Madrid
Yearly Review 2021

International Registration of Marks

WIPO
WORLD
INTELLECTUAL PROPERTY
ORGANIZATION

Madrid
Yearly Review 2021

International Registration of Marks

WIPO
WORLD
INTELLECTUAL PROPERTY
ORGANIZATION

Except where otherwise indicated, this publication is licensed under the Creative Commons Attribution 3.0 IGO License.

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

Suggested citation: WIPO (2021), *Madrid Yearly Review 2021: International Registration of Marks.* Geneva: WIPO.

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

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

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

To view a copy of this license, please visit: *https://creativecommons.org/licenses/by/3.0/igo*

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

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

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

© WIPO, 2021

First published 2021

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

ISBN: 978-92-805-3263-0

Attribution 3.0 IGO
(CC BY 3.0 IGO)

Cover: Getty Images / polesnoy
Printed in Switzerland

Table of contents

Acknowledgements

The *Madrid Yearly Review* was prepared under the direction of Daren Tang (Director General) in the IP and Innovation Ecosystems Sector led by Marco Aleman (Assistant Director General), and supervised by Carsten Fink (Chief Economist) and Hao Zhou (Director of Statistics). The *Review* was prepared by a team led by Ryan Lamb and comprising Kyle Bergquist, Mosahid Khan and Bruno Le Feuvre, all from the Department for Economics and Data Analytics.

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

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

Further information

Online resources

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

The following resources are available on WIPO's website:

Information on the Madrid System
www.wipo.int/madrid

Contact information

Department for Economics and Data Analytics
Website: *www.wipo.int/ipstats*
Email: *ipstats.mail@wipo.int*

Key numbers for 2020

63,800 (–0.6%)
Madrid international applications[1]

449,215 (+2.1%)
Designations in international applications

62,062 (–3.2%)
Madrid international registrations

55,200 (–3.2%)
Subsequent designations in international registrations

32,998 (+11.6%)
Renewals of international registrations

777,158 (+4%)
Active (in force) international registrations

6,421,100 (+2.8%)
Designations in active international registrations

107 (+1 member)
Contracting Parties (Madrid members)

123 (+1 country)
Countries covered

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

Special theme: The Madrid System: a comparison between the ongoing COVID-19 pandemic in 2020 and the global financial crisis of 2008–2009

The coronavirus disease COVID-19 was first identified in December 2019 and then declared a pandemic by the World Health Organization on March 11, 2020. From that date forward, many countries began adopting robust countermeasures, such as "lockdowns" and border restrictions, to limit the spread of infection, resulting in substantial global social and economic disruption.

Global gross domestic product (GDP) dropped by an estimated 3.5% from 2019 to 2020.[2] In 2020, use of the international trademark system as a whole dipped, but only slightly. This was to be expected, given that trademarks tend to represent the introduction of new brands, the expansion of products and services, as well as brand evolution – all of which had slowed due to the pandemic. International trademark applications filed via WIPO's Madrid System for the International Registration of Marks (Madrid System) decreased by 0.6% to an estimated 63,800 in 2020 – the first decline seen since the global financial crisis of 2008–2009, when applications dropped by a far greater 13.8%. The pandemic and the global financial crisis coincide with the only times during the past decade and a half when Madrid applications have decreased (figure 1).

This year's Special theme provides a first insight into the effect of the ongoing pandemic on Madrid applications filed from March 2020 onwards. At the onset of the pandemic – as in the global financial crisis before – the number of Madrid applications filed slowed rapidly, with the trend in applications filed varying from one country to another.

The two main global economic downturns seen so far in the 21st century have had fundamentally different causes. The financial crisis of 2008–2009 resulted in part from banks taking excessive risks combined with the bursting of a housing bubble in the United States of America (U.S.) that damaged financial institutions globally. The crisis of 2020 was the consequence of the spread of a highly contagious disease that put large portions of the world's population at risk and strained the health care systems that serve them. However, these two crises do have similarities: they were sudden, unexpected and led to a panic in stock markets and increased global uncertainty for businesses. Against such a backdrop, many trademark applicants and holders were forced to re-evaluate the benefit of seeking international trademark protection for their brands.

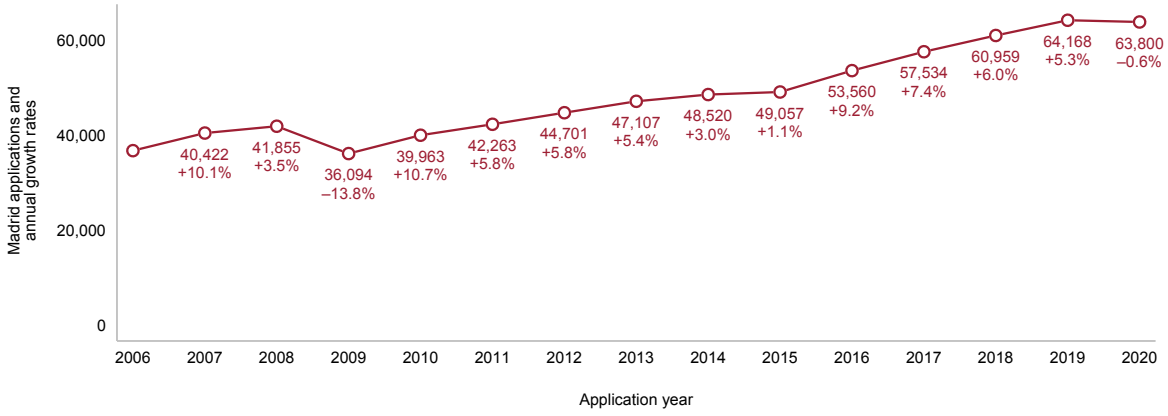
Madrid application trends during these two crises also show some similarities (figure 2). Note that, to smooth fluctuations in the numbers of applications filed due to seasonality, monthly growth rates are calculated by comparing three-month moving averages with those of a year earlier.

The geographical distribution of Madrid applications has changed somewhat since the last economic crisis. Notably, both China and the U.S. have experienced a considerable growth in Madrid applications filed by residents since 2008 (figure A7). In 2008, Madrid applications from China comprised only about 4% of the total filed worldwide, whereas the share filed by U.S. residents was almost 9%. In 2020, these shares stood much higher at about 11% for China and 16% for the U.S. In contrast, Germany, which was the largest origin of Madrid applications in 2008 and up until 2014, has seen its share of total applications fall from almost 18% that year to about 12% in 2020, relegating it to second largest origin of Madrid applications behind the U.S.

At the beginning of the two crises, Madrid application growth slowed rapidly for the top five origins of Madrid applications filed in 2020, that is, the U.S., Germany,

2 See *World Economic Outlook*, International Monetary Funds (January 2021)

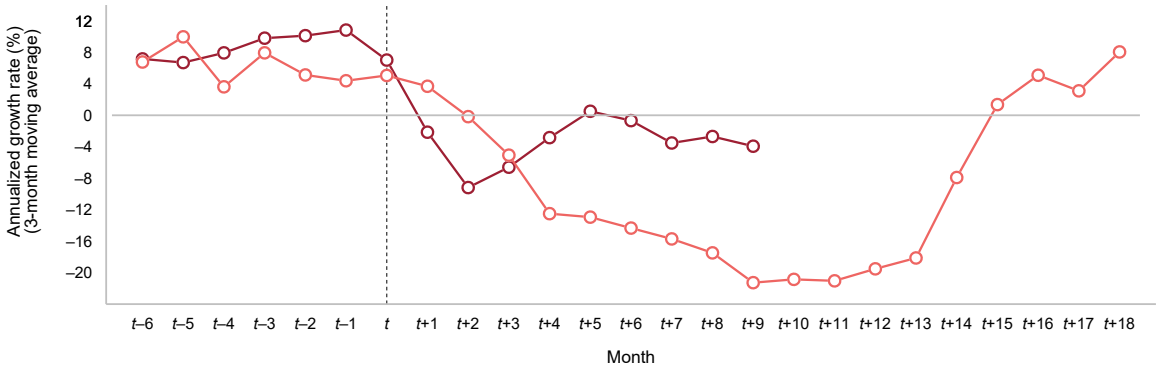
1. Trend in international applications, 2006–2020



Note: Data for 2020 are estimates.

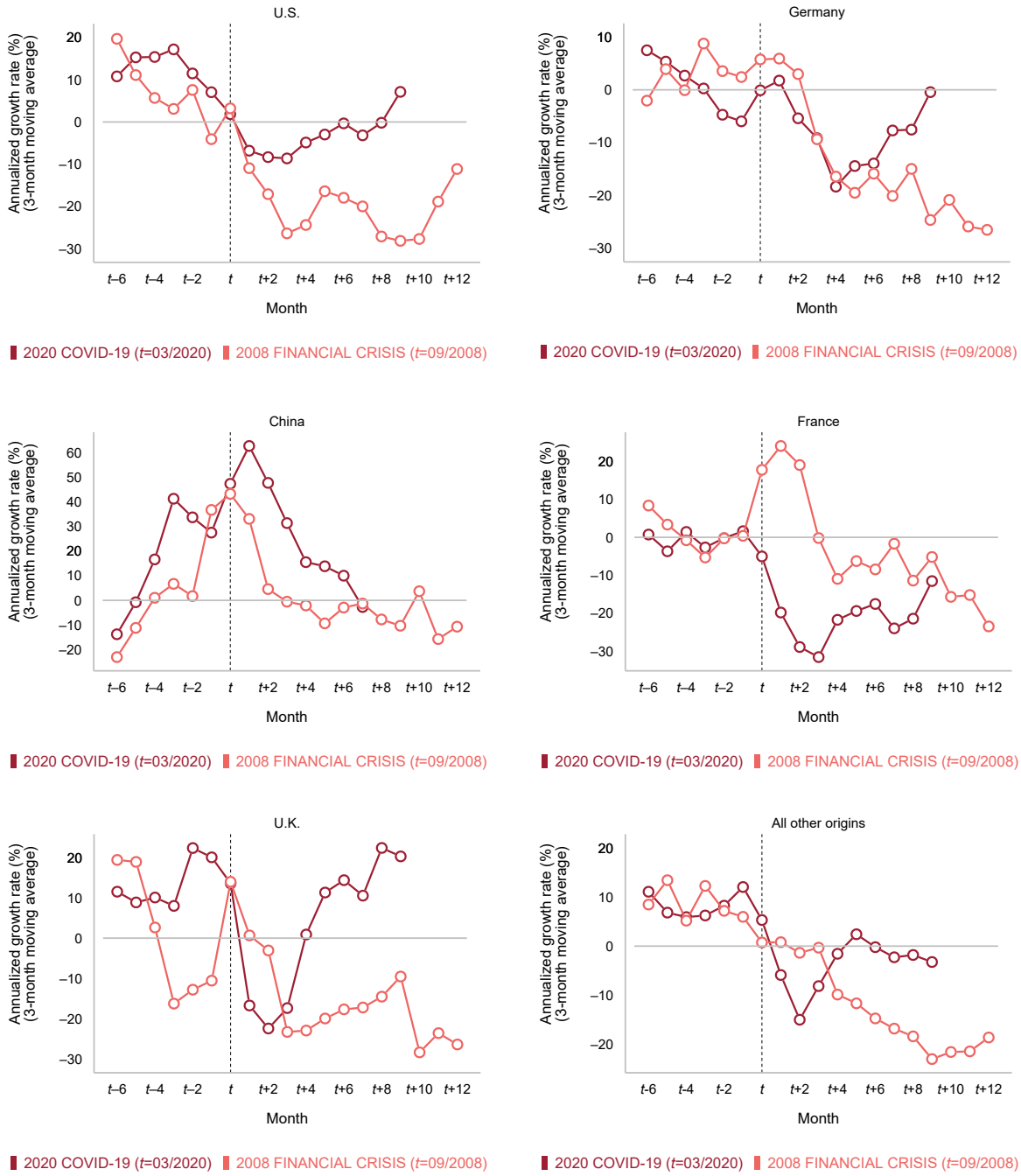
Source: WIPO Statistics Database, March 2021.

2. Three-month moving average growth in Madrid applications filed during the 2008–2009 financial crisis and the COVID-19 pandemic in 2020



Source: WIPO Statistics Database, March 2021.

3. Three-month moving average growth in Madrid applications filed during the 2008–2009 financial crisis and the ongoing COVID-19 pandemic in 2020 for the top 5 origins



Note: Data for China have been removed for November and December 2020 due to incompleteness in the number of applications filed.

Source: WIPO Statistics Database, March 2021.

China, France and the United Kingdom (U.K.) (figure 3). Unlike for the U.S., growth compared to the previous year in France and Germany remained positive for between one to three months after the height of the global financial crisis. However, the same was not the case for these two origins at the onset of the pandemic in March 2020; instead, growth rates descended more quickly into negative territory, often falling to –20% and even –30%. In comparison, although U.S. growth rates began to fall as early as January 2020, they never fell below –9% and started rebounding in the summer of 2020 before becoming positive once again in December. Despite sharp decreases from April to June, the U.K. rapidly returned to positive growth, which persisted from July 2020 to the end of the year.

China was the exception among the top five origins of Madrid applications. Like the others, it too saw growth rates slow sharply, although even in April 2020, one month after the pandemic was declared, they were still exceeding 60%. In fact, growth in China compared to the previous year did not turn negative until as late as October 2020, similar to the trend seen for China during the financial crisis approximately a decade earlier.

Countries of origin outside the top five, combined, saw Madrid applications fall during most of the 12 months that followed the height of the financial crisis, with growth remaining stubbornly negative, sometimes exceeding –20% for the year starting November 2008. Something similar has been the case during the current crisis, with applications also falling. From February 2020, shortly before the pandemic was declared, Madrid applications plunged from a positive growth of 12% to a negative decline of –15% in May. In contrast to the financial crisis, however, applications on this occasion quickly bounced back to growth of 2.4% several months later in August, before turning negative once again in September through December 2020, but to a lesser degree, not going lower than –4%.

The Madrid System: Then and now

The Madrid System of a decade ago differs from the one of today both in size and geographical reach. In 2008 and 2009, the Madrid System counted 84 members covering the same number of countries. In 2009, Madrid members, combined, represented 44% of all countries worldwide, home to almost half (48%) of the world's population, and in which about 71% of global GDP occurred (figure 4). By the end of 2020, the number of Madrid members had risen to 107, covering a total of 123 countries, or 64% of all countries around the globe. This includes recent Madrid members in Africa, the Americas, Asia and Oceania – Brazil, Canada, Colombia, India, Indonesia, Mexico, New Zealand and the African Intellectual Property Organization (OAPI), with its 17 member countries, to name a few. About 80% of the world's population resides in these 123 countries which, in turn, account for 87% of global GDP.[3] Not only has the Madrid System undergone an expansion across several continents, it also now includes a broader range of countries spanning different income groups. In 2009, only 43 Madrid members were low- and middle-income countries; in 2020, this had increased to 77.

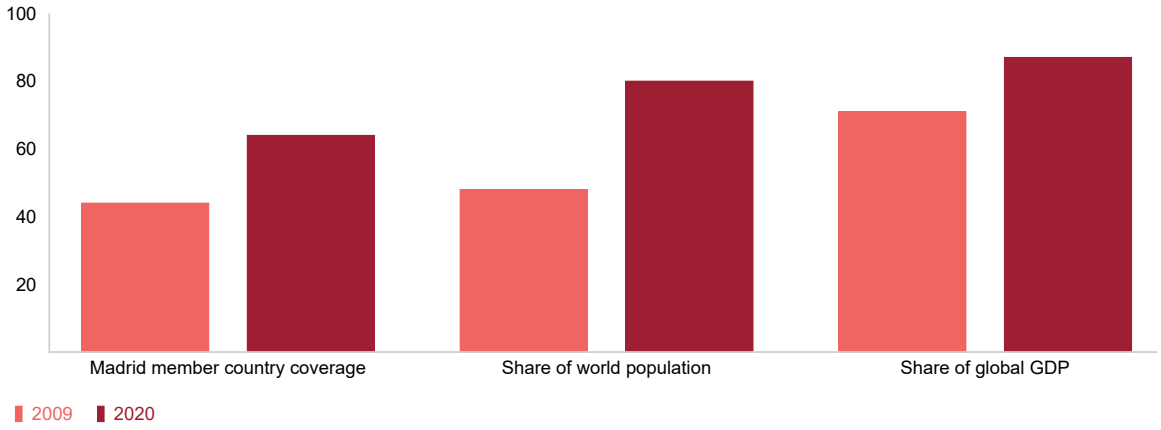
As a consequence, the composition of the country data used for comparing the crisis in 2009 with the one in 2020 differs somewhat. If anything, the data for 2020 give a more comprehensive picture of the effect the current crisis is having on global international trademark applications, as it represents a greater part of the world's countries, including their combined population and GDP.

Figure 1 shows that, despite signs of a global economic downturn beginning to become evident, Madrid applications nevertheless increased by 3.5% from 2007 to 2008. However, the total number of designations in Madrid applications specifying the Madrid member jurisdictions where holders wished to extend protection for their trademarks actually decreased by 1.5% over the same period (figure 5). This was most likely due to the fall in the average number of designations per application that followed the European Union (EU) becoming a member of the Madrid System in 2004, thereby enabling applicants to designate the EU as a whole via a single designation rather than having to designate individual EU member states separately.

From 2008 to 2009, Madrid applications underwent, as previously mentioned, a steep decline of 13.8%, but the designations within these applications fell even further by 20.3%. This indicates that, not only did applicants reduce the number of Madrid applications filed in 2009, but also scaled back the number of Madrid members designated in applications even further. Coming out of the crisis, Madrid applications rebounded by 10.7% from 2009 to 2010 – and designations a bit less by 5% – but still fell short of their 2008 level by about 1,900 applications. It was not until 2011 that Madrid applications surpassed pre-crisis levels. Fast forward about a decade to today's ongoing pandemic and Madrid applications decreased by only 0.6% from 2019 to 2020; yet, counterintuitively, designations in applications actually increased, albeit by a modest 2.1%. This can be largely explained by the exceptionally high growth of 17.9% in designations made in Madrid applications from the U.K. Designations from the U.K. have trended

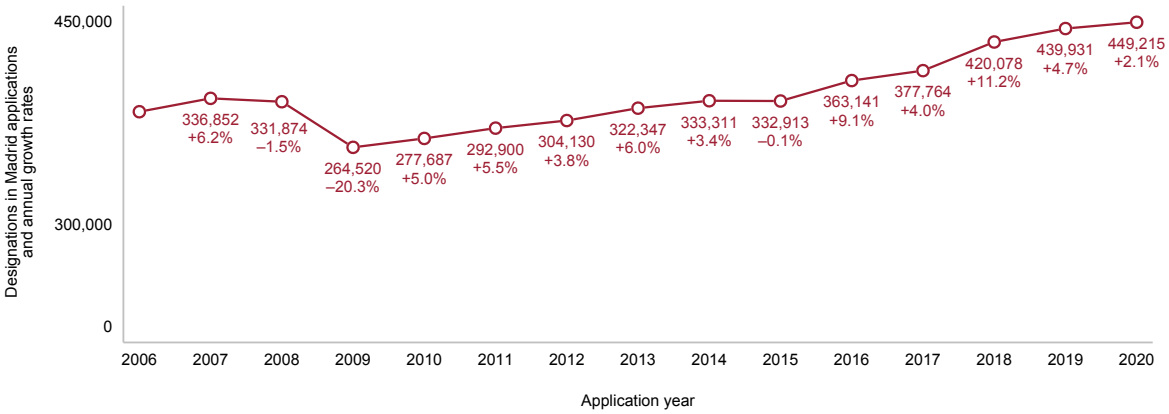
3 Complete World Bank GDP and population data are available only up to 2019.

4. Madrid System countries' shares of global totals, 2009 and 2020



Source: WIPO Statistics Database, March 2021.

5. Trend in designations in international applications, 2006–2020



Source: WIPO Statistics Database, March 2021.

upward in recent years during the run-up to Brexit, from an average of 5.1 designations in 2017 to 9.5 in 2020. A large volume of designations from Canada – which only joined the Madrid System in 2019 – and from the Republic of Korea, which has a relatively high average of 8.6 designations per application, also contributed to the net increase in designations in applications filed in 2020.

Looking more closely: Madrid applications by top countries of origin

Figure 1 shows the numbers and growth rates of Madrid applications filed by applicants on an aggregated level. It is instructive to compare where these applications came from in 2009 and where in 2020 to see how each crisis affected the filing activity of Madrid applicants based in a selection of countries.

From 2008 to 2009, only two of the top 20 origins of Madrid applications in 2009, Finland (+2%) and Japan (+2.8%), recorded modest growth during the final year of the global financial crisis, with the remaining 18 experiencing an on-year decline, ranging from 1.1% for seventh-ranked China to a substantial drop of 39.6% for the 18th-ranked Czech Republic. The top three origins in 2009, Germany (–15.4%), France (–12.5%) and the U.S. (–13.2%), all recorded a double-digit decrease. In fact, 12 of the top 20 origins saw a considerable decline of about 10% or more.

When we come to compare this with the recent 2019–2020 period, fewer (12 of the top 20 origins) – but still more than half – recorded one-year declines, of which those of France (–16.3%), Turkey (–15.4%), Spain (–10.4%), the Russian Federation (–8.1%) and Singapore (–7.7%) were the largest. The top-ranked U.S. (–0.8%) saw only a slight dip compared to its double-digit decrease in 2009, whereas the drop seen by second-ranked Germany (–4.7%) was more noticeable, but still smaller than that seen in 2009 (figure 6). In contrast, China, the third largest origin in 2020, recorded a substantial rise of 16.4% in Madrid applications filed by its trademark holders, and this despite the onset of the pandemic. Similarly to China, the Republic of Korea (+13.4%) and Denmark (+11.5%) also underwent double-digit growth. Although lower in magnitude, applicants from the U.K. (+5.1), Italy (+3.6%), Australia (+1.8%) and Sweden (+1) also filed more applications in 2020 than they had in 2019.

Both periods under consideration saw an overall decline in Madrid applications filed, but, comparing the two, more of the top origins in 2009 saw declines than did in 2020, and they were steeper than those experienced by the top origins in 2020. Whereas only two top origins achieved modest growth of under 3% in 2009, three – Asia's China and the Republic of Korea and Europe's Denmark – saw growth exceed 10% in 2020.

Subsequent designations: How did Madrid registration holders use existing registrations to extend protection for their marks abroad during both crises?

Subsequent designations fell by 3.5% at the height of the global financial crisis in 2008. However, a year later in 2009, they dropped further by a more substantial 18.8% (figure 7), on a par with the 20.3% drop in designations in new Madrid applications that same year. Subsequent designations also decreased in 2015 and 2016, but this time mainly due to the deployment of a new back-end IT system that temporarily reduced the International Bureau (IB) of WIPO's production capacity, and not as a result of economic contraction. Comparable to what was seen in 2008, the first year of the current ongoing pandemic recorded a decrease of 3.2% in subsequent designations made in 2020.

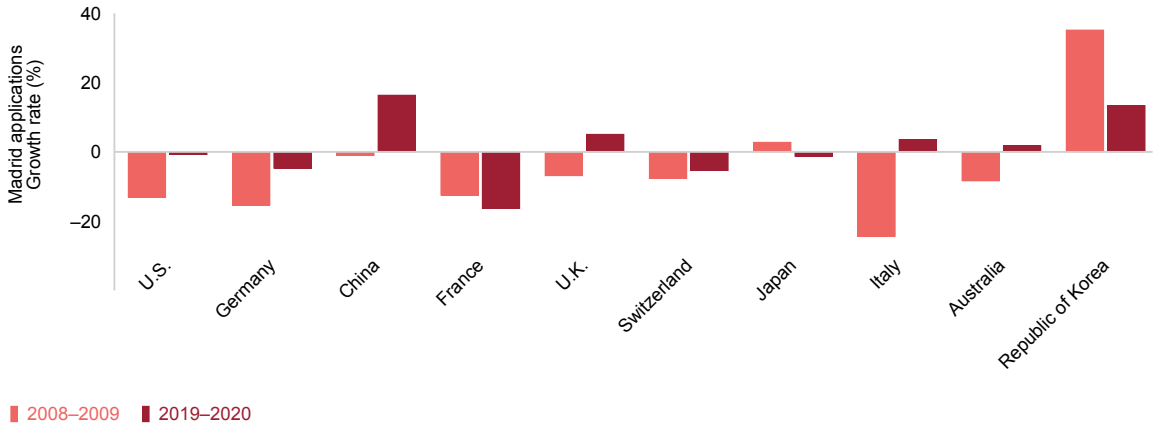
Of the top 20 origins in 2009, 17 saw a one-year decline, ranging from 3.9% for second-ranked Switzerland to 31.9% for 14th-ranked Belgium. Nine of the top 20 origins with the highest one-year declines in excess of 16% were European countries. Subsequent designations from Australia (–13.4%) and China (–16.1%) also underwent a steep decline. In contrast, Madrid registration holders from several of the top origins made more subsequent designations in 2009 than they had in 2008, with those from Japan (+15.9%) and the U.S. (+12.8%) growing the fastest (figure 8).

In comparison, of the top 20 origins in 2020, 13 saw one-year declines, of which those of Austria (–27.1%), France (–26%), Turkey (–13.7%), Switzerland (–10.1%), Italy (–10%) and top-ranked Germany (–9%) were the biggest. In contrast, the fastest and most impressive growth in subsequent designations came from registration holders in China (+81.2%) and the Republic of Korea (+69.6%), followed by those in Belgium (+33%), Finland (+28.2%) and the Russian Federation (+27.1%). Subsequent designations from Sweden (+9.8%) and the U.S. (+9.1%) also increased from 2019 to 2020.

Which goods and services classes appeared most frequently in Madrid applications in 2009 compared to 2020?

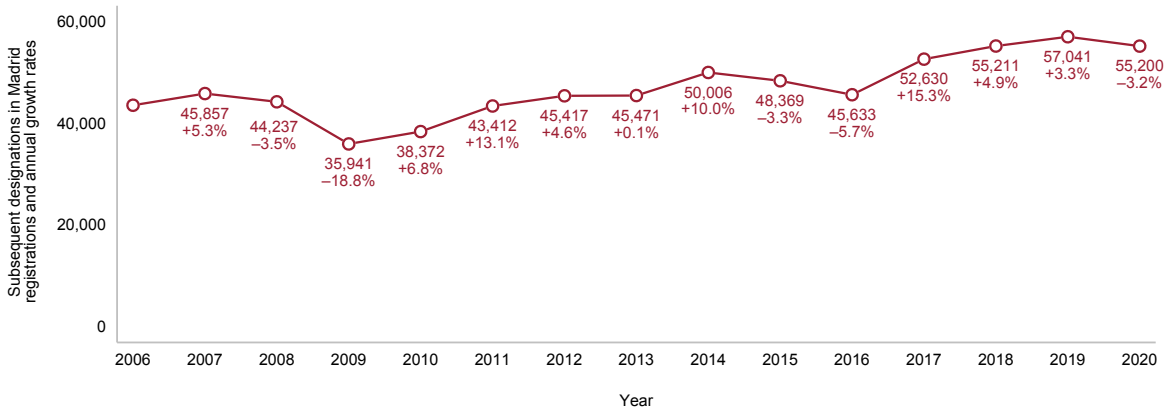
Figure 9 shows shares for the top eight of the 45 Nice classes specified in all Madrid applications filed in 2009 compared to 2020. Goods class 9, which includes computer hardware and software and other electrical or electronic apparatus of a scientific nature,

6. Growth in Madrid applications for selected top origins, 2008–2009 and 2019–2020



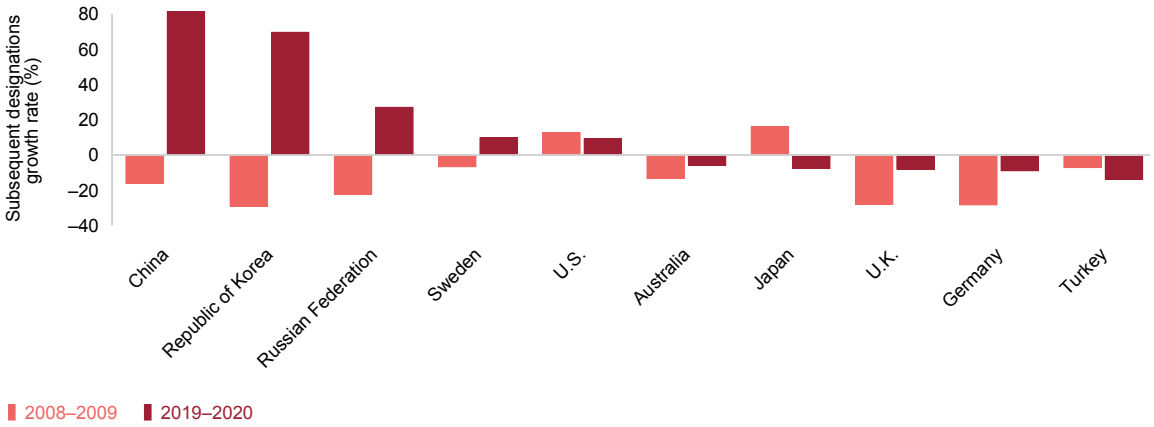
Source: WIPO Statistics Database, March 2021.

7. Trend in subsequent designations in international registrations, 2006–2020



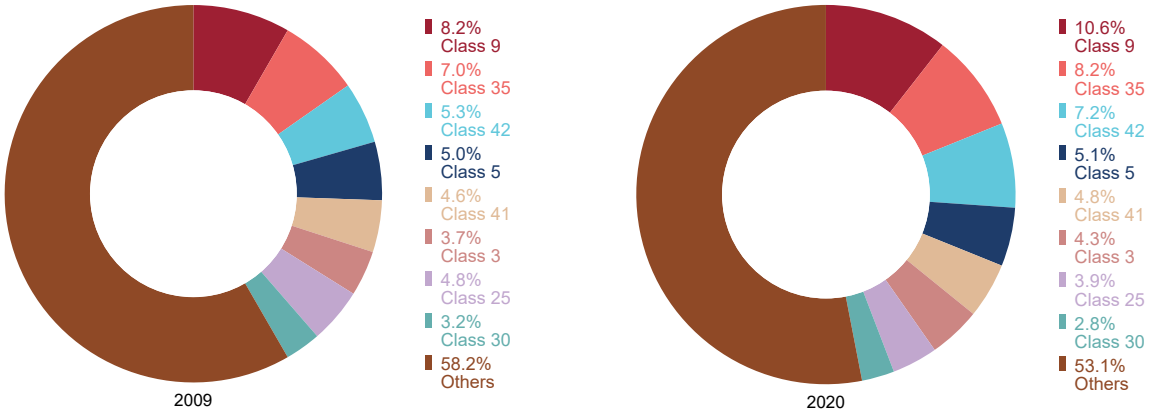
Source: WIPO Statistics Database, March 2021.

8. Growth in subsequent designations in international registrations for selected top origins, 2008–2009 and 2019–2020



Source: WIPO Statistics Database, March 2021.

9. Top eight Nice classes specified in 2019 Madrid applications, 2009 and 2020



Source: WIPO Statistics Database, March 2021.

has consistently had the highest share of all classes specified in applications filed over the past three decades. In 2009, class 9 had an 8.2% share, which subsequently increased to 10.6% in 2020. The class with the second highest share in both 2009 and 2020 was services class 35, which covers services such as office functions, advertising and business management. It has seen its share of 7% in 2009 increase by 1.1 percentage point to 8.1% in 2020. Services class 42, which includes services provided by, for example, scientific, industrial or technological engineers and computer specialists, was the third most specified class in both 2009 (5.3%) and 2020 (7.2%), increasing its share of the overall total by nearly two percentage points over this period. The increases seen by these two services classes reflects an overall growth in the global services industry.

The top services classes specified in Madrid applications have seen their shares of total classes specified in applications grow over time. This contrasts with goods class 5, covering pharmaceuticals and other preparations for medical purposes, which was the fourth most specified class in both 2009 and 2020, but whose share remained stable at 5% of all classes specified in Madrid applications filed for both years. This is surprising, given the focus on the pharmaceutical industry in 2020, not only to develop vaccines in the fight against COVID-19, but also to develop other pharmaceuticals to treat conditions arising from the disease; one would have expected instead a considerable increase in the overall share of Madrid applications in which class 5 was specified as compared to 2009.

However, interestingly, the 5.1% overall share of applications in which class 5 was specified in 2020 was an increase from the 4.5% a year earlier in 2019. This was coupled with a one-year growth of 11.6%. This is noteworthy, given that pharmaceutical companies, which overwhelmingly seek trademark protection within this class, accounted for close to 20% of the top 100 Madrid applicants in 2020, up from about 14% the previous year.

That said, in 2009, pharmaceutical companies comprised an even larger proportion (27%) of the top 100 Madrid applicants. Since 2009, the composition of the top 100 applicants has broadened to cover more industries across a wider spectrum, while the number of pharmaceutical companies in the top 100 list has decreased over time. This could be explained in part by the fact that many pharmaceutical companies tend to specify, on average, very few classes in applications, often only about one. Also, class 5 is most specific to companies operating in the pharmaceutical industry and, only to a lesser extent, to the personal care and consumer goods industries. This contrasts with classes 9 and 35, which span a wide range of industries, such as the technology sector, the automotive industry and even the pharmaceutical industry.

Although not listed as a top class, health industry-related class 10 – similarly to class 5 – also registered a notable increase from 2019 to 2020 in the frequency it was specified in Madrid applications. Class 10 includes mainly surgical, medical, dental and veterinary apparatus, instruments and articles, and thus the personal protective equipment (PPE) for which the pandemic created a sudden demand. This class grew rapidly, growing by 22% from 2019 to 2020.

Industry sector shares in 2008–2009 compared to 2019–2020

Combining Nice classes into several industry sectors offers insights beyond simply the Nice class itself. From 2008 to 2009, the top-ranked research and technology industry saw its share of total Madrid applications decrease by almost one percentage point from about 18% to 17%. In contrast, this same industry saw its overall share increase from about 20.5% in 2019 to 21.5% in 2020. The health sector, which counts four Nice classes – class 3 (including toiletries), class 5 (pharmaceuticals), class 10 (surgical, medical, dental and veterinary apparatus and instruments) and class 44 (relating to medical care, alternative medicine, hygienic and beauty care) – saw its share of applications increase during both the 2008–2009 and 2019–2020 periods. In 2009, the heath sector accounted for 12% of all Madrid applications filed, up from 11.4% in 2008. In 2020, the increase in this sector's overall share was more pronounced, rising from 12.7% to 14.2% of all applications filed, representing an increase of 1.5 percentage points. The clothing and accessories sector, on the other hand, saw an approximately one percentage point decrease in its overall share from 2019 to 2020 compared to its slight decrease of 0.2 percentage points from 2008 to 2009.

Conclusion

Looking at the one-year growth rates using three-month moving averages during the global financial crisis of 2008–2009 and the subsequent ongoing pandemic in 2020 offers insights into how such sudden economic downturns affect Madrid applicant filing behavior, both at a global and country-based level. Both crises were associated with a sudden decline in the number of Madrid applications filed, but the intensity and duration of the decline is seen to differ between the two periods, particularly with regard to applications from specific countries of origin. After negative growth

in the months immediately following the declaration of the pandemic in March 2020, Madrid applications from the U.S. had returned to positive growth by December, but the same was not the case for France and Germany. In contrast, growth in applications from China did not dip into negative territory until seven months after the pandemic had been declared.

It is yet to be seen whether Madrid application growth rates in 2021 will attain or even exceed pre-pandemic levels, or whether they will instead follow a downward path similar to what was seen in the year immediately following the height of the global financial crisis. Factors such as the speed of global vaccination and the easing of lockdown measures, as well as a return to full output by many Madrid member countries' industries, have all a role to play in determining any uptick in the number of Madrid applications filed.

It will be interesting to see whether the number of subsequent designations in 2021 will undergo a steep drop like the one in 2009, or whether the economic climate will prove more favorable and instead encourage Madrid registration holders to subsequently extend protection for their marks to new and existing Madrid member jurisdictions.

The year 2020 saw heightened activity in the global pharmaceutical and health-related industries, not only in developing vaccines in the fight against COVID-19, but in developing other pharmaceuticals with which to treat conditions arising from the disease, as well as to offer more PPE to protect against infection. Due to the time required to develop new drugs after the onset of the pandemic and to file the associated trademark applications, the increase in pharmaceutical-related trademarks has not yet translated into a rise in the overall number of Madrid applications in which Nice class 5 is specified. Perhaps 2021 will tell a different story, along with the continued increase in filing activity across the entire health care industry.

Section A
Statistics on Madrid international applications

Highlights

International trademark applications filed via the Madrid System dipped slightly by 0.6% in 2020 – the first decline since the global financial crisis of 2008–2009

Use of the international trademark system dipped, but only slightly. This was to be expected given that trademarks tend to represent the introduction of new brands, the expansion of products and services, as well as brand evolution – all of which slowed as a result of the pandemic. International trademark applications filed via the World Intellectual Property Organization (WIPO)'s Madrid System for the International Registration of Marks decreased by 0.6% to 63,800 in 2020, representing the first decline in over a decade (figure A1).

The Madrid System further expanded its global coverage by welcoming new member Trinidad and Tobago

Trinidad and Tobago joined the Madrid System in 2020, bringing the total number of members to 107 as of December 31, 2020, and thereby expanding the System in the Latin America and the Caribbean (LAC) region. The addition of Trinidad and Tobago brought the number of LAC countries covered by the System to six, up from three in 2012. With the addition of Trinidad and Tobago, the Madrid System now offers trademark holders the ability to obtain protection for their branded products and services within a geographical area covering 123 countries. Combined, Madrid members represent 64% of all countries worldwide, home to approximately 80% of the world's population, and in which about 87% of global GDP occurs, with the potential to expand further as membership grows.[4]

Worldwide, where were the largest users of the Madrid System located in 2020?

Despite one-year declines, applicants based in the United States of America (U.S.) (10,005) and Germany (7,334) continued to file the highest numbers of Madrid applications in 2020 (figure A6). They were followed by those located in China (7,075), France (3,716) and the United Kingdom (U.K.) (3,679).[5] From among the top 10 origins, China (+16.4%) is the only one to have recorded double-digit growth in 2020. However, the U.K. (+5.1%) and Italy (+3.6%) also reported notable growth. In contrast, Madrid applications from France (–16.3%), Switzerland (–5.4%) and Turkey (–15.4%) saw the biggest one-year declines among the top 10 origins.

Combined, the top 10 origins of Madrid applications accounted for about 71% of the total filed in 2020, a share that has remained more or less unchanged for over a decade. The U.K.'s one-year growth coupled with Switzerland's decrease over the same period propelled it ahead of Switzerland to become the fifth largest origin of Madrid applications in 2020. Expanding the list to cover the top 20 origins, a high growth rate in applications from the Republic of Korea (+13.4%) moved it ahead of both the Netherlands and the Russian Federation to take 11th spot. Having only joined the Madrid System in 2019, Canada was already the 18th largest origin of Madrid applications filed in 2020. Whereas applications from several top 20 origins increased for the year, despite the pandemic, they declined in 12.

4 Complete World Bank GDP and population data are available only up to 2019.
5 Due to the time lag in transmittal of applications from offices of origin to the International Bureau (IB) of WIPO, Madrid applications by origin are estimated.

In 2020, applicants based in Madrid member countries in Europe continued to file the majority (52.1%) of Madrid applications; however, this is about 20 percentage points lower than their combined share of a decade earlier in 2010. Whereas over half of all Madrid applications originated in Europe in 2020, about a quarter (24.9%) came from Asia, which is almost 11 percentage points more than what it was 10 years before (14%) (figure A5).

Not only did U.S. applicants file the most Madrid applications in 2020, they continued to make the most designations (69,208) in Madrid applications in order to expand the geographical scope of the protection for their marks. Applicants in China (66,728), which ranked third in terms of Madrid applications in 2020, made the second highest number of designations, followed by those in Germany (44,054) (figure A12).

China's higher number of total designations relative to Madrid applications filed can be explained by the fact that applicants based in China designated, on average, 10 Madrid members in each application filed in 2020 (figure A13). This is considerably higher than the average of six designated by applicants located in Germany. The average number of designations made in Madrid applications filed by all origins combined was about seven, an average that has remained almost unaltered for over a decade (figure A10).

The U.K., with an exceptionally high year-on-year growth of 18.4%, remained the fourth largest origin of designations in Madrid applications in 2020. The increase in designations from the U.K. has trended upward in recent years during the run-up to Brexit. The U.K. went from an average of 5.1 designations in 2017 to 9.5 in 2020. Among the top 10 origins of designations, the Republic of Korea also saw double-digit growth of 26.2% in 2020, with a relatively high average of 8.6 designations per application. This is in contrast to France, which had a large one-year drop of 18.4%.

Novartis AG of Switzerland with 233 Madrid applications heads the list of top filers in 2020

With 233 Madrid applications, Swiss pharmaceutical company Novartis AG was the top applicant in 2020. WIPO received 104 more applications from Novartis in 2020 than it did in 2019, elevating the company from third position to top spot. Novartis AG was followed by Huawei Technologies of China (197), Shiseido Company of Japan (130), which produces personal care products, gaming company ADP Gauselmann of Germany (123), and French personal care company L'Oréal (115). L'Oréal – the top filer in 2019 – fell to fifth position, filing 78 fewer applications in 2020 (figure A2).

Among the top 20 Madrid applicants, there were personal care companies, four technology or consumer electronics companies, two pharmaceutical companies and two retailers. Thirteen of the top 20 applicants in 2020 were companies based in Europe, three more than in 2019. Four were from Asia, down from six the previous year, and three from North America, which were the technology companies Apple and Microsoft and sporting goods retailer CWI. Widening the scope to include the top approximately 100 Madrid applicants reveals that 63% were from Europe, 24% from Asia – up from 15% in 2019 – and 12% from North America. Combined, these top applicants accounted for almost 4,000 applications, which is still only 6% of all Madrid applications filed in 2020. The low share held by the most active users shows how widespread is the use of the Madrid System by many different applicants.

Companies located in almost 30 countries – including Australia, Canada, Hungary, Israel, the Russian Federation, Slovenia and the U.K., to name just a few – filed at least 18 Madrid applications in 2020 to rank among the top approximately 100 Madrid applicants. Most of the companies in the list of top applicants were based in Germany (25), followed by the U.S. (12), China (11), Japan (7), Switzerland (7), France (6) and the Republic of Korea (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. Over the past 15 years, Madrid applicants have specified, on average, between two and three Nice goods and services classes per application. Like Madrid applications, the total number of classes specified in applications decreased in 2020 for the first time since 2009.

Since 1985, the most specified class among a total of 45 has been goods class 9, which includes computer hardware and software and other electrical or electronic apparatus of a scientific nature (table A22). In 2020, class 9 alone accounted for slightly more than a tenth (10.6%) of all classes specified in applications filed. The other most specified classes were: class 35 (8.2% of the total), which covers services such as office functions, advertising and business management; class 42 (7.2%), which includes services provided by, for example, scientific, industrial or technological engineers and computer specialists; class 5 (5.1%), which covers pharmaceuticals and other preparations for medical purposes; class 41 (4.8%), which mainly covers services in the areas of education, training, entertainment, sporting and cultural activities; and class 3 (4.3%), which mainly covers non-medicated toiletry preparations, as well as cleaning preparations. Three of the five most specified classes are services classes. Among the top 10 classes, class 10 (+22.4%), which covers surgical, medical, dental and veterinary apparatus and instruments and class 5 (+11.6%) were the two that recorded the fastest one-year growth. In contrast, class 25 (–8.6%), relating to clothing and apparel, and class 7 (–6.6%), covering mainly machines, machine tools, motors and engines, underwent the steepest declines.

Despite seeing a slight decline in 2020, the share of services classes specified in all Madrid applications combined continues to account for over a third of all classes in applications

The first 34 of the 45 Nice classes cover goods, whereas the remaining 11 classes cover services. For the third year in a row, more than a third (34.1%) of all classes specified in Madrid applications in 2020 were services classes. This is 4.4 percentage points higher than the combined share of 29.7% recorded a decade earlier in 2010 (figure A26) and reflects the general growth in the global services industry. Goods and services class shares differ across origins, however. For example, among the selected origins presented in table A27, Brazil (46.1%), Mexico (47.8%) and Singapore (48.9%) had the largest proportions of services-related classes in applications filed in 2020, in each case recording 46% or more of all classes specified in Madrid applications from these countries. Other countries with developed services sectors, such as Canada (40.4%), France (39.7%), Israel (39.9%), Morocco (43.3%) and Norway (41.5%), also recorded high shares of service-related classes in applications. Conversely, European countries Italy (23.3%) and the Russian Federation (30.1%), as well as Asian countries China (17.7%), Japan (25.8%), the Republic of Korea (26.1%) and Turkey (28.2%), had below average services class shares. Whereas in 2020 a majority of selected origins increased their services class share compared to a decade earlier, Morocco (–0.6 percentage point), the Russian Federation (–4 percentage points) and Singapore (–2.7 percentage points) saw a decline.

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

For the purpose of statistical reporting, the 45 Nice classes are grouped into 10 industry sectors. The scientific research, information and communication technology sector (abbreviated to research and technology), which includes top Nice classes 9 and 42, among others, continued to account for the highest share (21.5%) of all classes specified in Madrid applications filed in 2020. It was followed by pharmaceuticals, health and cosmetics (abbreviated to health) (14.2% of total filing activity), agricultural products and services (agriculture) (10.7%), and business services (10.5%). As in previous years, the chemicals sector (3.4%) and transportation and logistics (6%) continued to receive the lowest shares of total filing activity (figure A23).

The top three sectors indicated in Madrid applications vary across origins. Research and technology ranks in the top three industry sectors for all the top 10 origins (figure A24). For nine, it is the top sector, the exception being the Russian Federation, where the top sector is agriculture. Health ranks among the top three sectors for nine of the top origins. Like the Russian Federation, Australia, China and France counted agriculture as one of their top three sectors. Leisure and education is listed as one of the top three sectors for Germany, the U.K. and the U.S.

Where do Madrid applicants seek to protect their trademarks abroad?

For the fourth year in a row, the European Union (EU) (27,072) attracted the most designations in Madrid applications in 2020. It was followed by the U.S. (24,893), which surpassed China (22,320) to become the second biggest recipient of designations in applications from trademark holders abroad (figure A15). This means that Madrid applicants sought to extend protection for their marks to the 28 EU member countries in 2020 as a whole more than they did to any other Madrid member jurisdiction. For a fifth consecutive year, the 20 most designated Madrid members, combined, received over 60% of all designations made in Madrid applications filed in 2020. Including China, nine of the top 20 designated Madrid members were middle-income countries, notably Brazil (9,487), India (12,157), Mexico (10,837), the Russian Federation (15,545) and Turkey (9,000). Among the top 20 destinations for international trademark registration via the Madrid System, the U.K. saw the biggest surge in annual growth of 26.2% during the lead-up to Brexit. In fact, the U.K. jumped from the eighth most designated Madrid member in 2019 to fourth spot in 2020, ahead of top designated members Australia, Japan, the Russian Federation and Switzerland. For comparison, the next highest increase in designations received was for New Zealand (+4.3%), followed by the U.S. (+3.3%). In contrast, three-quarters of the top 20 destinations for designations saw one-year decreases, with China (–8.7%), the Republic of Korea (–5.4%) and the Russian Federation (–5%) recording the steepest declines. Canada, which joined the Madrid System in 2019, became the fifth-ranked recipient of designations in 2020. Brazil – likewise a recent member – ranked among the top 20 designated Madrid members at 14th spot.

Madrid international applications

Designations in Madrid international applications

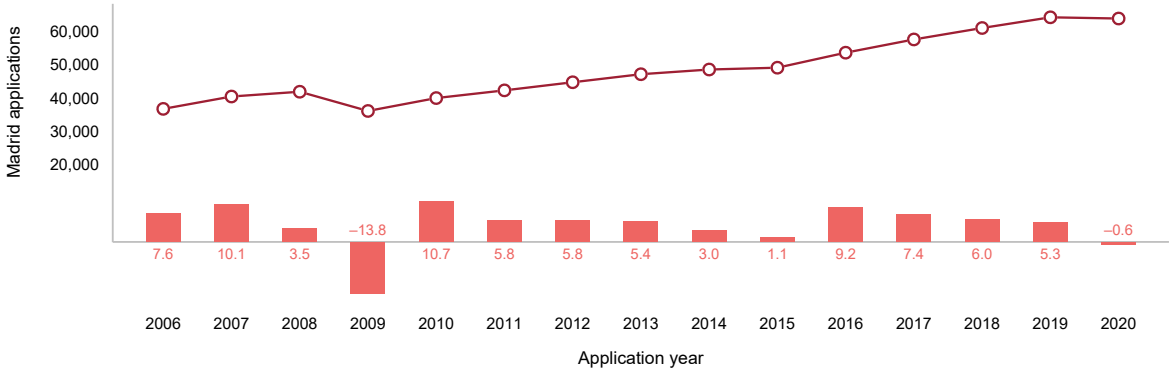
Nice classes specified in Madrid international applications

Statistical table

Madrid international applications

Trademark holders filed an estimated 63,800 Madrid applications in 2020, only about 370 fewer than in the previous year, resulting in an annual decrease of 0.6% and representing the first dip in applications since 2009 during the global financial crisis.

A1. Trend in international applications, 2006–2020



Note: This figure presents the numbers and annual growth rates of international applications filed via the Madrid System. Data for 2020 are WIPO estimates.

Source: WIPO Statistics Database, March 2021.

Pharmaceutical company Novartis of Switzerland filed 233 Madrid applications in 2020 – 104 more than in 2019 – retaking top spot after having ranked second the previous year. It was followed by Huawei Technologies of China, with 197 applications.

A2. Top Madrid applicants, 2020

Ranking	Change in position from 2019	Madrid applicant	Origin	Madrid applications		
				2018	2019	2020
1	2	NOVARTIS AG	Switzerland	159	129	233
2	0	HUAWEI TECHNOLOGIES CO., LTD.	China	22	164	197
3	8	SHISEIDO COMPANY, LTD	Japan	81	70	130
4	24	ADP GAUSELMANN GMBH	Germany	40	39	123
5	–4	L'OREAL	France	165	193	115
6	37	NINTENDO CO., LTD.	Japan	71	32	90
7	13	EURO GAMES TECHNOLOGY LTD.	Bulgaria	48	48	84
8	–3	APPLE INC.	U.S.	83	104	80
9	37	SYNGENTA CROP PROTECTION AG	Switzerland	0	30	78
10	–4	RIGO TRADING S.A. SOCIETE ANONYME	Luxembourg	69	102	70
11	1,470	CWI, INC.	U.S.	0	4	64
11	15	SOCIETE DES PRODUITS NESTLE S.A.	Switzerland	46	41	64
13	2	GLAXO GROUP LIMITED	U.K.	27	59	62
14	–5	HENKEL AG & CO KGAA	Germany	88	77	60
15	11	BURN CABLE MANAGEMENT SYSTEMS LIMITED	U.K.	7	41	53
16	–4	MICROSOFT CORPORATION	U.S.	50	63	52
17	–9	BAYERISCHE MOTORENWERKE AKTIENGESELISCHAFT	Germany	51	78	51
17	n.a.	MAX BRANDS MARKETING B.V.	Netherlands	2	1	51
19	11	ABERCROMBIE & FITCH EUROPE SA	Switzerland	34	38	48
19	–1	AMOREPACIFIC CORPORATION	Republic of Korea	28	52	48
21	9	KRKA, TOVARNA ZDRAVIL, D.D., NOVO MESTO	Slovenia	34	38	47
22	2	BEIERSDORF AG	Germany	38	47	46
23	n.a.	ADVANCED NUTRIENTS LTD.	Canada	0	0	45
24	366	HYUNDAI MOTOR COMPANY	Republic of Korea	12	9	44
25	257	EGIS GYA GYSZERGYA R ZRT.	Hungary	29	11	43
25	5	F. HOFFMANN-LA ROCHE AG	Switzerland	14	38	43
27	86	COUPANG CORP.	Republic of Korea	28	18	41
28	n.a.	NANJING CHENYU CULTURE MEDIA CO., LTD.	China	0	0	40
28	714	POSLOVNI SISTEM MERCATOR, D.D.	Slovenia	0	6	40
28	–18	RICHTER GEDEON NYRT.	Hungary	79	76	40
31	359	KIA MOTORS CORPORATION	Republic of Korea	5	9	37
32	61	APPLIED MATERIALS, INC.	U.S.	27	20	36
32	44	LIDL STIFTUNG & CO. KG	Germany	30	22	36
32	n.a.	MEDILAB ONE D.O.O.	Croatia	0	0	36
35	–15	AUGUST STORCK KG	Germany	23	48	35
36	–6	BOEHRINGER INGELHEIM INTERNATIONAL GMBH	Germany	24	38	34
36	27	GUERLAIN	France	11	24	34
36	–2	ROBERT BOSCH GMBH	Germany	23	36	34
36	706	STADA ARZNEIMITTEL AG	Germany	22	6	34
40	–20	SAMSUNG ELECTRONICS CO., LTD.	Republic of Korea	74	48	33
41	426	ROCHE DIAGNOSTICS GMBH	Germany	32	8	32
42	n.a.	NANJING HUAMAI INFORMATION INDUSTRIALCORPORATION GROUP	China	0	0	31
43	139	BAYER AKTIENGESELLSCHAFT	Germany	21	14	29
44	19	DAIMLER AG	Germany	127	24	28
44	n.a.	GODELMANN PFLASTERSTEIN–GMBH & CO. KG.	Germany	0	1	28
46	4	DJECO	France	0	28	27
46	696	LIGHTRICKS LTD.	Israel	2	6	27
46	–8	VOLKSWAGEN AG	Germany	29	34	27
49	n.a.	DIA RETAIL ESPANA, S.A.	Spain	0	0	26
50	n.a.	EVONIK OPERATIONS GMBH	Germany	0	0	25
50	36	INTERNATIONAL BUSINESS MACHINES CORPORATION	U.S.	29	21	25
50	26	XIAOMI INC.	China	18	22	25
50	26	ZEGZWEIRAD-EINKAUFS-GENOSSENSCHAFT EG	Germany	13	22	25
54	1,427	LIBERTY PROCUREMENT CO. INC.	U.S.	0	4	24
54	530	POLIPOL HOLDING GMBH & CO. KG	Germany	3	7	24
56	n.a.	ANGELO LABATE	Switzerland	0	0	23
56	–43	BRILLUX GMBH & CO. KG	Germany	71	61	23
56	n.a.	CRITICAL ROLE LLC	U.S.	0	0	23

(Continued)

(A2 continued)

Ranking	Change in position from 2019	Madrid applicant	Origin	Madrid applications		
				2018	2019	2020
56	n.a.	CWGS GROUP, LLC	U.S.	0	0	23
56	17	LOUIS VUITTON MALLETIER	France	17	23	23
56	n.a.	NANJING YIMENYIPAI NET SCIENCE CO.,LTD.	China	0	0	23
56	226	RED BULL GMBH	Austria	21	11	23
56	2,255	SHARKNINJA OPERATING LLC	U.S.	3	3	23
56	30	SIEMENS HEALTHCARE GMBH	Germany	23	21	23
56	686	YAMAHA HATSUDOKI KABUSHIKI KAISHA	Japan	9	6	23
66	n.a.	BUCURIA S.A.	Republic of Moldova	0	0	22
66	n.a.	NANJING JIANGXING INTELLIGENCE INC.	China	0	0	22
66	n.a.	NANJING KANGZHICHUN BIOTECHNOLOGY CO. LTD.	China	0	0	22
66	n.a.	STILL GMBH	Germany	1	0	22
66	n.a.	WHAT DO YOU MEME, LLC	U.S.	2	1	22
71	n.a.	CENO COMPANY LTD.	Japan	2	0	21
71	513	FANUC CORPORATION	Japan	11	7	21
71	n.a.	GAMING1	Belgium	0	0	21
71	255	GIORGIO ARMANI S.P.A.	Italy	11	10	21
71	513	MAX BIOCARE PTY. LTD.	Australia	0	7	21
71	–51	MERCK KGAA	Germany	27	48	21
71	n.a.	OPKO HEALTH SPAIN, S.L.U.	Spain	0	0	21
71	5	SIEMENS AKTIENGESELLSCHAFT	Germany	28	22	21
79	7	3M COMPANY	U.S.	0	21	20
79	–65	BIOFARMA	France	66	60	20
79	n.a.	BIOGARAN	France	0	2	20
79	–16	DAUDETTE ENTERPRISES LIMITED	Cyprus	5	24	20
79	1,402	GARMONIA, LTD	Russian Federation	0	4	20
79	–26	JANSSEN PHARMACEUTICA N.V.	Belgium	21	27	20
79	24	NOVOZYMES A/S	Denmark	4	19	20
79	2,232	OBSHCHESTVO S OGRANITCHENNOY OTVETSTVENNOSTYU LUX-VISAGE	Belarus	1	3	20
79	n.a.	QINGDAO INTERNATIONAL AIRPORTGROUP CO., LTD.	China	0	0	20
79	n.a.	QINGDAO SHENGHAN CHROMATOGRAPHTECHNOLOGY CO., LTD.	China	0	0	20
89	–26	BIOGENA NATURPRODUKTE GMBH & CO KG	Austria	24	24	19
89	–31	BIONORICA SE	Germany	14	25	19
89	n.a.	DOTCOM RETAIL LIMITED	U.K.	2	2	19
89	–39	JOINT STOCK COMPANY GAZPROM NEFT	Russian Federation	42	28	19
89	–39	PHILIP MORRIS PRODUCTS S.A.	Switzerland	37	28	19
89	931	UAB MV GROUP ASSET MANAGEMENT	Lithuania	10	5	19
95	1,386	BACARDI & COMPANY LIMITED	Liechtenstein	7	4	18
95	n.a.	COTY BEAUTY GERMANY GMBH	Germany	0	2	18
95	–50	DERMAPHARM AG	Germany	32	31	18
95	295	GILEAD SCIENCES LIMITED	Ireland	26	9	18
95	116	INNER MONGOLIA YILI INDUSTRIAL GROUP CO., LTD.	China	27	13	18
95	n.a.	MASERATI S.P.A.	Italy	2	1	18
95	925	SICHUAN YIBIN WULIANGYE GROUP CO., LTD	China	0	5	18
95	58	SUMITOMO RUBBER INDUSTRIES, LTD.	Japan	5	15	18
95	58	SUNTORY HOLDINGS LIMITED	Japan	17	15	18
95	n.a.	URSA SALGOTARJAN GLASS WOOL CLOSE CO., LTD.	Hungary	0	0	18
95	149	YETI COOLERS, LLC	U.S.	2	12	18

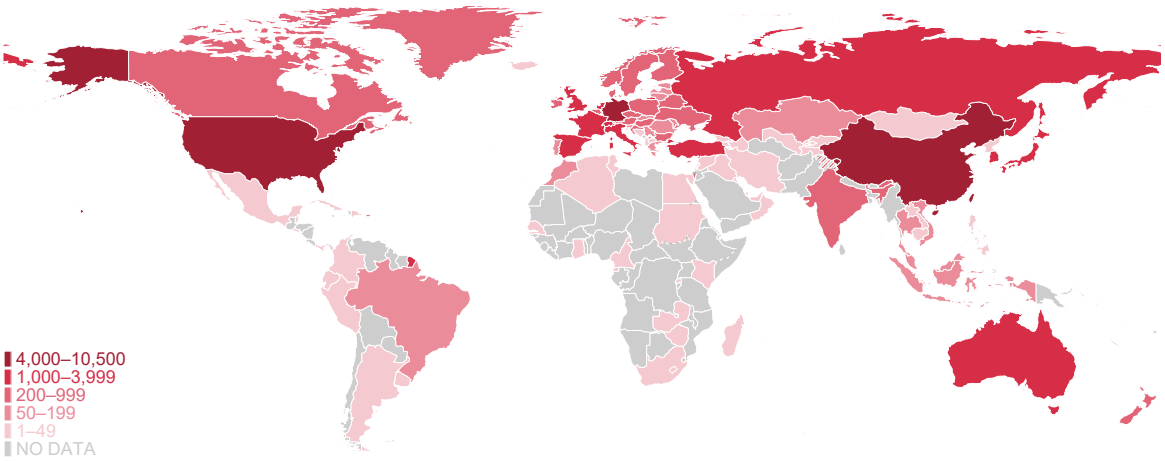
Note: For top Madid applicants, counts are determined based on the date the International Bureau (IB) of WIPO receives applications. This table includes 105 applicants that filed 18 or more international applications in 2020. New applications filed each year generally represent an increase in the number of marks held in a trademark holder's portfolio. Depending on various circumstances, companies or entities may choose to expand their existing brand base 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 2021.

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

A3. International applications by origin, 2020

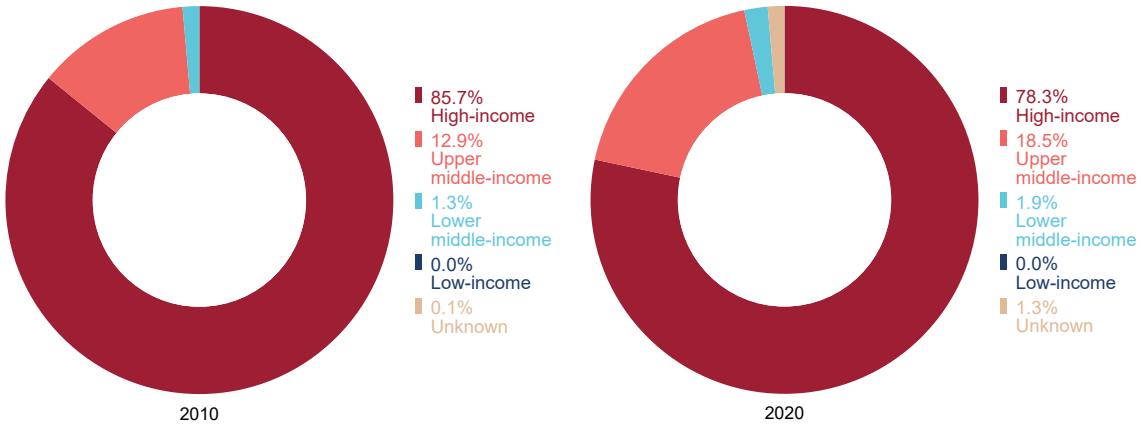


Note: Data for 2020 are WIPO estimates. Origin data are based on the country of the applicant's address. Not all origins presented are Madrid member jurisdictions. The inclusion of non-members reflects the fact that it is possible for applicants to claim entitlement in a Madrid member country or jurisdiction even when domiciled in a non-member country or jurisdiction. For example, applicants domiciled in Argentina 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, Brazil. In such a case, Argentina is listed as the country of origin. However, Argentina cannot be designated in an international application or registration, because as of March 2021, it is not yet a Madrid member.

Source: WIPO Statistics Database, March 2021.

Applicants from high-income countries file the most Madrid applications, but the combined share of middle-income countries now exceeds 20%.

A4. International applications by income group, 2010 and 2020

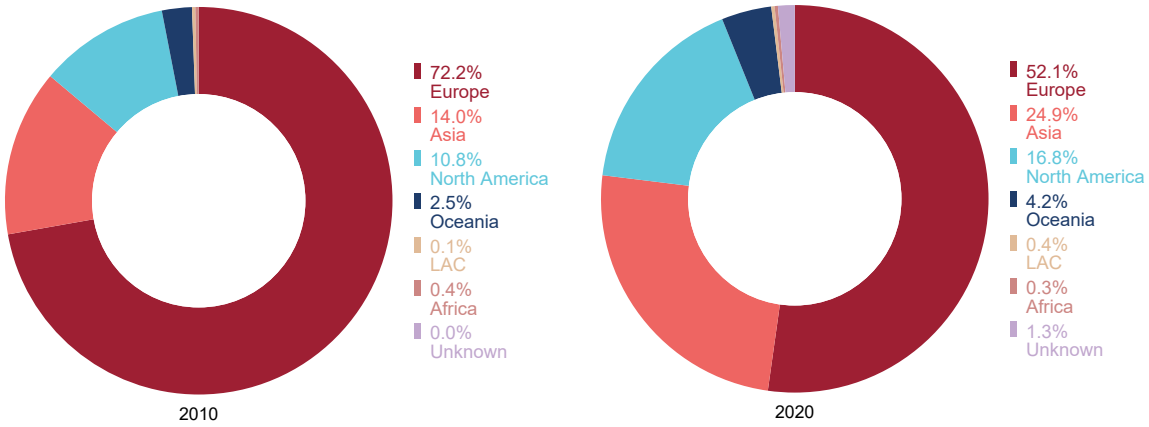


Note: Data for 2020 are WIPO estimates. Origin data are based on the country or territory of the applicant's address. Madrid applications filed in 2020 came from applicants domiciled in a total of 117 countries or territories of origin. Each income group included the following number of countries or territories: high-income (58), upper middle-income (32), lower middle-income (21) and low-income (6).

Source: WIPO Statistics Database, March 2021.

Applicants based in Asia filed about a quarter of all Madrid applications in 2020, up from 14% a decade before.

A5. International applications by region, 2010 and 2020

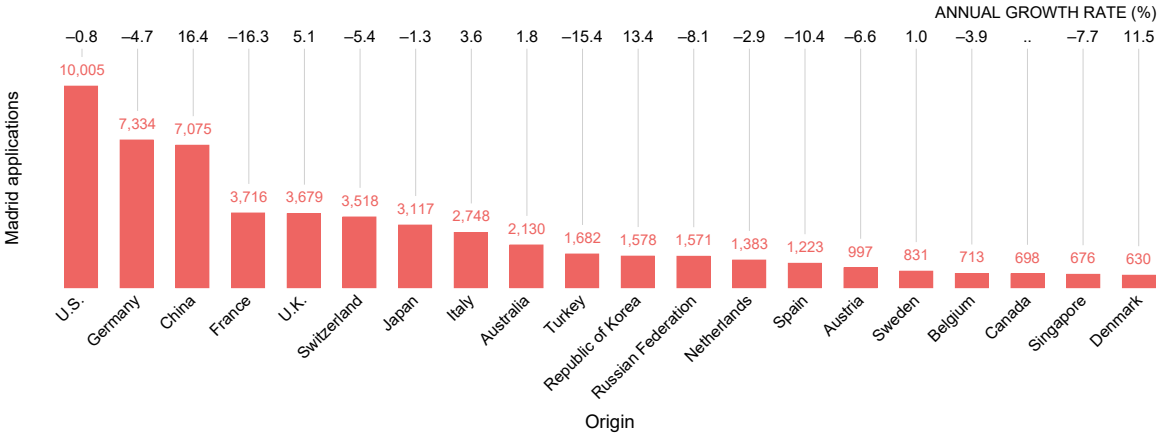


Note: Data for 2020 are WIPO estimates. Origin data are based on the country or territory of the applicant's address. Madrid applications filed in 2020 came from applicants domiciled in a total of 117 countries or territories of origin. Each geographical region included the following number of countries or territories: Africa (17), Asia (33), Europe (42), Latin America and the Caribbean (LAC) (19), North America (3) and Oceania (3).

Source: WIPO Statistics Database, March 2021.

Despite recording one-year declines, applicants from the U.S. and Germany continued to rank first and second in 2020 with regard to the number of Madrid applications filed.

A6. International applications for the top 20 origins, 2020



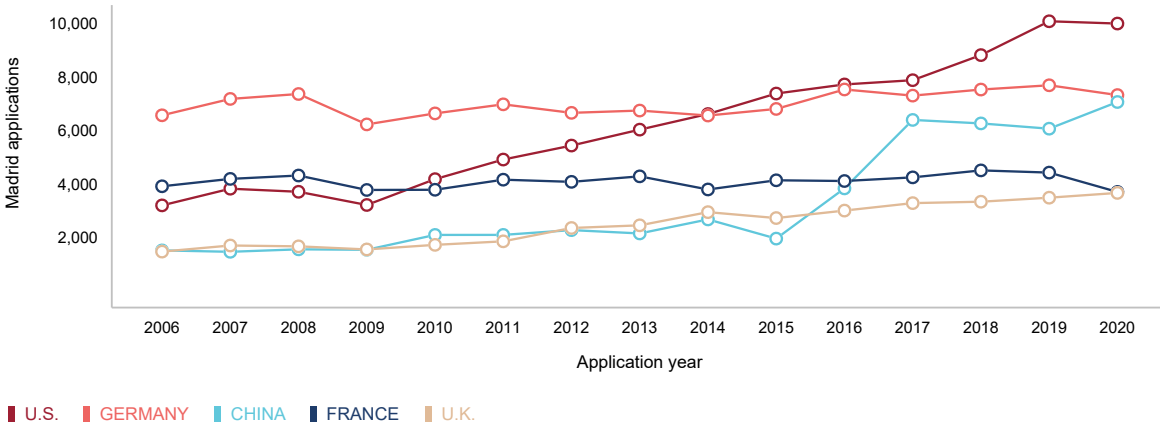
Note: Data for 2020 are WIPO estimates. Origin data are based on the country or territory of the applicant's address. The numbers of international applications for all origins are reported in statistical table A30.

.. indicates not available.

Source: WIPO Statistics Database, March 2021.

After surpassing France in 2017 to become the third biggest origin of Madrid applications, applicants from China now file a similar number of applications to those from second largest origin Germany.

A7. Trends in international applications for the top five origins, 2006–2020

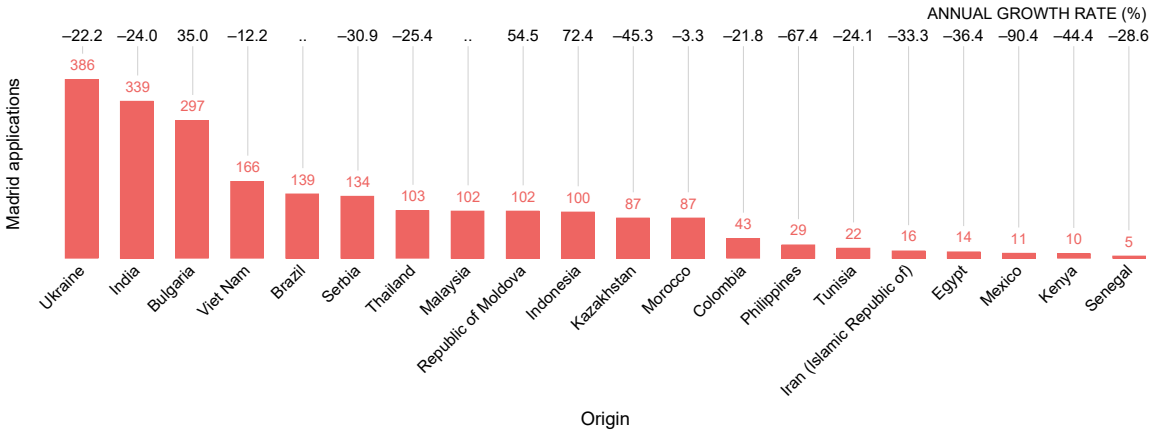


Note: Data for 2020 are WIPO estimates. Origin data are based on the country of the applicant's address.

Source: WIPO Statistics Database, March 2021.

Following behind applicants located in the top-ranked middle-income countries of China, the Russian Federation and Turkey, applicants located in Bulgaria, India and Ukraine filed among the highest numbers of Madrid applications in 2020 for this income group.

A8. International applications for selected middle-income country origins, 2020



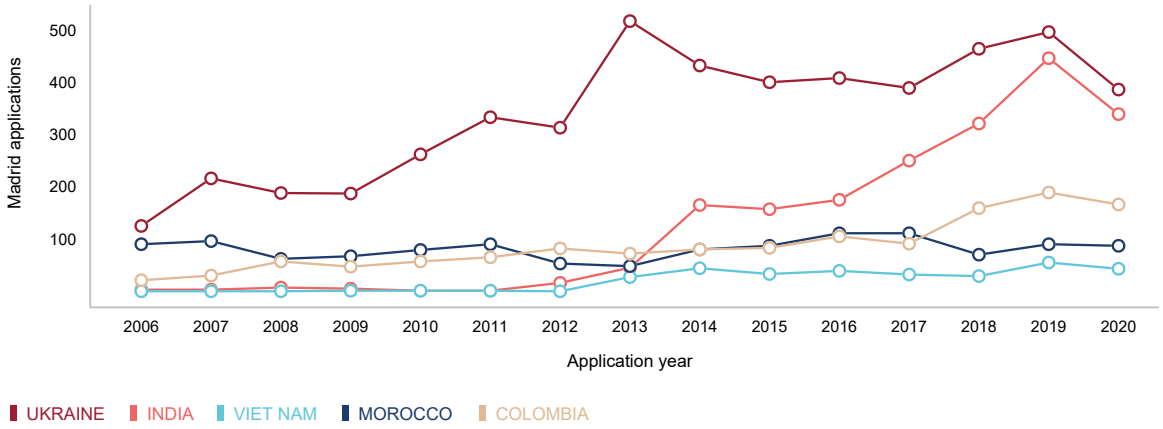
Note: Data for 2020 are WIPO estimates. Origin data are based on the country of the applicant's address. The numbers of international applications for all origins are reported in statistical table A30.

.. indicates not available.

Source: WIPO Statistics Database, March 2021.

Since it joined the Madrid System in 2013, applications originating from India have risen sharply, almost to the same level as Ukraine, despite both countries registering a decline in 2020.

A9. Trends in international applications for selected middle-income country origins, 2006–2020



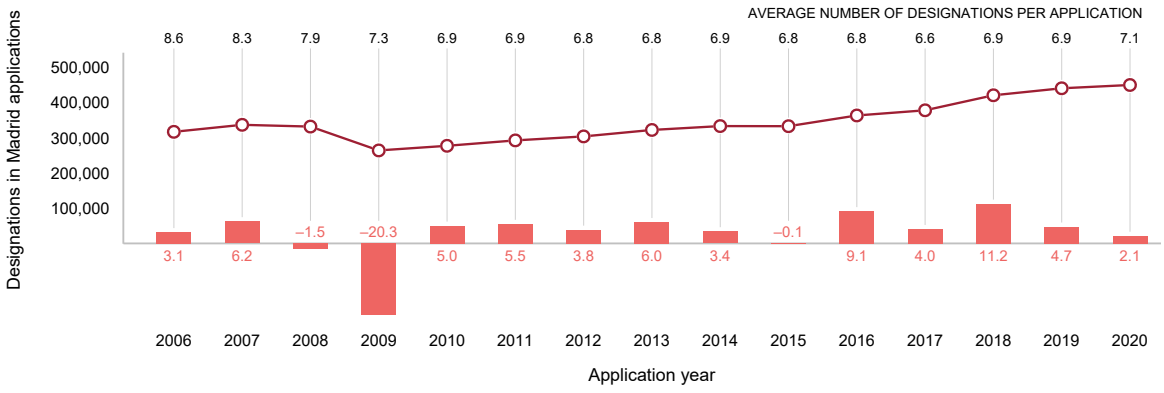
Note: Data for 2020 are WIPO estimates. Origin data are based on the country of the applicant's address.

Source: WIPO Statistics Database, March 2021.

Designations in Madrid international applications

Since 2009, applicants have consistently designated, on average, around seven Madrid members for each Madrid application filed.

A10. Trend in designations in international applications and average number of designations per application, 2006–2020

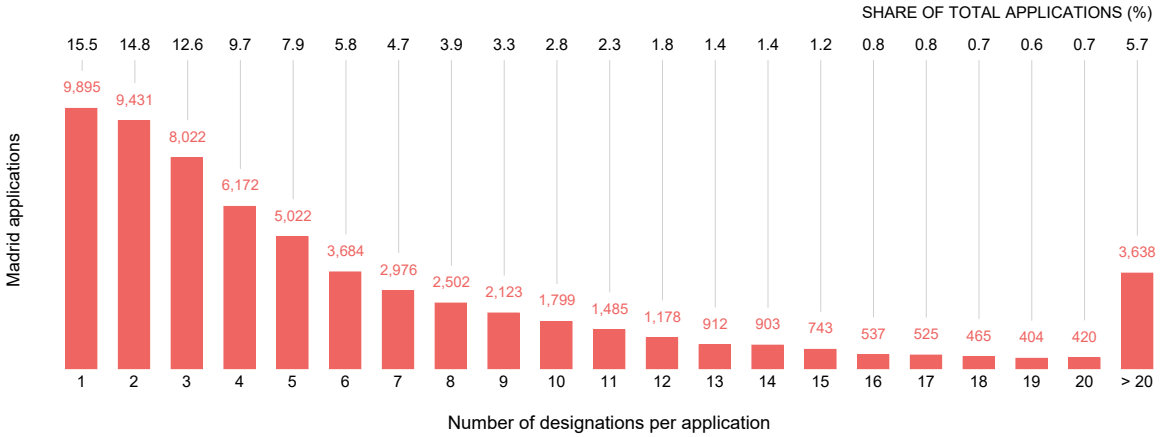


Note: When applicants first apply for an international registration, they can initially choose from any of the Madrid members in which they aim to extend protection for their trademarks, except for the Madrid member through which the holder has claimed entitlement to use the Madrid System. These are called designations. The decrease in the average number of designations per application from about nine in 2006 onwards can be explained by the fact that the EU joined the Madrid System in 2004, and this 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 2021.

About three-quarters of all international applications filed in 2020 designated between one and eight Madrid members; almost 11% of applications designated 15 or more members.

A11. Distribution of designations per international application, 2020

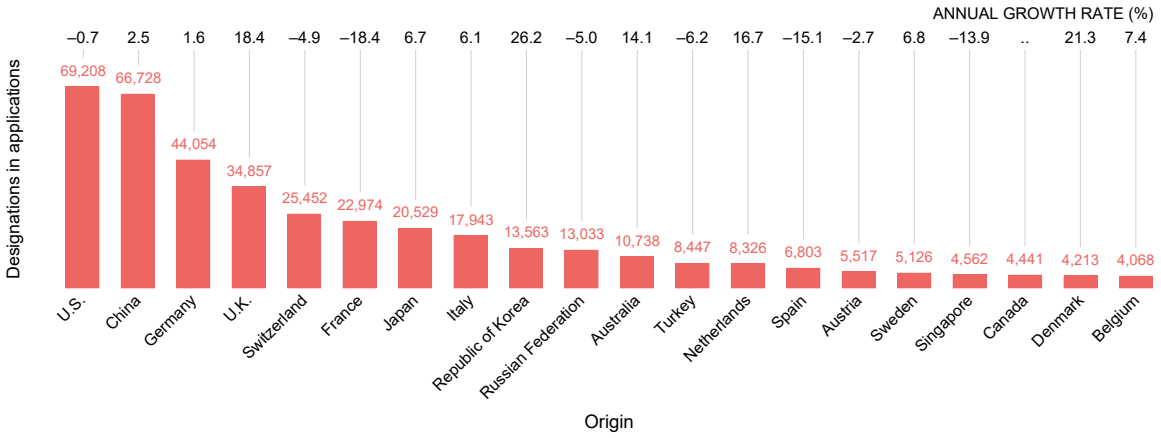


Note: Just over 15% of all Madrid applications filed in 2020 designated only a single Madrid member. Madrid applications designating a single Madrid member shows how trademark holders use the Madrid System in a staged manner to obtain protection in the jurisdiction of highest priority first, before extending protection to other jurisdictions later by filing subsequent designations.

Source: WIPO Statistics Database, March 2021.

Applicants in the U.S. were the largest single origin of Madrid applications in 2020; collectively, they also made the highest number of designations in international applications for expanding the geographical scope of protection for their marks, followed by applicants in China.

A12. Designations in international applications for the top 20 origins, 2020



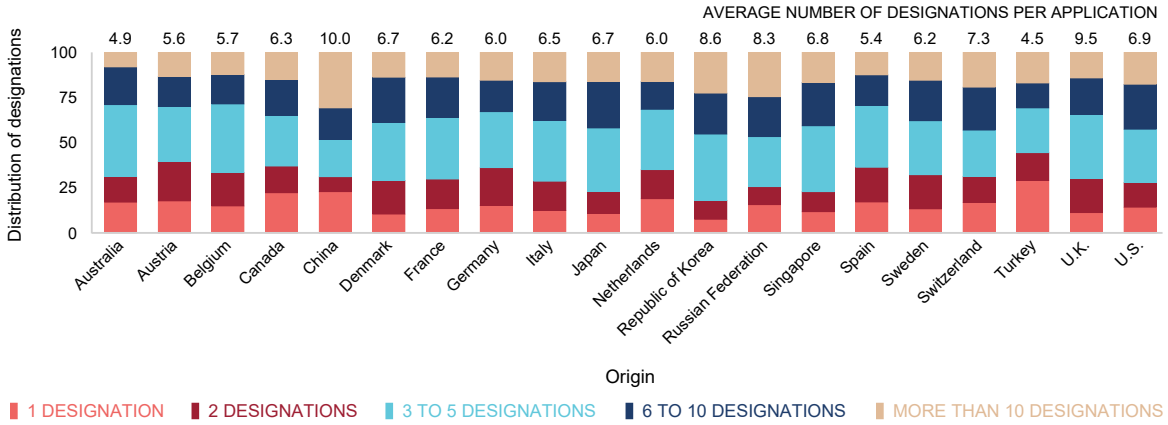
Note: Origin data are based on the country of the applicant's address. The numbers of designations in Madrid applications for all origins are reported in statistical table A30.

.. indicates not available.

Source: WIPO Statistics Database, March 2021.

Applicants from 16 of the top 20 origins designated, on average, between four and seven Madrid members in international applications filed in 2020; this rises to an average of between about 8 and 10 designated by applicants from China, the Republic of Korea, the Russian Federation and the U.K.

A13. Distribution of designations per international application for the top 20 origins, 2020

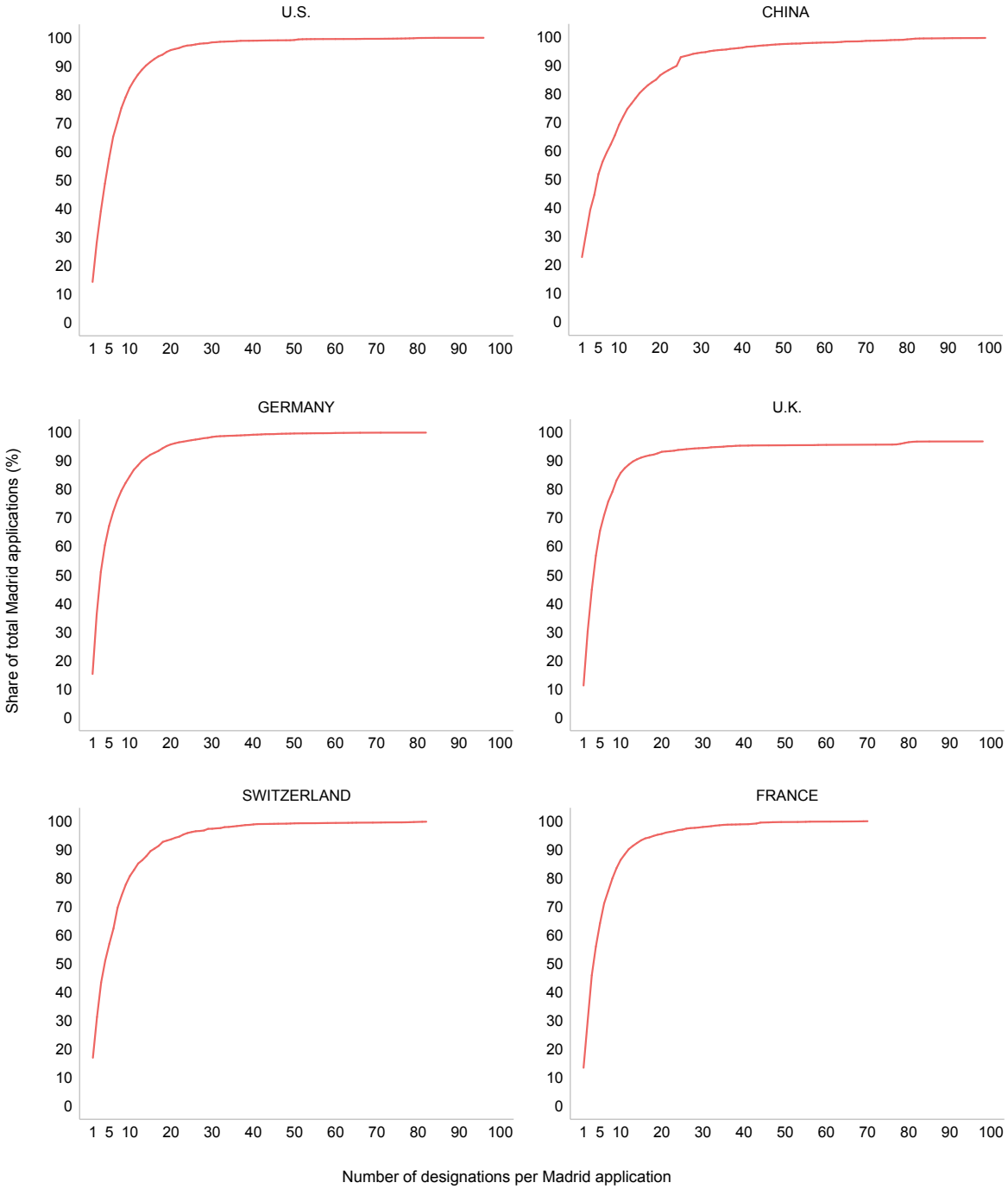


Note: Origin data are based on the country of the applicant's address.

Source: WIPO Statistics Database, March 2021.

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

A14. Distribution of the number of designations per international application for the top six origins, 2020

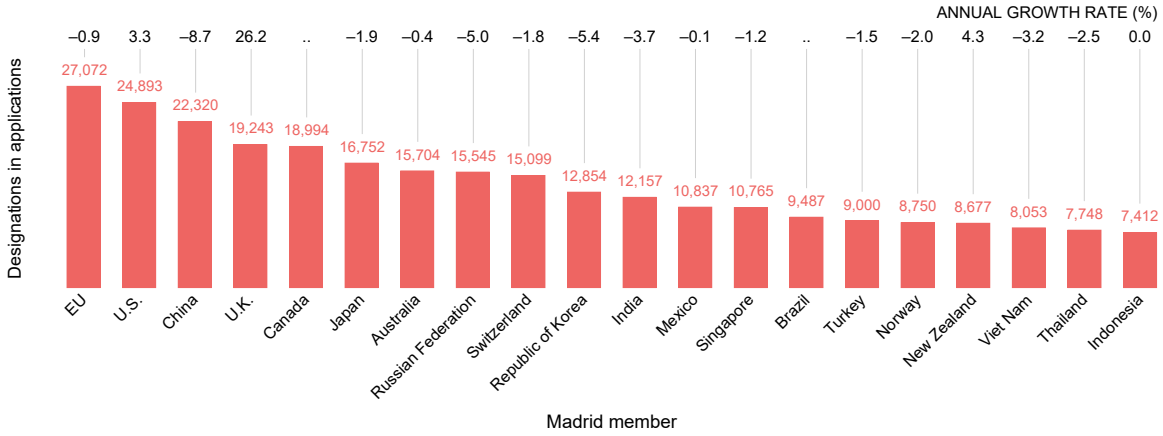


Note: Origin data are based on the country of the applicant's address.

Source: WIPO Statistics Database, March 2021.

The EU was the most designated Madrid member in applications filed in 2020, followed by the U.S., which surpassed China to become the second most popular recipient of designations from trademark holders abroad.

A15. Designations in international applications for the top 20 designated Madrid members, 2020



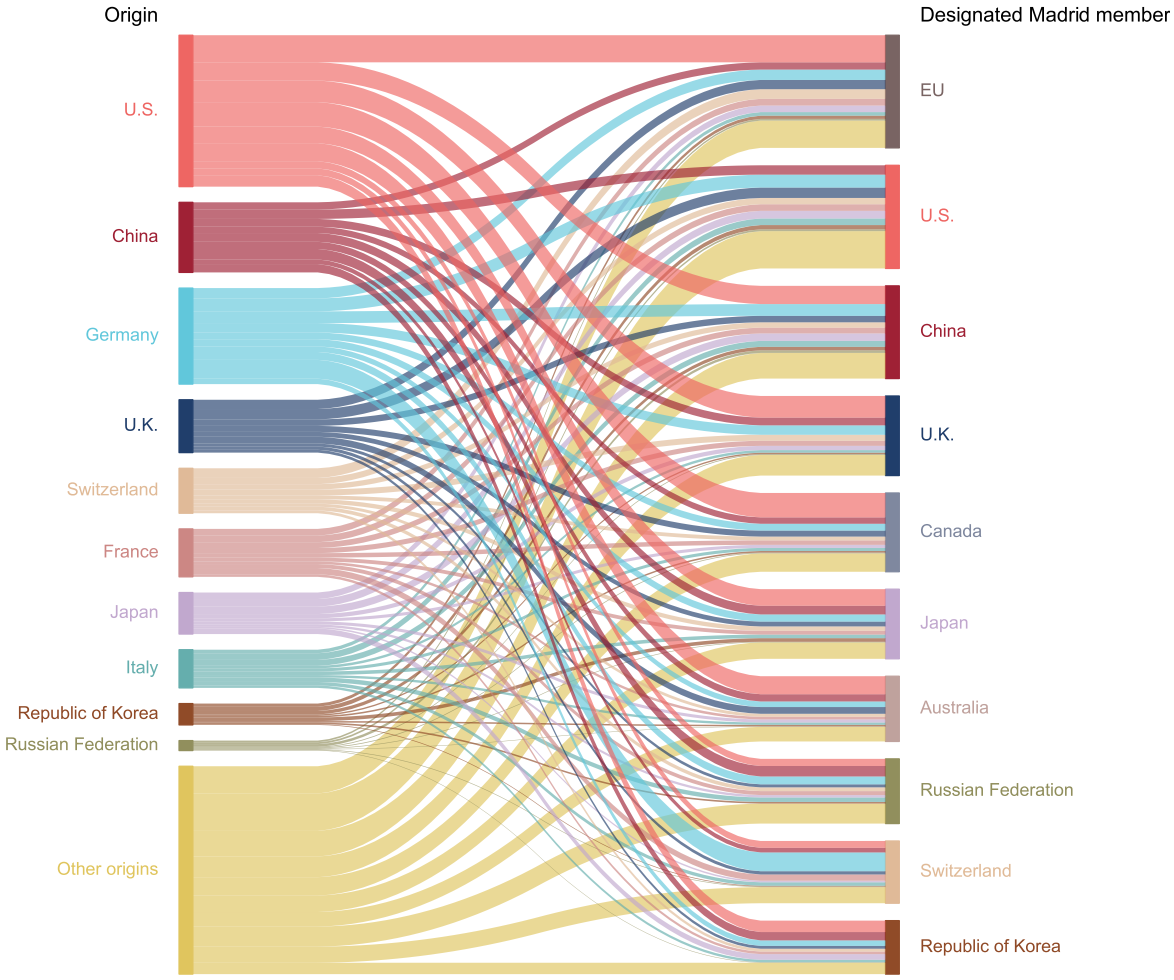
Note: The numbers of designations in international applications for all Madrid members are reported in statistical table A30.

.. indicates not available.

Source: WIPO Statistics Database, March 2021.

Combined, the top five origins accounted for just over 45% of all Madrid applications designating the U.S., between 52% and approximately 56% of those designating China, the EU or the Russian Federation, and about 60–64% or more of those destined for Australia, Canada, Japan, the Republic of Korea, Switzerland and the U.K.

A16. Flows of designations from the top 10 origins to the top 10 designated Madrid members, 2020

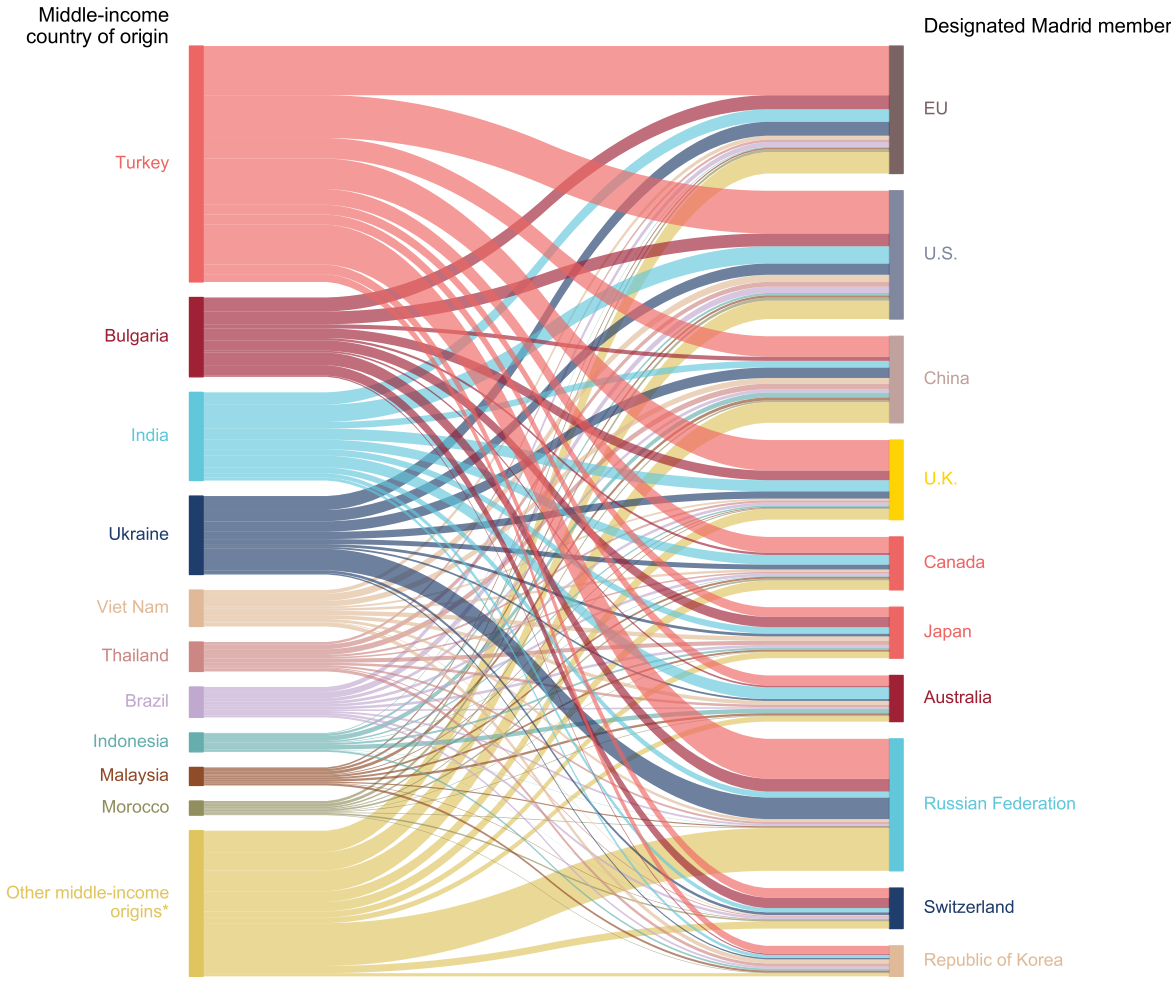


Note: Origin data are based on the country of the Madrid registration holder's address.

Source: WIPO Statistics Database, March 2021.

Either China or the U.S. were among the top three destinations selected by applicants domiciled in all of the 10 selected middle-income countries of origin. More specifically, applicants from Indonesia, Malaysia and Thailand designated China more often than any other selected Madrid member, whereas holders from Brazil, India, Morocco and Viet Nam made the U.S. the top destination when seeking protection for their marks.

A17. Flows of designations from selected middle-income countries of origin to the top 10 designated Madrid members, 2020



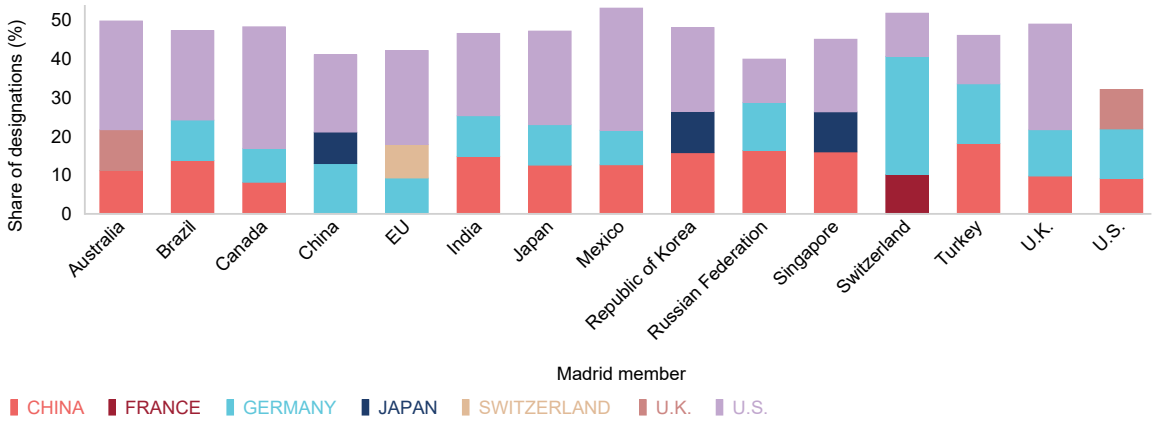
Note: Origin data are based on the country of the Madrid registration holder's address.

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

Source: WIPO Statistics Database, March 2021.

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 2020. Japan was the third main origin of designations for China, the Republic of Korea and Singapore, while the U.K. was one of the top three origins of designations for Australia and the U.S.

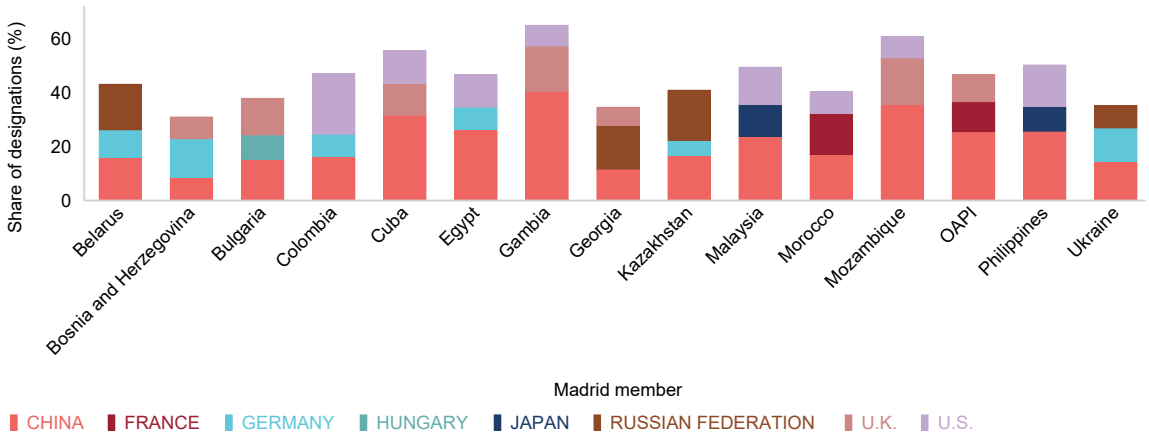
A18. Distribution of designations in international applications for the top 15 designated Madrid members received from their top three origins, 2020



Source: WIPO Statistics Database, March 2021.

China was the only origin to feature as one of the top three designations for all 15 selected low- and middle-income Madrid members; it was also the source of most designations for 10. The top three origins accounted for between 31% and 65% of all designations received by the selected Madrid members.

A19. Distribution of designations in international applications for selected designated low- and middle-income Madrid members received from their top three origins, 2020



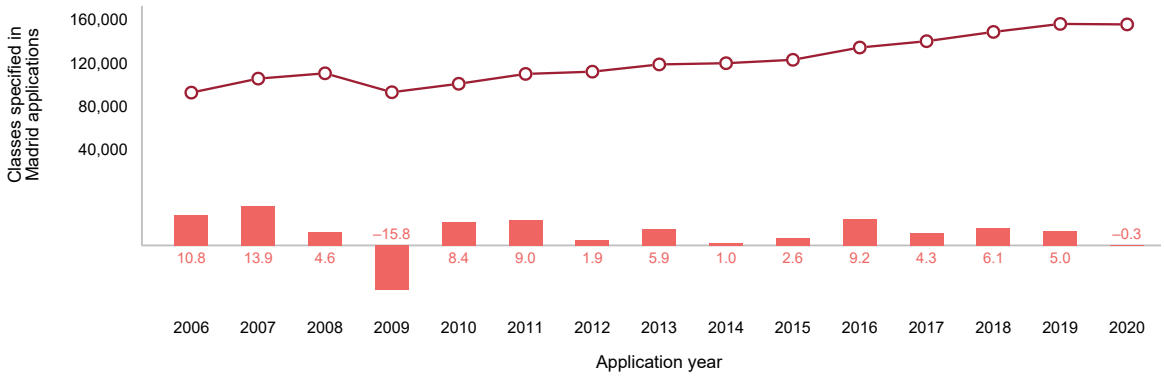
Note: OAPI is the African Intellectual Property Organization acting on behalf of 17 African countries.

Source: WIPO Statistics Database, March 2021.

Nice classes specified in Madrid international applications

The total number of classes specified in Madrid applications has grown steadily, reflecting an increase in the overall number of international applications. However, as was the case for Madrid applications, 2020 also saw the first annual decrease in the number of classes specified in applications since 2009.

A20. Trend in the number of classes specified in international applications, 2006–2020

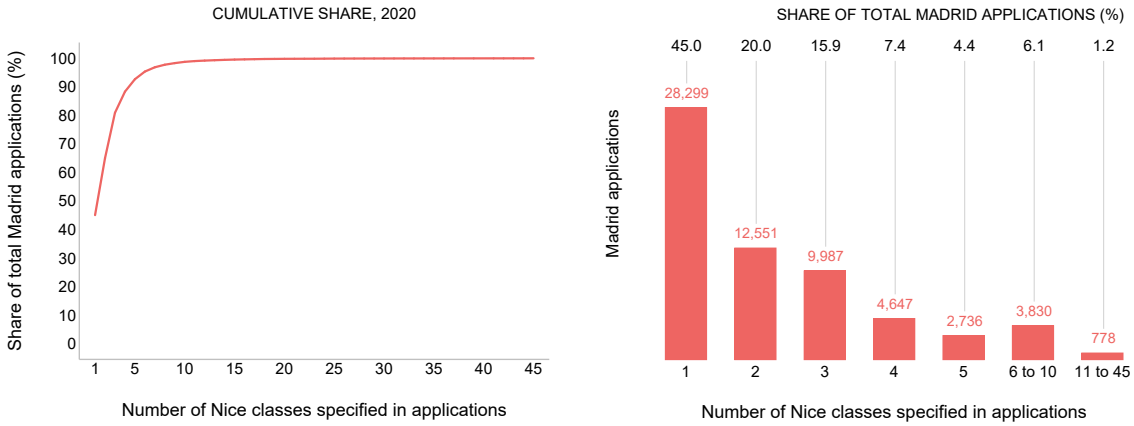


Note: Within the Madrid System, all Madrid member offices must apply the Nice Classification, an international classification of goods and services applied to trademark applications and registrations. Applicants are required to provide a description of the goods or services for which the mark is to be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

Source: WIPO Statistics Database, March 2021.

About 81% of all Madrid applications filed in 2020 included between one and three goods or services classes.

A21. Distribution of the number of classes specified per international application, 2020



Note: The overall average of two to three classes specified for all Madrid applications filed in 2020 masks a significant variation in the number of classes specified across these applications. For example, 28,299, or 45% of all Madrid applications, indicated a single class to which the trademark applied, and about 81% included up to three classes. Only 778 applications – i.e., 1.2% of the total – specified 11 or more of the 45 goods and services classes.

Source: WIPO Statistics Database, March 2021.

Since 1985, goods class 9, which includes computers, electronics and software, has been the most specified class in Madrid applications.

A22. Classes specified in international applications, 2020

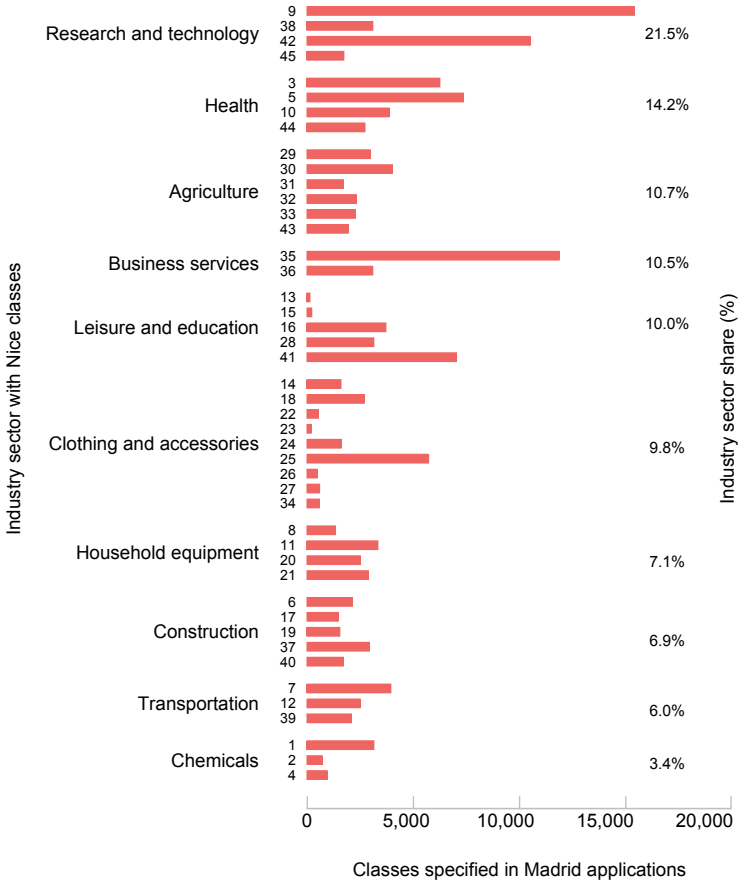
Class covers/includes	2020	Growth (%), 2019–2020	Share of total (%), 2020
Class 9: Computer hardware and software and other electrical or electronic apparatus of a scientific nature	16,474	2.9	10.6
Class 35: Services such as office functions, advertising and business management	12,682	–3.4	8.2
Class 42: Services provided by, for example, scientific, industrial or technological engineers and computer specialists	11,241	5.4	7.2
Class 5: Mainly pharmaceuticals and other preparations for medical purposes	7,879	11.6	5.1
Class 41: Services in the area of education, training, entertainment, sporting and cultural activities	7,528	–4.4	4.8
Class 3: Mainly cleaning preparations and toilet preparations	6,692	4.0	4.3
Class 25: Clothing, footwear and headgear	6,127	–8.6	3.9
Class 30: Mainly foodstuffs of plant origin, prepared for consumption or conservation as well as auxiliaries intended for improving the flavor of food	4,309	–3.2	2.8
Class 7: Mainly machines, machine tools, motors and engines	4,227	–6.6	2.7
Class 10: Surgical, medical, dental and veterinary apparatus and instruments	4,147	22.4	2.7
Class 16: Mainly paper, goods made from that material and office requisites	3,977	–5.9	2.6
Class 11: Apparatus for lighting, heating, steam generating, cooking, refrigerating, drying, ventilating, water supply and sanitary purposes	3,574	–4.5	2.3
Class 1: Chemicals used in industry, science and photography, as well as in agriculture	3,371	12.2	2.2
Class 28: Games and playthings; gymnastic and sporting articles	3,370	0.2	2.2
Class 38: Telecommunications services	3,321	–2.7	2.1
Class 36: Services relating to insurance, financial affairs, monetary affairs, and real estate affairs	3,318	–9.9	2.1
Class 29: Meat, fish, poultry; frozen, dried and cooked fruits and vegetables	3,195	–1.7	2.1
Class 37: Building construction; repair; installation services	3,140	–7.4	2.0
Class 21: Mainly household or kitchen utensils and containers; combs and sponges; articles for cleaning purposes, glassware, porcelain and earthenware	3,097	5.4	2.0
Class 44: Medical services; veterinary services; hygienic and beauty care for human beings or animals; agriculture, horticulture and forestry services	2,924	5.1	1.9
Class 18: Leather and imitations of leather, and products made therefrom, traveling bags and umbrellas	2,883	–15.9	1.9
Class 20: Mainly furniture, mirrors, picture frames and goods made from, for example, wood, cork, reed, cane, wicker	2,692	–2.0	1.7
Class 12: Vehicles; apparatus for locomotion by land, air or water	2,684	–8.9	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	2,487	0.2	1.6
Class 33: Alcoholic beverages (except beers)	2,442	–9.7	1.6
Class 6: Mainly includes common metals and their alloys and goods of common metal not included in other classes	2,294	–7.5	1.5
Class 39: Services related to transport, packaging and storage of goods, and travel arrangement	2,244	–10.5	1.4
Class 43: Services for providing food and drink; temporary accommodation	2,077	–19.8	1.3
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	1,863	–0.9	1.2
Class 31: Mainly grains and agricultural, horticultural and forestry products; live animals; fresh fruits and vegetables; seeds	1,837	9.0	1.2
Class 40: Services related to the treatment of materials	1,835	1.7	1.2
Class 24: Textiles and textile goods, not included in other classes; bed covers; table covers	1,731	–1.6	1.1
Class 14: Mainly precious metals and their alloys and goods in precious metals or coated therewith, not included in other classes	1,718	–19.5	1.1
Class 19: Mainly non-metallic building materials and asphalt	1,661	–7.3	1.1
Class 17: Mainly rubber, plastics in extruded form for use in manufacture; packing, stopping and insulating materials; non-metallic flexible pipes	1,570	3.8	1.0
Class 8: Hand tools and implements (hand-operated); cutlery; side arms; razors	1,443	–3.3	0.9
Class 4: Mainly industrial oils, lubricants, fuels and illuminants	1,019	–8.3	0.7
Class 2: Mainly paints, varnishes, lacquers	769	–12.1	0.5
Class 27: Carpets, rugs, mats and matting, linoleum and other materials for covering existing floors; wall hangings (non-textile)	645	–3.0	0.4
Class 34: Tobacco; smokers' articles; matches	623	–23.9	0.4
Class 22: Mainly ropes, string, nets, tents, awnings, tarpaulins, sails, sacks and bags (not included in other classes)	584	2.8	0.4
Class 26: Lace and embroidery, ribbons and braid; buttons, hooks and eyes, pins and needles; artificial flowers	524	–9.0	0.3
Class 15: Musical instruments	248	–6.8	0.2
Class 23: Yarns and threads, for textile use	211	–15.3	0.1
Class 13: Firearms; ammunition and projectiles; explosives; fireworks	158	–21.0	0.1
Not specified	2,605	339.9	1.7
Total classes specified in Madrid applications	**155,440**	**–0.3%**	**100.0**

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

Source: WIPO Statistics Database, March 2021.

The research and technology sector accounted for over a fifth of all filing activity via the Madrid System in 2020 and increased its share of total classes specified in Madrid applications by about one percentage point compared to 2019. The health sector's share increased by 1.5 percentage points, whereas the clothing and accessories sector declined by approximately one percentage point.

A23. International applications by industry sector, 2020

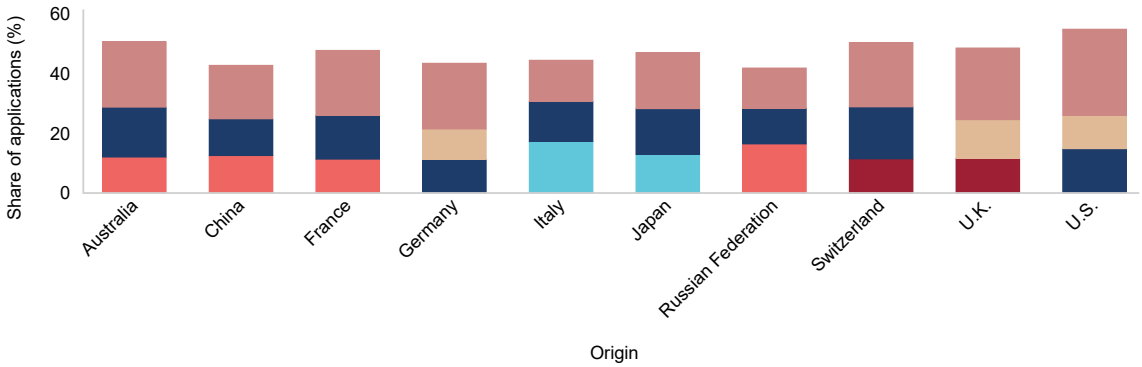


Note: Industry sectors based on class groups are those defined by Edital®. Some industry sectors are abbreviated. See the Nice classes and industry sectors table in the annex for full definitions. For full class definitions, visit *www.wipo.int/classifications/nice*.

Source: WIPO Statistics Database, March 2021.

The research and technology sector featured as the first or second top industry sector for Madrid applications from all top 10 origins. For nine of the top origins, health was one of the top three sectors, while for four, it was the agricultural sector.

A24. International applications by top three sectors for the top 10 origins, 2020

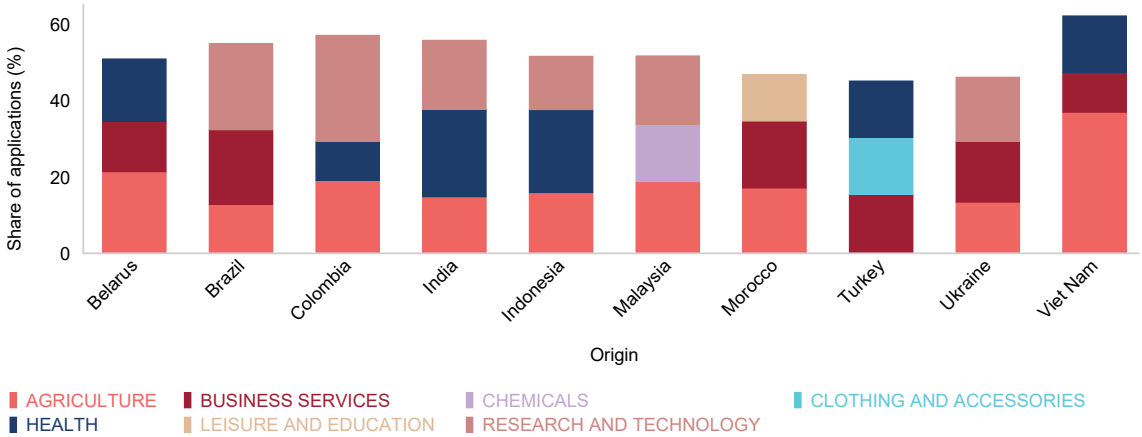


Note: Origin data are based on the country of the Madrid registration holder's address. Industry sectors based on class groups are those defined by Edital®. Some industry sectors are abbreviated. See the Nice classes and industry sectors table in the annex for full definitions. For full class definitions,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

Source: WIPO Statistics Database, March 2021.

The agricultural sector was one of the top three industries for applicants from nine of the 10 selected middle-income countries of origin, the exception being Turkey, the only one to count clothing and accessories among its top three. Research and technology was the top sector in which applications from Brazil, Colombia and Ukraine were filed, and health the top sector for applications originating from India and Indonesia.

A25. International applications by top three sectors for selected middle-income countries of origin, 2020

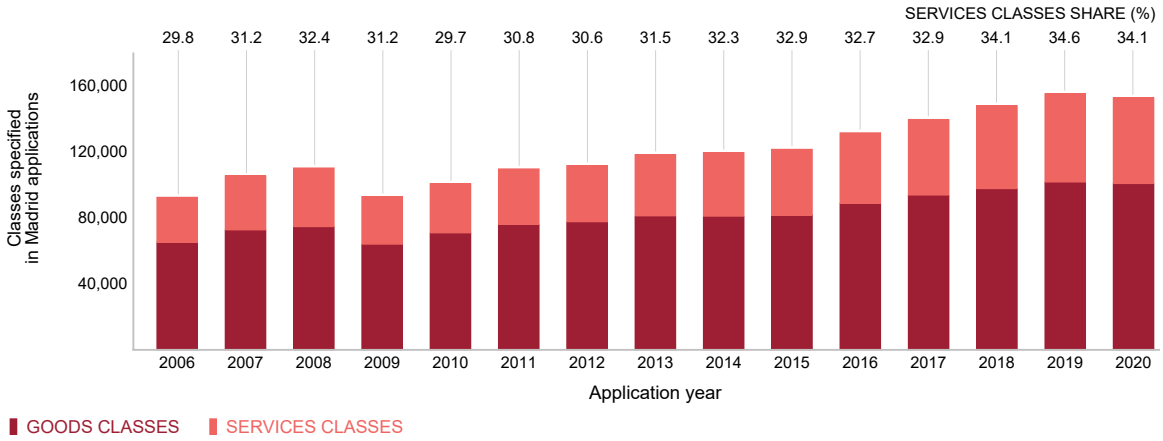


Note: Origin data are based on the country of the Madrid registration holder's address. Industry sectors based on class groups are those defined by Edital®. Some industry sectors are abbreviated. See the Nice classes and industry sectors table in the annex for full definitions. For full class definitions,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

Source: WIPO Statistics Database, March 2021.

Despite a slight decline in 2020, services classes continued to account for a third of all classes specified in Madrid applications.

A26. Trend in services classes versus goods classes, 2006–2020



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

Source: WIPO Statistics Database, March 2021.

Of all the classes specified in applications from Singapore, almost half (48.9%) related to services. Services-related class shares for applications from Brazil and Mexico were also relatively high, ranging from between 46% to about 48% of all classes specified. In contrast, this was only 17.7% for applications from China, and between 23% and about 28% for those from Italy, Japan, the Republic of Korea and Turkey.

A27. Goods classes versus services classes in international applications for selected origins, 2010 and 2020

Origin	2010 (%)		2020 (%)		Change in services classes share compared to 2010 (percentage points)
	Goods	Services	Goods	Services	
Singapore	48.4	51.6	51.1	48.9	–2.7
Mexico	n.a.	n.a.	52.2	47.8	n.a.
Brazil	n.a.	n.a.	53.9	46.1	n.a.
Morocco	56.1	43.9	56.7	43.3	–0.6
Norway	63.1	36.9	58.5	41.5	4.6
Canada	n.a.	n.a.	59.6	40.4	n.a.
Israel	n.a.	n.a.	60.1	39.9	n.a.
France	65.8	34.2	60.3	39.7	5.5
United States of America	67.2	32.8	61.9	38.1	5.3
United Kingdom	67.8	32.2	62.1	37.9	5.7
Denmark	73.4	26.6	63.8	36.2	9.6
Colombia	n.a.	n.a.	64.2	35.8	n.a.
Germany	71.9	28.1	64.5	35.5	7.4
Australia	65.0	35.0	64.9	35.1	0.1
Russian Federation	65.9	34.1	69.9	30.1	–4.0
Turkey	75.6	24.4	71.8	28.2	3.8
Republic of Korea	75.9	24.1	73.9	26.1	2.0
Japan	82.1	17.9	74.2	25.8	7.9
Italy	80.0	20.0	76.7	23.3	3.3
China	90.4	9.6	82.3	17.7	8.1

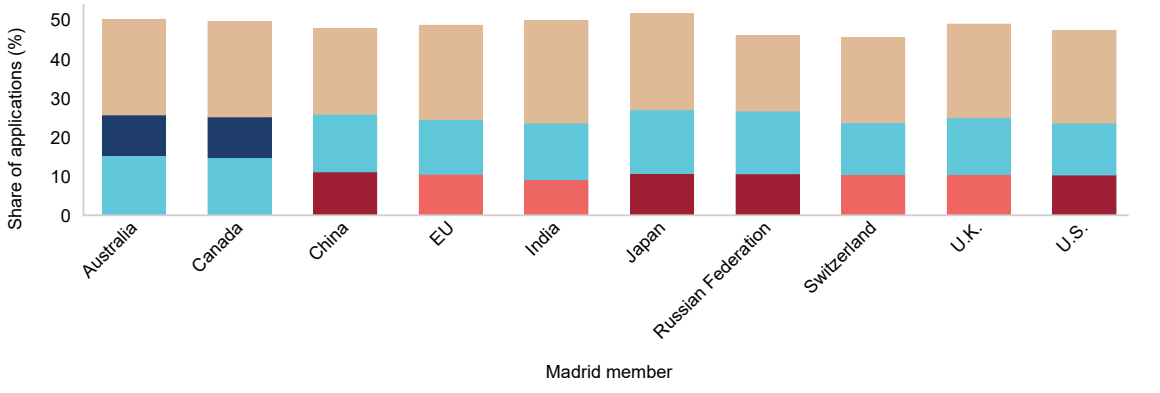
Note: Origin data are based on the country of the Madrid registration holder's address. The first 34 of the 45 Nice classes cover goods, while the remaining 11 cover services. For full class definitions, visit *www.wipo.int/classifications/nice*.

n.a. indicates not applicable.

Source: WIPO Statistics Database, March 2021.

In 2020, 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 the second most popular sector across the same 10 members. Either business services or clothing and accessories was the top third sector for four of these members.

A28. International applications by top three sectors for the top 10 designated Madrid members, 2020

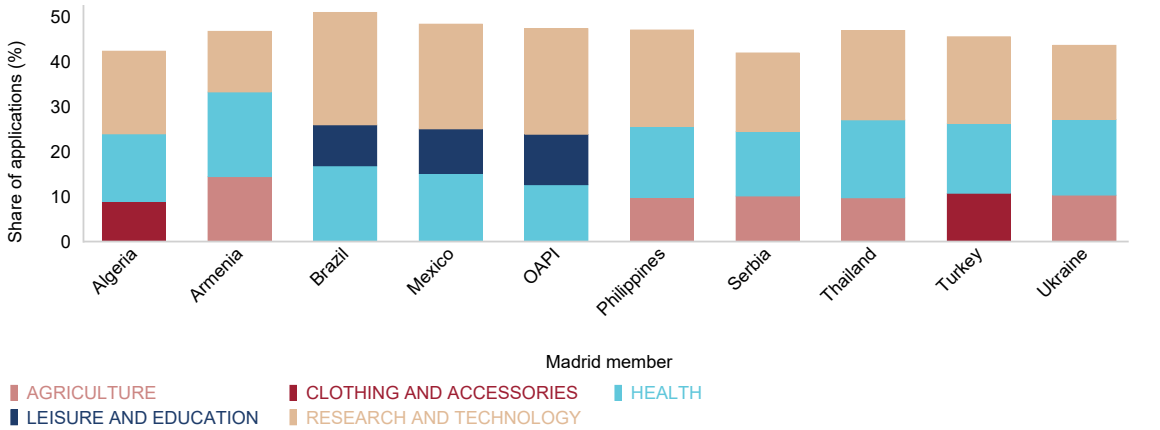


Note: Industry sectors based on class groups are those defined by Edital®. Some industry sectors are abbreviated. See the Nice classes and industry sectors table in the annex for full definitions. For full class definitions, visit *www.wipo.int/classifications/nice*.

Source: WIPO Statistics Database, March 2021.

Both research and technology and health are among the top three sectors in all 10 selected designated middle-income countries. Agriculture stands out as one of the top sectors in Armenia, the Philippines, Serbia, Thailand and Ukraine, as does the leisure and education sector for trademark holders designating Brazil, Mexico and OAPI. Clothing and accessories features as the third top sector for designated Madrid members Algeria and Turkey.

A29. International applications by top three sectors for selected designated low- and middle-income Madrid members, 2020



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*.

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

Source: WIPO Statistics Database, March 2021.

Statistical table

A30. International applications and designations via the Madrid System, 2020

Name	Origin[1]		Designated member
	Number of applications	Designations	Designations
Afghanistan	..	..	837
African Intellectual Property Organization	n.a.	n.a.	2,193
Albania	25	139	2,088
Algeria	14	32	2,397
Andorra (a)	5	22	n.a.
Antigua and Barbuda	..	..	532
Argentina (a)	1	2	n.a.
Armenia	32	209	2,439
Australia	2,130	10,738	15,704
Austria	997	5,517	2,358
Azerbaijan	10	142	2,821
Bahamas (a)	1	2	n.a.
Bahrain	2	28	1,582
Barbados (a)	10	98	n.a.
Belarus	215	1,362	4,548
Belgium (b)	713	4,068	n.a.
Belize (a)	7	7	n.a.
Benelux Office for Intellectual Property	n.a.	n.a.	2,613
Bermuda (a)	7	55	n.a.
Bhutan	..	..	716
Bonaire, Sint Eustatius and Saba (d)	1	4	493
Bosnia and Herzegovina	36	228	2,591
Botswana	..	..	743
Brazil	139	914	9,487
Brunei Darussalam	1	12	1,121
Bulgaria	297	3,870	1,190
Cambodia	9	41	2,564
Cameroon (e)	1	5	n.a.
Canada	698	4,441	18,994
China	7,075	66,728	22,320
Colombia	43	205	4,328
Croatia	200	1,083	1,078
Cuba	7	97	1,215
Curaçao (d)	6	57	578
Cyprus	272	2,362	697
Czech Republic	298	2,203	1,421
Democratic People's Republic of Korea	7	12	971
Denmark	630	4,213	1,215
Dominica (a)	1	13	n.a.
Dominican Republic (a)	1	7	n.a.
Ecuador (a)	1	2	n.a.
Egypt	14	76	3,992
El Salvador (a)	1	3	n.a.
Equatorial Guinea (e)	1	24	n.a.
Estonia	83	409	910
Eswatini	..	..	657
European Union	n.a.	n.a.	27,072
Finland	429	2,472	985
France	3,716	22,974	3,510
Gambia	..	..	799
Georgia	40	364	2,426
Germany	7,334	44,054	4,613
Ghana	2	6	1,322
Greece	113	593	1,022
Hungary	226	2,795	1,182
Iceland	30	222	2,611
India	339	3,455	12,157
Indonesia	100	644	7,412
Iran (Islamic Republic of)	16	253	2,552
Iraq (a)	1	2	n.a.

(Continued)

(A30 continued)

Name	Origin[1]		Designated member
	Number of applications	Designations	Designations
Ireland	274	2,492	1,012
Israel	405	2,387	5,239
Italy	2,748	17,943	3,210
Japan	3,117	20,529	16,752
Kazakhstan	87	562	4,764
Kenya	10	125	1,969
Kuwait (a)	1	19	n.a.
Kyrgyzstan	5	43	2,333
Lao People's Democratic Republic	1	3	1,653
Latvia	79	539	1,033
Lesotho	..	..	584
Liberia	..	..	705
Liechtenstein	87	929	2,038
Lithuania	150	684	1,129
Luxembourg (b)	303	2,715	n.a.
Madagascar	1	1	898
Malawi	..	..	656
Malaysia	102	548	6,376
Malta (c)	64	343	n.a.
Marshall Islands (a)	7	27	n.a.
Mauritius (a)	8	104	n.a.
Mexico	11	63	10,837
Monaco	113	918	2,072
Mongolia	7	20	1,744
Montenegro	..	..	2,302
Morocco	87	516	3,422
Mozambique	..	..	1,034
Namibia	..	..	921
Netherlands (b)	1,383	8,326	n.a.
New Zealand	547	2,285	8,677
North Macedonia	25	111	2,322
Norway	287	1,489	8,750
Oman	5	75	1,830
Panama (a)	2	26	n.a.
Peru (a)	2	10	n.a.
Philippines	29	343	6,346
Poland	405	2,401	2,023
Portugal	188	1,215	1,477
Qatar (a)	3	83	n.a.
Republic of Korea	1,578	13,563	12,854
Republic of Moldova	102	447	2,573
Romania	80	370	1,347
Russian Federation	1,571	13,033	15,545
Rwanda	1	8	823
Saint Kitts and Nevis (a)	1	6	n.a.
Saint Vincent and the Grenadines (a)	1	8	n.a.
Samoa	..	..	458
San Marino	11	104	944
Sao Tome and Principe	..	..	490
Senegal (e)	5	11	n.a.
Serbia	134	989	3,858
Seychelles (a)	11	112	n.a.
Sierra Leone	..	..	764
Singapore	676	4,562	10,765
Sint Maarten (Dutch Part) (d)	..	..	533
Slovakia	84	537	1,050
Slovenia	187	1,103	979
South Africa (a)	1	4	n.a.
Spain	1,223	6,803	2,842
Sudan	1	2	1,032
Sweden	831	5,126	1,323
Switzerland	3,518	25,452	15,099

(Continued)

(A30 continued)

Name	Origin[1]		Designated member
	Number of applications	Designations	Designations
Syrian Arab Republic	7	31	897
Tajikistan	5	27	1,900
Thailand	103	840	7,748
Tunisia	22	181	2,204
Turkey	1,682	8,447	9,000
Turkmenistan	..	..	1,645
Ukraine	386	2,696	6,820
United Arab Emirates (a)	19	197	n.a.
United Kingdom	3,679	34,857	19,243
United States of America	10,005	69,208	24,893
Uruguay (a)	1	5	n.a.
Uzbekistan	10	82	2,257
Viet Nam	166	953	8,053
Zambia	1	3	1,097
Zimbabwe	2	4	1,007
Others	816	4,306	8
Total	**63,800**	**449,215**	**449,215**

Note: Only countries or territories of origin and designated Madrid member countries or jurisdictions for which 2020 Madrid System statistics exist are listed. Madrid application by origin data for 2020 are WIPO estimates.

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

(a) This country or territory was not a member of the Madrid System as of December 31, 2020. 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.

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

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

.. indicates zero.

n.a. indicates not applicable.

Source: WIPO Statistics Database, March 2021.

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

Highlights

Trademark holders worldwide received just over 62,000 Madrid international registrations in 2020, 3.2% fewer than in 2019.

In 2020, the World Intellectual Property Organization (WIPO) recorded 62,062 Madrid registrations, up from about 37,200 only 15 years earlier. However, the total number for 2020 represents about 2,060 fewer registrations than in the previous year (figure B1). The long-term trend for Madrid registrations broadly follows that for Madrid applications; however, changes in the number of registrations from year to year can be more pronounced than for applications. Madrid registrations can fluctuate considerably from one year to the next for 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 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 new Madrid members in addition to those of longer standing members, the number of subsequent designations has increased from almost 36,000 in 2009 to 55,200 in 2020. Subsequent designations are requests made by trademark holders to extend protection for existing Madrid registrations to cover new markets. There were 3.2% fewer such subsequent designations made in Madrid registrations in 2020 than in 2019, marking the first drop in numbers 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 year to year can be significant for the reasons given for international registrations. Subsequent designations underwent a gradual increase year-on-year in both 2006 and 2007. However, in 2009, at the height of the global financial crisis, they fell substantially by 18.8%, on a par with a large 20.3% drop in designations in new Madrid applications that same year.

How did trademark holders use subsequent designations to extend protection for their marks to additional export markets in 2020?

Despite a considerable drop of 13.8% compared to 2019, China (2,508) still received the highest number of subsequent designations in 2020, and has been the most subsequently designated country every year since 2004 (figure B7). It was followed by Canada (2,180), which joined the Madrid System only in 2019. The U.S. (1,788), the Russian Federation (1,589) and Mexico (1,555) followed behind China and Canada as the top countries where Madrid registration holders sought to extend protection for their marks.

After having had an exceptionally high growth rate of 64.5% in subsequent designations received in 2019, the U.K. (1,223), as a destination country for trademark protection, underwent a substantial one-year decline of 41.3%, meaning it fell from second most designated Madrid member in 2019 down to 13th in 2020.

The 20 most designated Madrid member countries received more than half (51.8%) of all subsequent designations in 2020. Fifteen of these received fewer subsequent designations in 2020 than in 2019, compared to seven in 2019. In addition

to China and the U.K., Japan (–10.1%) and the Republic of Korea (–13.3%) also saw double-digit declines. In contrast, the EU (+5.1%), India (+2.8%) and Norway (+3.2%) all saw growth in the subsequent designations received in 2020.

Nine of the top 20 subsequently designated Madrid members are middle-income countries spanning three continents, reflecting the widespread appeal of developing markets to Madrid registration holders seeking to extend protection for their marks.

All top 15 designated Madrid members received the most subsequent designations from either Germany or the U.S. (figure B9). Holders from Japan were the third top origin of subsequent designations in its Asian neighbors Indonesia, Malaysia, Singapore, Thailand and Viet Nam. Holders from Switzerland were the second top origin for the U.K. and the third top origin for China, Japan and the U.S., whereas those from Italy were the second top origin for the Russian Federation and the U.S. and the third top origin for the Republic of Korea.

Holders renewed about 33,000 Madrid international registrations in 2020

Madrid registration holders renewed 32,998 registrations in 2020, an increase of 11.6% on the previous year. The number of renewals in any given year depends both on the number of Madrid registrations and the number of renewals recorded 10 years prior; therefore the trend seen in figure B13 is only a partial reflection of the trend in registrations with a 10-year lag. Renewals in 2020 were double the number recorded fifteen years earlier in 2006 and have trended upward, despite modest declines in 2009, 2011 and 2017, and a more considerable drop of 7.1% in 2019.

The highest numbers of renewals in 2020 were recorded by holders from Germany, France, Switzerland and Italy

Holders from Germany (7,862), France (4,623), Switzerland (2,854) and Italy (2,711) recorded the highest numbers of Madrid registration renewals in 2020 (figure B14). This reflects their long-standing membership of the Madrid System. Together, these top four origins of renewals accounted for over half (55%) of all renewals in 2020, and their holders' stocks of international registrations have often been maintained for many decades.

Among the top 20 origins, renewals from the U.S. (+46.3%) saw the biggest one-year increase. Japan (+34.1%) and Sweden (+32.8%) also saw increases in excess of 30%. In total, 13 of the top 20 origins experienced double-digit growth compared to the previous year.

Almost half (49.6%) of all international registrations recorded since the Madrid System was established in 1891 remain active

Of the 1.56 million international registrations recorded since the creation of the Madrid System, about half (777,158) remained active – that is, in force – in 2020. Totaling almost 481,000 in 2006, active Madrid registrations have increased by between about two and five percent each subsequent year (figure B21). In 2020, the total number of active Madrid registrations grew by 4%.

In 2020, active Madrid registrations owned by holders from Germany totaled more than 1.6 times those owned by holders from France and the U.S., the next two highest ranked origins.

Madrid registration holders domiciled in Germany owned 135,508 active registrations in 2020, followed by holders in France (83,587) and the U.S. (81,379) (figure B23). Together, holders based in the top 20 countries of origin owned almost 90% of all active Madrid registrations in 2020. Of the top origins, holders from China (+14.6%), the Republic of Korea (+16.2%) and the U.S. (+9.4%) were the ones whose stocks of active Madrid registrations grew the most from 2019 to 2020. In contrast, active registrations from Austria (–0.1%) and France (–0.2%) declined slightly.

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

In 2020, China (293,167), as a destination for trademark protection from abroad, retained the top spot as the Madrid member with the most designations in active Madrid registrations, followed by Switzerland (263,463) and the Russian Federation, with 249,983 designations. The EU (242,578) and the U.S. (225,595) were the fourth and fifth highest-ranking Madrid members in terms of designations in active registrations (figure B24). This means that, as of 2020, the over 225,000 trademarks in force in each of these four countries plus the EU, via the European Union Intellectual Property Office (EUIPO), resulted from Madrid registrations.

Thirteen of the top 20 Madrid members had more designations in active registrations in 2020 than they did in 2019, with the U.K. continuing to record the highest growth of 14.3%. Most of the Madrid members that saw declines were either individual EU member countries or the Benelux countries as a group, which comprises Belgium, the Netherlands and Luxembourg. Nevertheless, as a single designated Madrid member, the EU as a whole recorded the second highest growth rate (+8%) among top members.

The 6.4 million designations in active Madrid registrations in 2020 were owned by nearly 264,000 right holders

A majority (63.1%) of holders of active Madrid registrations possessed only a single such registration in their 2020 portfolios – a situation that has remained almost unaltered since 2012. Another 17% of holders owned only two active Madrid 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

Renewals of Madrid international registrations

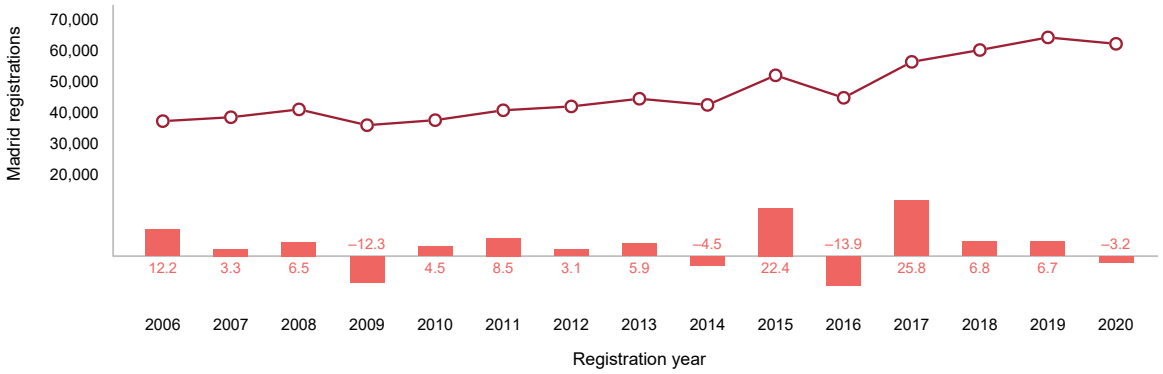
Active Madrid international registrations

Statistical tables

Madrid international registrations

In 2020, trademark holders received a total of 62,062 Madrid registrations, representing a decrease of 3.2% compared to the previous year.

B1. Trend in international registrations, 2006–2020

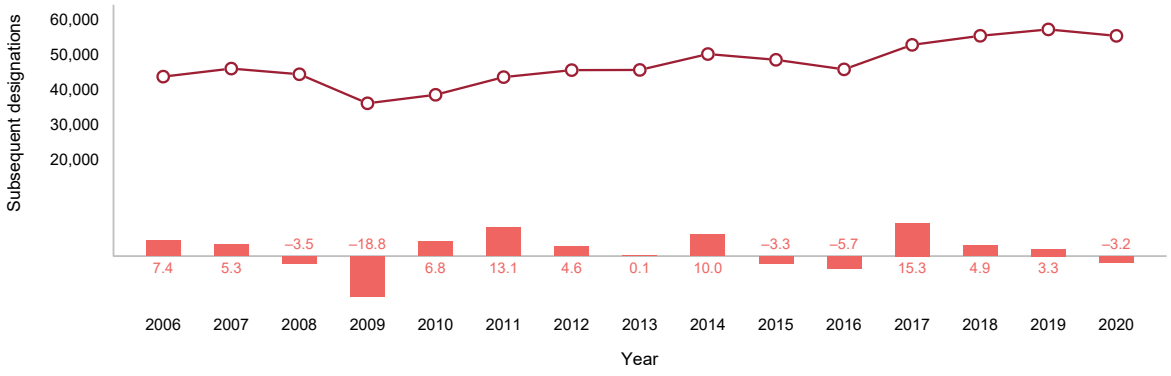


Note: The significant decrease in 2016 was mainly due to the deployment of a new back-end IT system that year, which resulted in a temporary reduction in the production capacity of the International Bureau (IB). The total number of international registrations for all origins are reported in statistical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

Source: WIPO Statistics Database, March 2021.

Subsequent designations increased from about 43,600 in 2006 to 55,200 in 2020.

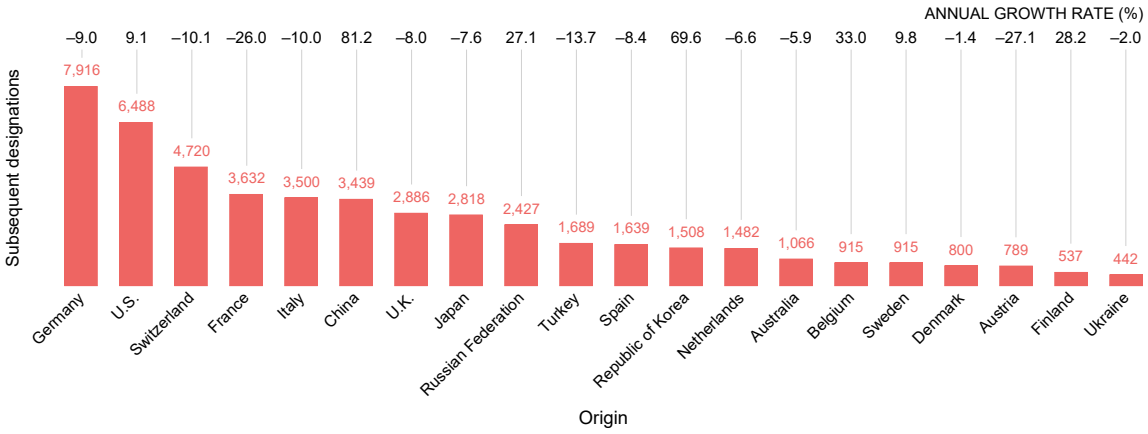
B2. Trend in subsequent designations in international registrations, 2006–2020



Source: WIPO Statistics Database, March 2021.

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, and in 2020 they were followed by holders located in the U.S. and Switzerland.

B3. Subsequent designations in international registrations for the top 20 origins, 2020

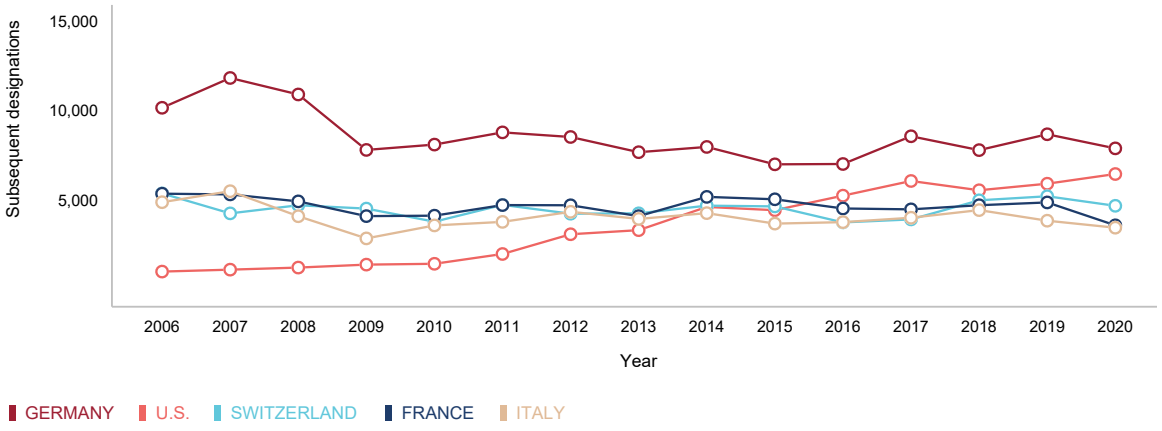


Note: Origin data are based on the country of the Madrid registration holder's address.

Source: WIPO Statistics Database, March 2021.

Subsequent designations from the top five origins have been converging over the past 15 years.

B4. Trends in subsequent designations in international registrations for the top five origins, 2006–2020

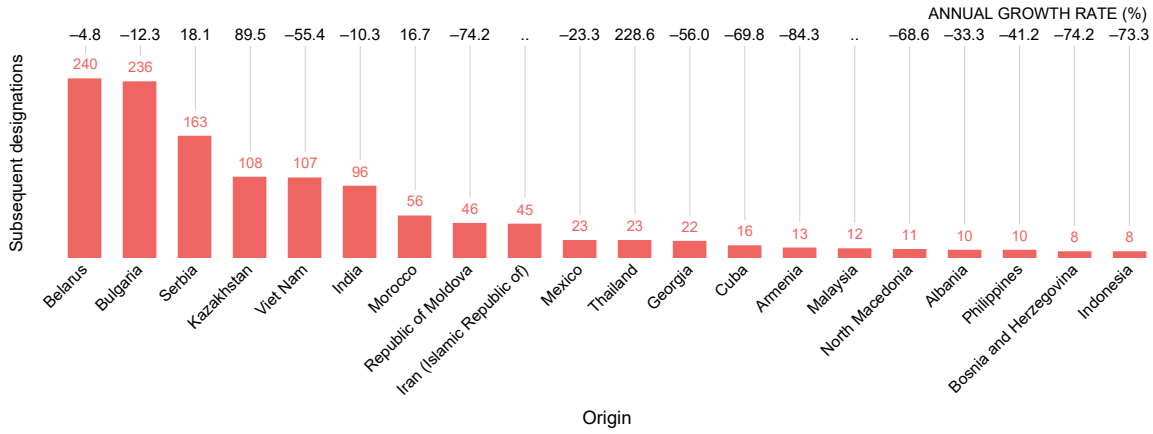


Note: Origin data are based on the country of the Madrid registration holder's address.

Source: WIPO Statistics Database, March 2021.

Subsequent designations made by holders based in many middle-income countries remain low.

B5. Subsequent designations in international registrations for selected middle-income country origins, 2020



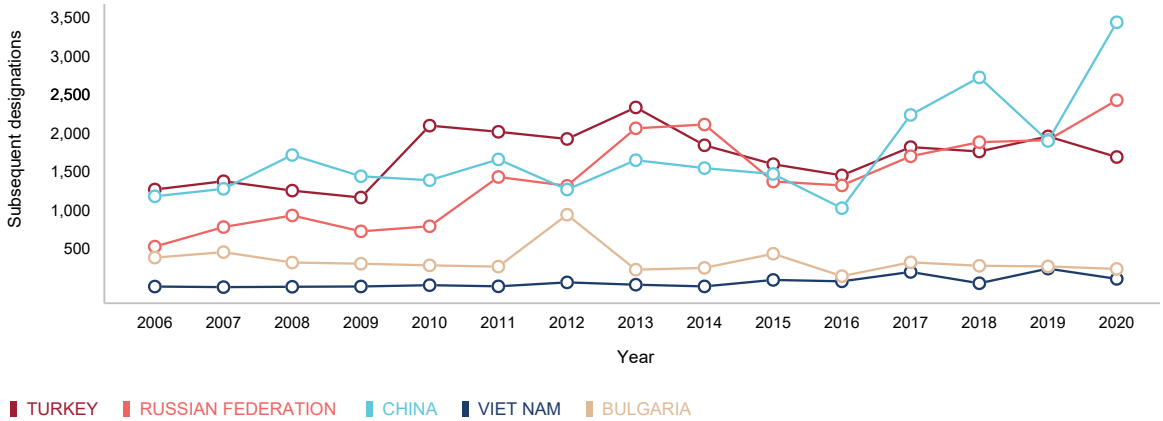
Note: Origin data are based on the country of the Madrid registration holder's address. The total numbers of subsequent designations in international registrations for all origins are reported in statistical table B27.

.. indicates not available.

Source: WIPO Statistics Database, March 2021.

Among selected middle-income countries of origin, subsequent designations from China rebounded sharply in 2020 after a decline in 2019. Subsequent designations from the Russian Federation also increased in 2020, whereas those from Turkey decreased. In recent years, subsequent designations from Bulgaria and Viet Nam have been similar in magnitude.

B6. Trends in subsequent designations in international registrations for selected middle-income country origins, 2006–2020

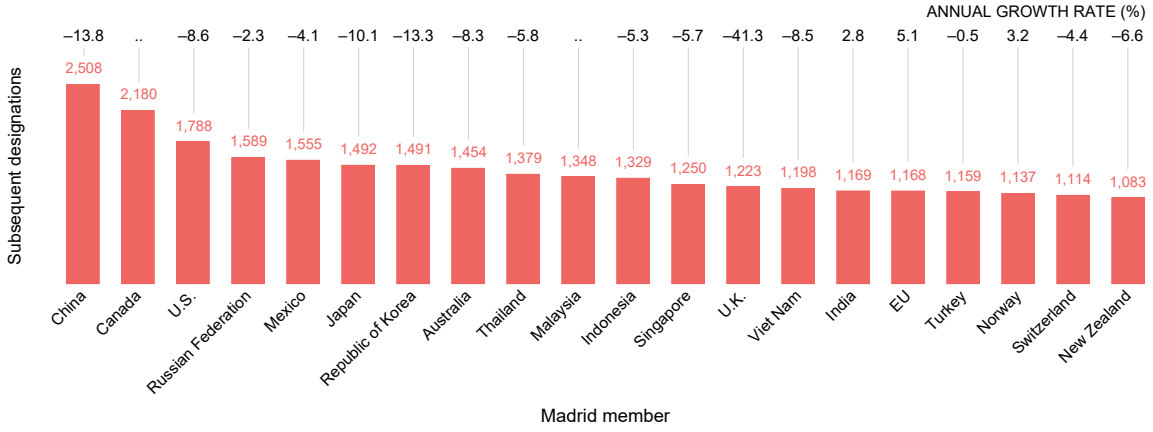


Note: Origin data are based on the country of the Madrid registration holder's address.

Source: WIPO Statistics Database, March 2021.

China has received the highest number of subsequent designations every year since 2004, and in 2020 was followed by Canada, which had just completed its first full year as a Madrid member. The U.K. dropped to 13th spot in 2020, after ranking second in 2019 during the lead-up to Brexit.

B7. Subsequent designations in international registrations for the top 20 designated Madrid members, 2020



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 2021.

The most subsequent designations received by all top 15 designated Madrid members in 2020 came from either Germany or the U.S. Italy was the second largest origin of subsequent designations received by the Russian Federation and the U.S., while those from Switzerland accounted for the second highest share of those countries designating the U.K.

B8. Shares of total subsequent designations in international registrations for the top 20 origins and top 15 designated Madrid members, 2020

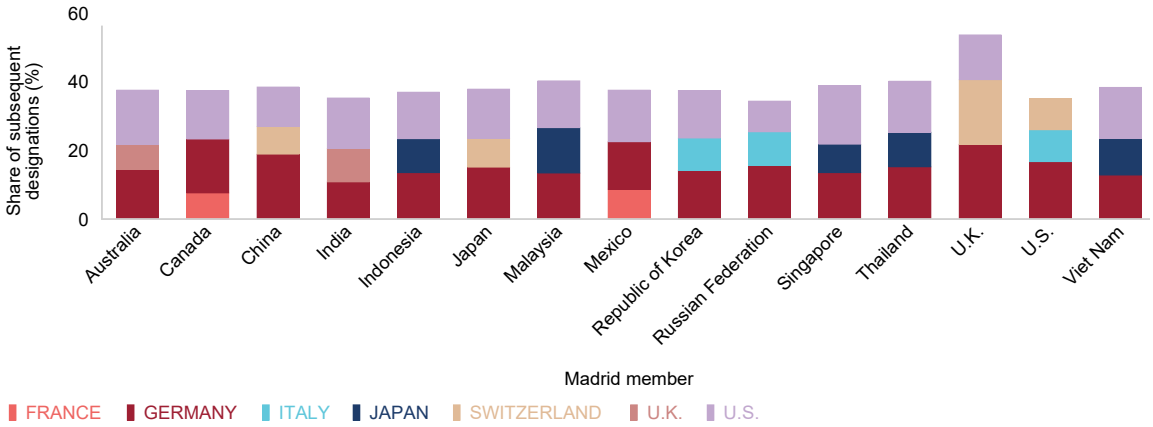
	Designated Madrid member														
Origin	China	Canada	U.S.	Russian Federation	Mexico	Japan	Republic of Korea	Australia	Thailand	Malaysia	Indonesia	Singapore	U.K.	Viet Nam	India
Germany	18.9	15.7	16.6	15.6	13.8	15.0	14.1	14.3	15.2	13.4	13.5	13.4	21.7	12.8	10.8
U.S.	11.4	14.2	0.3	9.0	15.0	14.3	13.8	15.7	14.9	13.7	13.6	17.0	13.1	14.9	14.7
Switzerland	8.1	4.1	9.1	6.3	7.5	8.4	7.2	7.2	6.5	6.9	7.7	7.0	18.8	6.7	5.4
France	6.6	7.6	7.2	7.6	8.7	8.0	9.3	7.2	6.9	4.7	4.6	6.5	4.5	6.5	5.8
Italy	7.1	6.7	9.2	9.6	6.4	7.0	9.4	5.7	4.5	4.9	5.7	5.4	4.4	6.4	4.9
China	0.2	3.9	4.2	3.3	4.7	3.9	3.4	3.0	6.7	4.3	5.9	5.4	3.1	5.9	4.4
U.K.	6.7	6.7	6.1	6.5	6.2	6.8	6.6	7.4	5.7	7.6	5.4	7.0	0.2	3.9	9.8
Japan	6.2	5.4	8.1	5.2	5.2	0.1	6.3	5.1	10.1	13.2	9.9	8.3	4.3	10.7	6.6
Russian Federation	3.2	2.3	3.2		1.9	2.4	1.7	1.5	2.1	1.3	2.9	0.8	2.3	2.9	2.1
Turkey	1.8	2.5	3.4	2.9	1.4	1.7	1.7	1.3	0.8	1.5	1.5	0.9	2.5	1.8	2.3
Spain	2.8	2.7	4.0	4.3	4.6	2.9	3.4	2.8	3.6	2.5	2.8	2.6	0.9	3.1	2.7
Republic of Korea	0.6	1.7	1.7	2.4	1.9	2.8		5.4	3.2	3.0	3.7	4.2	2.7	2.5	4.0
Netherlands	4.1	2.8	3.1	3.1	3.5	3.1	3.5	3.1	1.5	2.2	2.6	2.6	2.2	2.1	2.8
Australia	2.9	3.8	3.5	1.4	1.3	4.5	2.5		2.5	3.6	2.9	3.7	4.3	2.8	3.6
Belgium	1.8	1.3	1.7	2.5	1.5	1.3	1.4	1.8	1.3	1.4	1.1	1.4	1.0	1.3	1.0
Sweden	1.6	2.5	2.2	2.2	2.7	1.8	2.8	3.0	1.4	1.4	2.3	2.2	1.1	1.8	2.5
Denmark	1.9	2.1	1.7	2.9	1.6	2.1	1.7	2.5	2.7	1.9	2.3	1.5	0.4	1.4	1.5
Austria	2.0	1.7	2.1	1.8	1.4	2.0	1.3	1.7	1.9	1.4	1.4	1.5	2.2	1.3	1.0
Finland	1.2	1.7	0.9	0.9	0.8	2.2	1.0	1.2	1.3	1.2	1.1	1.6	0.2	1.6	2.2
Ukraine	0.7	0.8	0.5	0.6	0.5	0.4	0.2	0.6	0.1	0.1	0.2	0.2	1.1	0.2	0.4
Other origins	9.9	10.0	11.0	11.9	9.4	9.2	8.7	9.6	7.4	9.6	9.1	6.8	9.0	9.5	11.3

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

Source: WIPO Statistics Database, March 2021.

In 2020, the top three origins of subsequent designations for 14 of the top 15 designated Madrid members accounted for between 34% and 40% of all subsequent designations received. The exception was the U.K. (53.7%), where this share was exceptionally high; holders from Germany, Switzerland and the U.S. accounted for over half of all subsequent designations received by the U.K.

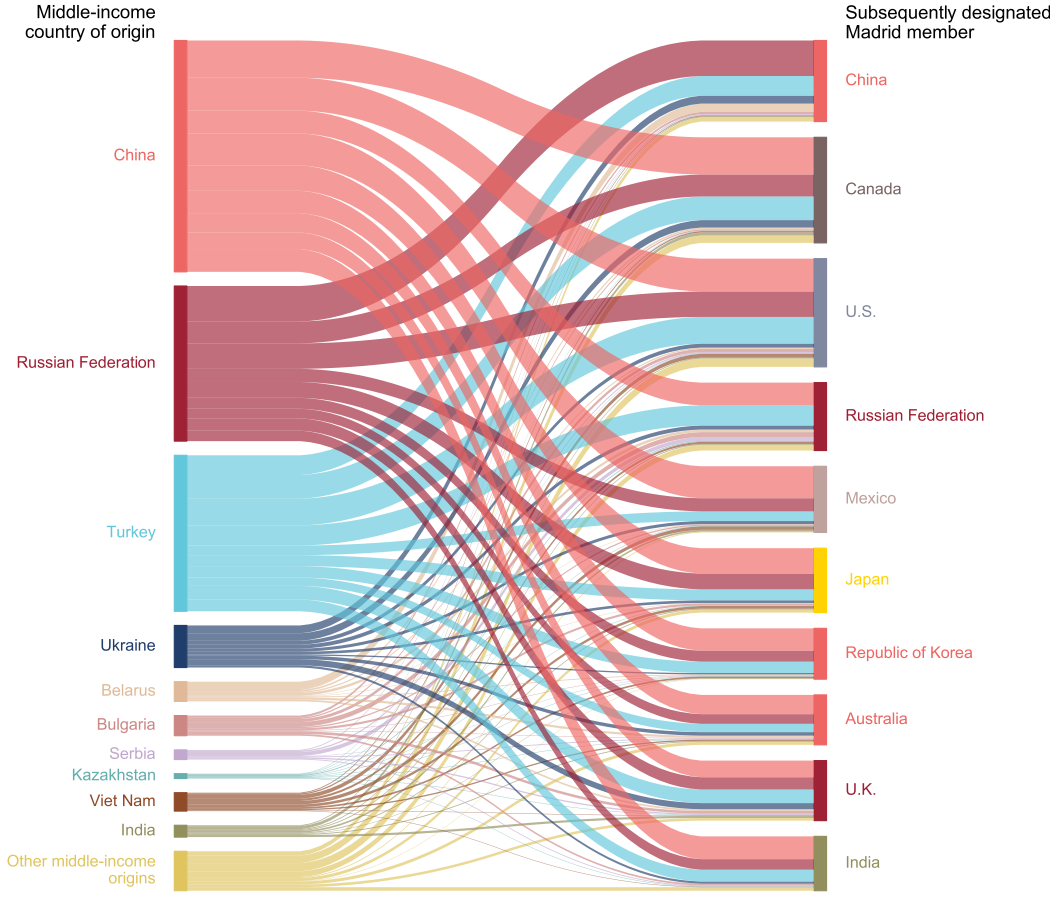
B9. Distribution of subsequent designations in international registrations for the top 15 designated Madrid members received from their top three origins, 2020



Source: WIPO Statistics Database, March 2021.

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

B10. Flows of subsequent designations from selected middle-income countries of origin to selected top subsequently designated Madrid members, 2020

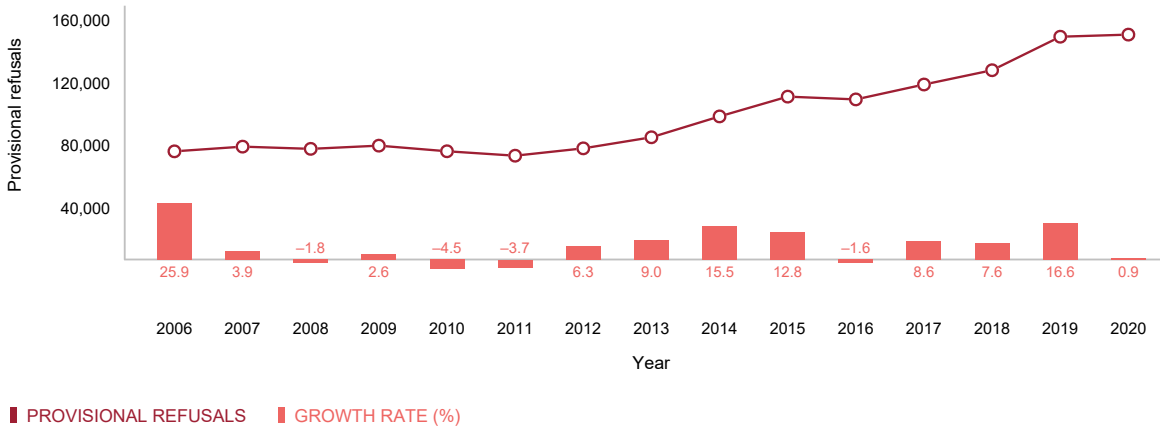


Note: Origin data are based on the country of the Madrid registration holder's address.

Source: WIPO Statistics Database, March 2021.

Having recorded a double-digit increase in 2019, provisional refusals issued by designated Madrid members grew by only about 1% to 150,760 in 2020.

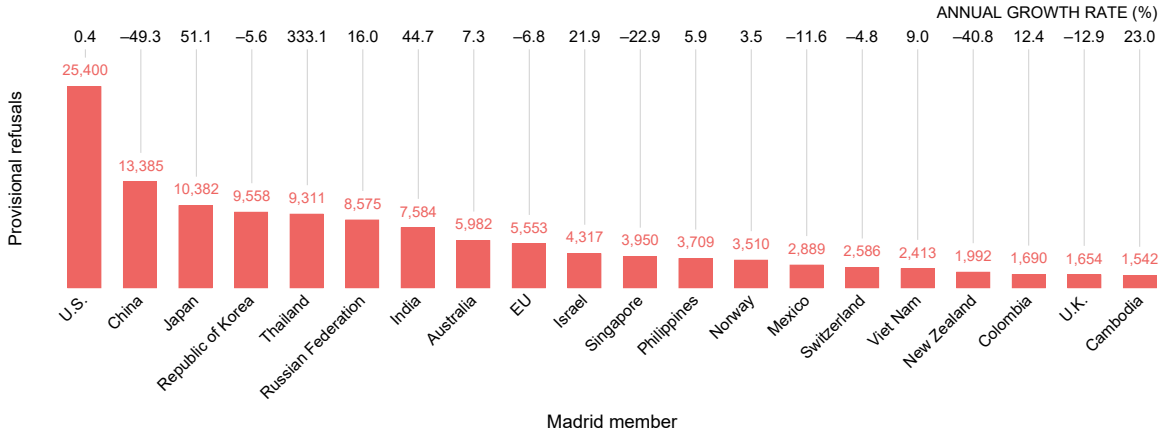
B11. Trend in provisional refusals of designations in international registrations, 2006–2020



Source: WIPO Statistics Database, March 2021.

In 2020, the U.S. issued almost twice as many provisional refusals of designation than China, which issued the second highest number.

B12. Provisional refusals of designation by selected designated Madrid members, 2020

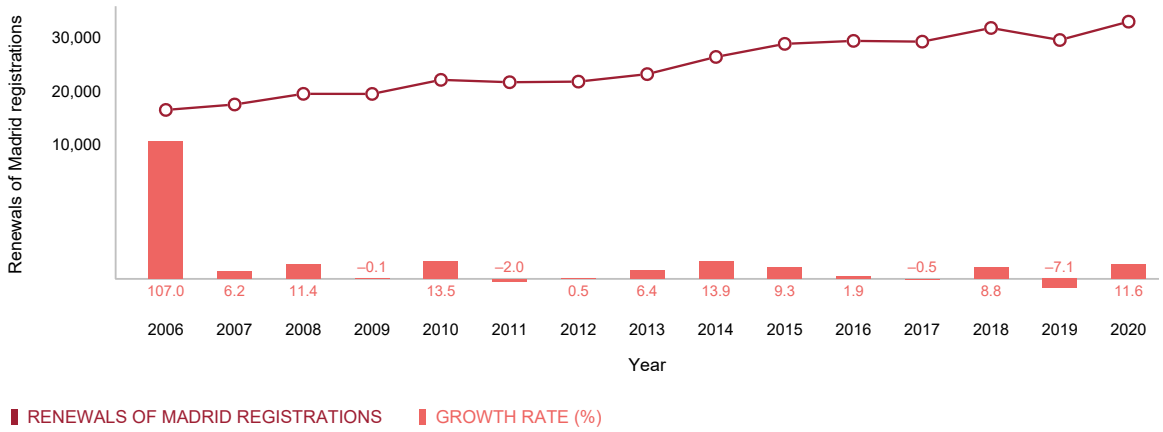


Source: WIPO Statistics Database, March 2021.

Renewals of Madrid international registrations

In 2020, renewals of Madrid registrations increased by 11.6% to 32,998, rebounding from a drop in 2019. The high growth rate seen in 2006 resulted from a reduction in the renewal period from 20 to 10 years that came into effect in 1996. Since 2006, renewals have trended upward, despite slight declines in four of the 15 years presented.

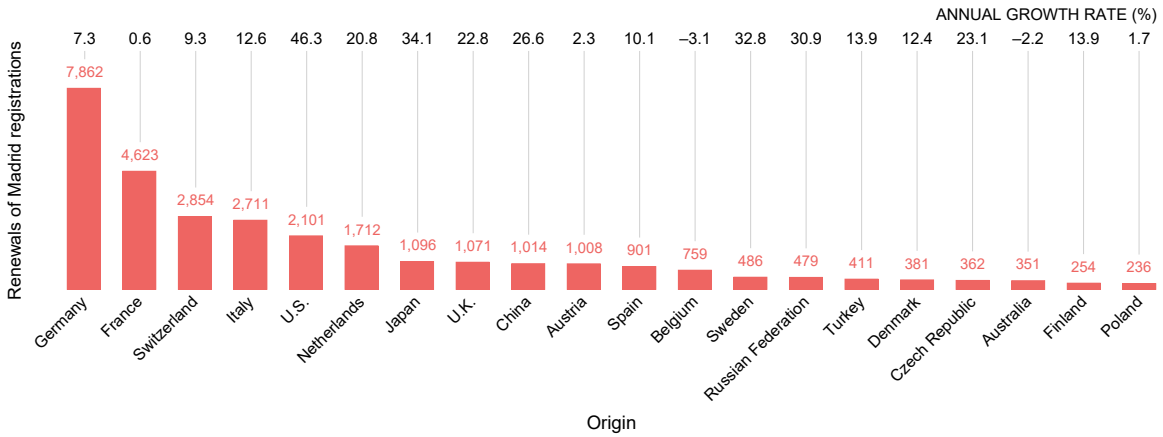
B13. Trend in renewals of international registrations, 2006–2020



Source: WIPO Statistics Database, March 2021.

About 55% of all renewals in 2020 came from just four European countries – Germany, France, Italy and Switzerland – reflecting their long-standing membership of the Madrid System and holders' large stocks of existing registrations up for renewal.

B14. Renewals of international registrations for the top 20 origins, 2020

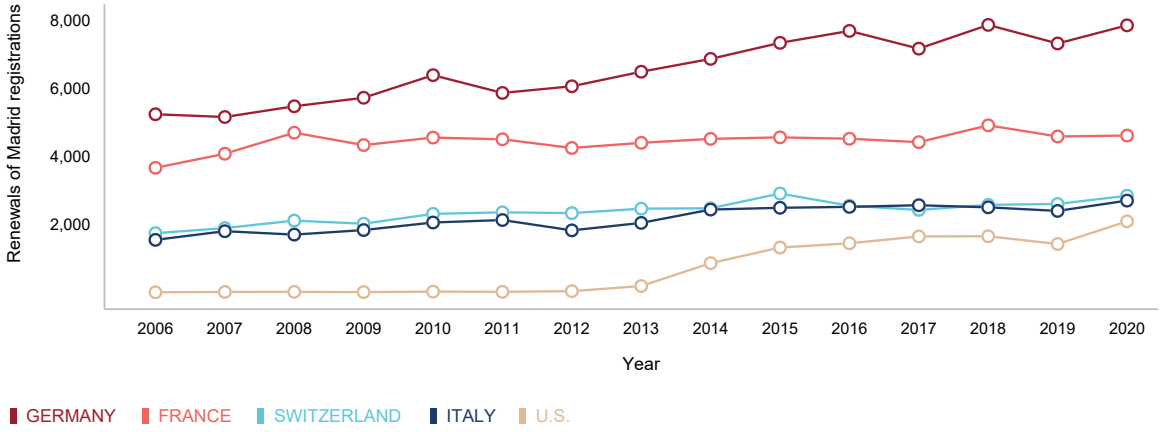


Note: Origin data are based on the country of the Madrid registration holder's address. The total numbers of renewals of international registrations for all origins are reported in statistical table B28.

Source: WIPO Statistics Database, March 2021.

Renewals of Madrid registrations from the U.S. have trended upward since 2013, marking the end of the first 10-year validity period for registrations recorded in 2003 when this country first joined the Madrid System. The number of renewals of Madrid registrations from the U.S. is approaching the same level as those from Italy and Switzerland.

B15. Trends in renewals of international registrations for the top five origins, 2006–2020

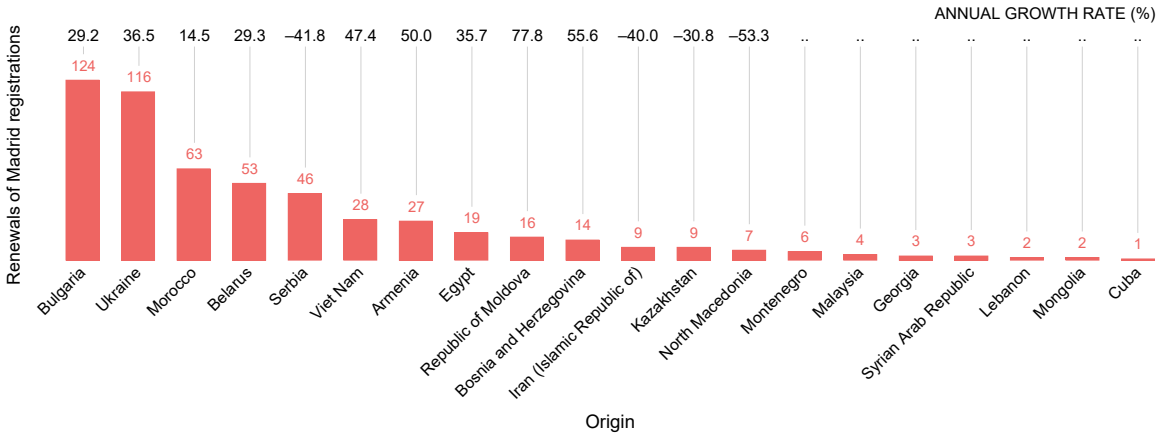


Note: Origin data are based on the country of the Madrid registration holder's address.

Source: WIPO Statistics Database, March 2021.

Renewals from many low- and middle-income countries are relatively low. For some, this is partly due to their relatively recent Madrid membership.

B16. Renewals of international registrations for selected low- and middle-income country origins, 2020



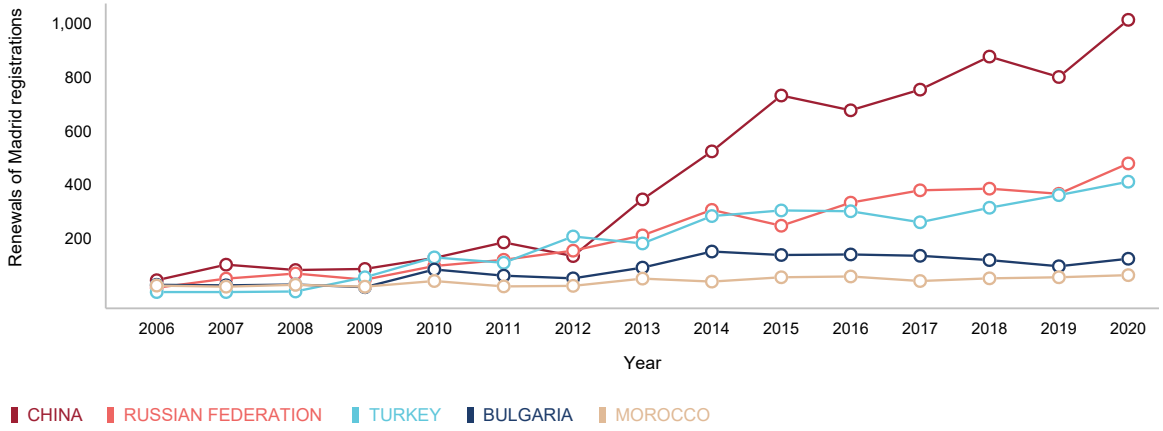
Note: Origin data are based on the country of the Madrid registration holder's address. The total numbers of renewals of international registrations for all origins are reported in statistical table B28.

.. indicates not available.

Source: WIPO Statistics Database, March 2021.

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, 2006–2020

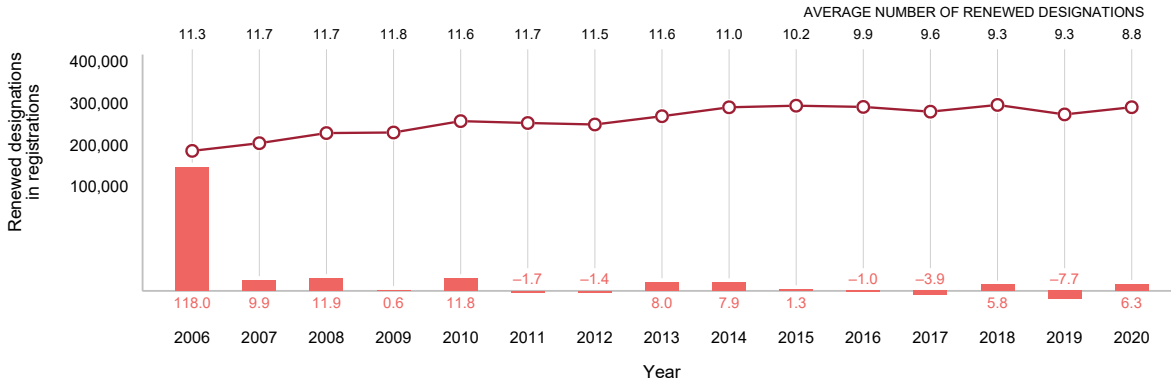


Note: Origin data are based on the country of the Madrid registration holder's address.

Source: WIPO Statistics Database, March 2021.

The average number of designations in renewals has trended downward from almost 12 in 2007 to just under nine in 2020. The high growth rate seen in 2006 was the result of a reduction in the renewal period from 20 to 10 years that came into effect in 1996.

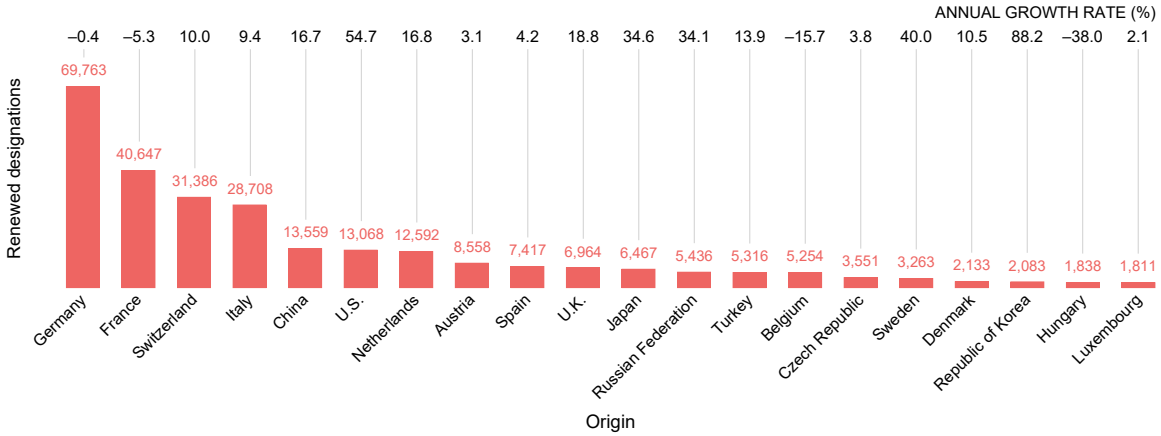
B18. Trend in renewed designations in international registrations, 2006–2020



Source: WIPO Statistics Database, March 2021.

In 2020, the top 20 origins accounted for about 93% of all renewed designations in Madrid registrations, remaining unchanged from the previous year.

B19. Renewed designations in international registrations for the top 20 origins, 2020

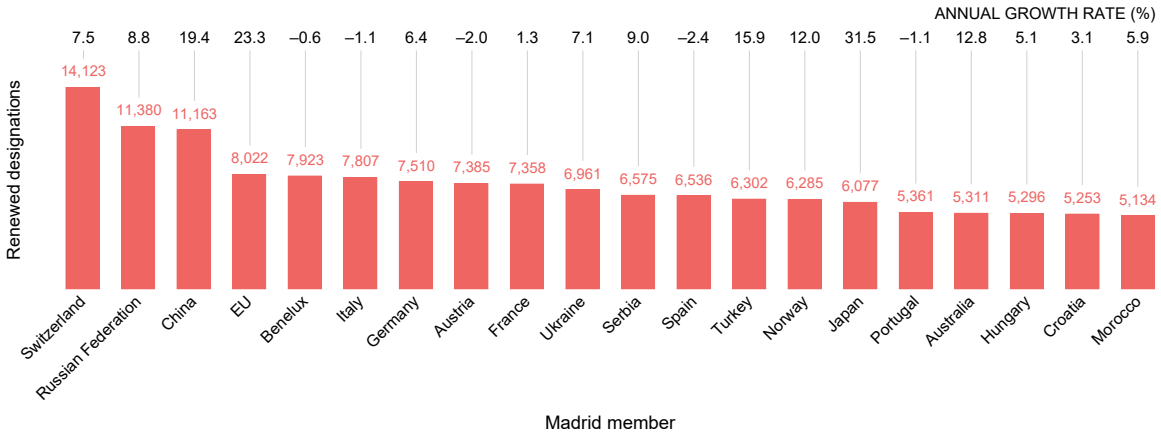


Note: Origin data are based on the country of the Madrid registration holder's address. The total numbers of designations in renewals of international registrations for all origins are reported in statistical table B28.

Source: WIPO Statistics Database, March 2021.

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

B20. Top 20 designated Madrid members in renewals of international registrations, 2020



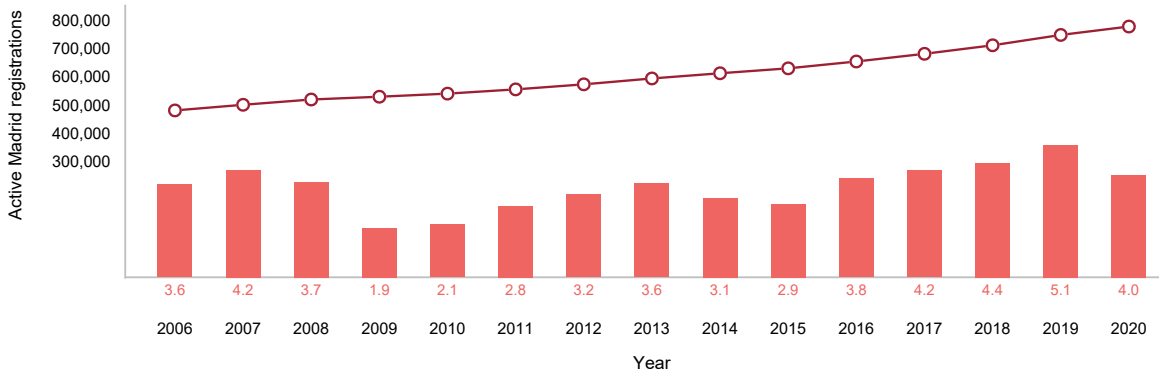
Note: Benelux comprises the territories of Belgium, Luxembourg and the Kingdom of the Netherlands. These three territories are deemed to be a single country for the application of the Madrid System. The total numbers of designations in renewals of international registrations for all Madrid members are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

Source: WIPO Statistics Database, March 2021.

Active Madrid international registrations

In 2020, active Madrid international registrations numbered 777,158; a net increase of almost 30,000 over 2019.

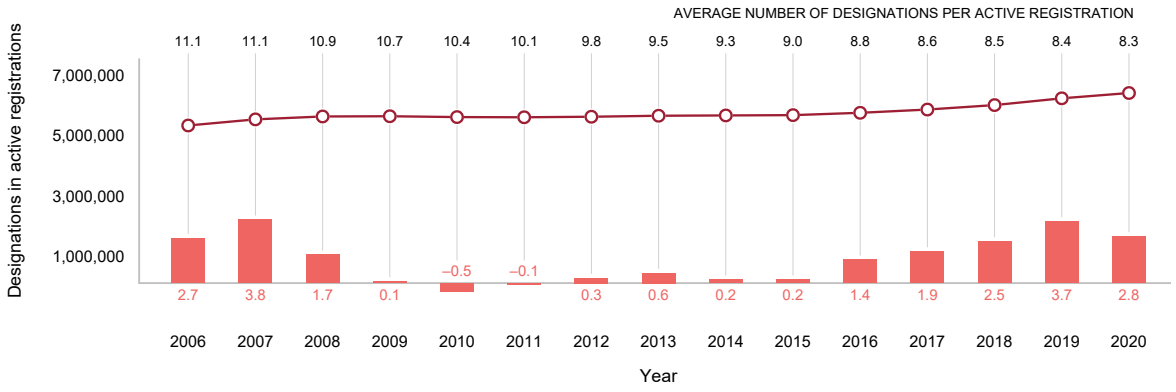
B21. Trend in active international registrations, 2006–2020



Source: WIPO Statistics Database, March 2021.

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

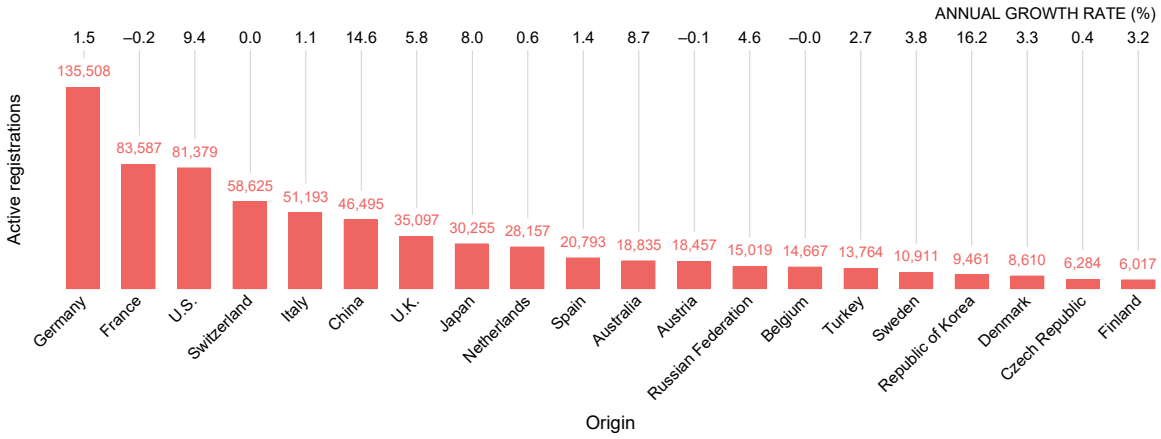
B22. Trend in designations in active international registrations, 2006–2020



Source: WIPO Statistics Database, March 2021.

In 2020, active Madrid registrations owned by holders from Germany totaled more than 1.6 times those owned by holders from France and the U.S., the next two highest ranked origins.

B23. Active international registrations for the top 20 origins, 2020

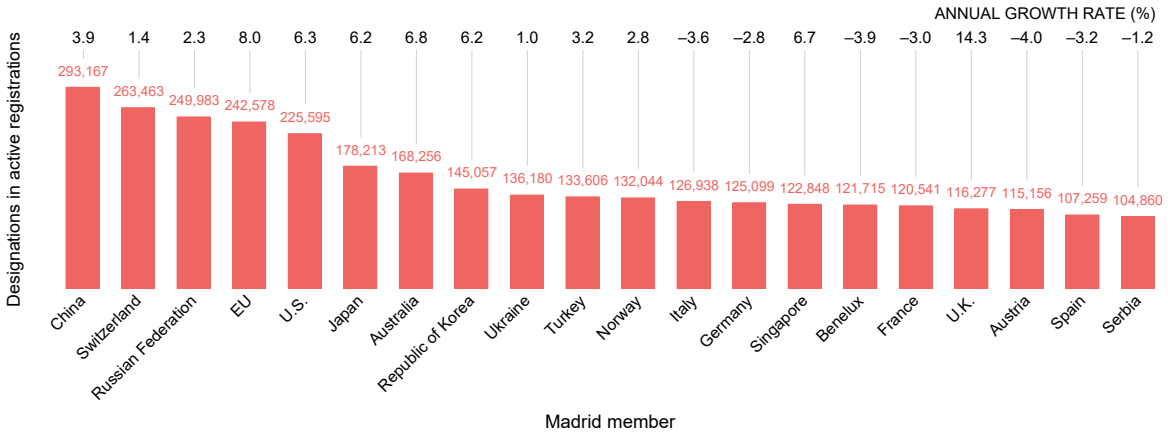


Note: Origin data are based on the country of the Madrid registration holder's address.

Source: WIPO Statistics Database, March 2021.

In 2020, for the tenth year in a row, designations in active Madrid registrations were highest for China, the Russian Federation and Switzerland, with China heading the list of the top 20 designated Madrid members for a third year running.

B24. Designations in active international registrations for the top 20 designated Madrid members, 2020

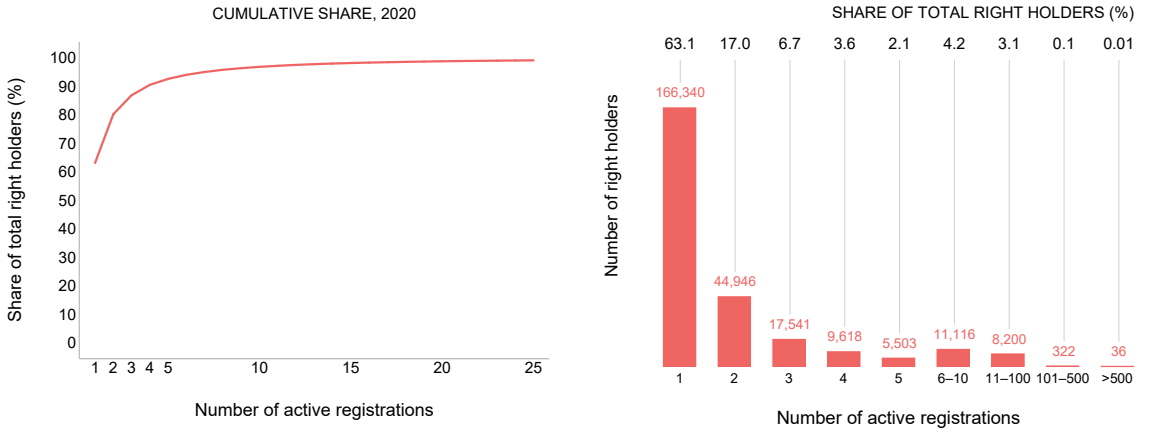


Note: Benelux comprises the territories of Belgium, Luxembourg and the Kingdom of the Netherlands. These three territories are deemed to be a single country for the application of the Madrid System.

Source: WIPO Statistics Database, March 2021.

Overall, 90% of holders of active Madrid registrations held up to four registrations in their portfolios in 2020.

B25. Distribution of active international registrations per right holder, 2020



Source: WIPO Statistics Database, March 2021.

Computers, electronics and software; business services; technological services; pharmaceuticals; and clothing are among the top five classes specified in active Madrid registrations.

B26. Classes specified in active international registrations, 2020

Class covers/includes	2020	Share of total (%)
Class 9: Computer hardware and software and other electrical or electronic apparatus of a scientific nature	175,927	8.9
Class 35: Services such as office functions, advertising and business management	128,856	6.6
Class 42: Services provided by, for example, scientific, industrial or technological engineers and computer specialists	107,992	5.5
Class 5: Mainly pharmaceuticals and other preparations for medical purposes	105,376	5.4
Class 25: Clothing, footwear and headgear	89,484	4.6
Class 3: Mainly cleaning preparations and toilet preparations	82,664	4.2
Class 41: Services in the area of education, training, entertainment, sporting and cultural activities	80,434	4.1
Class 16: Mainly paper, goods made from that material and office requisites	67,530	3.4
Class 30: Mainly foodstuffs of plant origin, prepared for consumption or conservation as well as auxiliaries intended for improving the flavor of food	63,503	3.2
Class 7: Mainly machines, machine tools, motors and engines	62,946	3.2
Class 11: Apparatus for lighting, heating, steam generating, cooking, refrigerating, drying, ventilating, water supply and sanitary purposes	52,303	2.7
Class 29: Meat, fish, poultry; frozen, dried and cooked fruits and vegetables	48,830	2.5
Class 1: Chemicals used in industry, science and photography, as well as in agriculture	48,220	2.5
Class 18: Leather and imitations of leather, and products made therefrom, traveling bags and umbrellas	47,636	2.4
Class 37: Building construction; repair; installation services	42,759	2.2
Class 12: Vehicles; apparatus for locomotion by land, air or water	41,325	2.1
Class 10: Surgical, medical, dental and veterinary apparatus and instruments	41,259	2.1
Class 28: Games and playthings; gymnastic and sporting articles	40,379	2.1
Class 38: Telecommunications services	40,216	2.0
Class 6: Mainly includes common metals and their alloys and goods of common metal not included in other classes	39,263	2.0
Class 33: Alcoholic beverages (except beers)	39,082	2.0
Class 20: Mainly furniture, mirrors, picture frames and goods made from, for example, wood, cork, reed, cane, wicker	38,893	2.0
Class 21: Mainly household or kitchen utensils and containers; combs and sponges; articles for cleaning purposes, glassware, porcelain and earthenware	37,732	1.9
Class 36: Services relating to insurance, financial affairs, monetary affairs, and real estate affairs	37,481	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	36,033	1.8
Remaining 20 classes	366,459	18.7

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

Source: WIPO Statistics Database, March 2021.

Statistical tables

B27. International registrations and subsequent designations covered by international registrations, 2020

Name	Origin[1]			Designated member	
	Number of registrations	Designations	Subsequent designations	Designations	Subsequent designations
Afghanistan	..	..	..	716	212
African Intellectual Property Organization	n.a.	n.a.	n.a.	1,983	403
Albania	12	68	10	1,919	802
Algeria	16	32	..	2,388	517
Andorra (a)	5	28	12	n.a.	n.a.
Antigua and Barbuda	3	60	1	423	85
Argentina (a)	1	2	..	n.a.	n.a.
Armenia	23	202	13	2,295	489
Australia	2,171	10,377	1,066	15,307	1,454
Austria	984	5,703	789	2,173	202
Azerbaijan	2	10	6	2,656	558
Bahamas (a)	7	52	35	n.a.	n.a.
Bahrain	2	28	..	1,432	313
Barbados (a)	10	89	4	n.a.	n.a.
Belarus	226	1,432	240	4,519	727
Belgium (b)	709	3,685	915	n.a.	n.a.
Belize (a)	7	7	..	n.a.	n.a.
Benelux Office for Intellectual Property	n.a.	n.a.	n.a.	2,563	244
Bermuda (a)	17	151	9	n.a.	n.a.
Bhutan	..	..	..	567	96
Bonaire, Sint Eustatius and Saba (d)	..	..	3	345	77
Bosnia and Herzegovina	32	205	8	2,419	493
Botswana	..	..	..	623	148
Brazil	87	454	4	8,216	255
Brunei Darussalam	1	12	..	944	243
Bulgaria	236	3,227	236	1,036	174
Cambodia	3	10	..	2,485	458
Cameroon (e)	1	5	..	n.a.	n.a.
Canada	701	4,512	78	17,689	2,180
China	7,525	73,914	3,439	22,017	2,508
Colombia	26	66	2	4,207	837
Côte d'Ivoire (e)	7	18	..	n.a.	n.a.
Croatia	161	882	51	1,009	180
Cuba	6	52	16	1,142	173
Curaçao (d)	1	11	11	457	113
Cyprus	268	2,066	230	579	146
Czech Republic	285	1,826	203	1,323	190
Democratic People's Republic of Korea	3	6	..	931	104
Denmark	602	4,040	800	1,083	190
Dominica (a)	1	13	..	n.a.	n.a.
Dominican Republic (a)	1	7	3	n.a.	n.a.
Ecuador (a)	2	26	..	n.a.	n.a.
Egypt	14	101	1	3,979	750
El Salvador (a)	1	3	..	n.a.	n.a.
Equatorial Guinea (e)	1	24	..	n.a.	n.a.
Estonia	85	530	86	859	144
Eswatini	..	..	..	491	113
European Union	n.a.	n.a.	n.a.	26,105	1,168
Fiji (a)	..	..	1	n.a.	n.a.
Finland	446	2,539	537	904	166
France	3,843	23,618	3,632	3,474	216
Gambia	..	..	..	658	131
Georgia	36	333	22	2,284	493
Germany	7,362	43,572	7,916	4,514	258
Ghana	2	4	..	1,199	239
Greece	93	442	82	928	167
Guinea (e)	..	..	15	n.a.	n.a.
Hungary	184	2,445	138	1,068	159

(Continued)

(B27 continued)

Name	Origin[1]			Designated member	
	Number of registrations	Designations	Subsequent designations	Designations	Subsequent designations
Iceland	28	163	18	2,378	386
India	365	3,199	96	11,921	1,169
Indonesia	94	974	8	7,312	1,329
Iran (Islamic Republic of)	14	153	45	2,490	376
Iraq (a)	1	2	..	n.a.	n.a.
Ireland	232	2,113	379	885	156
Israel	346	2,036	185	5,069	913
Italy	2,731	17,328	3,500	3,158	246
Japan	3,126	20,200	2,818	16,393	1,492
Kazakhstan	86	970	108	4,640	714
Kenya	10	124	..	1,848	335
Kyrgyzstan	5	48	..	2,206	414
Lao People's Democratic Republic	..	..	..	1,622	267
Latvia	82	566	122	918	146
Lebanon (a)	1	10	1	n.a.	n.a.
Lesotho	..	..	..	477	103
Liberia	..	..	..	631	108
Liechtenstein	80	861	73	1,879	220
Lithuania	134	590	57	1,029	161
Luxembourg (b)	333	3,003	409	n.a.	n.a.
Madagascar	1	1	..	738	177
Malawi	..	..	..	515	178
Malaysia	80	362	12	4,722	1,348
Malta (c)	52	313	67	n.a.	n.a.
Marshall Islands (a)	4	14	..	n.a.	n.a.
Mauritius (a)	6	109	22	n.a.	n.a.
Mexico	57	363	23	10,592	1,555
Monaco	79	595	36	1,906	254
Mongolia	7	24	7	1,645	345
Montenegro	4	22	..	2,132	431
Morocco	59	215	56	3,364	655
Mozambique	..	..	..	918	185
Namibia	..	..	..	805	163
Netherlands (b)	1,428	8,102	1,482	n.a.	n.a.
New Zealand	460	1,942	349	8,332	1,083
North Macedonia	36	171	11	2,106	409
Norway	299	1,556	218	8,547	1,137
Oman	..	..	..	1,676	438
Panama (a)	2	26	3	n.a.	n.a.
Peru (a)	2	10	..	n.a.	n.a.
Philippines	40	173	10	6,302	1,082
Poland	396	2,121	379	2,032	235
Portugal	199	1,692	173	1,365	184
Qatar (a)	2	63	..	n.a.	n.a.
Republic of Korea	1,553	13,373	1,508	12,788	1,491
Republic of Moldova	89	486	46	2,370	448
Romania	86	437	119	1,272	182
Russian Federation	1,448	12,511	2,427	15,429	1,589
Rwanda	1	8	..	667	161
Saint Kitts and Nevis (a)	1	6	..	n.a.	n.a.
Samoa	..	..	..	348	116
San Marino	9	89	28	776	142
Sao Tome and Principe	..	..	..	382	86
Senegal (e)	9	24	..	n.a.	n.a.
Serbia	151	1,148	163	3,694	587
Seychelles (a)	12	140	5	n.a.	n.a.
Sierra Leone	..	..	..	571	104
Singapore	672	4,618	339	10,660	1,250
Sint Maarten (Dutch Part) (d)	1	3	..	379	74
Slovakia	81	532	33	928	170
Slovenia	209	1,114	155	868	143

(Continued)

(B27 continued)

Name	Origin[1]			Designated member	
	Number of registrations	Designations	Subsequent designations	Designations	Subsequent designations
Spain	1,200	7,149	1,639	2,749	256
Sudan	1	7	..	955	170
Sweden	825	4,938	915	1,210	205
Switzerland	3,070	22,440	4,720	14,894	1,114
Syrian Arab Republic	9	24	1	750	172
Tajikistan	5	40	..	1,763	344
Thailand	123	955	23	7,762	1,379
Tunisia	22	181	6	2,186	504
Turkey	1,114	7,375	1,689	8,909	1,159
Turkmenistan	..	..	..	1,511	282
Ukraine	402	2,569	442	6,600	1,046
United Arab Emirates (a)	17	121	23	n.a.	n.a.
United Kingdom	3,195	17,732	2,886	17,612	1,223
United States of America	9,738	68,206	6,488	24,191	1,788
Uruguay (a)	1	5	2	n.a.	n.a.
Uzbekistan	11	117	..	2,103	514
Viet Nam	174	1,133	107	8,115	1,198
Zambia	..	..	..	911	158
Zimbabwe	1	2	..	904	176
Others	740	4,133	155	..	..
Total	**62,062**	**428,719**	**55,200**	**428,719**	**55,200**

Note: Only countries or territories of origin and designated Madrid member countries or jurisdictions for which 2019 Madrid System statistics exist are listed.

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

(a) This country or territory was not a member of the Madrid System as of December 31, 2019. 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.

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

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

.. indicates zero.

n.a. indicates not applicable.

Source: WIPO Statistics Database, March 2021.

B28. Renewals of international registrations and designations covered by renewed international registrations, 2020

Name	Origin[1]		Designated member
	Number of renewals	Number of designations	Number of designations
Afghanistan	..	..	8
African Intellectual Property Organization	n.a.	n.a.	122
Albania	..	..	2,177
Algeria	1	3	2,856
Antigua and Barbuda	..	..	492
Argentina (a)	2	13	n.a.
Armenia	27	200	2,261
Australia	351	1,301	5,311
Austria	1,008	8,558	7,385
Azerbaijan	..	..	2,437
Bahamas (a)	4	31	n.a.
Bahrain	4	53	1,129
Belarus	53	562	4,670
Belgium (b)	759	5,254	n.a.
Benelux Office for Intellectual Property	n.a.	n.a.	7,923
Bermuda (a)	6	21	n.a.
Bhutan	..	..	346
Bonaire, Sint Eustatius and Saba (d)	..	..	374
Bosnia and Herzegovina	14	170	4,151
Botswana	..	..	388
Brazil	1	1	..
Brunei Darussalam	..	..	32
Bulgaria	124	1,128	3,014
Cambodia	..	..	108
Canada	23	233	67
Chile (a)	1	9	n.a.
China	1,014	13,559	11,163
Colombia	..	..	389
Croatia	73	465	5,253
Cuba	1	10	1,563
Curaçao (d)	48	387	397
Cyprus	24	379	538
Czech Republic	362	3,551	4,559
Democratic People's Republic of Korea	..	..	1,544
Denmark	381	2,133	2,433
Egypt	19	483	4,549
Estonia	40	200	1,646
Eswatini	..	..	559
European Union	n.a.	n.a.	8,022
Fiji (a)	1	5	n.a.
Finland	254	1,451	1,931
France	4,623	40,647	7,358
Gambia	..	..	28
Georgia	3	43	2,268
Germany	7,862	69,763	7,510
Ghana	..	..	565
Greece	27	215	1,424
Hungary	142	1,838	5,296
Iceland	18	85	2,076
Indonesia	..	..	92
Iran (Islamic Republic of)	9	291	1,916
Ireland	53	383	810
Israel	28	106	1,059
Italy	2,711	28,708	7,807
Japan	1,096	6,467	6,077
Kazakhstan	9	56	3,228
Kenya	..	..	1,249
Kyrgyzstan	..	..	2,079

(Continued)

(B28 continued)

	Origin[1]		Designated member
Name	Number of renewals	Number of designations	Number of designations
Lao People's Democratic Republic	..	..	42
Latvia	49	504	2,150
Lebanon (a)	2	58	n.a.
Lesotho	..	..	515
Liberia	..	..	637
Liechtenstein	102	1,327	4,688
Lithuania	28	223	2,034
Luxembourg (b)	182	1,811	n.a.
Madagascar	..	..	429
Malawi	..	..	7
Malaysia	4	46	19
Malta (c)	3	32	n.a.
Mexico	..	..	553
Monaco	47	444	4,191
Mongolia	2	16	1,481
Montenegro	6	134	3,952
Morocco	63	453	5,134
Mozambique	..	..	768
Namibia	..	..	460
Netherlands (b)	1,712	12,592	n.a.
New Zealand	4	14	459
North Macedonia	7	50	3,603
Norway	178	1,242	6,285
Oman	..	..	1,107
Panama (a)	6	78	n.a.
Paraguay (a)	1	39	n.a.
Philippines	1	6	..
Poland	236	1,757	3,979
Portugal	131	936	5,361
Republic of Korea	144	2,083	4,540
Republic of Moldova	16	125	2,787
Romania	54	374	4,238
Russian Federation	479	5,436	11,380
Rwanda	..	..	66
Saint Lucia (a)	1	5	n.a.
Samoa	1	3	2
San Marino	..	..	2,252
Sao Tome and Principe	..	..	210
Saudi Arabia (a)	1	16	n.a.
Serbia	46	393	6,575
Seychelles (a)	3	47	n.a.
Sierra Leone	..	..	580
Singapore	82	493	4,093
Sint Maarten (Dutch Part) (d)	..	..	380
Slovakia	52	541	3,887
Slovenia	174	1,693	3,617
South Africa (a)	4	21	n.a.
Spain	901	7,417	6,536
Sudan	..	..	1,210
Sweden	486	3,263	2,220
Switzerland	2,854	31,386	14,123
Syrian Arab Republic	3	16	884
Tajikistan	..	..	1,595
Thailand	1	3	131
Tunisia	..	..	284
Turkey	411	5,316	6,302
Turkmenistan	..	..	1,471
Ukraine	116	1,146	6,961
United Arab Emirates (a)	1	2	n.a.

(Continued)

(B28 continued)

Name	Origin[1]		Designated member
	Number of renewals	Number of designations	Number of designations
United Kingdom	1,071	6,964	4,264
United States of America	2,101	13,068	4,708
Uzbekistan	1	6	2,268
Viet Nam	28	235	4,191
Zambia	..	..	469
Zimbabwe	..	..	51
Others	27	192	..
Total	**32,998**	**290,768**	**290,768**

Note: Only countries or territories of origin and designated Madrid member countries or jurisdictions for which 2020 Madrid System statistics exist are listed.

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

(a) This country or territory was not a member of the Madrid System as of December 31, 2020. 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.

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

.. indicates zero.

n.a. indicates not applicable.

Source: WIPO Statistics Database, March 2021.

Section C
Statistics on administration, revenue and fees

Highlights

About 84% of Madrid international applications in 2020 were submitted to the International Bureau electronically, up from just under 80% in 2019.

Electronic transmission was introduced in 1998, and its share of total transmissions to the International Bureau (IB) of WIPO was just 0.2% by the end of that year. Since then, the proportion of Madrid applications received electronically by the IB has grown significantly. In 2020, about 84% of all Madrid applications were submitted to the IB electronically, up from 38.2% 10 years previously (figure C1).

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

In 2020, 85.5% of Madrid applications were submitted in English, 12.5% in French and 2% in Spanish (figure C2). Every year since 2014, about four out of every five applications have been submitted in English. The reason for only a small proportion of applications having been submitted in Spanish since it was introduced as 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 Madrid applications (figure A6).

Almost 60% of all Madrid applications received by the IB in 2020 met all formal requirements

The IB considers irregular any Madrid application that fails to meet all formal requirements, including the classification of goods and services in accordance with the International Nice Classification. In such instances, the IB informs both the Madrid member's office of origin and the applicant of the irregularities. Responsibility for remedying these lies with either the office of origin or the applicant, depending on the nature of the irregularity. In 2020, 58.1% of Madrid applications met all formal requirements. This means that 41.9% of all Madrid applications contained irregularities, a considerable portion of which were classification irregularities. Every year since 2010, irregularities in Madrid applications filed have exceeded 30% (figure C5).

Holders of Madrid registrations submitted over 80% of subsequent designations directly to WIPO

Holders of a Madrid registration can request subsequent designation of Madrid members via their respective office or directly with the IB itself. Since 2018, holders have submitted over 80% of requests for subsequent designation directly to the IB without going via their national or regional office. Requests by holders choosing this route have grown from just under 15% in 2006 to reach 81.2% of the total in 2020 (figure C6).

Recordings of changes in ownership of Madrid registrations remain relatively low

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

In 2020, the IB recorded approximately 17,400 changes in ownership of international registrations, which is about 400 or 2.3% fewer than in 2019 and represents the first drop since 2016. The proportion of active registrations changing ownership every year is small and has remained relatively stable over time. Only 2.2% of all active Madrid registrations changed ownership in 2020 (figure C9).

Just under 70% of cancellations of Madrid registrations due to the ceasing of effect of the basic mark were partial cancellations; so, although the scope of a registration may be restricted, the international registration remained 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 of the international registration. Madrid member offices, acting as offices of origin, are obliged to notify the IB of decisions concerning basic marks made or initiated within this five-year dependency period that negatively affect the scope of the protection of the Madrid registration. Where this is the case, the office of origin must request that the IB cancel the Madrid registration to the 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.

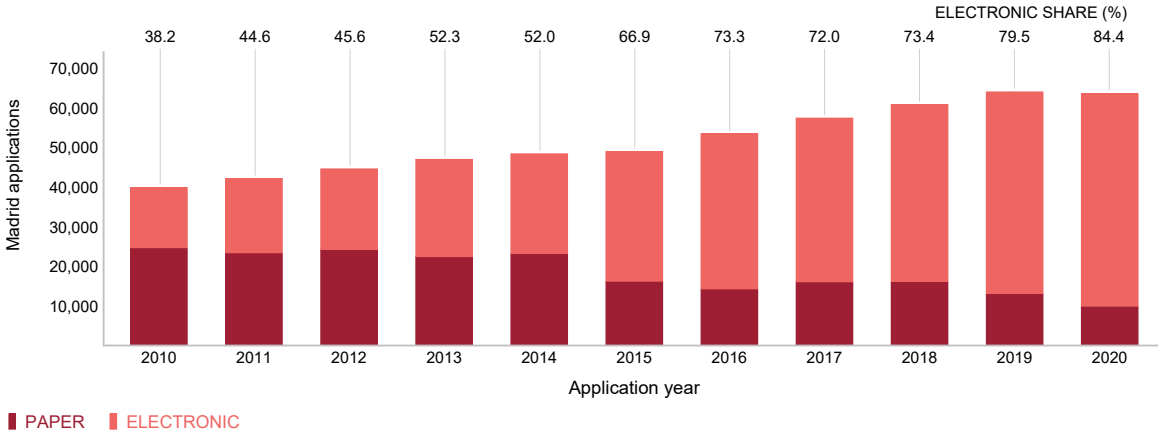
In 2020, almost 6,300 Madrid registrations were canceled (in part or entirely) due to the ceasing of effect of the basic mark, which is about 640 more than in 2019 (figure C10). Partial cancellations comprised the bulk (68.3%) of all cancellations, meaning that most basic marks (applications/registrations) remained valid but with a reduced list of goods and services for which they were protected. Slightly less than a third (31.7%) of all cancellations in 2020 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 transformation must be requested directly before the offices of those Madrid members concerned within three months of the date that the cancellation of the Madrid registration is recorded in the International Register. Because requests for transformation are submitted directly to the Madrid member offices concerned, WIPO does not have statistics on how many transformation requests were filed in 2020.

Madrid System administration, revenue and fees

Madrid System administration, revenue and fees

For the first time, Madrid applications submitted to the IB electronically exceed 80% – more than double the share recorded in 2010.

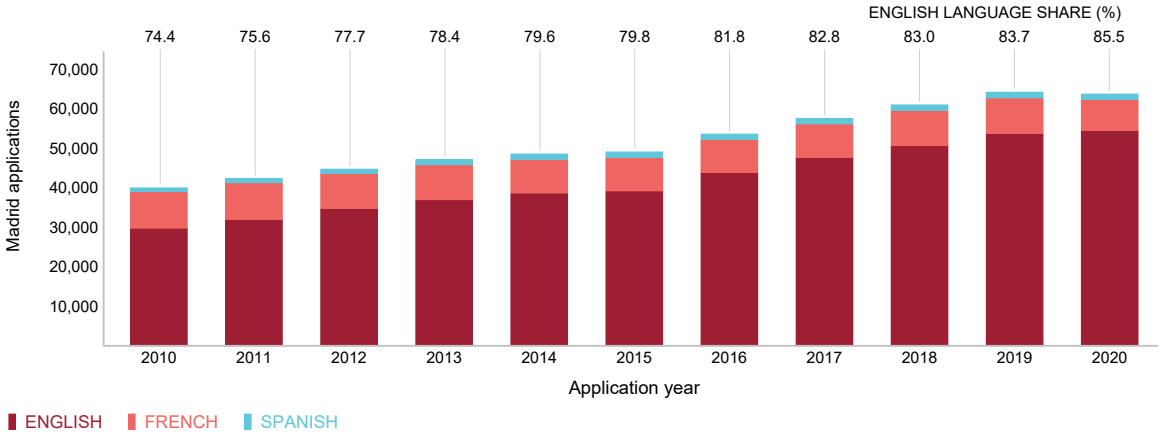
C1. Trend in international applications by medium of transmission, 2010–2020



Source: WIPO Statistics Database, March 2021.

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

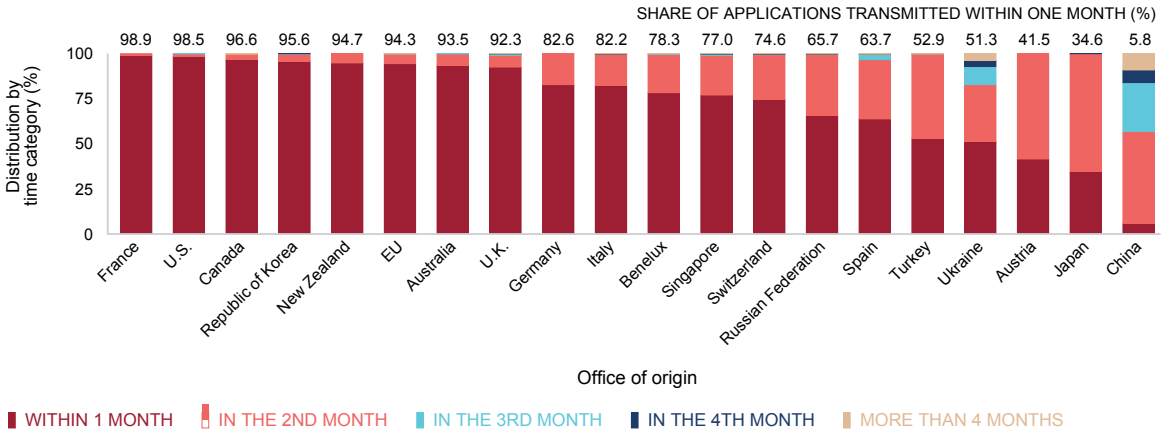
C2. Trend in international applications by filing language, 2010–2020



Source: WIPO Statistics Database, March 2021.

Eight out of 20 selected offices of origin transmitted 90% or more of all Madrid applications to the IB within a month of receipt.

C3. Average timeliness in transmitting international applications to the IB by selected offices of origin, 2020

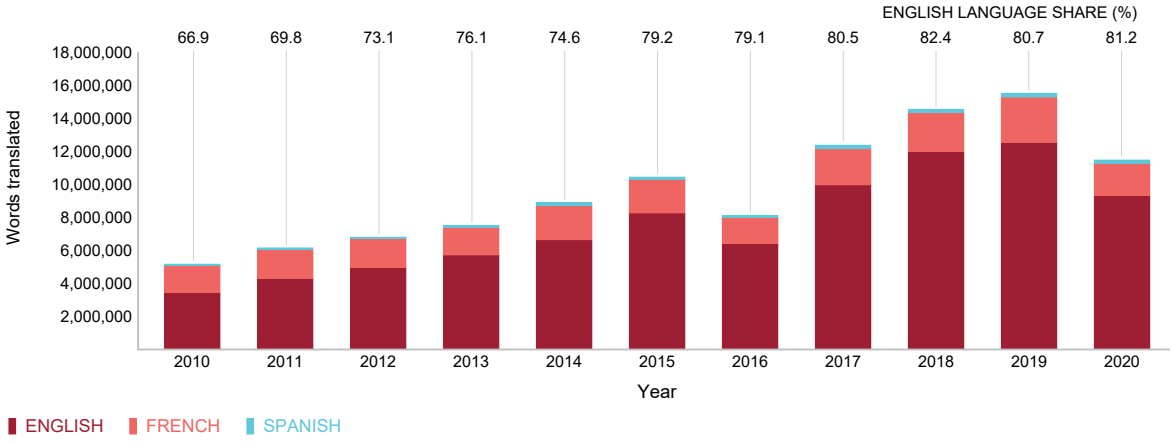


Note: Benelux comprises the territories of Belgium, Luxembourg and the Kingdom of the Netherlands. These three territories are deemed to be a single country for the application of the Madrid System.

Source: WIPO Statistics Database, March 2021.

Of the approximately 11.5 million words translated in 2020, 81.2% were translated from English, 17.1% from French and 1.7% from Spanish.

C4. Trend in translations, 2010–2020

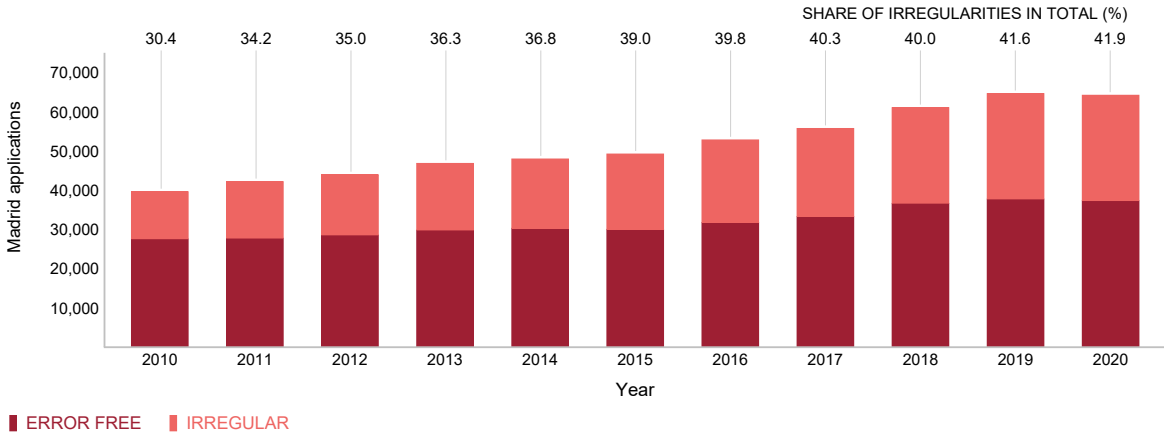


Note: This figure presents the total number of words translated by the IB from each of the three languages required for recording and publishing Madrid registrations.

Source: WIPO Statistics Database, March 2021.

Every year since 2010, irregularities have been reported in between 30% and approximately 42% of all Madrid applications filed.

C5. Trend in irregularities in international applications, 2010–2020

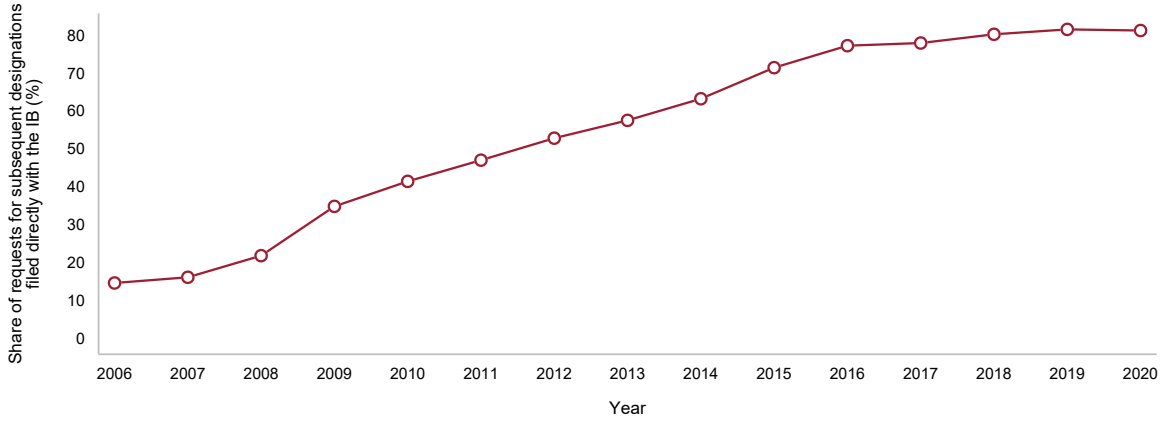


Note: There are three types of irregularities: irregularities with regard to the classification of goods and services; irregularities with regard to the indication of goods and services; and other irregularities.

Source: WIPO Statistics Database, March 2021.

Since 2018, holders have submitted around 80% of requests for subsequent designation directly to the IB, up from just under 15% in 2006.

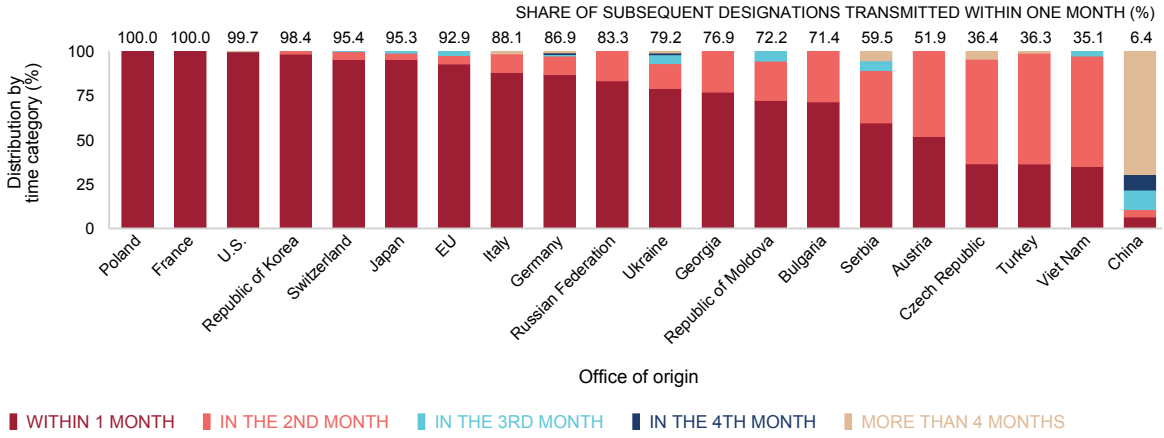
C6. Trend in the share of requests for subsequent designations filed directly with the IB, 2006–2020



Source: WIPO Statistics Database, March 2021.

Around a fifth of requests for subsequent designation in 2020 were filed via Madrid member offices of origin rather than directly with the IB. It took the offices of China, the Czech Republic, Turkey and Viet Nam over a month to transmit to the IB more than half of the requests received for subsequent designations.

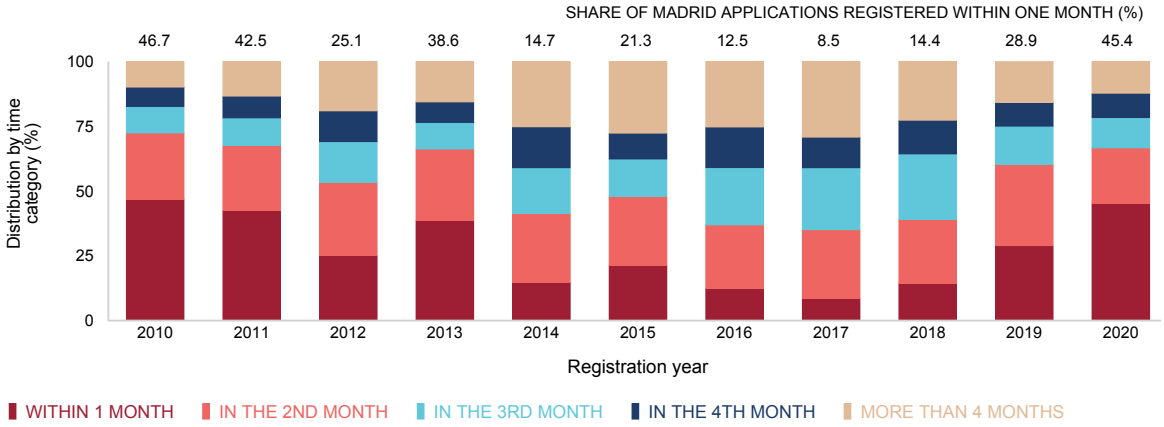
C7. Average timeliness in transmitting requests for subsequent designations to the IB by selected offices of origin, 2020



Source: WIPO Statistics Database, March 2021.

In 2020, the IB completed about 45% of all Madrid registrations within one month of receiving the Madrid application, up from about 29% a year earlier.

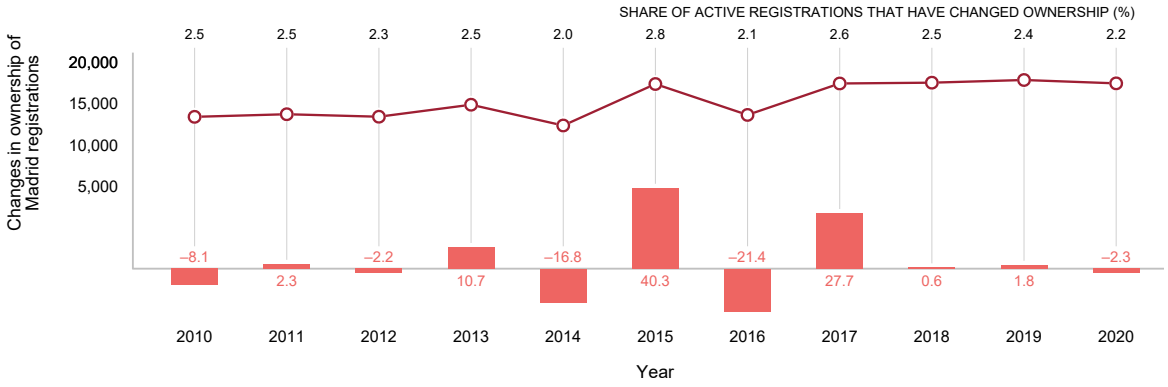
C8. Trend in timeliness of formalities examination and Nice classification carried out by the IB, 2010–2020



Source: WIPO Statistics Database, March 2021.

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

C9. Trend in changes in ownership, 2010–2020

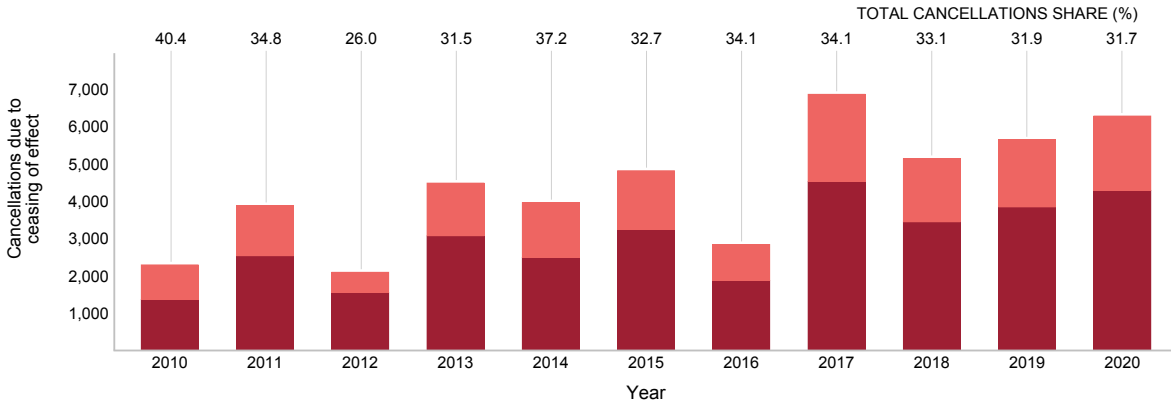


Note: The change in ownership of an international registration may be total or partial. It may relate to all or just some of the goods and services covered by the international registration, and may be made in respect of all or some of the designated Madrid members.

Source: WIPO Statistics Database, March 2021.

Of the almost 6,300 Madrid registrations canceled in 2020, about 32% were canceled entirely and the remainder in part only – a similar share to 2019.

C10. Trend in cancellations due to the ceasing of effect of the basic mark as notified by offices of origin, 2010–2020

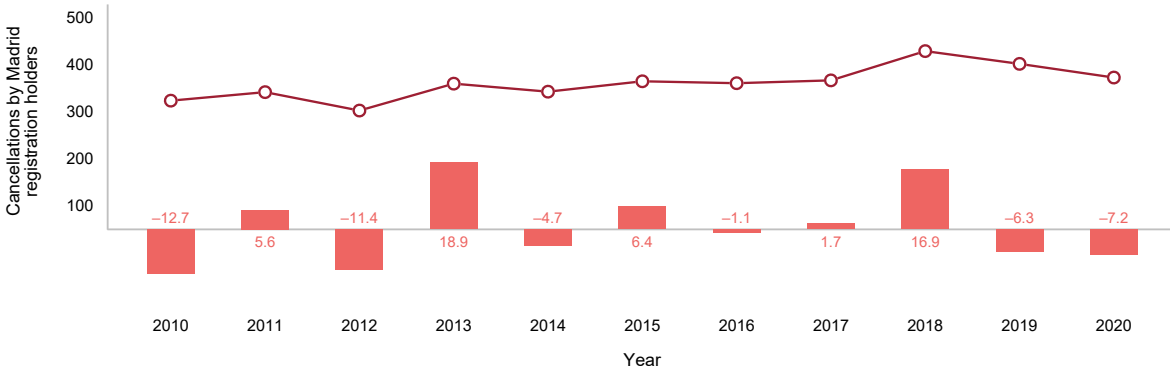


Note: Madrid member offices acting as offices of origin are obliged to notify the IB of decisions concerning the ceasing of effect of basic marks made or initiated within the five-year dependency period. Where this is the case, the office of origin is obliged to request that the IB cancel an international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

Source: WIPO Statistics Database, March 2021.

Cancellations recorded over the past decade numbered between 300 and 430 a year, reflecting 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, 2010–2020

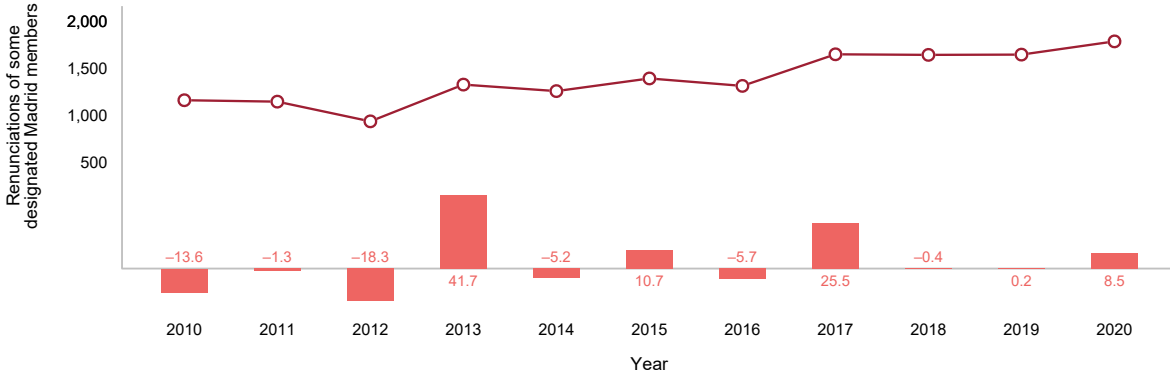


Note: Holders of an international registration can request the recording of the cancellation of their registration in all designated Madrid members with regard to all or just some of the goods and services specified in the registration.

Source: WIPO Statistics Database, March 2021.

Renunciations have ranged from about 1,650 to almost 1,800 between 2017 and 2020.

C12. Trend in renunciations, 2010–2020

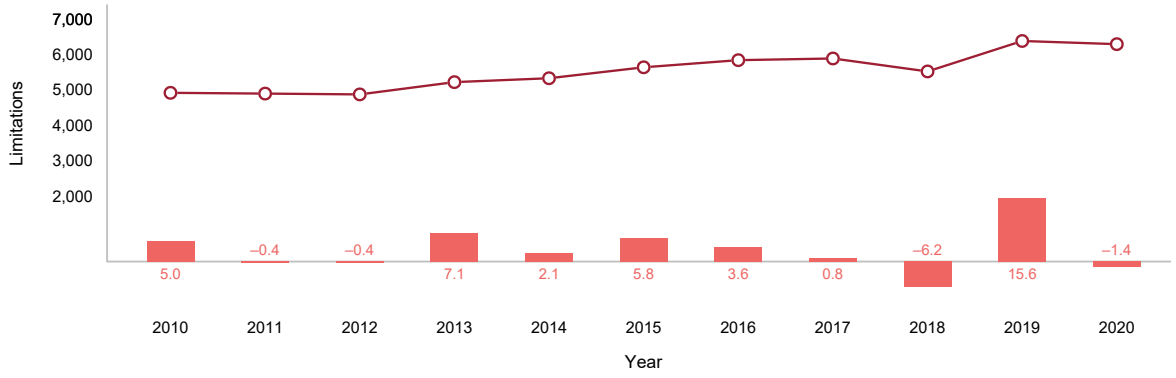


Note: Holders may wish to restrict protection of an international registration through renunciation of protection for all goods and services in some (but not all) designated Madrid members.

Source: WIPO Statistics Database, March 2021.

In 2020, Madrid registration holders made approximately 6,300 requests for recording limitations, representing less than one percent of the 777,158 active Madrid registrations.

C13. Trend in limitations, 2010–2020

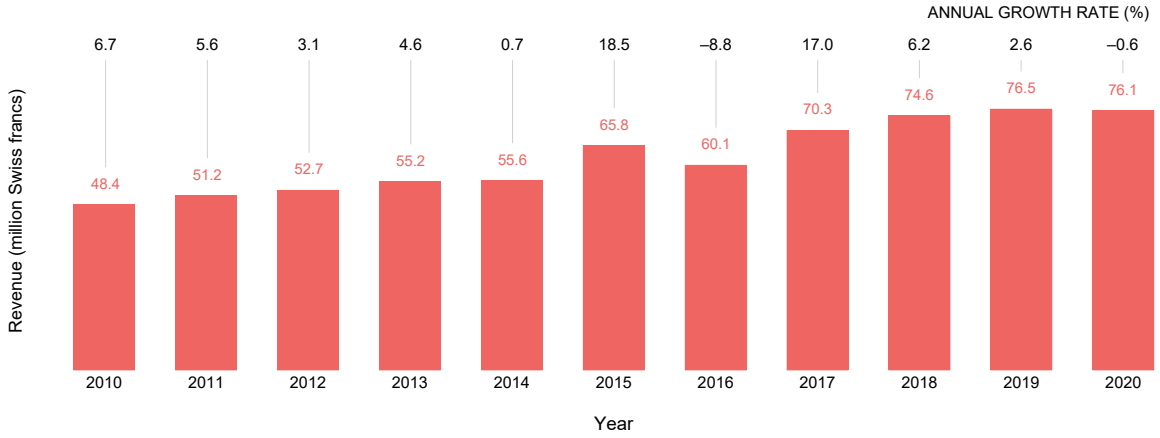


Note: Holders may wish to restrict protection of a Madrid registration through restricting the list of goods and services for some or all designated Madrid members.

Source: WIPO Statistics Database, March 2021.

In 2020, total revenue collected by the IB amounted to 76.1 million Swiss francs (CHF), a slight decrease of 0.6% from 2019.

C14. Trend in total revenue collected by the IB, 2010–2020



Source: WIPO, March 2020.

The EU, via the European Union Intellectual Property Office (EUIPO), the U.S., Japan, Australia and China received the highest shares of the CHF 265.3 million in fees collected by the IB and distributed to offices in 2020.

C15. Fees distributed to offices by the IB, 2019–2020

	Fees distributed (Swiss francs)		
Madrid member	2019	2020	2020 share of total (%)
European Union	37,208,982	37,495,179	14.1
United States of America	27,023,773	26,496,111	10.0
Japan	12,817,060	14,106,966	5.3
Australia	13,029,826	11,978,335	4.5
China	11,475,033	11,464,169	4.3
Republic of Korea	11,092,587	10,087,602	3.8
Bahrain	11,677,281	9,423,833	3.6
Singapore	8,663,356	8,504,997	3.2
Thailand	8,507,928	7,861,954	3.0
United Kingdom	6,619,918	7,192,628	2.7
Switzerland	6,694,936	6,874,856	2.6
Canada	2,323,769	6,843,743	2.6
Israel	6,268,167	6,547,236	2.5
Norway	5,482,456	5,179,107	2.0
Uzbekistan	4,698,106	4,363,136	1.6
India	4,940,186	4,268,238	1.6
Mexico	4,572,189	4,253,476	1.6
Oman	4,141,994	3,608,048	1.4
Russian Federation	3,573,400	3,505,596	1.3
Ukraine	3,213,301	3,242,692	1.2
Malaysia	4,921	3,098,970	1.2
Viet Nam	3,060,880	2,981,920	1.1
Indonesia	2,767,104	2,619,504	1.0
Belarus	2,351,593	2,436,633	0.9
Georgia	2,490,886	2,319,417	0.9
Colombia	2,504,945	2,242,152	0.8
African Intellectual Property Organization *	2,320,894	1,968,646	0.7
Brazil	120,855	1,952,070	0.7
Philippines	1,971,126	1,757,400	0.7
New Zealand	2,263,416	1,704,437	0.6
Iceland	1,711,815	1,667,606	0.6
Ghana	1,635,242	1,600,167	0.6
Syrian Arab Republic	2,165,252	1,595,851	0.6
Morocco	1,614,051	1,590,944	0.6
Denmark	1,433,583	1,429,217	0.5
Turkey	1,531,916	1,374,742	0.5
Serbia	1,318,181	1,346,830	0.5
Benelux **	1,282,962	1,345,399	0.5
Sweden	1,449,324	1,302,349	0.5
Spain	1,249,148	1,199,286	0.5
Germany	1,129,093	1,154,834	0.4
Egypt	1,133,867	1,145,606	0.4
Finland	1,204,719	1,115,869	0.4
Kazakhstan	1,135,670	1,060,288	0.4
France	1,038,626	1,041,914	0.4
Turkmenistan	1,022,460	1,021,280	0.4
Republic of Moldova	967,926	975,730	0.4
Kyrgyzstan	1,025,639	969,912	0.4
Austria	956,623	918,532	0.3
Kenya	946,486	898,555	0.3
Bosnia and Herzegovina	882,015	876,618	0.3
Portugal	886,504	868,746	0.3
Hungary	813,301	822,196	0.3
Montenegro	855,629	811,337	0.3
Cambodia	938,502	810,803	0.3
Poland	813,515	780,576	0.3

(Continued)

(C15 continued)

Madrid member	Fees distributed (Swiss francs)		
	2019	2020	2020 share of total (%)
Armenia	806,646	778,720	0.3
Italy	781,516	775,622	0.3
Romania	731,841	719,857	0.3
Algeria	749,492	714,013	0.3
Azerbaijan	739,222	699,404	0.3
Ireland	771,616	680,562	0.3
Slovakia	634,040	628,885	0.2
Tajikistan	719,236	627,990	0.2
Bulgaria	598,677	606,115	0.2
Croatia	597,061	605,982	0.2
Albania	597,746	604,117	0.2
Iran (Islamic Republic of)	686,161	587,195	0.2
Czech Republic	585,098	574,881	0.2
North Macedonia	597,362	567,854	0.2
Zambia	744,774	563,451	0.2
Cuba	572,379	546,989	0.2
Estonia	527,022	526,684	0.2
Tunisia	396,966	524,953	0.2
Slovenia	440,331	439,877	0.2
Mongolia	462,865	429,086	0.2
Liechtenstein	428,252	426,085	0.2
Lao People's Democratic Republic	528,775	421,114	0.2
Monaco	410,128	397,424	0.1
San Marino	422,694	384,390	0.1
Brunei Darussalam	461,805	371,839	0.1
Curaçao ***	376,182	342,068	0.1
Democratic People's Republic of Korea	354,241	319,168	0.1
Greece	344,116	318,847	0.1
Latvia	325,482	304,111	0.1
Lithuania	306,932	303,401	0.1
Sudan	308,428	287,724	0.1
Sint Maarten (Dutch Part) ***	324,135	263,084	0.1
Mozambique	266,307	232,163	0.1
Bonaire, Sint Eustatius and Saba ***	244,888	218,232	0.1
Antigua and Barbuda	207,100	178,612	0.1
Namibia	206,163	174,696	0.1
Samoa	100,744	172,676	0.1
Liberia	187,814	170,560	0.1
Zimbabwe	217,831	165,480	0.1
Madagascar	202,985	165,032	0.1
Cyprus	184,106	158,161	0.1
Sierra Leone	193,128	156,769	0.1
Eswatini	161,428	144,427	0.1
Botswana	170,516	141,719	0.1
Gambia	187,655	133,340	0.1
Bhutan	150,225	122,852	0.0
Afghanistan	113,074	114,181	0.0
Rwanda	133,611	109,992	0.0
Lesotho	113,987	102,246	0.0
Malawi	68,642	84,948	0.0
Sao Tome and Principe	91,651	83,671	0.0
Totals	**265,555,993**	**265,275,484**	**100.0**

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

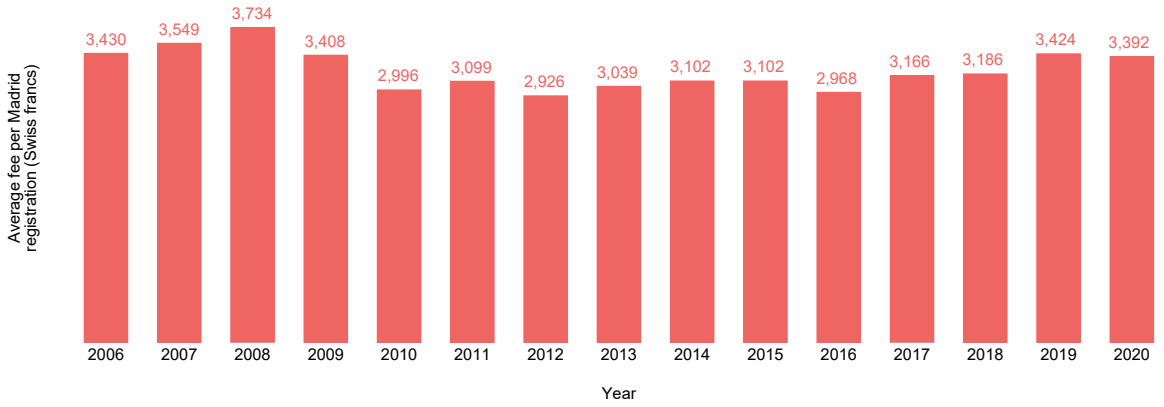
** Benelux comprises the territories of Belgium, Luxembourg and the Kingdom of the Netherlands. These three territories are deemed to be a single country for the application of the Madrid System.

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

Source: WIPO, March 2021.

On average, holders paid CHF 3,392 per Madrid registration recorded in 2020, representing the first decline in the average fee paid since 2016.

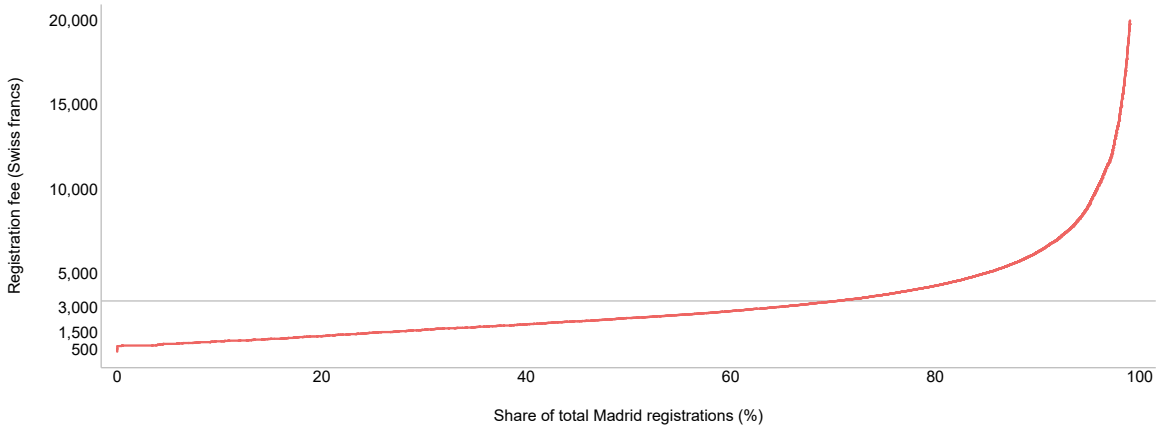
C16. Trend in average fees paid per new international registration, 2006–2020



Source: WIPO, March 2021.

About 70% of all trademark holders paid less than the average CHF 3,392 per Madrid registration recorded in 2020, with half paying CHF 2,390 or less.

C17. Distribution of international registration fees, 2020

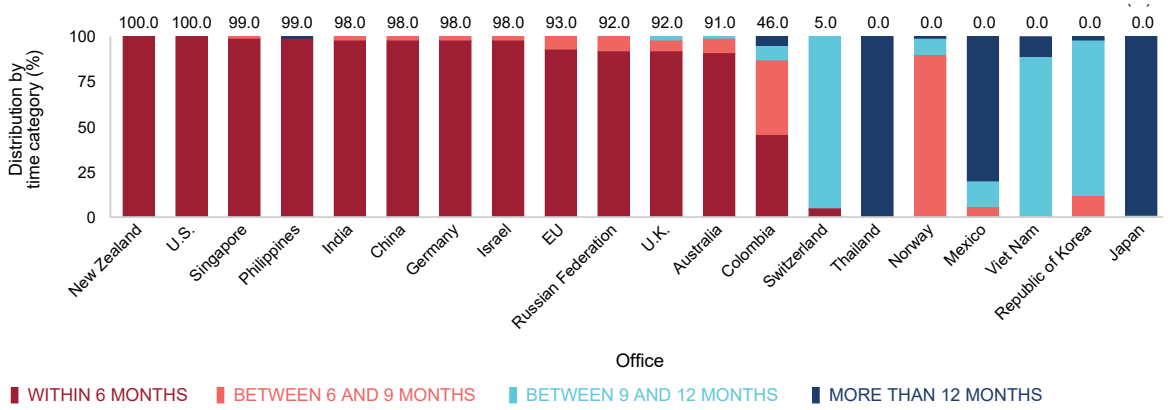


Note: The line at CHF 3,392 represents the average fee paid per Madrid registration in 2020.

Source: WIPO, March 2021.

In 2020, the IB received 91% or more of all provisional refusals of designations from 12 of the 20 selected offices within six months from when they were issued to Madrid registration holders by the offices.

C18. Average timeliness in receiving provisional refusals of designations from selected offices, 2020



Source: WIPO Statistics Database, March 2021.

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 Madrid application via a national or regional intellectual property (IP) office.[6] It simplifies the process of multinational trademark registration by eliminating the need to file a separate application in each jurisdiction in which protection is sought. The Madrid System also simplifies managing the mark after registration by making it possible to centrally request the recording of further changes or to renew the registration through a single procedural step.

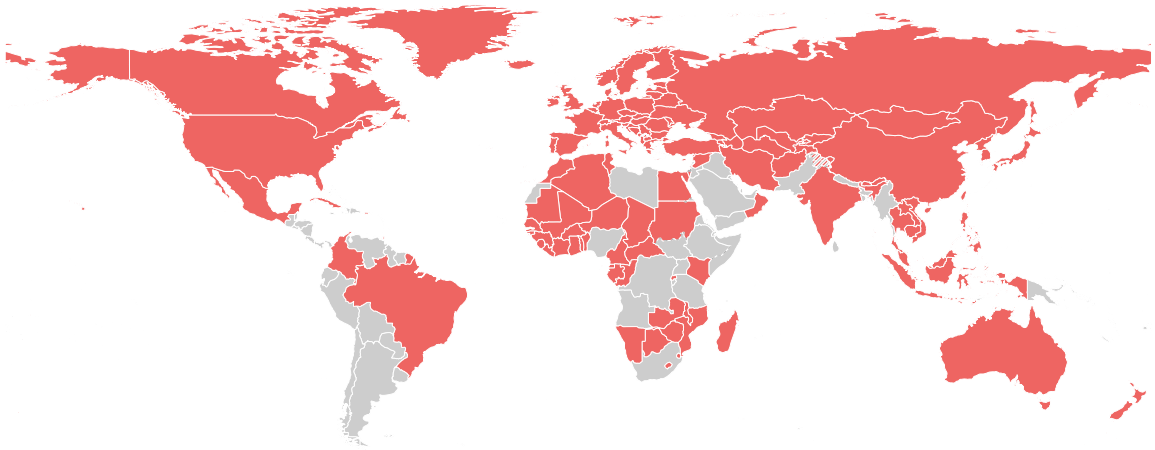
Between December 1995 and October 2016, two treaties administered by the World Intellectual Property Organization (WIPO) governed the Madrid System for the International Registration of Marks: the Madrid Agreement Concerning the International Registration of Marks, adopted in 1891, and the Protocol Relating to the Madrid Agreement, adopted in 1989. As of October 11, 2016, following a decision by the Madrid Union Assembly that no country could accede only to the Agreement, the Protocol is now the sole governing treaty of the Madrid System. As of December 31, 2020, the Madrid System comprised 107 Contracting Parties. The 123 countries which are party to the Protocol (some also to the Agreement), as well as the two intergovernmental organizations that are party to the Protocol – namely, the European Union (EU) covering 28 countries (up to December, 31 2020), 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.

6 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".

Advantages offered by the Madrid System

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

Madrid members in 2020



Source: WIPO, March 2021.

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 designations.

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 Madrid applications, each designated IP office need only perform a substantive examination to determine whether the mark can be protected in its territory.

International application and registration procedure

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

An international application can only be filed by a person or legal entity 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).[7] The IB is responsible for carrying out an examination to verify that the international application meets all formal requirements. In the event of any irregularities, the office of origin and/or the applicant is given an opportunity to remedy them in order to prevent the application from being considered abandoned. Where the application meets all formal requirements, the mark is recorded in the International Register and published in the *WIPO Gazette of International Marks* ("the *Gazette*"), and the IB notifies the offices of those designated.

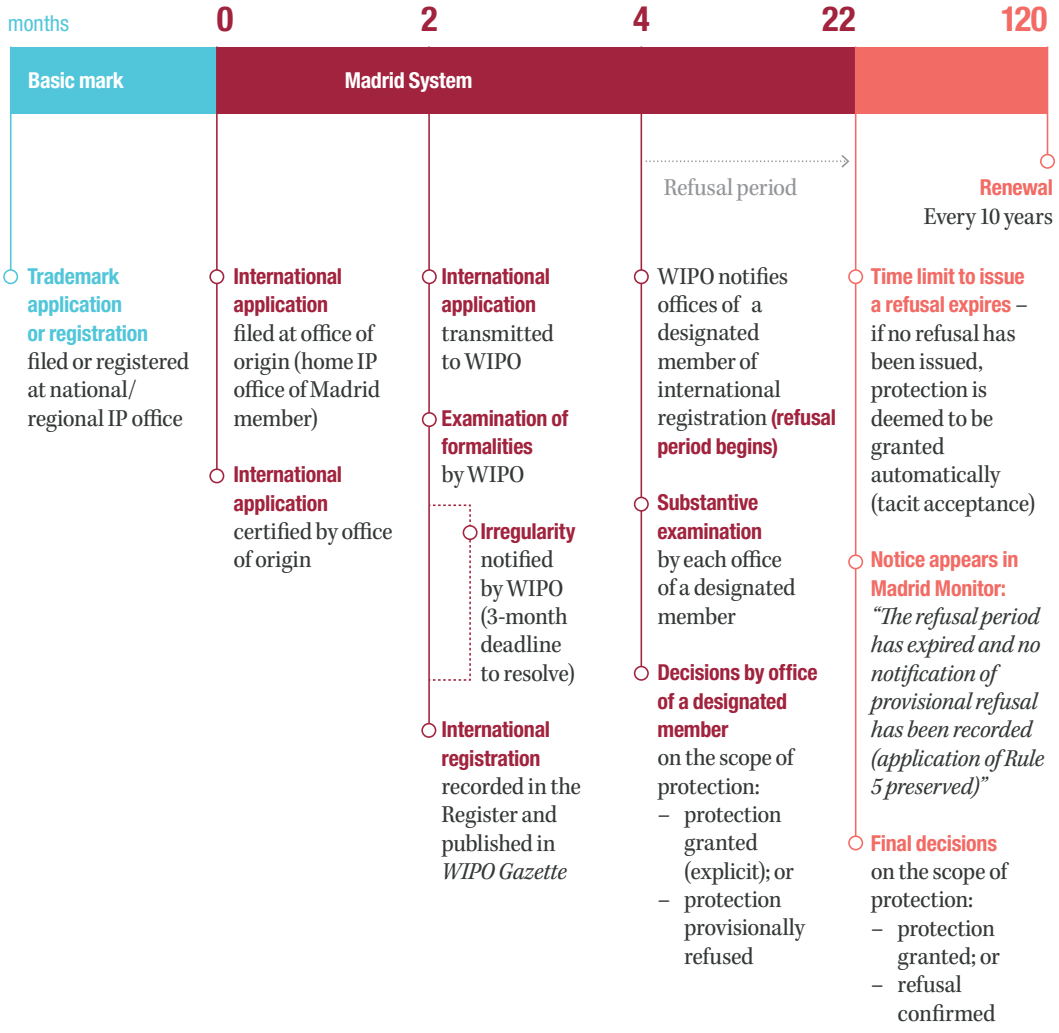
The international application is subject to a basic fee (CHF 653 or CHF 903 Swiss francs), the amount depending on whether the representation of the mark is in black and white or in color. The applicant must also pay for the designations indicated: a complementary fee (CHF 100) per designated Madrid 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.

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

7 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 120-plus 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 2020.

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 indefinitely. The IB administers the renewal process and sends an unofficial notice six months before renewal is due, reminding holders and their representatives (if any) of the upcoming renewal. The international registration may be renewed in respect of all designated Madrid members or in respect of only some. However, it is not possible for the holder to make voluntary changes to the list of goods and services at the time of 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 in good time before the due date for renewal.

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

Data description

Data are compiled by WIPO in the processing of international applications and registrations through the Madrid System. Complete data exist up to calendar year 2020.

The Madrid application statistics used are based on the original filing date at a Madrid member office of origin. This removes the time lag between the date on which an application is first filed at an office of origin and the date it is received and recorded by the International Bureau of WIPO. The 2020 data on Madrid 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 2, 2021, as well as related infographics and previous editions of the *Review*, may differ slightly from those published in this year's edition, because these 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*.

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

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

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

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

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

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

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

Class count: The number of classes specified in a trademark application or registration. In the Madrid System and at certain national and regional offices, an applicant can file an application 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 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 natural person or legal entity in whose name an international registration is recorded.

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

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

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

International Register: A register, maintained by the IB, in which marks in international applications that conform to the applicable requirements are registered 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 registration in the International Register and the publication of the international registration in the *WIPO Gazette of International Marks*. If the international registration is not refused protection by a designated Madrid member, it will have the same effect as a national or regional trademark registration made under the law applicable in that Madrid member's jurisdiction.

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

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

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

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

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

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

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

Non-resident application: For statistical purposes, a "non-resident" application refers to an application filed with an IP office of a given country/territory/region in which the applicant does not reside or does not have a real and effective industrial or commercial establishment. Non-resident applications are sometimes referred to as foreign applications. A non-resident registration is an IP right issued on the basis of a non-resident application.

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

Origin: The country or territory of residence, nationality or establishment of 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 to the Paris Convention.

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

Regional application/registration: A trademark application filed with or registered by an IP office having regional jurisdiction over more than one country. For trademark protection, there are currently four regional offices: the African Intellectual Property Organization (OAPI), the African Regional Intellectual Property Organization (ARIPO), the Benelux Office for Intellectual Property (BOIP) (for Belgium, the 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 registrations must be renewed in order to remain active. To facilitate the renewal process, the IB sends an unofficial reminder to holders and their representatives (if any) six months before renewal is due. The international registration may be renewed in respect of all 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 subsequent to an international registration to extend its geographical scope.

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

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

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

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

Source: Edital®

Madrid members

As of December 31, 2020, the Madrid System comprised 107 members covering 123 countries.

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

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

(P) Protocol Relating to the Madrid Agreement.

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

Tel: +41 22 338 91 11
Fax: +41 22 733 54 28

For contact details of WIPO's
External Offices visit:
www.wipo.int/about-wipo/en/offices

WIPO Publication No. 940E/21
ISBN 978-92-805-3263-0