

Executive
Summary
**Madrid
Yearly Review
2022**



WIPO



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2022**
International Registration
of Marks

This executive brief identifies key trends in the use of the WIPO-administered Madrid System. For fuller statistics, see the *Madrid Yearly Review 2022* – available in English at: www.wipo.int/ipstats

Key numbers for 2021

73,100 (+14.4%)

Madrid international applications¹

512,422 (+13.8%)

Designations in international applications

68,265 (+10%)

Madrid international registrations

61,604 (+11.6%)

Subsequent designations in international registrations

34,050 (+2.7%)

Renewals of international registrations

813,609 (+4.1%)

Active (in force) international registrations

6,648,029 (+3.1%)

Designations in active international registrations

110 (+3 members)

Contracting Parties (Madrid members)

126 (+3 countries)

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.

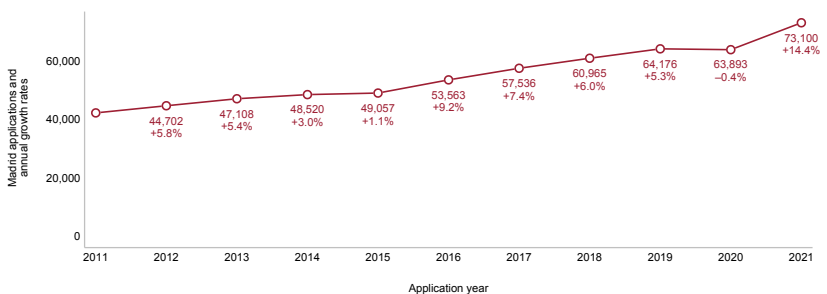
Statistics on Madrid international applications

Use of the World Intellectual Property Organization (WIPO)'s international trademark system for the protection of brands rebounded strongly from a small drop in 2020, increasing by 14.4% in 2021 to reach 73,100 Madrid applications

Use of the international trademark system increased rapidly in 2021, recording the fastest year-on-year growth seen since 2005. The double-digit increase is impressive, given that it came during the second full year of the COVID-19 pandemic. Specifically, international trademark applications filed via WIPO's Madrid System for the International Registration of Marks surged by 14.4% to 73,100 in 2021, recovering from the first drop in a decade that occurred the year before in 2020 (figure 1). It demonstrates an increase in the demand for trademarks, which tends to indicate the likely introduction of new brands, an expansion of products and services, as well as brand evolution.

During the second full year of the COVID-19 pandemic, trademark holders filed an estimated 73,100 Madrid applications in 2021, rebounding strongly from a drop in 2020 by recording growth of 14.4%, the fastest year-on-year increase in over a decade and a half.

Figure 1. Trend in international applications, 2011–2021



Note: Data for 2021 are WIPO estimates.

Source: WIPO Statistics Database, March 2022.

Welcoming new members Jamaica, Pakistan and the United Arab Emirates, the Madrid System counted 110 members covering 126 countries in 2021

Jamaica, Pakistan and the United Arab Emirates joined the Madrid System in 2021, bringing the total number of members to 110 as of December 31, 2021, and further expanding the System in Asia and the Latin America and the Caribbean (LAC) region. With the addition of these three new members, the Madrid System now offers trademark holders the ability to obtain protection for their branded products and services within a geographical area covering 126 countries. Combined, Madrid members represent 65% of all countries worldwide, home to approximately 80% of the world's population, and in which around 89% of global GDP occurs, with the potential to expand further as membership continues to grow.²

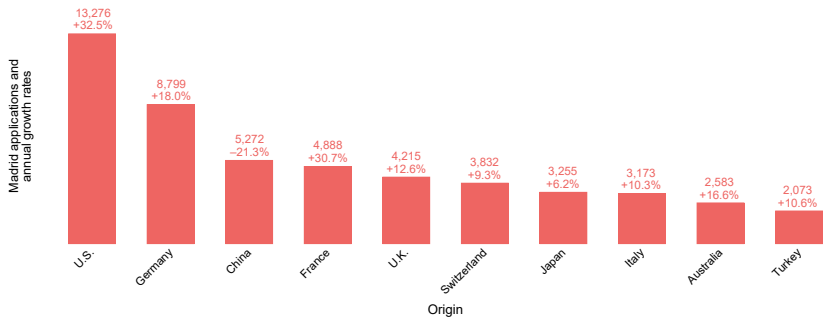
Where were the biggest users of the Madrid System located worldwide in 2021?

Rebounding strongly from one-year declines in 2020, applicants based in the United States of America (U.S.) (13,276) and Germany (8,799) continued to file the highest numbers of Madrid applications in 2021 (figure 2). Once again, they were followed by applicants located in China (5,272), France (4,888) and the United Kingdom (U.K.) (4,215). Among the top 10 origins, seven recorded double-digit growth, with the U.S. (+32.5%), France (+30.7%) and Germany (+18%) seeing the highest. Australia (+16.6%), the U.K. (+12.6%), Turkey (+10.6%) and Italy (+10.3%) also recorded impressive growth. Two other top 10 origins, Japan (+6.2%) and Switzerland (+9.3%), also reported notable growth. In contrast, China – which was the only top origin to have recorded double-digit growth in 2020 – saw a considerable 21.3% drop in Madrid applications filed in 2021.

² Complete World Bank gross domestic product (GDP) and population data are available only up to 2020.

Rebounding strongly from a one-year decline in 2020, applicants based in the U.S. and Germany continued as the two top filers of Madrid applications in 2021. Once again, they were trailed by applicants located in China, France and the U.K.

Figure 2. International applications for the top 10 origins, 2021



Note: Data for 2021 are WIPO estimates.

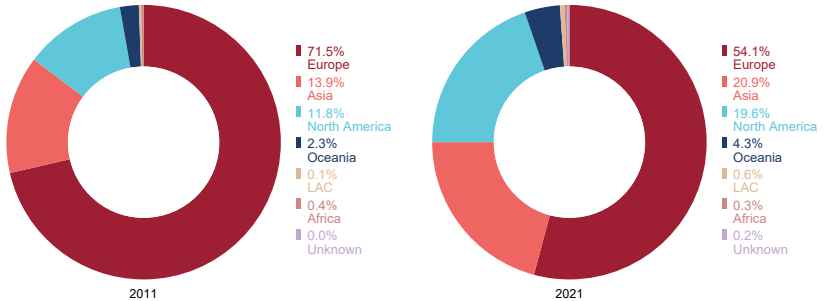
Source: WIPO Statistics Database, March 2022.

Combined, the top 10 origins accounted for 70.3% of Madrid applications filed in 2021, a share that has varied little over the past decade. The composition and ranking of the top 10 origins in 2021 remained unchanged from 2020. Expanding the list to cover the top 20 origins, a notable growth in applications from the Netherlands (+8.2%) and Spain (+21.8%) propelled these two countries in front of the Russian Federation (+1.1%) to rank 12th and 13th, respectively.

In 2021, applicants based in Madrid member countries in Europe continued to file the majority (54.1%) of Madrid applications, up slightly from 52.1% in 2020; however, this is about 17 percentage points lower than their combined share a decade earlier in 2011. Whereas over half of all Madrid applications originated in Europe in 2021, more than a fifth (20.9%) came from Asia, down from about a quarter (24.9%) in 2020, largely due to a drop in filings from China. Despite this, Asia's share was 7 percentage points bigger than it was 10 years before in 2011 (13.9%) (figure 3).

Applicants based in Asia filed 20.9% of all Madrid applications in 2021, up from 13.9% a decade before.

Figure 3. International applications by region, 2011 and 2021



Note: LAC is Latin America and the Caribbean.

Source: WIPO Statistics Database, March 2022.

Once again, U.S. applicants not only filed the most Madrid applications in 2021, but continued to make the most designations (94,763) in Madrid applications in order to broaden the geographical scope of protection for their marks. This is one and a half times the number of designations in applications from China (62,591), which ranked second. Applicants in Germany (52,779) ranked third in terms of Madrid designations in 2021, followed by those in the U.K. (33,347) and France (31,027), the latter surpassing Switzerland to take fifth spot.

Among the top 10 origins of designations, seven recorded double-digit growth, with the U.S. (+36.9%) recording the highest, followed by France (+34.4%), Australia (+25.2%) and Germany (+18.4%). Japan (+5.1%) had modest growth. In contrast, China (-7.2%) and the U.K. (-4%) were the only two origins among the top 10 to have a one-year decline in designations.

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, about 12 Madrid members in each application filed in 2021. This is the highest average number among the top 20 origins of designations and considerably higher than the average six designations for applicants located in Germany. The average number of designations made in Madrid applications filed by all origins combined was seven, an average that has remained almost unchanged for over a decade.

L'Oréal of France filed 171 Madrid applications in 2021, more than any other applicant

With 171 Madrid applications, French personal care company L'Oréal was the top applicant in 2021. L'Oréal filed 55 more applications in 2021 than in 2020, more than any other Madrid applicant among the top 100, elevating the company from fifth position to top spot. L'Oréal was followed by gaming company ADP Gauselmann of Germany (120), pharmaceuticals company Glaxo Group of the U.K. (110), Chinese technology company Huawei (98) and last year's top filer, pharmaceuticals company Novartis AG of Switzerland (98), which fell to fifth position, filing 139 fewer applications in 2021.

Among the top 20 Madrid applicants, there were five pharmaceutical companies, four personal care companies, three active in the technology or consumer electronics industries, and two active in the automotive industry and two in the gaming industry. Fifteen of the top applicants in 2021 were companies based in Europe. Four were in Asia, and two in North America, namely, the technology company Apple and retailer Bath & Body Works. Widening the scope to include the approximately 100 top Madrid applicants reveals that 59% were from Europe, 22% from Asia, 15% from North America, while the LAC region and Oceania each accounted for 2%. Combined, these top applicants accounted for about 4,300 applications. This is, however, just 6% of all the Madrid applications filed in 2021 (unchanged from 2020), which shows how widespread is the use of the Madrid System by many different applicants.

Companies located in 31 countries – including Bulgaria, Canada, India, Indonesia, New Zealand, Poland and Turkey, to name a few – filed at least 20 Madrid applications in 2021, thereby ranking among the top approximately 100 Madrid applicants. Most companies in the list of top applicants were based in Germany (17), followed by the U.S. (15), Switzerland (14), Japan (9), France (8) and the Republic of Korea (7).

Which goods and services attracted the most trademark protection?

Nice Classification statistics enable the kinds of goods and services most frequently covered by Madrid international trademark

applications to be ranked. Over the past 15 years, Madrid applicants have specified, on average, between two and three Nice goods and services classes per application. Like for Madrid applications, the total number of classes specified in applications increased by a considerable 21.5% in 2021, rebounding from a decline in 2020.

Since 1985, the most specified of the 45 Nice classes has been goods class 9, which includes computer hardware and software and other electrical or electronic apparatus of a scientific nature. In 2021, class 9 alone accounted for slightly more than a tenth (10.7%) of all classes specified in applications filed, a share virtually unchanged from 2020. The other most specified classes were class 35 (8.4% of the total), which covers services such as office functions, advertising and business management; class 42 (7.8%), which includes services provided by, for example, scientific, industrial or technological engineers and computer specialists; class 41 (5%), which mainly covers services in the areas of education, training, entertainment, sporting and cultural activities; class 5 (4.5%), which covers pharmaceuticals and other preparations for medical purposes; and class 25 (4%), which relates to clothing and apparel. Three of the five most specified classes are services classes. All 45 Nice classes recorded growth in 2021. Five of the top six classes had a one-year growth in excess of 20%, ranging from 21.8% for class 9 to 30.1% for class 42. The exception was class 5, with a relatively lower growth rate of 7.3%.

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 cover services. Since 2018, more than a third (36.1%) of all classes specified in Madrid applications in 2021 were services classes. This is about five percentage points higher than the combined share of 30.8% recorded a decade earlier in 2011 and reflects general growth in the global services industry. However, goods and services class shares do differ across origins. For example, among selected origins, Iceland (54.9%), Mexico (52.6%) and Singapore (45.8%) had most services-related classes in Madrid applications filed in 2021, in each case accounting for more than 45% of all classes specified. Other countries with a developed services sector, such as Canada (41.6%), Colombia

(43%), Switzerland (40.7%) and the U.K. (40.2%), also recorded high shares of service-related classes in applications. Conversely, China (19.6%), Egypt (29.9%), Poland (27.4%), the Republic of Korea (27.6%) and Viet Nam (27.4%) had services class shares below 30%.

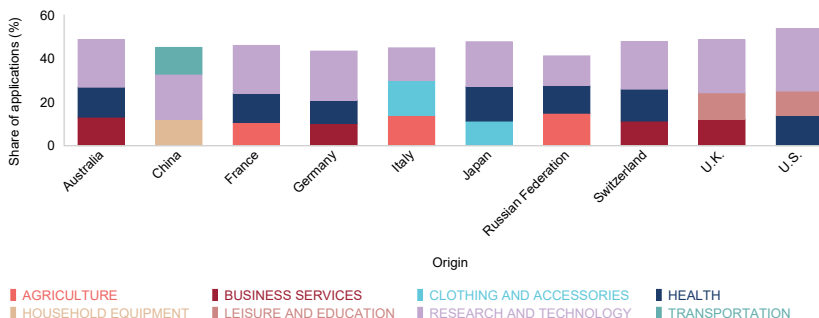
The research and technology sector continues to attract the largest share of trademark protection via the Madrid System

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 largest share (22.6%) of all classes specified in Madrid applications filed in 2021. It was followed by pharmaceuticals, health and cosmetics (abbreviated to health) (12.9% of total filing activity), business services (11%), which replaced agriculture to become the third top industry. Clothing and accessories (10.3%) gained two places to take fourth spot, surpassing both leisure and education (10.3%), which remained fifth, and agricultural products and services (agriculture) (9.7%) in sixth spot. As in previous years, chemicals (3.2%), construction (6.8%) and transportation (6%) were the three sectors to receive the lowest shares of total filing activity.

The top three sectors for Madrid applications vary across origins. Research and technology ranks among the top three industry sectors for all the top 10 origins (figure 4). For eight, it is the top sector, the exceptions being Italy, where clothing and accessories is the top sector, and the Russian Federation, whose applicants file most frequently in the agricultural sector. Health ranks among the top three sectors for seven of the top origins. Like the Russian Federation, France and Italy counted agriculture as one of their top three sectors. Business services is listed as the top third sector for Australia, Germany, Switzerland and the U.K., while clothing and accessories was among the top three sectors for Italy and Japan. China differs from other top origins in counting both household equipment and transportation among its top three sectors.

Research and technology featured as either the first or second top industry sector for Madrid applications from all top 10 origins. For seven of the top origins, health was a top three sector, while for four, business services was one of the three top sectors.

Figure 4. International applications by top three sectors for the top 10 origins, 2021



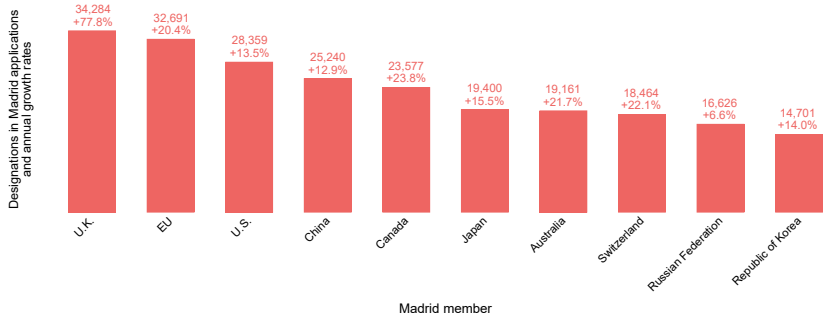
Source: WIPO Statistics Database, March 2022.

Where do Madrid applicants seek to protect their trademarks abroad?

For the first time, the U.K. (34,284) attracted the most designations in Madrid applications in 2021, surpassing the European Union (EU) (32,691). Due to Brexit, trademark holders can no longer seek protection for their marks in the U.K. via the European Union Intellectual Property Office (EUIPO). When using the Madrid System, holders must designate the U.K. separately, if they want to protect their marks within this Madrid member's jurisdiction. The U.K. and the EU were followed by the U.S. (28,359), China (25,240) and Canada (23,577) to complete the top five recipients of designations in applications from trademark holders abroad (figure 5).

For the first time, the U.K. attracted the most designations in Madrid applications in 2021, surpassing the EU. Due to Brexit, trademark holders can no longer seek protection for their marks in the U.K. via the European Union Intellectual Property Office (EUIPO).

Figure 5. Designations in international applications for the top 10 designated Madrid members, 2021



Source: WIPO Statistics Database, March 2022.

The 20 most designated Madrid members, combined, received 66% of all designations made in Madrid applications filed in 2021. Including China, nine of the top 20 designated Madrid members were middle-income countries, notably Brazil (11,856), India (14,146), Mexico (12,823), the Russian Federation (16,626) and Turkey (9,874). All top 20 destinations for international trademark registration via the Madrid System saw an increase on 2020 designations, with the U.K. seeing the biggest surge of 77.8%. Australia (+21.7%), Brazil (+24.6%), Canada (+23.8%), Norway (+22.8%) and Switzerland (+22.1%) recorded the next highest growth rates, in excess of 20%. The Russian Federation (+6.6%), Thailand (+8.1%), Turkey (+9.3%) and Viet Nam (+5.2%) had growth of less than 10%.

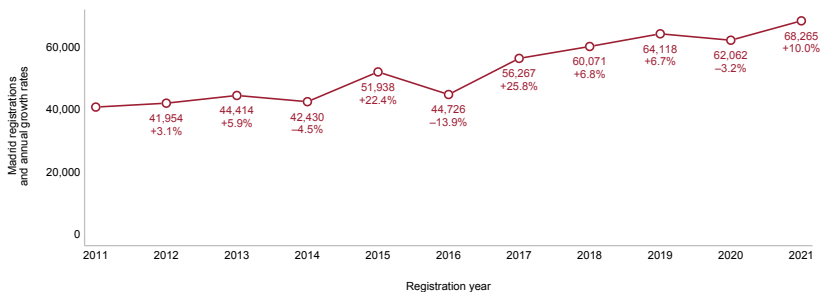
Statistics on Madrid international registrations, renewals and active registrations

Trademark holders worldwide received 68,265 Madrid international registrations in 2021, 10% more than in 2020

In 2021, the World Intellectual Property Organization (WIPO) recorded 68,265 Madrid registrations, up from around 40,700 in 2011. Registrations for 2021 were about 6,200 higher than in 2020 (figure 6). The long-term trend for Madrid registrations broadly follows that for Madrid applications; however, changes in the number of registrations from year to year can be more pronounced for registrations than it is for applications. Reasons why Madrid registrations can fluctuate considerably from year to year can be the time taken for Madrid applications to be processed at the offices of origin before being transmitted to the International Bureau (IB) of WIPO, as well as the processing time required at the IB itself, which includes an irregularities procedure and time limits for applicants and offices to remedy such irregularities.

In 2021, trademark holders received a total of 68,265 Madrid registrations, rebounding by 10% from a decline in 2020.

Figure 6. Trend in international registrations, 2011–2021



Source: WIPO Statistics Database, March 2022.

How has the trend in subsequent designations evolved over time?

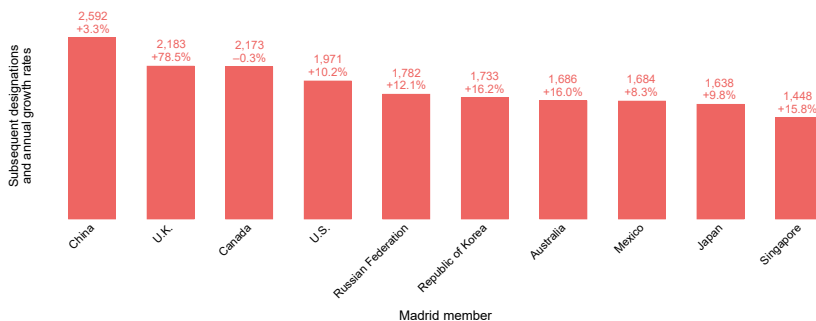
Due in part to Madrid System accessions and the incentive for holders to extend protection to include the jurisdictions of new Madrid members in addition to those of longer standing members, the number of subsequent designations has increased from almost 45,900 in 2007 to 61,604 in 2021. Subsequent designations are requests made by trademark holders to extend protection for existing Madrid registrations to cover new markets. There were 11.6% more such subsequent designations made in Madrid registrations in 2021 than in 2020, rebounding from a one-year decline between 2019 and 2020. Although most requests for subsequent designations are submitted by holders directly to the IB, fluctuations in the number submitted via Madrid member offices year on year can be significant for the same reasons given for international registrations. Subsequent designations increased in 2007, but began to decline slightly in 2008 during the global financial crisis. However, in 2009, at the height of the 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 2021?

China (2,592) continued to receive the highest number of subsequent designations in 2021, and has been the most subsequently designated country every year since 2004 (figure 7). It was followed by the U.K. (2,183), which had an exceptionally high growth rate of 78.5% that meant it climbed from 13th to 2nd spot. This rapid rise in ranking was likely driven by a strong post-Brexit demand from Madrid registration holders wanting to ensure continued protection for their marks in that country, now that an EU designation no longer extends protection to the U.K. The third most subsequently designated Madrid member was Canada (2,173), which only joined the Madrid System in 2019. The U.S. (1,971), the Russian Federation (1,782) and the Republic of Korea (1,733) followed as the top countries where Madrid registration holders sought to extend protection for their marks.

China has received the highest number of subsequent designations every year since 2004, and in 2021 was followed by the U.K., up from 13th spot in 2020.

Figure 7. Subsequent designations in international registrations for the top 10 designated Madrid members, 2021



Source: WIPO Statistics Database, March 2022.

The 20 most designated Madrid member countries received more than half (51.9%) of all subsequent designations in 2021, a share almost unchanged from 2020. Eighteen of those received more subsequent designations in 2021 than in 2020, compared to only five in 2020. In addition to the U.K., New Zealand (+22.2%) and Ukraine (+20.8%) saw considerable growth in 2021. In contrast, Canada (-0.3%) and Thailand (-1.1%) saw small one-year declines.

Up from nine in 2020, eleven of the top 20 subsequently designated Madrid members in 2021 were middle-income countries spanning three continents, reflecting the widespread appeal of developing markets to Madrid registration holders seeking to extend protection for their marks.

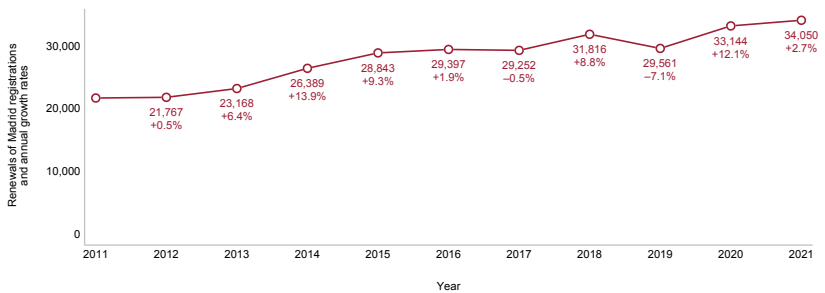
All top 15 designated Madrid members received their largest shares of subsequent designations from either Germany or the U.S. Switzerland was the second largest origin of subsequent designations for both the U.S. and the U.K. Holders from Japan were the third top origin of subsequent designations in Asian neighbors Indonesia, Malaysia, Singapore, Thailand and Viet Nam. Holders from France were the top third origin for Japan, Mexico, the Republic of Korea and the Russian Federation. And holders from Italy were the third top origin for Canada, China, Turkey and the U.S.

Holders renewed about 34,000 Madrid international registrations in 2021

Madrid registration holders renewed 34,050 registrations in 2021, an increase of 2.7% 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 8 is only a partial reflection of the trend in registrations with a 10-year lag. Renewals in 2021 were almost double the number recorded in 2007 and have trended upward, despite modest declines in 2009, 2011 and 2017, and a more considerable drop of 7.1% in 2019.

In 2021, renewals of Madrid registrations increased by 2.7% to reach 34,050. Renewals have trended upward over the past decade, despite dipping slightly in two of the years presented.

Figure 8. Trend in renewals of international registrations, 2011–2021



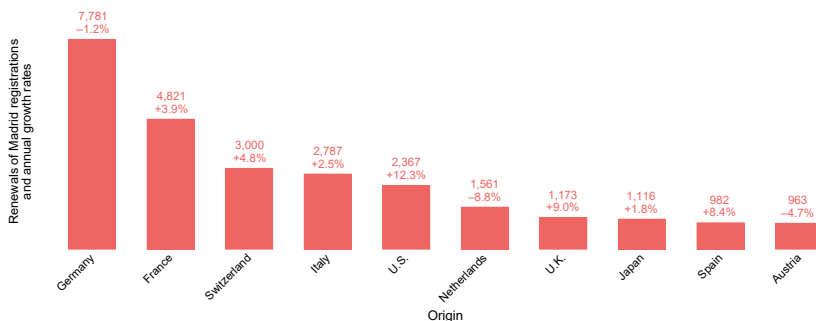
Source: WIPO Statistics Database, March 2022.

The highest numbers of renewals in 2021 were recorded by holders from Germany, France, Switzerland and Italy

Holders from Germany (7,781), France (4,821), Switzerland (3,000) and Italy (2,787) recorded the highest numbers of Madrid registration renewals in 2021 (figure 9). This reflects their long-standing membership of the Madrid System. Together, these top four origins of renewals accounted for over half (54%) of all renewals in 2021, and their holders' stocks of international registrations have often been maintained for many decades.

Over half (54%) of all renewals in 2021 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.

Figure 9. Renewals of international registrations for the top 10 origins, 2021



Source: WIPO Statistics Database, March 2022.

Almost half (49.9%) of all international registrations recorded since the Madrid System was established in 1891 remain active

Of the 1.63 million international registrations recorded since the creation of the Madrid System, about half (813,609) remained active – that is, in force – in 2021. Totalling about 501,300 in 2007, active Madrid registrations have increased by between about two and five percent each subsequent year. In 2021, the total number of active Madrid registrations grew by 4.1%.

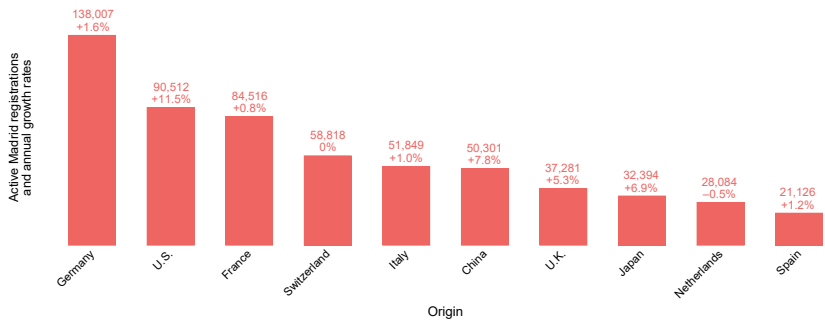
Holders from just five countries – Germany, the U.S., France, Switzerland and Italy – owned over half (52.1%) of all Madrid registrations active in 2021

Madrid registration holders domiciled in Germany (138,007) owned the highest number of active registrations in 2021, followed by holders in the U.S. (90,512), France (84,516), Switzerland (58,818) and Italy (51,849) (figure 10). High growth of 11.5% pushed the U.S. ahead of France, jumping

from third position in 2020 to second in 2021. Together, holders based in the top 20 countries of origin owned almost 89% of all active Madrid registrations in 2021. In addition to the high growth rate seen from holders in the U.S., holders in top 20 origins Australia (+9.8%) and the Republic of Korea (+17.7%) saw their stocks of active Madrid registrations grow the most between 2020 and 2021. Active registrations from Belgium (−0.5%), the Czech Republic (−0.1%) and the Netherlands (−0.5%) declined slightly.

In 2021, holders from Germany continued to own the highest number of active Madrid registrations, followed by holders from the U.S. and France, the next two highest ranked origins.

Figure 10. Active international registrations for the top 10 origins, 2021



Source: WIPO Statistics Database, March 2022.

Statistics on administration, revenue and fees

Approximately 87% of Madrid international applications in 2021 were submitted to the IB electronically, approaching double the share of about 45% a decade earlier in 2011

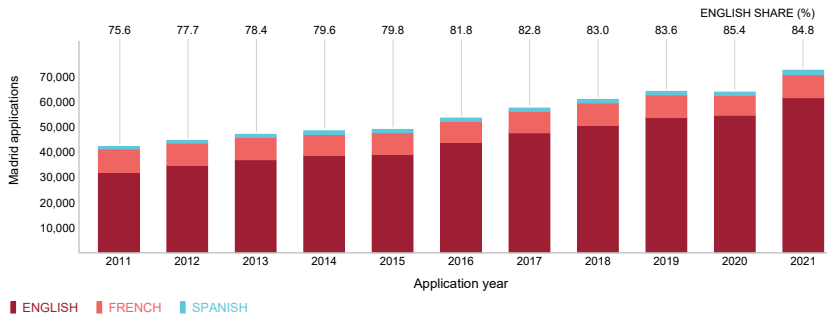
Electronic transmission was introduced in 1998 and accounted for just 0.2% of total transmissions to the International Bureau (IB) of WIPO by the end of that year. Since then, however, the proportion of Madrid applications received electronically by the IB has grown significantly. In 2021, 86.7% of all Madrid applications were submitted to the IB electronically, up from 44.6% 10 years previously.

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

In 2021, 84.8% of Madrid applications were submitted in English, 12.8% in French and 2.4% in Spanish (figure 11). 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, as of December 31, 2021, the Madrid System included 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.

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

Figure 11. Trend in applications by filing language, 2011–2021



Source: WIPO Statistics Database, March 2022.

About 55% of all Madrid applications received by the IB in 2021 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 2021, 55.2% of Madrid applications met all formal requirements. This means that 44.8% of all Madrid applications contained irregularities, a considerable portion of which were classification irregularities. Every year since 2011, over a third of all Madrid applications received by the IB have contained irregularities.

Holders of Madrid registrations submitted 83% 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 about 16% in 2007 to reach 83% of the total in 2021.

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, domiciled in, or having a real and effective industrial or commercial establishment in a Madrid member's jurisdiction.

In 2021, the IB recorded 20,150 changes in ownership of international registrations. This is about 2,730 or 2.5% more than in 2020 and represents the highest number ever reached. The proportion of active registrations changing ownership every year is small and has remained relatively stable over time, amounting each year to only 2% to 3% of all active Madrid registrations.



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