

Executive
Summary
Madrid
Yearly Review
2024





Executive Summary

Madrid Yearly Review 2024

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 2024* – available in English at www.wipo.int/ipstats

Key numbers for 2023

64,200 (-7.0%)

Madrid international applications¹

886,255 (+3%)

Active (in force) international registrations

448,340 (-7.8%)

Designations in international applications

7,135,569 (+0.7%)

Designations in active international registrations

63,618 (-7.2%)

Madrid international registrations

114 (+1 member)

Contracting Parties (Madrid members)

64,335 (+8.8%)

Subsequent designations in international registrations

130 (+1 country)

Countries covered

39,267 (+8.2%)

Renewals of international registrations

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

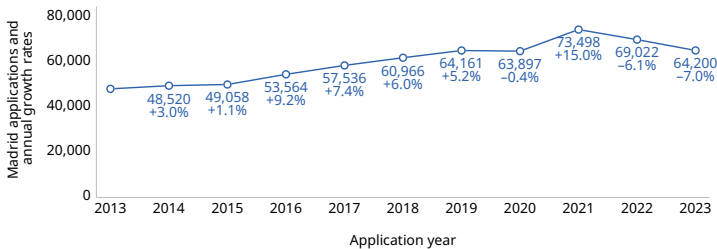
Statistics on Madrid international applications

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

The total number of international trademark applications filed via WIPO's Madrid System for the International Registration of Marks in 2023 amounted to 64,200, which is 7% fewer than the previous year (figure 1). This marked the second year of decline in the number of Madrid applications filed after the economic disruption caused by the COVID-19 pandemic in 2021, which prompted firms to introduce new goods and services that helped fuel an exceptional growth in international trademark protection that year. The total number of applications filed under WIPO's Madrid System for the International Registration of Trademarks in 2023 was slightly higher than those filed three years earlier in 2020.

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

1. Trend in international applications, 2013–2023



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

Source: WIPO Statistics Database, March 2024.

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

Mauritius joined the Madrid System in 2023, bringing the total number of members to 114 as of December 31, 2023, and further expanding the System in Africa. With the addition of Mauritius, the Madrid System now offers trademark holders the ability to obtain protection for their branded products and services within a geographical area covering 130 countries. Combined, Madrid members represent 67% of all countries worldwide, home to 82% of the world's population, and in which around 90% of global gross domestic product (GDP) occurs, with the potential to expand further as membership grows.²

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

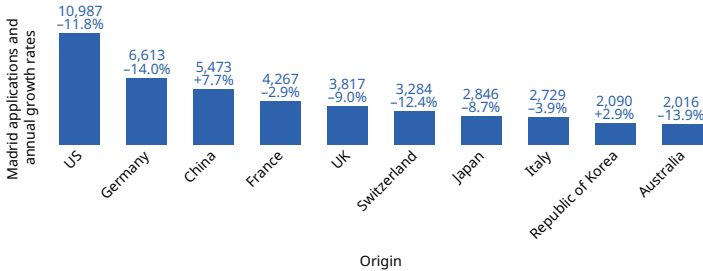
Applicants based in the United States of America (US) (10,987) filed the highest number of international trademark applications, followed by those located in Germany (6,613), China (5,473), France (4,267) and the United Kingdom (UK) (3,817) (figure 2).³ Among the top 20 countries of origin, only five – China (+7.7%), the Republic of Korea (+2.9%), the Russian Federation (+8.8%), Singapore (+8.7%) and Spain (+1%) – recorded growth from 2022 to 2023. In contrast, Austria (–19.8%), Sweden (–18.1%) and Türkiye (–28.7%) saw the sharpest declines. Australia (–13.9%), Germany (–14%), the Kingdom of the Netherlands (–10.9%), Switzerland (–12.4%) and the US (–11.8%) also saw double-digit decreases. Although applications from China saw relatively high growth in 2023, the volume remains lower than three years prior in 2020 by 1,250. Conversely, applications filed by applicants based in Denmark, the Russian Federation, Sweden and the UK did not differ greatly in volume to those filed in 2020, and US-based applicants filed about 1,000 more applications than in 2020.

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

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

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

2. International applications for the top 10 origins, 2023



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

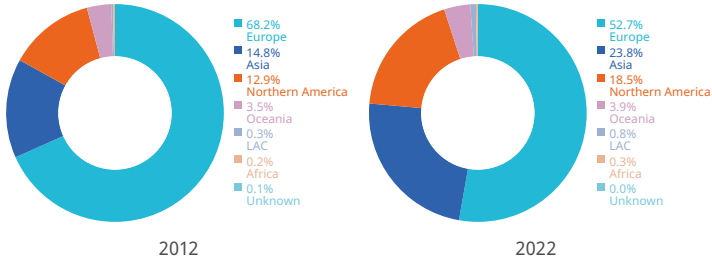
Source: WIPO Statistics Database, March 2024.

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

In 2023, applicants based in Madrid member countries in Europe continued to file the majority (52.7%) of Madrid applications. This is, however, about 16 percentage points lower than their combined share a decade earlier in 2013. Whereas over half of all Madrid applications continued to originate in Europe in 2023, almost a quarter (23.8%) came from Asia. This share is nine percentage points higher than in 2013 when it was only 14.8%. With Canada's recent Madrid membership in 2019, 18.5% of applications in 2023 came from applicants based in Northern America, up about six percentage points from only 12.9% in 2013, when the US was the sole Madrid member located in that geographical region (figure 3).

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

3. International applications by region, 2013 and 2023



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

Source: WIPO Statistics Database, March 2024.

Once again, US applicants not only filed the most Madrid applications in 2023, but also continued to make the most designations (75,763) in Madrid applications in order to broaden the geographical scope of protection for their marks. In terms of Madrid designations in 2023, the US was followed by China (67,346), Germany (40,566), France (27,340) and the UK (23,414).⁴

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

China's higher number of total designations relative to Madrid applications filed can be attributed to the fact that applicants based in China designated, on average, about 12 Madrid members in every application filed in 2023. Also high, applicants residing in Bulgaria designated an average of almost 17 Madrid members per application filed in 2023. This is the highest average number among the top 20 origins of designations and considerably higher than the average approximately five designations for applicants located in Australia and

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

Canada, for example. In 2023, the average number of designations made in Madrid applications filed by all origins combined was seven, an average that has remained almost unchanged for over a decade.

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

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

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

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

Which goods and services attracted the most trademark protection?

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

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

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

The first 34 of the 45 Nice classes cover goods, whereas the remaining 11 cover services. Every year since 2018, over a third of all classes specified in Madrid applications were services classes. In 2022, this share reached an all-time high of 38.8%, but decreased slightly to 37.3% in 2023. This is about six percentage points higher than the combined share of 31.2% recorded a decade and a half earlier in 2009 and reflects a general growth in the global services industry. Goods and services class shares do differ across origins, however. For example, among selected origins, Singapore (50.5%), Finland (46.8%), the UK (43.1%), the US (41.4%) and France (40.9%) had the largest proportions of services-related classes in Madrid applications filed in 2023, accounting for about 41% or more of all classes specified by applicants based in these countries. Other countries with a developed services sector, such as Australia, Denmark, Germany, India and Türkiye, also recorded relatively high shares of service-related classes in applications ranging from about 36–39%. Conversely, China (17.3%), Egypt (17.8%), Hungary (28%), the Republic of Korea (26.9%) and the Russian Federation (28.2%) had services class shares below 29%. Among the 20 selected origins, only three – Egypt (–5.5 percentage points), Poland (–3.1) and the Russian Federation (–3.4) – saw their service class shares decrease compared to a decade earlier.

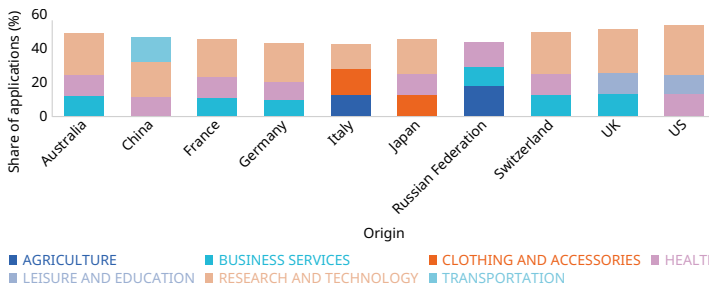
The research and technology sector continues to attract the biggest share of trademark protection via the Madrid System, accounting for about 23% of all classes specified in Madrid applications

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

The top three sectors for Madrid applications vary across origins. Research and technology was the top sector for eight of the top 10 origins (figure 4). The exceptions were Italy, which counted clothing and accessories as its applicants' top sector, and the Russian Federation, for which agriculture ranked first. The health sector was either the top second or third sector for eight of the top origins, and business services for six. Leisure and education was the top third sector for applicants from the UK and the US. Clothing and accessories featured as the second top sector for applicants based in Japan, and agriculture was the third top sector for Italy. China was the only origin for which transportation was among its applicants' top three sectors.

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

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



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

Source: WIPO Statistics Database, March 2024.

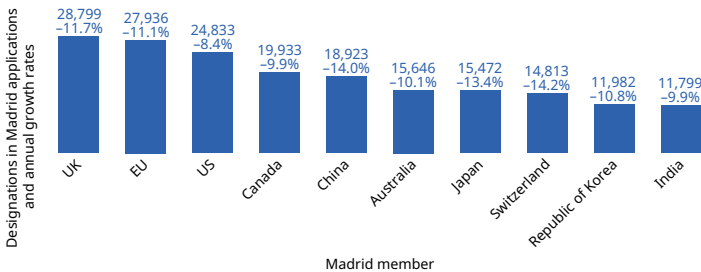
Where do Madrid applicants seek protection for their trademarks abroad?

For the third year in a row, the UK (28,799) attracted the most designations in Madrid applications in 2023, followed by the European Union (EU) (27,936). Because of Brexit, trademark holders could no longer seek protection for their marks in the UK via the European Union Intellectual Property Office (EUIPO) after the transition period ended on December 31, 2020. Now, when using the Madrid System, holders must designate the UK separately, if they want to

protect marks within this Madrid member's jurisdiction. The UK and the EU were followed by the US (24,833), Canada (19,933) and China (18,923) (figure 5).⁵

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

5. Designations in international applications for the top 10 designated Madrid members, 2023



Note: Data for 2023 are WIPO estimates.

Source: WIPO Statistics Database, March 2024.

The 20 most designated Madrid members, combined, received about 62% of all designations made in Madrid applications filed in 2023. Including China, nine of the top 20 designated Madrid members were middle-income countries, notably Brazil (10,157), India (11,799), Mexico (11,267), the Russian Federation (9,086) and Türkiye (8,594). All top 20 destinations for international trademark registration via the Madrid System saw a decrease on 2022 designations, with the Russian Federation seeing the steepest drop of 21.3%, followed by Norway (-15.6%), Switzerland (-14.2%), China (-14%), New Zealand (-13.7%) and Japan (-13.4%). Viet Nam (-1%) was the top designated member that saw the smallest on-year decline.

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

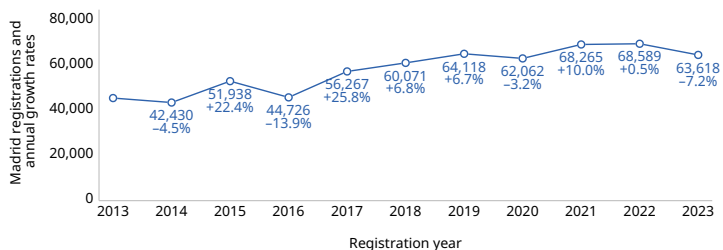
Statistics on Madrid international registrations, renewals and active registrations

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

In 2023, WIPO recorded 63,618 Madrid registrations, which is almost 5,000 fewer than in 2022 (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 for applications. Reasons why Madrid registrations can fluctuate considerably from year to year can be the time taken for Madrid applications to be processed at offices of origin before being transmitted to the International Bureau (IB) of WIPO, as well as the processing time required at the IB itself, which includes an irregularities procedure and time limits within which applicants and offices can remedy such irregularities.

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

6. Trend in international registrations, 2013–2023



Note: The significant decrease in 2016 was mainly due to the deployment of a new back-end IT system that year, which resulted in a temporary reduction in the production capacity of the International Bureau (IB).

Source: WIPO Statistics Database, March 2024.

How has the trend in subsequent designations evolved over time?

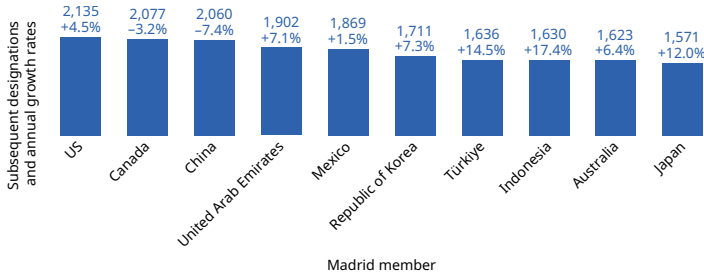
Subsequent designations are requests made by trademark holders to extend protection for existing Madrid registrations to cover new markets. The number of subsequent designations has increased from almost 36,000 in 2009 to 64,335 in 2023. This increase has been due not only to Madrid System accessions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

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

The US (2,135) surpassed both Canada (2,077) and China (2,060) to become the Madrid member to have received the highest number of subsequent designations in 2023 (figure 7). Canada, which joined the Madrid System only in 2019, remained in second position. China had been the most subsequently designated country every year between 2004 and 2022, but fell to third position in 2023 due to a decrease of 7.4% in the number of subsequent designations received. The United Arab Emirates (1,902) and Mexico (1,869) rounded out the top five.

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

7. Subsequent designations in international registrations for the top 10 designated Madrid members, 2023



Source: WIPO Statistics Database, March 2024.

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

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

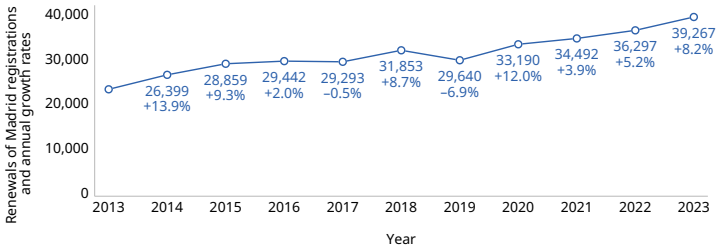
All of the top 15 designated Madrid members received their largest shares of subsequent designations from either Germany or the US. Holders from Japan were the second or third top origin of subsequent designations in Asian neighbors Indonesia, Malaysia, Singapore and Thailand. In addition to being the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

Holders renewed almost 39,300 Madrid international registrations in 2023

Holders renewed 39,267 Madrid registrations in 2023, an increase of 8.2% on the previous year. The number of renewals in any given year depends both on the number of Madrid registrations and the number of renewals recorded 10 years prior; therefore, the trend seen in figure 8 is only a partial reflection of the trend in registrations with a 10-year lag. Renewals in 2023 were double the number recorded in 2009 and have trended upward, despite modest declines in 2011 and 2017, and a more considerable drop of 6.9% in 2019.

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

8. Trend in renewals of international registrations, 2013–2023



Source: WIPO Statistics Database, March 2024.

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

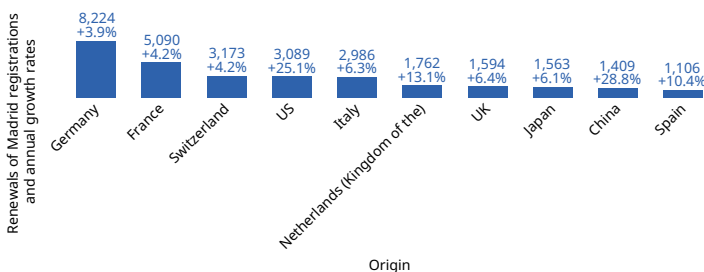
Holders from Germany (8,224), France (5,090), Switzerland (3,173) and the US (3,089) recorded the highest numbers of Madrid registration renewals in 2023 (figure 9). For Germany, France and Switzerland, this reflects their long-standing membership of the Madrid System. Together, the top four origins of renewals accounted for about half of all renewals in 2023, and their holders' stocks of international registrations have often been maintained for many decades.

Among the top 20 origins, holders based in Australia (+32.5%), China (+28.8%), Poland (+31.6%), the Republic of Korea (+43.8%) and the US (+25.1%) had the highest on-year growth in renewals in 2023. Due to a high growth rate, holders based in the US surpassed Italy to become the top fourth origin of renewals. The high growth rate seen for the Republic of Korea and the US could be owing,

in part, to the fact that 2023 marks the 20th anniversary of these countries' membership to the Madrid System and is the end of a second 10-year period, at which time their respective Madrid registration holders were required to renew registrations first recorded in 2003. In contrast, 11th-ranked Austria (-4.9%) and 13th-ranked Türkiye (-2%) recorded an on-year decline.

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

9. Renewals of international registrations for the top 10 origins, 2023



Source: WIPO Statistics Database, March 2024.

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

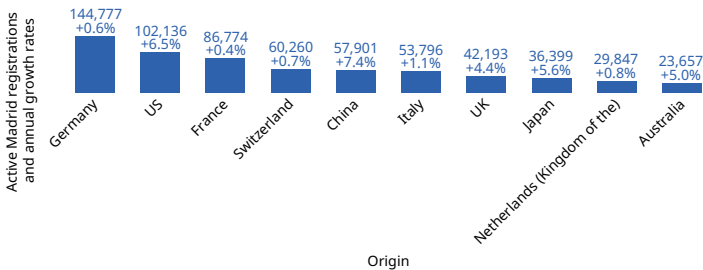
Of the almost 1.8 million international registrations recorded since the creation of the Madrid System, about half (886,255) remained active – that is, in force – in 2023. Totaling about 531,270 in 2009, active Madrid registrations have increased by between about two and five percent each subsequent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

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

Madrid registration holders domiciled in Germany (144,777) owned the highest number of active registrations in 2023, followed by holders in the US (102,136), France (86,774), Switzerland (60,260) and China (57,901) (figure 10). Considerable growth of 11.8% moved Singapore into the top 20 for the first time, coming in at 19th spot in terms of active registration ownership in 2023. Together, holders based in the top 20 countries of origin owned almost 88% of all active Madrid registrations in 2023. In addition to the high growth rate seen for holders in Singapore, holders based in top origins China (+7.4%), the Republic of Korea (+13.3%) and the US (+6.5%) also saw their stocks of active Madrid registrations grow the most between 2022 and 2023.

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

10. Active international registrations for the top 10 origins, 2023



Source: WIPO Statistics Database, March 2024.

Statistics on administration, revenue and fees

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

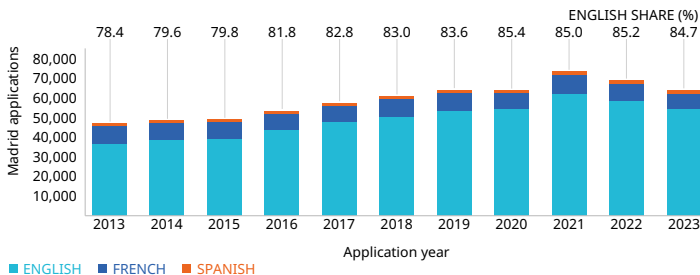
Electronic transmission was introduced in 1998, when it accounted for just 0.2% of total transmissions to the IB of WIPO that year. Since then, the proportion of Madrid applications received electronically by the IB has grown significantly. In 2023, 87.6% of all Madrid applications were submitted to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

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

In 2023, 84.7% of Madrid applications were submitted in English, 12.6% in French and 2.7% in Spanish (figure 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 an official Madrid language in 2004 is that, to date, the Madrid System includes only five Spanish-speaking countries (Chile, Colombia, Cuba, Mexico and Spain), of which only Spain is a top 20 origin of Madrid applications.

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

11. Trend in applications by filing language, 2013–2023



Source: WIPO Statistics Database, March 2024.

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

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

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

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

Recordings of changes in ownership of Madrid registrations remain relatively low

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

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

© WIPO, 2024 /  Attribution 4.0 International (CC BY 4.0) / The CC license does not apply to non-WIPO content in this publication.
Cover: Getty Images/Andrei Naumenka; Unsplash/Hustler's fuel / WIPO Reference 940/24/EXSum/EN; DOI: [10.34667/tind.49551](https://doi.org/10.34667/tind.49551)

wipo.int