13.0	32.3	15.6	14.0	21.9
Italy	7.6	9.5	8.2	7.2	11.7	9.2	9.1	7.1	9.1	7.5	8.3	3.9	7.0	10.2	9.8
Japan	4.2	5.8	5.1	0.1	3.1	5.1	5.8	12.0	8.9	9.6	6.8	3.9	5.8	4.1	3.0
Netherlands	3.7	3.2	3.1	3.0	3.1	3.1	3.9	2.4	2.6	2.4	3.0	2.2	3.7	3.6	3.6
Republic of Korea	0.1	1.1		1.2	1.3	1.3	0.8	2.3	2.0	2.5	1.5	0.6	1.5	1.8	1.0
Russian Federation	2.8	2.1	1.7	1.1	0.7		1.5	1.1	2.3	4.1	0.5	1.2	1.0	4.0	1.6
Singapore	0.6	0.6	0.6	0.7	0.5	0.3	1.3	1.8	0.9	2.2	0.1	0.4	1.5	0.6	0.5
Spain	3.8	3.7	3.4	3.5	5.4	4.6	3.1	3.4	4.2	3.0	4.1	0.8	2.8	4.3	4.4
Sweden	1.6	1.7	3.0	2.4	1.1	2.5	2.8	1.2	1.5	1.5	1.9	4.5	2.8	3.1	2.2
Switzerland	7.4	13.3	7.0	13.6	8.5	7.6	8.0	7.2	6.1	7.3	6.8	5.5	6.9	6.1	0.4
Turkey	1.7	2.6	1.5	1.5	1.5	2.8	1.7	0.7	0.9	1.5	1.3	2.0	0.8		2.3
U.K.	6.3	6.3	7.4	7.3	8.0	6.5	8.3	5.9	5.8	5.7	8.4	1.3	7.7	7.3	7.2
U.S.	10.4	0.2	12.2	13.3	12.7	10.3	12.5	14.2	10.0	12.4	13.5	12.2	13.2	9.9	9.9
Ukraine	0.8	0.8	0.4	0.6	0.5	0.5	0.4	0.3	0.5	0.3	0.3	0.6	0.2	1.3	0.7
Other origins	11.8	9.9	8.2	8.7	7.4	10.4	7.4	8.5	8.8	8.5	8.6	6.9	7.2	9.5	10.2

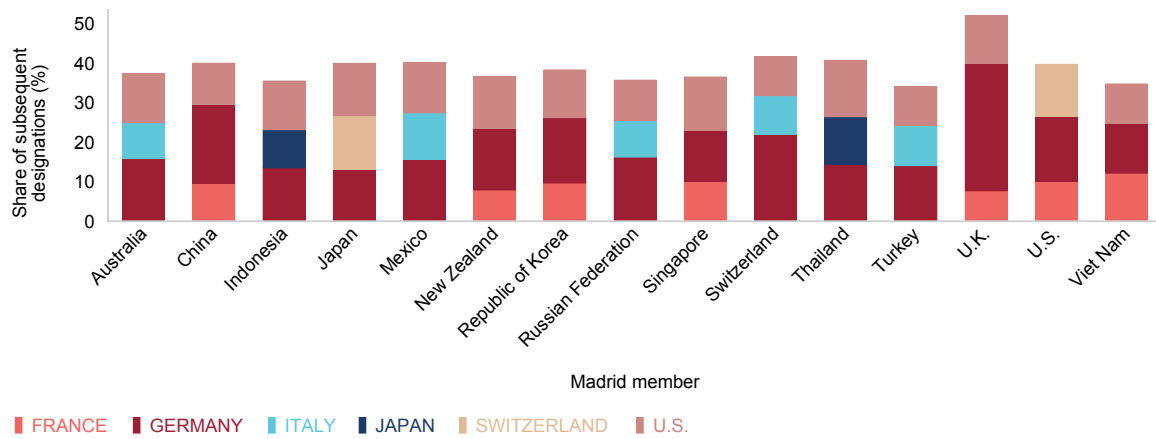
Note: Origin data are based on the country of the registration holder's address.

Source: WIPO Statistics Database, March 2019.



**France, Germany and the U.S. are the top three origins of subsequent designations for six of the top 15 designated Madrid members. These three origins alone accounted for over half (52%) of all subsequent designations destined for the U.K.**

B9. Distribution of subsequent designations in international registrations for the top 15 designated Madrid members received from their top three origins, 2018



Source: WIPO Statistics Database, March 2019.



**The total number of provisional refusals by designated Madrid members increased by 7.6% in 2018.**

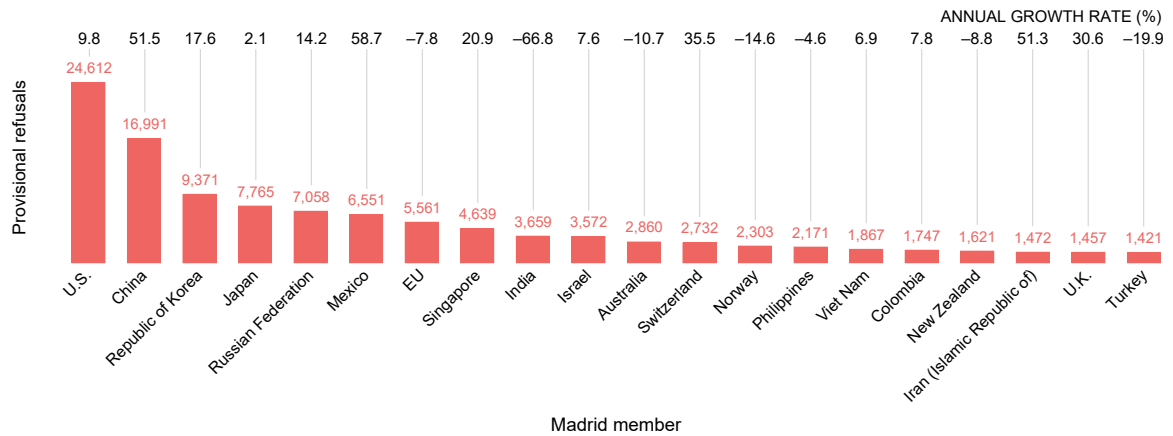
B11. Trend in provisional refusals of designations in international registrations, 2004–2018



Source: WIPO Statistics Database, March 2019.

**The U.S., China and the Republic of Korea issued the largest numbers of provisional refusals of designations in 2018.**

B12. Provisional refusals of designations by selected designated Madrid members, 2018



Source: WIPO Statistics Database, March 2019.

## Renewals of Madrid international registrations

Renewals of international registrations have increased in all but two of the last 15 years, reaching almost 32,000 in 2018.

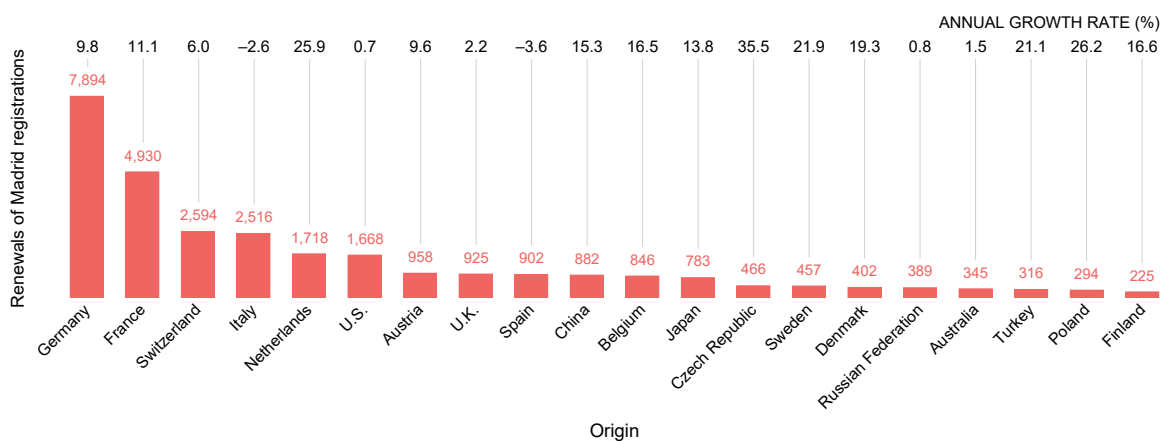
B13. Trend in renewals of international registrations, 2004–2018



Source: WIPO Statistics Database, March 2019.

About 62% of renewals in 2018 came from just five European countries – Germany, France, Italy, the Netherlands and Switzerland – reflecting their long-standing membership of the Madrid System and holders' large stocks of existing registrations up for renewal.

B14. Renewals of international registrations for the top 20 origins, 2018

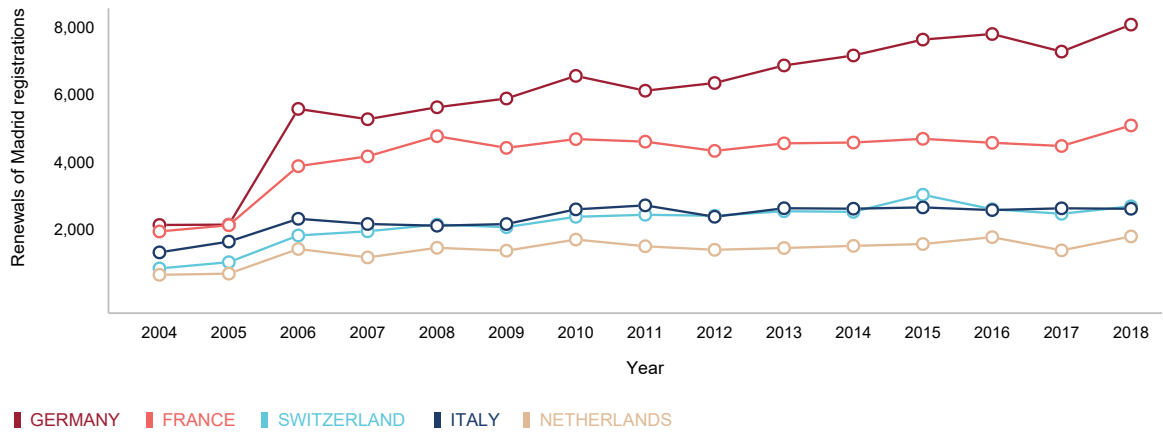


Note: Origin data are based on the country of the registration holder's address. The total numbers of renewals of international registrations for all origins are reported in statistical table B28.

Source: WIPO Statistics Database, March 2019.

**The rapid growth in renewals from Germany and France seen in 2006 resulted from a reduction in the renewal period from 20 to 10 years.**

B15. Trends in renewals of international registrations for the top five origins, 2004–2018

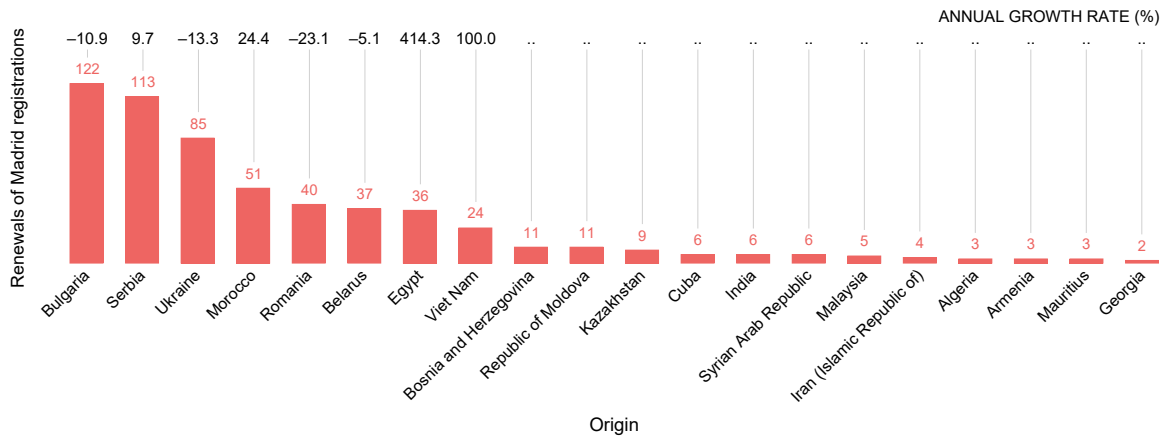


Note: Origin data are based on the country of the registration holder's address.

Source: WIPO Statistics Database, March 2019.

**Renewals from many low- and middle-income countries are relatively low. For some, this is due in part to a relatively recent membership of the Madrid System.**

B16. Renewals of international registrations for selected low- and middle-income country origins, 2018



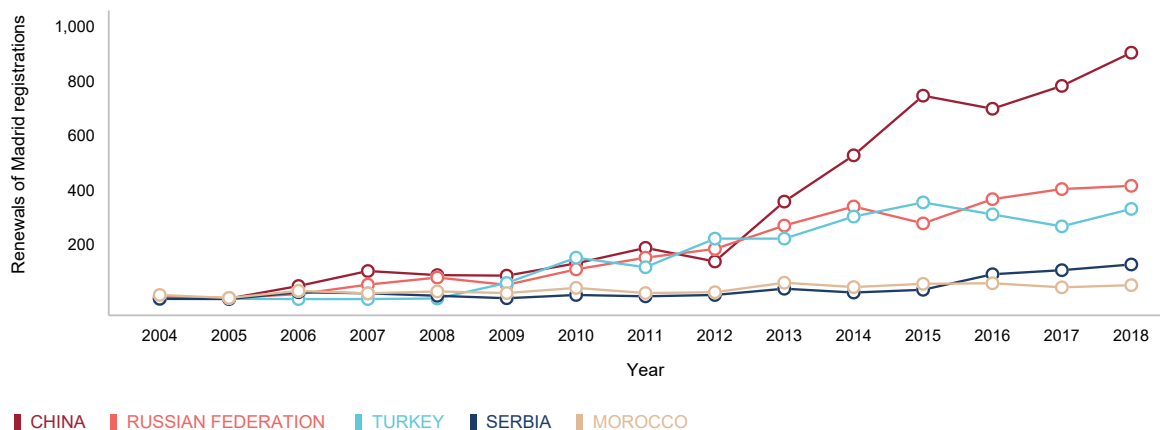
Note: Origin data are based on the country of the registration holder's address. The total numbers of renewals of international registrations for all origins are reported in statistical table B28.

.. indicates not available.

Source: WIPO Statistics Database, March 2019.

**Among selected middle-income country origins, China has seen the sharpest growth in renewals.**

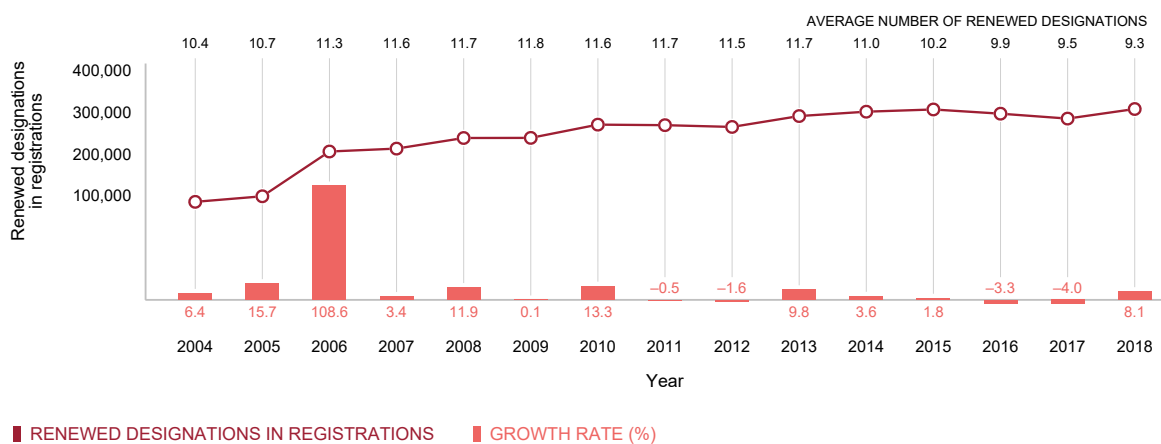
B17. Trends in renewals of international registrations for selected middle-income country origins, 2004–2018



Note: Origin data are based on the country of the registration holder's address.  
Source: WIPO Statistics Database, March 2019.

**Renewals have contained an average of between 9 and 12 designations for more than a decade.**

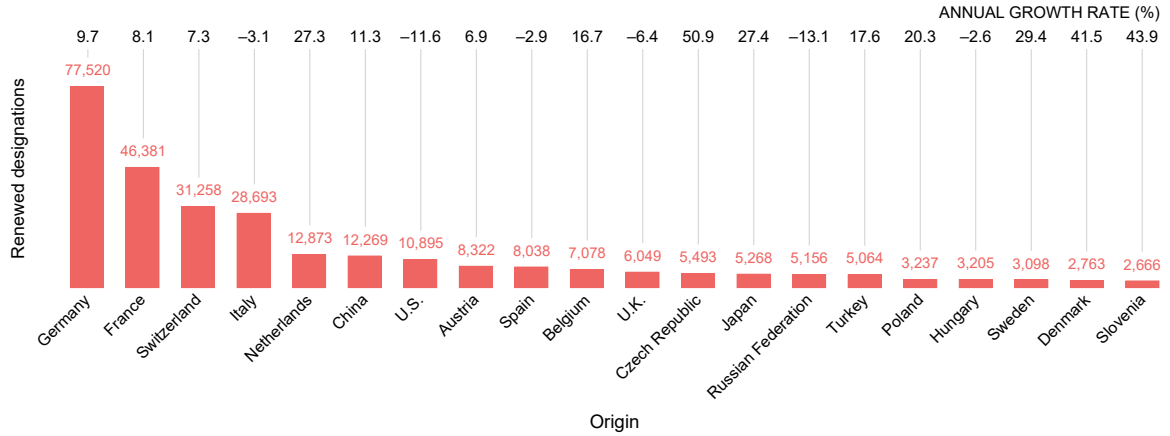
B18. Trend in renewed designations in international registrations, 2004–2018



Source: WIPO Statistics Database, March 2019.

**In 2018, the top 10 origins accounted for almost 80% of all renewed designations in international registrations.**

B19. Renewed designations in international registrations for the top 20 origins, 2018

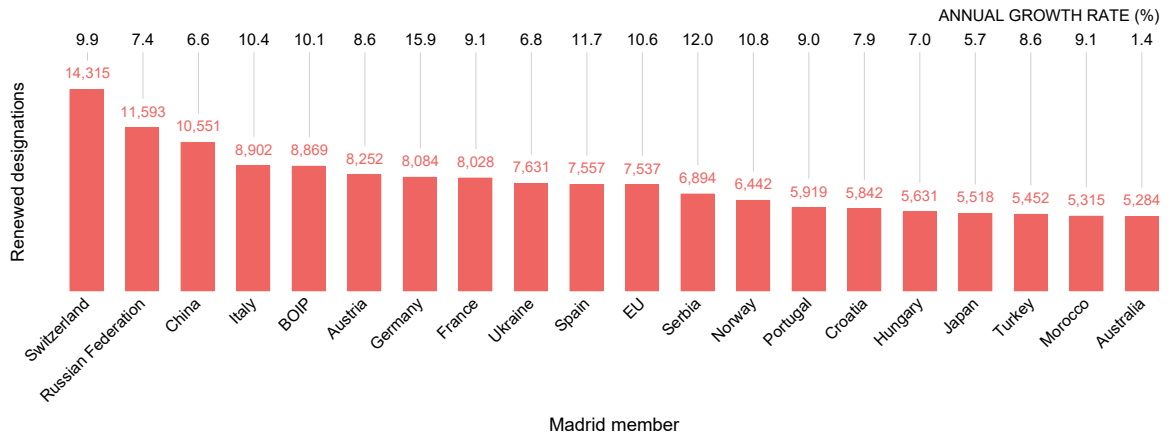


Note: Origin data are based on the country of the registration holder's address. The total numbers of designations in renewals of international registrations for all origins are reported in statistical table B28.

Source: WIPO Statistics Database, March 2019.

**For a third consecutive year, Switzerland, the Russian Federation and China were the most designated countries in renewals of international registrations.**

B20. Top 20 designated Madrid members in renewals of international registrations, 2018



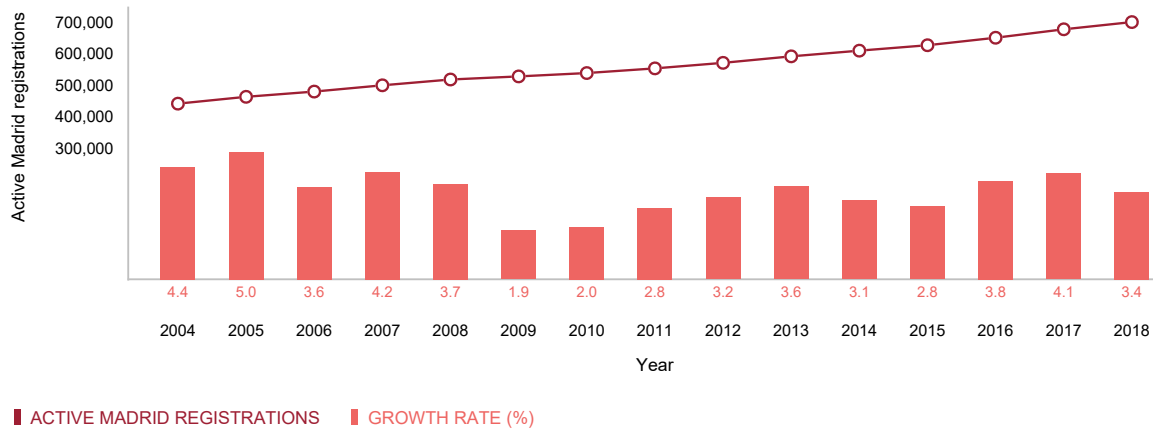
Note: BOIP is the Benelux Office for Intellectual Property. The total numbers of designations in renewals of international registrations for all Madrid members are reported in statistical table B28.

Source: WIPO Statistics Database, March 2019.

## Active Madrid international registrations

**Active Madrid international registrations surpassed the 700,000 mark in 2018; a net increase of about 23,000 over 2017.**

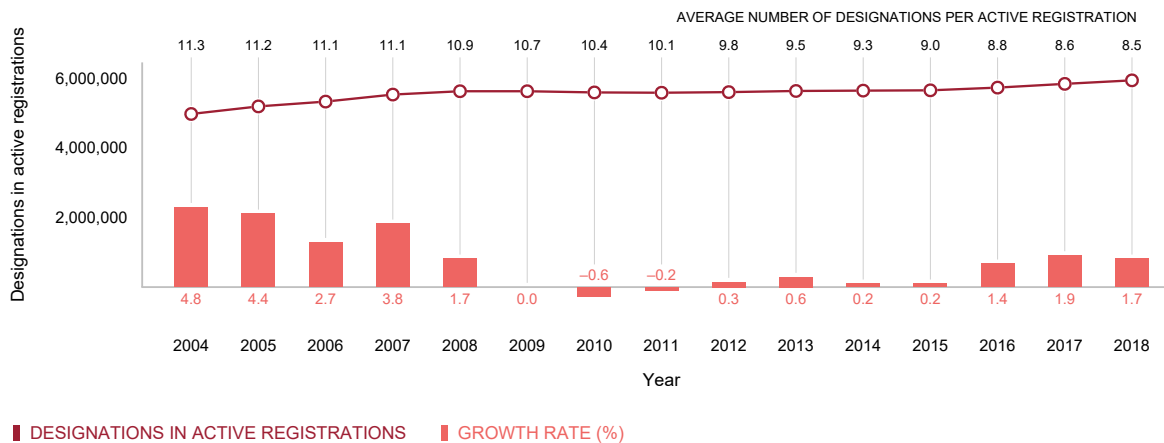
B21. Trend in active international registrations, 2004–2018



Source: WIPO Statistics Database, March 2019.

**Over the past decade and a half, the average number of Madrid members designated per active registration has declined from 11 to around nine.**

B22. Trend in designations in active international registrations, 2004–2018

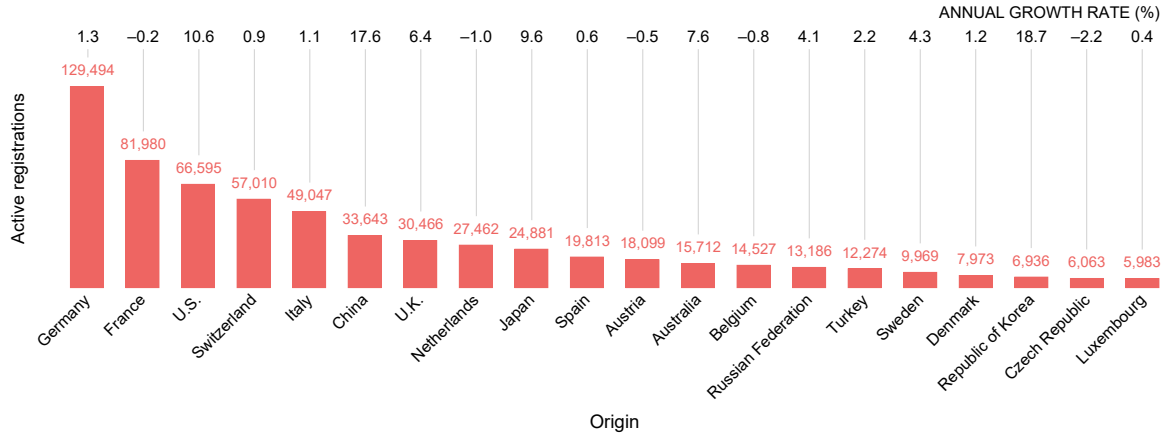


Source: WIPO Statistics Database, March 2019.



**Madrid international registration holders from China and the Republic of Korea each increased their portfolios of active registrations by around 18% to 19% in 2018.**

B23. Active international registrations for the top 20 origins, 2018

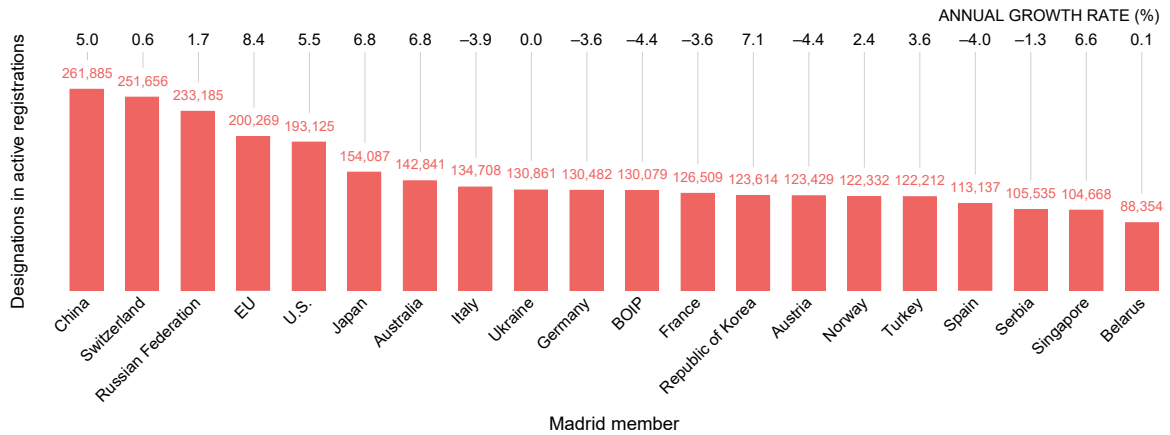


Note: Origin data are based on the country of the registration holder's address.

Source: WIPO Statistics Database, March 2019.

**In 2018, for an eighth year in a row, designations in active Madrid registrations were highest for China, Switzerland and the Russian Federation, with China heading the list of the top 20 designated Madrid members for the first time.**

B24. Designations in active international registrations for the top 20 designated Madrid members, 2018

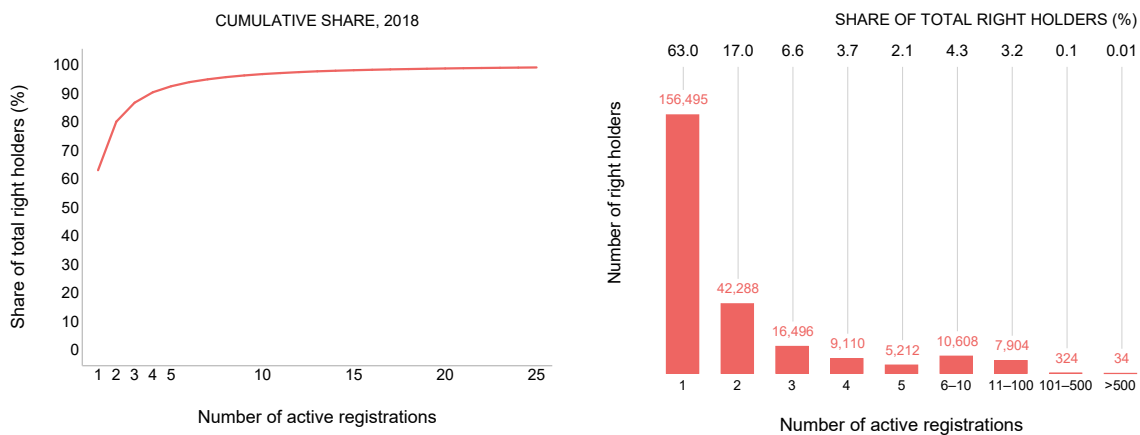


Note: BOIP is the Benelux Office for Intellectual Property.

Source: WIPO Statistics Database, March 2019.

**Overall, about 90% of holders of active registrations held between one and four international registrations in their portfolios in 2018.**

B25. Distribution of active international registrations per right holder, 2018



Source: WIPO Statistics Database, March 2019.

## Computers, electronics and software, business services, and pharmaceuticals are among the top three classes in active Madrid registrations.

B26. Classes specified in active international registrations, 2018

Class covers/includes	2018	Share of total (%)
Class 9: Computer hardware and software and other electrical or electronic apparatus of a scientific nature	146,802	8.4
Class 35: Services such as office functions, advertising and business management	107,173	6.2
Class 5: Mainly pharmaceuticals and other preparations for medical purposes	95,377	5.5
Class 42: Services provided by, for example, scientific, industrial or technological engineers and computer specialists	89,634	5.2
Class 25: Clothing, footwear and headgear	82,195	4.7
Class 3: Mainly cleaning preparations and toilet preparations	72,751	4.2
Class 41: Services in the area of education, training, entertainment, sporting and cultural activities	68,555	3.9
Class 16: Mainly paper, goods made from that material and office requisites	65,172	3.7
Class 30: Mainly foodstuffs of plant origin, prepared for consumption or conservation, as well as auxiliaries intended for improving the flavor of food	57,843	3.3
Class 7: Mainly machines, machine tools, motors and engines	55,262	3.2
Class 11: Apparatus for lighting, heating, steam generating, cooking, refrigerating, drying, ventilating, water supply and sanitary purposes	47,353	2.7
Class 29: Meat, fish, poultry; frozen, dried and cooked fruits and vegetables	45,191	2.6
Class 18: Leather and imitations of leather, and products made therefrom, traveling bags and umbrellas	43,654	2.5
Class 1: Chemicals used in industry, science and photography, as well as in agriculture	43,146	2.5
Class 37: Building construction; repair; installation services	38,145	2.2
Class 38: Telecommunications services	36,380	2.1
Class 12: Vehicles; apparatus for locomotion by land, air or water	36,339	2.1
Class 6: Mainly includes common metals and their alloys and goods of common metal not included in other classes	36,261	2.1
Class 33: Alcoholic beverages (except beers)	35,470	2.0
Class 28: Games and playthings; gymnastic and sporting articles	35,413	2.0
Class 20: Mainly furniture, mirrors, picture frames and goods made from, for example, wood, cork, reed, cane, wicker	35,189	2.0
Class 10: Surgical, medical, dental and veterinary apparatus and instruments	34,434	2.0
Class 21: Mainly household or kitchen utensils and containers; combs and sponges; articles for cleaning purposes, glassware, porcelain and earthenware	33,220	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	33,200	1.9
Class 36: Services relating to insurance, financial affairs, monetary affairs, and real estate affairs	32,277	1.9
Remaining 20 classes	331,637	19.1

Note: For full class definitions, visit [www.wipo.int/classifications/nice](http://www.wipo.int/classifications/nice).

Source: WIPO Statistics Database, March 2019.

## Statistical tables

B27. International registrations and subsequent designations covered by international registrations, 2018

Name	Origin <sup>1</sup>			Designated member	
	Number of registrations	Designations	Subsequent designations	Designations	Subsequent designations
Afghanistan	..	..	..	61	86
African Intellectual Property Organization	n.a.	n.a.	n.a.	2,048	464
Albania	7	22	7	2,370	475
Algeria	17	163	..	2,675	613
Andorra (a)	1	3	..	n.a.	n.a.
Antigua and Barbuda	1	3	..	539	91
Argentina (a)	2	3	6	n.a.	n.a.
Armenia	39	627	16	2,603	484
Australia	2,142	9,325	1,110	14,365	1,572
Austria	1,052	5,224	962	2,633	188
Azerbaijan	9	179	..	2,911	582
Bahamas (a)	2	22	5	n.a.	n.a.
Bahrain	..	..	..	1,705	462
Barbados (a)	3	27	14	n.a.	n.a.
Belarus	135	790	287	4,630	702
Belgium (b)	750	4,882	789	n.a.	n.a.
Belize (a)	34	324	27	n.a.	n.a.
Benelux Office for Intellectual Property	n.a.	n.a.	n.a.	2,663	233
Bermuda (a)	11	106	2	n.a.	n.a.
Bhutan	..	..	..	809	154
Bonaire, Sint Eustatius and Saba	1	2	..	445	85
Bosnia and Herzegovina	38	210	2	2,947	497
Botswana	3	27	..	773	188
Brazil (a)	3	8	..	n.a.	n.a.
Brunei Darussalam	1	6	..	825	298
Bulgaria	190	2,879	277	1,448	197
Cambodia	1	3	..	2,209	506
Canada (a)	82	372	96	n.a.	n.a.
China	6,840	65,802	2,723	23,958	2,629
China, Hong Kong SAR (a)	5	9	..	n.a.	n.a.
Colombia	19	96	5	3,907	1,012
Croatia	98	617	64	1,474	218
Cuba	7	153	26	1,540	280
Curaçao	11	151	6	527	126
Cyprus	181	1,713	361	893	159
Czech Republic	276	1,772	322	1,813	204
Democratic People's Republic of Korea	10	11	..	1,135	167
Denmark	567	2,982	840	1,208	221
Dominican Republic (a)	1	5	2	n.a.	n.a.
Egypt	15	157	63	4,176	739
Estonia	95	520	91	1,079	149
Eswatini	..	..	..	672	131
European Union	n.a.	n.a.	n.a.	24,449	1,119
Fiji (a)	..	..	6	n.a.	n.a.
Finland	537	2,827	426	967	169
France	4,396	29,091	4,762	3,691	258
Gambia	..	..	..	870	160
Georgia	24	165	19	2,540	579
Germany	7,872	48,681	7,885	4,542	296
Ghana	..	..	..	1,130	302
Greece	116	990	81	1,120	214
Hungary	251	3,032	237	1,535	205
Iceland	42	166	24	2,301	418
India	225	1,166	69	12,934	975
Indonesia	22	108	4	3,508	1,348
Iran (Islamic Republic of)	21	209	1	3,630	775
Ireland	161	1,132	169	969	153

(Continued)

(B27 continued)

Name	Origin <sup>1</sup>			Designated member	
	Number of registrations	Designations	Subsequent designations	Designations	Subsequent designations
Israel	337	1,529	141	4,825	1,002
Italy	3,109	20,097	4,504	3,426	272
Japan	2,975	16,777	2,440	16,288	1,777
Kazakhstan	76	411	16	4,894	898
Kenya	7	61	3	1,878	358
Kyrgyzstan	3	11	..	2,537	409
Lao People's Democratic Republic	..	..	..	1,251	309
Latvia	92	581	105	1,337	167
Lebanon (a)	2	4	..	n.a.	n.a.
Lesotho	..	..	..	693	131
Liberia	..	..	..	808	153
Liechtenstein	69	738	108	2,358	236
Lithuania	140	600	63	1,410	176
Luxembourg (b)	388	2,798	394	n.a.	n.a.
Madagascar	3	6	..	970	216
Malaysia (a)	9	108	22	n.a.	n.a.
Malta (c)	69	336	18	n.a.	n.a.
Mauritius (a)	9	104	2	n.a.	n.a.
Mexico	80	226	8	10,124	1,593
Monaco	64	625	61	2,366	263
Mongolia	8	54	27	1,979	424
Montenegro	16	199	..	2,555	427
Morocco	73	422	73	3,876	769
Mozambique	5	33	..	1,051	223
Myanmar (a)	1	2	..	n.a.	n.a.
Namibia	1	2	..	969	189
Netherlands (b)	1,497	7,198	1,602	n.a.	n.a.
New Zealand	464	2,002	265	7,854	1,256
North Macedonia	31	248	3	2,677	444
Norway	333	1,652	301	8,706	1,037
Oman	1	40	..	1,804	491
Panama (a)	2	15	51	n.a.	n.a.
Philippines	46	350	30	5,470	993
Poland	406	2,562	342	2,423	297
Portugal	253	1,580	272	1,677	189
Qatar (a)	1	3	5	n.a.	n.a.
Republic of Korea	1,210	8,942	736	12,870	1,794
Republic of Moldova	54	258	33	2,706	497
Romania	89	402	90	1,718	219
Russian Federation	1,505	13,335	1,882	16,004	1,573
Rwanda	..	..	..	821	201
San Marino	8	53	14	1,175	139
Sao Tome and Principe	..	..	..	496	102
Saudi Arabia (a)	1	20	..	n.a.	n.a.
Serbia	218	1,836	112	4,183	700
Seychelles (a)	4	24	12	n.a.	n.a.
Sierra Leone	..	..	..	786	138
Singapore	582	3,864	486	10,001	1,329
Sint Maarten (Dutch Part)	..	..	..	493	100
Slovakia	109	561	45	1,378	184
Slovenia	191	1,238	105	1,353	175
South Africa (a)	2	8	..	n.a.	n.a.
Spain	1,218	6,190	1,984	2,947	264
Sri Lanka (a)	1	16	..	n.a.	n.a.
Sudan	..	..	..	1,178	219
Suriname (a)	1	1	..	n.a.	n.a.
Sweden	830	4,187	977	1,299	193
Switzerland	3,223	21,626	5,031	15,043	1,158
Syrian Arab Republic	5	24	51	943	193
Tajikistan	..	..	..	2,167	325
Thailand	101	519	7	4,699	1,517
Tunisia	35	483	7	2,275	638
Turkey	1,129	7,829	1,761	8,998	1,161

SECTION B: STATISTICS ON MADRID INTERNATIONAL REGISTRATIONS, RENEWALS AND ACTIVE REGISTRATIONS

(B27 continued)

Name	Origin <sup>1</sup>			Designated member	
	Number of registrations	Designations	Subsequent designations	Designations	Subsequent designations
Turkmenistan	1	3	..	1,782	338
Ukraine	376	2,432	525	6,834	1,010
United Arab Emirates (a)	27	405	10	n.a.	n.a.
United Kingdom	3,211	16,998	3,057	10,030	1,266
United States of America	8,923	57,367	5,582	22,787	1,938
Uruguay (a)	..	..	10	n.a.	n.a.
Uzbekistan	12	102	..	2,055	466
Vanuatu (a)	1	11	..	n.a.	n.a.
Viet Nam	99	861	50	7,343	1,368
Zambia	..	..	..	973	214
Zimbabwe	..	..	..	1,082	210
Others	19	121	2	..	..
<b>Total</b>	<b>60,071</b>	<b>397,852</b>	<b>55,211</b>	<b>397,852</b>	<b>55,211</b>

Note: Only countries or territories of origin and designated Madrid member countries or jurisdictions for which 2018 Madrid System statistics exist are listed.

<sup>1</sup> 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, 2018. 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 to 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) The country is a member of the Madrid System via its membership of the European Union.

.. indicates zero.

n.a. indicates not applicable.

Source: WIPO Statistics Database, March 2019.

## B28. Renewals of international registrations and designations covered by these international registrations, 2018

Name	Origin <sup>1</sup>		Designated member
	Number of renewals	Number of designations	Number of designations
Afghanistan	..	..	2
African Intellectual Property Organization	n.a.	n.a.	66
Albania	1	6	2,570
Algeria	3	30	3,169
Antigua and Barbuda	1	21	475
Armenia	3	4	2,653
Australia	345	1,413	5,284
Austria	958	8,322	8,252
Azerbaijan	..	..	2,720
Bahamas (a)	1	7	n.a.
Bahrain	..	..	1,298
Barbados (a)	1	13	n.a.
Belarus	37	480	5,141
Belgium (b)	846	7,078	n.a.
Belize (a)	1	4	n.a.
Benelux Office for Intellectual Property	n.a.	n.a.	8,869
Bermuda (a)	7	33	n.a.
Bhutan	..	..	428
Bonaire, Sint Eustatius and Saba	..	..	439
Bosnia and Herzegovina	11	74	4,197
Botswana	..	..	433
Brazil (a)	1	1	n.a.
Brunei Darussalam	..	..	12
Bulgaria	122	1,351	3,429
Cambodia	..	..	44
Canada (a)	5	52	n.a.
China	882	12,269	10,551
Colombia	1	6	257
Croatia	62	401	5,842
Cuba	6	191	1,561
Curaçao	9	117	453
Cyprus	29	309	769
Czech Republic	466	5,493	5,123
Democratic People's Republic of Korea	..	..	1,697
Denmark	402	2,763	2,765
Egypt	36	1,122	4,370
Estonia	28	99	1,444
Eswatini	..	..	503
European Union	n.a.	n.a.	7,537
Fiji (a)	1	2	n.a.
Finland	225	1,601	2,351
France	4,930	46,381	8,028
Gambia	..	..	12
Georgia	2	75	2,280
Germany	7,894	77,520	8,084
Ghana	..	..	262
Greece	45	339	1,611
Hungary	188	3,205	5,631
Iceland	53	302	2,170
India	6	20	..
Indonesia	..	..	13
Iran (Islamic Republic of)	4	121	2,053
Ireland	35	598	1,109
Israel	..	..	470
Italy	2,516	28,693	8,902

(Continued)

## SECTION B: STATISTICS ON MADRID INTERNATIONAL REGISTRATIONS, RENEWALS AND ACTIVE REGISTRATIONS

(B28 continued)

Name	Origin <sup>1</sup>		Designated member
	Number of renewals	Number of designations	Number of designations
Jamaica (a)	1	4	n.a.
Japan	783	5,268	5,518
Kazakhstan	9	71	3,583
Kenya	1	4	1,164
Kyrgyzstan	..	..	2,537
Lao People's Democratic Republic	..	..	20
Latvia	67	641	2,591
Lesotho	..	..	438
Liberia	..	..	769
Libya (a)	1	1	n.a.
Liechtenstein	173	2,336	5,126
Lithuania	30	127	2,290
Luxembourg (b)	150	1,625	n.a.
Madagascar	1	8	341
Malaysia (a)	5	115	n.a.
Malta (c)	5	38	n.a.
Mauritius (a)	3	7	n.a.
Mexico	..	..	404
Monaco	36	356	4,698
Mongolia	2	3	1,707
Montenegro	..	..	4,455
Morocco	51	348	5,315
Mozambique	..	..	716
Namibia	..	..	540
Netherlands (b)	1,718	12,873	n.a.
New Zealand	7	29	262
North Macedonia	12	241	4,268
Norway	182	1,004	6,442
Oman	..	..	1,072
Panama (a)	8	90	n.a.
Philippines	1	3	..
Poland	294	3,237	4,675
Portugal	195	1,251	5,919
Republic of Korea	93	1,159	4,568
Republic of Moldova	11	79	3,261
Romania	40	463	4,704
Russian Federation	389	5,156	11,593
Rwanda	..	..	40
San Marino	8	72	2,614
Sao Tome and Principe	..	..	71
Saudi Arabia (a)	2	36	n.a.
Serbia	113	829	6,894
Sierra Leone	..	..	765
Singapore	60	692	4,092
Sint Maarten (Dutch Part)	..	..	447
Slovakia	82	912	4,466
Slovenia	222	2,666	4,076
Spain	902	8,038	7,557
Sudan	..	..	1,304
Sweden	457	3,098	2,432
Switzerland	2,594	31,258	14,315
Syrian Arab Republic	6	105	1,110
Tajikistan	..	..	2,051
Thailand	1	7	24
Togo (a)	1	4	n.a.
Tunisia	..	..	165

(Continued)



(B28 continued)

Name	Origin <sup>1</sup>		Designated member
	Number of renewals	Number of designations	Number of designations
Turkey	316	5,064	5,452
Turkmenistan	..	..	1,561
Ukraine	85	820	7,631
United Kingdom	925	6,049	4,503
United States of America	1,668	10,895	4,618
Uzbekistan	..	..	2,549
Viet Nam	24	198	4,357
Zambia	..	..	562
Zimbabwe	..	..	26
Others	45	193	2
<b>Total</b>	<b>31,942</b>	<b>307,989</b>	<b>307,989</b>

Note: Only countries or territories of origin and designated Madrid member countries or jurisdictions for which 2018 Madrid System statistics exist are listed.

<sup>1</sup> 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, 2018. 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 IP office, that is a member of the Madrid System. An applicant cannot designate the Madrid member to 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.

.. indicates zero.

n.a. indicates not applicable.

Source: WIPO Statistics Database, March 2019.





# Section C

## Statistics on administration, revenue and fees

### Highlights

*Nearly three-quarters of all international applications in 2018 were sent to the International Bureau electronically*

Electronic transmission was introduced in 1998, and its share of total transmissions to the International Bureau (IB) of WIPO had reached just 0.2% by the end of that year. Since then, the share of applications that the IB receives electronically has increased significantly. In 2018, almost three-quarters (74.7%) of all international applications were filed electronically, having been just one-third 10 years previously (figure C1).

*Four out of every five international applications are filed in English*

In 2018, 82.6% of Madrid applications were filed in English, with French accounting for 15% and Spanish for 2.5% (figure C2). For every year since 2014, about four out of every five applications have been filed in English. The reason for the low share of filings submitted in Spanish since its introduction as a filing language in 2004 is that, to date, the Madrid System includes only four Spanish-speaking countries (Colombia, Cuba, Mexico and Spain), of which Spain is the only one listed among the top 20 origins of international applications (figure A6).

*Approximately 60% of all Madrid applications received in 2018 met all the formal requirements*

The IB considers international applications that fail to meet all the formal requirements, including the classification of goods and services in accordance with the International Nice Classification, to be irregular. In such instances, the IB informs both the Madrid member's office of origin and the applicant of the irregularities. Responsibility for remedying such irregularities lies with either the office of origin or the applicant, depending on the nature of the irregularity. In 2018, 60.5% of Madrid applications met all the formal requirements. However, 39.5% contained irregularities, a considerable portion of which were classification irregularities. Since 2008, the share of irregularities in international applications filed has exceeded 30% for every year but one, 2009 (figure C5).

*Holders of Madrid registrations submit 80% of their subsequent designations directly to WIPO*

Holders of a Madrid registration can request subsequent designation of Madrid members via their respective office of origin or directly with the IB itself. In recent years, including 2018, holders have submitted a large majority of requests for subsequent designation directly to the IB without going via their office of origin. The share of requests by holders choosing this route has grown from about 12% in 2004 to reach 80% of the total in 2018 (figure C6).

***Recordings of changes in ownership of international 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. The change is subject to the recording of the new owner as the new holder of the registration in the International Register, and the new holder must fulfill the requirements necessary for holding an international registration. These include having the required connection to a Madrid member, which means being a national of, being domiciled in, or having a real and effective industrial or commercial establishment in a Madrid member's jurisdiction.

In 2018, the IB recorded approximately 17,500 changes in ownership of international registrations, which is only about 100 more than in 2017. The share of changes in ownership recorded in a given year relative to the total number of active registrations in the same year is small and has remained relatively stable over time. Only 2.5% of all registrations changed ownership in 2018 (figure C9).

***The bulk of cancellations of Madrid registrations due to ceasing of effect of the basic mark are partial cancellations, so, although the scope of a registration may be restricted, the registration remains valid***

A Madrid registration is dependent on the basic mark (the national or regional right which formed the basis for the Madrid application) for the first five years, counted from the date the Madrid registration was recorded. Madrid member offices, acting as offices of origin, are obliged to notify the IB of decisions concerning basic marks that are made or initiated within this five-year dependency period that affect the scope of the protection of the Madrid registration. Where this is the case, the office of origin must request the IB to cancel the Madrid registration to the applicable extent (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 2018, 5,119 Madrid registrations were canceled (in part or entirely) due to the ceasing of effect of the basic mark, which is about 1,700 fewer than in 2017 (figure C10). Partial cancellations comprised the bulk 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. Only about a third (33.2%) of all cancellations in 2018 were total cancellations. Where a Madrid registration is canceled due to the ceasing of effect of the basic mark, the Protocol affords the 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 a transformation must be requested directly before the offices of those Madrid members concerned, within three months from the date 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 2018.



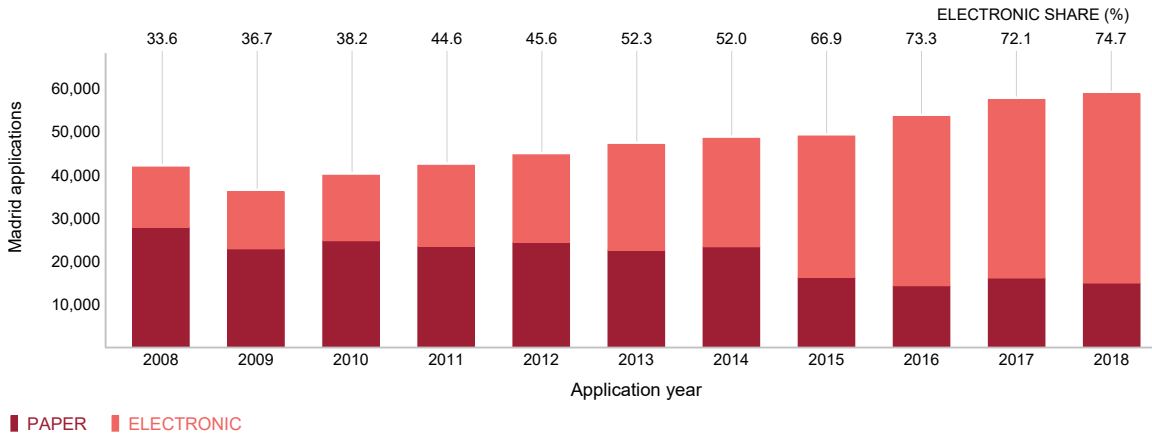
**Madrid System administration, revenue and fees**

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## Madrid System administration, revenue and fees

**In 2018, about three-quarters of all Madrid applications were filed electronically – 10 years previously it was just one-third.**

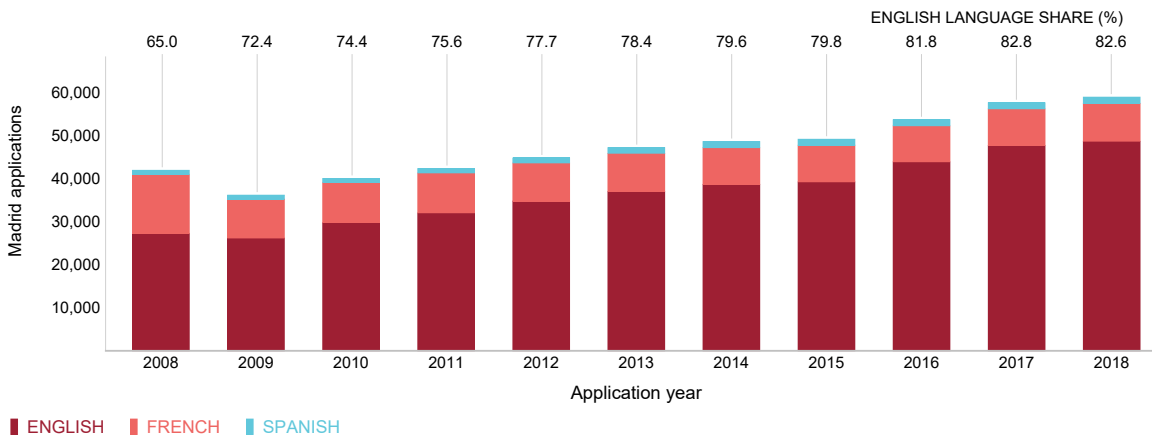
C1. Trend in applications by medium of transmission, 2008–2018



Source: WIPO Statistics Database, March 2019.

**Every year since 2014, about four out of every five international applications have been filed in English.**

C2. Trend in applications by filing language, 2008–2018

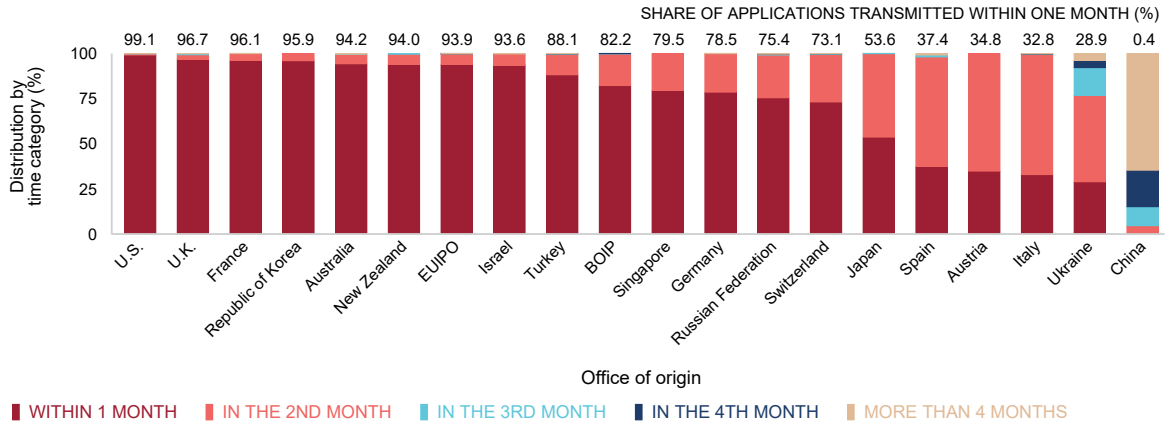


Source: WIPO Statistics Database, March 2019.



**Eight of the 20 listed offices of origin transmitted 90%, or more, of all Madrid applications to WIPO within a month of receipt.**

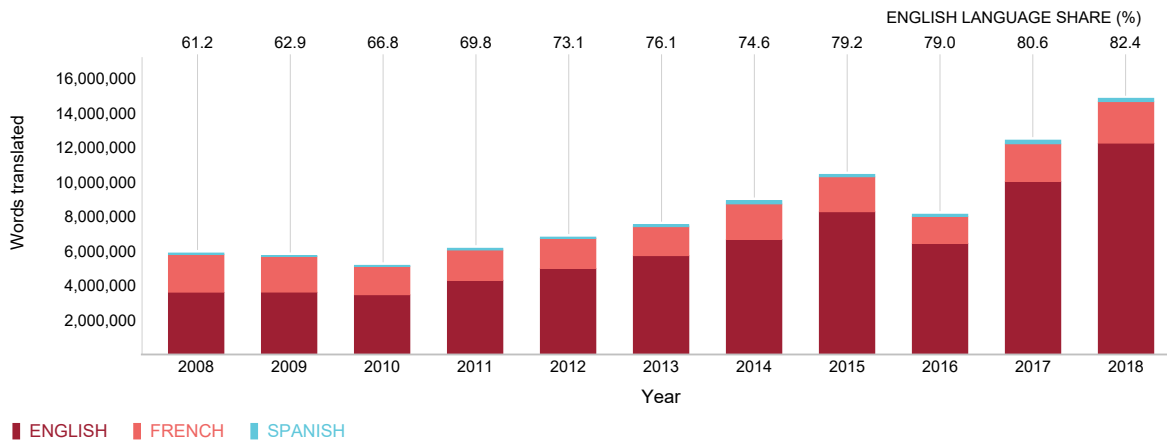
C3. Average timeliness in transmitting international applications by selected offices of origin to the IB, 2018



Note: EUIPO is the European Union Intellectual Property Office. BOIP is the Benelux Office for Intellectual Property.  
 Source: WIPO Statistics Database, March 2019.

**Of the approximately 14.8 million words translated in 2018, about 82.4% were translated from English, 16.2% from French and 1.4% from Spanish.**

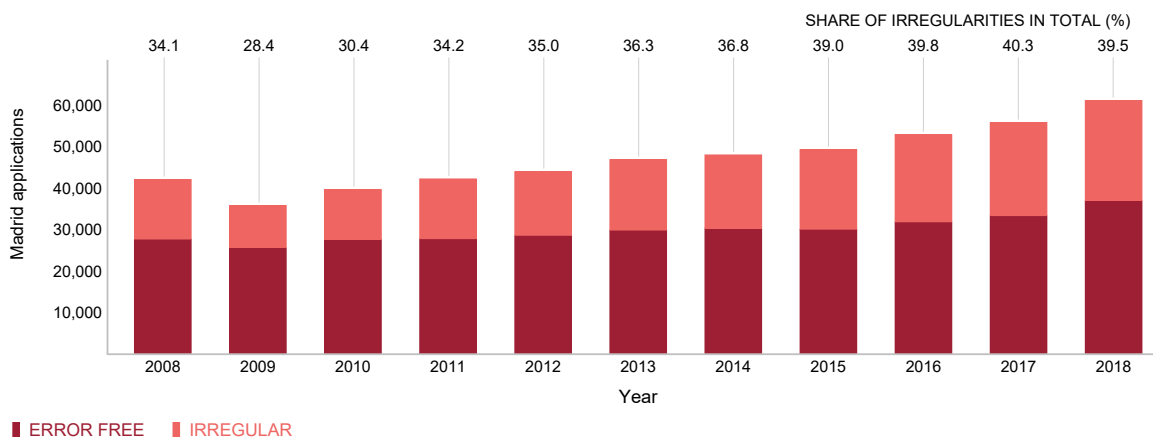
C4. Trend in translations, 2008–2018



Note: This figure presents the total number of words translated by the IB from each of the three languages that are required for recording and publishing international registrations.  
 Source: WIPO Statistics Database, March 2019.

## Every year since 2008, irregularities have been reported in between 28% and 40% of all international applications filed.

C5. Trend in irregularities in international applications, 2008–2018

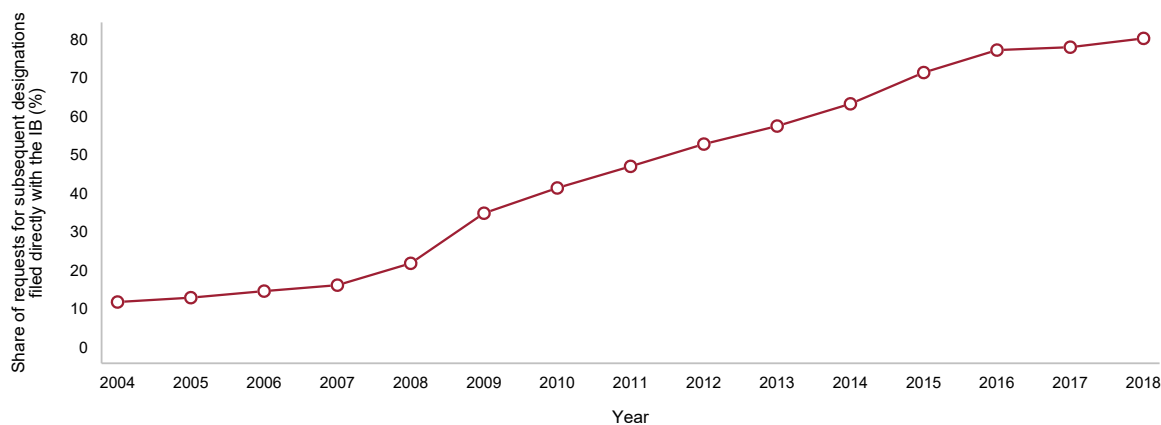


Note: There are three types of irregularities: irregularities with regard to the classification of goods and services; irregularities with regard to the indication of goods and services; and other irregularities.

Source: WIPO Statistics Database, March 2019.

## In 2018 and recent years, holders have submitted a large majority of their requests for subsequent designation directly to the IB.

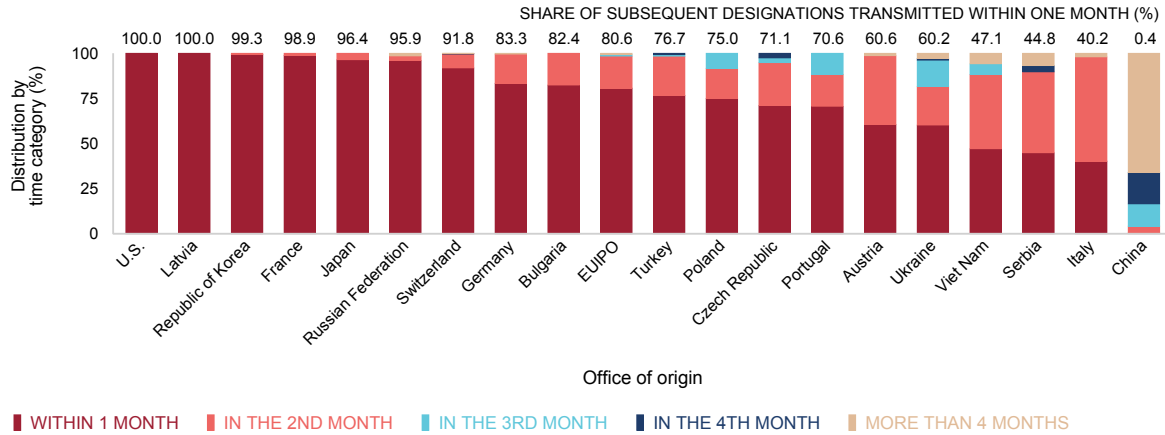
C6. Trend in the share of requests for subsequent designations filed directly with the IB, 2004–2018



Source: WIPO Statistics Database, March 2019.

**About 20% of requests for subsequent designation in 2018 were filed via Madrid member offices of origin rather than directly with the IB. It took the offices of China, Italy, Serbia and Viet Nam over a month to transmit to the IB more than half of the requests received for subsequent designations.**

C7. Average timeliness in transmitting requests for subsequent designations by selected offices of origin to the IB, 2018

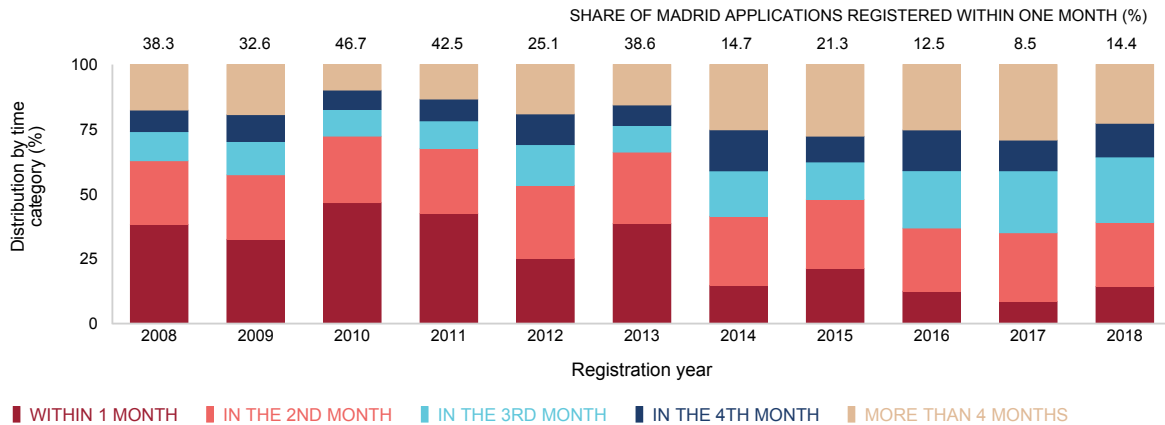


Note: EUIPO is the European Union Intellectual Property Office.

Source: WIPO Statistics Database, March 2019.

**In 2018, the IB completed about 77% of all Madrid registrations within four months of receiving the Madrid application, up from the 71% recorded the previous year.**

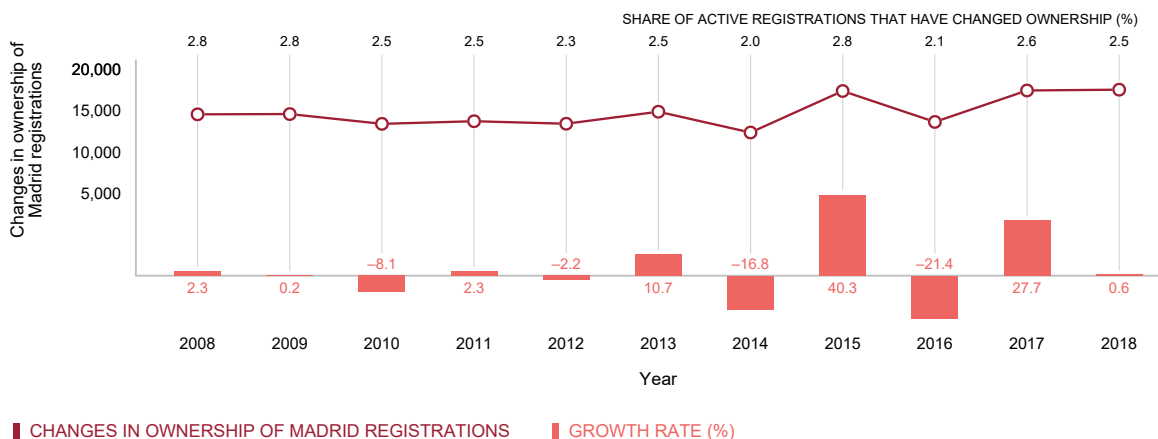
C8. Trend in timeliness of formalities examination carried out by the IB, 2008–2018



Source: WIPO Statistics Database, March 2019.

**Over the past decade, a change in ownership has been recorded in only between 2% and 3% of all active registrations.**

C9. Trend in changes in ownership, 2008–2018

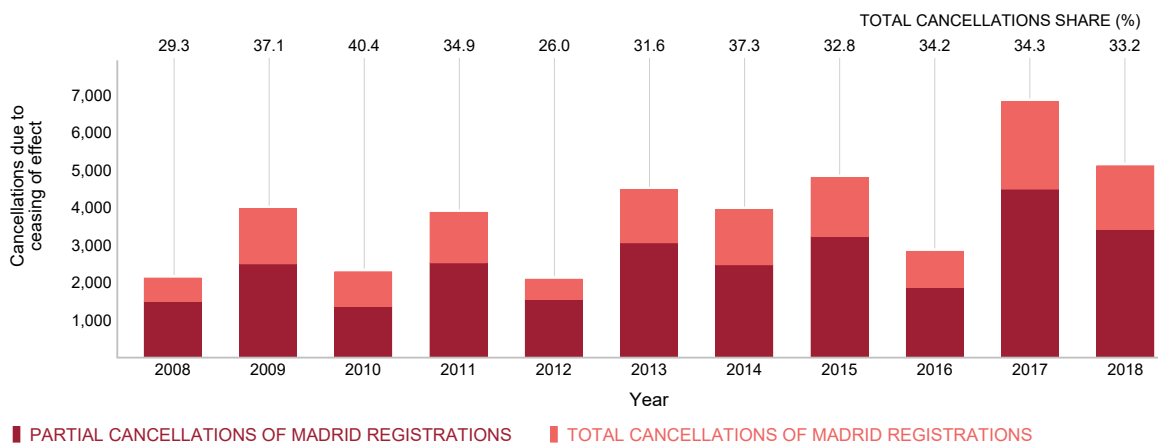


Note: The change in ownership of an international registration may be total or partial. It may relate to all or just some of the goods and services covered by the international registration, and may be made in respect of all or some of the designated Madrid members.

Source: WIPO Statistics Database, March 2019.

**Of the around 5,100 international registrations canceled in 2018, about one-third were canceled entirely and the remainder in part only.**

C10. Trend in cancellations due to the ceasing of effect of the basic mark as notified by offices of origin, 2008–2018

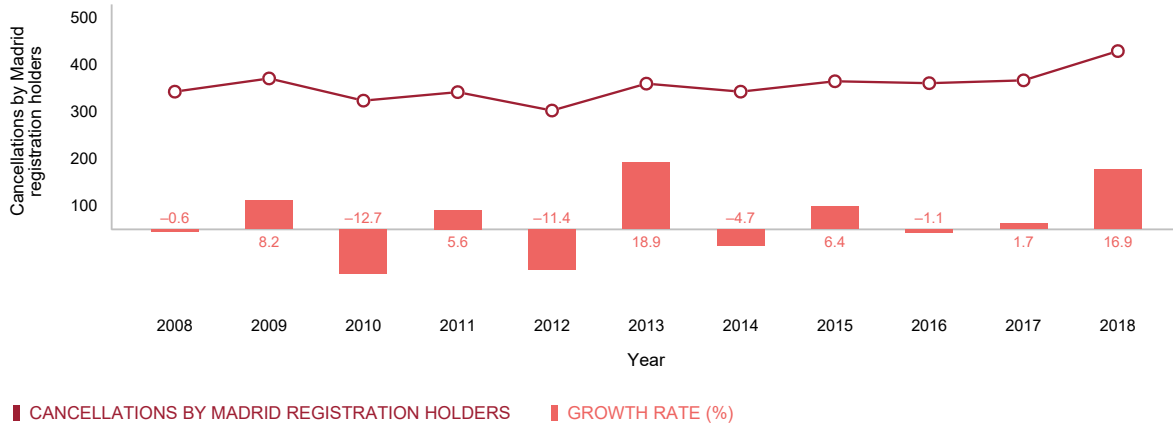


Note: Madrid member offices acting as offices of origin are obliged to notify the IB of decisions concerning the ceasing of effect of basic marks made or initiated within the five-year dependency period. Where this is the case, the office of origin is obliged to request that the IB cancel an international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

Source: WIPO Statistics Database, March 2019.

**The 428 cancellations recorded in 2018 reflects the fact that few Madrid registration holders choose to reduce the list of goods and services covered.**

C11. Trend in cancellations by international registration holders, 2008–2018

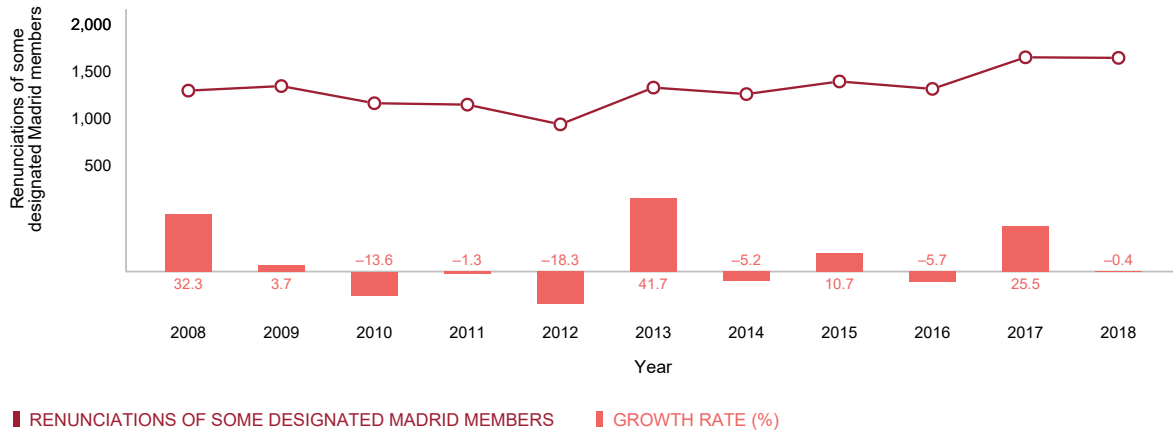


Note: Holders of international registrations can request the recording of cancellation of their registrations in all designated Madrid members with regard to all or just some of the goods and services specified in their registrations.

Source: WIPO Statistics Database, March 2019.

**Relative to the total number of international registrations, the number of renunciations has remained low for the past decade.**

C12. Trend in renunciations, 2008–2018

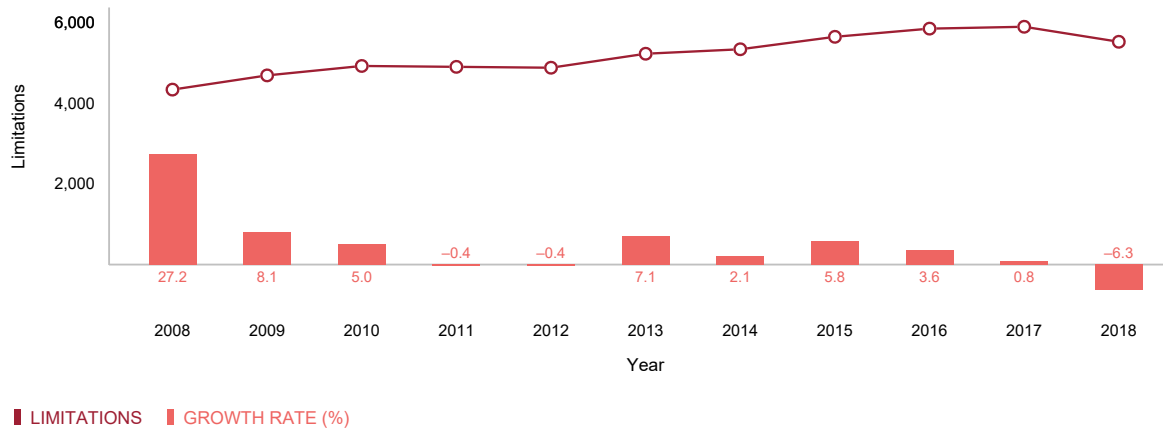


Note: Holders may wish to restrict protection of an international registration through renunciation of protection for all goods and services in some (but not all) designated Madrid members.

Source: WIPO Statistics Database, March 2019.

**The approximately 5,500 requests for recording limitations made in 2018 is only about 1,200 more than was recorded 10 years earlier. This is despite an increase of about 183,000 in the number of active international registrations over the same period.**

C13. Trend in limitations, 2008–2018

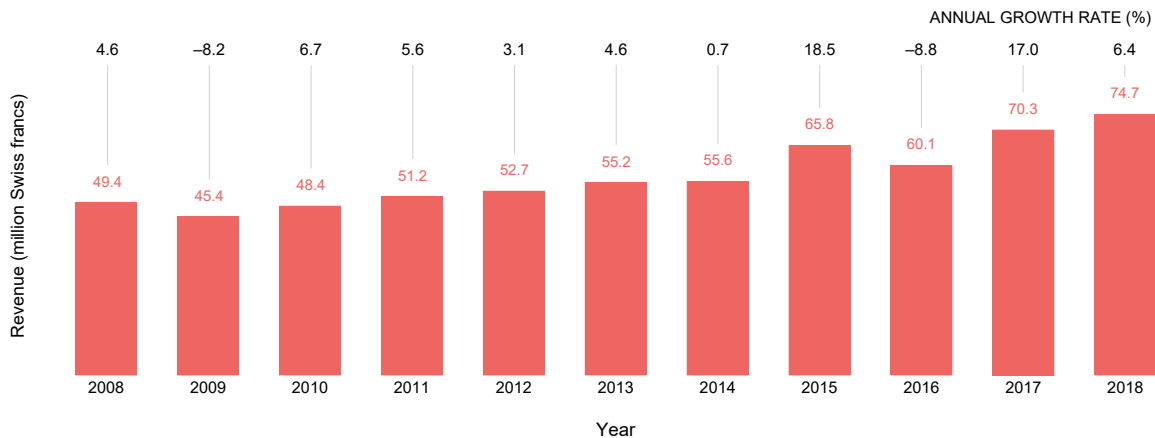


Note: Holders may wish to restrict protection of an international registration through restricting the list of goods and services for some or all designated Madrid members.

Source: WIPO Statistics Database, March 2019.

**In 2018, total revenue collected by the IB reached approximately 75 million Swiss francs (CHF), an increase of 6.4% over 2017.**

C14. Trend in total revenue collected by the IB, 2008–2018



Source: WIPO, March 2019.

**The EU via the European Union Intellectual Property Office (EUIPO), the U.S. and Japan received the largest shares of the CHF 249 million in fees that the IB collected and distributed to offices in 2018.**

C15. Fees distributed to offices by the IB, 2017–2018

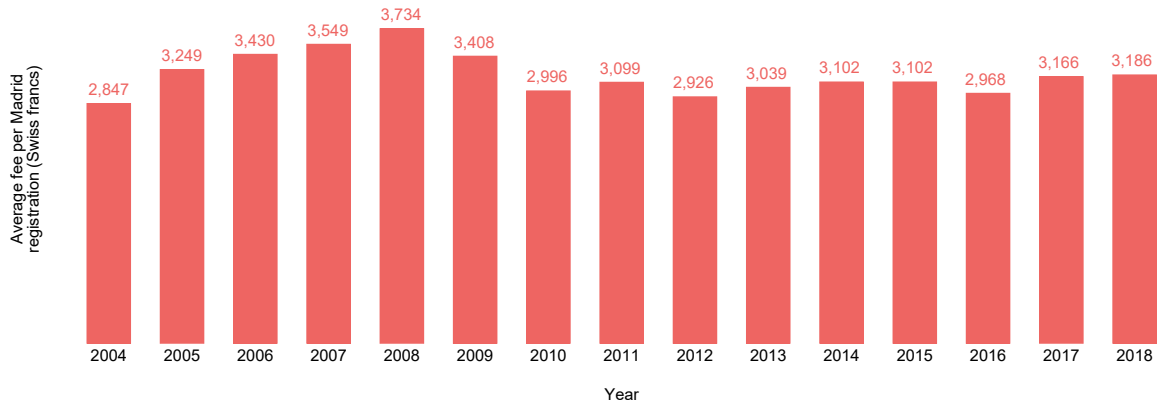
Office	Fees distributed (Swiss francs)			Office	Fees distributed (Swiss francs)		
	2017	2018	2018 share of total (%)		2017	2018	2018 share of total (%)
European Union	33,852,803	35,169,693	14.1	Hungary	852,591	888,253	0.4
United States of America	23,172,290	25,487,882	10.2	Czech Republic	816,742	861,699	0.3
Japan	14,398,435	14,484,669	5.8	Kenya	903,331	856,196	0.3
Australia	12,662,941	12,558,055	5.0	Armenia	830,760	845,167	0.3
Bahrain	11,388,867	11,355,925	4.6	Italy	787,584	834,052	0.3
China	10,829,915	11,290,506	4.5	Romania	787,502	802,000	0.3
Republic of Korea	9,464,347	10,004,245	4.0	Iran (Islamic Republic of)	868,837	780,500	0.3
Singapore	8,253,941	8,416,302	3.4	Algeria	770,546	780,060	0.3
Switzerland	6,280,323	6,495,607	2.6	Zambia	209,208	772,927	0.3
Norway	5,401,360	5,638,998	2.3	Azerbaijan	744,245	750,981	0.3
Israel	5,092,807	5,500,220	2.2	Tajikistan	789,934	734,432	0.3
Thailand	196,042	5,239,198	2.1	Slovakia	684,584	726,049	0.3
United Kingdom	4,037,630	4,934,770	2.0	Bulgaria	723,203	688,718	0.3
Uzbekistan	4,387,169	4,398,497	1.8	Croatia	639,542	684,349	0.3
Mexico	3,849,285	3,860,294	1.6	North Macedonia	638,309	670,151	0.3
Oman	3,457,988	3,853,547	1.5	Albania	620,051	653,246	0.3
India	1,862,612	3,631,565	1.5	Cuba	703,246	621,479	0.2
Russian Federation	3,414,522	3,542,229	1.4	Cambodia	294,156	546,131	0.2
Ukraine	3,094,274	3,195,717	1.3	Estonia	530,364	539,431	0.2
Viet Nam	2,189,166	2,765,489	1.1	Slovenia	482,291	509,789	0.2
Turkey	2,927,606	2,518,381	1.0	Mongolia	433,445	496,661	0.2
Georgia	2,453,600	2,460,161	1.0	Liechtenstein	441,484	467,088	0.2
Belarus	2,350,468	2,339,734	0.9	San Marino	388,464	456,372	0.2
Colombia	2,100,323	2,189,616	0.9	Monaco	430,856	437,226	0.2
New Zealand	1,863,684	1,975,084	0.8	Tunisia	512,707	417,805	0.2
African Intellectual Property Organization*	1,825,115	1,900,200	0.8	Curaçao	483,560	398,657	0.2
Syrian Arab Republic	1,014,181	1,827,077	0.7	Lao People's Democratic Republic	329,080	378,848	0.2
Iceland	1,548,164	1,720,161	0.7	Latvia	363,228	371,787	0.1
Denmark	1,465,789	1,571,024	0.6	Greece	384,730	370,092	0.1
Philippines	1,356,674	1,558,547	0.6	Democratic People's Republic of Korea	358,055	366,103	0.1
Sweden	1,394,429	1,530,578	0.6	Brunei Darussalam	114,245	353,653	0.1
Indonesia	1,421,640	1,421,640	0.6	Lithuania	301,259	350,264	0.1
Serbia	1,332,484	1,419,599	0.6	Sint Maarten (Dutch Part)	398,009	334,272	0.1
Finland	1,218,270	1,347,824	0.5	Sudan	312,240	327,646	0.1
Spain	1,234,676	1,301,156	0.5	Bonaire, Sint Eustatius and Saba	326,845	271,194	0.1
Morocco	1,164,101	1,299,319	0.5	Mozambique	230,969	240,715	0.1
Benelux Office for Intellectual Property*	1,170,400	1,273,271	0.5	Cyprus	202,157	220,977	0.1
Ghana	1,438,845	1,264,673	0.5	Liberia	197,538	210,787	0.1
Germany	1,074,193	1,165,195	0.5	Antigua and Barbuda	132,192	206,844	0.1
Kazakhstan	1,089,253	1,137,215	0.5	Namibia	199,966	205,907	0.1
Egypt	1,090,342	1,115,359	0.4	Sierra Leone	171,640	204,318	0.1
Turkmenistan	1,162,127	1,096,401	0.4	Madagascar	147,818	180,314	0.1
France	1,018,111	1,090,932	0.4	Zimbabwe	187,262	179,827	0.1
Republic of Moldova	1,031,996	1,053,934	0.4	Gambia	144,971	172,229	0.1
Kyrgyzstan	1,070,301	1,039,047	0.4	Botswana	166,253	169,693	0.1
Austria	969,055	1,002,918	0.4	Bhutan	141,416	168,018	0.1
Portugal	883,248	938,329	0.4	Eswatini	165,985	157,335	0.1
Bosnia and Herzegovina	901,602	927,259	0.4	Rwanda	118,749	128,624	0.1
Ireland	867,227	914,366	0.4	Lesotho	110,153	115,414	0.0
Montenegro	864,104	898,809	0.4	Sao Tome and Principe	80,182	80,558	0.0
Poland	863,098	888,781	0.4	Afghanistan		16,929	0.0
<b>Totals</b>					<b>229,682,668</b>	<b>249,011,761</b>	<b>100.0</b>

\* The African Intellectual Property Organization (OAPI) acts on behalf of its 17 member states. The Benelux Office for Intellectual Property (BOIP) acts on behalf of its member states Belgium, the Netherlands and Luxembourg.

Source: WIPO, March 2019.

**On average, holders paid CHF 3,186 per registration recorded in 2018. This is roughly equal to the overall average calculated over the 15-year period from 2004 to 2018.**

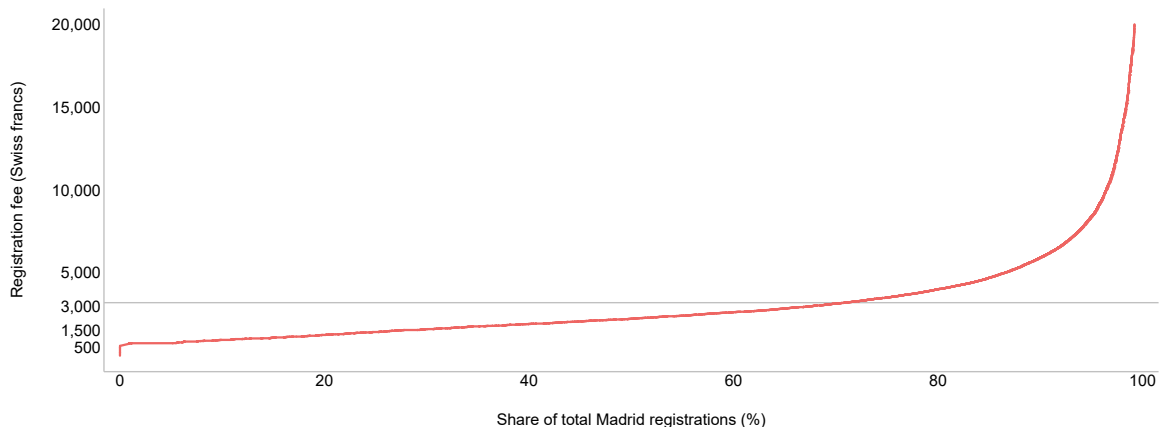
C16. Trend in average fees paid per new international registration, 2004–2018



Source: WIPO, March 2019.

**About 71% of all trademark holders paid less than the average CHF 3,186 per Madrid registration recorded in 2018, with half paying CHF 2,225 or less.**

C17. Distribution of Madrid international registration fees, 2018



Note: The line at CHF 3,186 represents the average fee paid per Madrid registration in 2018.

Source: WIPO, March 2019.





# A brief presentation of the Madrid System

The Madrid System makes it possible for a trademark holder to seek protection in multiple countries by filing a single international application via a national or regional intellectual property (IP) office.<sup>2</sup> 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.

Originally, 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 and the Protocol Relating to the Madrid Agreement. These are jointly referred to as the Madrid System. As of October 11, 2016, following a decision by the Madrid Union Assembly that no country could accede only to the Agreement, the

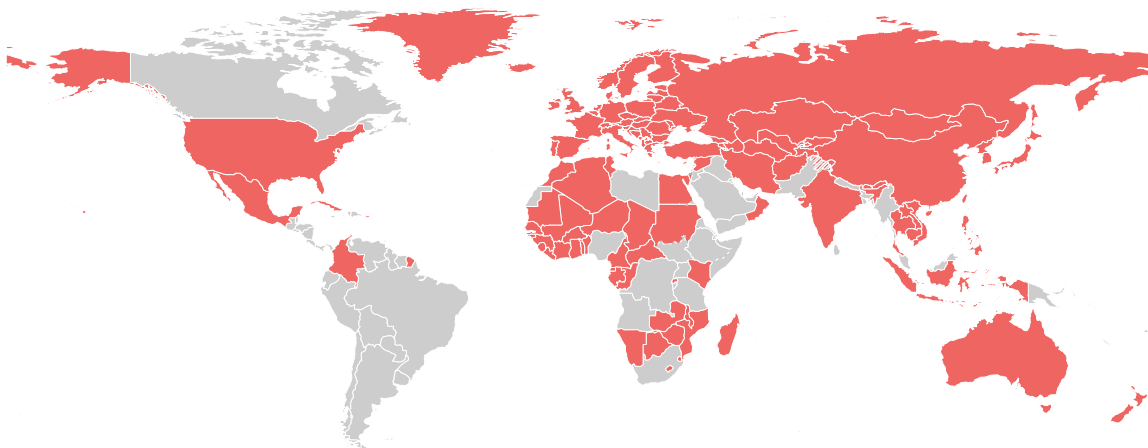
<sup>2</sup> This publication uses the generic term “IP office” to refer to a national or regional office that receives trademark applications and issues registrations, since not all offices are specifically named “trademark office.”

Protocol is now the sole governing treaty of the Madrid System. As of December 31, 2018, the Madrid System comprised 103 Contracting Parties. The 119 countries which are party to the Agreement and/or the Protocol, as well as the two intergovernmental organizations that are party to the Protocol – namely, the European Union (EU) covering 28 countries, and the African Intellectual Property Organization (OAPI) covering 17 countries – are referred to as Contracting Parties (or Madrid members), and together form the Madrid Union.

## Advantages offered by the Madrid System

The Madrid System offers many advantages to both trademark holders and IP offices compared with 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 in 2018



Source: WIPO, March 2019.

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 (such as a change of ownership or 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. The international registration has one registration number and one renewal date, regardless of the number of Madrid members designated.

Where protection has been obtained through the Paris route – and not through the Madrid System –, such changes or renewals must be requested directly with 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 applications, each designated IP office need only perform a substantive examination to determine if 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 in the figure on the following page.

An international application can only be filed by a person or legal entity that has the necessary connection (entitlement) – through 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.

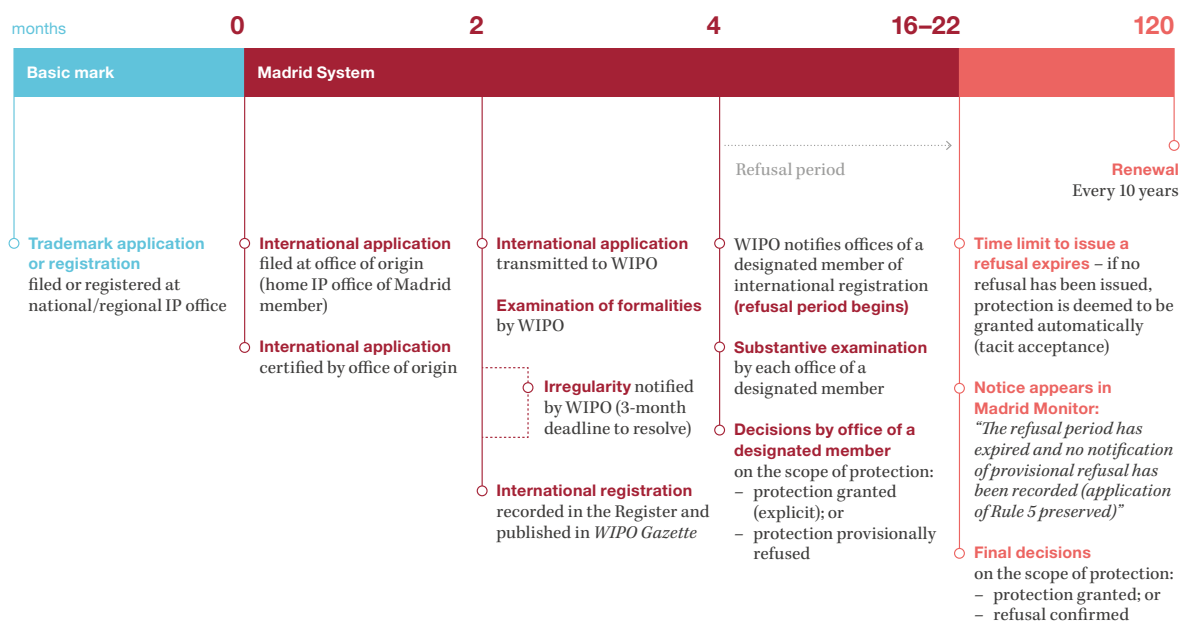
The international application must contain a list of the goods and services for which protection is sought and must indicate the designations, that is, the Madrid members in which the holder of the mark seeks protection. Additional Madrid members can be designated at a later date (subsequent designation).<sup>3</sup> The IB is responsible for carrying out an examination to verify that the international application meets all the formal requirements. In the event of any irregularities, the office of origin and/or the applicant will be given an opportunity to remedy them to prevent the application from being considered abandoned. Where the application meets all the 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 Madrid members in whose jurisdictions protection has been requested.

The international application is subject to a basic fee in Swiss francs (CHF 653 or CHF 903), the amount depending on whether the representation of the mark is in black and white or in color. The 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.

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 then considered protected within that Madrid member’s jurisdiction.

<sup>3</sup> The office of origin cannot be designated in an international application, nor can it be subsequently designated.

## The Madrid System process



### Benefits

- Apply just once in one language for registration in up to 119 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 2019.

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 then 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 of the IP offices concerned.

International registrations are valid for a period of 10 years and may be renewed for additional 10-year periods. In most jurisdictions, trademark protection can be renewed indefinitely. The IB administers the renewal process by sending a reminder to holders and their representatives (if any) six months before renewal is due. 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 the renewal. Therefore, 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 limitation or cancellation in respect of those goods and services before the due date for renewal.

For more information regarding the Madrid System, visit [www.wipo.int/madrid](http://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 2018.

The 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 2018 data on applications by origin 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 19, 2019, as well as related infographics, may differ slightly from those published in the *Review*, because these data are continually updated as WIPO receives more data from Madrid member offices of origin. The figures and tables shown in this publication are subject to change. Regular updates are available at [www.wipo.int/ipstats](http://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)
U.K.	United Kingdom
U.S.	United States of America
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:** An individual 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 a 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 that specifies 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) – that is party to the Madrid Agreement and/or 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 to protect their trademarks.

**Direct route:** See “Paris route”.

**Entitlement:** In order to file an international application, the applicant needs to 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 individual 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, 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 international applications that conform to the applicable requirements are recorded as international registrations. Changes made to these registrations are also recorded in the International Register.

**International registration:** An application for international registration of a mark leads to its recording 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 is 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:** One of two treaties administered by the IB of WIPO that governs the system of international registration of marks. (See "Madrid System".)

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

**Madrid System:** An abbreviation describing two procedural treaties for the international registration of trademarks, namely, the Madrid Agreement Concerning the International Registration of Marks and the Protocol Relating to the Madrid Agreement. Following the decision by the Madrid Union Assembly in October 2016, the Protocol is 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 are defined by the national or regional laws of designated Madrid members.



**Origin:** The country or territory of residence, nationality or establishment of the applicant filing a trademark application. The country or territory of the 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 the 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 of 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 Netherlands and Luxembourg) and the European Union Intellectual Property Office (EUIPO).

**Registration:** An exclusive set of rights legally accorded to the 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 registra-

tions 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 designated Madrid members or for only some.

**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 subsequently 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 procedures for registering trademarks are 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 toilet 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](http://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	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](http://www.wipo.int/classifications/nice).

Source: Edital®

# Madrid members

As of December 31, 2018, the Madrid System comprised 103 members covering 119 countries.

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

(A) Madrid Agreement Concerning the International Registration of Marks.

(P) Protocol Relating to the Madrid Agreement.



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