



Madrid Yearly Review 2025



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International Registration of Marks

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Further information

Online resources

The electronic version of the *Review*, as well as the underlying data used to compile all figures and tables, can be downloaded at www.wipo.int/en/web/ip-statistics. 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/web/madrid-system

Contact information

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Website: www.wipo.int/en/web/ip-statistics

email: ipstats.mail@wipo.int

Key numbers for 2024

65,000 (+1.2%)
Madrid international applications¹

915,034 (+2.7%)
Active (in force) international registrations

452,889 (+1.1%)
Designations in international applications²

7,325,670 (+0.6%)
Designations in active international registrations

62,423 (-1.9%)
Madrid international registrations

115 (+1 member)
Contracting Parties (Madrid members)

66,581 (+3.5%)
Subsequent designations in international registrations

131 (+1 country)
Countries covered

40,228 (+2.4%)
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.

2 Due to a time lag in the transmittal of applications from offices of origin to the IB of WIPO, total designations in Madrid applications are estimated.

A. Statistics on Madrid international applications

Highlights

Use of the international trademark system for brand protection increased by 1.2% in 2024, reversing course after two years of decline. Trademark holders filed an estimated 65,000 international applications via the Madrid System in 2024

The estimated total number of international trademark applications filed via WIPO's Madrid System for the International Registration of Marks in 2024 amounted to 65,000, which is 1.2% more than the previous year. This marked a return to growth after two years of decline in the number of Madrid applications filed.

Qatar became a member of the Madrid System in 2024, increasing the total number of Madrid members to 115 covering 131 countries

Qatar joined the Madrid System in 2024, bringing the total number of members to 115 as of December 31, 2024, and further strengthening the System's presence in Asia. With Qatar's inclusion, the Madrid System now enables trademark holders to secure protection for their branded products and services across 131 countries. Together, Madrid members represent 68% of all countries globally, accounting for 82% of the world's population and contributing around 90% of global gross domestic product (GDP), with the potential for future expansion as membership continues to grow.³

Where were the biggest users of the Madrid System based in 2024?

In 2024, applicants located in the United States of America (US) (11,270) filed the highest number of international trademark applications, representing an increase of 2.5% compared to 2023. They were followed by applicants based in Germany (6,449), which saw 2.6% fewer applications than in the previous year. Applicants residing in China (5,828) held third spot in the ranking, filing 6.3% more applications than in 2023. They were followed by applicants located in France (4,211) and the United Kingdom (UK) (3,736), which both, like Germany, saw a small on-year decline of about 1–2% (figure A5).⁴

Among the top 20 countries of origin, nine recorded growth from 2023 to 2024. Of these, ninth-ranked the Republic of Korea saw the biggest increase of 12.1%, followed by five other top origins that, like China (+6.3%), had growth of around 6% – Canada (5.8%), Italy (5.7%), Japan (+6.1%) and Switzerland (+6.1%). In contrast, Denmark (–18.1%), the Kingdom of the Netherlands (–12.4%) and Sweden (–19.3%) were the three countries to see the sharpest decline. In addition, Austria (–5.8%), Belgium (–5.7%) and the Russian Federation (–5.8%) saw a fall in excess of 5%.

³ Complete World Bank gross domestic product (GDP) and population data are available only up until 2023.

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

The top 10 origins collectively accounted for nearly 70% of Madrid applications filed in 2024, a share that has remained largely consistent over the past decade. The composition and ranking of the top 10 origins in 2024 remained unchanged from 2023.

In 2024, applicants based in Madrid member countries in Europe continued to file the majority (51.3%) of Madrid applications. However, this represents a decline of about 14 percentage points compared to their combined share a decade earlier in 2014. While over half of all Madrid applications still originated in Europe in 2024, a quarter (25%) came from Asia, marking an increased share for that region of about nine percentage points from 2014, when it was only 16.3%. With Canada joining the Madrid System in 2019, 18.8% of applications in 2024 came from applicants based in Northern America, an increase of five percentage points from just 13.8% in 2014, when the US was the sole Madrid member within that geographical region (figure A4).

Whereas US applicants filed the highest number of Madrid applications in 2024, applicants based in China made the most designations (74,101) in applications, representing a 10% increase on 2023, and surpassing the US to become the largest origin of designations for expanding the geographical scope of protection for marks. With an on-year decline of 3.7%, designations from the US (73,004) were about 1,100 fewer than those from China. Rounding out the top five origins of designations, were Germany (38,676), France (27,110) and Switzerland (25,562) (figure A14).⁵ Similarly to the US, designations from France (-0.9%) and Germany (-4.2%) fell from 2023 to 2024, whereas designations from Switzerland increased considerably by 10.3%.

Among the top 20 origins of designations, 12 recorded an on-year decline, with Sweden (-26.1%) recording the largest, followed by Austria (-15.5%), the UK (-11.1%) and by the Kingdom of the Netherlands and the Russian Federation, which each saw a decrease of 10%. In contrast, Bulgaria recorded a markedly high on-year growth of 64.3%. In addition to Bulgaria, China and Switzerland, three other top origins saw double-digit growth. They were Canada (+16.6%), the Republic of Korea (+19%) and Singapore (+19.8%).

China's higher number of total designations relative to Madrid applications filed is attributable to the fact that applicants based in China designated an average of around 13 Madrid members per application filed in 2024 (figure A15). Also high, applicants residing in Bulgaria designated an average of about 21 Madrid members per application in 2024. This is the highest average number among the top 20 origins of designations and considerably higher than the average of approximately five designations per application filed by applicants located, for example, in Australia, Austria, the Kingdom of the Netherlands and Spain. In 2024, the average number of designations made in Madrid applications filed by all origins combined was seven, an average that has remained almost unchanged for over a decade (figure A12).

L'Oréal of France maintained its leading position for a fourth consecutive year, having filed 244 Madrid applications in 2024

L'Oréal of France filed 244 Madrid applications in 2024, the highest number filed by any individual applicant that year. Novartis AG (193 applications) of Switzerland climbed two spots to become the second top filer, followed by Bulgaria's Euro Games Technology (141). Rounding out the top fourth to sixth spot were Japanese beauty and cosmetics producer Shiseido Company (124) and two pharmaceutical companies: Boehringer Ingelheim International of Germany (106) and Egis Gyógyszergyár Zrt. (103) of Hungary. Egis Gyógyszergyár Zrt. filed 54 more applications in 2024 than in 2023, propelling it from 18th position in 2023 to become the sixth most active applicant in 2024. Similarly, among the top 10 Madrid applicants, beauty and cosmetics company Amorepacific Corporation (+65) of the Republic of Korea, Chinese electric car manufacturer BYD Company (+60), L'Oréal (+45 applications), Novartis AG (+83) and auto parts retailer O'Reilly Automotive Stores (+76) of the US also recorded among the highest increases in applications filed between 2023 and 2024. In contrast, Boehringer Ingelheim International, which held fourth spot in 2023, filed four fewer applications in 2024 compared to the previous year, dropping down one spot to fifth place. Bayerische Motoren Werke AG (BMW) filed 89 fewer Madrid applications in 2024, resulting in its ranking dropping from second top applicant in 2023 to 40th in 2024 (figure A2).

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

Among the top 60 Madrid applicants, 11 were pharmaceutical companies, seven were companies active in retail, clothing or footwear, seven were either technology companies or companies that produce consumer electronics, six companies were active in producing personal care or beauty products, four were automotive manufacturers, and four operating within the gaming industry. The remaining top applicants were active in industries spanning consumer goods, food and drink processing, household appliances, sporting goods, and video games, to name a few. Nearly half, or 26 of the top 60 applicants in 2024, were companies based in Europe. A further 18 were located in Asia, 16 in Northern America and one in the Latin America and Caribbean (LAC) region, specifically Brazil. Widening the scope to include the top approximately 100 Madrid applicants reveals that almost 47% were from Europe, about 27% from Asia, 24% from Northern America, 2% from Oceania, and 1% from the LAC region, while there were no applicants from Africa among the top filers. Between them, these top applicants accounted for 4,235 applications. However, this constitutes just under 7% of all Madrid applications filed in 2024, highlighting the widespread use of the Madrid System by many different applicants.

Companies located in 28 countries – including Australia, Brazil, Bulgaria, Canada, China, France, Germany, India, Japan, the Republic of Korea, the Russian Federation, Singapore, Spain, Türkiye and the US, among others – filed at least 20 Madrid applications in 2024, thereby ranking among the approximately 100 top Madrid applicants. For a third consecutive year, companies based in the US (24) were the most represented among top applicants. They were followed by top applicants based in Germany (11), China and Switzerland (8 each), Japan (7), the Republic of Korea (6) and Spain (5).

For which goods and services did trademark holders most seek 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. In contrast to the increase in Madrid applications, the total number of classes specified in applications decreased slightly by 0.1% to 161,644 in 2024 (figure A22).

Since 1985, the most specified of the 45 Nice classes has been goods class 9, which includes computer hardware and software and other electrical or electronic apparatus of a scientific nature (table A24). In 2024, class 9 alone accounted for slightly more than a 10th (10.8%) of all classes specified in applications filed, but slightly less than the 11% recorded in 2023. 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 (5.3%), which mainly covers services in the areas of education, training, entertainment, sporting and cultural activities; goods class 5 (4.4%), which covers pharmaceuticals and other preparations for medical purposes; and both goods class 25, which relates to clothing and apparel, and goods class 3, which covers cleaning and toiletry preparations, accounting for 4.1% each. Three of the five most specified classes were services classes. Among the top 10 Nice classes specified in Madrid applications, five saw growth in 2024. Eighth-ranked goods class 7, which includes machines, machine tools, motors and engines, grew by 6.4% in 2024. It was followed by goods class 3, which covers cleaning preparations and toiletry preparations and which ranked seventh in 2024, with an on-year increase of 5.6%. The third was ninth-ranked goods class 30, which covers mainly foodstuffs of plant origin, with growth of 4.8%, and the fourth was previously mentioned class 25 (+2.4%). Expanding to include all 45 Nice classes, 25 saw a decrease compared to 2023, the largest being for goods class 34 (-27.7%), which covers tobacco and smokers' articles.

Services classes specified in Madrid applications filed in 2024 represented 35.9% 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 has since decreased to 35.9% in 2024. This is about six percentage points higher than the combined share of 29.7% recorded a decade and a half earlier in 2010 (figure A28) and reflects a general growth in the global services industry. Goods and services class shares do differ across origins, however. For example, among the selected origins presented in table A29, India (39.2%), Israel (41.3%), Kenya (73.7%), Switzerland (41.4%) and the US (40.1%) had the largest proportions of services-related

classes in Madrid applications filed in 2024, accounting for about 39% or more of all classes specified by applicants based in these five countries. Other countries with a developed services sector, such as Australia, France, Germany, Sweden and the UK, also recorded relatively high shares of service-related classes in applications, ranging from about 36–39%. Conversely, China (17%), Italy (26.6%), Mexico (25.5%), Morocco (19.4%) and Viet Nam (24.9%) had services class shares below 27%. Among the 20 selected origins, four – Australia (–1.9 percentage points), Mexico (–9.2), Morocco (–13.7) and the Russian Federation (–3.8) – saw their service class shares decrease compared to a decade earlier.

Research and technology remains the sector to receive the largest share of trademark protection via the Madrid System, accounting for about 22% 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%) of all classes specified in Madrid applications filed in 2024. It was followed by pharmaceuticals, health and cosmetics (abbreviated to health) (12.6% of total filing), business services (10.9%), and by leisure and education (10.5%). Clothing and accessories (10.3%) was the fifth placed industry sector, while agriculture (9.8%) occupied sixth spot. As in previous years, chemicals (3.4%), construction (7.2%), household equipment (6.8%) and transportation (6.5%) were the four sectors to receive the lowest shares of total filing (figure A25).

The top three sectors for Madrid applications vary across origins. Research and technology was the top sector for eight of the top 10 origins (figure A26). The exceptions were Italy, which counted agriculture as its applicants' top sector, and the Russian Federation, for which health ranked first. In addition, the health sector was either the second or third ranked sector for six of the top origins, and leisure and education for four. Business services was the third placed sector for applicants based in Australia and Switzerland. Clothing and accessories featured as the second or third ranked sector for applicants based in Italy, Japan and the UK; and agriculture was the second placed sector for the Russian Federation. China was the only origin for which household equipment and transportation were among its applicants' top three sectors.

Where do Madrid applicants look to protect their trademarks internationally?

For a fourth consecutive year, the UK (28,877) received the most designations in Madrid applications in 2024, once again followed by the European Union (EU) (28,809). Because of Brexit, trademark holders could no longer seek protection for their marks in the UK via the European Union Intellectual Property Office (EUIPO), once 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 (25,093), Canada (19,882) and China (18,560) (figure A17).⁶ The 20 most designated Madrid members, combined, received 62.7% of all designations made in Madrid applications filed in 2024. Including China, nine of the top 20 designated Madrid members were middle-income countries: namely, Brazil (10,753), India (12,210), Indonesia (8,678), Malaysia (8,413), Mexico (11,804), Thailand (8,717), Türkiye (8,485) and Viet Nam (8,949). Among the top 20 destinations for international trademark registration via the Madrid System, 14 saw an increase on 2023 designations, with Viet Nam (+11.2%) and Thailand (+11%) seeing the largest growth, followed by Indonesia (+10.3%) and Malaysia (+9.3%). In contrast, the Russian Federation (–5.7%), Norway (–5.2%) and Switzerland (–5%) were the top designated members that saw the largest on-year declines.

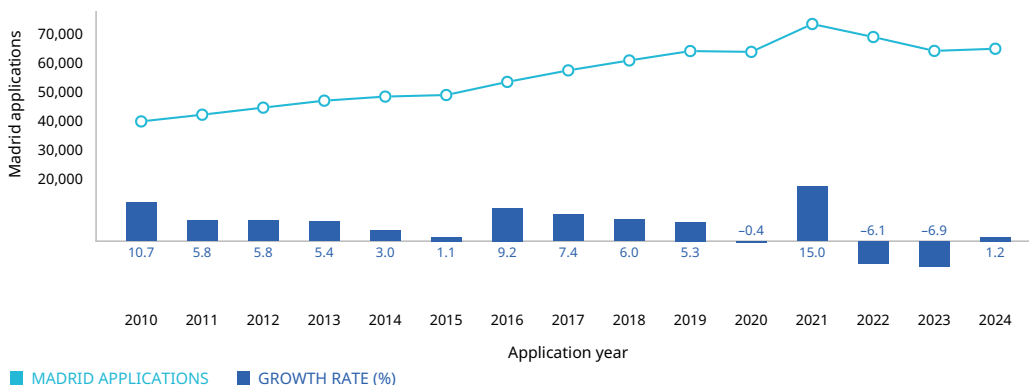
6 Due to a time lag in the transmittal of applications from offices of origin to the IB of WIPO, designations in Madrid applications by designated Madrid Member are estimated.

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Madrid international applications

Following exceptional growth of 15% in 2021, Madrid System use declined in both 2022 and 2023, before increasing slightly in 2024. Madrid applications filed in 2024 numbered about 65,000, representing a 1.2% increase on 2023.

A1. Trend in international applications, 2010–2024



Note: This figure presents the numbers and annual growth rates of international applications filed via the Madrid System. Data for 2024 are WIPO estimates.

Source: WIPO Statistics Database, March 2025.

L'Oréal of France, with 244 Madrid applications, remained top filer for a fourth consecutive year in 2024. Switzerland's Novartis AG (193) moved up two places to become the second top filer, followed by Euro Games Technology (141) of Bulgaria, Japan's Shiseido Company (124), Germany's Boehringer Ingelheim International (106) and Egis Gyógyszergyár Zrt. (103) of Hungary.

A2. Top Madrid applicants, 2024

Ranking	Change in position from 2023	Madrid applicant	Origin	Madrid applications		
				2022	2023	2024
1	0	L'Oréal	France	170	199	244
2	2	Novartis AG	Switzerland	131	110	193
3	0	Euro Games Technology Ltd.	Bulgaria	120	118	141
4	3	Shiseido Company, Ltd	Japan	98	103	124
5	-1	Boehringer Ingelheim International GmbH	Germany	54	110	106
6	12	Egis Gyógyszergyár Zrt.	Hungary	30	49	103
7	28	Amorepacific Corporation	Republic of Korea	47	31	96
8	1	Huawei Technologies Co., Ltd.	China	80	78	86
9	n.a.	O'Reilly Automotive Stores, Inc.	US		1	77
10	179	BYD Company Limited	China	21	13	73
11	239	Zitro Laboratory S.l.u.	Spain	2	11	61
12	13	Renault S.A.S.	France	59	37	59
13	-2	Richter Gedeon Nyrt.	Hungary	52	64	58
14	12	Topgolf Callaway Brands Corp.	US	6	36	57
15	n.a.	Eurospin Italia S.p.a.	Italy	5	1	55
16	n.a.	Mob Entertainment, Inc	US	4	2	54
17	-9	Mizuno Corporation	Japan	51	79	51
17	6	Rigo Trading S.A.,	Luxembourg	85	42	51
19	-5	Nintendo Co., Ltd.	Japan	74	55	50
20	2	Krka, Tovarna Zdravil, D.D., Novo Mesto	Slovenia	47	45	49
21	121	Kia Corporation	Republic of Korea	52	15	48
22	5	Samsung Electronics Co., Ltd.	Republic of Korea	30	35	46
23	34	Natura Cosméticos S.A.	Brazil	4	24	43
24	-14	Apple Inc.	US	47	74	41
25	89	Sega Corporation	Japan	22	17	40
25	-13	Societe Des Produits Nestle S.A.	Switzerland	55	59	40
27	694	Albaugh Tovarna Kemichnih Izdelkov D.o.o.	Slovenia	29	6	39
27	59	International Business Machines Corporation	US	28	20	39

Madrid applications

Ranking	Change in position from 2023	Madrid applicant	Origin	2022	2023	2024
27	-12	Merck Sharp & Dohme B.V.	Netherlands (Kingdom of the)	62	54	39
30	133	Zumedia Inc.	US		14	38
31	254	Egt Digital Ltd.	Bulgaria	3	10	37
31	n.a.	Fambili Ilac Sanayi Ticaret Anonim Sirketi	Türkiye			37
31	3	Henkel AG & Co KGaA	Germany	46	32	37
31	47	Honor Device Co., Ltd.	China	36	21	37
35	-6	Abercrombie & Fitch Europe SA	Switzerland	51	33	36
35	n.a.	Bote, LLC	US			36
35	30	Gilead Sciences Limited	Ireland	23	23	36
35	686	Otsuka Pharmaceutical Co., Ltd.	Japan	11	6	36
35	22	Sport & Fashion Management Pte. Ltd.	Singapore	7	24	36
40	-38	Bayerische Motoren Werke AG	Germany	39	124	35
40	-11	Light & Wonder, Inc.	US		33	35
40	-24	Philip Morris Products S.A.	Switzerland	43	52	35
43	1,469	Beijing Rockrobo Technology Co., Ltd.	China	5	4	34
43	n.a.	Blue Origin Management Consultant Pte. Ltd.	Singapore			34
43	35	Fireheart Music, Inc.	US	1	21	34
43	n.a.	La Rive Spolka Akcyjna	Poland	5	1	34
47	n.a.	Cirkul, Inc.	US		1	33
47	n.a.	Laboratorios Normon, S.a.	Spain	3		33
47	39	Upper Deck Company	US	35	20	33
50	-21	Arcelik Anonim Sirketi	Türkiye	26	33	32
50	-8	Sharkninja Operating LLC	US	22	29	32
52	669	Bubble Beauty, Inc.	US		6	30
52	n.a.	China Kweichow Moutai Distillery (group) Co., Ltd.	China	1		30
52	669	Osstemimplant Co., Ltd.	Republic of Korea	1	6	30
55	50	Dyson Technology Limited	UK	19	18	29
55	367	Gallery Department, LLC	US	4	8	29
55	-11	Skechers U.S.A., Inc. II	US	3	27	29
55	59	Stada Arzneimittel AG	Germany	14	17	29
55	134	Yandex LLC	Russian Federation	11	13	29
60	-40	Applied Materials, Inc.	US	35	46	28
60	38	Koninklijke Philips Electronics N.V.	Netherlands (Kingdom of the)	19	19	28
62	-13	Guerlain	France	40	26	27
62	n.a.	Zhuhai Fitlens Medical Technology Co., Ltd	China	1		27
64	50	Abb Asea Brown Boveri Ltd	Switzerland	6	17	26
64	n.a.	Assa Abloy Americas Residential Inc.	US			26
64	-7	Bora Creations S.L.	Spain	15	24	26
64	n.a.	Lucas Oil Products, Inc.	US	2		26
64	1,448	Passivelogic, Inc.	US		4	26
64	358	Quanta System S.p.a.	Italy	2	8	26
70	n.a.	Farmer Bros. Co.	US			25
70	2	Omni Vision GmbH	Germany	22	22	25
72	n.a.	Bennett, Coleman & Company Limited	India			24
72	491	Biogena GmbH & Co KG	Austria	26	7	24
72	-44	Hyundai Motor Company	Republic of Korea	108	34	24
72	649	Koreatech Co., Ltd.	Republic of Korea	6	6	24
72	-15	Louis Vuitton Malletier	France	20	24	24
72	n.a.	Neo Factory Company Limited	Thailand			24
72	n.a.	Siemens Healthineers AG	Germany			24
72	147	Syngenta Crop Protection AG	Switzerland	81	12	24
72	2,407	Uranus First Ltd.	New Zealand	7	3	24
72	n.a.	Vantage Specialty Ingredients, Inc.	US		1	24
72	-7	Volkswagen AG	Germany	27	23	24
83	n.a.	Fertinagro Biotech International, S.I.	Spain	1		23
83	638	Glanbia Nutritionals Limited	Ireland	3	6	23
85	20	August Storck KG	Germany	22	18	22
85	-13	Ferrari S.P.A.	Italy	14	22	22
85	2,394	Life Technologies Corporation	US	26	3	22
85	1	Logitech Europe S.A.	Switzerland	18	20	22

Ranking	Change in position from 2023	Madrid applicant	Origin	Madrid applications		
				2022	2023	2024
85	165	Luigi Lavazza S.p.a.	Italy	2	11	22
85	104	Straumann Holding Ag	Switzerland	3	13	22
91	-26	Beiersdorf AG	Germany	26	23	21
91	128	Cruiser Accessories, LLC	US		12	21
91	41	Evonik Operations GmbH	Germany	16	16	21
91	248	Industria De Diseno Textil, S.a.	Spain	4	9	21
91	472	Knaus Tabbert Ag	Germany	4	7	21
91	98	Lululemon Athletica Canada Inc.	Canada	26	13	21
91	-42	Moose Creativemanagement Pty Ltd	Australia	16	26	21
91	630	Yamaha Hatsudoki Kabushiki Kaisha	Japan	5	6	21
91	23	Zhejiang Geely Holding Group;co., Ltd.	China	11	17	21
100	n.a.	Dongguan Blue Origin Brand Management Co., Ltd.	China			20
100	621	Fujifilm Corporation	Japan	19	6	20
100	n.a.	Idam Natural Wellness Private Limited	India			20
100	n.a.	Jellycat Limited	UK			20
100	239	Orion Corporation	Finland	4	9	20
100	n.a.	Summit Therapeutics Sub Inc.	US			20

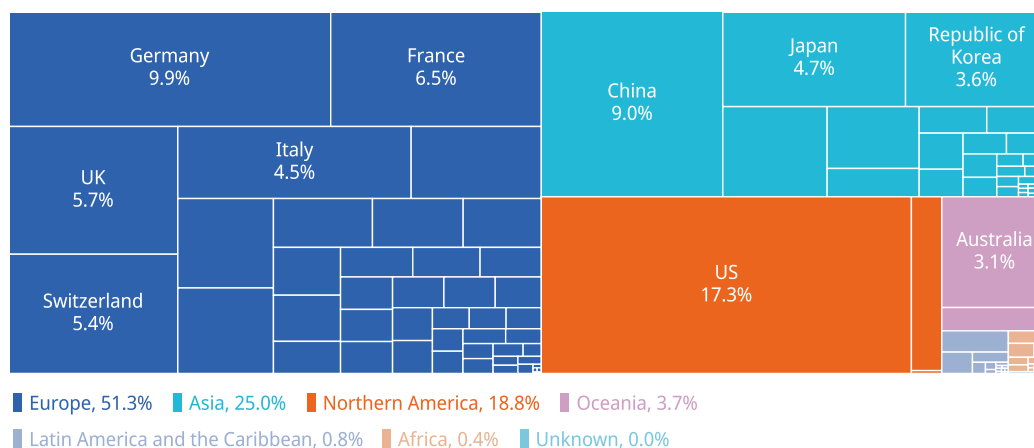
Note: For top Madrid applicants, counts are determined based on the date that the International Bureau (IB) of WIPO received an application. This table includes those 105 applicants that filed 20 or more international applications in 2024. New applications filed each year generally represent an increase in the number of marks held in a trademark holder's portfolio. Depending on circumstances, companies or entities may choose to expand their existing brand base either rapidly, slowly or not at all. A decline in applications from one year to the next does not necessarily represent a reduced trademark portfolio.

n.a. indicates not applicable.

Source: WIPO Statistics Database, March 2025.

China, Japan, the Republic of Korea, Singapore and Türkiye together accounted for 21 percentage points of Asia's 25% share of Madrid applications filed worldwide.

A3. International applications by origin, 2024

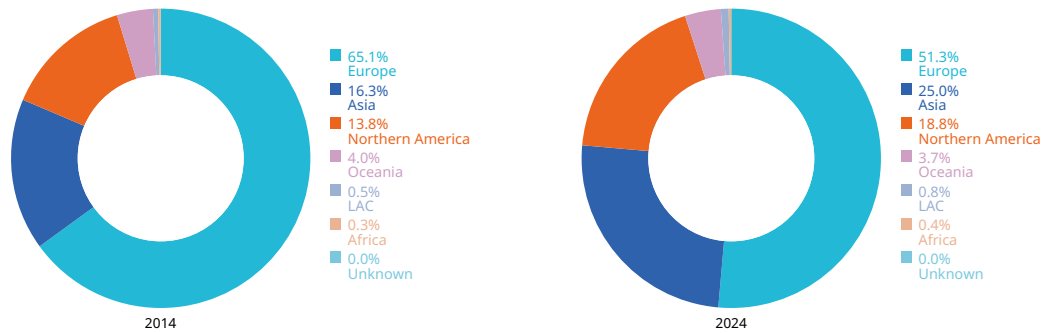


Note: Data for 2024 are WIPO estimates. Origin data are based on the country of the applicant's address.

Source: WIPO Statistics Database, March 2025.

Applicants based in Asia filed a quarter (25%) of all Madrid applications in 2024, which is almost nine percentage points more than 16.3% in 2014 and the biggest percentage point increase across all geographical regions over the past decade.

A4. International applications by region, 2014 and 2024

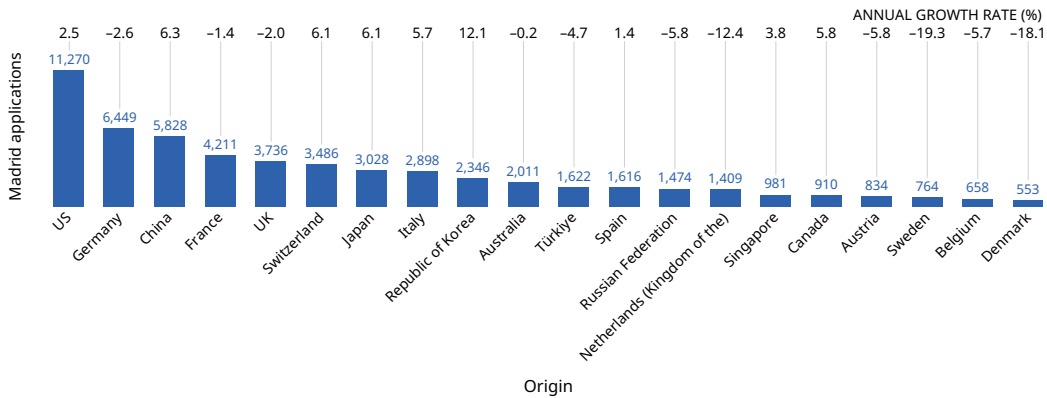


Note: Data for 2024 are WIPO estimates. Origin data are based on the country or territory of the applicant's address. Madrid applications filed in 2024 came from applicants domiciled in a total of 124 countries or territories of origin. Each geographical region included the following number of countries or territories: Africa (20), Asia (38), Europe (44), Latin America and the Caribbean (LAC) (15), Northern America (3) and Oceania (4).

Source: WIPO Statistics Database, March 2025.

Applicants based in the US, Germany and China remained the three most active Madrid System filers in 2024. In addition to the US and China, seven other top 20 countries of origin recorded growth in the year from 2023 to 2024. Canada (+5.8%), China (+6.3%), Italy (+5.7%), Japan (+6.1%), the Republic of Korea (+12.1%) and Switzerland (+6.1%) recorded the highest growth. In contrast, Denmark (-18.1%), the Kingdom of the Netherlands (-12.4%) and Sweden (-19.3%) saw the steepest declines.

A5. International applications for the top 20 origins, 2024

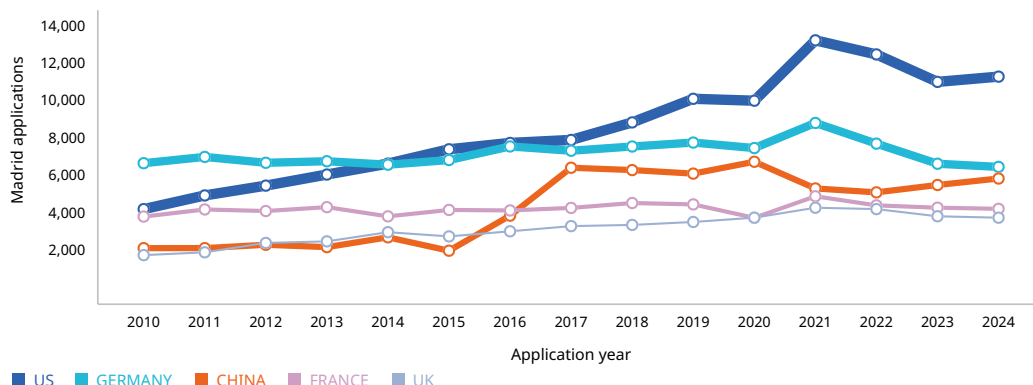


Note: Data for 2024 are WIPO estimates. Origin data are based on the country or territory of the applicant's address. The number of international applications for all origins are reported in statistical table A32.

Source: WIPO Statistics Database, March 2025.

In 2014, the US surpassed Germany to become the top origin of Madrid applications; by 2017, China had moved ahead of France and the UK to become the third biggest origin. In 2024, application volumes from China and Germany continued to converge, differing by approximately 620.

A6. Trends in international applications for the top five origins, 2010–2024

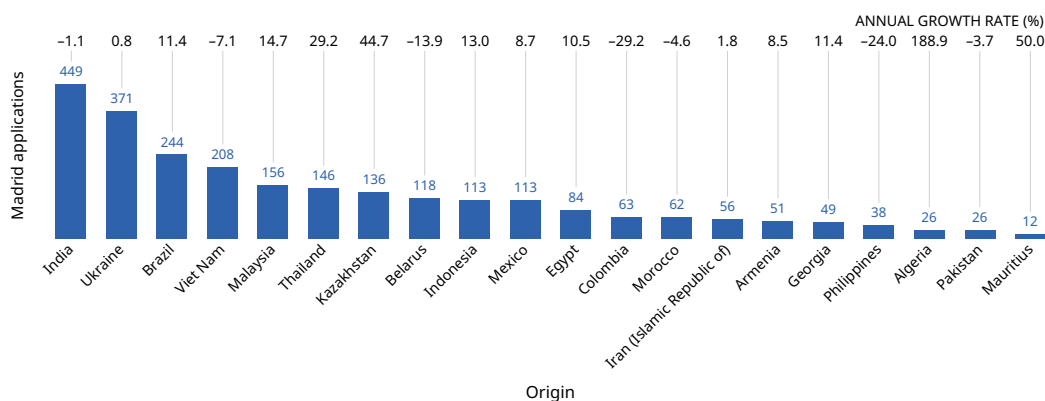


Note: Data for 2024 are WIPO estimates. Origin data are based on the country of the applicant's address.

Source: WIPO Statistics Database, March 2025.

Behind applicants located in top-ranked middle-income countries China and Türkiye are applicants located across several geographical regions, with Brazil, India, Malaysia, Ukraine and Viet Nam among the most active Madrid application filers for this income group in 2024.

A7. International applications for selected middle-income country origins, 2024

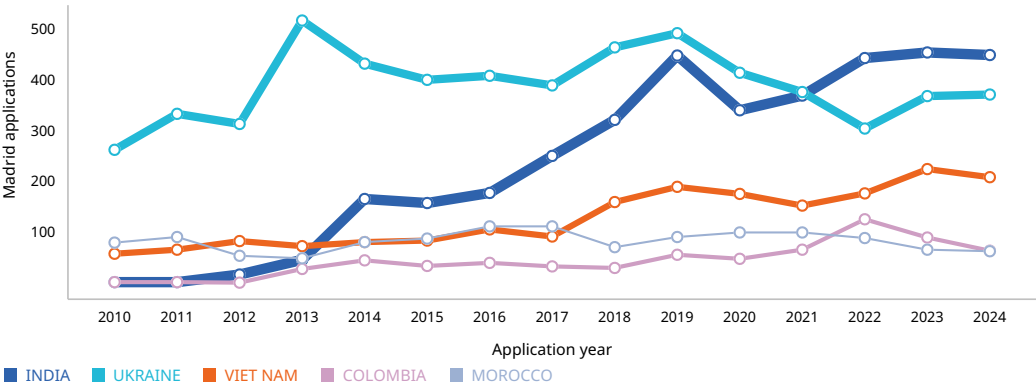


Note: Data for 2024 are WIPO estimates. Origin data are based on the country of the applicant's address. The number of international applications for all origins are reported in statistical table A32.

Source: WIPO Statistics Database, March 2025.

Since joining the Madrid System in 2014, the number of applications originating from India has risen sharply, surpassing that filed by applicants based in Ukraine in 2022.

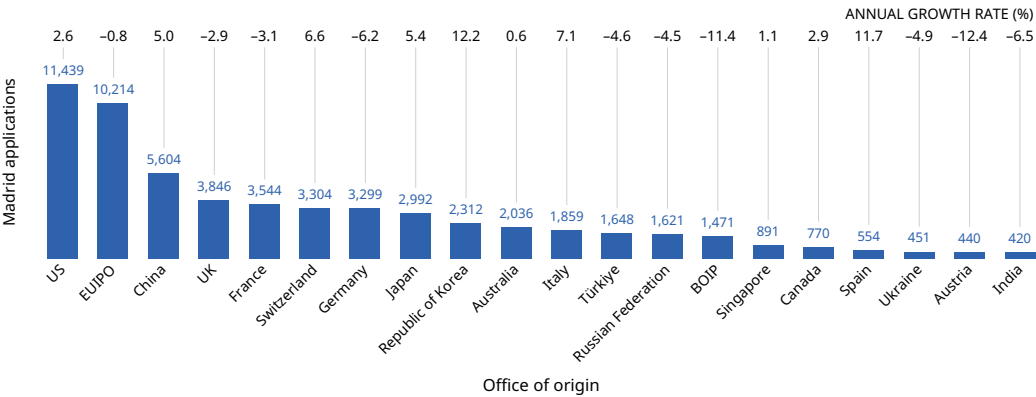
A8. Trends in international applications for selected middle-income country origins, 2010–2024



Note: Data for 2024 are WIPO estimates. Origin data are based on the country of the applicant's address.
Source: WIPO Statistics Database, March 2025.

The offices of origin that received the most Madrid applications filed in 2024 were the United States Patent and Trademark Office (USPTO) and the EUIPO, followed distantly by the IP offices of China, the UK and France.

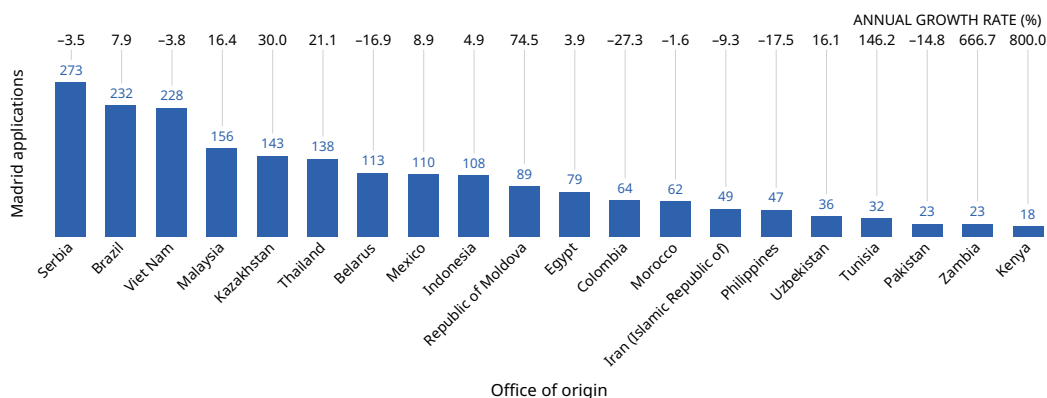
A9. International applications for the top 20 offices of origin, 2024



Note: EUIPO is the European Union Intellectual Property Office; BOIP is the Benelux Office for Intellectual Property.
Source: WIPO Statistics Database, March 2025.

In addition to top offices of origin China, India, Türkiye and Ukraine, the offices of origin located in other middle-income countries to have received the most Madrid applications in 2024 included Brazil, Kazakhstan, Malaysia, Serbia and Viet Nam.

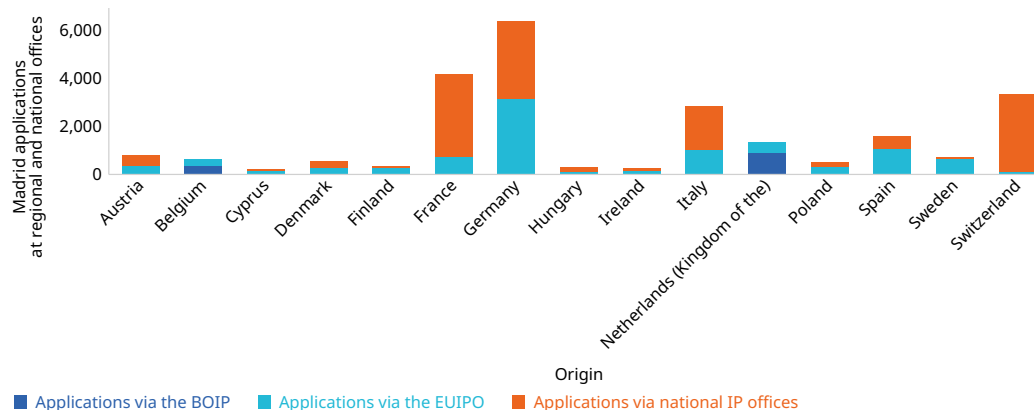
A10. International applications for selected middle-income country offices of origin, 2024



Source: WIPO Statistics Database, March 2025.

Applicants based in Cyprus, Finland, Ireland, Poland, Spain and Sweden filed 62–89% of Madrid applications at the EUIPO in 2024, with the remainder filed at national IP offices.

A11. International applications for selected European Union origins by regional and national offices, 2024



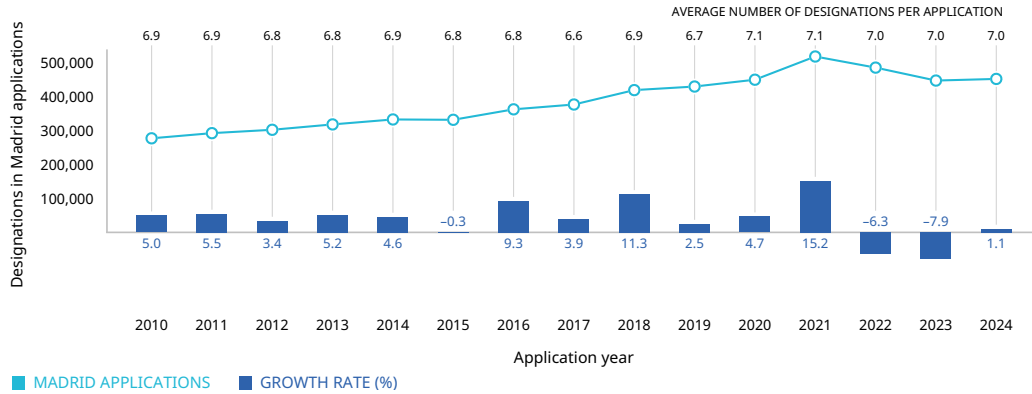
Note: BOIP is the Benelux Office for Intellectual Property; EUIPO is the European Union Intellectual Property Office.

Source: WIPO Statistics Database, March 2025.

Designations in Madrid international applications

The slight rise in the number of designations contained in Madrid applications from 2023 to 2024 reflects an increase in applications over the same period, with the average of seven Madrid members designated in every Madrid application remaining unchanged.

A12. Trend in designations in international applications and average number of designations per application, 2010–2024

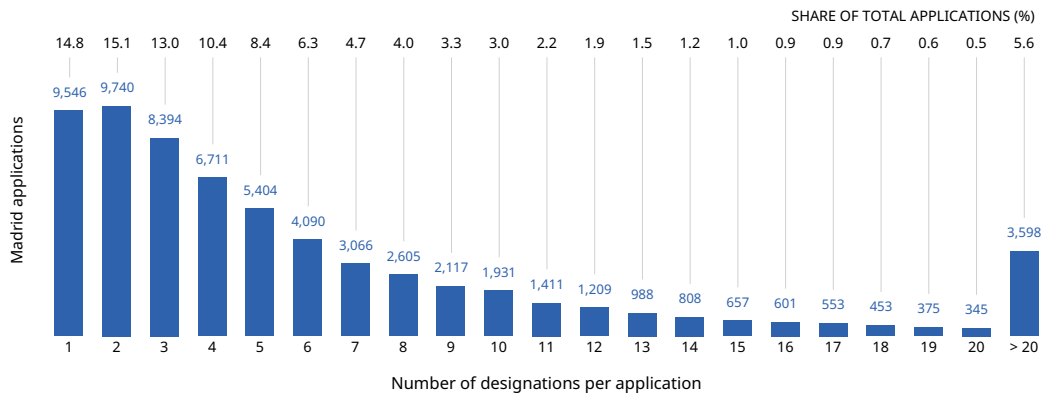


Note: Data for 2024 are WIPO estimates. When applicants first apply for an international registration, they can initially choose from among any of the Madrid members in which they aim to extend protection for their trademarks, except for the Madrid member through which the holder has claimed entitlement to use the Madrid System. Each Madrid member selected is counted as one designation.

Source: WIPO Statistics Database, March 2025.

More than three-quarters (76.7%) of all international applications filed in 2024 designated between one and eight Madrid members; about 10% of applications designated 15 or more members.

A13. Distribution of designations per international application, 2024

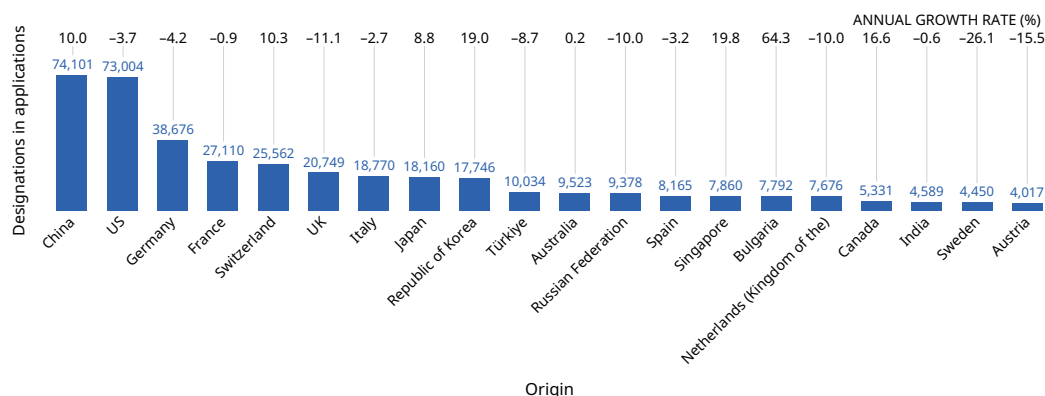


Note: Almost 15% of all Madrid applications filed in 2024 designated a single Madrid member only. This shows how trademark holders often use the Madrid System in a staged manner to obtain protection in the jurisdiction of highest priority first, before later extending protection to other jurisdictions by filing subsequent designations.

Source: WIPO Statistics Database, March 2025.

In 2024, China-based applicants become that largest origin of designations in international applications for expanding the geographical scope of protection for marks, followed by applicants based in the US, Germany, France and Switzerland.

A14. Designations in international applications for the top 20 origins, 2024

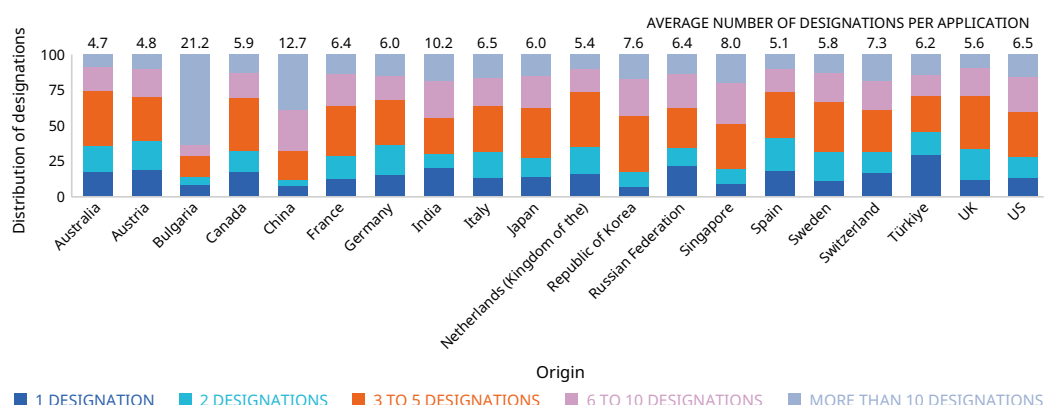


Note: Data for 2024 are WIPO estimates. Origin data are based on the country of the applicant's address. The number of designations in Madrid applications for all origins are reported in statistical table A32.

Source: WIPO Statistics Database, March 2025.

Applicants from 15 of the top 20 origins designated an average of between about five and seven Madrid members in international applications filed in 2024; this rises to an average of between about 10 and 21 designated by applicants based in Bulgaria, China and India.

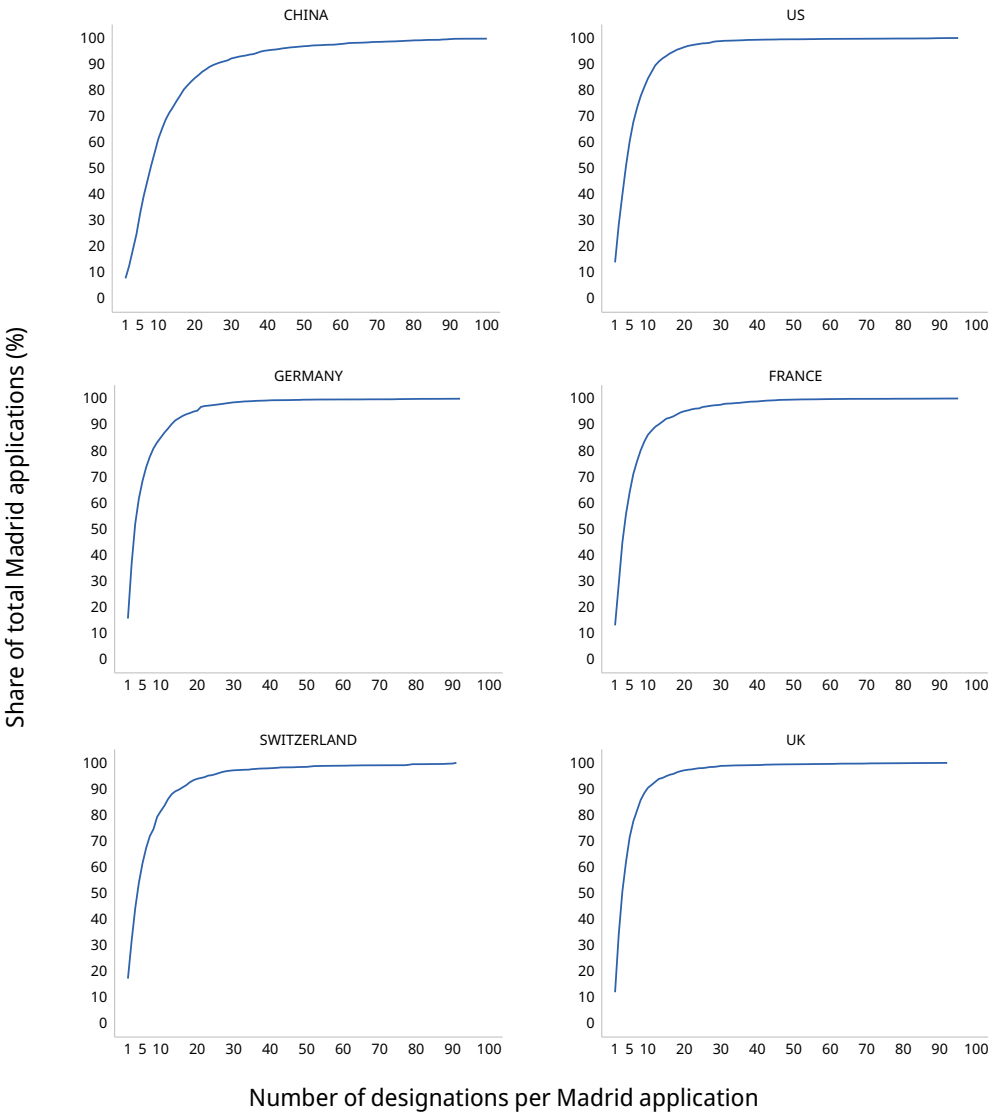
A15. Distribution of designations per international application for the top 20 origins, 2024



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

Source: WIPO Statistics Database, March 2025.

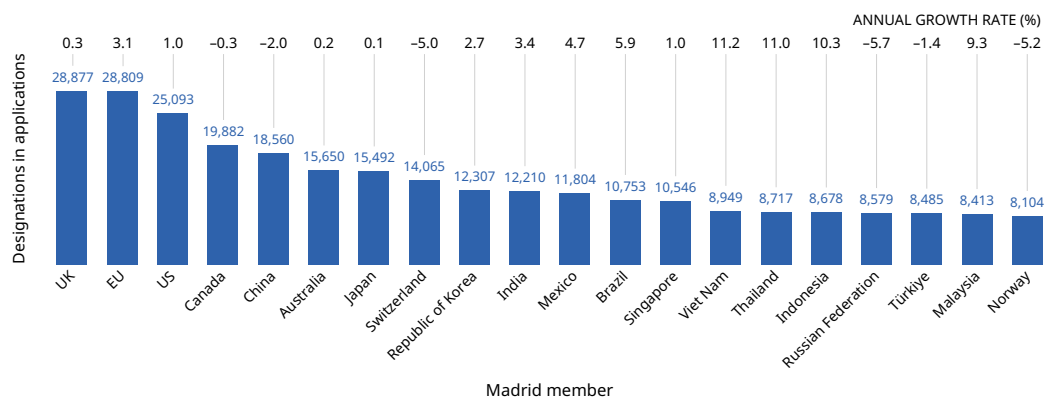
Applicants from China tended to designate more Madrid members per international application than did applicants from any other leading origin.
A16. Distribution of designations per international application for the top six origins, 2024



Note: Origin data are based on the country of the applicant's address.
Source: WIPO Statistics Database, March 2025.

For a fourth consecutive year, the UK received the highest number of designations in Madrid applications in 2024. Because of Brexit, trademark holders can no longer seek to protect their marks in the UK via the EUIPO. The UK was followed by designations received by the EU, the US, Canada and China.

A17. Designations in international applications for the top 20 designated Madrid members, 2024

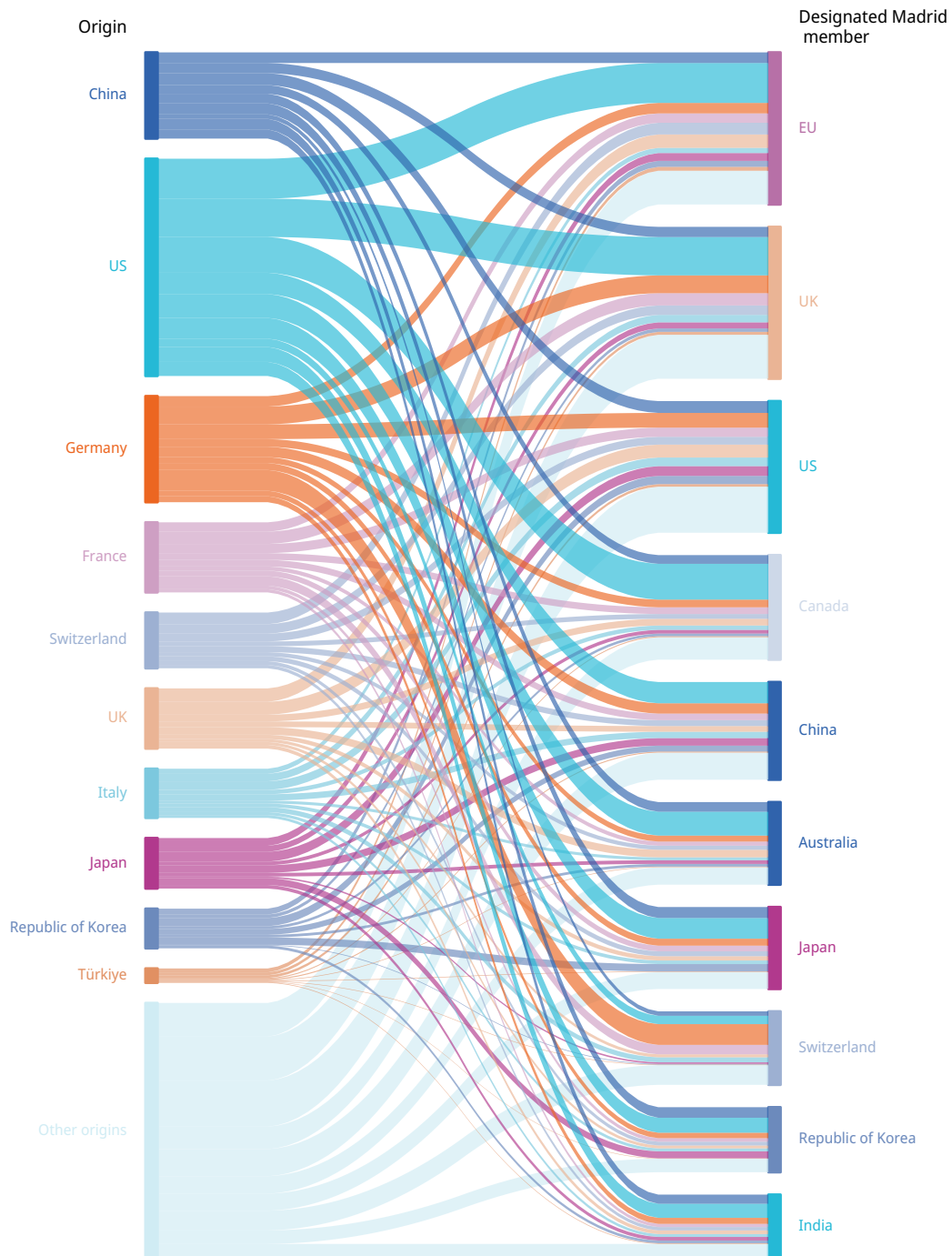


Note: Data for 2024 are WIPO estimates. The number of designations in international applications for all Madrid members are reported in statistical table A32.

Source: WIPO Statistics Database, March 2025.

The top five origins combined accounted for about 44% of all Madrid applications designating the US, between 53% and 58% of those designating China, the EU, India and the UK, and about 62–65% of those designating Australia, Canada, Japan, the Republic of Korea and Switzerland.

A18. Flow of designations from the top 10 origins to the top 10 designated Madrid members, 2024

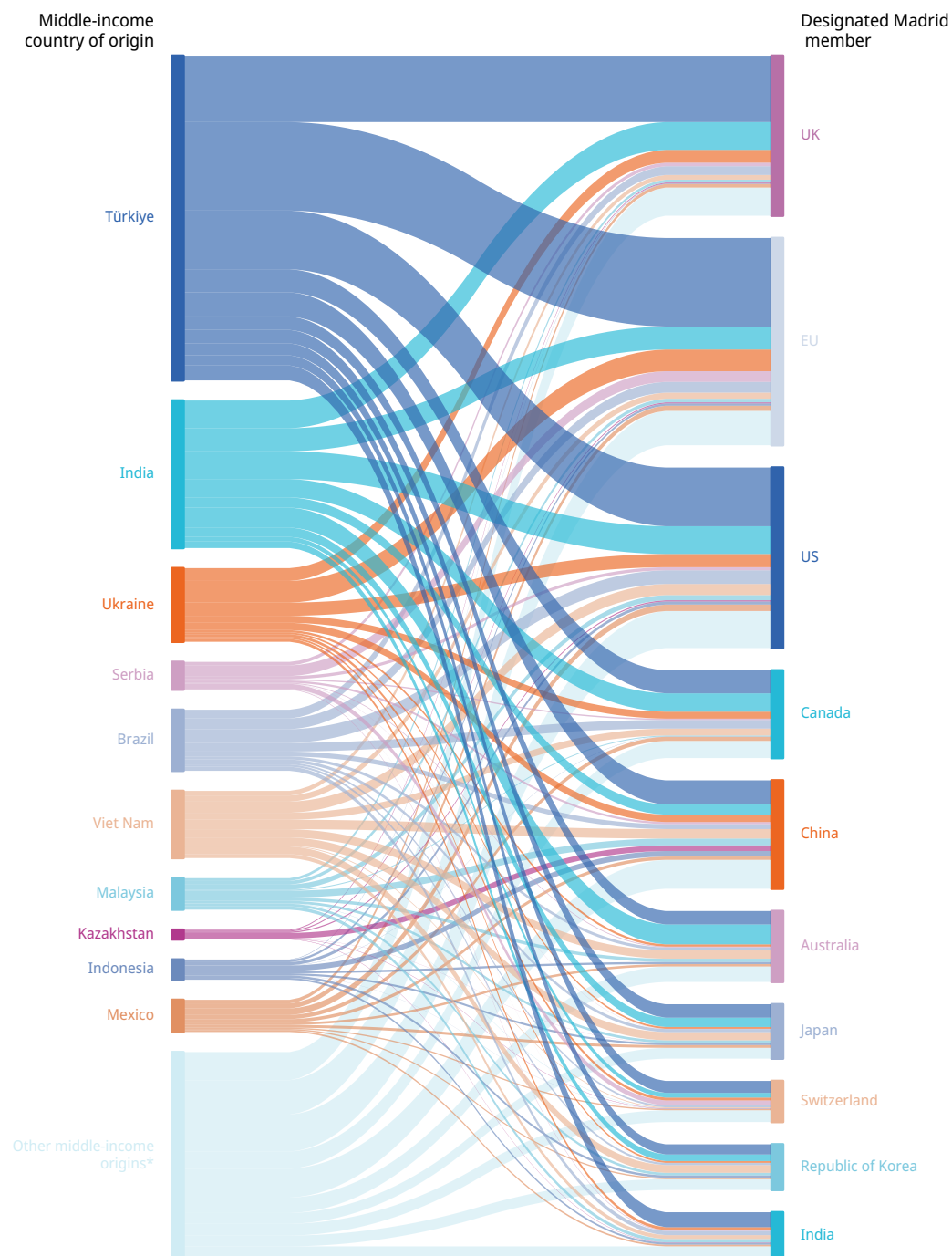


Note: Origin data are based on the country of the Madrid registration holder's address.

Source: WIPO Statistics Database, March 2025.

In 2024, the US was the top destination chosen by Madrid applicants domiciled in three of 10 selected middle-income countries of origin: namely, Brazil, Mexico and Viet Nam. Among selected origins, the EU was the top destination for applicants based in Serbia, Türkiye and Ukraine; China for applicants located in Indonesia, Kazakhstan and Malaysia; and the UK for applicants in India.

A19. Flow of designations from selected middle-income countries of origin to the top 10 designated Madrid members, 2024



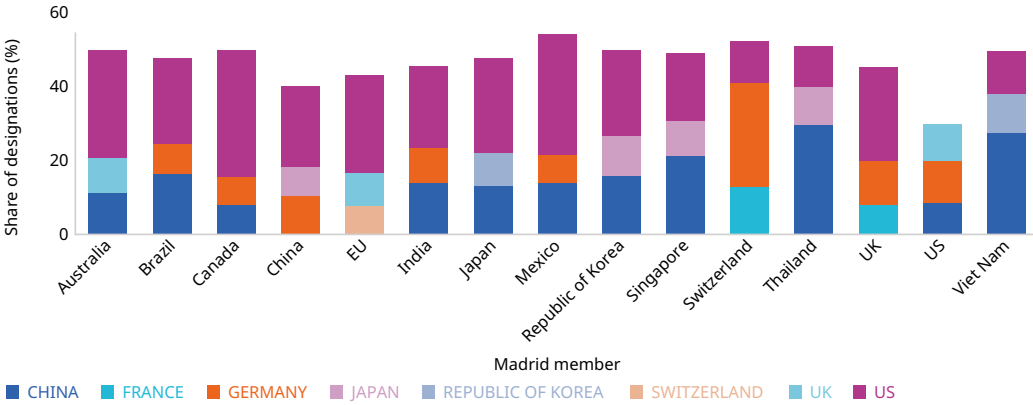
Note: Origin data are based on the country of the Madrid registration holder's address.

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

Source: WIPO Statistics Database, March 2025.

In 2024, China, Germany and the US were most often the three top origins of Madrid designations received by top 15 Madrid members Brazil, Canada, India and Mexico. The UK was either the second or third top origin of designations of Australia, the EU and the US, while Japan was the third main origin of designations of regional neighbors China, the Republic of Korea, Singapore and Thailand. And the Republic of Korea was the third top origin of designations received by Japan and Viet Nam.

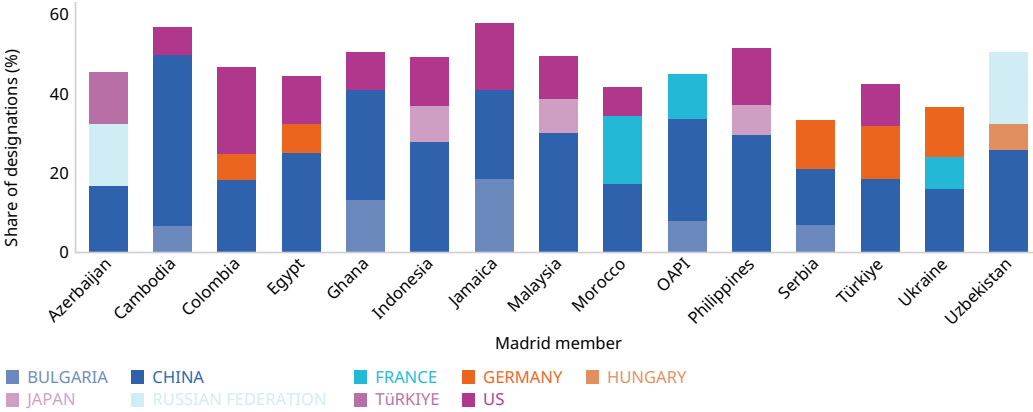
A20. Distribution of designations in international applications for the top 15 designated Madrid members received from their top three origins, 2024



Source: WIPO Statistics Database, March 2025.

As an origin, China featured as the top source of designations for 14 out of 15 selected low- and middle-income Madrid members, the exception being Colombia, where it was the second top source. The top three origins accounted for between about 33% and almost 58% of all designations received by the selected Madrid members.

A21. Distribution of designations in international applications for selected designated low- and middle-income Madrid members received from their top three origins, 2024



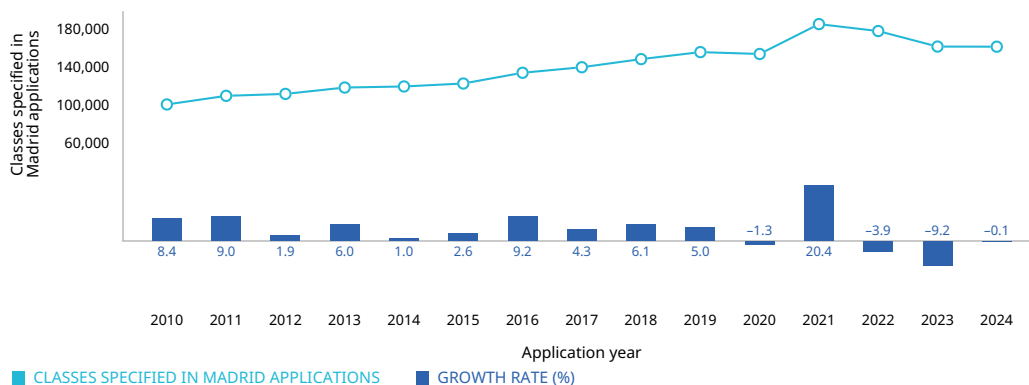
Note: OAPI is the African Intellectual Property Organization acting on behalf of 17 African countries.

Source: WIPO Statistics Database, March 2025.

Nice classes specified in Madrid international applications

The total number of classes specified in Madrid applications trended upward between 2010 and 2019 and increased sharply in 2021, reflecting an increase in the overall number of international applications. However, as was the case for Madrid applications, both 2022 and 2023 saw a decrease in the number of classes specified in applications and also declined slightly in 2024, despite an increase in applications that year.

A22. Trend in the number of classes specified in international applications, 2010–2024

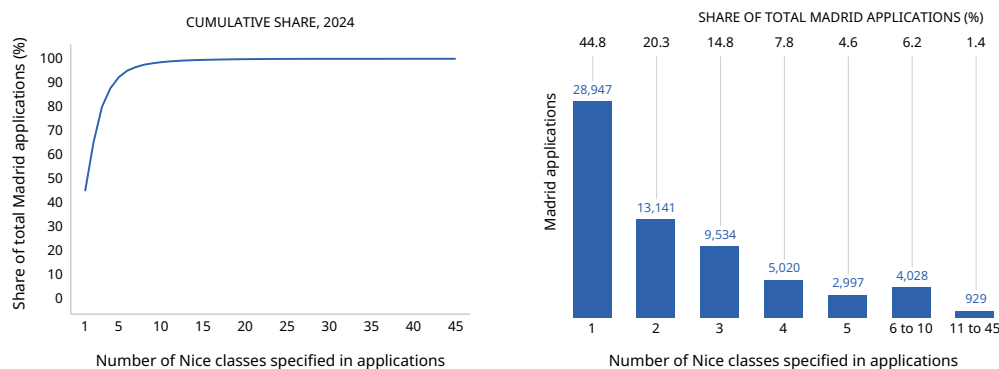


Note: Within the Madrid System, all Madrid member offices must apply the Nice Classification, an international classification of goods and services applied to trademark applications and registrations. Applicants are required to provide a description of the goods or services for which the mark is to be used according to one or more of the 45 Nice classes (visit www.wipo.int/en/web/classification-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 2025.

Almost 80% of all Madrid applications filed in 2024 included between one and three goods or services classes.

A23. Distribution of the number of classes specified per international application, 2024



Note: The overall average of two to three classes specified in all Madrid applications filed in 2024 masks a significant variation in the number of classes specified across applications. For example, 28,947, or 44.8% of all Madrid applications, indicated a single class to which the trademark applied, and 79.9% included up to three classes. Only 929 applications – that is, 1.4% of the total – specified 11 or more of the 45 goods and services classes.

Source: WIPO Statistics Database, March 2025.

In 2024, goods class 9, which includes computers, electronics and software, continued to be the class most specified in Madrid applications, followed by services classes 35 covering business services and 42 relating to scientific and technical services.

A24. Classes specified in international applications, 2024

Class: coverage	2024	Growth (%), 2023-2024	Share of total (%), 2024
Class 9: Computer hardware and software and other electrical or electronic apparatus of a scientific nature	17,420	-3.1	10.8
Class 35: Services such as office functions, advertising and business management	13,590	-6.1	8.4
Class 42: Services provided by, for example, scientific, industrial or technological engineers and computer specialists	12,627	-5.6	7.8
Class 41: Services in the area of education, training, entertainment, sporting and cultural activities	8,501	-2.1	5.3
Class 5: Mainly pharmaceuticals and other preparations for medical purposes	7,072	-1	4.4
Class 25: Clothing, footwear and headgear	6,672	2.4	4.1
Class 3: Mainly cleaning preparations and toiletry preparations	6,648	5.6	4.1
Class 7: Mainly machines, machine tools, motors and engines	4,691	6.4	2.9
Class 30: Mainly foodstuffs of plant origin, prepared for consumption or conservation as well as auxiliaries intended for improving the flavor of food	4,088	4.8	2.5
Class 16: Mainly paper, goods made from that material and office requisites	3,905	0.3	2.4
Class 28: Games and playthings; gymnastic and sporting articles	3,809	3.4	2.4
Class 36: Services relating to insurance, financial affairs, monetary affairs, and real estate affairs	3,615	-5.6	2.2
Class 11: Apparatus for lighting, heating, steam generating, cooking, refrigerating, drying, ventilating, water supply and sanitary purposes	3,549	-0.7	2.2
Class 37: Building construction; repair; installation services	3,544	-4.8	2.2
Class 10: Surgical, medical, dental and veterinary apparatus and instruments	3,333	-0.1	2.1
Class 18: Leather and imitations of leather, and products made therefrom, traveling bags and umbrellas	3,330	0.9	2.1
Class 1: Chemicals used in industry, science and photography, as well as in agriculture	3,315	0.3	2.1
Class 21: Mainly household or kitchen utensils and containers; combs and sponges; articles for cleaning purposes, glassware, porcelain and earthenware	3,127	1.7	1.9
Class 12: Vehicles; apparatus for locomotion by land, air or water	3,127	0.3	1.9
Class 29: Meat, fish, poultry; frozen, dried and cooked fruits and vegetables	2,912	-0.7	1.8
Class 38: Telecommunications services	2,903	-12.3	1.8
Class 44: Medical services; veterinary services; hygienic and beauty care for human beings or animals; agriculture, horticulture and forestry services	2,860	-3.8	1.8
Class 20: Mainly furniture, mirrors, picture frames and goods made from, for example, wood, cork, reed, cane, wicker	2,645	0.1	1.6
Class 43: Services for providing food and drink; temporary accommodation	2,599	-0.1	1.6
Class 6: Mainly includes common metals and their alloys and goods of common metal not included in other classes	2,492	5.5	1.5
Class 39: Services related to transport, packaging and storage of goods, and travel arrangement	2,446	-7.5	1.5
Class 32: Beers; mineral and aerated waters and other non-alcoholic beverages; fruit beverages and fruit juices; syrups and other preparations for making beverages	2,334	4.3	1.4
Class 40: Services related to the treatment of materials	2,264	-4.6	1.4
Class 33: Alcoholic beverages (except beers)	2,137	-6.7	1.3
Class 14: Mainly precious metals and their alloys and goods in precious metals or coated therewith, not included in other classes	1,992	-0.1	1.2
Class 45: Legal services; security services for the protection of property and individuals; personal and social services rendered by others to meet the needs of individuals	1,985	-3	1.2
Class 24: Textiles and textile goods, not included in other classes; bed covers; table covers	1,723	-3.3	1.1
Class 19: Mainly non-metallic building materials and asphalt	1,655	-2.1	1.0
Class 31: Mainly grains and agricultural, horticultural and forestry products; live animals; fresh fruits and vegetables; seeds	1,541	-0.3	1.0
Class 17: Mainly rubber, plastics in extruded form for use in manufacture; packing, stopping and insulating materials; non-metallic flexible pipes	1,531	10.7	0.9
Class 8: Hand tools and implements (hand-operated); cutlery; side arms; razors	1,445	5.2	0.9
Class 4: Mainly industrial oils, lubricants, fuels and illuminants	1,262	8.2	0.8
Class 2: Mainly paints, varnishes, lacquers	778	1.4	0.5
Class 27: Carpets, rugs, mats and matting, linoleum and other materials for covering existing floors; wall hangings (non-textile)	672	4.7	0.4
Class 22: Mainly ropes, string, nets, tents, awnings, tarpaulins, sails, sacks and bags (not included in other classes)	593	-4	0.4
Class 26: Lace and embroidery, ribbons and braid; buttons, hooks and eyes, pins and needles; artificial flowers	567	-6.7	0.4
Class 34: Tobacco; smokers' articles; matches	552	-27.7	0.3

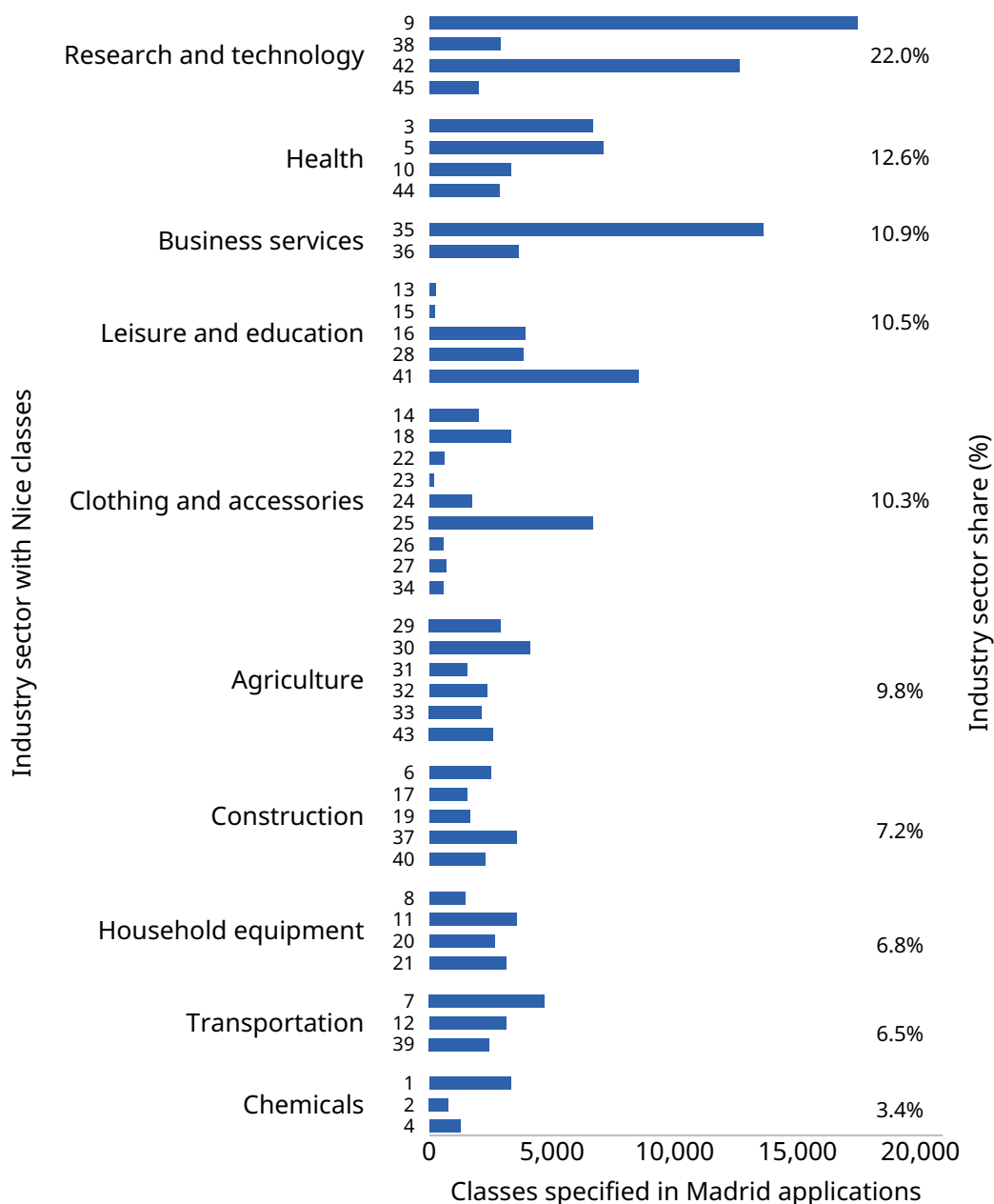
Class: coverage	2024	Growth (%), 2023–2024	Share of total (%), 2024
Class 13: Firearms; ammunition and projectiles; explosives; fireworks	252	27.9	0.2
Class 15: Musical instruments	213	19.7	0.1
Class 23: Yarns and threads, for textile use	189	–7.8	0.1
Not specified	3,139	290.9	1.9
Total classes specified in Madrid applications	161,644	–0.1	100.0

Note: For full class definitions see: www.wipo.int/en/web/classification-nice.

Source: WIPO Statistics Database, March 2025.

Research and technology accounted for 22% of all filing activity via the Madrid System in 2024. It was followed by the health sector (12.6%) and by business services (10.9%).

A25. International applications by industry sector, 2024

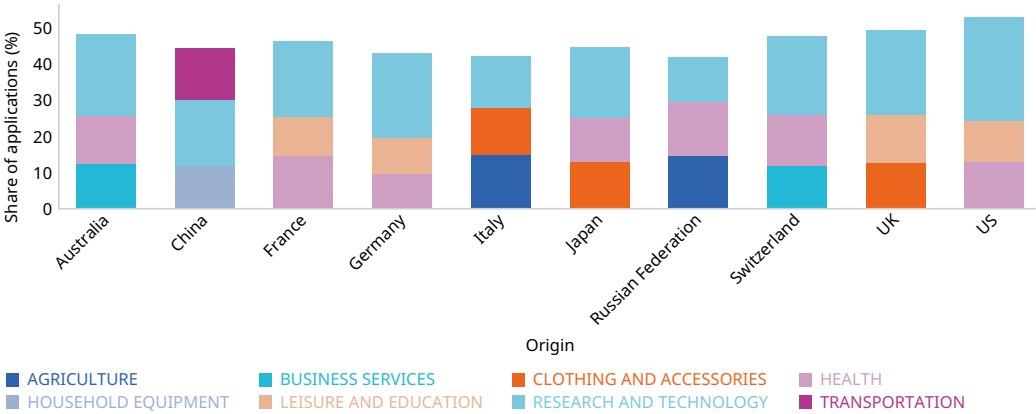


Note: Industry sectors based on class groups are those defined by Edital®. Some industry sectors are abbreviated. See the Nice classes and industry sectors table in the annex for full definitions. For full class definitions, visit www.wipo.int/en/web/classification-nice.

Source: WIPO Statistics Database, March 2025.

In 2024, research and technology was the top industry sector for Madrid applications from eight of the top 10 origins, the two exceptions being Italy, for which agriculture was the top sector, and the Russian Federation, for which health ranked first. Health was either the second or third top sector for applicants based in six of the top 10 origins.

A26. International applications by top three sectors for the top 10 origins, 2024

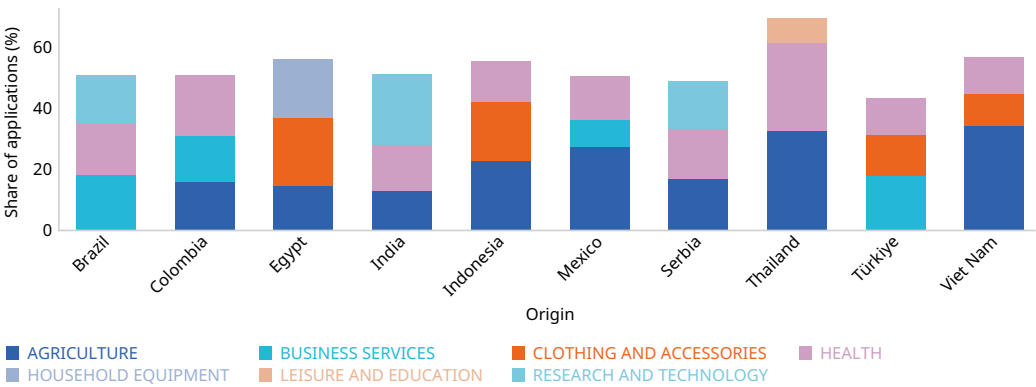


Note: Origin data are based on the country of the Madrid registration holder's address. Industry sectors based on class groups are those defined by Edital®. Some industry sectors are abbreviated. See the Nice classes and industry sectors table in the annex for full definitions. For full class definitions,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

Source: WIPO Statistics Database, March 2025.

Agriculture was the top industry sector for applicants from five out of 10 selected middle-income countries of origin, namely, Indonesia, Mexico, Serbia, Thailand and Viet Nam, whereas business services was the top sector for applicants from Brazil and Türkiye, clothing and accessories for applicants from Egypt, health for applicants from Colombia, and research and technology number one for applicants based in India.

A27. International applications by top three sectors for selected middle-income countries of origin, 2024

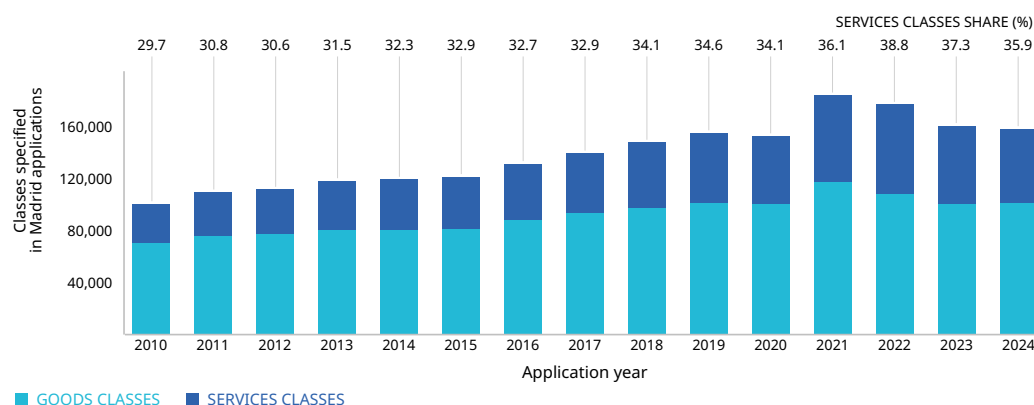


Note: Origin data are based on the country of the Madrid registration holder's address. Industry sectors based on class groups are those defined by Edital®. Some industry sectors are abbreviated. See the Nice classes and industry sectors table in the annex for full definitions. For full class definitions,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

Source: WIPO Statistics Database, March 2025.

In 2024, services classes accounted for 35.9% of all classes specified in Madrid applications, below a peak of 38.8% in 2022, but considerably higher than 29.7% a decade and a half earlier in 2010.

A28. Trend in services classes versus goods classes, 2010–2024



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

Source: WIPO Statistics Database, March 2025.

Among selected origins, applications from India (39.2%), Israel (41.3%), Kenya (73.7%), Switzerland (41.4%) and the US (40.1%) had the highest shares related to services. In contrast, services accounted for only 17% of applications from China and 19.4% from Morocco.

A29. Goods classes versus services classes in international applications for selected origins, 2014 and 2024

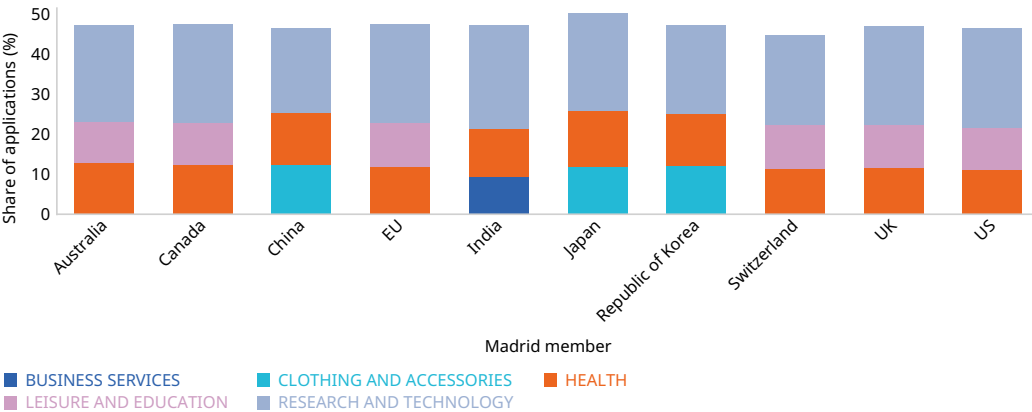
Origin	2014 (%)		2024 (%)		Change in services classes share compared to 2014 (percentage points)
	Goods	Services	Goods	Services	
Kenya	42.9	57.1	26.3	73.7	16.6
Switzerland	62.7	37.3	58.6	41.4	4.1
Israel	73.5	26.5	58.7	41.3	14.8
US	64.2	35.8	59.9	40.1	4.3
India	75.2	24.8	60.8	39.2	14.4
UK	63.2	36.8	61.0	39.0	2.2
France	63.7	36.3	61.1	38.9	2.6
Australia	59.9	40.1	61.8	38.2	-1.9
Germany	69.0	31.0	62.9	37.1	6.1
Sweden	67.3	32.7	63.3	36.7	4.0
Türkiye	73.7	26.3	64.5	35.5	9.2
Iran (Islamic Republic of)	68.5	31.5	65.5	34.5	3.0
Japan	77.6	22.4	71.3	28.7	6.3
Russian Federation	68.0	32.0	71.8	28.2	-3.8
Republic of Korea	79.8	20.2	72.4	27.6	7.4
Italy	76.7	23.3	73.4	26.6	3.3
Mexico	65.3	34.7	74.5	25.5	-9.2
Viet Nam	84.0	16.0	75.1	24.9	8.9
Morocco	66.9	33.1	80.6	19.4	-13.7
China	83.6	16.4	83.0	17.0	0.6

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

Source: WIPO Statistics Database, March 2025.

In 2024, research and technology was once again the leading sector in which applicants sought trademark protection within the jurisdiction of every top 10 designated Madrid member. Similarly, health was the second most active sector across these same top members, and leisure and education the top third sector for six members.

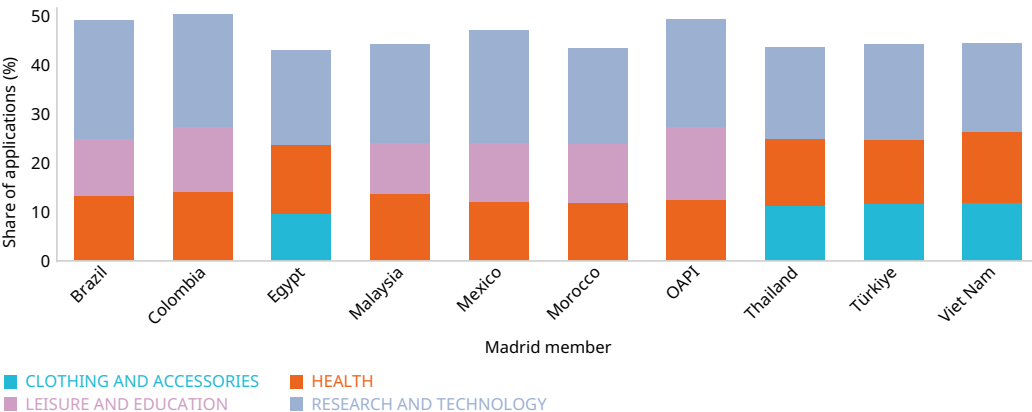
A30. International applications by top three sectors for the top 10 designated Madrid members, 2024



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/en/web/classification-nice.
Source: WIPO Statistics Database, March 2025.

Research and technology was the top sector in all 10 selected designated low- and middle-income Madrid member jurisdictions. Health was the second top sector in nine, the exception being OAPI, where the second top sector was leisure and education.

A31. International applications by top three sectors for selected designated low- and middle-income Madrid members, 2024



Note: OAPI is the African Intellectual Property Organization acting on behalf of 17 African countries. Industry sectors based on class groups are those defined by Edital®. Some industry sectors are abbreviated. See the Nice classes and industry sectors table in the annex for full definitions. For full class definitions, visit www.wipo.int/en/web/classification-nice.
Source: WIPO Statistics Database, March 2025.

A32. International applications and designations via the Madrid System, 2024

Name	Origin ¹		Designated member
	Number of applications	Designations	Designations
Afghanistan	717
African Intellectual Property Organization	n.a.	n.a.	2,253
Albania	24	82	2,083
Algeria	26	440	2,167
Andorra (a)	3	3	n.a.
Antigua and Barbuda	2	2	482
Armenia	51	306	2,541
Australia	2,011	9,523	15,650
Austria	834	4,017	1,603
Azerbaijan	38	184	2,922
Bahamas (a)	1	8	n.a.
Bahrain	1	1	1,817
Barbados (a)	3	52	n.a.
Belarus	118	693	3,673
Belgium (b)	658	3,628	n.a.
Belize	3	6	674
Benelux Office for Intellectual Property	n.a.	n.a.	1,747
Bermuda (a)	15	54	n.a.
Bhutan	1	8	525
Bonaire, Sint Eustatius and Saba (d)	348
Bosnia and Herzegovina	32	208	2,604
Botswana	623
Brazil	244	1,396	10,753
Brunei Darussalam	1	19	1,206
Bulgaria	368	7,792	881
Cabo Verde	415
Cambodia	7	131	2,670
Cameroon (a, e)	1	5	n.a.
Canada	910	5,331	19,882
Chile	25	106	4,579
China	5,828	74,101	18,560
China, Hong Kong SAR (a)	1	2	n.a.
Colombia	63	234	4,771
Congo (a, e)	1	2	n.a.
Croatia	244	1,296	815
Cuba	910
Curaçao (d)	13	80	676
Cyprus	276	3,201	492
Czech Republic	272	1,703	976
Democratic People's Republic of Korea	7	14	608
Denmark	553	3,678	805
Dominican Republic (a)	1	7	n.a.
Egypt	84	466	4,023
Estonia	117	750	595
Eswatini	439
European Union	n.a.	n.a.	28,809
Finland	343	1,726	681
France	4,211	27,110	2,392
Gambia	1	2	502
Georgia	49	461	2,767
Germany	6,449	38,676	3,001
Ghana	4	50	1,326
Greece	128	722	796
Guernsey (f)	5	160	315
Guinea (a, e)	2	8	n.a.
Hungary	312	3,283	885
Iceland	38	285	2,127
India	449	4,589	12,210
Indonesia	113	595	8,678
Iran (Islamic Republic of)	56	526	2,032
Ireland	291	2,366	784
Israel	309	2,068	4,394

Name	Origin ¹		Designated member
	Number of applications	Designations	Designations
Italy	2,898	18,770	2,060
Jamaica	2	4	951
Japan	3,028	18,160	15,492
Kazakhstan	136	531	4,980
Kenya	10	57	1,814
Kyrgyzstan	12	116	2,786
Lao People's Democratic Republic	7	56	1,943
Latvia	91	444	651
Lebanon (a)	4	31	n.a.
Lesotho	445
Liberia	585
Liechtenstein	35	169	1,731
Lithuania	134	503	661
Luxembourg (b)	286	2,150	n.a.
Madagascar	2	7	741
Malawi	526
Malaysia	156	813	8,413
Malta (c)	78	460	n.a.
Marshall Islands (a)	5	29	n.a.
Mauritius	12	97	1,057
Mexico	113	704	11,804
Monaco	66	348	1,840
Mongolia	7	49	1,651
Montenegro	3	13	2,321
Morocco	62	259	3,731
Mozambique	2	23	812
Myanmar (a)	1	1	n.a.
Namibia	699
Netherlands (Kingdom of the) (b)	1,409	7,676	n.a.
New Zealand	407	1,878	7,764
Nigeria (a)	1	6	n.a.
North Macedonia	40	823	2,279
Norway	288	1,479	8,104
Oman	3	48	2,105
Pakistan	26	170	2,352
Panama (a)	3	10	n.a.
Philippines	38	218	7,047
Poland	534	2,619	1,346
Portugal	226	1,191	926
Qatar	3	5	775
Republic of Korea	2,346	17,746	12,307
Republic of Moldova	77	370	2,175
Romania	134	483	1,076
Russian Federation	1,474	9,378	8,579
Rwanda	2	22	645
Saint Vincent and the Grenadines (a)	2	20	n.a.
Samoa	11	154	330
San Marino	2	6	641
Sao Tome and Principe	341
Saudi Arabia (a)	3	5	n.a.
Senegal (a, e)	4	88	n.a.
Serbia	272	1,701	3,744
Seychelles (a)	2	5	n.a.
Sierra Leone	522
Singapore	981	7,860	10,546
Sint Maarten (Dutch Part) (d)	7	7	389
Slovakia	109	519	730
Slovenia	226	2,106	684
South Africa (a)	1	3	n.a.
Spain	1,616	8,165	1,896
Sudan	833
Sweden	764	4,450	886
Switzerland	3,486	25,562	14,065
Syrian Arab Republic	6	24	898
Tajikistan	6	59	2,039
Thailand	146	920	8,717
Trinidad and Tobago	7	36	616
Tunisia	31	101	2,048

Name	Origin ¹		Designated member
	Number of applications	Designations	Designations
Türkiye	1,622	10,034	8,485
Turkmenistan	4	88	1,733
Ukraine	371	2,166	4,641
United Arab Emirates	273	3,168	7,096
United Kingdom	3,736	20,749	28,877
United States of America	11,270	73,004	25,093
Uzbekistan	39	255	2,954
Viet Nam	208	1,334	8,949
Zambia	23	35	1,035
Zimbabwe	2	112	737
Others	12	81	6
Total	65,000	452,889	452,889

Note: Only those countries or territories of origin and designated Madrid member countries or jurisdictions for which 2024 Madrid System statistics exist are listed. Madrid application by origin and designation data for 2024 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, 2024. Applicants from this country or territory are entitled to file via the Madrid System by claiming commercial activity or domicile in a country, or within the jurisdiction of a regional intellectual property (IP) office that is a member of the Madrid System. An applicant cannot designate the Madrid member for which entitlement is claimed (no self-designation is possible).

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

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

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

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

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

n.a. indicates not applicable.

.. indicates zero.

Source: WIPO Statistics Database, March 2024.

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

Highlights

Trademark holders worldwide obtained 62,423 Madrid international registrations in 2024, a decrease of 1.9% compared to 2023

In 2024, the World Intellectual Property Organization (WIPO) recorded 62,423 Madrid registrations, nearly 1,200 fewer than in 2023 (figure B1). The long-term trend for Madrid registrations broadly follows that for Madrid applications; however, changes in the number of registrations from year to year can be more pronounced for registrations than for applications. Among the reasons why Madrid registrations might fluctuate considerably from year to year is the time taken for Madrid applications to be processed at offices of origin before being transmitted to the International Bureau (IB) of WIPO, as well as the processing time required at the IB itself, which includes an irregularities procedure and time limits within which applicants and offices can remedy such irregularities.

How has the trend in subsequent designations evolved over time?

Subsequent designations are requests made by trademark holders to extend protection for existing Madrid registrations to cover new markets. The number of subsequent designations has increased from almost 38,400 in 2010 to 66,581 in 2024. 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 the desire by holders to expand their commercial activity into the markets of longer standing members of the Madrid System. There were 3.5% more subsequent designations made in Madrid registrations in 2024 than in 2023, marking a second year of growth after a decline in 2022 (figure B2). Although most requests for subsequent designations are submitted by holders directly to the IB, fluctuations in the number submitted via Madrid member offices year-on-year can be significant for the reasons given for international registrations.

How did trademark holders use subsequent designations to extend protection for their marks to additional export markets in 2024?

Canada (2,152) surpassed the US (2,094) to become the Madrid member to have received the highest number of subsequent designations in 2024 (figure B7). Canada and the US were followed by Mexico (2,046), which moved up two places from fifth in 2023 to third spot. China held the position of most subsequently designated country every year between 2004 and 2022, but was fourth in 2024, having fallen to third position in 2023. This decline has been due, in part, to annual decreases of about 7–8% in the number of subsequent designations received in each of the last two years. The United Arab Emirates (1,847) and India (1,690) round out the top six in 2024.

The 20 most designated Madrid member countries received close to half (48.4%) of all subsequent designations in 2024, a share similar to that in 2023. Eleven of the top member countries received fewer subsequent designations than the year before, compared to just three in 2023. China, Japan, the Republic of Korea, Singapore and Türkiye recorded the steepest declines of around 5–8%. Among the nine top member

countries to record an on-year increase, a high growth rate for India (+16%) propelled it from the 15th most subsequently designated Madrid member in 2023 to sixth spot in 2024. Similarly, a high growth rate of 12% lifted Chile from 23rd most subsequently designated member in 2023 to 18th spot in 2024.

Nine of the top 20 subsequently designated Madrid members in 2024 were in the middle-income category, and five of these were among the top 10, demonstrating the widespread appeal of developing markets to Madrid registration holders looking to extend protection for their marks.

Twelve of the top 15 designated Madrid members received their largest shares of subsequent designations from both Germany and the US (figure B9). Holders from Japan made this country the top origin of subsequent designations in the Philippines and the second top origin of subsequent designations in Malaysia and the US. Italy was the third largest origin of subsequent designations of Canada, Türkiye, the United Arab Emirates and the US, while France was the third largest origin for China, Mexico and the Republic of Korea.

Holders renewed 40,228 Madrid international registrations in 2024

Holders renewed 40,228 Madrid registrations in 2024, an increase of 2.4% 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 2024 were 1.8 times the number recorded in 2010 and have since trended upward, despite modest declines in 2011 and 2017, and a more considerable drop of 6.9% in 2019.

The highest number of renewals in 2024 were recorded by holders from Germany, France, the US, Italy and Switzerland

Holders from Germany (8,372), France (4,801), the US (3,699), Italy (3,268) and Switzerland (2,990) recorded the highest number of Madrid registration renewals in 2024 (figure B14). In respect to Germany, France, Italy and Switzerland, this is a reflection of their long-standing membership of the Madrid System. Thanks in part to a high on-year growth of 19.6%, the US surpassed Switzerland to rank third in terms of renewals in 2024. Italy's high growth rate of 9.4% also moved it ahead of 5th-ranked Switzerland to the number four spot, with renewals from Switzerland having fallen by 5.8%. Together, the top five origins of renewals accounted for over half (57.5%) of all renewals in 2024; and their holders' stocks of international registrations have often been maintained for many decades. In addition to the US, holders domiciled in top 20 origins Australia (+28.6%) and Hungary (+40.6%) also recorded a considerably high rate of growth in renewals in 2024. In contrast, ninth-ranked China (-16.3%) and 18th-ranked Denmark (-21.3%) recorded the largest on-year declines.

Half of all international registrations recorded since the Madrid System was established in 1891 remain active

Of the 1.83 million international registrations recorded since the creation of the Madrid System, half (915,034) remained active – that is, in force – in 2024. Totalling about 542,700 in 2010, active Madrid registrations have increased by between about 2–5% in each subsequent year (figure B21). In 2024, the total number of active Madrid registrations grew by 2.7%.

Holders from just five countries – Germany, the US, France, China and Switzerland – owned over half (50.7%) of all Madrid registrations active in 2024

Madrid registration holders domiciled in Germany (146,383) owned the highest number of active registrations in 2024, followed by holders in the US (107,931), France (87,378), China (62,035) and Switzerland (60,648) (figure B23). A growth rate of 6.7% moved China ahead of Switzerland to rank fourth in 2024. Together, holders domiciled in the top 20 countries of origin owned almost 88% of all active Madrid registrations in 2024. In addition to the substantial increase recorded by holders in China, holders based in top origins Japan (+5.6%), the Republic of Korea (+12.8%), Singapore (+9.4%) and the US (+5.8%) also saw their stocks of active Madrid registrations grow the most between 2023 and 2024.

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

In 2024, China (329,813), as a destination for trademark protection from abroad, retained top spot as the Madrid member with the most designations in active Madrid registrations, followed

by the EU (326,942), Switzerland (287,516), the US (283,548) and the Russian Federation (251,489) (figure B24). This means that, as of 2024, the over 250,000 trademarks in force in each of these four countries, plus the EU via the EUIPO, resulted from Madrid registrations.

Eight of the top 20 Madrid members had more designations in active registrations in 2024 than in 2023, with Canada recording the highest growth rate of 16.4%, debuting among the top 20 Madrid members at 17th spot. Mexico (+6.4%) similarly recorded high growth, moving up two places from 18th position in 2023 to 16th spot in 2024. India (+5.4%) also saw notable on-year growth. Several of those Madrid members that saw a considerable decline in designations in active registrations were either individual EU member countries – France (–4.5%), Germany (–3.8%), Italy (–3.8%) – or the EU itself (–2%). The Russian Federation (–3%) and Ukraine (–2.2%) also recorded among the largest decreases in designations in active registrations.

The 7.3 million designations in active Madrid registrations in 2024 were owned by approximately 256,800 right holders

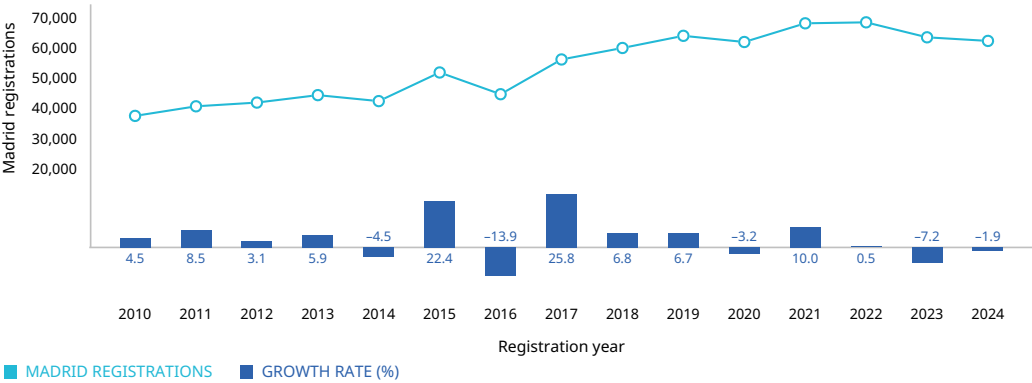
A majority (64.6%) of holders of active Madrid registrations had no more than a single registration in their 2024 portfolios – a situation that has remained almost unchanged since 2012. Another 17% of holders owned only two active Madrid registrations. Overall, about 91% of holders held four or fewer active registrations in their portfolios, and 95.6% owned no more than seven (figure B25).

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Madrid international registrations

In 2024, trademark holders received a total of 62,423 Madrid registrations, a decrease of 1.9% compared to 2023.

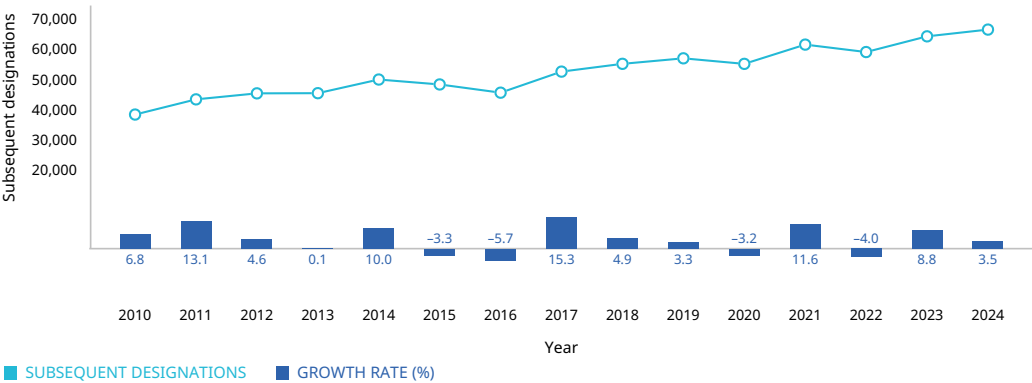
B1. Trend in international registrations, 2010–2024



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. The number of international registrations for all origins are reported in statistical table B27.
Source: WIPO Statistics Database, March 2025.

Increasing by 3.5%, subsequent designations recorded a second consecutive year of growth to number 66,581 in 2024.

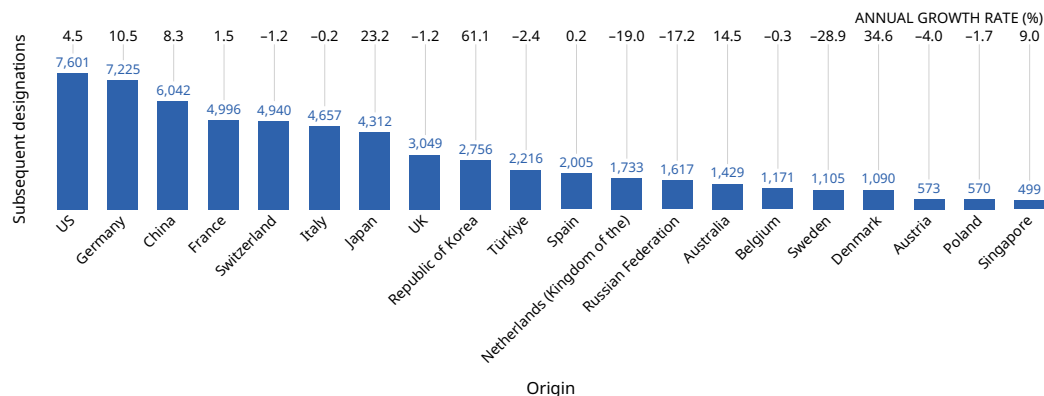
B2. Trend in subsequent designations in international registrations, 2010–2024



Source: WIPO Statistics Database, March 2025.

For a third year running, holders based in the US were the most active in subsequently extending protection for their marks to other Madrid member markets in 2024. They were followed by holders from Germany, China, France and Switzerland. Holders from the Republic of Korea moved up four spots from 13th in 2023 to rank ninth in 2024, ahead of holders from the Kingdom of the Netherlands, the Russian Federation, Spain and Türkiye.

B3. Subsequent designations in international registrations for the top 20 origins, 2024

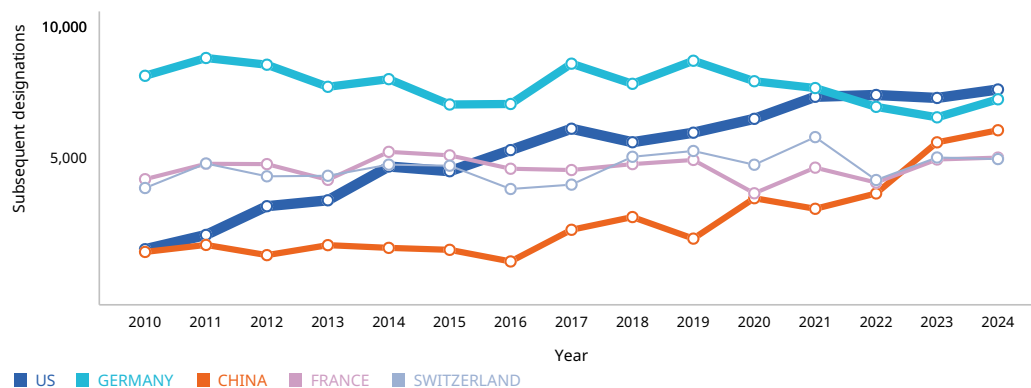


Note: Origin data are based on the country of the Madrid registration holder's address.

Source: WIPO Statistics Database, March 2025.

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

B4. Trends in subsequent designations in international registrations for the top five origins, 2010–2024

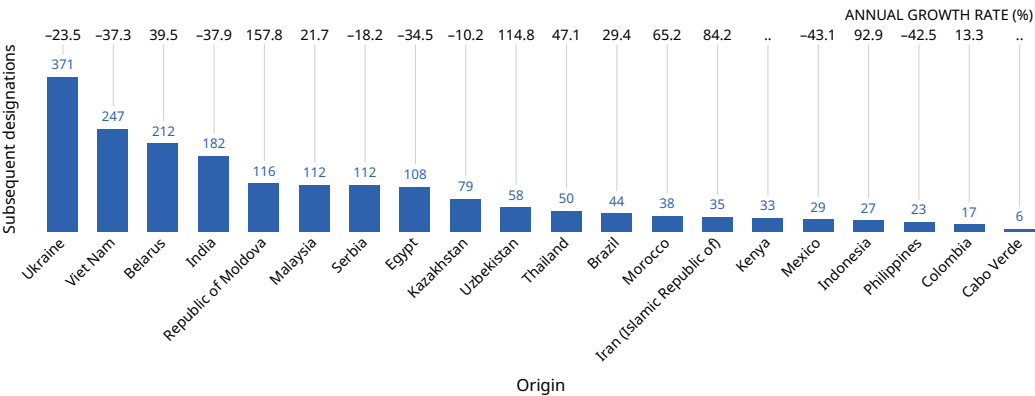


Note: Origin data are based on the country of the Madrid registration holder's address.

Source: WIPO Statistics Database, March 2025.

Among selected middle-income countries, subsequent designations from Belarus, India, Ukraine and Viet Nam were the highest.

B5. Subsequent designations in international registrations for selected middle-income country origins, 2024



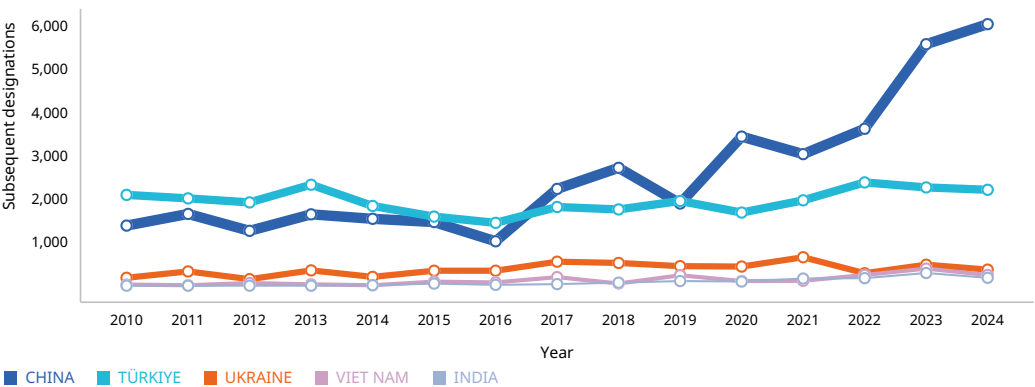
Note: Origin data are based on the country of the Madrid registration holder’s address. The number of subsequent designations in international registrations for all origins are reported in statistical table B27.

.. indicates not available.

Source: WIPO Statistics Database, March 2025.

Subsequent designations from four out of five selected middle-income countries of origin saw an on-year decrease in 2024. China was the exception, showing an increase of almost 465 compared to 2023.

B6. Trends in subsequent designations in international registrations for selected middle-income country origins, 2010–2024

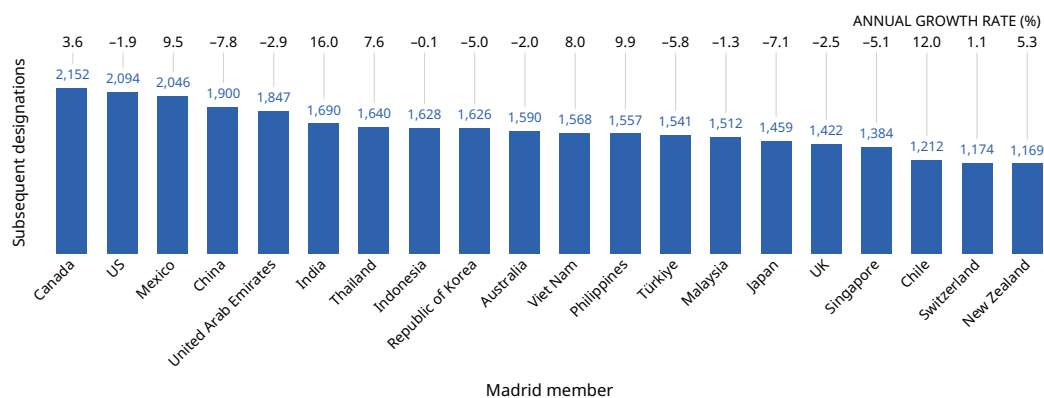


Note: Origin data are based on the country of the Madrid registration holder’s address.

Source: WIPO Statistics Database, March 2025.

Canada became the most subsequently designated member in 2024, ahead of the US in second spot. In third spot, Mexico received more subsequent designations than China, which had previously held the top spot every year between 2004 and 2022, before slipping to third in 2023 and fourth in 2024.

B7. Subsequent designations in international registrations for the top 20 designated Madrid members, 2024



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

Source: WIPO Statistics Database, March 2025.

Holders based in Germany or the US were among the top two origins of subsequent designations for nearly all top designated members in 2024. Japan was the top origin of subsequent designations received by the Philippines and second top origin for Malaysia and the US.

B8. Shares of total subsequent designations in international registrations for the top 20 origins and top 15 designated Madrid members, 2024

Origin	Designated Madrid member														
	Canada	US	Mexico	China	United Arab Emirates	India	Thailand	Indonesia	Republic of Korea	Australia	Viet Nam	Philippines	Türkiye	Malaysia	Japan
US	11.2	n.a.	14.9	10.7	12.9	13.1	12.3	11.5	12.7	14.0	12.4	15.0	9.3	11.8	14.0
Germany	13.0	12.9	8.9	14.5	9.7	9.7	12.4	11.4	11.3	11.1	13.6	8.1	14.0	10.8	11.7
China	4.8	3.7	6.9	n.a.	6.3	4.8	8.5	7.9	5.8	5.0	7.3	9.6	7.2	9.4	5.6
France	7.4	8.9	8.7	8.4	7.1	6.8	6.6	7.2	9.2	7.9	7.1	5.8	6.6	7.2	8.2
Switzerland	8.1	6.8	8.6	7.6	6.9	7.7	8.2	8.2	7.9	8.4	7.0	5.5	7.5	7.7	10.1
Italy	8.3	9.5	7.4	7.4	8.7	5.2	6.7	5.7	8.4	6.0	7.2	4.2	8.5	5.3	8.1
Japan	6.7	10.6	7.0	7.8	5.5	9.3	11.5	11.1	9.2	7.0	9.3	17.3	4.1	11.3	n.a.
UK	6.6	6.4	5.8	5.7	6.0	7.4	4.3	5.1	6.6	8.4	4.4	5.7	5.3	5.0	6.4
Republic of Korea	4.3	2.1	4.0	1.7	4.1	5.4	4.9	5.6	n.a.	4.7	3.9	5.3	4.9	6.3	4.2
Türkiye	2.1	4.0	2.0	2.5	4.1	1.8	0.6	1.4	1.4	1.1	1.2	1.0	n.a.	1.3	1.8
Spain	2.3	3.3	4.1	3.5	3.2	3.1	2.6	2.2	3.3	2.8	2.1	3.0	3.8	1.7	3.4
Netherlands (Kingdom of the)	2.8	3.4	3.4	3.2	2.9	3.1	2.0	2.8	2.9	3.6	2.9	2.1	3.8	2.5	3.1
Russian Federation	0.8	1.4	1.4	3.2	2.2	1.6	2.1	2.1	1.0	0.8	2.7	1.1	3.6	1.8	0.7
Australia	3.8	4.7	2.4	4.1	2.8	3.5	2.9	3.7	3.0	n.a.	3.3	3.3	1.2	3.0	4.2
Belgium	1.9	1.9	1.7	1.7	1.6	1.4	1.2	1.0	1.7	1.9	2.1	0.9	2.5	1.3	1.9
Sweden	2.2	2.2	1.3	2.3	1.2	2.6	1.3	1.7	1.7	2.4	2.0	1.2	1.8	1.6	2.2
Denmark	1.8	1.7	1.1	2.2	1.5	1.3	1.5	1.4	2.2	1.9	1.1	1.2	2.0	1.3	1.6
Austria	1.2	1.7	1.2	1.6	0.9	0.9	1.4	0.9	0.4	1.1	0.9	0.5	1.2	0.9	0.8
Poland	0.9	1.2	0.5	0.5	0.6	1.0	0.6	0.7	0.7	0.8	1.0	0.6	1.5	0.9	0.6
Singapore	0.5	0.7	0.4	0.6	1.4	1.2	1.0	1.1	1.2	0.8	1.1	0.9	0.6	1.1	0.8
Other origins	9.3	12.6	8.4	10.9	10.3	9.1	7.3	7.5	9.3	9.9	7.7	7.6	10.6	7.7	10.7

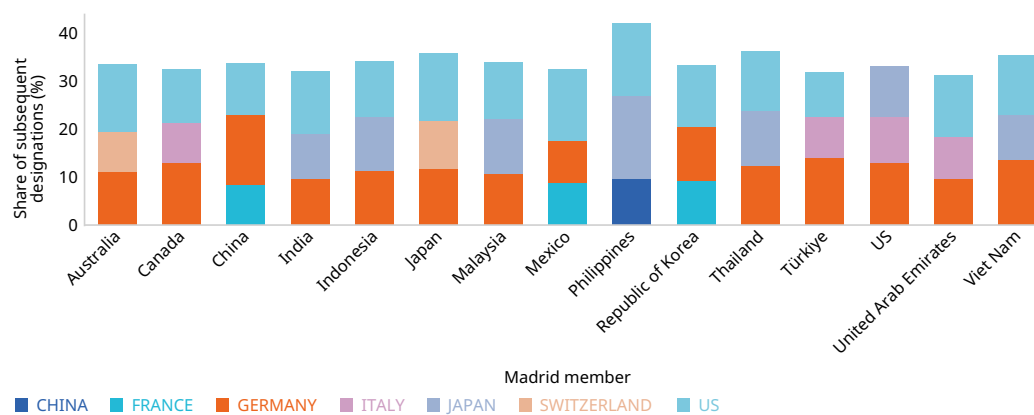
Note: Origin data are based on the country of the Madrid registration holder's address.

n.a. indicates not applicable.

Source: WIPO Statistics Database, March 2025.

In 2024, the top three origins of subsequent designations for all 15 top designated Madrid members accounted for between about 31% and 42% of all subsequent designations received.

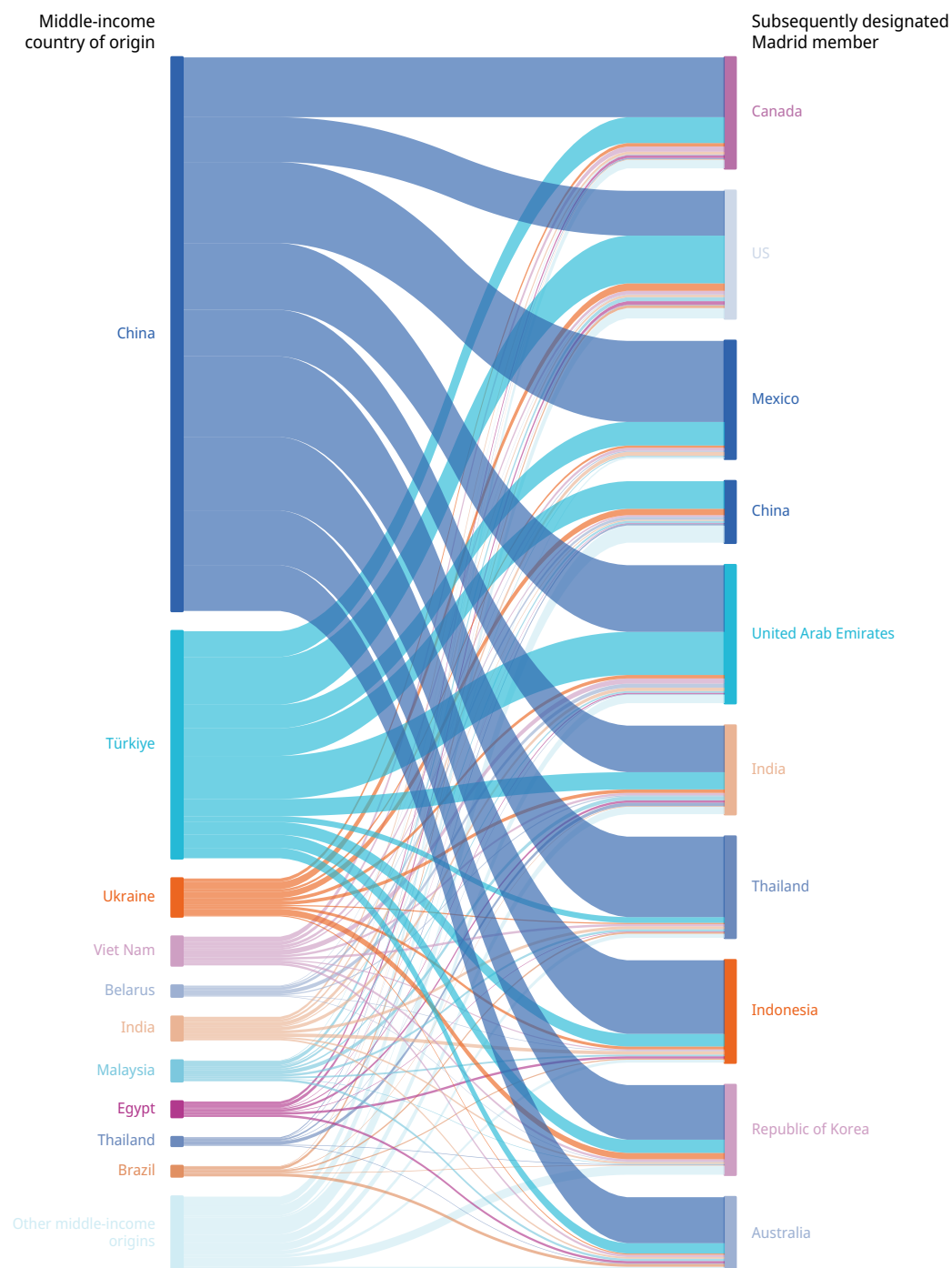
B9. Distribution of subsequent designations in international registrations for the top 15 designated Madrid members received from their top three origins, 2024



Source: WIPO Statistics Database, March 2025.

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

B10. Flow of subsequent designations from selected middle-income countries of origin to the top 10 subsequently designated Madrid members, 2024

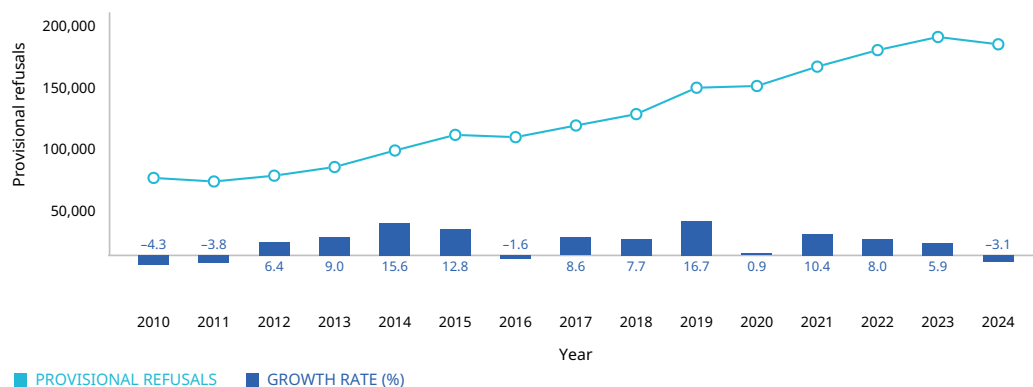


Note: Origin data are based on the country of the Madrid registration holder's address.

Source: WIPO Statistics Database, March 2025.

Provisional refusals issued by designated Madrid members fell by 3.1% to around 185,200 in 2024.

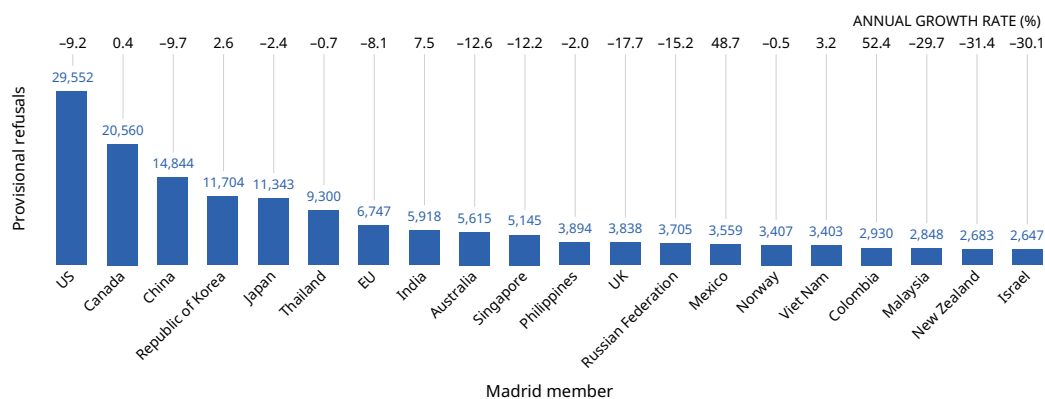
B11. Trend in provisional refusals of designations in international registrations, 2010–2024



Source: WIPO Statistics Database, March 2025.

In 2024, most selected Madrid members issued fewer provisional refusals of designation than in 2023, with the US having issued the most provisional refusals, followed by Canada, China, the Republic of Korea and Japan.

B12. Provisional refusals of designation by selected designated Madrid members, 2024

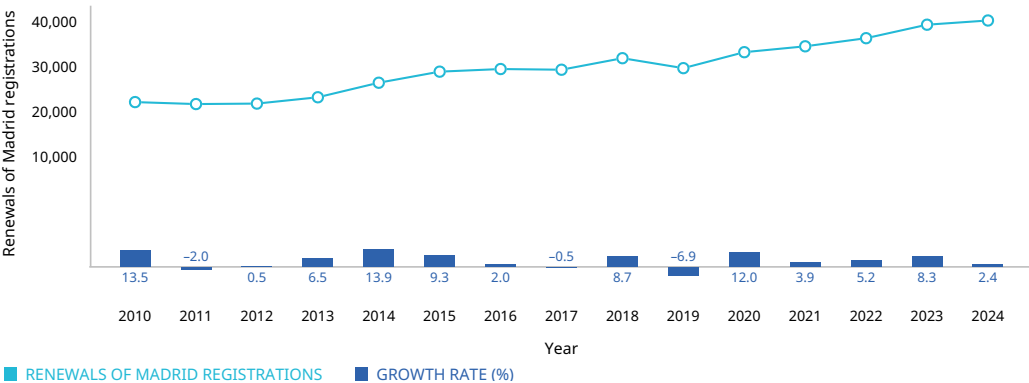


Source: WIPO Statistics Database, March 2025.

Renewals of Madrid international registrations

In 2024, renewals of Madrid registrations increased by 2.4% to reach 40,228. Renewals have trended upward over the past 15 years, despite having decreased in three of the years presented.

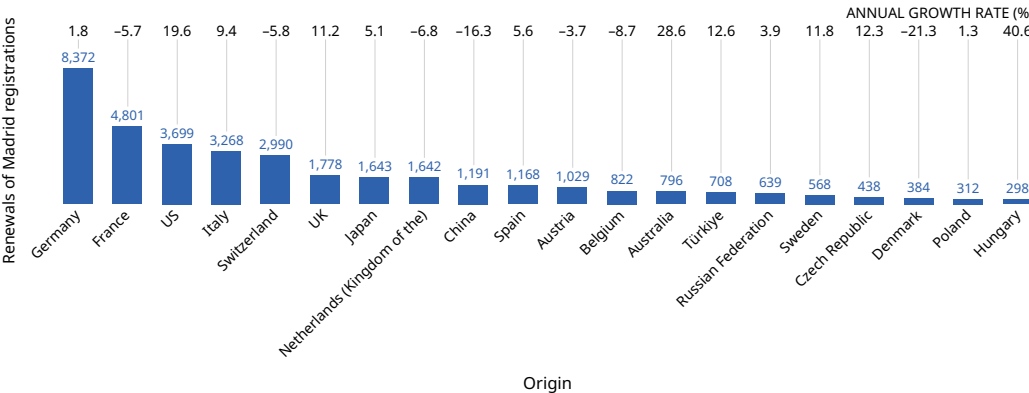
B13. Trend in renewals of international registrations, 2010–2024



Source: WIPO Statistics Database, March 2025.

Over half (52.7%) of all renewals in 2024 came from just five European countries – Germany, France, Italy, Switzerland and the UK – reflecting their long-standing membership of the Madrid System and holders’ large stocks of existing registrations due for renewal. Among top 20 origins, holders based in Australia (+28.6%), Hungary (+40.6%) and the US (+19.6%) recorded the highest on-year growth in renewals in 2024.

B14. Renewals of international registrations for the top 20 origins, 2024

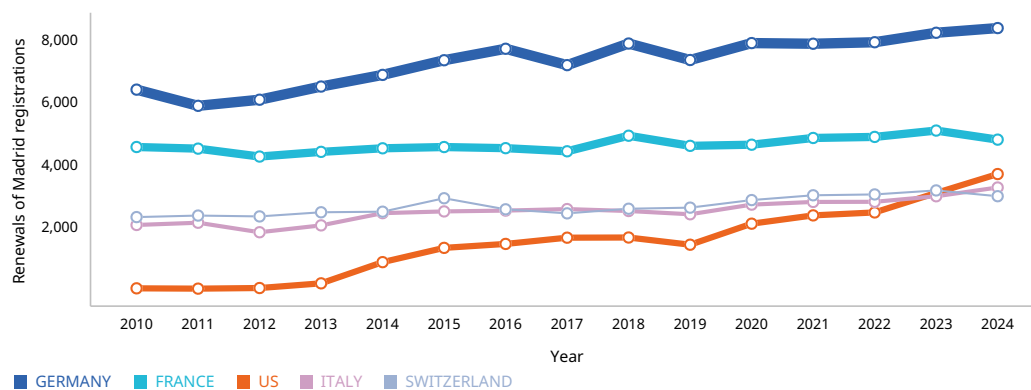


Note: Origin data are based on the country of the Madrid registration holder’s address. The number of renewals of international registrations for all origins are reported in statistical table B28.

Source: WIPO Statistics Database, March 2025.

Renewals of Madrid registrations from the US have trended upward since 2013, which marked the end of the first 10-year validity period for registrations recorded in 2003, when this country first joined the Madrid System. By 2024, renewals of Madrid registrations from the US had surpassed those of both Italy and Switzerland.

B15. Trends in renewals of international registrations for the top five origins, 2010–2024

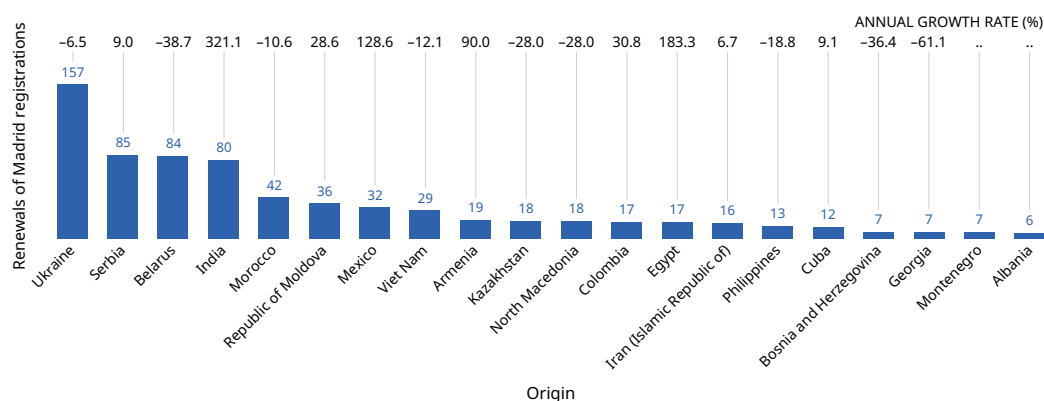


Note: Origin data are based on the country of the Madrid registration holder's address.

Source: WIPO Statistics Database, March 2025.

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

B16. Renewals of international registrations for selected middle-income country origins, 2024



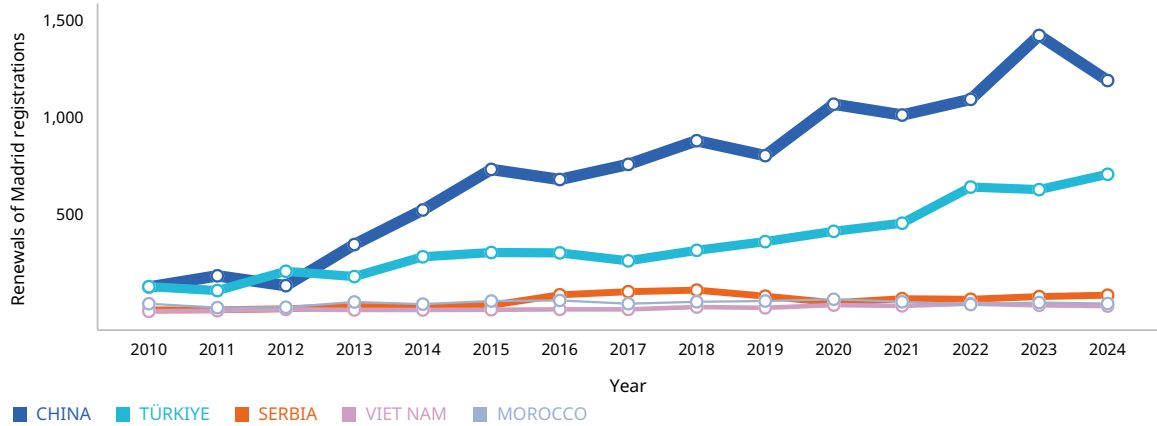
Note: Origin data are based on the country of the Madrid registration holder's address. The number of renewals of international registrations for all origins are reported in statistical table B28.

.. indicates not available.

Source: WIPO Statistics Database, March 2025.

Among selected middle-income country origins, China is the one to have seen the sharpest growth in renewals, despite a decrease of 16.3% in 2024. Türkiye has also seen an upward trend in renewals made.

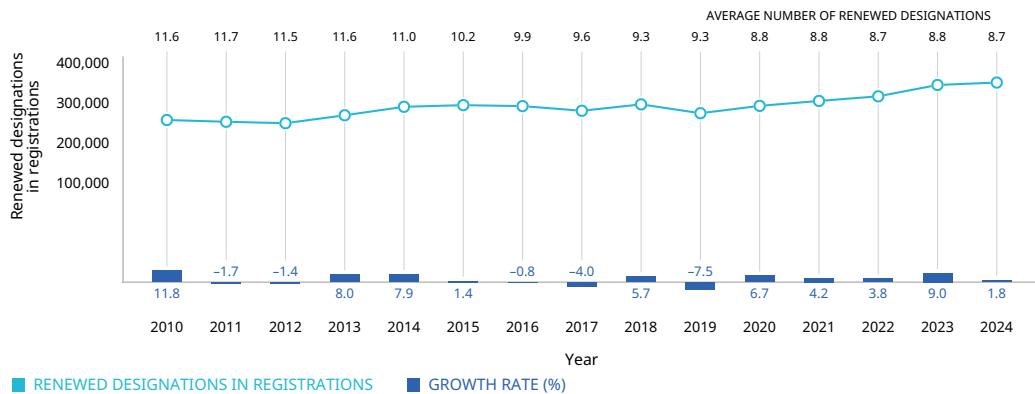
B17. Trends in renewals of international registrations for selected middle-income country origins, 2010–2024



Note: Origin data are based on the country of the Madrid registration holder's address.
Source: WIPO Statistics Database, March 2025.

The average number of designations in renewals has trended downward from almost 12 in 2010 to approximately nine for every year since 2018.

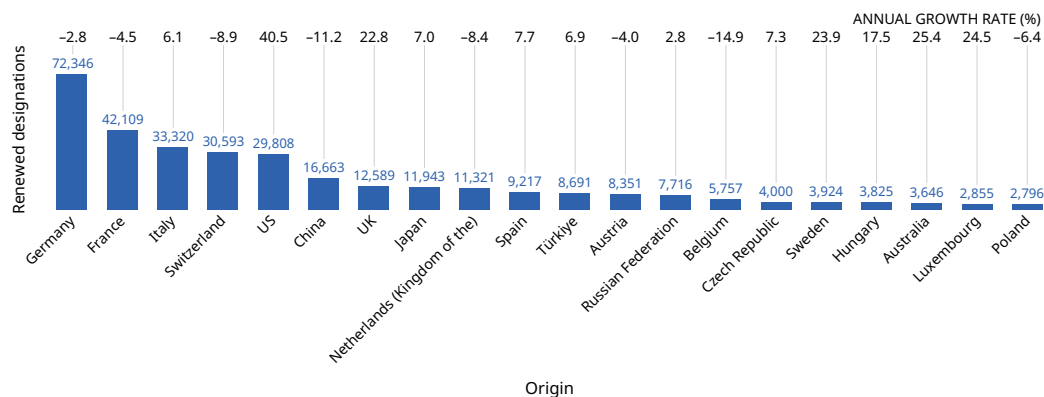
B18. Trend in renewed designations in international registrations, 2010–2024



Source: WIPO Statistics Database, March 2025.

In 2024, the top 20 origins accounted for 91.5% of all renewed designations in Madrid registrations.

B19. Renewed designations in international registrations for the top 20 origins, 2024

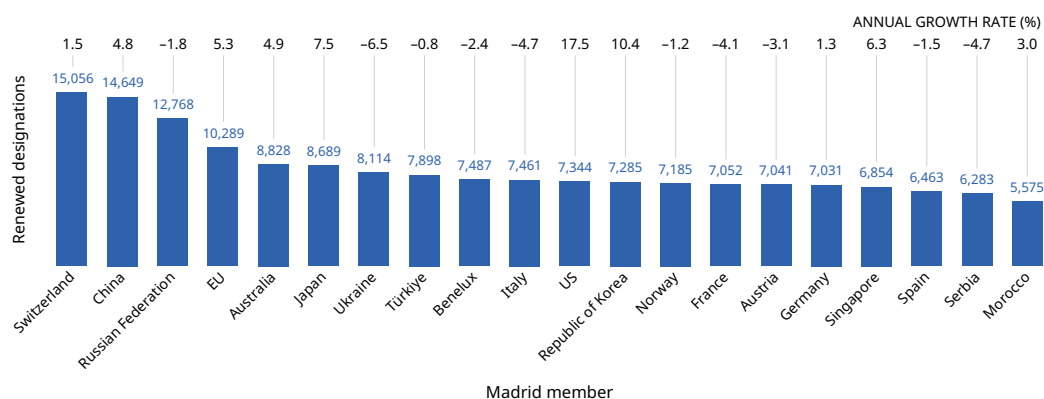


Note: Origin data are based on the country of the Madrid registration holder's address. The number of designations in renewals of international registrations for all origins are reported in statistical table B28.

Source: WIPO Statistics Database, March 2025.

Switzerland, China and the Russian Federation remained the top three most designated countries in renewals of Madrid registrations for a ninth consecutive year.

B20. Top 20 designated Madrid members in renewals of international registrations, 2024



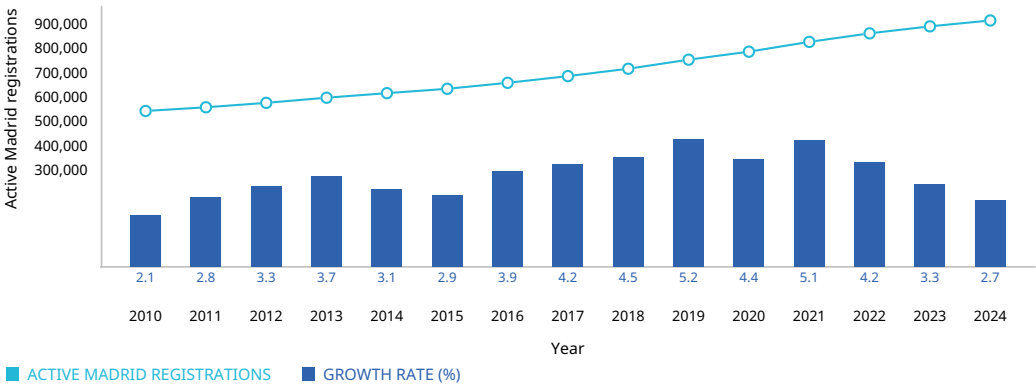
Note: EU is the European Union; Benelux comprises the territories of Belgium, Luxembourg and the Kingdom of the Netherlands, which are deemed to be a single country for the application of the Madrid System. The number of designations in renewals of international registrations for all Madrid members are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

Source: WIPO Statistics Database, March 2025.

Active Madrid international registrations

In 2024, active Madrid international registrations numbered 915,034, growing by 2.7% and resulting in a net increase of approximately 24,100 over 2023.

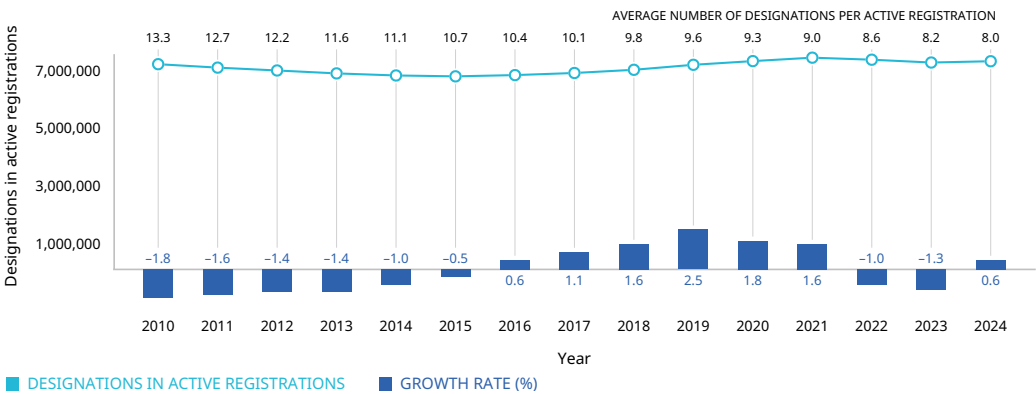
B21. Trend in active international registrations, 2010–2024



Source: WIPO Statistics Database, March 2025.

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

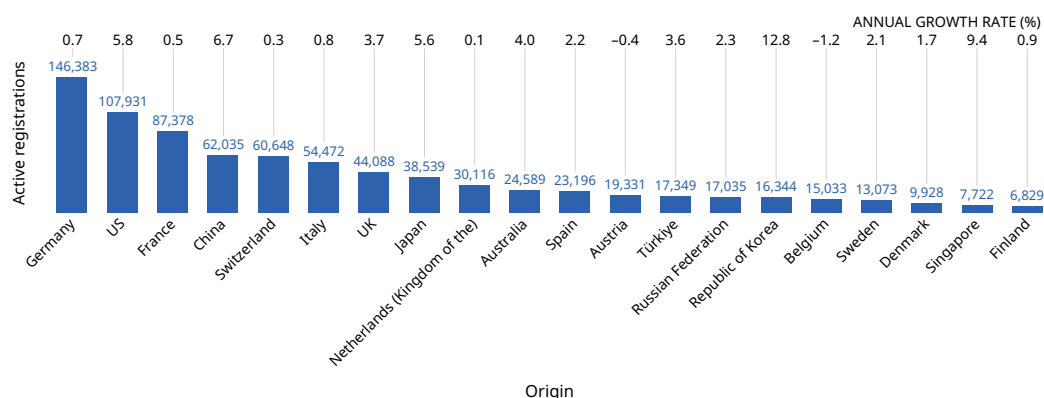
B22. Trend in designations in active international registrations, 2010–2024



Source: WIPO Statistics Database, March 2025.

In 2024, holders from Germany continued to own the highest number of active Madrid registrations, followed by holders from the US, France, China and Switzerland. China overtook Switzerland to become the fourth largest holder of active international registrations.

B23. Active international registrations for the top 20 origins, 2024

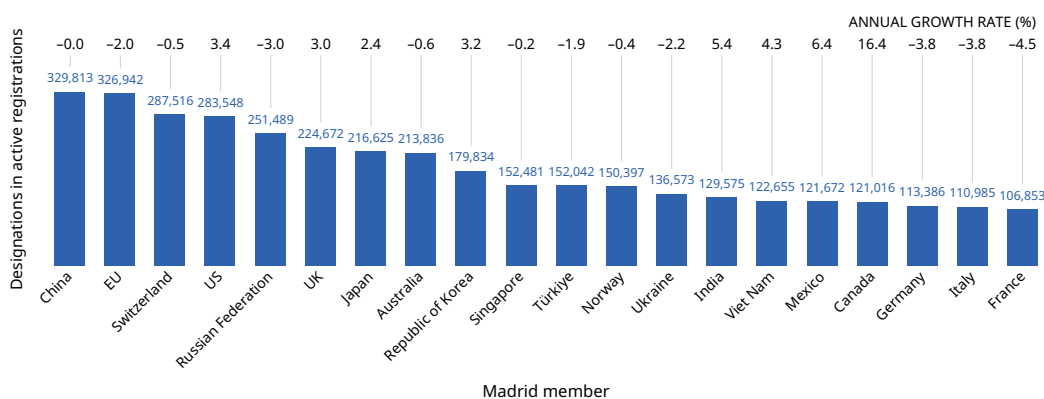


Note: Origin data are based on the country of the Madrid registration holder's address.

Source: WIPO Statistics Database, March 2025.

In 2024, China was the member with the highest number of designations in active Madrid registrations for a seventh consecutive year, followed by the EU, Switzerland, the US and the Russian Federation. Canada's high growth rate of 16.4% propelled it from 23rd position in 2023 up to 17th spot in 2024.

B24. Designations in active international registrations for the top 20 designated Madrid members, 2024

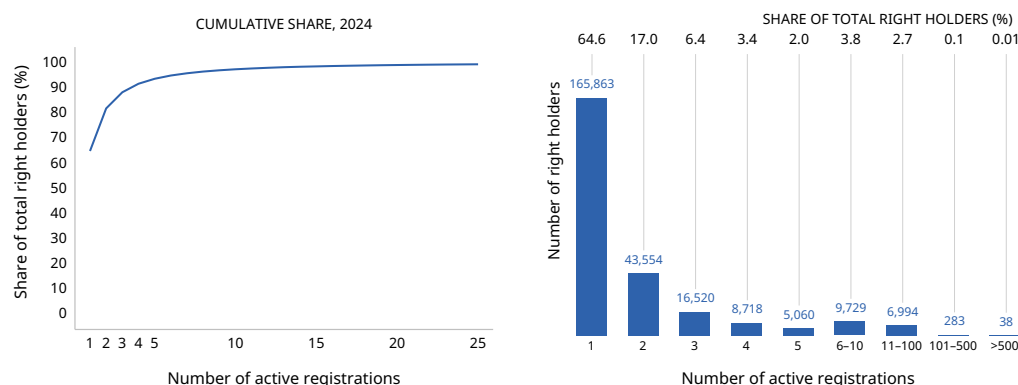


Note: EU is the European Union.

Source: WIPO Statistics Database, March 2025.

Overall, 91.4% of holders of active Madrid registrations held up to four registrations in their portfolios in 2023.

B25. Distribution of active international registrations per right holder, 2024



Source: WIPO Statistics Database, March 2025.

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

B26. Classes specified in active international registrations, 2024

Class: coverage	2024	Share of total (%)
Class 9: Computer hardware and software and other electrical or electronic apparatus of a scientific nature	227,161	9.6
Class 35: Services such as office functions, advertising and business management	166,579	7.1
Class 42: Services provided by, for example, scientific, industrial or technological engineers and computer specialists	147,396	6.3
Class 5: Mainly pharmaceuticals and other preparations for medical purposes	119,418	5.1
Class 41: Services in the area of education, training, entertainment, sporting and cultural activities	103,047	4.4
Class 25: Clothing, footwear and headgear	100,472	4.3
Class 3: Mainly cleaning preparations and toiletry preparations	96,351	4.1
Class 7: Mainly machines, machine tools, motors and engines	74,639	3.2
Class 16: Mainly paper, goods made from that material and office requisites	72,982	3.1
Class 30: Mainly foodstuffs of plant origin, prepared for consumption or conservation as well as auxiliaries intended for improving the flavor of food	69,862	3.0
Class 11: Apparatus for lighting, heating, steam generating, cooking, refrigerating, drying, ventilating, water supply and sanitary purposes	60,650	2.6
Class 1: Chemicals used in industry, science and photography, as well as in agriculture	56,629	2.4
Class 18: Leather and imitations of leather, and products made therefrom, traveling bags and umbrellas	53,522	2.3
Class 29: Meat, fish, poultry; frozen, dried and cooked fruits and vegetables	53,381	2.3
Class 37: Building construction; repair; installation services	52,315	2.2
Class 10: Surgical, medical, dental and veterinary apparatus and instruments	51,499	2.2
Class 28: Games and playthings; gymnastic and sporting articles	50,124	2.1
Class 12: Vehicles; apparatus for locomotion by land, air or water	49,482	2.1
Class 36: Services relating to insurance, financial affairs, monetary affairs, and real estate affairs	48,441	2.1
Class 38: Telecommunications services	47,153	2.0
Class 21: Mainly household or kitchen utensils and containers; combs and sponges; articles for cleaning purposes, glassware, porcelain and earthenware	46,130	2.0
Class 20: Mainly furniture, mirrors, picture frames and goods made from, for example, wood, cork, reed, cane, wicker	45,012	1.9
Class 6: Mainly includes common metals and their alloys and goods of common metal not included in other classes	44,383	1.9
Class 33: Alcoholic beverages (except beers)	43,016	1.8
Class 32: Beers; mineral and aerated waters and other non-alcoholic beverages; fruit beverages and fruit juices; syrups and other preparations for making beverages	39,713	1.7
Remaining 20 classes	430,500	18.2

Note: For full class definitions, visit www.wipo.int/en/web/classification-nice.

Source: WIPO Statistics Database, March 2025.

B27. International registrations and subsequent designations covered by international registrations, 2024

Name	Origin ¹			Designated member	
	Number of registrations	Designations	Subsequent designations	Designations	Subsequent designations
Afghanistan	672	183
African Intellectual Property Organization	n.a.	n.a.	n.a.	2,070	464
Albania	33	133	6	1,958	667
Algeria	13	130	16	2,119	573
Andorra (a)	1	1	..	n.a.	n.a.
Antigua and Barbuda	2	2	2	472	89
Armenia	55	349	40	2,348	587
Australia	1,991	9,398	1,429	15,021	1,590
Austria	826	4,084	573	1,537	147
Azerbaijan	12	91	44	2,721	676
Bahamas (a)	2	13	56	n.a.	n.a.
Bahrain	1,724	540
Barbados (a)	4	58	50	n.a.	n.a.
Belarus	108	505	212	3,474	560
Belgium (b)	635	3,461	1,171	n.a.	n.a.
Belize	593	172
Benelux Office for Intellectual Property	n.a.	n.a.	n.a.	1,746	349
Bermuda (a)	14	..	1	n.a.	n.a.
Bhutan	1	8	..	493	106
Bonaire, Sint Eustatius and Saba (d)	348	72
Bosnia and Herzegovina	38	211	21	2,449	617
Botswana	562	148
Brazil	230	1,270	44	10,245	1,016
Brunei Darussalam	1,134	257
Bulgaria	306	5,702	309	870	142
Cabo Verde	6	377	117
Cambodia	7	133	..	2,503	642
Cameroon (a, e)	1	5	..	n.a.	n.a.
Canada	875	5,285	342	19,272	2,152
Chile	15	59	6	4,389	1,212
China	5,859	74,848	6,042	17,974	1,900
Colombia	49	121	17	4,595	1,076
Congo (a, e)	2	4	..	n.a.	n.a.
Croatia	185	1,079	67	741	125
Cuba	879	218
Curaçao (d)	5	21	4	642	124
Cyprus	243	3,097	338	433	106
Czech Republic	238	1,442	327	907	143
Democratic People's Republic of Korea	6	11	..	590	96
Denmark	588	3,788	1,090	750	169
Dominica (a)	1	n.a.	n.a.
Dominican Republic (a)	2	8	..	n.a.	n.a.
Egypt	70	264	108	3,871	889
Estonia	106	467	93	541	101
Eswatini	431	89
European Union	n.a.	n.a.	n.a.	27,645	1,114
Finland	352	1,797	356	627	128
France	4,134	26,495	4,996	2,245	212
Gambia	1	2	..	467	101
Georgia	55	439	17	2,499	691
Germany	6,363	36,614	7,225	2,896	230
Ghana	2	4	..	1,266	287
Greece	125	811	174	722	132
Guernsey (f)	3	147	..	280	76
Guinea (a, e)	2	8	1	n.a.	n.a.
Hungary	288	3,053	89	794	131
Iceland	37	249	44	2,102	454
India	340	4,361	182	11,754	1,690
Indonesia	105	577	27	8,241	1,628
Iran (Islamic Republic of)	61	470	35	1,929	403

Name	Origin ¹			Designated member	
	Number of registrations	Designations	Subsequent designations	Designations	Subsequent designations
Ireland	280	2,248	188	701	123
Israel	324	2,121	188	4,299	905
Italy	2,752	18,573	4,657	1,990	216
Jamaica	1	1	..	879	254
Japan	3,106	18,335	4,312	15,023	1,459
Kazakhstan	115	431	79	4,626	958
Kenya	5	39	33	1,797	443
Kyrgyzstan	10	79	4	2,515	580
Lao People's Democratic Republic	6	51	..	1,856	319
Latvia	73	356	131	600	104
Lebanon (a)	3	30	..	n.a.	n.a.
Lesotho	408	94
Liberia	538	107
Liechtenstein	46	168	127	1,730	281
Lithuania	102	423	171	613	98
Luxembourg (b)	266	2,154	340	n.a.	n.a.
Madagascar	1	5	..	712	207
Malawi	468	125
Malaysia	116	649	112	8,025	1,512
Malta (c)	78	456	37	n.a.	n.a.
Marshall Islands (a)	1	6	1	n.a.	n.a.
Mauritius	14	105	2	885	367
Mexico	83	339	29	11,316	2,046
Monaco	63	398	58	1,764	290
Mongolia	8	57	2	1,577	468
Montenegro	1	7	3	2,215	603
Morocco	56	310	38	3,642	846
Mozambique	1	2	..	755	195
Myanmar (a)	1	1	6	n.a.	n.a.
Namibia	658	165
Netherlands (Kingdom of the) (b)	1,423	7,629	1,733	n.a.	n.a.
New Zealand	358	1,636	378	7,487	1,169
Nigeria (a)	1	6	..	n.a.	n.a.
North Macedonia	39	923	9	2,133	576
Norway	283	1,418	345	7,947	1,022
Oman	3	32	..	1,987	659
Pakistan	16	93	..	2,275	618
Panama (a)	3	10	18	n.a.	n.a.
Philippines	41	211	23	6,691	1,557
Poland	521	2,733	570	1,291	189
Portugal	227	1,077	136	874	170
Qatar	3	5	..	313	455
Republic of Korea	2,309	17,110	2,756	11,932	1,626
Republic of Moldova	83	381	116	2,093	533
Romania	99	425	106	1,041	173
Russian Federation	1,336	8,814	1,617	8,427	978
Rwanda	2	22	..	631	163
Saint Kitts and Nevis (a)	2	7	..	n.a.	n.a.
Saint Vincent and the Grenadines (a)	1	16	..	n.a.	n.a.
Samoa	8	112	..	303	97
San Marino	4	15	10	602	127
Sao Tome and Principe	313	72
Saudi Arabia (a)	5	16	..	n.a.	n.a.
Senegal (a, e)	5	89	..	n.a.	n.a.
Serbia	266	1,877	112	3,603	910
Seychelles (a)	4	21	..	n.a.	n.a.
Sierra Leone	500	106
Singapore	849	6,978	499	10,251	1,384
Sint Maarten (Dutch Part) (d)	8	12	..	388	103
Slovakia	92	458	47	665	106
Slovenia	219	2,302	133	635	99
Spain	1,612	8,176	2,005	1,796	237
Sudan	2	32	..	817	145
Sweden	807	4,688	1,105	821	157
Switzerland	3,091	23,271	4,940	13,867	1,174
Syrian Arab Republic	2	14	..	864	213
Tajikistan	5	59	..	1,901	412

Name	Origin ¹			Designated member	
	Number of registrations	Designations	Subsequent designations	Designations	Subsequent designations
Thailand	139	918	50	8,339	1,640
Trinidad and Tobago	6	34	..	588	200
Tunisia	25	102	5	1,932	561
Türkiye	1,575	9,636	2,216	8,231	1,541
Turkmenistan	4	88	..	1,660	417
Ukraine	348	1,953	371	4,498	808
United Arab Emirates	258	2,779	237	6,573	1,847
United Kingdom	3,412	18,069	3,049	28,015	1,422
United States of America	10,770	69,578	7,601	24,296	2,094
Uruguay (a)	2	n.a.	n.a.
Uzbekistan	35	247	58	2,695	728
Viet Nam	191	1,234	247	8,546	1,568
Zambia	19	27	..	945	187
Zimbabwe	2	112	..	715	182
Others	8	127	8
Total	62,423	433,991	66,581	433,991	66,581

Note: Only those countries or territories of origin and designated Madrid member countries or jurisdictions for which 2024 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, 2024. Applicants from this country or territory are entitled to file via the Madrid System by claiming commercial activity or domicile in a country, or in the jurisdiction of a regional intellectual property (IP) office that is a member of the Madrid System. An applicant cannot designate the Madrid member for which entitlement is claimed (no self-designation is possible).

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

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

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

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

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

n.a. indicates not applicable.

.. indicates zero.

Source: WIPO Statistics Database, March 2025.

B28. Renewals of international registrations and designations covered by renewed international registrations, 2024

Name	Origin ¹		Designated member
	Number of renewals	Number of designations	Number of designations
Afghanistan	75
African Intellectual Property Organization	n.a.	n.a.	390
Albania	6	83	2,477
Algeria	3,235
Antigua and Barbuda	2	37	628
Argentina (a)	2	8	n.a.
Armenia	19	252	2,665
Australia	796	3,646	8,828
Austria	1,029	8,351	7,041
Azerbaijan	18	18	3,049
Bahamas (a)	5	28	n.a.
Bahrain	1,648
Barbados (a)	6	41	n.a.
Belarus	84	590	5,439
Belgium (b)	822	5,757	n.a.
Belize	2	17	2
Benelux Office for Intellectual Property	n.a.	n.a.	7,487
Bermuda (a)	4	27	n.a.
Bhutan	602
Bonaire, Sint Eustatius and Saba (d)	593
Bosnia and Herzegovina	7	78	4,091
Botswana	564
Brunei Darussalam	136
Bulgaria	195	1,733	3,479
Cabo Verde	18
Cambodia	318
Canada	30	231	438
Chile	65
China	1,191	16,663	14,649
China, Hong Kong SAR (a)	2	28	n.a.
Colombia	17	39	2,298
Costa Rica (a)	2	6	n.a.
Croatia	111	868	3,992
Cuba	12	84	1,790
Curaçao (d)	20	208	678
Cyprus	78	901	936
Czech Republic	438	4,000	4,695
Democratic People's Republic of Korea	2	7	1,557
Denmark	384	2,382	2,196
Egypt	17	310	5,224
Estonia	60	305	1,559
Eswatini	696
European Union	n.a.	n.a.	10,289
Fiji (a)	1	4	n.a.
Finland	247	1,332	1,712
France	4,801	42,109	7,052
Gambia	123
Georgia	7	41	2,765
Germany	8,372	72,346	7,031
Ghana	924
Greece	61	469	1,985
Guernsey (e)	2	14	17
Hungary	298	3,825	4,727
Iceland	54	289	2,299
India	80	884	4,710
Indonesia	422
Iran (Islamic Republic of)	16	500	2,608
Ireland	97	943	1,431
Israel	110	671	2,644
Italy	3,268	33,320	7,461
Jamaica	8
Japan	1,643	11,943	8,689
Kazakhstan	18	55	4,809
Kenya	1,695

Name	Origin ¹		Designated member
	Number of renewals	Number of designations	Number of designations
Kyrgyzstan	2	4	2,511
Lao People's Democratic Republic	195
Latvia	49	294	2,111
Lesotho	669
Liberia	733
Liechtenstein	86	1,541	4,414
Lithuania	69	325	2,057
Luxembourg (b)	276	2,855	n.a.
Madagascar	622
Malawi	63
Malaysia	4	20	246
Malta (c)	21	325	n.a.
Marshall Islands (a)	14	51	n.a.
Mauritius	9
Mexico	32	138	4,251
Monaco	78	648	4,140
Mongolia	1	9	1,883
Montenegro	7	26	3,926
Morocco	42	415	5,575
Mozambique	2	24	1,068
Namibia	731
Netherlands (Kingdom of the) (b)	1,642	11,321	n.a.
New Zealand	163	708	3,489
North Macedonia	18	95	4,065
Norway	200	1,180	7,185
Oman	1,570
Pakistan	63
Panama (a)	10	134	n.a.
Philippines	13	125	1,335
Poland	312	2,796	4,640
Portugal	185	1,264	4,984
Republic of Korea	269	2,422	7,285
Republic of Moldova	36	271	3,267
Romania	39	505	4,418
Russian Federation	639	7,716	12,768
Rwanda	456
Samoa	40
San Marino	7	77	2,193
Sao Tome and Principe	327
Serbia	85	570	6,283
Seychelles (a)	1	1	n.a.
Sierra Leone	726
Singapore	137	934	6,854
Sint Maarten (Dutch Part) (d)	641
Slovakia	61	610	4,126
Slovenia	153	1,521	3,553
Spain	1,168	9,217	6,463
Sri Lanka (a)	2	6	n.a.
Sudan	1,365
Sweden	568	3,924	1,943
Switzerland	2,990	30,593	15,056
Syrian Arab Republic	958
Tajikistan	2,099
Thailand	2	7	428
Trinidad and Tobago	40
Tunisia	2	13	1,556
Türkiye	708	8,691	7,898
Turkmenistan	1,868
Ukraine	157	1,638	8,114
United Arab Emirates	10	80	106
United Kingdom	1,778	12,589	4,396
United States of America	3,699	29,808	7,344
Uruguay (a)	1	17	n.a.
Uzbekistan	1	39	2,812
Viet Nam	29	261	5,506
Zambia	901
Zimbabwe	190

Name	Origin ¹		Designated member
	Number of renewals	Number of designations	Number of designations
Others	24	203	..
Total	40,228	351,454	351,454

Note: Only countries or territories of origin and designated Madrid member countries or jurisdictions for which 2024 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, 2024. Applicants from this country or territory are entitled to file via the Madrid System by claiming commercial activity or domicile in a country, or in the jurisdiction of a regional intellectual property (IP) office, that is a member of the Madrid System. An applicant cannot designate the Madrid member for which entitlement is claimed (no self-designation is possible).

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

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

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

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

n.a. indicates not applicable.

.. indicates zero.

Source: WIPO Statistics Database, March 2025.

C. Statistics on administration, revenue and fees

Highlights

In 2024, 87.9% of Madrid applications were submitted to the IB electronically rather than in paper form, a marked rise from a decade and a half earlier in 2010, when just 38.2% of all applications were submitted electronically

Electronic transmission was introduced in 1998, when it accounted for just 0.2% of total transmissions to the International Bureau (IB) of WIPO that year. Since then, the proportion of Madrid applications received electronically by the IB has grown considerably. In 2024, 87.9% of all Madrid applications were submitted to the IB electronically, up from 38.2% a decade and a half earlier (figure C1).

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

In 2024, 84.7% of Madrid applications were submitted in English, 12.6% in French and 2.7% in Spanish (figure C2). Every year since 2014, about four out of every five applications have been submitted in English. The reason for only a small proportion of applications having been submitted in Spanish since it was introduced as an official Madrid language in 2004 is that, to date, the Madrid System includes only five Spanish-speaking countries (Chile, Colombia, Cuba, Mexico and Spain), of which Spain alone is a top 20 origin of Madrid applications (figure A5).

Just over half (55.6%) of all Madrid applications received by the IB in 2024 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 2024, 55.6% of Madrid applications met all formal requirements. This means that 44.4% of all Madrid applications contained irregularities, a considerable proportion of which were classification irregularities. Every year since 2014, over a third of all Madrid applications received by the IB have contained irregularities (figure C5).

Holders of Madrid registrations submitted 84% of subsequent designations directly to WIPO in 2024, similar to the share recorded in 2023

Holders of a Madrid registration can request subsequent designation of Madrid members via their respective office or directly with the IB itself. Since 2017, holders have submitted about 80–84% 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 41% in 2010 to an 84% share of the total in 2024 (figure C6).

Recordings of changes in ownership of Madrid registrations remain relatively low

An international registration may change ownership following either assignment of a mark, the merger of one or more companies, a court decision, or for other reasons. Such a change is subject to the new owner being recorded as the new holder of the registration in the International Register. 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 2024, the IB recorded 22,870 changes in ownership of international registrations. This is almost 720 or 3.2% more than in 2023. The proportion of active registrations changing ownership every year is small and has remained relatively stable over time, amounting to no more than 2% to about 3% of all active Madrid registrations a year (figure C9).

Partial cancellations accounted for about 55% of all cancellations of Madrid registrations due to the ceasing of effect of the basic mark; in such cases, although the scope of a registration may be restricted, the international registration remained valid

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

In 2024, 9,432 Madrid registrations were canceled (in part or entirely) due to the ceasing of effect of the basic mark, which is almost 650 more than in 2023 (figure C10). Partial cancellations comprised the bulk (55%) 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. Total cancellations represented 45% of all cancellations made in 2024. Where a Madrid registration is canceled due to the ceasing of effect of the basic mark, the Protocol affords a holder the possibility of transforming the Madrid registration into a national or regional application in the designated Madrid members covered by the Madrid registration. Such transformation must be requested directly before the offices of the Madrid members concerned within three months of the date that the cancellation of the Madrid registration is recorded in the International Register. Because requests for transformation are submitted directly to the Madrid member offices concerned, WIPO does not have statistics on how many transformation requests were filed in 2024.

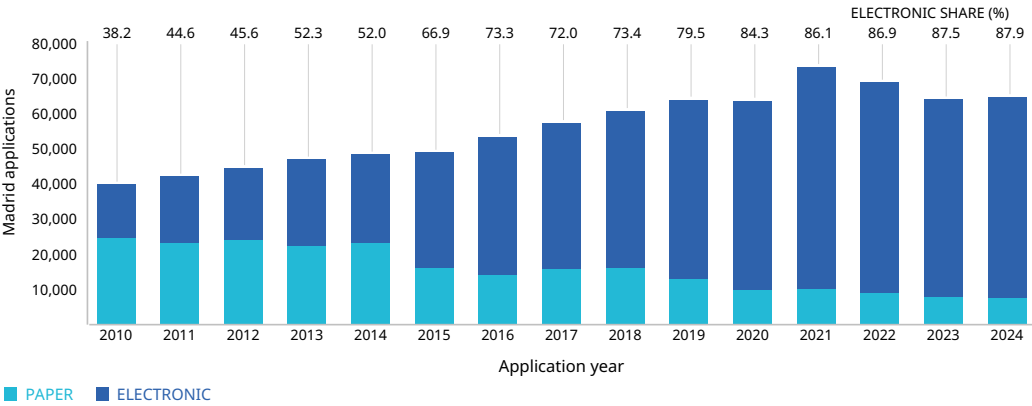
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Madrid System administration, revenue and fees

Almost 88% of all Madrid international applications in 2024 were submitted to the IB electronically, up from about 38% a decade and a half earlier in 2010.

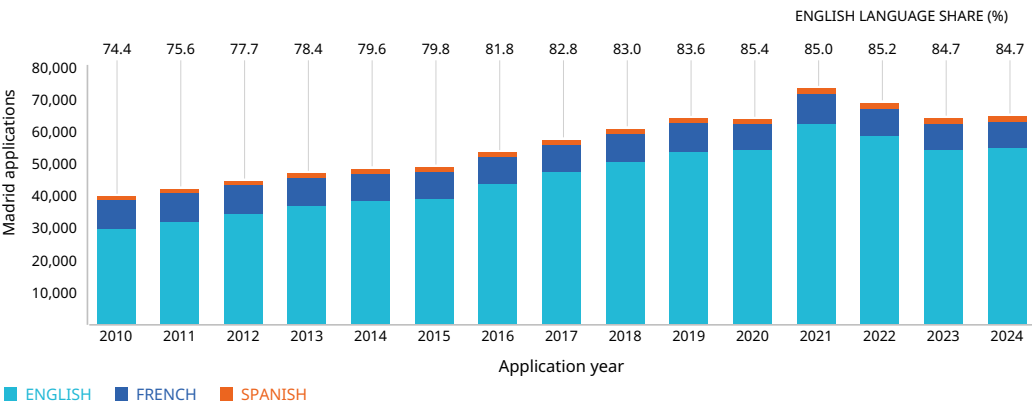
C1. Trend in international applications by medium of transmission, 2010–2024



Source: WIPO Statistics Database, March 2025.

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

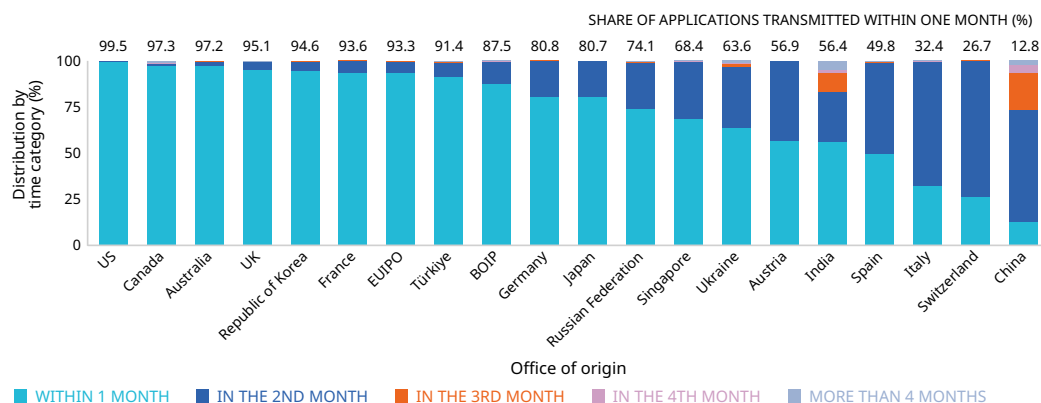
C2. Trend in international applications by filing language, 2010–2024



Source: WIPO Statistics Database, March 2025.

Eight out of 20 selected offices of origin transmitted more than 90% 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, 2024

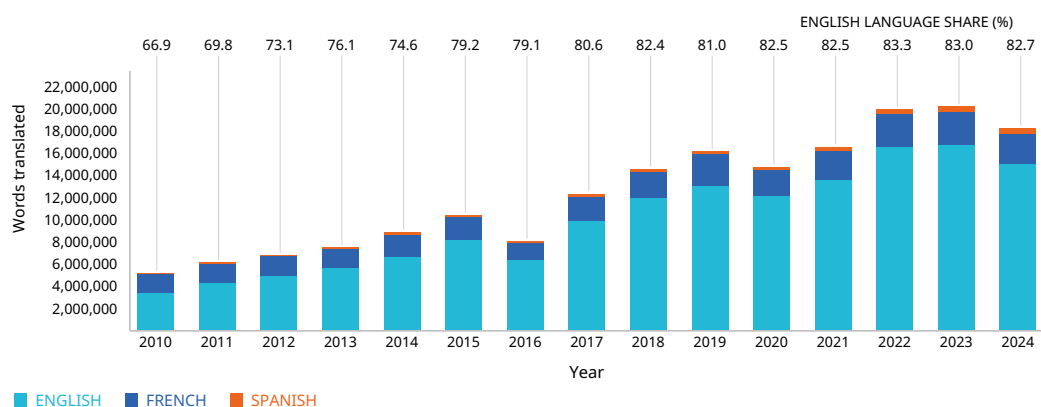


Note: EUIPO is the European Union Intellectual Property Office; BOIP is the Benelux Office for Intellectual Property.

Source: WIPO Statistics Database, March 2025.

Of the approximately 18.2 million words translated in 2024, 82.7% were translated from English, 14.8% from French and 2.5% from Spanish.

C4. Trend in translations, 2010–2024

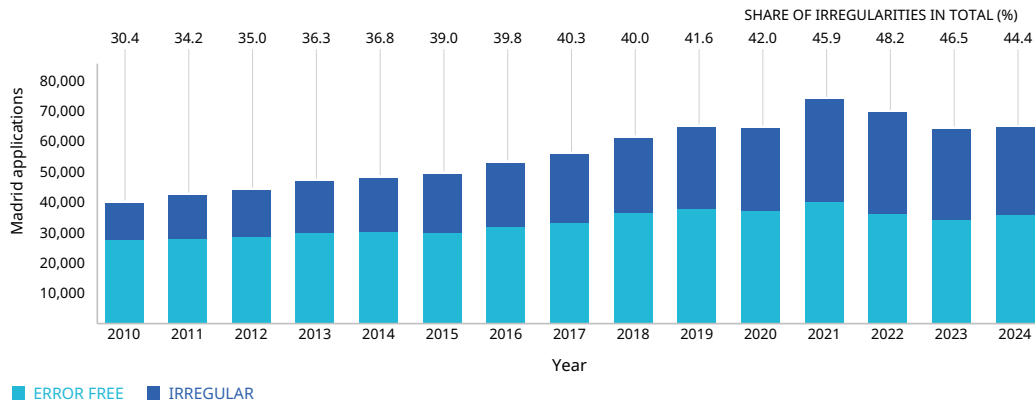


Note: This figure presents the total number of words translated by the International Bureau from each of the three languages required for recording and publishing Madrid registrations.

Source: WIPO Statistics Database, March 2025.

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

C5. Trend in irregularities in international applications, 2010–2024

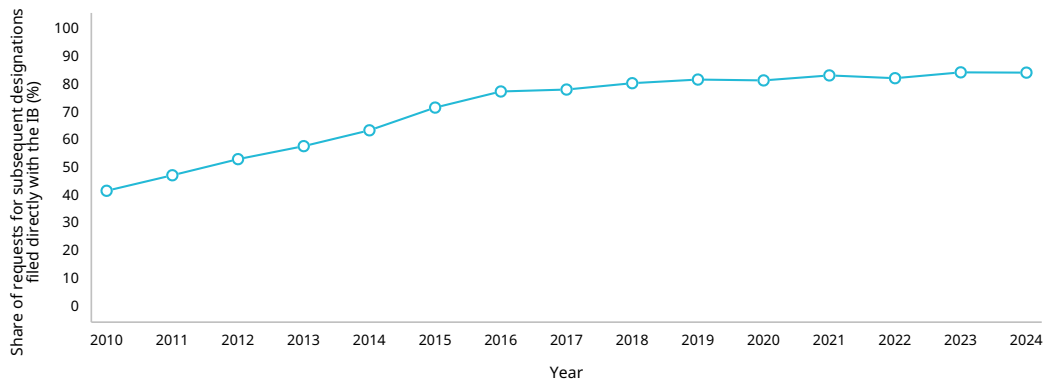


Note: There are three types of irregularity: irregularity with regard to the classification of goods and services; irregularity with regard to the indication of goods and services; and other irregularities.

Source: WIPO Statistics Database, March 2025.

Since 2017, holders have submitted about 80–84% of requests for subsequent designation directly to the IB, up from about 41% in 2010.

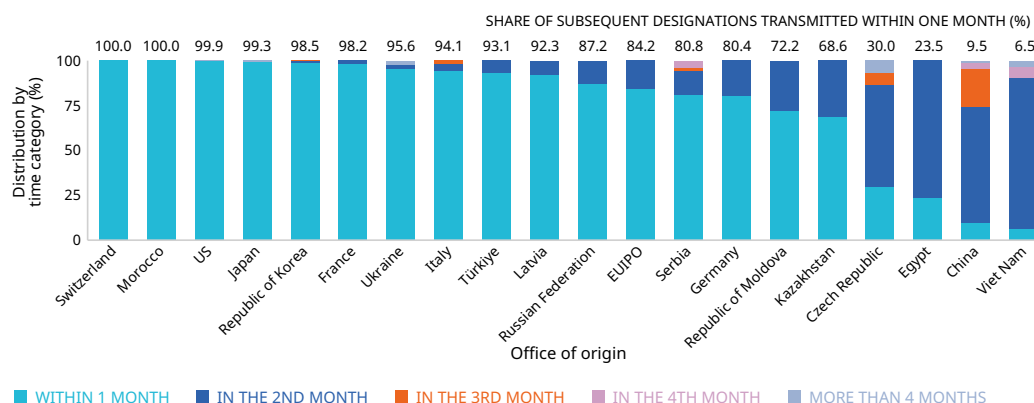
C6. Trend in the share of requests for subsequent designations filed directly with the IB, 2010–2024



Source: WIPO Statistics Database, March 2025.

A total of 16% of all requests for subsequent designation in 2024 were filed via Madrid member offices of origin rather than directly with the IB. Among selected origins, the offices of China, the Czech Republic, Egypt and Viet Nam took a month or longer to transmit to the IB a half or more of the requests received for subsequent designations.

C7. Average timeliness in transmitting requests for subsequent designations to the IB by selected offices of origin, 2024

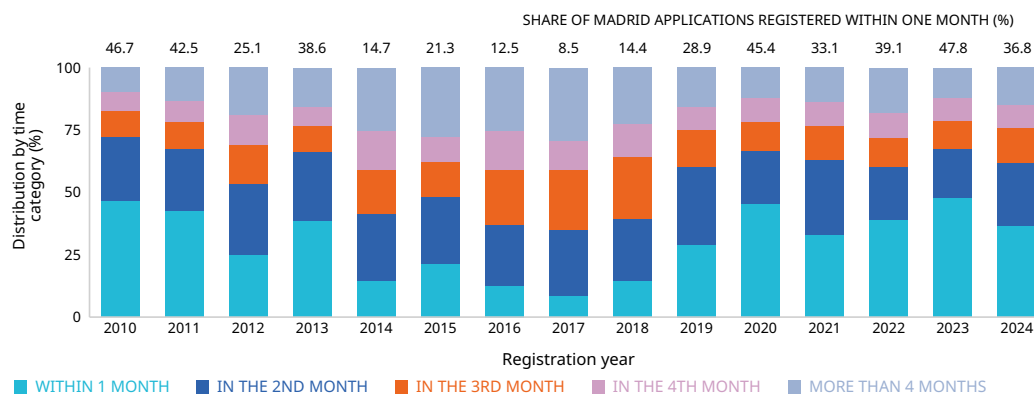


Note: EUIPO is the European Union Intellectual Property Office.

Source: WIPO Statistics Database, March 2025.

In 2024, the IB completed the formalities examination for 36.8% of all Madrid applications within a month of the date of receipt.

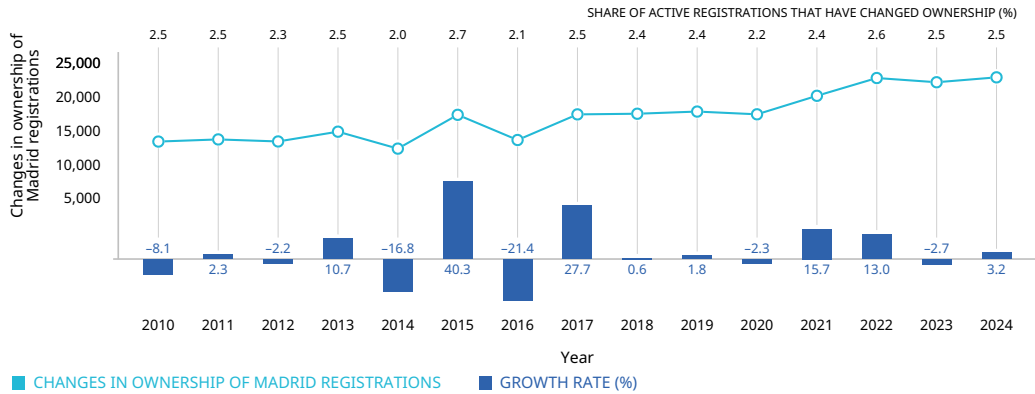
C8. Trend in timeliness of formalities examination and Nice classification carried out by the IB, 2010–2024



Source: WIPO Statistics Database, March 2025.

Over the past 15 years, only between 2% and about 3% of active Madrid registrations have undergone a change in ownership.

C9. Trend in changes in ownership, 2010–2024

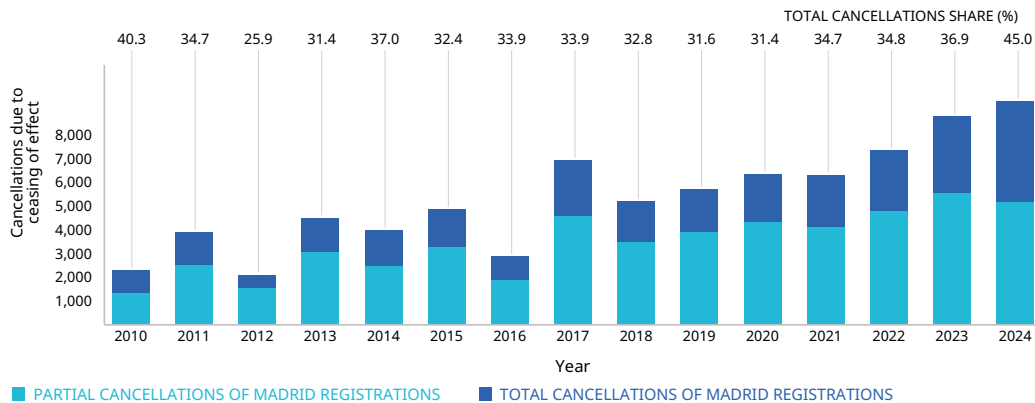


Note: The change in ownership of an international registration may be total or partial. It may relate to all or just some of the goods and services covered by the international registration and may be made in respect of all or some of the designated Madrid members.

Source: WIPO Statistics Database, March 2025.

Of the 9,432 Madrid registrations canceled in 2024, 45% were canceled entirely and the remainder in part.

C10. Trend in cancellations due to the ceasing of effect of the basic mark as notified by offices of origin, 2010–2024

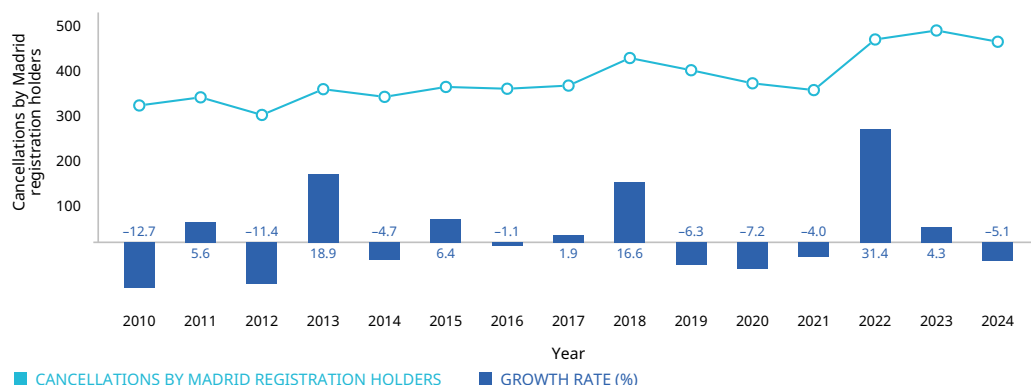


Note: Madrid member offices acting as offices of origin are obliged to notify the International Bureau (IB) of decisions concerning the ceasing of effect of basic marks made or initiated within the five-year dependency period. Where this is the case, the office of origin is obliged to request that the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

Source: WIPO Statistics Database, March 2025.

Cancellations recorded over the past decade and a half have ranged between about 300 and 490 a year, reflecting the fact that few Madrid registration holders choose to reduce the list of goods and services covered. In 2024, cancellations decreased by 25 compared to the previous year.

C11. Trend in cancellations by international registration holders, 2010–2024

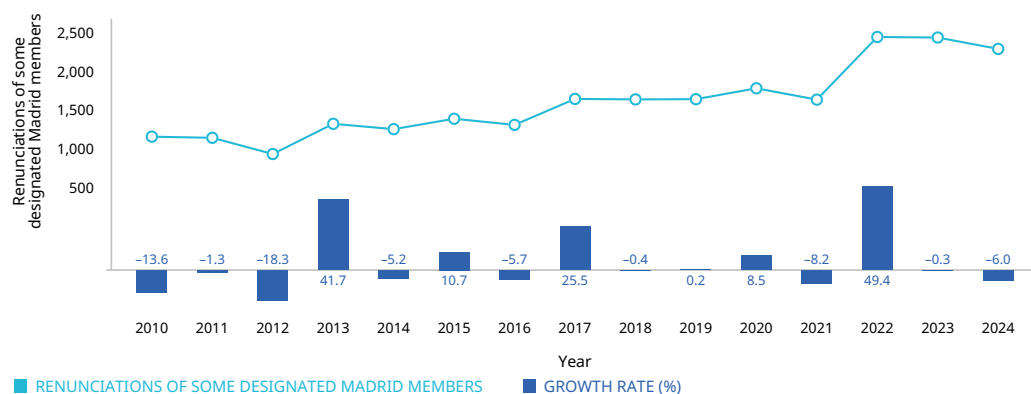


Note: Holders of an international registration can request the recording of the cancellation of their registration in all designated Madrid members with regard to all or just some of the goods and services specified in the registration.

Source: WIPO Statistics Database, March 2025.

Renunciations saw a second consecutive on-year decrease in 2024 to number 2,293.

C12. Trend in renunciations, 2010–2024

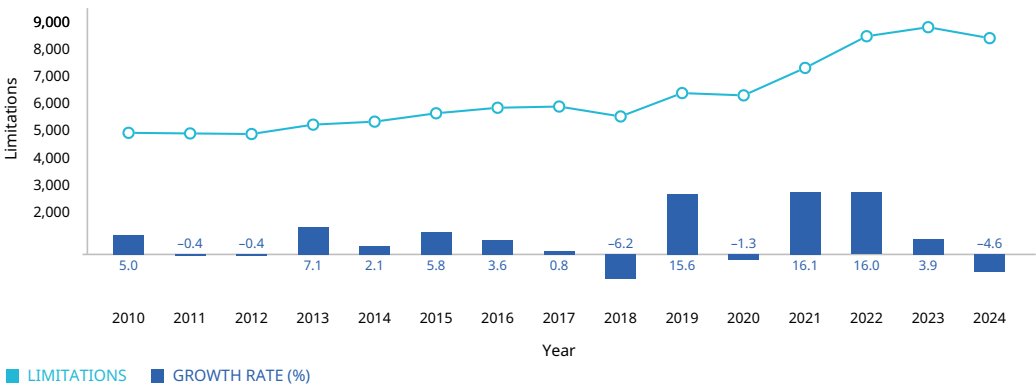


Note: Holders may wish to restrict protection of an international registration through renunciation of protection for all goods and services in some (but not all) designated Madrid members.

Source: WIPO Statistics Database, March 2025.

In 2024, Madrid registration holders made 8,408 requests for recording limitations, which is about 400 fewer than in the previous year, but still just approximately 1% of the 915,034 active Madrid registrations.

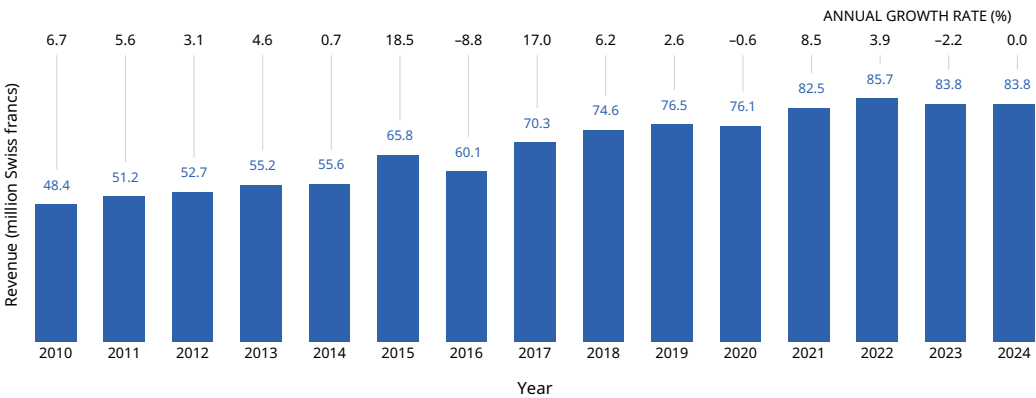
C13. Trend in limitations, 2010–2024



Note: Holders may wish to restrict protection of a Madrid registration by limiting the list of goods and services for some or all designated Madrid members.
Source: WIPO Statistics Database, March 2025.

In 2024, total revenue collected by the IB amounted to 83.8 million Swiss francs (CHF), almost unchanged from 2023.

C14. Trend in total revenue collected by the IB, 2010–2024



Source: WIPO, March 2025.

The EU, via the European Union Intellectual Property Office (EUIPO), the US, the United Arab Emirates, Japan and Australia continued to receive the largest shares of the CHF 330.8 million in fees collected by the IB and distributed to offices in 2024.

C15. Fees distributed to offices by the IB, 2023–2024

Madrid member	Fees distributed (Swiss francs)		
	2023	2024	2024 share of total (%)
European Union	41,387,527	36,786,418	11.1
United States of America	34,607,839	33,050,133	10.0
United Arab Emirates	25,397,030	26,469,570	8.0
Japan	19,534,528	19,717,239	6.0
Australia	14,915,973	12,896,599	3.9
Bahrain	13,106,625	12,421,176	3.8
China	12,321,342	12,197,285	3.7
Singapore	10,937,793	10,823,029	3.3
United Kingdom	10,999,376	9,502,969	2.9
Republic of Korea	10,043,929	8,893,825	2.7
Canada	7,889,033	8,648,585	2.6
Israel	9,774,083	7,976,419	2.4
Thailand	8,458,470	7,754,300	2.3
Switzerland	7,674,507	7,194,829	2.2
Norway	5,973,062	6,547,115	2.0
Uzbekistan	5,310,397	5,570,996	1.7
Mexico	4,716,019	4,810,688	1.5
Oman	4,693,777	4,809,212	1.5
India	4,541,180	4,558,998	1.4
Malaysia	4,937,755	4,404,654	1.3
Brazil	4,671,420	4,307,699	1.3
Viet Nam	3,142,005	3,204,607	1.0
Ukraine	3,322,717	3,123,944	0.9
Chile	3,204,306	2,972,482	0.9
Colombia	2,518,717	2,821,443	0.9
Russian Federation	2,896,524	2,756,424	0.8
Georgia	2,598,415	2,697,276	0.8
Indonesia	2,620,440	2,675,619	0.8
Belarus	2,406,512	2,370,454	0.7
Türkiye	1,474,061	2,300,012	0.7
African Intellectual Property Organization (a)	2,147,727	2,210,050	0.7
Ghana	1,901,298	2,099,001	0.6
Turkmenistan	2,062,688	2,097,541	0.6
Philippines	2,135,590	2,048,574	0.6
New Zealand	2,042,841	1,889,870	0.6
Morocco	1,694,396	1,725,382	0.5
Iceland	1,511,869	1,552,207	0.5
Qatar	n.a.	1,445,941	0.4
Serbia	1,368,585	1,334,328	0.4
Kazakhstan	1,263,661	1,284,215	0.4
Egypt	1,242,114	1,230,696	0.4
Kyrgyzstan	1,149,008	1,219,509	0.4
Benelux (b)	1,202,973	1,208,425	0.4
Kenya	980,001	1,087,608	0.3
Republic of Moldova	1,036,462	1,077,770	0.3
Spain	1,104,477	1,058,268	0.3
Tunisia	822,339	1,044,970	0.3
Denmark	1,141,901	1,005,668	0.3
Cambodia	877,924	949,926	0.3
Germany	977,728	947,014	0.3
France	939,740	889,069	0.3
Bosnia and Herzegovina	868,445	882,264	0.3
Ireland	946,484	849,256	0.3
Montenegro	856,947	833,497	0.3
Armenia	792,038	824,336	0.2
Austria	868,073	817,121	0.2
Sweden	1,012,358	804,837	0.2
Finland	1,040,355	799,423	0.2
Azerbaijan	775,949	793,663	0.2
Poland	832,839	763,204	0.2
Portugal	795,587	751,455	0.2
Algeria	734,085	726,513	0.2

Madrid member	Fees distributed (Swiss francs)		
	2023	2024	2024 share of total (%)
Tajikistan	678,528	716,804	0.2
Hungary	787,450	702,688	0.2
Romania	740,437	699,859	0.2
Italy	709,999	680,126	0.2
Bulgaria	645,394	644,611	0.2
North Macedonia	623,404	628,906	0.2
Albania	609,069	626,933	0.2
Slovakia	676,942	609,428	0.2
Iran (Islamic Republic of)	591,143	609,060	0.2
Cuba	546,485	579,429	0.2
Zambia	533,532	554,094	0.2
Czech Republic	601,750	538,057	0.2
Mongolia	477,400	479,609	0.1
Curaçao (c)	387,870	455,720	0.1
Croatia	543,175	453,328	0.1
Brunei Darussalam	419,076	445,917	0.1
Estonia	488,606	423,233	0.1
Greece	440,818	407,771	0.1
Slovenia	456,618	400,597	0.1
Liechtenstein	413,088	400,200	0.1
Monaco	401,869	385,205	0.1
San Marino	379,313	371,706	0.1
Sint Maarten (Dutch Part) (c)	314,184	363,137	0.1
Syrian Arab Republic	534,368	353,515	0.1
Pakistan	422,649	314,847	0.1
Bonaire, Sint Eustatius and Saba (c)	249,902	307,230	0.1
Sudan	289,537	287,611	0.1
Democratic People's Republic of Korea	274,249	275,986	0.1
Latvia	301,647	263,467	0.1
Lithuania	299,419	258,754	0.1
Mozambique	229,820	249,127	0.1
Jamaica	226,557	246,019	0.1
Belize	121,402	219,878	0.1
Mauritius	69,854	219,220	0.1
Lao People's Democratic Republic	231,652	209,748	0.1
Madagascar	178,559	189,200	0.1
Namibia	182,030	188,890	0.1
Antigua and Barbuda	173,700	188,304	0.1
Cyprus	163,285	181,632	0.1
Trinidad and Tobago	188,914	170,727	0.1
Liberia	167,616	170,317	0.1
Zimbabwe	162,998	166,555	0.1
Sierra Leone	153,259	163,386	0.0
Botswana	156,259	153,528	0.0
Rwanda	128,491	151,854	0.0
Gambia	133,756	150,459	0.0
Eswatini	144,442	149,724	0.0
Bhutan	140,097	147,266	0.0
Samoa	154,459	144,430	0.0
Cabo Verde	66,896	125,725	0.0
Afghanistan	99,555	111,647	0.0
Lesotho	102,875	108,058	0.0
Guernsey (d)	100,509	96,096	0.0
Sao Tome and Principe	90,014	87,083	0.0
Malawi	87,670	79,682	0.0
Totals	341,694,435	330,821,981	100.0

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

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

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

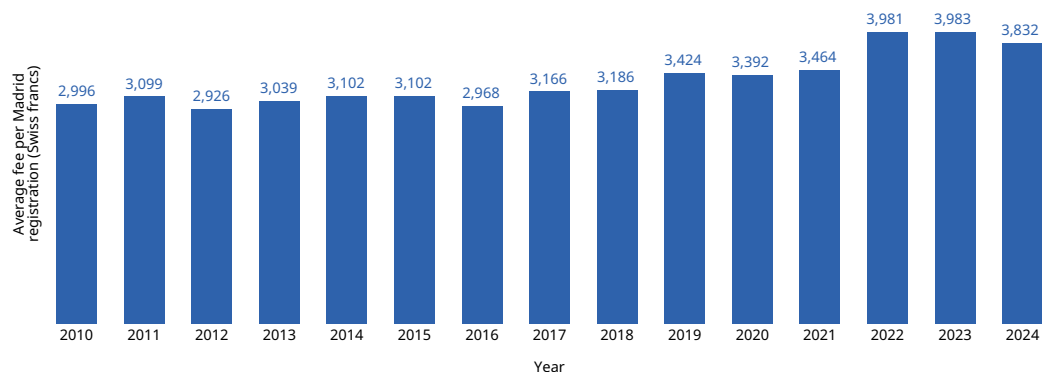
(d) The United Kingdom extended the application of the Madrid Protocol to the territories of Gibraltar and the Bailiwick of Guernsey with effect from January 1, 2021.

n.a. indicates not applicable.

Source: WIPO, March 2025.

On average, holders paid CHF 3,832 per Madrid registration recorded in 2024, about CHF 150 less than in 2023.

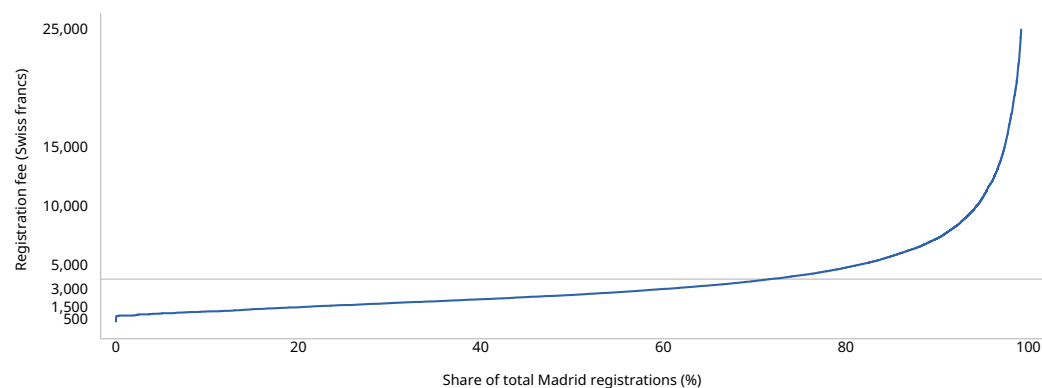
C16. Trend in average fees paid per new international registration, 2010–2024



Source: WIPO, March 2025.

Almost 72% of all trademark holders paid less than the average CHF 3,832 per Madrid registration recorded in 2024, with half paying approximately CHF 2,490 or less.

C17. Distribution of international registration fees, 2024

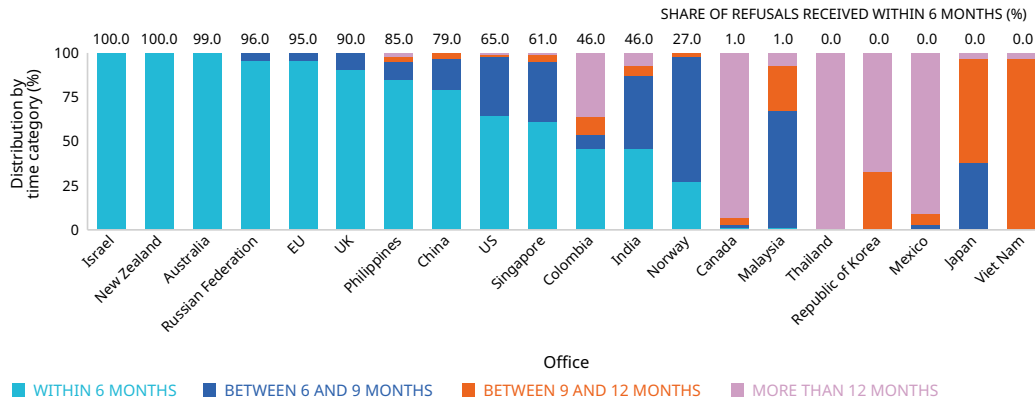


Note: The line at CHF 3,832 represents the average fee paid per Madrid registration in 2024.

Source: WIPO, March 2025.

In 2024, six out of 20 selected offices had notified the IB of 90% or more of provisional refusal of designation within six months of having issued it to the Madrid registration holder concerned. However, for 10 of the selected offices, the IB received 46% or less of provisional refusals within six months of issue, and none at all for five.

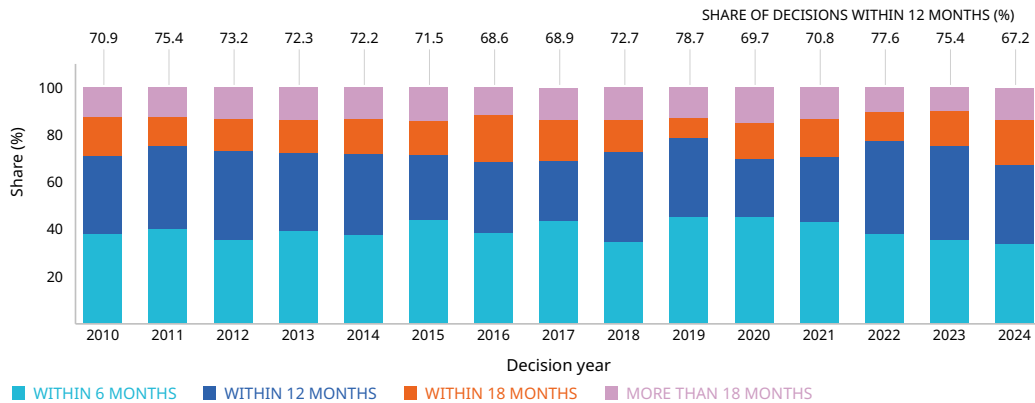
C18. Average timeliness in receiving provisional refusals of designations from selected offices, 2024



Source: WIPO Statistics Database, March 2025.

In 2024, the IB received 67.2% of first decisions on the legal effects of registrations from Madrid member offices within 12 months.

C19. Timeliness in receiving first decisions on the legal effects of registrations from offices, 2010–2024

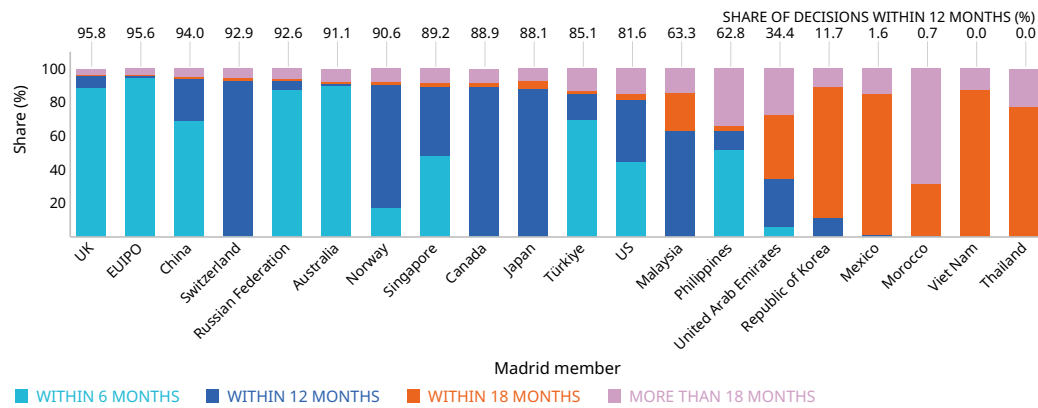


Note: Data are based on the date of receipt by the International Bureau of first decisions on the legal effects of registrations made by offices of Madrid members.

Source: WIPO Statistics Database, March 2025.

In 2024, the IB received about 82–96% of first decisions on the legal effects of registrations from 12 of the 20 selected Madrid member offices within 12 months.

C20. Timeliness in receiving first decisions on the legal effects of registrations from selected offices, 2024



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

Source: WIPO Statistics Database, March 2025.

Annexes

A brief presentation of the Madrid System

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

Between December 1995 and October 2016, two treaties administered by the World Intellectual Property Organization (WIPO) governed the Madrid System for the International Registration of Marks: the Madrid Agreement Concerning the International Registration of Marks, adopted in 1891, and the Protocol Relating to the Madrid Agreement, adopted in 1989. As of October 11, 2016, following a decision by the Madrid Union Assembly that no country could accede only to the Agreement, the Protocol is now the sole governing treaty of the Madrid System. As of December 31, 2024, 113 countries and two intergovernmental organizations are party to the Madrid Protocol for a total of 115 Contracting Parties (members) covering 131 countries. The two intergovernmental organizations are the European Union (EU) covering 27 countries (as of January 1, 2021) and the African Intellectual Property Organization (OAPI) covering 17 countries.

Advantages offered by the Madrid System

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

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

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

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

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

International application and registration procedure

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

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

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

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

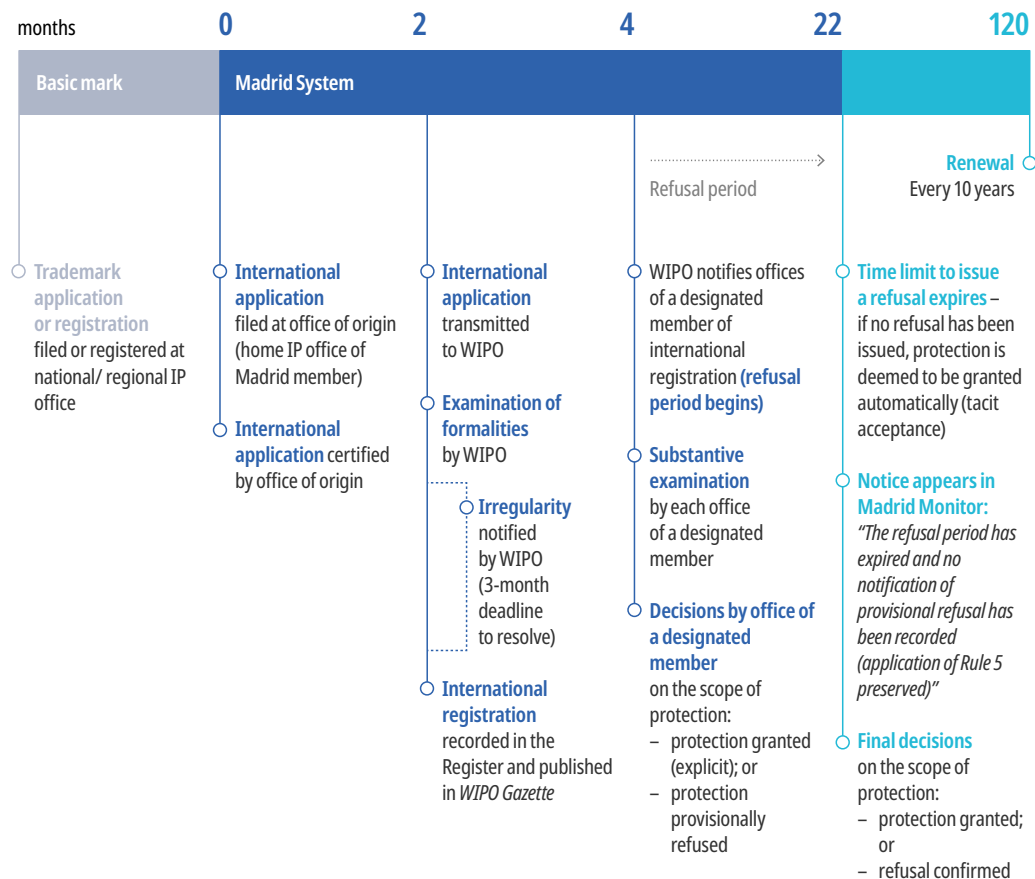
The international application is subject to a basic fee (CHF 653 or CHF 903 Swiss francs), the amount depending on whether the representation of the mark is in black and white or in color. An applicant must also pay for the designations indicated: a complementary fee (CHF 100) per designated Madrid member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

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

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

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, or even after this period if the action leading to the abandonment or cancellation was initiated in this dependency period, the consequence is that the international registration is canceled to the same extent (either totally or partially). When this happens, the cancellation of the international registration is recorded in the International Register, published in the *Gazette*, and the designated Madrid members concerned are notified. A holder has the option to continue protection in the territories covered by the international registration by transferring their right into national or regional applications filed directly before each IP office concerned.

The Madrid System process



Benefits

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

Source: WIPO, March 2025.

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

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

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 2024.

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 2024 data on Madrid applications by origin and designations in Madrid applications by origin and designated member are estimated, as not all applications filed at offices of origin had been transmitted to WIPO at the time the *Review* was drafted.

The figures and tables shown in this publication are subject to revision. Regular updates are available in WIPO's IP Statistics Data Center and Statistical Country Profiles at www.wipo.int/en/web/ip-statistics.

Acronyms

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

Glossary

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

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

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

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

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

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

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

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

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

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

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

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

Direct route: See “Paris route.”

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Nice classes and industry sectors

Class: coverage

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/en/web/classification-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/en/web/classification-nice.

Source: Edital®.

Madrid members

As of December 31, 2024, the Madrid System comprised 115 members covering 131 countries.

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

