

Madrid Yearly Review 2020

International Registration of Marks



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Further information

Online resources

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

The following resources are available on WIPO's website:

Information on the Madrid System

www.wipo.int/madrid

Contact information

Department for Economics and Data Analytics

Website: www.wipo.int/ipstats

Email: ipstats.mail@wipo.int

Key numbers for 2019

66,400 (+5.7%)
Madrid international applications¹

433,295 (+3.2%)
Designations in international applications

64,118 (+6.7%)
Madrid international registrations

57,041 (+3.3%)
Subsequent designations in international registrations

29,262 (-8%)
Renewals of international registrations

741,619 (+4.6%)
Active (in force) international registrations

6,208,277 (+3.3%)
Designations in active international registrations

106 (+3 members)
Contracting Parties (Madrid members)

122 (+3 countries)
Countries covered

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

Special theme: The use of the Nice Classification over time in specifying goods and services in Madrid international applications

Goods and services classes defined by the Nice Classification

A trademark is a sign used to distinguish the goods or services of one enterprise from those of others and protected as an intellectual property right. Trademark holders who apply for a Madrid International Registration, hereinafter referred to as Madrid applicants, are required to indicate the goods or services for which their mark is to be registered. These are grouped into the 45 goods and services classes listed in the Nice Classification.

The Nice Classification is an international classification of goods and services for the purposes of the registration of marks. It was established in 1957 by the Nice Agreement, administered by the World Intellectual Property Organization (WIPO) and is currently used by some 150 national and regional IP offices around the world. The Classification consists of a list of classes together with explanatory notes and an alphabetical list of goods and services. There are 34 classes of goods and 11 classes of services in total. Class headings describe, in broad terms, the nature of the goods or services contained in each class. The explanatory notes for a given class describe in further detail the types of products or services included in that class. The most detailed level of the Classification is an alphabetical list comprised of around 10,000 indications of goods and 1,000 indications of services. When filing a Madrid application, applicants must indicate all the goods and services for which registration is sought and the classes into which they fall, as it is not possible to add other goods and services and classes at a later date. For the purposes of this year's Special theme, descriptions of Nice classes are abbreviated. For a complete list of abbreviated descriptions for each of the 45 Nice classes, see the table in the annex of the *Review*. For full class definitions, visit www.wipo.int/classifications/nice.

How many classes are specified on average in a Madrid application?

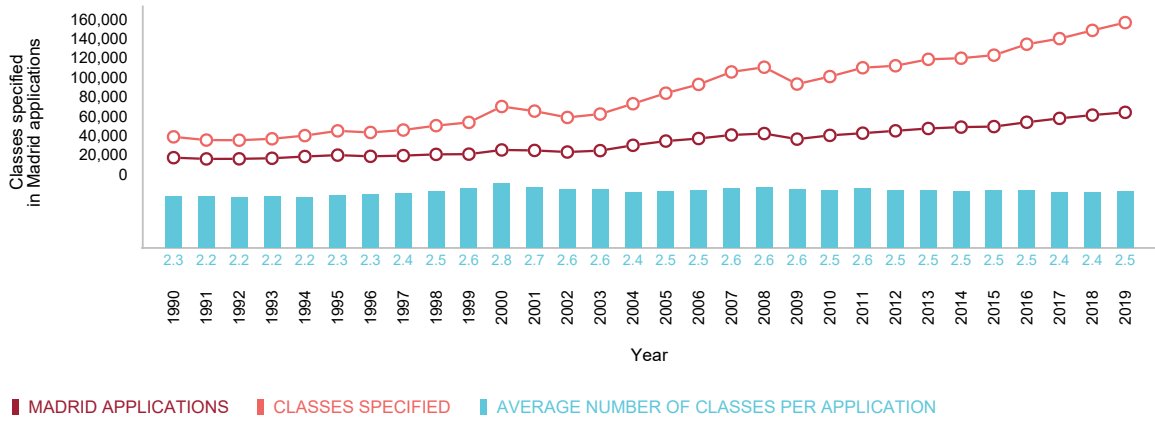
More than 580,000 applicants worldwide have filed a combined total of just over one million Madrid applications during a 30-year period extending from 1990 through to 2019. The average number of classes of goods and services specified in applications has remained between 2.2 and 2.8 for each year over this time (figure 1). This suggests that, for the vast majority of trademark applicants, the scope of the goods and services to which their trademark applies is a narrow one and that, in general, protection spanning many different Nice classes is not required.

It is worth noting that this average is less than the three classes covered by the basic fee applied to a Madrid application for international registration, which is 653 or 903 Swiss francs (CHF), depending on whether the representation of the mark is in black and white or in color. In addition to the basic fee for filing a Madrid application, an applicant may be required to pay supplementary, complementary and individual fees.

When seeking protection in Contracting Parties to the Madrid System, hereinafter referred to as Madrid members, that do not apply their own individual fees, an applicant has nevertheless to pay a supplementary fee of CHF 100 for each class of goods and services specified in excess of the three covered by the basic fee, plus a complementary fee of CHF 100 for each Madrid member designated.

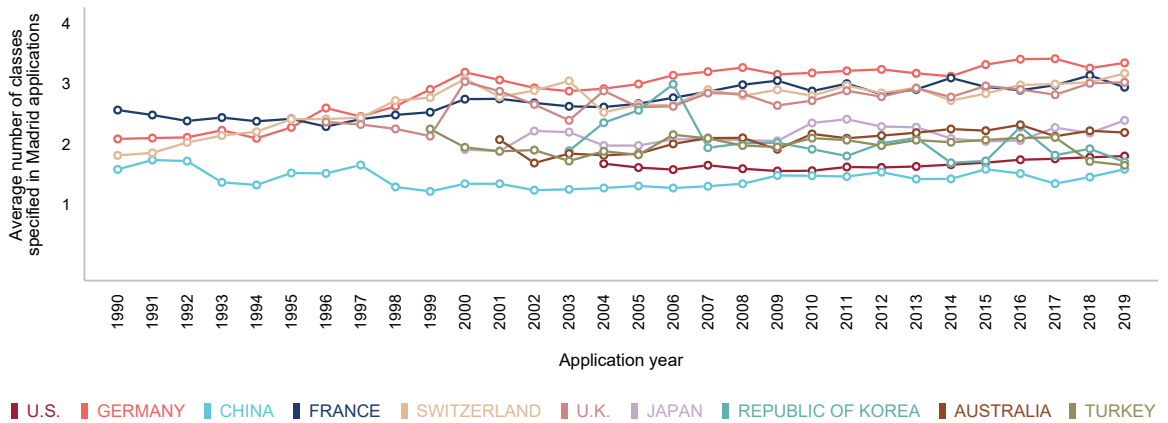
However, for those Madrid members that do apply their own individual fees, these are based on the number of classes specified in a Madrid application that designates their jurisdiction. Individual fees can vary considerably between the Madrid members applying them. For example, the IP office of Indonesia charges a fee of CHF 144 for each class of goods or services

1. Average number of classes specified in Madrid applications, 1990–2019



Source: WIPO Statistics Database, March 2020.

2. Average number of classes specified in Madrid applications from selected origins, 1990–2019



Source: WIPO Statistics Database, March 2020.

specified in either a Madrid application or subsequent to the international registration designating Indonesia, regardless of how many classes are specified. The individual fee for designating the United States of America (U.S.) is CHF 388 per class specified, whereas the individual fee is CHF 95 for one class in applications that designate Italy and CHF 32 for each additional class. Of the 106 Madrid members in 2019, 60 apply their own individual fees to designations made in an international application or subsequent to the international registration.

When focusing on the filing behavior by applicants located in certain Madrid member origins selected from across different geographical regions and income groups, variations appear in the average number of classes specified in Madrid applications (figure 2). For example, applicants based in Germany specified, on average, 2.1 classes in each Madrid application filed in the early 1990s before this then increased to between 3.3 and 3.4 for the period 2015–2019. For applicants from the U.S., on the other hand, the average number of classes specified per application has remained at less than two, ranging from 1.6 to 1.8 classes for every year since the U.S. became a Madrid member in late 2003.

The average number of classes specified in Madrid applications filed by applicants domiciled in China has been even lower than for their U.S. counterparts, at 1.2–1.7 every year since 1990. Before 2014, the trademark office of China had a single-class filing system. Therefore, until recently, Chinese applicants had long been accustomed to filing a trademark application specifying only one class. The Madrid System, however, enables multi-class filings. The fact that the basic mark in China, which forms the basis for a Madrid application, has historically concerned goods or services covered by a single class could help explain the low average number of classes specified by Chinese applicants in Madrid applications.

As for applicants located in France, their average has increased from a low of 2.3 classes per application in 1996 to around three over the last decade. Switzerland's average of 1.8 classes in 1990 stood at 3.2 in 2019. Japan's average was 1.9 in 2000, the year the country joined the Madrid System, but has since edged up and reached 2.4 in 2019. Australia has seen its average grow from 1.7 in 2002 – the first complete year after it joined the Madrid System in July of 2001 – to 2.2 in 2019. The average for applicants based in the United Kingdom (U.K.) has climbed from 2.1 in the late 1990s to three in 2019. Although not shown in figure 2, but interesting to note, the Russian Federation's average number of classes specified in a Madrid application has fluctuated considerably, reaching a peak of 5.4 in

1996, before then decreasing to an average ranging from 2.6 to 3.5 between 2004 and 2019.

Whereas, the average number of classes specified in applications has increased over time for some of the origins selected, it has decreased for others. For the Republic of Korea, for instance, applicants have specified an average 1.7 to 1.9 classes per application in recent years, down from a peak of 3 in 2006. Similarly, Turkey has undergone a drop in its average over time: in 1999, the year Turkey became a Madrid member, its applicants specified an average of 2.2 classes per application, but this is now down to 1.6, as of 2019.

Average number of words used by applicants per Nice class

Madrid applicants are required to indicate the names of the goods and services for which the international registration of the mark is sought, grouped in the appropriate classes of the Nice Classification, preferably choosing words or terms from the alphabetical list in the Classification.

Over time, the number of words for all goods and services indicated by applicants in their Madrid applications has grown considerably. In 1999, Madrid applicants indicated, on average, about 76 words relating to goods and services per application filed (figure 3). By 2019 this had increased to almost 237 words, more than three times what it was two decades earlier in 1999. In fact, the average number of words per class has increased for every Nice class over this period. This could be indicative of a number of factors, such as the desire of trademark holders to broaden or, in some cases, even narrow the scope of their marks; the stricter rules enacted by IP offices requiring applicants to be more specific with regard to goods and services when applying for trademarks; and the fact that some Nice classes are inherently vaguer than others and therefore a more detailed list of words is necessary.

Some Nice classes when they appear in Madrid applications are associated with a lower number of words indicated by applicants, for example goods class 27, which comprises, among other things, carpets, rugs and materials for covering existing floors. In 2019, applicants listed an average of 24 words for this class in each Madrid application filed, up just nine words from an average of 15 recorded in 1999. This low number both in 1999 and 2019 is most likely due to there being relatively few words listed under class 27 from which applicants can choose, coupled with a lower rate of innovation for goods covered by this class. Likewise, goods class 5, which covers pharmaceuticals, is associated with fewer words than some other Nice classes

specified in applications. However, in the case of class 5, this is not due to a lack of words from which to choose, but rather because most applicants from the pharmaceutical industry tend to select terms for only a limited number of goods, such as for vaccines or drugs for medical purposes, for instance. In 2019, applications associated with class 5 contained an average of 73 words.

In contrast, other classes, such as goods class 9, which includes computer hardware and software and other electrical or electronic apparatus of a scientific nature, have a higher average number of words associated with them, and, unlike class 27, have seen the emergence of many new products that simply did not exist two decades ago. Class 9 had an average of 48 words in 1999, but this has since increased by 77 to reach 125 by 2019. Goods class 6 (108 words), which includes common metals and their alloys, and goods class 7 (113), which covers machines, machine tools, motors and engines, were both associated with a high average number of words in 2019.

Services class 35, however, which covers services such as office functions, advertising and business management, is the class to have seen the biggest jump in the average number of words indicated per application, rising from only 30 in 1999 to almost 200 in 2019. In addition to being the second most specified Nice class in Madrid applications worldwide in 2019, class 35 is now the one in which the highest average numbers of words are listed in applications. Moreover, many other services classes, for instance classes 38, 41 and 42, are likewise associated with a high average number of words per application. Indeed, these three exceeded 100 words in 2019, having jumped from fewer than 40 in 1999. The multitude of functions some services cover often requires that an applicant indicate more words in certain services-related applications than in applications covering other classes.

The frequency with which trademark holders protect their marks for services has been increasing over time. This is reflected by the fact that, across many industries, a great many companies are not only producing products but also providing services. The Nice Classification was created at a time when services classes did not carry the same significance as they do today. The Classification still lists 34 classes dedicated to goods but only 11 to services.

A decrease in the average number of classes specified in applications over time does not necessarily correspond to either a reduction or an increase in the average number of words indicated in these applications. Referring back to the drop in the average number of

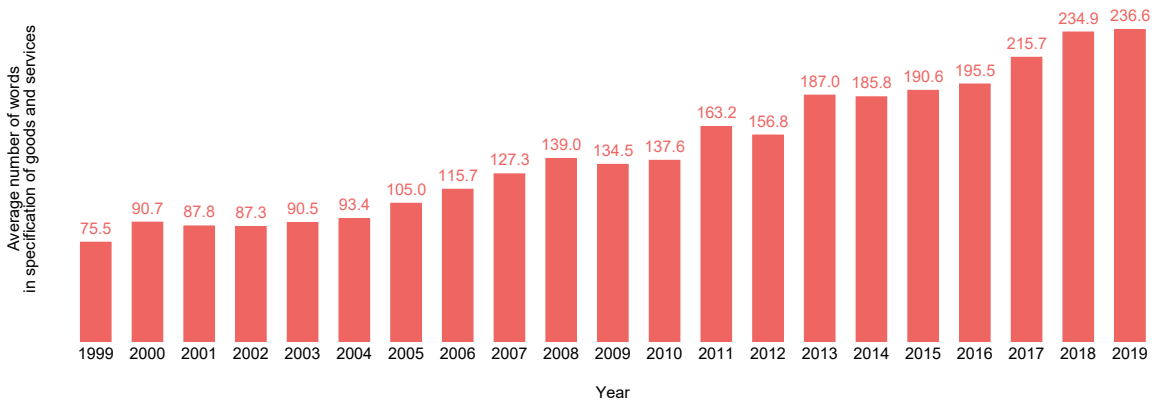
classes specified in applications from the Republic of Korea and Turkey, the decline in the average for the Republic of Korea has likewise been accompanied by a general decrease in the average number of words indicated in Madrid applications, from a peak of about 125 in 2010 down to 81 in 2019. Conversely, a decrease in the number of classes specified in applications of Turkish origin has been accompanied by a tripling of the words indicated in applications, rising from an average of only 52 in 2004 up to 172 in 2019. So, whereas applicants from some origins may choose to specify fewer classes on average in applications, they may or may not increase the number of words indicated in these applications.

Which goods and services classes appear most frequently in Madrid applications?

Figure 4 shows how the shares of the top eight of the 45 Nice classes specified in all Madrid applications filed in 2019 have changed since 1990. Goods class 9, which as a reminder includes computer hardware and software and other electrical or electronic apparatus of a scientific nature, has consistently had the highest share of all classes specified in applications filed over the 30 years since 1990, recording a share of 7.6% in 1990 and over 10% since 2018. Services class 35, which covers services such as office functions, advertising and business management, has shown the greatest increase over time in how frequently it is specified in Madrid applications, boosting its share by 5.3 percentage points from just 3% in 1990 to 8.3% in 2019. Two more services classes, class 41 (+2.3 percentage points), mainly covering services in the areas of education, training, entertainment, sporting and cultural activities, and class 42 (+2.2 percentage points), which includes services provided by, for example, scientific, industrial or technological engineers and computer specialists, have also increased their shares considerably between 1990 and 2019. The increases seen by these three services classes reflects the overall growth of the global services industry. In fact, since 2018, over a third of all classes specified in Madrid applications have been services classes. This is in marked contrast to the 17% combined share recorded by the 11 services classes back in 1990.

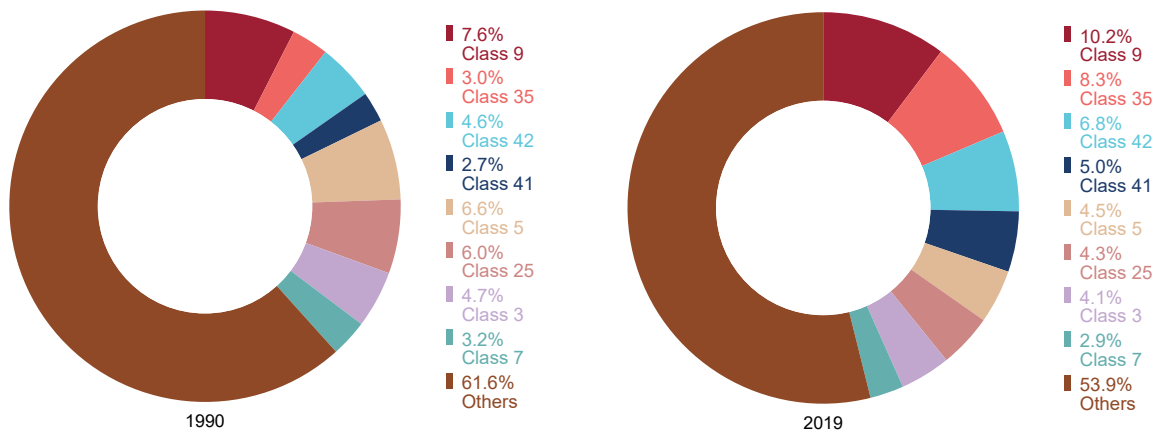
Whereas the top services classes specified in Madrid applications have seen their shares of total classes specified in applications grow over time, the share held by goods class 5, which is the fifth most specified class and which covers pharmaceuticals and other preparations for medical purposes, has fallen by 2.1 percentage points over the course of last three decades. This is noteworthy, given that pharmaceutical

3. Average number of words indicated per Madrid application, 1999–2019



Source: WIPO Statistics Database, March 2020.

4. Top eight Nice classes specified in 2019 Madrid applications, 1990 and 2019



Source: WIPO Statistics Database, March 2020.

companies, which overwhelmingly seek trademark protection within this class, made up more than a tenth of the top 100 Madrid applicants in 2019. This could be explained in part by the fact that many pharmaceutical companies tend to specify, on average, very few classes in their applications, often only about one. Also, class 5 is most specific to companies operating in the pharmaceutical industry and, to a lesser extent, to the personal care and consumer goods industries. This is in contrast to classes 9 and 35, which span a wide range of industries, such as the technology sector, the automotive industry and even the pharmaceutical industry.

Whereas some classes have either an increase or a decrease in their overall shares over time, the share of total applications held by 8th-ranked goods class 7, which covers machines, machine tools, motors and engines, has remained relatively unchanged between 1990, when it was 3.2%, and 2019, when it was 2.9%.

To give an idea of how the shares of the top Nice classes specified in Madrid applications in 2019 have changed over time and differ across origins, it is interesting to contrast applicants based in Germany with those in China. Similar to the picture seen at the global level, Germany's most preferred class is goods class 9 for all years between 1990 and 2019. However, the largest increase of 6.4 percentage points was in the share held by services class 35, from only 1.6% of all the classes specified in applications filed in 1990, when it ranked 27th, to 8% of the total in 2019, becoming the second most preferred class in trademarks of German origin (figure 5). The largest decline was recorded for sixth-ranked class 5, which includes pharmaceuticals and which has fallen from 8.5% of all applications filed in 1990 to only 3.5% in 2019, a decrease of 5 percentage points. This does not mean that Germany's pharmaceutical companies have sought less trademark protection; rather, that German trademarks now cover a broader range of goods and services spanning its many industries than they did in 1990.

Turning to China, class 9 accounted for the largest proportion (12.8%) of all classes specified in applications of Chinese origin in 2019, down from 15% in 1990. The greatest increase in share for any class was recorded by services class 35, rising from zero in 1990 to 5.4% in 2019. Services class 42 has also seen its share increase, from zero to 3.8% over the period. Ranked fourth most specified class in applications filed in 2019, goods class 30, which mainly covers foodstuffs of plant origin, has seen its share fall from 6.7% in 1990 down to 4.6% in 2019. Goods class 25, which includes clothing, and goods class 29, which covers meat, fish, poultry, among other foods, have seen the

steepest declines in shares, by three and almost five percentage points respectively.

How does filing behavior look across different industries?

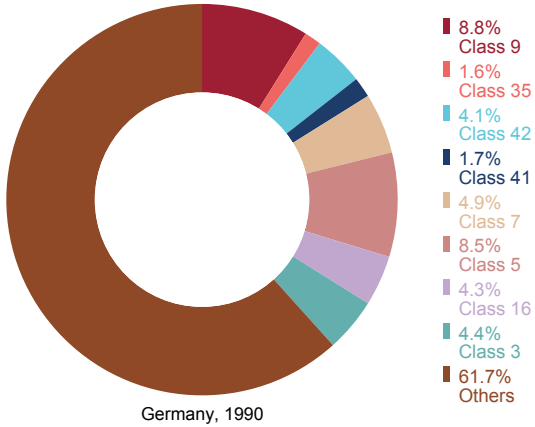
This section looks at top Madrid applicants selected from different countries and regions and operating in different industrial sectors. Starting with four applicants from the pharmaceutical industry, Novartis of Switzerland, traditionally one of the most active users of the Madrid System, has since 1996 filed around 3,040 Madrid applications in which 3,840 Nice classes were specified, resulting in an average of 1.3 classes specified per application. As discussed earlier, such a low average is typical of applicants involved in the manufacture of pharmaceuticals. The most specified class in Novartis's applications is goods class 5, covering pharmaceuticals and other preparations for medical purposes. This class occurred in over two-thirds (67.5%) of all the goods and services classes specified in Madrid applications filed by the company over a nearly 25-year period. Second and third highest shares were for goods class 10 (6.8%), which includes surgical, medical, dental and veterinary apparatus and instruments, and services class 44 (6.1%), which covers, among other things, medical and veterinary services, and hygienic and beauty care for human beings or animals. Combined, these three classes accounted for around 80% of all classes specified in total Madrid applications filed by the company.

Class 5 has been specified in every application filed by Novartis. However, it is instructive to look at the most frequently specified pairs of classes in applications. Given the low overall average number of classes in its total filings, two-class applications account for just 8% of all applications filed by Novartis since 1996. Of all applications specifying only two Nice classes, goods classes 5 and 10 occurred most often as a pair in almost a third (29.7%) (figure 6). The next most specified class pair comprised class 41, which includes services in the area of education, training, entertainment, sporting and cultural activities, and class 44. These two services classes were specified as a pair in 12.3% of all two-class applications. Goods classes 9 and 10 were specified as a pair in 11% of applications.

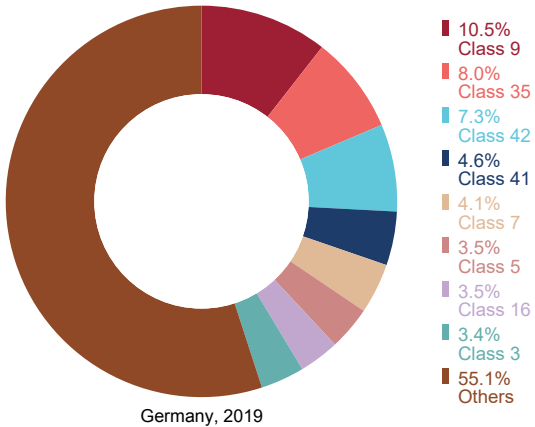
Only around 4% of all Novartis's applications specified three classes. Of these, three combinations accounted for between 10–12% of the total: services classes 41, 42 and 44; goods classes 5, 29 and 30; and classes 9, 10 and 44, a combination of two goods and one services class.

Figure 7 shows the shares of the top classes specified in applications filed by Novartis for every year

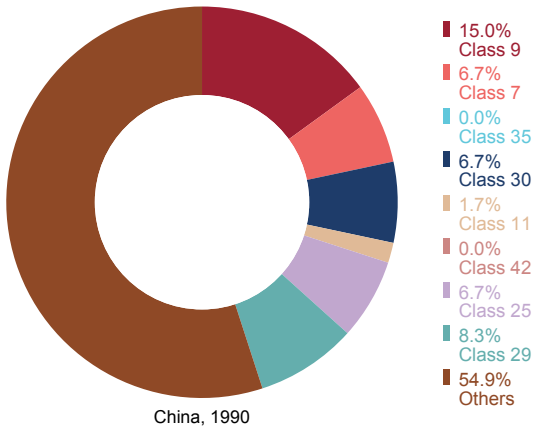
5. Top eight Nice classes specified in 2019 Madrid applications from Germany and China, 1990 and 2019



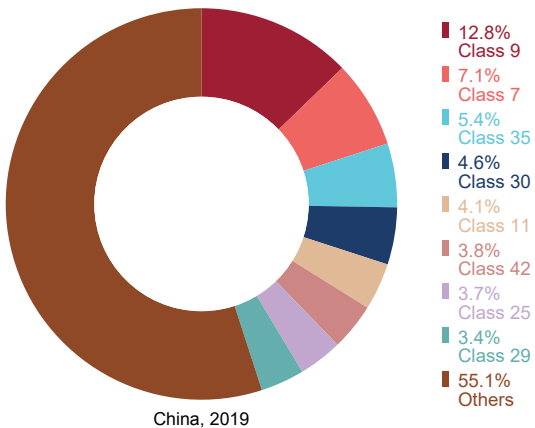
Germany, 1990



Germany, 2019



China, 1990



China, 2019

Source: WIPO Statistics Database, March 2020.

since 2009. In the applications filed in 2009, class 5 accounted for the largest share (74%) of all classes specified, followed by class 10 (13%) and class 44 (4%), for a combined share of 91%. Of the 11 years presented, seven show these same top three classes specified in applications, however with varying combined shares. In fact, their collective share as a proportion of all applications has decreased by 24 percentage points to 67% in 2019, indicating that a wider range of goods and services classes is covered by Novartis's most recent trademarks compared to previous years.

As with Novartis, class 5 is accounted the largest share by far of all classes specified in Madrid applications filed by pharmaceutical company Richter Gedeon of Hungary, except that in this case it accounts for an even larger proportion (90.5%) of all classes specified in the 1,480 applications filed by the company over the last 70 years (figure 8). All other classes together amount to less than 10% of the total, highlighting the fact that Richter Gedeon files applications pertaining to, on average, only one class.

In those few applications in which multiple classes were specified, goods class pair 1 and 5 accounted for 43.6% of all two-class applications, and a combination consisting of goods classes 1 and 5 together with services class 31 comprised 82.6% of all three-class applications.

For most years between 2009 and 2017, only class 5 was specified in applications filed by Richter Gedeon (figure 9); however, a number of other classes began to appear in applications filed in 2018 and 2019, albeit with low shares of total classes specified.

Like Richter Gedeon, the U.K.'s Glaxo Group pharmaceutical company overwhelmingly counts class 5 (86.6%) the most specified in Madrid applications (figure 10). The next four most preferred classes make up about 7% of all classes specified in the approximately 1,250 applications the company has filed since 1998. Only 32 applications specified two classes and just two applications specified three.

Differing in this from the other pharmaceutical companies presented, Glaxo Group counts goods class 32, which includes, among other things, mineral and aerated waters and other non-alcoholic beverages, syrups and other preparations for making beverages, and goods class 29, covering a number of foodstuffs, among its most preferred classes for years 2011 to 2014 (figure 11).

Belgian company Janssen Pharmaceutica is different from the other three top pharmaceutical companies

presented. Although class 5 accounts for the largest share of all classes specified in the company's 3,455 Madrid applications filed since 1947, its overall share is 40.7% compared to the 67–91% shares recorded for this class by the other top pharmaceutical companies (figure 12). Moreover, the company's shares of total classes specified are distributed across more Nice classes, such as class 10 (19.3% of all classes specified), class 3 (10.6%), which covers cleaning and toiletry preparations, and class 1 (10%), which includes, among other things, chemicals used in industry and science. However, each year since 2014, class 5 has come to account for between 70% and 96% of all classes specified in applications filed by Janssen Pharmaceutica, showing a trend towards less variety in the Nice classes covered in its applications (figure 13).

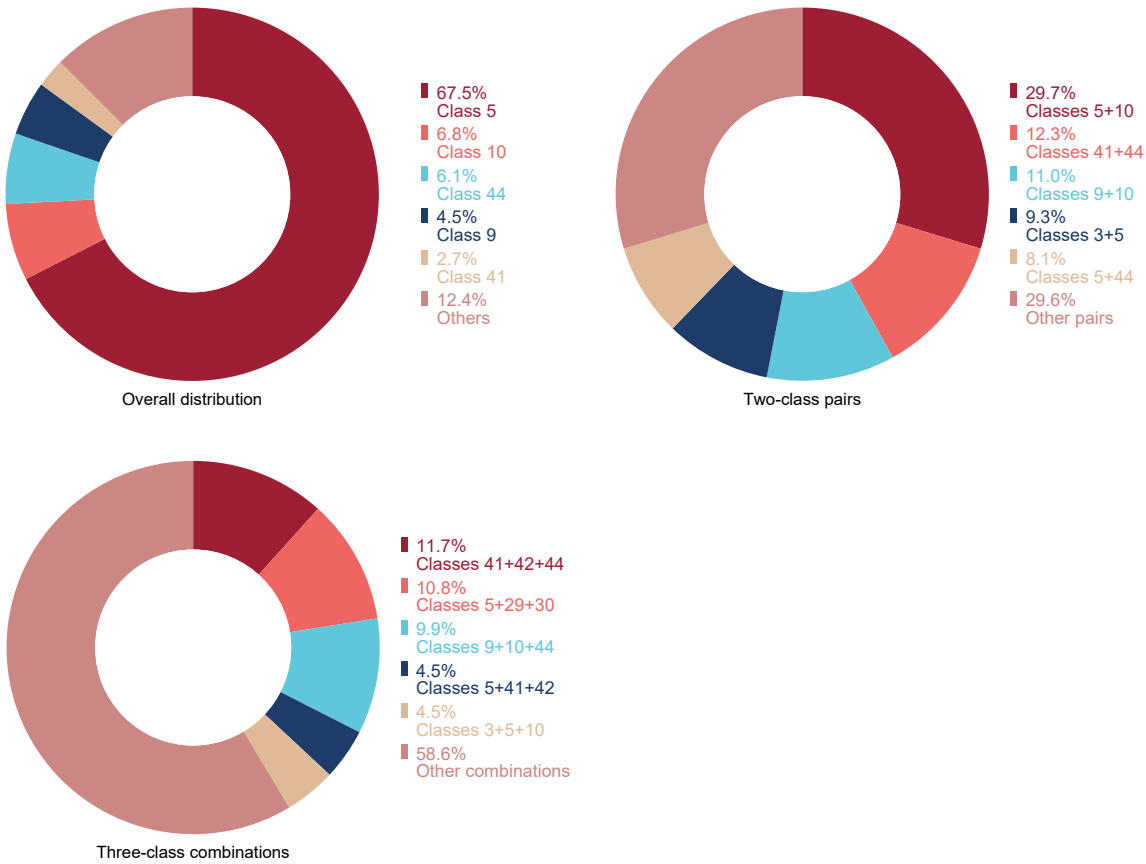
Even though Janssen Pharmaceutica has specified an average of 1.6 classes per application filed, it has a larger number of two-class (15%) and three-class applications (19%) in total applications than its pharmaceutical counterparts. In the company's two-class applications, goods class pairs 3 and 5, 1 and 5, and 5 and 10 accounted for the largest shares of between 20% and 30% each. Of the three-class applications, the combination of goods classes 1, 3 and 5 accounted for the largest proportion (29.4%).

Madrid applicants from the technology sector

This section focuses on a selection of top Madrid applicants from the technology sector, based in China, the Republic of Korea and the U.S. Beginning with Apple of the U.S., this technology company has filed around 760 Madrid applications since 2004 (the U.S. joined the Madrid System in November of 2003). There were approximately 1,025 classes specified, averaging 1.3 class per application. The maximum number of classes specified in a single application is five, but 80% of the applications Apple filed between 2004 and 2019 specified only one.

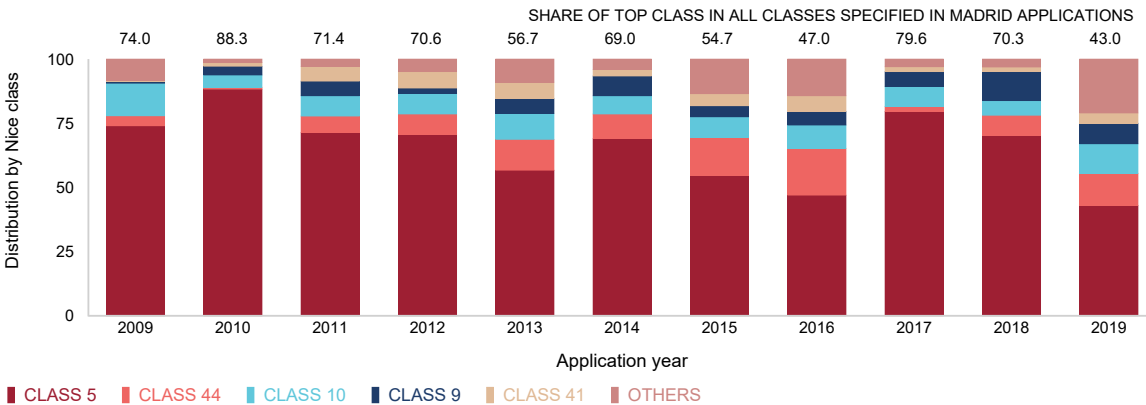
Class 9, which includes computer hardware, electronic devices and software, among other things, accounts for the largest proportion of all the classes Apple has specified in applications, corresponding to just over half (52.6%) (figure 14). This goods class is followed in share size by services classes 42 (11.5%) and 41 (8%). Of the top 10 classes specified, seven refer to services classes, which combined account for over a third (36%) of all classes specified. This shows the extent to which Apple protects its brand across different services. As Apple continues to specify more services, goods class 9 as a proportion of total classes specified in

6. Top classes and combinations of classes specified in all Madrid applications filed by Novartis



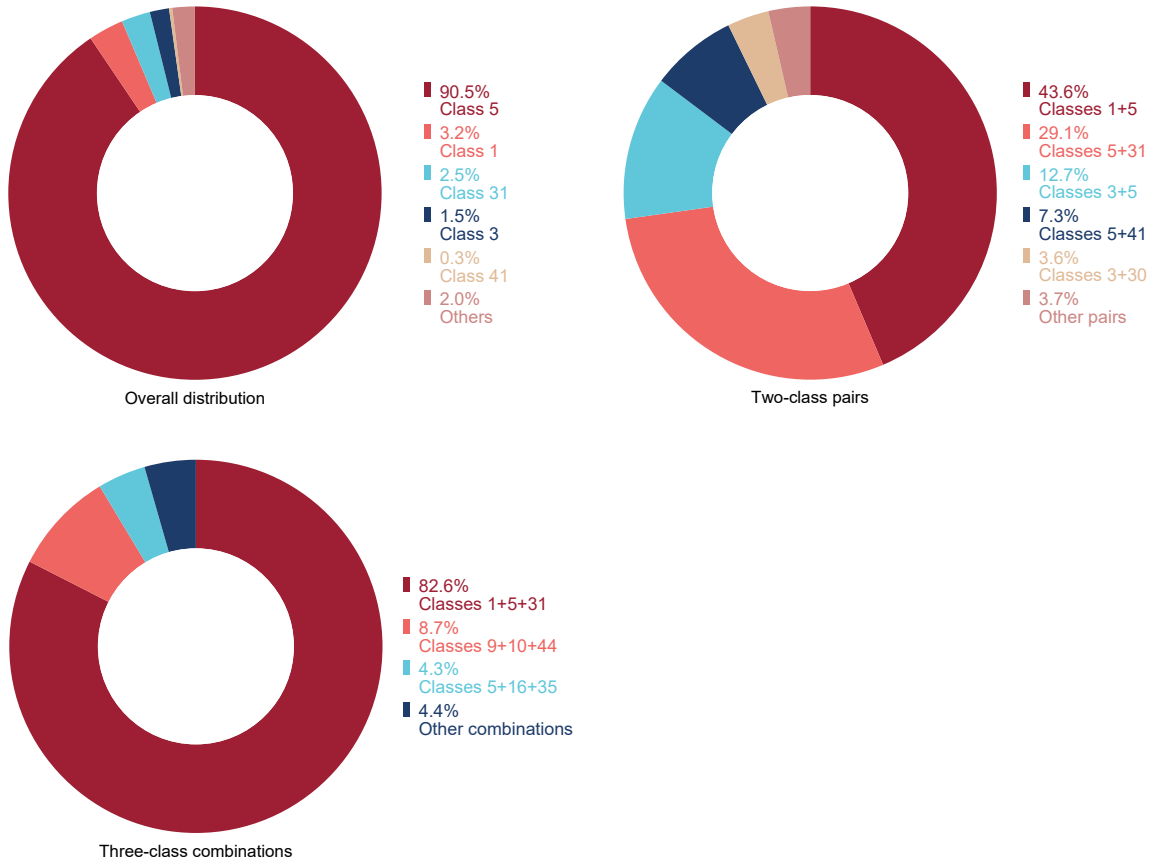
Source: WIPO Statistics Database, March 2020.

7. Top classes specified in Madrid applications filed by Novartis, 2009–2019



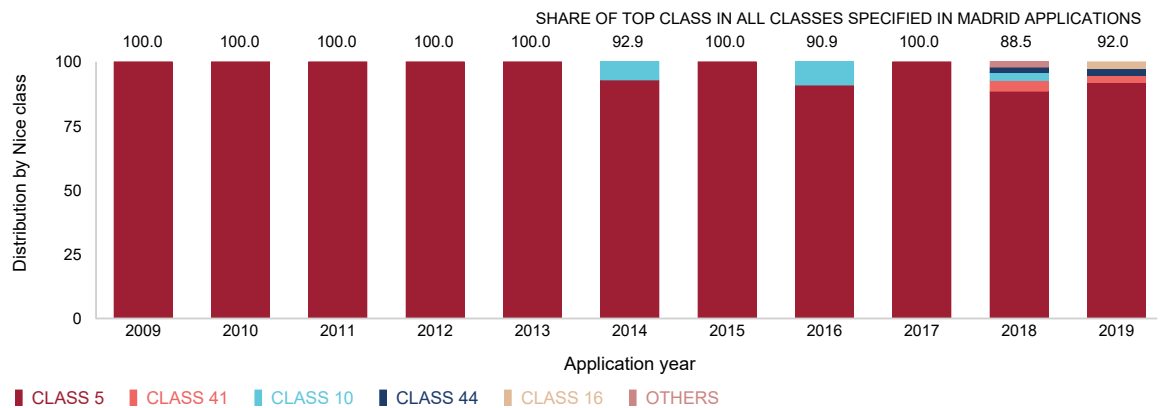
Source: WIPO Statistics Database, March 2020.

8. Top classes and combinations of classes specified in all Madrid applications filed by Richter Gedeon



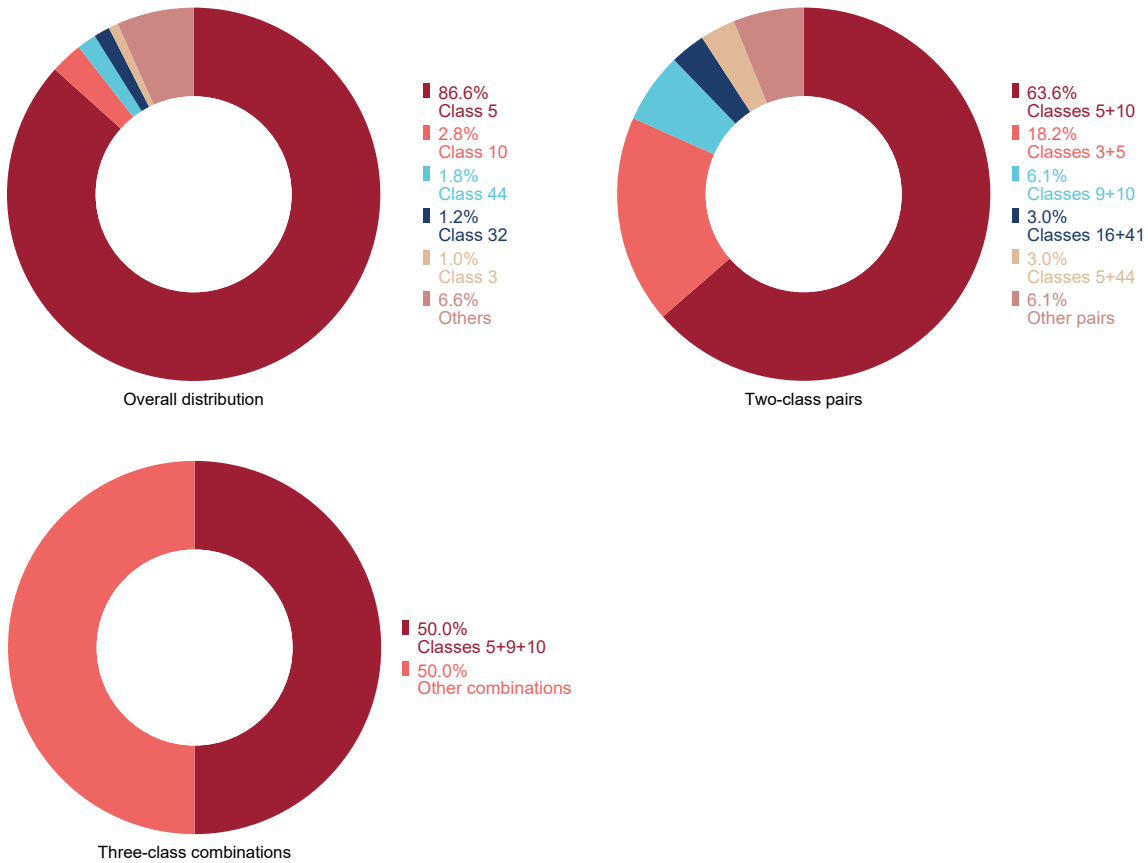
Source: WIPO Statistics Database, March 2020.

9. Top classes specified in Madrid applications filed by Richter Gedeon, 2009–2019



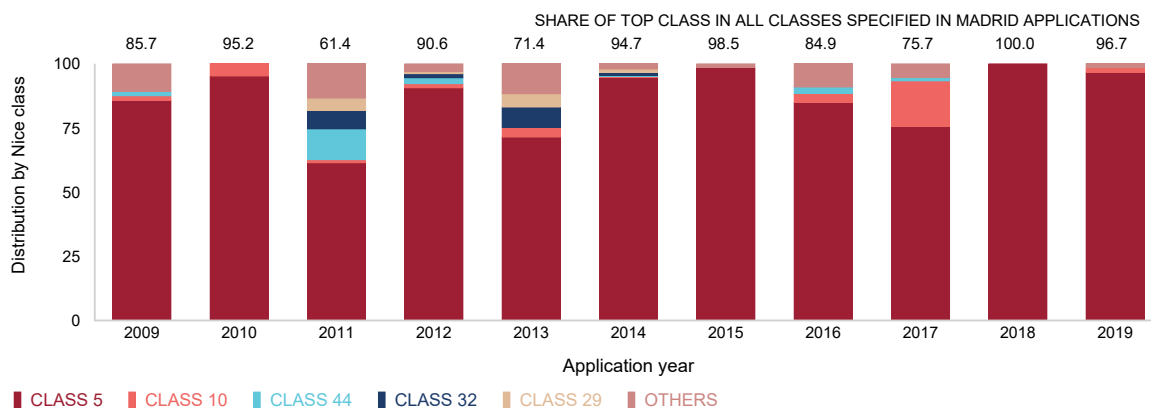
Source: WIPO Statistics Database, March 2020.

10. Top classes and combinations of classes specified in all Madrid applications filed by Glaxo Group



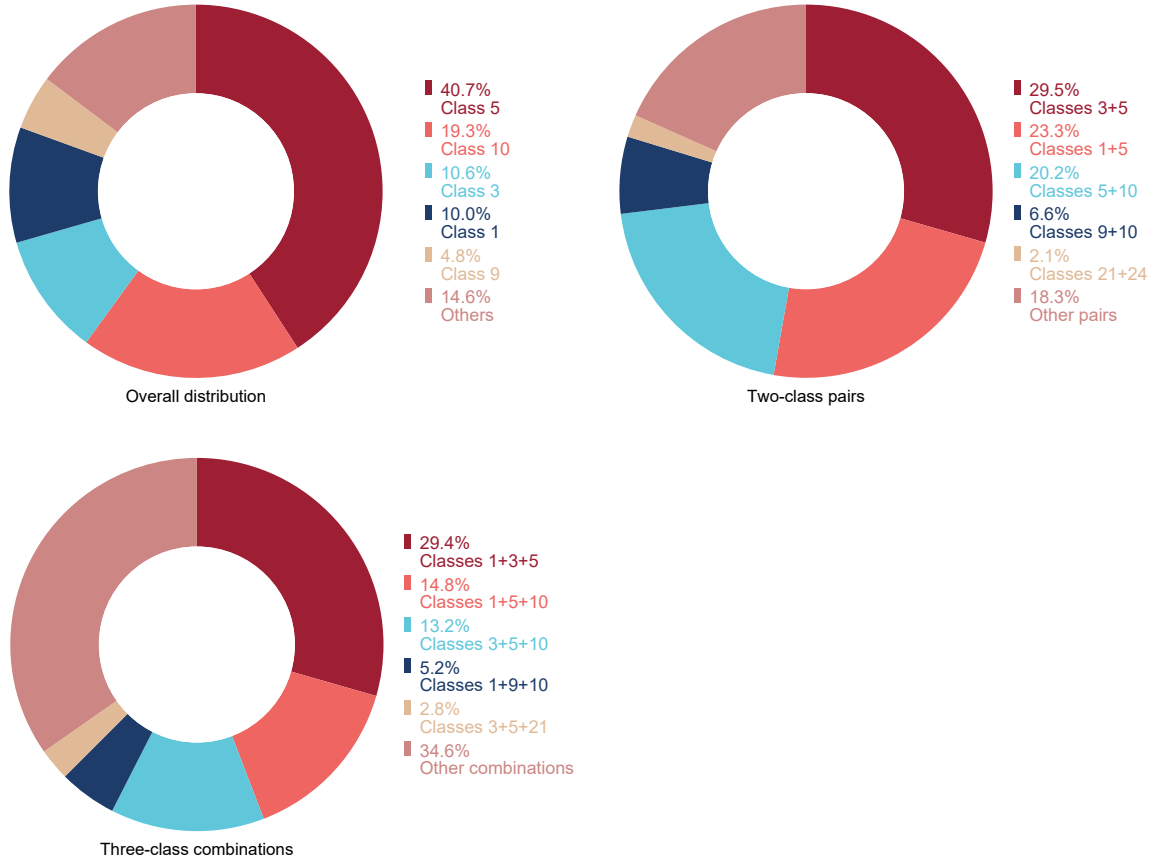
Source: WIPO Statistics Database, March 2020.

11. Top classes specified in Madrid applications filed by Glaxo Group, 2009–2019



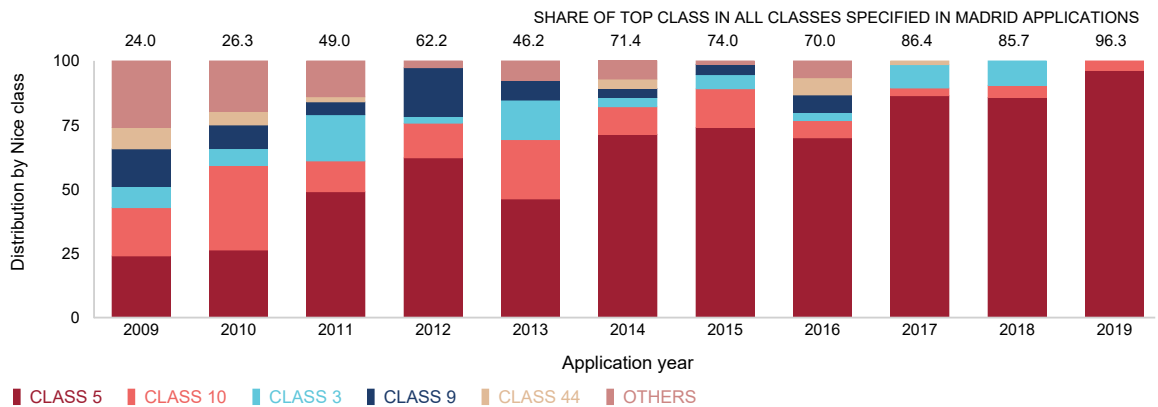
Source: WIPO Statistics Database, March 2020.

12. Top classes and combinations of classes specified in all Madrid applications filed by Janssen Pharmaceutica



Source: WIPO Statistics Database, March 2020.

13. Top classes specified in Madrid applications filed by Janssen Pharmaceutica, 2009–2019



Source: WIPO Statistics Database, March 2020.

applications has fallen from a peak of 87.1% in 2012 down to 42.1% in 2019 (figure 15).

In the 11% of total applications in which Apple specified two classes, class pair 9 and 42 occurred in a fifth. These two classes correspond to the two most specified classes in all of Apple's applications combined. Services class pairs 38 and 41, and 35 and 41 were specified in 9.5–10.7% of two-class applications.

Only about 5% of Apple's applications specified three classes, thereby underlining the fact that Apple's trademarks, on average, are specific to protecting goods and services covered by only a small number of classes.

Another technology company, Microsoft – also of the U.S. – has filed around 500 Madrid applications since 2004, in which it specified approximately 1,060 classes with an average 2.1 classes specified per application, which is higher than Apple's 1.3. Like Apple, Microsoft's most specified classes are goods class 9 (40% of all classes) and services classes 42 (22.3%) and 41 (11.6%), though the shares for these differ from Apple's (figure 16). Microsoft has specified these three classes most often in applications filed between 2009 and 2019, except in 2010, when class 35 counted among its top three classes (figure 17). Six of Microsoft's 10 most preferred classes for seeking trademark protection refer to services, amounting to just over half (50.4%) of all classes specified in applications filed.

A third of all Microsoft's Madrid applications specified two classes. In these two-class applications, class pair 9 and 42 was specified in 61%, followed by class pair 9 and 41 (23.8%). In about 12% of the company's applications in which three classes were specified, class combinations 9, 41 and 42 (28.3%) and 9, 38 and 42 (23.3%) occurred most frequently together.

Samsung Electronics, based in the Republic of Korea, has filed about 415 Madrid applications since 2003, the year the country became a Madrid member. These applications specified 585 classes, averaging 1.4 classes per application. Class 9 accounted for 62.6% of the classes specified in all applications, by far the largest share of all Nice goods and services (figure 18). The next highest shares were held by, in order of magnitude, classes 42, 7, 11, 41 and 38, ranging from only 3.6% up to 7.7%, and covering a wide array of goods and services, for example, machines, refrigerators, driers, telecommunications services, and services provided by computer specialists, to name but a few. This is a reflection of Samsung Electronics's diversity as a company that produces, among other things, mobile phones, televisions, batteries, semiconductors and home appliances.

About 17% of Samsung's applications specified two classes. The most specified pair was goods class 9 and services class 42 with 31.9%. This is the same class pair specified most often in two-class applications filed by both Apple and Microsoft, and, as shown later, Huawei. With regard to three-class applications, class combinations 9, 38 and 42; 7, 9 and 11; and 9, 10 and 14 occur in equal shares of 18.8%.

Huawei of China has filed around 360 Madrid applications since 2005, specifying approximately 670 classes. This corresponds to an average of 1.9 classes specified per application filed. Goods class 9 represents just over half (51.2%) of all classes specified, followed by services classes 42 (15.2%), 35 (5.8%), 38 (5.6%) and 41 (4.8%) (figure 20). Together, these four services classes account for almost a third (31.4%) of classes specified in all of Huawei's applications.

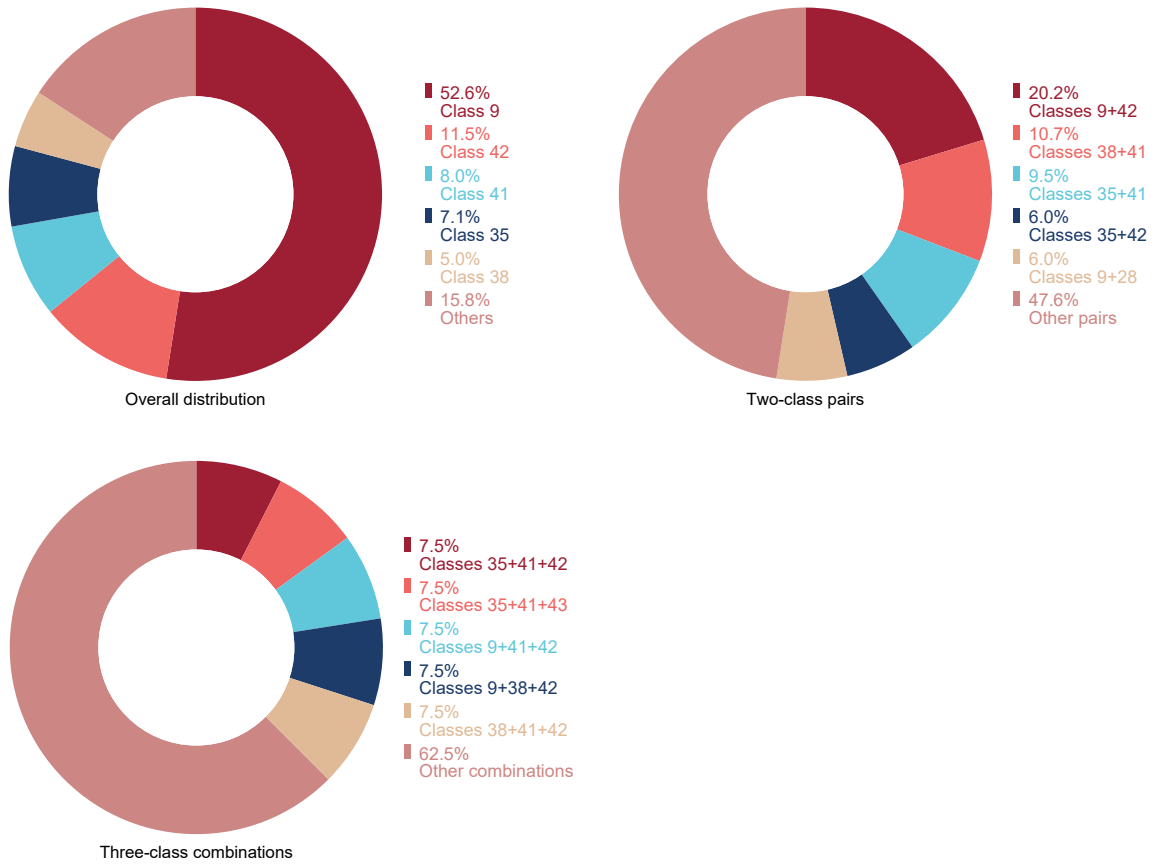
About a fifth of Huawei's total applications specified two classes and of these, class pair 9 and 42 accounted for 77%. However, only 6% of the company's applications contained three classes and among these, class combination 9, 38 and 42 made up a third (33.3%).

Although goods class 9 has consistently accounted for the largest proportion of classes specified in Huawei's applications, like for Apple, this has decreased from about 79% in 2017 to approximately 35% in 2019 (figure 21), indicative of a diversification in the goods and services covered by Huawei's marks in recent years.

Madrid applicants from the automotive industry

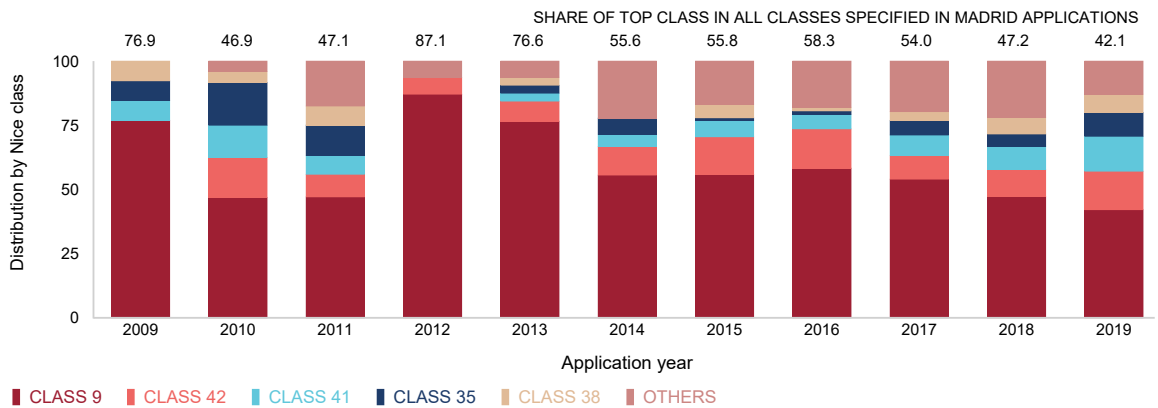
Focusing on several top Madrid applicants selected from the automotive industry, three from Germany and one from the Republic of Korea, it is instructive to survey the composition of goods and services covered by their respective trademarks. Starting with Volkswagen of Germany, one of the largest automakers by sales worldwide, it has filed about 800 Madrid applications covering approximately 3,900 goods and services classes. The high number of classes specified relative to applications has resulted in a high average of 4.9 classes per application filed. It is hardly surprising that goods class 12, which relates to vehicles, is the most specified class in Volkswagen's applications; however, its relatively modest 17.8% share of total classes specified does not display the same dominance by a single class in applications as found for companies operating in the pharmaceutical and technology industries (figure 22). Rather, Volkswagen has a wider distribution of shares across a number of Nice classes, such as services class 37 (13.6%), which includes repair and installation services, goods class 28 (10.8%) that covers,

14. Top classes and combinations of classes specified in all Madrid applications filed by Apple



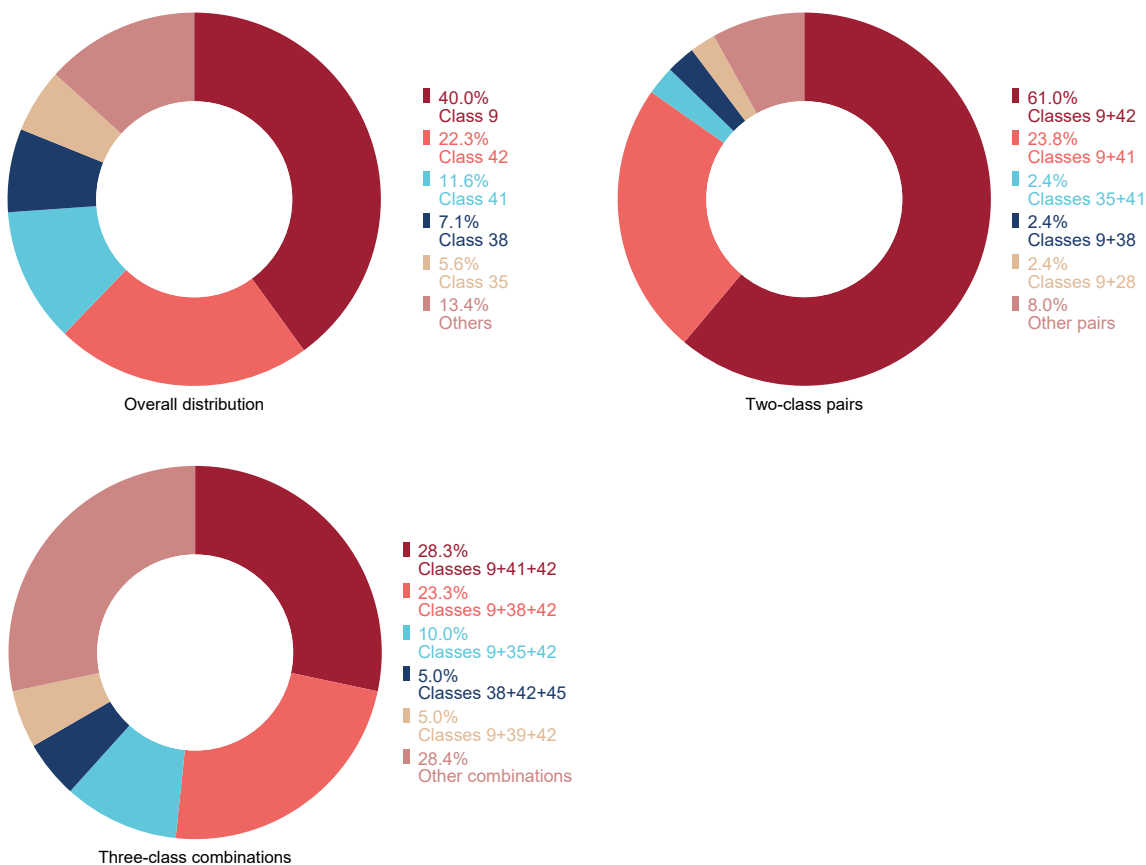
Source: WIPO Statistics Database, March 2020.

15. Top classes specified in Madrid applications filed by Apple, 2009–2019



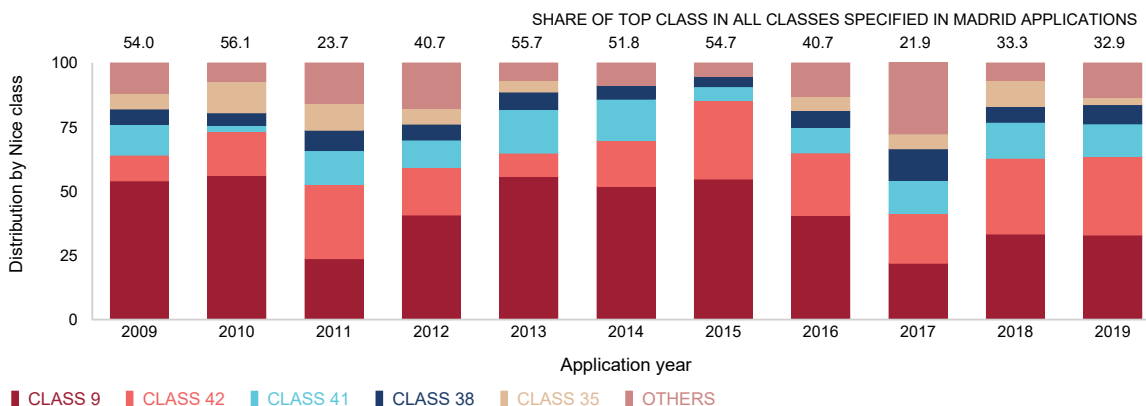
Source: WIPO Statistics Database, March 2020.

16. Top classes and combinations of classes specified in all Madrid applications filed by Microsoft



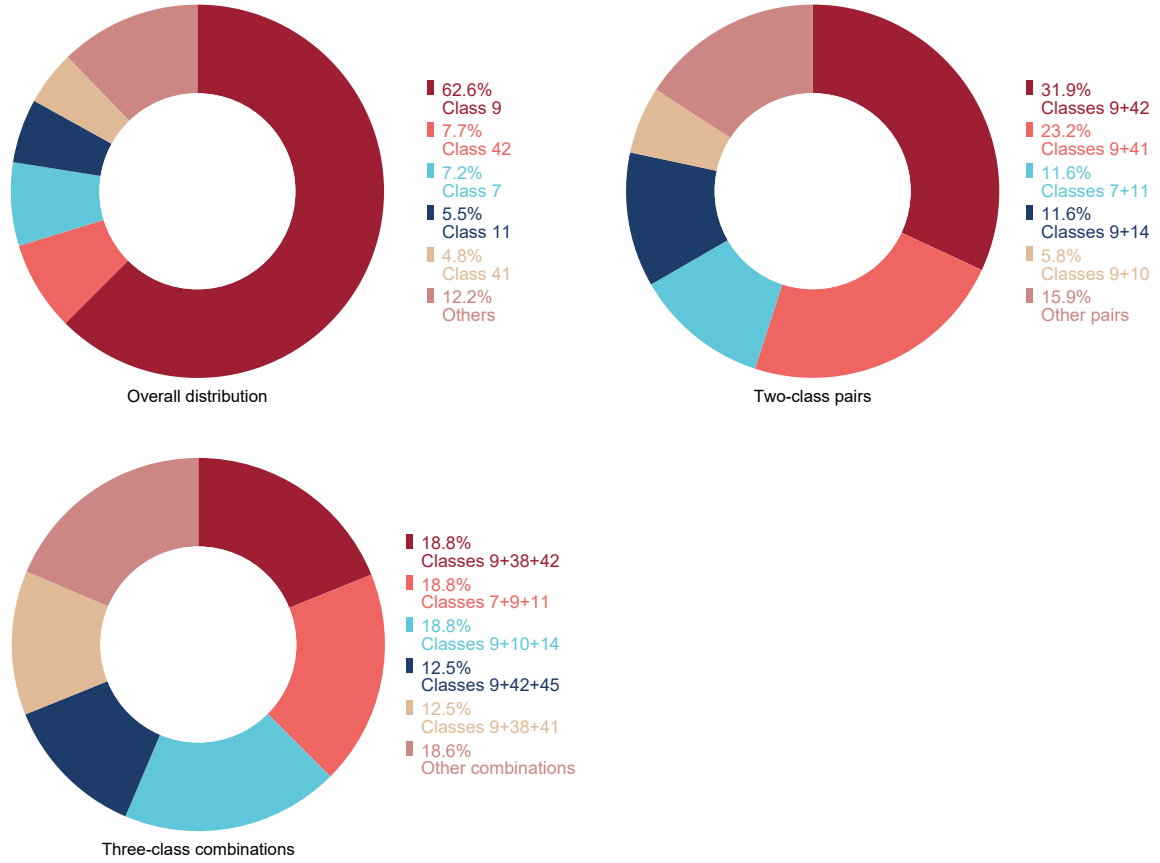
Source: WIPO Statistics Database, March 2020.

17. Top classes specified in Madrid applications filed by Microsoft, 2009–2019



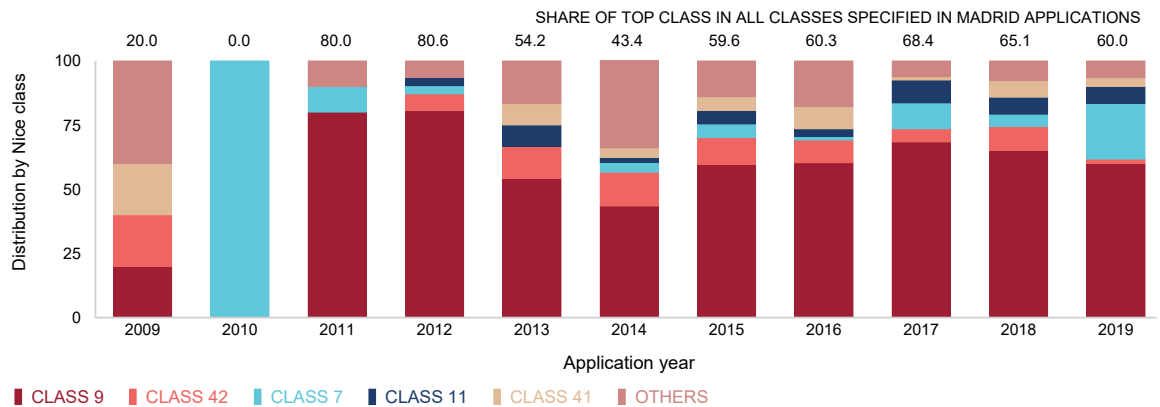
Source: WIPO Statistics Database, March 2020.

18. Top classes and combinations of classes specified in all Madrid applications filed by Samsung Electronics



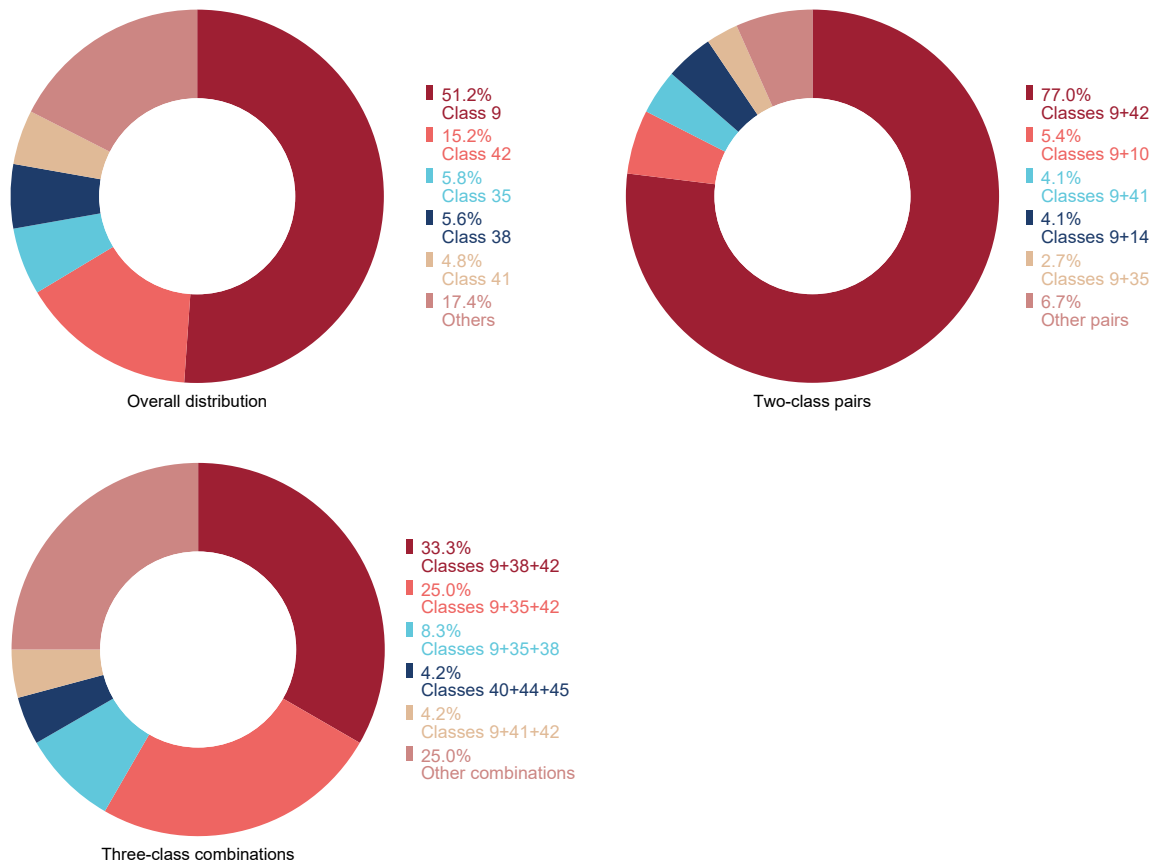
Source: WIPO Statistics Database, March 2020.

19. Top classes specified in Madrid applications filed by Samsung Electronics, 2009–2019



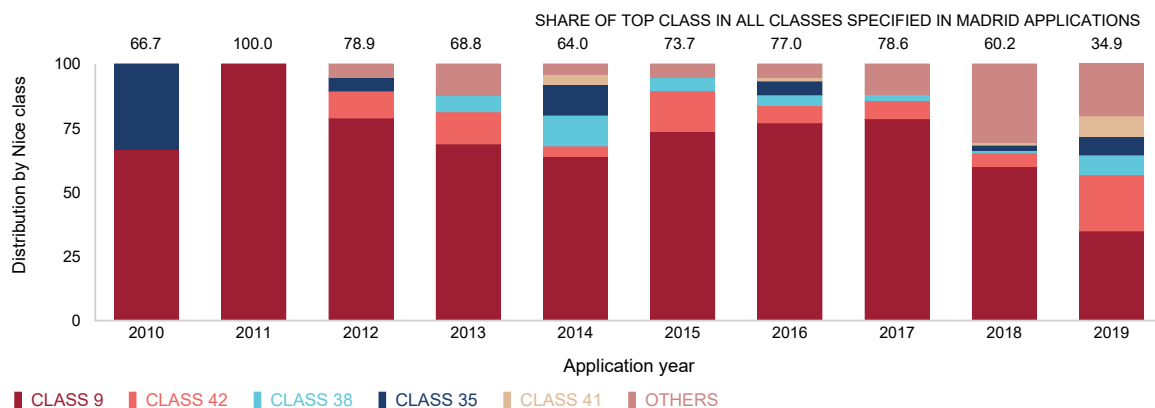
Source: WIPO Statistics Database, March 2020.

20. Top classes and combinations of classes specified in all Madrid applications filed by Huawei Technologies



Source: WIPO Statistics Database, March 2020.

21. Top classes specified in Madrid applications filed by Huawei Technologies, 2010–2019



Note: Huawei did not file any Madrid applications in 2009.

Source: WIPO Statistics Database, March 2020.

among other items, sporting articles, class 35 (9.6%), which covers services such as office functions, advertising and business management, and class 9 (6.2%), relating, in part, to computer hardware and software.

Given its high average number of classes per application, Volkswagen filed few applications specifying only two classes. However, applications containing exactly three classes made up 28% of all applications filed. In these three-class applications, class combination 12, 28 and 37 accounted for 37.2% of the total. These three classes represent the top three classes into which Volkswagen's trademarks fall, as well as a selection of a diverse group of goods and services.

Although class 28 is the third most specified in all applications filed over all years combined, services class 35 has ranked second or third every year since 2010, except in 2014 (figure 23).

BMW (Bayerische Motoren Werke), another German motor vehicle manufacturer, producing both cars and motorcycles, has over the decades filed around 1,000 applications covering almost 2,900 classes, averaging a class count of 2.9 per application. Compared to Volkswagen, BMW has an even higher share associated with class 12, accounting for over a quarter (26.2%) of all classes specified in applications (figure 24). Like Volkswagen, class 28 (15.7%), which indicates the branding of sporting articles, is one of BMW's most preferred classes; ranking second for BMW rather than third as it does for Volkswagen. Class 9 (6.7%) is the third most specified class in the company's applications. Interestingly, it is followed by class 16 (5.6%), which includes paper goods and office requisites, adding variety to the scope of protection sought by BMW's trademarks.

BMW's two-class applications represent 41% of all applications filed. The top two classes specified in all applications combined are 12 and 28 and they are also the most specified class pair, accounting for (69.3%) of all two-class applications filed.

About a fifth of BMW's total applications specified exactly three classes. The most frequently occurring combination consists of classes 12, 16 and 28, accounting for 43.4% of all three-class applications filed, followed by class combination 12, 25 and 28 (16.8%), which includes clothing covered by class 25. And yet, when we look at the shares of top classes specified in applications filed in the decade from 2009 to 2019, class 25 does not appear (figure 25). Services class 35 is the fifth most specified class in all of BMW's applications combined and appeared among the top three classes in 2012, 2013 and 2015, and again in 2019.

Hyundai motor company of the Republic of Korea has filed around 180 Madrid applications since its home country joined the Madrid System in 2003. Around 265 classes have been specified, averaging 1.5 classes per application. Class 12 relating to vehicles accounted for the largest proportion (43.7%) of all classes specified in applications. This is much larger than for either Volkswagen or BMW, which suggests that Hyundai has focused more on protecting its brand as it relates to the vehicles it produces and less on the other goods it makes and the services it provides (figure 26). Class 12 is followed by classes 9 (6.5%) and 28 (5.3%), which account for much smaller shares of all classes specified in applications by comparison. Given Hyundai's low average class count, as expected, very few of its applications were two-class (6%) and three-class (15%) ones.

Class 7, which includes machines, machine tools, motors and engines, accounts for a relatively small proportion (2.7%) of all classes specified by Hyundai in applications; nonetheless, its pairing with class 12 is one of the most common pairings in all two-class applications filed.

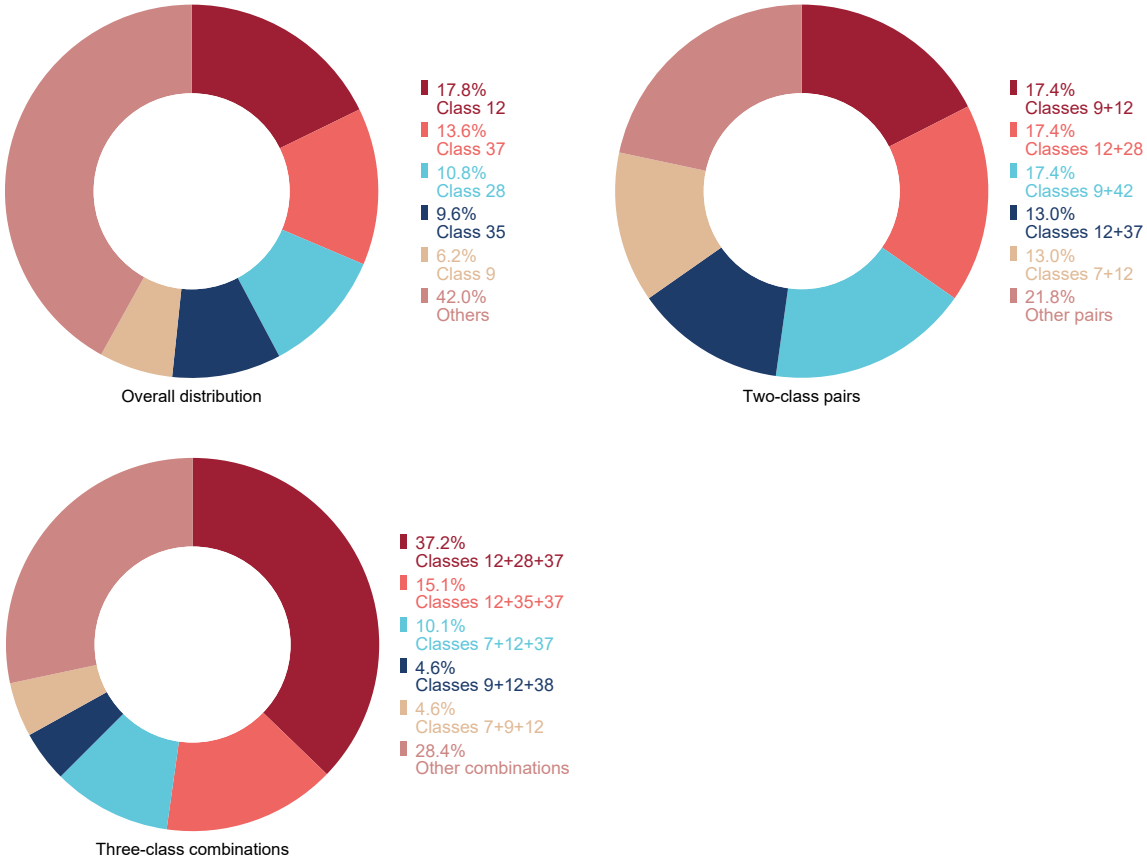
For five of the ten years spanning 2010 to 2019, class 12 accounted for half or more of all classes specified in Hyundai's applications, and in 2019 this company's applications were exclusively related to class 12 (figure 27).

Daimler, another automotive corporation from Germany, has filed approximately 700 applications covering about 1,980 classes, with an average class count of 2.8 per application. As with the other automakers presented, class 12 accounted for the largest proportion (30%) of all classes specified in Daimler's total applications (figure 28). Goods class 12 is followed by 9 (6.6%), 28 (4.1%) and services class 35 (3.6%). It is noteworthy that all four vehicle manufacturers count goods class 28, which includes sporting articles, among the three most preferred classes covered by their trademarks.

Almost 17% of Daimler's trademarks specified two classes. The most specified pair consisted of classes 12 and 28, accounting for a large proportion (43.5%) of the two class pairs in these applications. Only 6% of Daimler's applications specified exactly three classes. In these three-class applications, a services class combination consisting of classes 35, 41 and 42 comprised the largest proportion (10.3%).

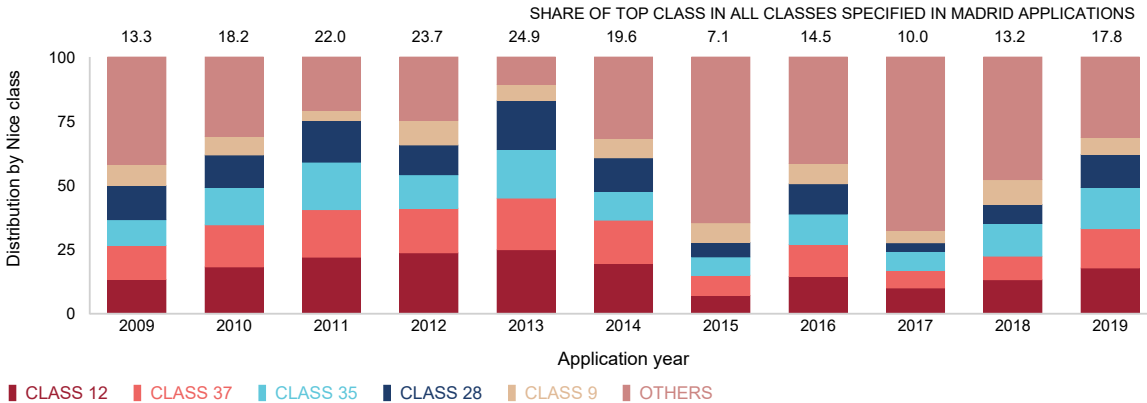
The top three classes specified in applications filed by Daimler in 2019 had a combined share of around 38%, which is much smaller than in many previous years when they accounted for 50–80% of all classes specified in applications (figure 29).

22. Top classes and combinations of classes specified in all Madrid applications filed by Volkswagen



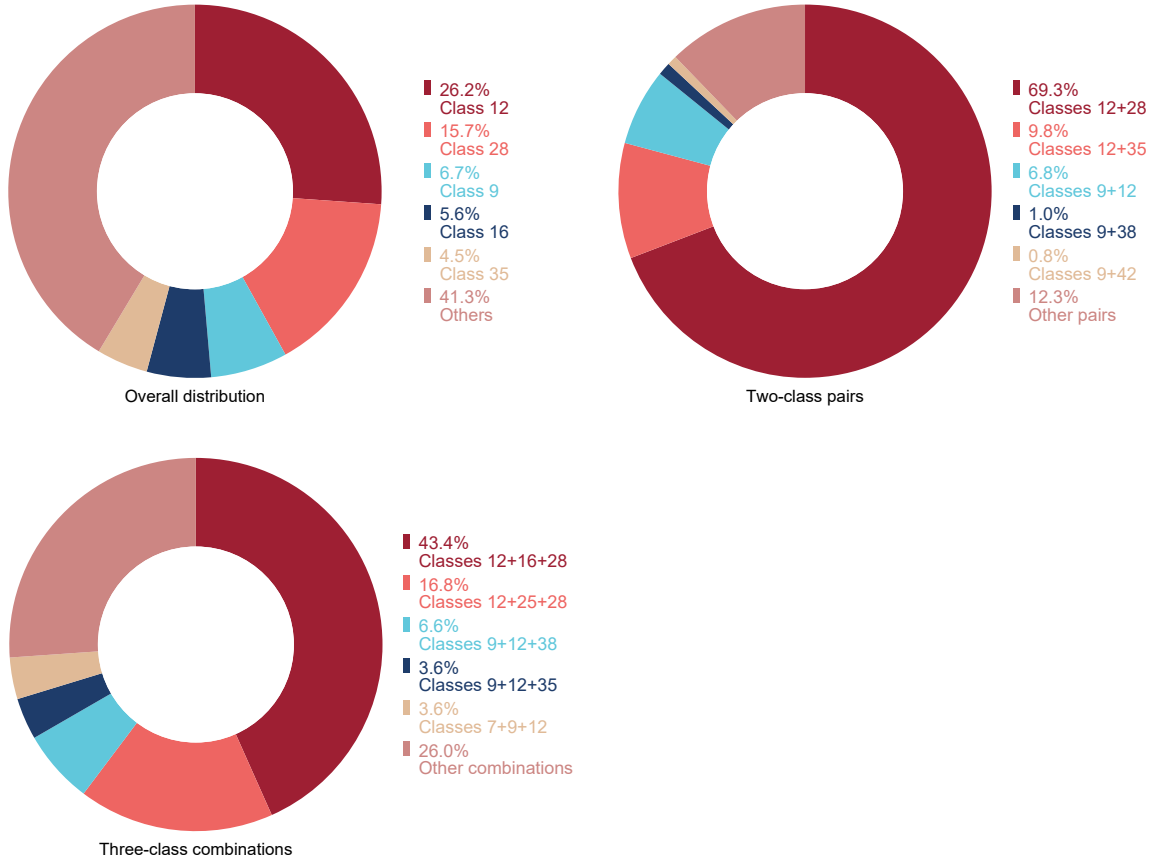
Source: WIPO Statistics Database, March 2020.

23. Top classes specified in Madrid applications filed by Volkswagen, 2009–2019



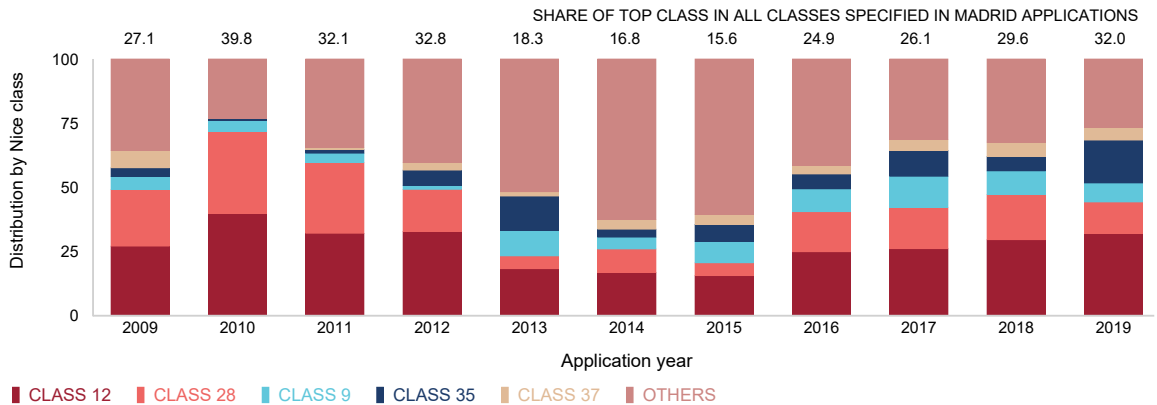
Source: WIPO Statistics Database, March 2020.

24. Top classes and combinations of classes specified in all Madrid applications filed by BMW



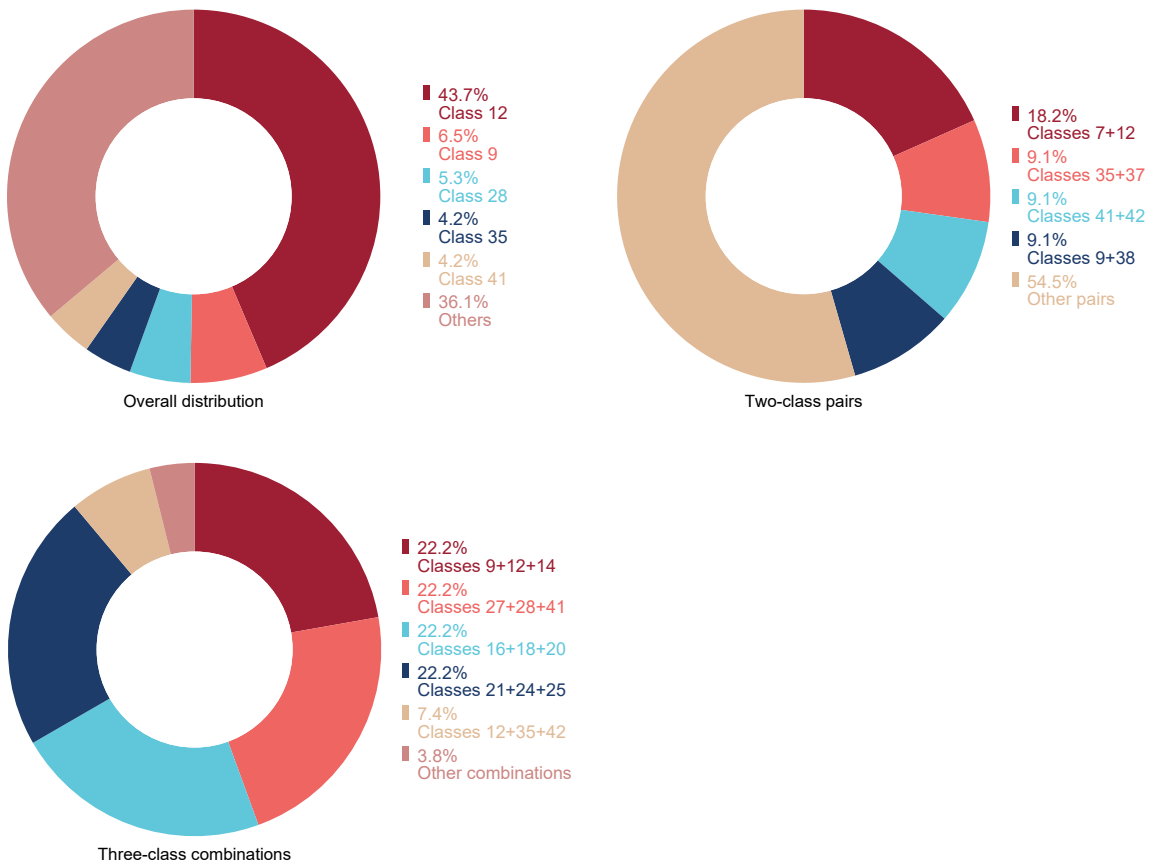
Source: WIPO Statistics Database, March 2020.

25. Top classes specified in Madrid applications filed by BMW, 2009–2019



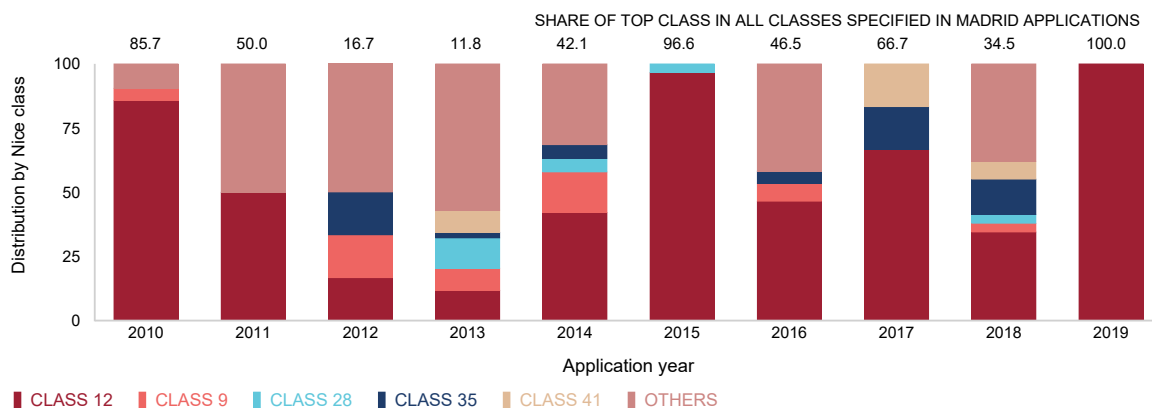
Source: WIPO Statistics Database, March 2020.

26. Top classes and combinations of classes specified in all Madrid applications filed by Hyundai Motor Company



Source: WIPO Statistics Database, March 2020.

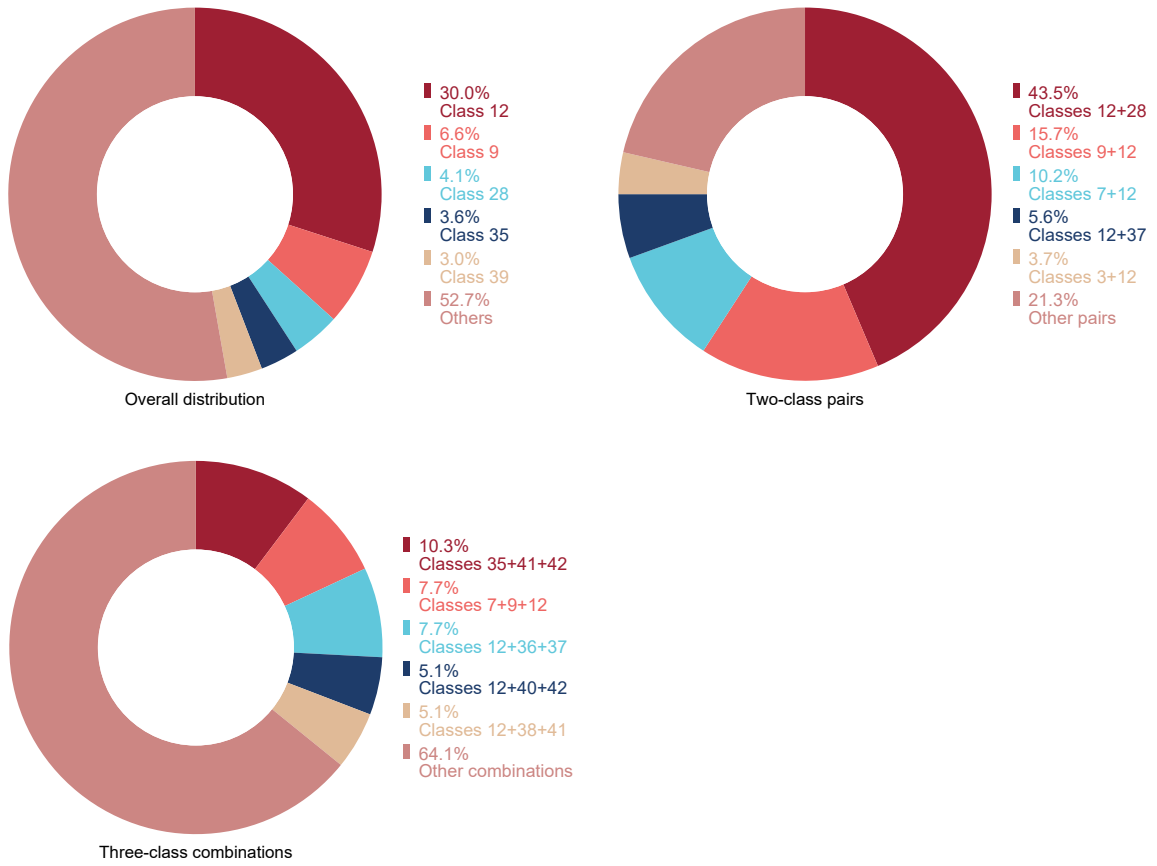
27. Top classes specified in Madrid applications filed by Hyundai Motor Company, 2010–2019



Note: Hyundai Motor Company did not file any Madrid applications in 2009.

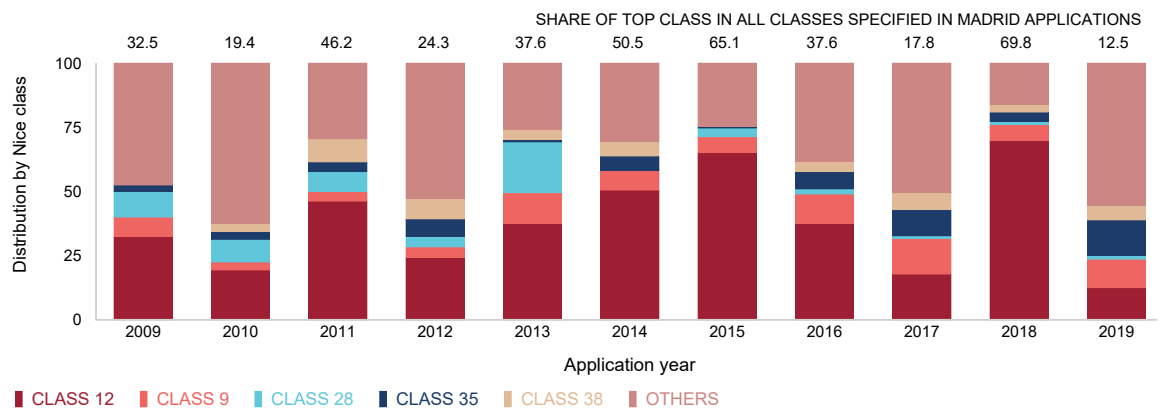
Source: WIPO Statistics Database, March 2020.

28. Top classes and combinations of classes specified in all Madrid applications filed by Daimler



Source: WIPO Statistics Database, March 2020.

29. Top classes specified in Madrid applications filed by Daimler, 2009–2019



Source: WIPO Statistics Database, March 2020.

Conclusion

The average number of Nice classes specified in a Madrid application has remained largely unchanged from three decades ago, rising only slightly from 2.3 in 1990 to 2.5 in 2019. This shows that the majority of trademark holders have sought brand protection for marketing goods and services that generally fall into no more than two to three classes. This has remained relatively constant, even as the volume of Madrid applications filed has almost quadrupled over the period and membership to the Madrid System grown from just under 30 members in 1990 to over 100 in 2019.

For applicants from some countries, the average number of classes specified in their applications has trended upward over time, but for many by no more than one additional class. For others, the average has remained largely unchanged or even decreased.

Some Nice class headings are very broad and contain a list of many different goods or services belonging to the same class. The low average number of classes specified per application masks the fact that the number of words a trademark holder indicates per Nice class has grown over time. In fact, the average number of words indicated by applicants in their Madrid applications has more than tripled, from around 76 in 1999 to almost 237 in 2019. This demonstrates that companies, most of which specify only a small selection of classes in their applications, have been indicating increasingly more goods or services within each Nice class. This could be due to several factors. These include trademark holders wanting to broaden or, in some cases, even narrow the scope of protection for their marks; IP offices requiring applicants to be more specific with regard to the goods and services to be protected by a mark; and some Nice classes being vaguer than others, thereby necessitating a more detailed list of words.

Since 1990, demand for trademark protection for goods covered by class 9 has exceeded that for the goods and services covered by any other Nice class. As only one of a total 45 Nice classes, class 9 now accounts for a tenth of all classes specified in Madrid applications. This reflects the importance that many companies operating in numerous industries place on protecting their brands as they relate to computer hardware, software and electronic devices.

Services class 35, covering services such as office functions, advertising and business management, has shown the largest increase over time in how frequently it is specified in Madrid applications. Back in 1990, it was the 10th most specified class in applications filed, but by 2019 it had become the second most speci-

fied class, accounting for 8.3% of all classes specified in applications. Other services classes have also seen their shares increase considerably, reflecting the growth in the global services industry over the last three decades.

Whereas some Nice goods and services classes have seen their shares of total classes specified in applications grow, others have declined. For example, the overall share of goods class 5, which covers pharmaceuticals and other preparations for medical purposes, has fallen by 2.1 percentage points since 1990. However, this is not to suggest that there are fewer applications being filed by companies from the pharmaceutical industry; rather, the composition of companies from many different industries has become more diverse over time and the same applies to the classes in which they seek protection when using the Madrid System.

The selection of top Madrid applicants active in the pharmaceutical, technology and automotive industries highlights the similarities and disparities between companies operating in different sectors and also within the same sector with regard to the Nice classes specified in their Madrid applications. The classes and class combinations that account for the highest shares specified in their applications, together with how the composition of their most preferred classes has changed over the last decade, help show how each company has used the Nice Classification to protect their brands internationally via the Madrid System.

Section A

Statistics on Madrid international applications

Highlights

International trademark applications filed via the Madrid System reached 64,400 in 2019, marking a 10th year of uninterrupted growth

Applicants filed an estimated 64,400 international trademark applications under the World Intellectual Property Organization (WIPO)-administered Madrid System in 2019 (figure A1). This is an increase of almost 3,500 on the previous year, resulting in annual growth of 5.7% and marking a 10th year of uninterrupted expansion. Strong growth in Madrid applications from the United States of America (U.S.) was the main driver. The rise in filings (+1,261) from applicants based in the U.S. alone accounted for over a third (37 percentage points) of the overall rise in Madrid applications filed worldwide. Increases in Madrid applications from Switzerland (+344) and Turkey (+543) also contributed substantially to overall growth by 10 and 16 percentage points each.

The Madrid System further expanded its global coverage by welcoming new members Brazil, Canada and Malaysia

Brazil, Canada and Malaysia joined the Madrid System in 2019, bringing the total number of members to 106 as of December 31, 2019. The addition of Malaysia brought to 32 the number of Asian countries covered by the System. In addition, new members Brazil and Canada represent an important expansion of the System in both Latin America and the Caribbean (LAC) and North America. Their membership now facilitates the use of the Madrid System by trademark holders located in these two countries, as well as by holders from abroad who are now able to extend protection for their marks to these two new Madrid member countries via international registrations. With these three accessions, the Madrid System now offers trademark holders the ability to obtain protection for their branded products and services within a geographical area covering 122 countries. Combined, Madrid members represent 63% of all countries worldwide, home to approximately 80% of the world's population, and in which about 87% of global GDP occurs, with the potential to increase these shares as membership continues to grow.²

Worldwide, where were the largest users of the Madrid System from in 2019?

Recording double-digit growth for the second year in a row, applicants based in the U.S. continued to top the list of origins with the greatest number of international applications filed via the Madrid System. A strong year-on-year growth of 14.3% resulted from the estimated 10,087 Madrid applications filed by U.S.-based applicants in 2019. This was followed by applications from Germany (7,700), China (6,339), France (4,437) and Switzerland (3,729) (figure A6). As mentioned above, applicants located in the U.S. filed 1,261 more Madrid applications in 2019 than in 2018. For comparison, applicants in Germany filed only 156 more than in the previous year and for China the increase was 71. As for applicants based in France, they filed 83 fewer applications than the year before.

² Complete World Bank GDP and population data are available only up to 2018.

Combined, the top 10 origins of Madrid applications accounted for about 71% of the total filed in 2019, a share that has remained more or less unchanged for over a decade. The first top nine origins and their ranking in 2019 remained the same as for the previous year. However, Turkey's high growth boosted it from 11th top origin in 2018 to move ahead of the Russian Federation and become the 10th top origin in 2019. In 2019, applicants based in Madrid member countries located on the European continent continued to file the majority (54.4%) of all Madrid applications; however, this is about 21 percentage points less than their combined share a decade previously in 2009. Whereas over half of all Madrid applications originated in Europe in 2019, almost a quarter (24%) came from Asia, which is almost double what it was only 10 years before (12.2%) (figure A5).

In addition to the notable growth recorded by the U.S., among the top 20 origins, New Zealand (+16.7%), the Russian Federation (+15.6%), Singapore (+11.5%), Switzerland (+10.2%) and Turkey (+37.8%) also recorded strong year-on-year growth exceeding 10%. This is in contrast to declines in applications of one percent or more from several origins, including Austria (-1%), Denmark (-4.6%), France (-1.8%) and Japan (-1.1%). Among the top origins of Madrid applications, Italy recorded the largest drop of 16% from 2018 to 2019.

China, the Russian Federation (1,712) and Turkey (1,980) are three middle-income countries to be among the top 20 origins (figure A6).

Not only did U.S. applicants file the most Madrid applications in 2019, they also made the most designations (69,619) in their Madrid applications in order to expand the geographical scope of the protection for their marks. Despite a one-year decline of 21.9%, applicants in China, which ranked third according to applications filed by origin, made considerably more designations (58,866) in their applications than did those from Germany (43,418), and therefore ranked second in terms of designations made (figure A12). China's higher number of total designations relative to Madrid applications filed can be explained by the fact that applicants based in China designated, on average, about 11 Madrid members in each application filed in 2019 (figure A13). This is almost double the average of approximately six designated by applicants located in Germany. The average number of designations made in Madrid applications filed by all origins combined is close to seven (figure A10).

Surpassing both France and Switzerland, the United Kingdom (U.K.), with an exceptionally high year-on-year growth of 42.6%, went from being the sixth largest origin of designations in applications in 2018 to rank fourth in 2019. The increase in designations from the U.K. has trended upward in recent years in the run-up to Brexit, possibly due partly to the uncertainty of some U.K.-based applicants as to whether in the future they will be able to use the European Union Intellectual Property Organization (EUIPO) to extend protection for their marks to European Union (EU) member states.

One applicant each from China and India ranked among the top five Madrid applicants in 2019

With 189 Madrid applications, French personal care and cosmetics company L'Oréal was the top applicant in 2019, followed by pharmaceutical company Novartis AG of Switzerland (135), technology company Huawei Technologies of China (131) and research and advisory company NirSan Connect of India (124). This is the first year that applicants based in middle-income Asian countries have appeared among the top five applicants, which prior to 2019 had primarily consisted of European companies (figure A2).

Eleven of the top 20 Madrid applicants in 2019 were companies based in Europe, two fewer than in 2018. Six were from Asia, up from four the previous year, and two from North America, which were technology companies Apple and Microsoft. Widening the scope to include the top approximately 100 Madrid applicants reveals that 64% were from Europe, 18% from North America, specifically the U.S., and 15% from Asia. Combined, these top 100 applicants accounted for almost 4,100 applications, which is still only 6% of all Madrid applications filed in 2019. The low share held by its most active users shows how widely use of the Madrid System is spread over many different applicants.

Companies located in almost 30 countries – including Bosnia and Herzegovina, Kazakhstan, New Zealand, the Russian Federation and Turkey, to name just a few – filed at least 19 Madrid applications in 2019 to rank among the top 100 Madrid applicants. In this list of top applicants, the most companies were based in Germany (24), followed by the U.S. (20), Switzerland (12), France (9), Japan (5) and the Republic of Korea (4).

Which goods and services attracted the most trademark protection?

Nice Classification statistics enable a ranking of the kinds of goods and services most frequently covered by Madrid international trademark applications. Since 1985, the most specified class among a total of 45 has been goods class 9, which includes computer hardware and software and other electrical or electronic apparatus of a scientific nature (table A22). In 2019, class 9 alone accounted for a tenth (10.2%) of all classes specified in applications filed. The other most specified classes were: class 35 (8.3% of the total), which covers services such as office functions, advertising and business management; class 42 (6.8%), which includes services provided by, for example, scientific, industrial or technological engineers and computer specialists; class 41 (5%), which mainly covers services in the areas of education, training, entertainment, sporting and cultural activities; class 5 (4.5%), which covers pharmaceuticals and other preparations for medical purposes; and class 25 (4.3%), which includes clothing. Three of the four most specified classes are services classes. Among the top 10 classes, class 5 (+12.5%) and class 41 (+9.7%) were the two that saw the fastest one-year growth.

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

The first 34 of the 45 Nice classes cover goods, whereas the remaining 11 classes cover services. For the second year in a row, more than a third (34.6%) of all classes specified in Madrid applications in 2019 were services classes. This is 6.5 percentage points higher than the combined share of 28.1% recorded in 2005 (figure A26) and reflects the general growth in the global services industry. Goods and services class shares differ across origins, however. For example, among the selected origins presented in table A27, Croatia (41.6%) and Switzerland (42.3%) had the highest proportions of services-related classes in applications filed in 2019, in each case exceeding 40% of all classes specified in Madrid applications from these countries. They were followed by the U.K. (39.5%), the U.S. (38.7%) and France (38.2%), which likewise have developed services sectors. Conversely, Asian countries China (20%) and Japan (25.9%) had lower than average services class shares. Whereas a majority of selected origins showed an increase in their services class share in 2019 compared to 10 years earlier, several saw a decline; for example, Cyprus (-24.4 percentage points) and the Russian Federation (-6.8).

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

For the purpose of statistical reporting, the 45 Nice classes can be grouped into 10 industry sectors. The scientific research, information and communication technology sector (abbreviated to research and technology), which includes top Nice classes 9 and 42, among others, continued to account for the highest share (20.6%) of all classes specified in Madrid applications filed in 2019. It was followed by pharmaceuticals, health and cosmetics (abbreviated to health), agricultural products and services (agriculture), and textiles, clothing and accessories (clothing and accessories), each accounting for between 10.9% and 12.7% of all filing activity. As in previous years, the chemicals sector (3.2%) and transportation and logistics (6.4%) continued to receive the lowest shares of total filing activity (figure A23).

The top three sectors in which Madrid applications are filed vary across origins. Research and technology ranks in the top three industry sectors for nine of the top 10 origins, the exception being the Russian Federation (figure A24). For eight of these origins, it is the top sector. In contrast, clothing and accessories is the top sector for applicants based in Italy, and it is agriculture for those in the Russian Federation. Health ranks among the top three sectors for seven of the top origins. Germany, the Russian Federation and Switzerland counted business services as one of their top three sectors. Leisure and education is listed as one of the top three sectors for the U.K. and the U.S. only.

Where do Madrid applicants seek to protect their trademarks abroad?

For the third year in a row, the EU (27,102) attracted the most designations in Madrid applications in 2019, followed by China (24,423) and the U.S. (23,851) (figure A15). This means that Madrid applicants sought to extend protection for their marks to the 28 EU member countries as a whole more than they did to any other Madrid member jurisdiction. Like China, nine of the top 20 designated Madrid members were middle-income countries, notably India (12,414), Mexico (10,715), the Russian Federation (16,090) and Turkey (8,996). Among the top destinations for international trademark registration via the Madrid System, the U.K. saw the biggest surge in annual growth of 36.4%, almost 9 percentage points more than its increase in 2018, and occurring during the lead-up to Brexit.

For a fourth consecutive year, the 20 most designated Madrid members, combined, received 62% of all designations made in Madrid applications filed in 2019. In addition to the U.K., top designated Madrid members Indonesia (+20.3%) and Thailand (+13.2) also saw double-digit annual increases in designations received. In contrast, eight of the top Madrid members received fewer designations in Madrid applications in 2019 than they had in 2018, with India (-3.3%) and Turkey (-3.2%) recording the steepest declines.

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Nice classes specified in Madrid international applications

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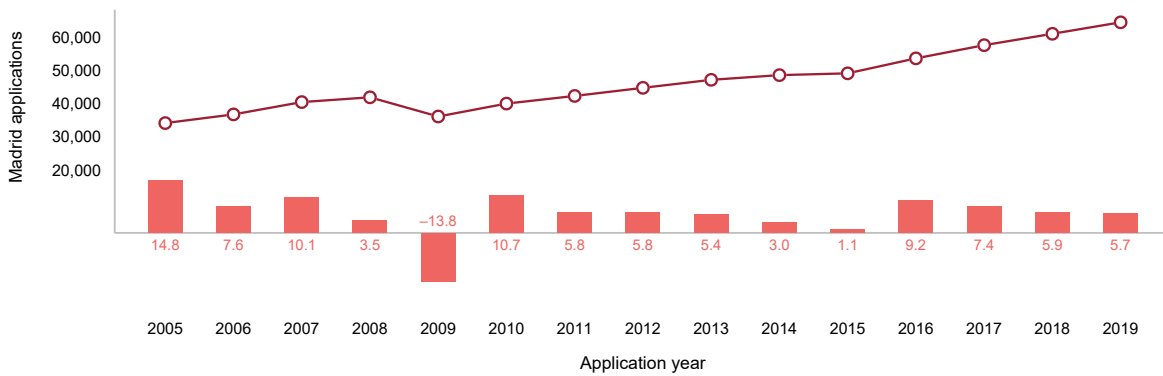
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Madrid international applications

Trademark holders filed an estimated 64,400 Madrid applications in 2019, almost 3,500 more than in the previous year, resulting in annual growth of 5.7% and marking a decade of expansion.

A1. Trend in international applications, 2005–2019



■ MADRID APPLICATIONS ■ GROWTH RATE (%)

Note: This figure presents the numbers and annual growth rates of international applications filed via the Madrid System. Data for 2019 are WIPO estimates.

Source: WIPO Statistics Database, March 2020.

Personal care and cosmetics company L'Oréal of France filed 189 Madrid applications in 2019, pushing it up one place to surpass Novartis of Switzerland and take top spot.

A2. Top Madrid applicants, 2019

Ranking	Change in position from 2018	Madrid applicant	Origin	Madrid applications		
				2017	2018	2019
1	1	L'OREAL	France	198	169	189
2	-1	NOVARTIS AG	Switzerland	96	174	135
3	8	HUAWEI TECHNOLOGIES CO.,LTD.	China	36	63	131
4	18	NIRSAN CONNECT PRIVATE LIMITED	India	24	42	124
5	7	RIGO TRADING S.A. SOCIETE ANONYME	Luxembourg	57	60	103
6	-2	APPLE INC.	U.S.	74	87	101
7	0	SHISEIDO COMPANY, LTD	Japan	34	79	84
8	6	BAYERISCHE MOTOREN WERKE AKTIENGESELLSCHAFT	Germany	70	52	78
9	-3	HENKEL AG & CO KGAA	Germany	43	86	77
10	-6	RICHTER GEDEON NYRT.	Hungary	117	87	69
11	1	BIOFARMA	France	61	60	64
12	3	MICROSOFT CORPORATION	U.S.	53	50	63
13	42	GLAXO GROUP LIMITED	U.K.	56	27	59
14	-4	BRILLUX GMBH & CO. KG	Germany	73	68	55
14	592	SOCIETE COOPERATIVE GROUPEMENTS D ACHAT DES CENTRES LECLERC	France	12	7	55
16	n.a.	WAREHOUSE LIMITED	New Zealand	0	0	54
17	30	AMOREPACIFIC CORPORATION	Republic of Korea	8	28	52
18	57	AUGUST STORCK KG	Germany	24	23	51
18	22	JOINT STOCK COMPANY RAKHAT	Kazakhstan	1	30	51
20	-11	SAMSUNG ELECTRONICS CO., LTD.	Republic of Korea	61	73	50
21	69	JT INTERNATIONAL S.A.	Switzerland	11	21	49
22	-6	EURO GAMES TECHNOLOGY LTD.	Bulgaria	7	48	48
22	41	MERCK KGAA	Germany	45	25	48
24	3	BEIERSDORF AG	Germany	50	38	46
25	-6	SOCIETE DES PRODUITS NESTLE S.A.	Switzerland	61	45	43
26	580	BURN CABLE MANAGEMENT SYSTEMS LIMITED	U.K.	1	7	41
26	1,449	KT & G CORPORATION	Republic of Korea	0	4	41
28	107	F. HOFFMANN-LA ROCHE AG	Switzerland	4	16	39
28	6	KRKA, TOVARNA ZDRAVIL., D.D., NOVO MESTO	Slovenia	73	35	39
30	-3	ADP GAUSELMANN GMBH	Germany	104	38	38
30	52	BASF SE	Germany	24	22	38
30	36	ROBERT BOSCH GMBH	Germany	38	24	38
33	33	BOEHRINGER INGELHEIM INTERNATIONAL GMBH	Germany	16	24	37
34	n.a.	LA RIVE SPOLKA AKCYJNA	Poland	0	0	36
34	-12	TRI-COASTAL DESIGN GROUP, INC.	U.S.	27	42	36
36	-6	ABERCROMBIE & FITCH EUROPE SA	Switzerland	82	37	35
36	357	GUANGDONG OPPO MOBILE TELECOMMUNICATIONS CORP., LTD.	China	0	9	35
36	89	INTERNATIONAL FRUIT GENETICS, LLC	U.S.	0	17	35
36	n.a.	PUBLIC JOINT STOCK COMPANY DETSKY MIR	Russian Federation	0	0	35
40	-2	SOREMARTEC S.A.	Luxembourg	33	31	33
40	437	SPIGEN KOREA CO., LTD.	Republic of Korea	10	8	33
40	-13	VOLKSWAGEN AG	Germany	41	38	33
43	32	MOOSE CREATIVEMANAGEMENT PTY LTD	Australia	30	23	32
44	-9	DERMAPHARM AG	Germany	16	33	30
44	n.a.	MEISSNER FILTRATION PRODUCTS, INC.	U.S.	0	0	30
46	n.a.	SYNGENTA CROP PROTECTION AG	Switzerland	0	0	29
47	n.a.	DJECO	France	0	0	28
47	-16	PHILIP MORRIS PRODUCTS S.A.	Switzerland	59	36	28
49	n.a.	BATH & BODY WORKS BRAND MANAGEMENT, INC.	U.S.	0	0	27
49	-13	BIOGENA NATURPRODUKTE GMBH & CO KG	Austria	18	32	27
49	41	JANSSEN PHARMACEUTICA N.V.	Belgium	62	21	27
49	n.a.	RELIANCE WORLDWIDE CORPORATION	U.S.	0	0	27
53	143	AUDI AG	Germany	10	13	26
53	56	LOUIS VUITTON MALLETIER	France	12	18	26
53	-45	NINTENDO CO., LTD.	Japan	17	75	26
53	143	ZEGZWEIRAD-EINKAUFS-GENOSSENSCHAFT EG	Germany	7	13	26
57	78	ARCELIK ANONIM SIRKETI	Turkey	27	16	25
57	116	LVMH FRAGRANCE BRANDS	France	5	14	25
57	52	WEWORK COMPANIES INC.	U.S.	4	18	25

(Continued)

(A2 continued)

Ranking	Change in position from 2018	Madrid applicant	Origin	Madrid applications		
				2017	2018	2019
60	546	DIRK ROSSMANN GMBH	Germany	6	7	24
60	6	H. LUNDBECK A/S	Denmark	19	24	24
60	n.a.	HAUTE FRAGRANCE COMPANY, SIA	Latvia	0	0	24
60	-13	LIDL STIFTUNG & CO. KG	Germany	56	28	24
60	136	MAGIC LEAP, INC.	U.S.	0	13	24
60	n.a.	P.C. CREATIVE PERFUME COMPANY HOLDING SA	Switzerland	0	0	24
60	-40	PUBLIC JOINT STOCK COMPANY GAZPROM NEFT	Russian Federation	13	44	24
60	197	SEGA GAMES CO., LTD.	Japan	11	12	24
60	333	TOO FACED COSMETICS, LLC	U.S.	0	9	24
69	-53	EPIC GAMES, INC.	U.S.	1	48	23
69	127	GUERLAIN	France	2	13	23
69	n.a.	XXXLUTZ MARKEN GMBH	Austria	1	1	23
72	-9	CHANEL SARL	Switzerland	16	25	22
72	-69	DAIMLER AG	Germany	37	129	22
72	405	DAUDETTE ENTERPRISES LIMITED	Cyprus	0	8	22
72	84	FIDIA FARMACEUTICI S.P.A.	Italy	8	15	22
72	266	GRINDERS, AS	Latvia	13	10	22
72	3	HERMES INTERNATIONAL	France	25	23	22
72	24	LIFE TECHNOLOGIES CORPORATION	U.S.	9	20	22
72	84	SKODA AUTO A.S.	Czech Republic	4	15	22
72	-6	SONY CORPORATION	Japan	6	24	22
72	405	TORUNSKIE ZAKLADY MATERIALOWOPATRUNKOWYCH SPOLKA AKCYJNA	Poland	6	8	22
82	n.a.	3M COMPANY	U.S.	0	0	21
82	114	ECZACIBASI HOLDING ANONIM SIRKETI	Turkey	3	13	21
82	-27	INTERNATIONAL BUSINESS MACHINES CORPORATION	U.S.	20	27	21
82	114	KABUSHIKI KAISHA BANDAI (BANDAI CO., LTD.)	Japan	3	13	21
82	1,393	MISTRAL ALKO	Russian Federation	4	4	21
82	-35	SIEMENS AKTIENGESELLSCHAFT	Germany	16	28	21
82	0	SIEMENS HEALTHCARE GMBH	Germany	29	22	21
82	n.a.	SMARTBEAR SOFTWARE INC	U.S.	0	2	21
82	1,393	SOUTHCOPT BRANDS PTY LIMITED	Australia	19	4	21
82	0	STADA ARZNEIMITTEL AG	Germany	10	22	21
92	n.a.	AMSAL PHARMACEUTICALS D.O.O. SARAJEVO	Bosnia and Herzegovina	0	0	20
92	-37	APPLIED MATERIALS, INC.	U.S.	18	27	20
92	64	BORA CREATIONS S.L.	Spain	18	15	20
92	246	DECATHLON	France	6	10	20
92	301	HEINRICH BAUER VERLAG KG	Germany	9	9	20
92	671	KATJES FASSIN GMBH + CO. KG	Germany	9	6	20
92	-47	TRERE INNOVATION S.R.L.	Italy	0	29	20
92	514	ZKW GROUP GMBH	Austria	0	7	20
100	n.a.	CABRELUX SARL	Luxembourg	0	0	19
100	293	CARTIER INTERNATIONAL AG	Switzerland	5	9	19
100	73	DEGUSSA GMBH	Germany	14	14	19
100	157	DR. THEISS NATURWAREN GMBH	Germany	19	12	19
100	-25	GOOGLE LLC	U.S.	17	23	19
100	n.a.	KRA PREHRAMBENA INDUSTRIJA, D.D.	Croatia	2	0	19
100	192	MIGROS-GENOSSENSCHAFTS-BUND	Switzerland	23	11	19
100	35	ORIFLAME COSMETICS AG	Switzerland	8	16	19
100	n.a.	SBM MUNDIAL, S.L.	Spain	0	0	19
100	933	TRAXXAS LP	U.S.	5	5	19
100	n.a.	VISTA EQUITY PARTNERS, LLC	U.S.	0	0	19
100	96	WELSPUN INDIA LIMITED	India	0	13	19
100	377	WILD RABBIT, LLC	U.S.	0	8	19

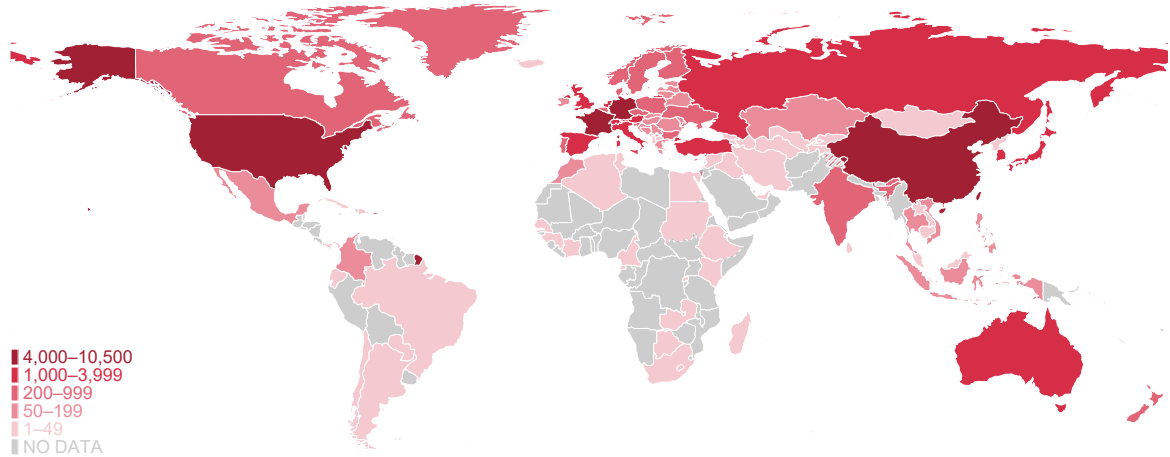
Note: This table includes 112 applicants that filed 19 or more Madrid applications in 2019. New applications filed each year generally represent an increase in the number of marks held in a trademark holder's portfolio. Depending on various circumstances, companies or entities may choose to expand their existing brand base 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 2020.

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

A3. International applications by origin, 2019

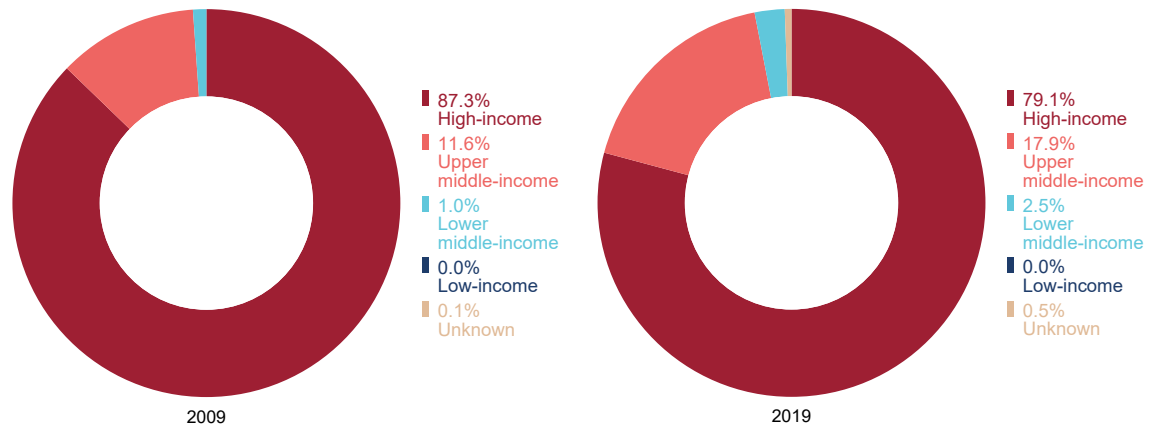


Note: Data for 2019 are WIPO estimates. Origin data are based on the country of the applicant's address. Not all origins presented are Madrid member jurisdictions. The inclusion of non-members reflects the fact that it is possible for applicants to claim entitlement in a Madrid member country or jurisdiction even when domiciled in a non-member country or jurisdiction. For example, applicants domiciled in Argentina can file an international application if they have a real and effective industrial or commercial establishment in a Madrid member country or region, for example, the U.S. In such a case, Argentina is listed as the country of origin. However, Argentina cannot be designated in an international application or registration, because as of March 2020 it is not yet a Madrid member.

Source: WIPO Statistics Database, March 2020.

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

A4. International applications by income group, 2009 and 2019

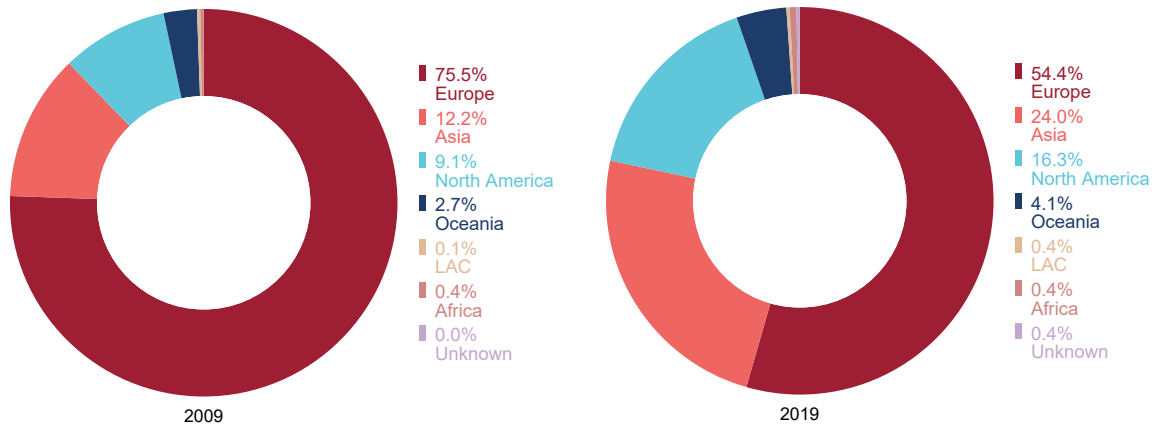


Note: Data for 2019 are WIPO estimates. Origin data are based on the country or territory of the applicant's address. Madrid applications filed in 2019 came from applicants domiciled in a total of 119 countries or territories of origin. Each income group included the following number of countries or territories: high-income (53), upper middle-income (37), lower middle-income (22) and low-income (7).

Source: WIPO Statistics Database, March 2020.

Applicants based in Asian countries filed almost a quarter (24%) of all Madrid applications in 2019, up from just over 12% a decade before.

A5. International applications by region, 2009 and 2019

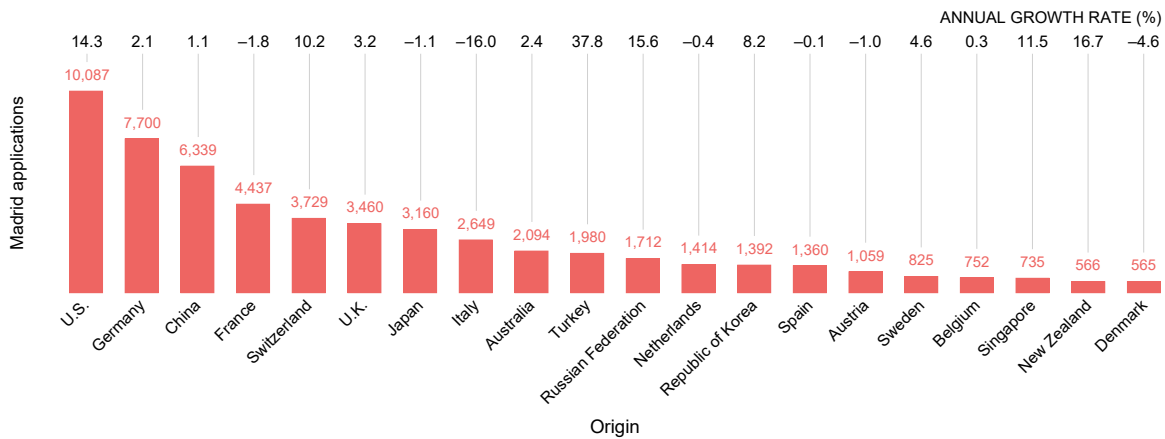


Note: Data for 2019 are WIPO estimates. Origin data are based on the country or territory of the applicant's address. Madrid applications filed in 2019 came from applicants domiciled in a total of 119 countries or territories of origin. Each geographical region included the following number of countries or territories: Africa (20), Asia (33), Europe (43), Latin America and the Caribbean (LAC) (16), North America (3) and Oceania (4).

Source: WIPO Statistics Database, March 2020.

With annual growth of 14.3%, applicants based in the U.S. consolidated their top ranking in 2019 by filing almost 2,400 more Madrid applications than the next top-ranked origin, Germany.

A6. International applications for the top 20 origins, 2019

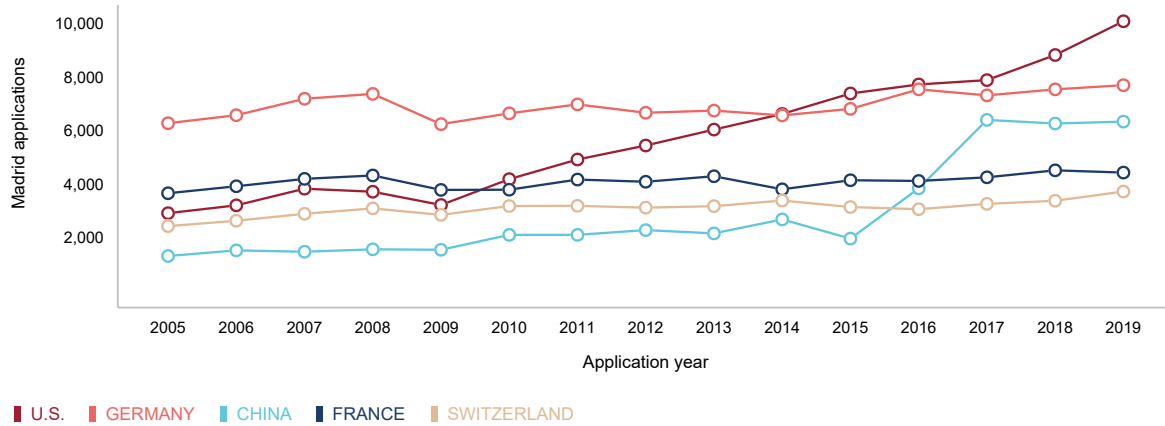


Note: Data for 2019 are WIPO estimates. Origin data are based on the country or territory of the applicant's address. The numbers of international applications for all origins are reported in statistical table A30.

Source: WIPO Statistics Database, March 2020.

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

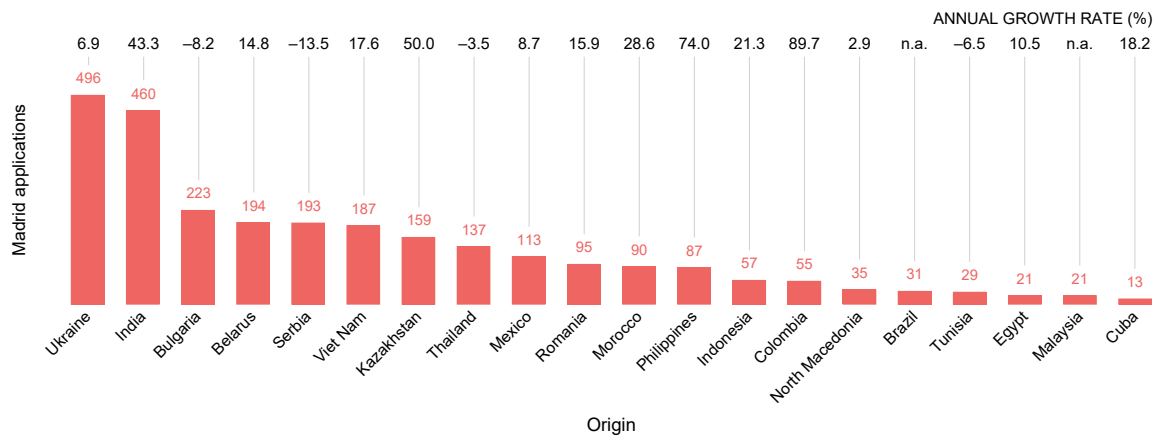
A7. Trends in international applications for the top five origins, 2005–2019



Note: Data for 2019 are WIPO estimates. Origin data are based on the country of the applicant's address.
Source: WIPO Statistics Database, March 2020.

After applicants located in the top-ranked middle-income countries of China, the Russian Federation and Turkey, those located in Ukraine and India filed among the highest numbers of Madrid applications in 2019 for this income group.

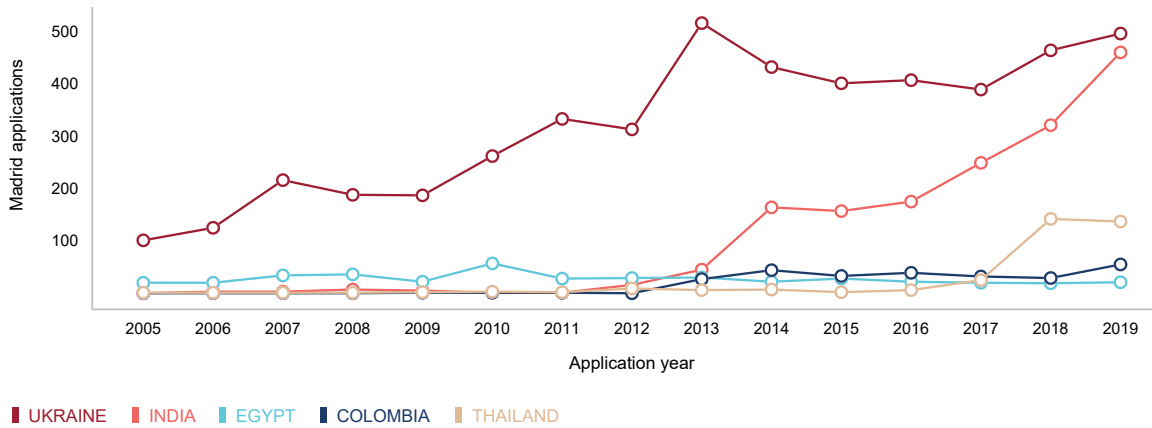
A8. International applications for selected middle-income country origins, 2019



Note: Data for 2019 are WIPO estimates. Origin data are based on the country of the applicant's address. The numbers of international applications for all origins are reported in statistical table A30.
n.a. indicates not applicable.
Source: WIPO Statistics Database, March 2020.

Since it joined the Madrid System in 2013, applications originating from India have risen sharply, almost to the same level as Ukraine in 2019.

A9. Trends in international applications for selected middle-income country origins, 2005–2019

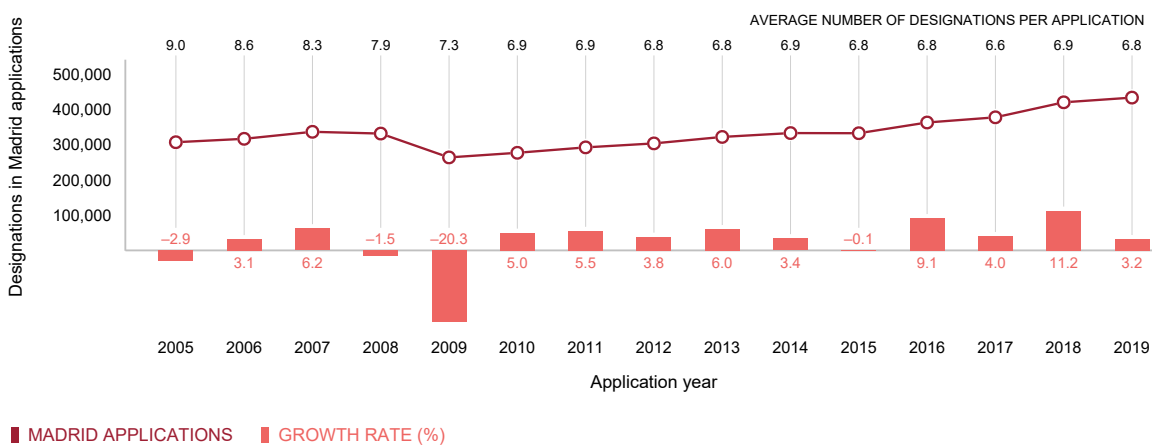


Note: Data for 2019 are WIPO estimates. Origin data are based on the country of the applicant's address.
Source: WIPO Statistics Database, March 2020.

Designations in Madrid international applications

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

A10. Trend in designations in international applications and average number of designations per application, 2005–2019

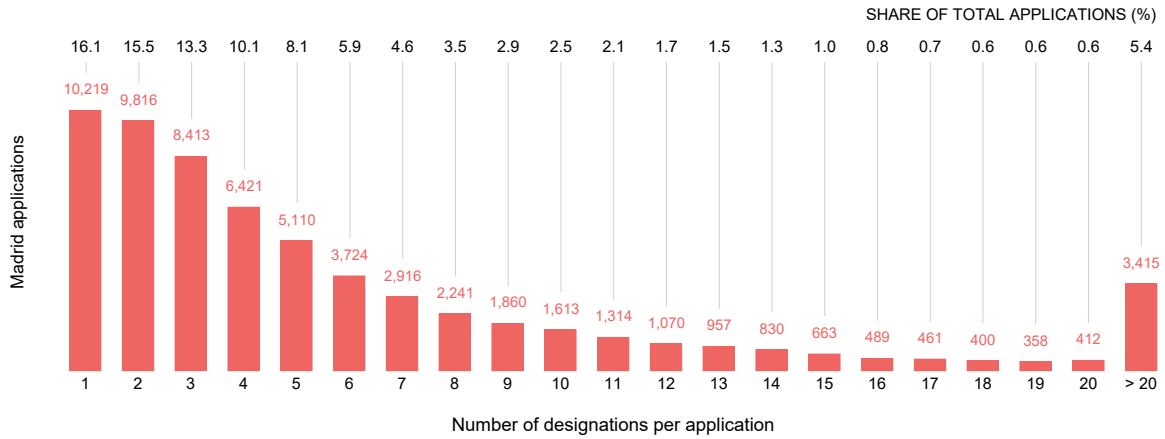


Note: When applicants first apply for an international registration, they can initially choose from any of the Madrid members in which they aim to extend protection for their trademarks, except for the Madrid member through which the holder is entitled to use the Madrid System. These are called designations. The decrease in the average number of designations per application from nine in 2005 onwards can be explained by the fact that the EU joined the Madrid System in 2004, and this has enabled applicants to designate the EU as a whole via a single designation rather than having to designate individual EU member states separately.

Source: WIPO Statistics Database, March 2020.

Over half (55%) of all international applications filed in 2019 designated between one and four Madrid members; only 5.4% of applications designated more than 20 members.

A11. Distribution of designations per international application, 2019

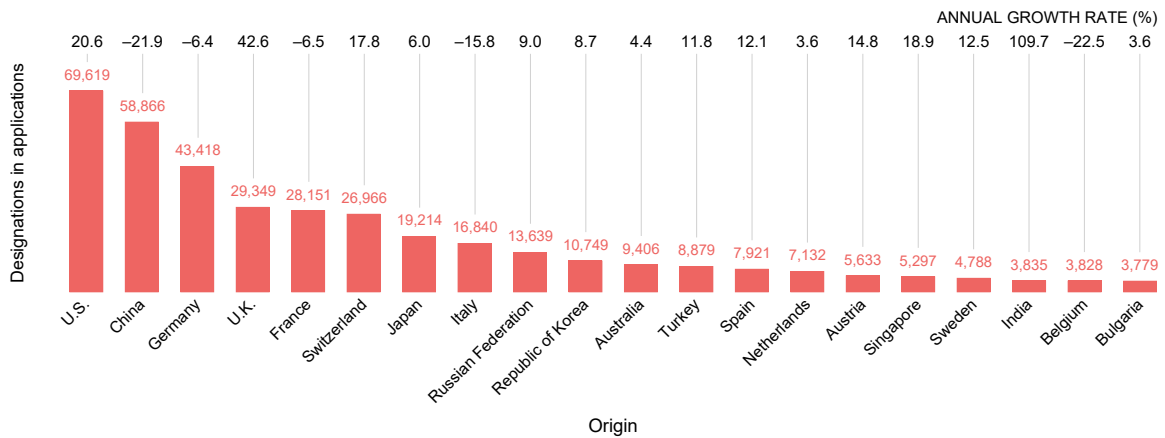


Note: Just over 16% of all Madrid applications filed in 2019 designated only a single Madrid member. Madrid applications designating a single Madrid member show how trademark holders use the Madrid System in a staged manner to first obtain protection in the jurisdiction of highest priority, before extending protection to other jurisdictions later by filing subsequent designations.

Source: WIPO Statistics Database, March 2020.

The largest origin of Madrid applications in 2019, applicants in the U.S., collectively, also made the highest number of designations in international applications for expanding the geographical scope of protection for their marks, increasing by 20.6% on the previous year.

A12. Designations in international applications for the top 20 origins, 2019

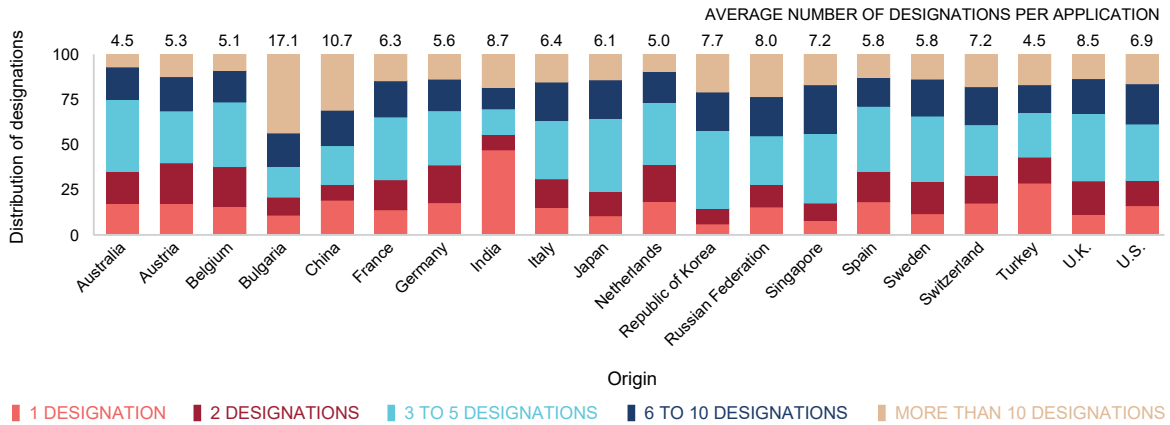


Note: Origin data are based on the country of the applicant's address. The numbers of designations in Madrid applications for all origins are reported in statistical table A30.

Source: WIPO Statistics Database, March 2020.

A majority of top origin applicants designated, on average, between four and seven Madrid members in international applications filed in 2019; this increases to an average of between about 8 and 11 for applicants from China, India, the Republic of Korea, the Russian Federation and the U.K., and to 17 for applicants from Bulgaria.

A13. Distribution of designations per international application for the top 20 origins, 2019

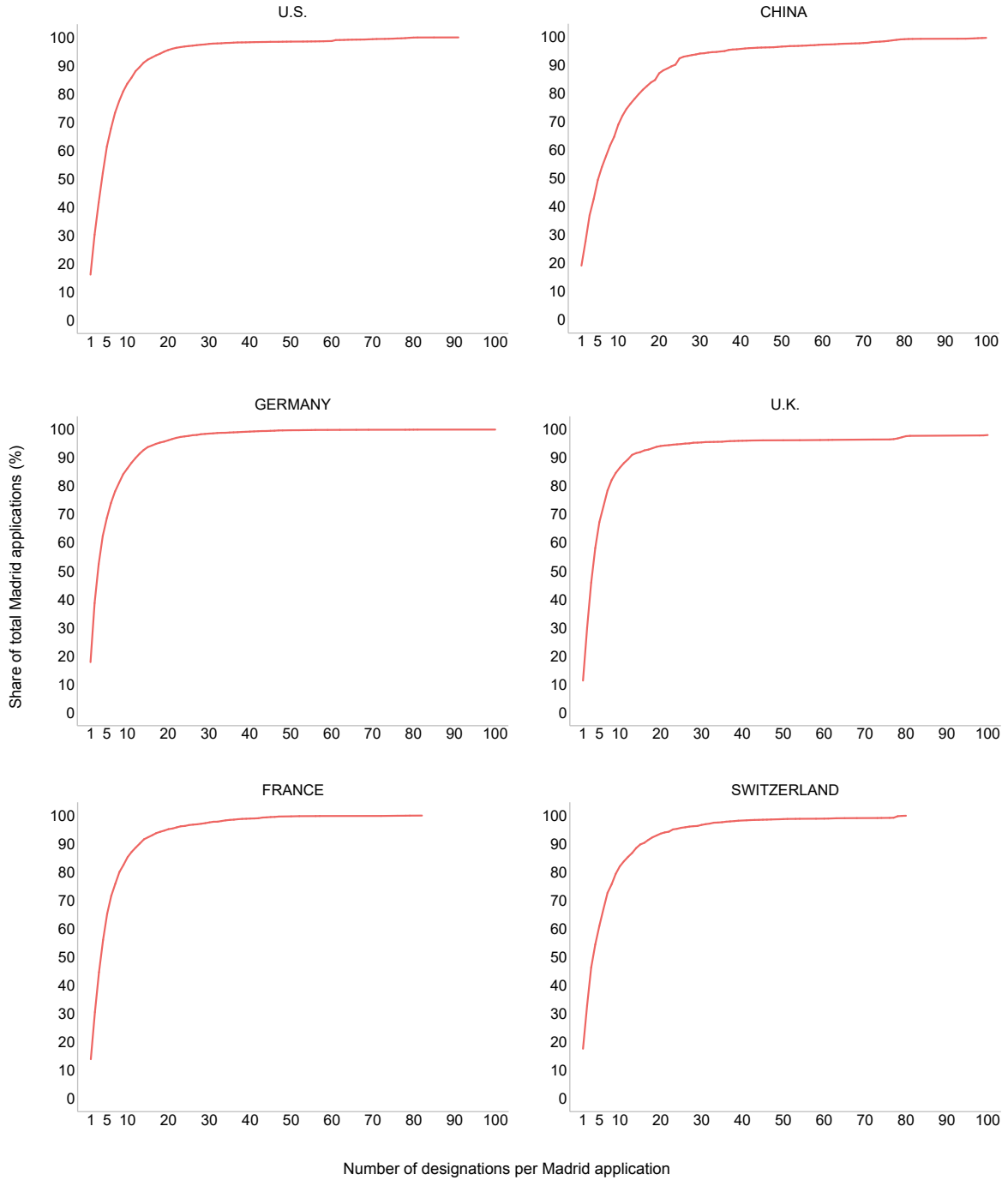


Note: Origin data are based on the country of the applicant's address.

Source: WIPO Statistics Database, March 2020.

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

A14. Distribution of the number of designations per international application for the top six origins, 2019

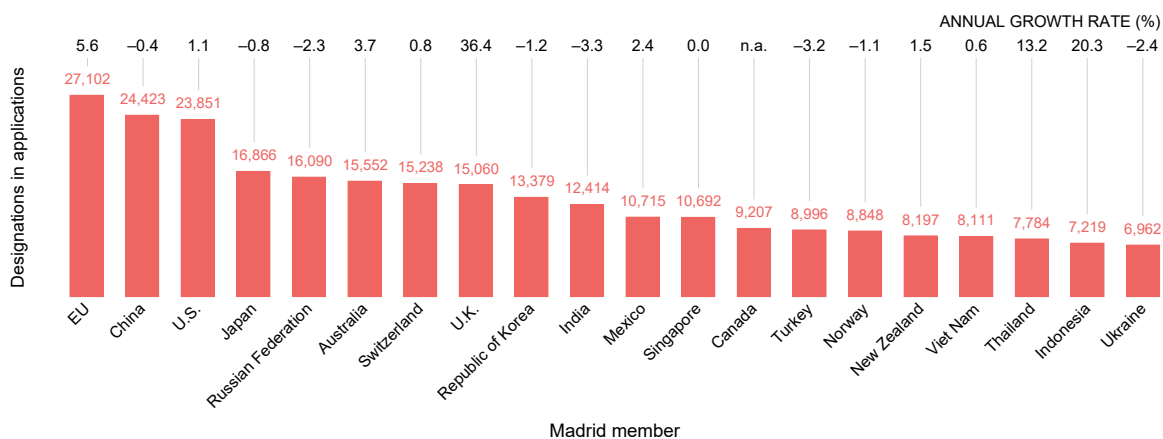


Note: Origin data are based on the country of the applicant's address.

Source: WIPO Statistics Database, March 2020.

The EU, China and the U.S. were the most designated Madrid members, each receiving a similar number of designations from trademark holders abroad wanting to extend protection for their marks to these three markets in 2019.

A15. Designations in international applications for the top 20 designated Madrid members, 2019



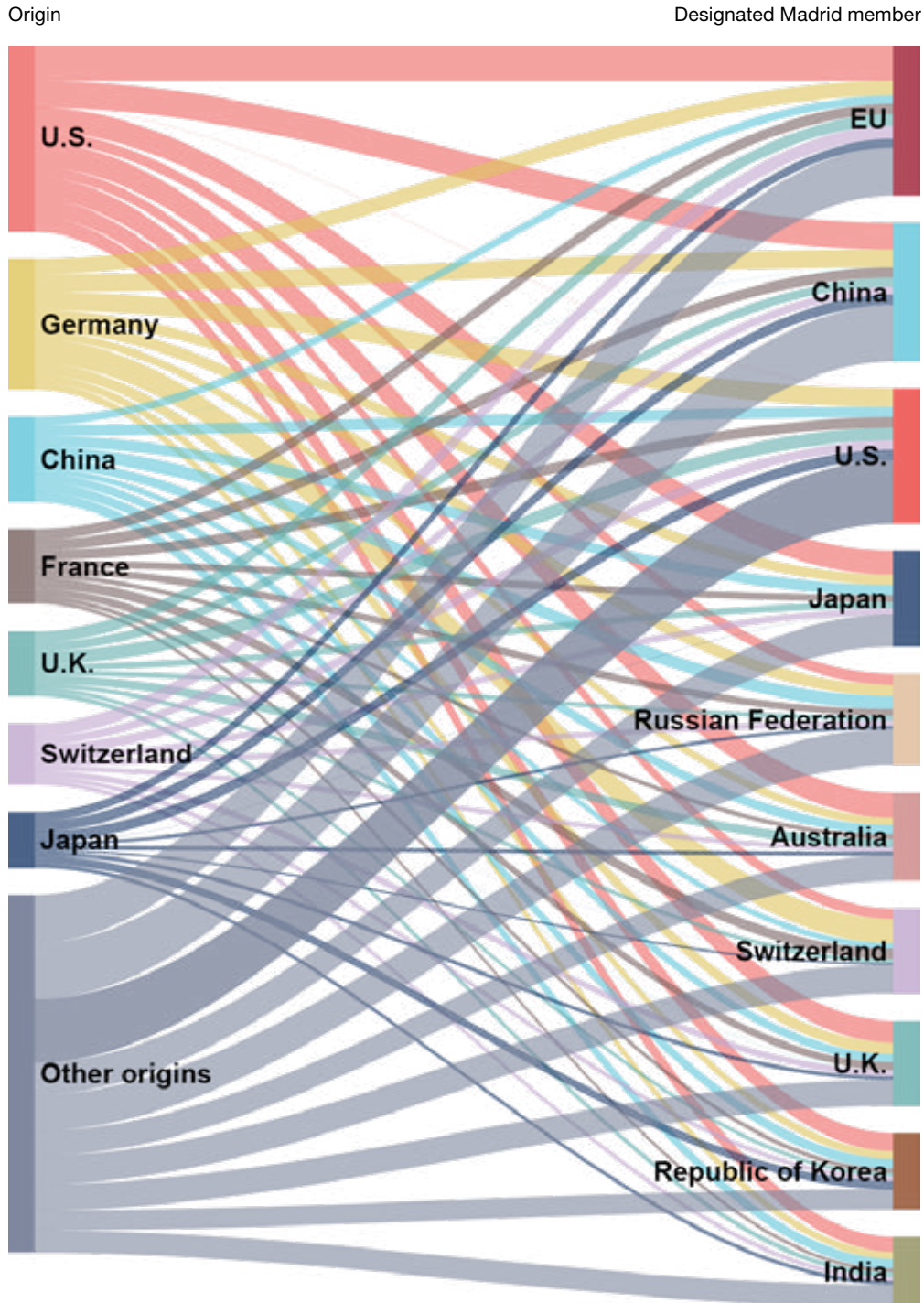
Note: The numbers of designations in international applications for all Madrid members are reported in statistical table A30.

n.a. indicates not available.

Source: WIPO Statistics Database, March 2020.

Combined, the top five origins accounted for 45% of all Madrid applications designating the U.S., 52% of those designating China, and 60% or more of those destined for Australia, Japan, Switzerland and the U.K.

A16. Flows of designations from selected top origins to the top 10 designated Madrid members, 2019



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

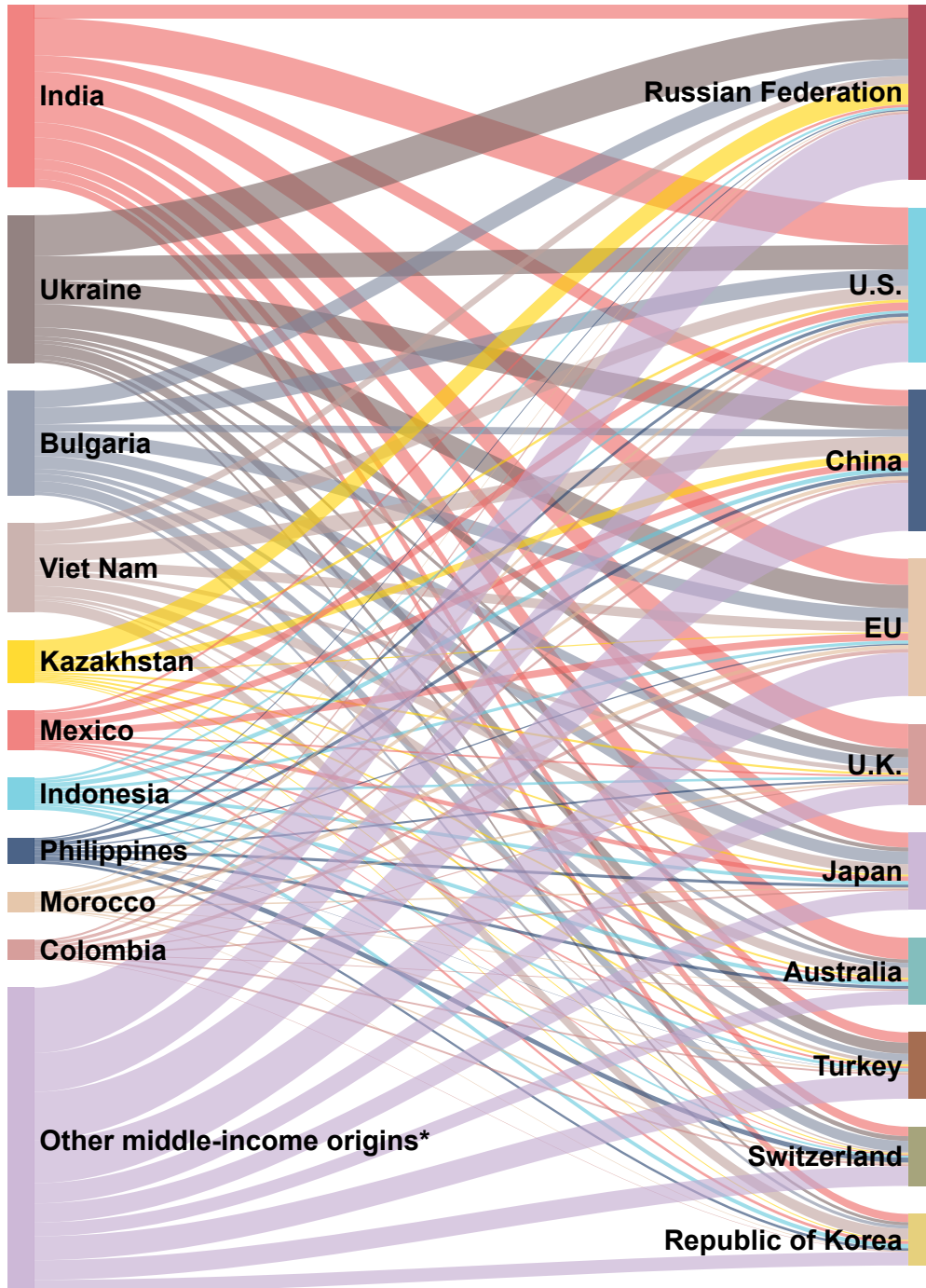
Source: WIPO Statistics Database, March 2020.

China and the U.S. were among the top three destinations selected by applicants domiciled in seven of 10 selected middle-income countries of origin. More specifically, applicants from Indonesia, Morocco and Viet Nam designated China more often than any other selected Madrid member, whereas holders from India and Mexico made the U.S. the top destination where they sought protection for their marks.

A17. Flows of designations from selected middle-income countries of origin to selected designated Madrid members, 2019

Middle-income country of origin

Designated Madrid member



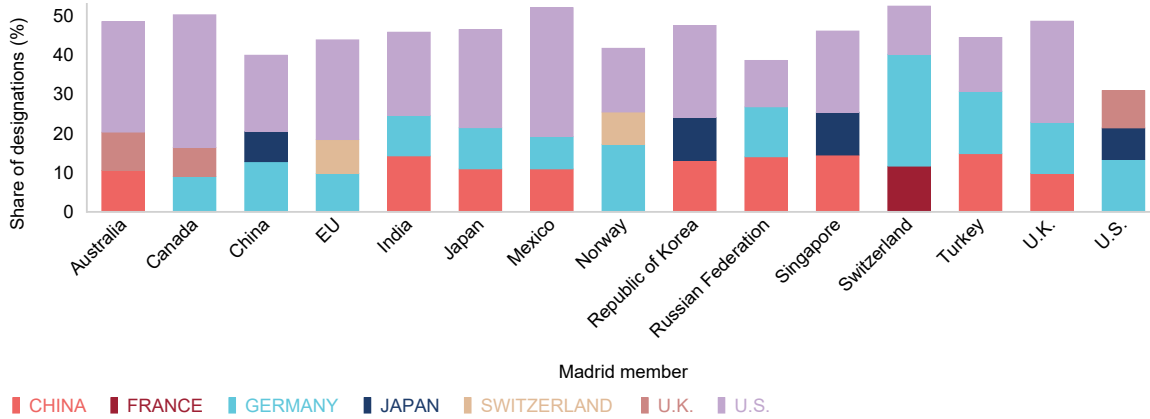
Note: Origin data are based on the country of the Madrid registration holder's address.

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

Source: WIPO Statistics Database, March 2020.

China, Germany and the U.S. featured most frequently as the three top origins of designations received by six of the top 15 Madrid members in 2019. Japan is one of the main origins of designations for China, the Republic of Korea, Singapore and the U.S.; and the U.K. is one of the top three origins of designations for Australia, Canada and the U.S.

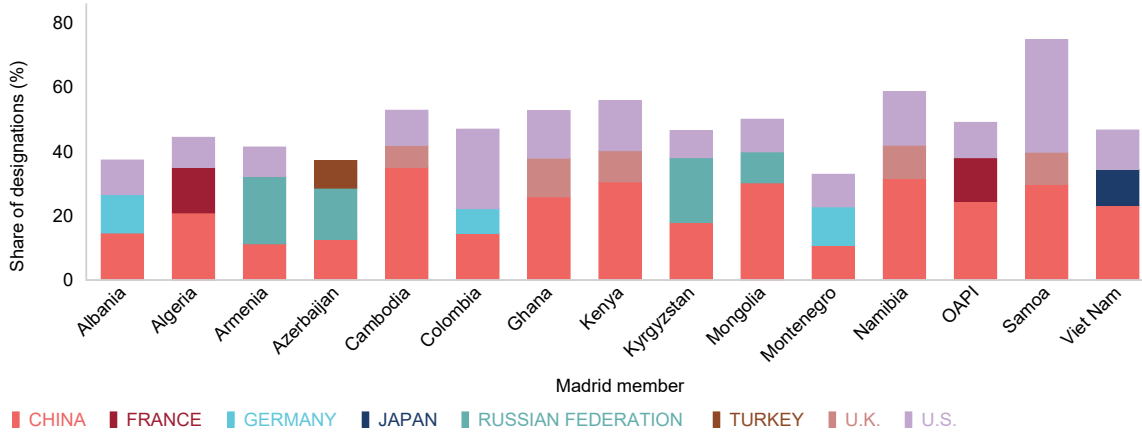
A18. Distribution of designations in international applications for the top 15 designated Madrid members received from their top three origins, 2019



Source: WIPO Statistics Database, March 2020.

China was either first or second top origin of designations received by all 15 selected low- and middle-income Madrid members. The top three origins accounted for between 33% and 75% of all designations received by these selected Madrid members.

A19. Distribution of designations in international applications for selected designated low- and middle-income Madrid members received from their top three origins, 2019



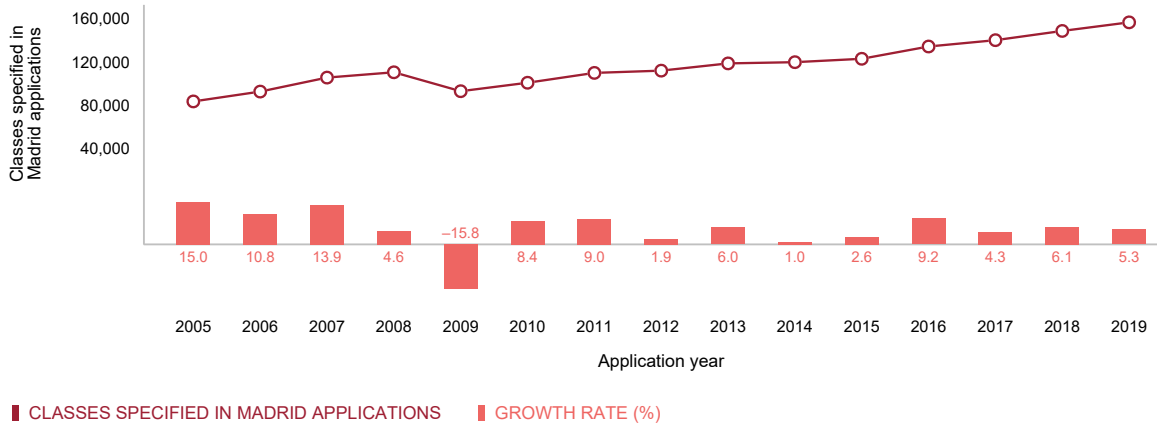
Note: OAPI is the African Intellectual Property Organization acting on behalf of 17 African countries.

Source: WIPO Statistics Database, March 2020.

Nice classes specified in Madrid international applications

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

A20. Trend in the number of classes specified in international applications, 2005–2019



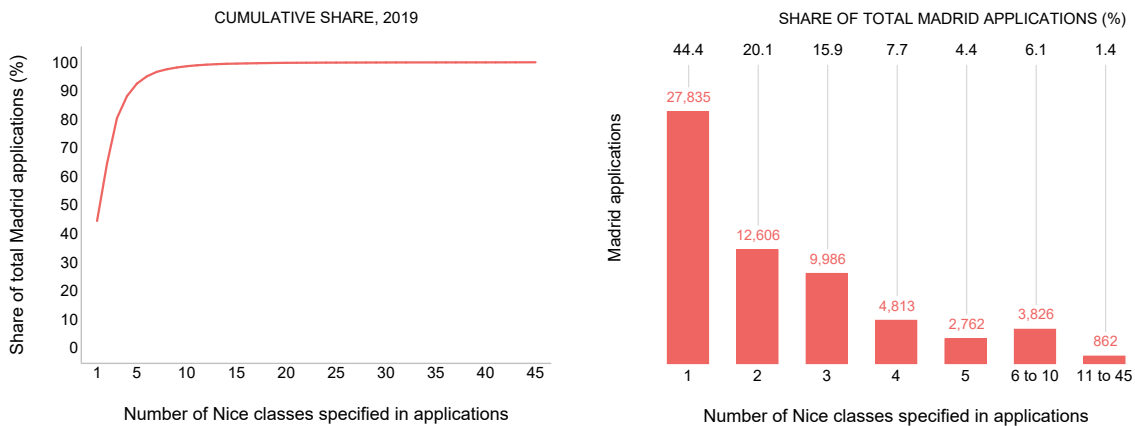
■ CLASSES SPECIFIED IN MADRID APPLICATIONS ■ GROWTH RATE (%)

Note: Within the international trademark system, many offices have adopted the Nice Classification, an international classification of goods and services applied to trademark applications and registrations. Applicants are required to provide a description of the goods or services for which the mark is to be used according to one or more of the 45 Nice classes (visit www.wipo.int/classifications/nice). 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 2020.

About 80% of all Madrid applications filed in 2019 included between one and three goods or services classes.

A21. Distribution of the number of classes specified per international application, 2019



Note: The overall average of two to three classes specified for all international applications filed in 2018 masks a significant variation in the number of classes specified across these applications. For example, 27,835, or 44.4% of all international applications, indicated a single class to which the trademark applied, and about 80% included up to three classes. Only 862 applications – i.e., 1.4% of the total – specified 11 or more of the 45 goods and services classes.

Source: WIPO Statistics Database, March 2020.

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

A22. Classes specified in international applications, 2019

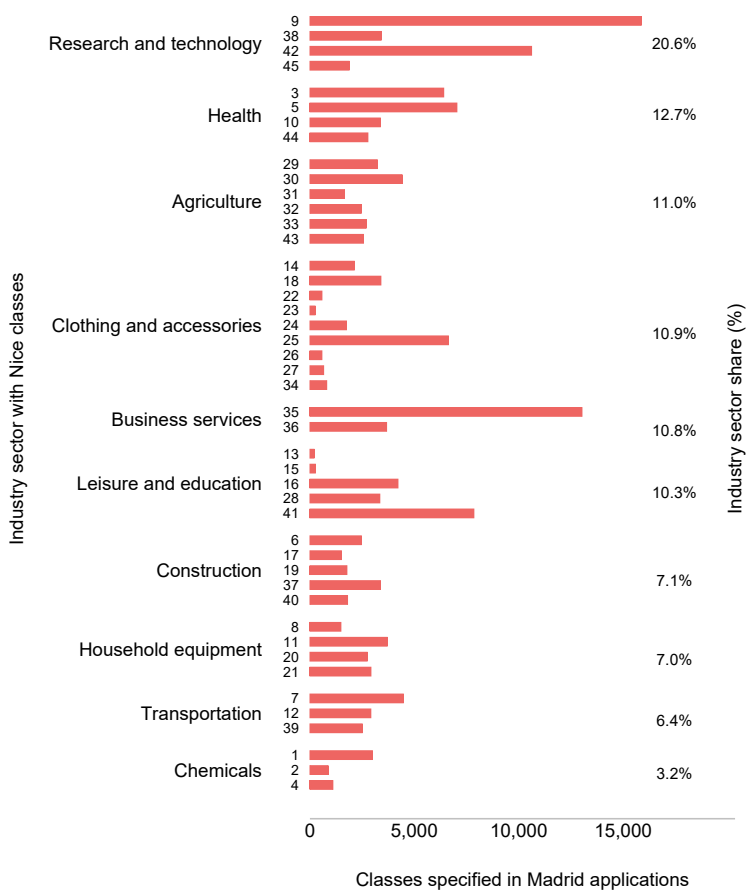
Class covers/includes	2019	Growth (%), 2018–2019	Share of total (%), 2019
Class 9: Computer hardware and software and other electrical or electronic apparatus of a scientific nature	15,923	3.5	10.2
Class 35: Services such as office functions, advertising and business management	13,064	7.5	8.3
Class 42: Services provided by, for example, scientific, industrial or technological engineers and computer specialists	10,633	5.7	6.8
Class 41: Services in the area of education, training, entertainment, sporting and cultural activities	7,861	9.7	5.0
Class 5: Mainly pharmaceuticals and other preparations for medical purposes	7,045	12.5	4.5
Class 25: Clothing, footwear and headgear	6,656	2.7	4.3
Class 3: Mainly cleaning preparations and toilet preparations	6,430	4.8	4.1
Class 7: Mainly machines, machine tools, motors and engines	4,508	2.9	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	4,423	2.3	2.8
Class 16: Mainly paper, goods made from that material and office requisites	4,220	3.0	2.7
Class 11: Apparatus for lighting, heating, steam generating, cooking, refrigerating, drying, ventilating, water supply and sanitary purposes	3,714	10.2	2.4
Class 36: Services relating to insurance, financial affairs, monetary affairs, and real estate affairs	3,670	6.2	2.3
Class 18: Leather and imitations of leather, and products made therefrom, traveling bags and umbrellas	3,412	1.5	2.2
Class 38: Telecommunications services	3,408	0.9	2.2
Class 10: Surgical, medical, dental and veterinary apparatus and instruments	3,383	-0.7	2.2
Class 37: Building construction; repair; installation services	3,381	6.3	2.2
Class 28: Games and playthings; gymnastic and sporting articles	3,349	9.3	2.1
Class 29: Meat, fish, poultry; frozen, dried and cooked fruits and vegetables	3,236	1.4	2.1
Class 1: Chemicals used in industry, science and photography, as well as in agriculture	2,999	3.2	1.9
Class 12: Vehicles; apparatus for locomotion by land, air or water	2,925	-4.5	1.9
Class 21: Mainly household or kitchen utensils and containers; combs and sponges; articles for cleaning purposes, glassware, porcelain and earthenware	2,925	7.3	1.9
Class 44: Medical services; veterinary services; hygienic and beauty care for human beings or animals; agriculture, horticulture and forestry services	2,782	6.8	1.8
Class 20: Mainly furniture, mirrors, picture frames and goods made from, for example, wood, cork, reed, cane, wicker	2,743	3.2	1.8
Class 33: Alcoholic beverages (except beers)	2,697	4.1	1.7
Class 43: Services for providing food and drink; temporary accommodation	2,573	0.7	1.6
Class 39: Services related to transport, packaging and storage of goods, and travel arrangement	2,505	3.7	1.6
Class 6: Mainly includes common metals and their alloys and goods of common metal not included in other classes	2,473	5.6	1.6
Class 32: Beers; mineral and aerated waters and other non-alcoholic beverages; fruit beverages and fruit juices; syrups and other preparations for making beverages	2,469	-2.3	1.6
Class 14: Mainly precious metals and their alloys and goods in precious metals or coated therewith, not included in other classes	2,128	0.5	1.4
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	1,878	7.7	1.2
Class 40: Services related to the treatment of materials	1,806	3.5	1.2
Class 19: Mainly non-metallic building materials and asphalt	1,788	8.4	1.1
Class 24: Textiles and textile goods, not included in other classes; bed covers; table covers	1,754	-4.4	1.1
Class 31: Mainly grains and agricultural, horticultural and forestry products; live animals; fresh fruits and vegetables; seeds	1,673	0.1	1.1
Class 17: Mainly rubber, plastics in extruded form for use in manufacture; packing, stopping and insulating materials; non-metallic flexible pipes	1,513	7.3	1.0
Class 8: Hand tools and implements (hand-operated); cutlery; side arms; razors	1,490	9.6	1.0
Class 4: Mainly industrial oils, lubricants, fuels and illuminants	1,103	-0.5	0.7
Class 2: Mainly paints, varnishes, lacquers	873	-2.1	0.6
Class 34: Tobacco; smokers' articles; matches	813	22.8	0.5
Class 27: Carpets, rugs, mats and matting, linoleum and other materials for covering existing floors; wall hangings (non-textile)	660	-1.2	0.4
Class 26: Lace and embroidery, ribbons and braid; buttons, hooks and eyes, pins and needles; artificial flowers	575	-1.7	0.4
Class 22: Mainly ropes, string, nets, tents, awnings, tarpaulins, sails, sacks and bags (not included in other classes)	574	1.4	0.4
Class 15: Musical instruments	267	14.1	0.2
Class 23: Yarns and threads, for textile use	248	2.5	0.2
Class 13: Firearms; ammunition and projectiles; explosives; fireworks	199	-27.1	0.1
Not specified	1,627	235.5	1.0
Total classes specified in Madrid applications	156,376	5.3	100.0

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

Source: WIPO Statistics Database, March 2020.

The research and technology sector accounted for around a fifth of all filing activity via the Madrid System in 2019.

A23. International applications by industry sector, 2019

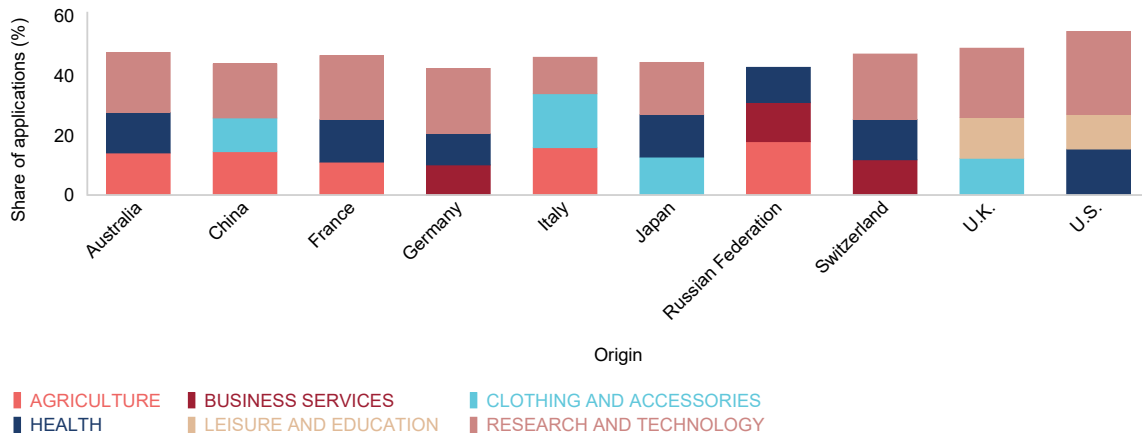


Note: Industry sectors based on class groups are those defined by Edital®. Some industry sectors are abbreviated. See the Nice classes and industry sectors table in the annex for full definitions. For full class definitions, visit www.wipo.int/classifications/nice.

Source: WIPO Statistics Database, March 2020.

The research and technology sector features among the top industry sectors for Madrid applications from nine of the top 10 origins. For seven of the top origins, health is one of the top three sectors, and for five, it is the agricultural sector.

A24. International applications by top three sectors for the top 10 origins, 2019

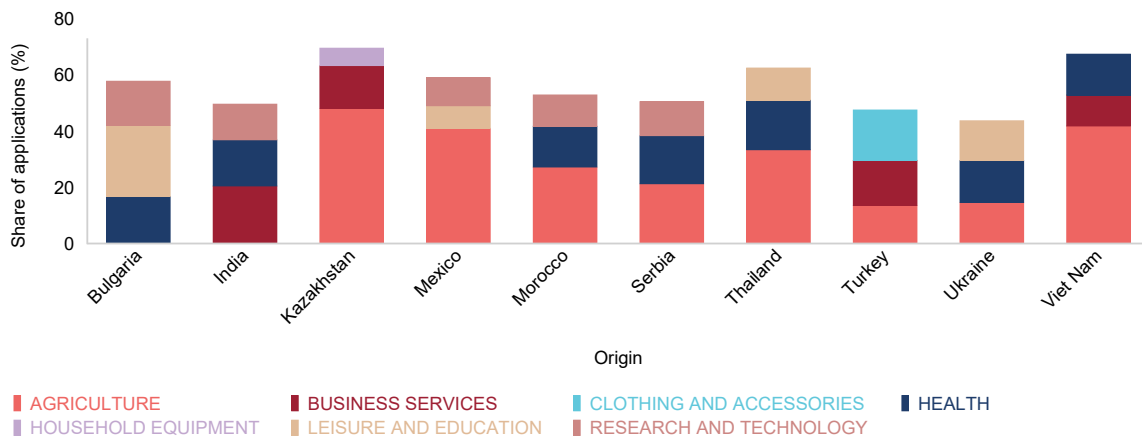


Note: Origin data are based on the country of the Madrid registration holder's address. Industry sectors based on class groups are those defined by Edital®. Some industry sectors are abbreviated. See the Nice classes and industry sectors table in the annex for full definitions. For full class definitions,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

Source: WIPO Statistics Database, March 2020.

The agricultural sector is one of the top three industries for applicants from eight of the 10 selected middle-income countries of origin, the exceptions being Bulgaria and India. The proportion of filing activity related to agriculture was largest for applicants from Kazakhstan, Mexico, Thailand and Viet Nam, accounting for between 33% and 48% of their respective totals.

A25. International applications by top three sectors for selected middle-income countries of origin, 2019

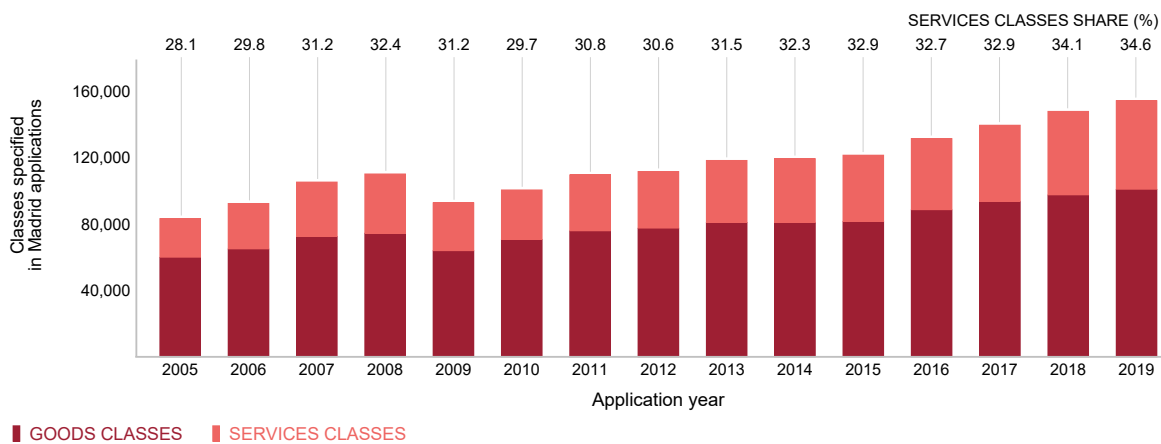


Note: Origin data are based on the country of the Madrid registration holder's address. Industry sectors based on class groups are those defined by Edital®. Some industry sectors are abbreviated. See the Nice classes and industry sectors table in the annex for full definitions. For full class definitions,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

Source: WIPO Statistics Database, March 2020.

The share of services classes specified in Madrid applications has grown in 11 of the last 15 years, and since 2018, has accounted for more than a third of all classes in applications.

A26. Trend in services classes versus goods classes, 2005–2019



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

Source: WIPO Statistics Database, March 2020.

Applicants based in 11 of the 20 selected origins had shares of services-related classes greater than a third of all classes specified in their Madrid applications filed in 2019, whereas this share was only 20% for applications from China and 25.9% for those from Japan.

A27. Goods classes versus services classes in international applications for selected origins, 2009 and 2019

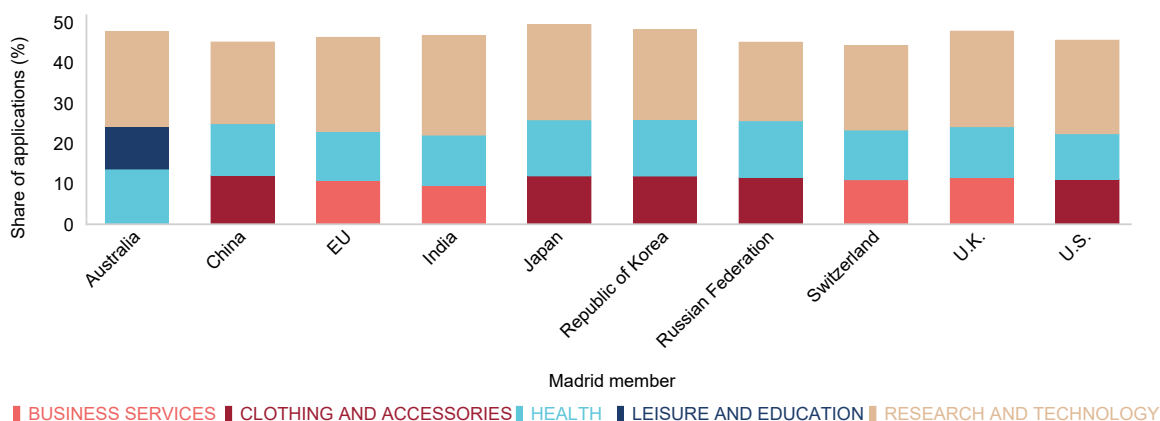
Origin	2009 (%)		2019 (%)		Change in services classes share compared to 2009 (percentage points)
	Goods	Services	Goods	Services	
Switzerland	65.1	34.9	57.7	42.3	7.4
Croatia	70.8	29.2	58.4	41.6	12.4
U.K.	67.1	32.9	60.5	39.5	6.6
U.S.	66.8	33.2	61.3	38.7	5.5
France	64.1	35.9	61.8	38.2	2.3
Netherlands	65.7	34.3	62.4	37.6	3.3
Ukraine	69.3	30.7	64.0	36.0	5.3
Germany	70.4	29.6	64.4	35.6	6.0
Australia	63.5	36.5	65.0	35.0	-1.5
Sweden	66.0	34.0	66.1	33.9	-0.1
Cyprus	42.2	57.8	66.6	33.4	-24.4
Finland	70.6	29.4	66.9	33.1	3.7
Portugal	66.5	33.5	67.7	32.3	-1.2
Spain	67.0	33.0	67.7	32.3	-0.7
Russian Federation	63.0	37.0	69.8	30.2	-6.8
Bulgaria	70.0	30.0	70.2	29.8	-0.2
Turkey	79.8	20.2	70.6	29.4	9.2
Belarus	67.9	32.1	71.6	28.4	-3.7
Japan	83.3	16.7	74.1	25.9	9.2
China	88.3	11.7	80.0	20.0	8.3

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/classifications/nice.

Source: WIPO Statistics Database, March 2020.

In 2019, research and technology was the leading sector for which trademark protection was sought in the jurisdiction of every top 10 designated Madrid member. Health was also among the three most popular sectors across these same 10 members, followed by clothing and accessories, business services, and leisure and education.

A28. International applications by top three sectors for the top 10 designated Madrid members, 2019

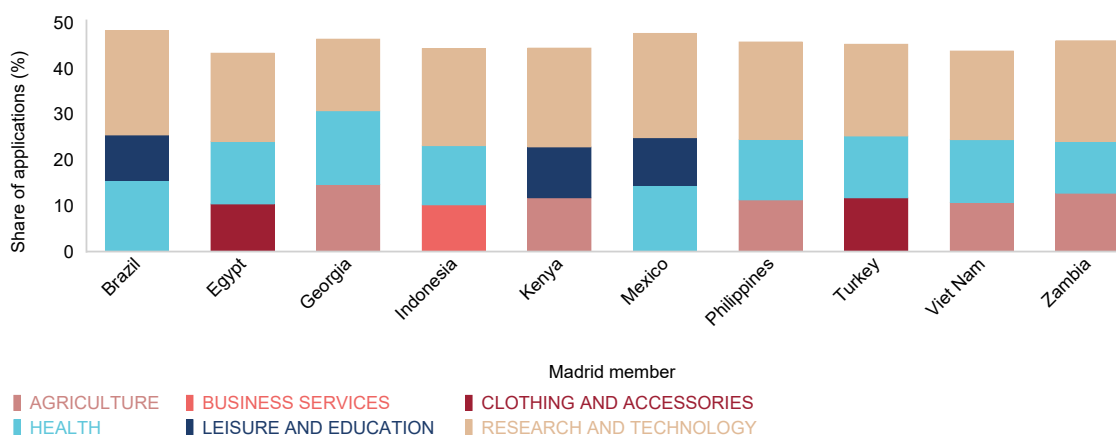


Note: Industry sectors based on class groups are those defined by Edital®. Some industry sectors are abbreviated. See the Nice classes and industry sectors table in the annex for full definitions. For full class definitions, visit www.wipo.int/classifications/nice.

Source: WIPO Statistics Database, March 2020.

Both research and technology and health are among the top three sectors in all but one of the selected designated middle-income countries. Agriculture stands out as one of the top sectors in Georgia, Kenya, the Philippines, Viet Nam and Zambia, as does the leisure and education sector for trademark holders designating Brazil, Kenya and Mexico. Clothing and accessories features as one of the top sectors for designated Madrid members Egypt and Turkey.

A29. International applications by top three sectors for selected designated low- and middle-income Madrid members, 2019



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

Source: WIPO Statistics Database, March 2020.

Statistical table

A30. International applications and designations via the Madrid System, 2019

Name	Origin ¹		Designated member
	Number of applications	Designations	Designations
Afghanistan	824
African Intellectual Property Organization	n.a.	n.a.	2,211
Albania	12	40	2,151
Algeria	6	14	2,631
Andorra (a)	1	14	n.a.
Antigua and Barbuda	4	80	598
Argentina (a)	2	12	n.a.
Armenia	30	231	2,718
Australia	2,094	9,406	15,552
Austria	1,059	5,633	2,560
Azerbaijan	5	59	3,070
Bahamas (a)	6	50	n.a.
Bahrain	1,832
Barbados (a)	2	11	n.a.
Belarus	194	1,341	4,795
Belgium (b)	752	3,828	n.a.
Belize (a)	5	24	n.a.
Benelux Office for Intellectual Property	n.a.	n.a.	2,774
Bermuda (a)	19	157	n.a.
Bhutan	694
Bonaire, Sint Eustatius and Saba (d)	555
Bosnia and Herzegovina	59	266	2,759
Botswana	2	48	814
Brazil	31	76	1,952
Brunei Darussalam	2	10	1,150
Bulgaria	223	3,779	1,262
Cabo Verde (a)	1	7	n.a.
Cambodia	4	14	2,597
Cameroon (e)	5	17	n.a.
Canada	359	1,888	9,207
Chile (a)	2	3	n.a.
China	6,339	58,866	24,423
China, Hong Kong SAR (a)	1	0	n.a.
Colombia	55	421	4,274
Côte d'Ivoire (e)	13	34	n.a.
Croatia	172	881	1,274
Cuba	13	106	1,391
Curaçao (d)	7	37	601
Cyprus	231	1,652	811
Czech Republic	374	2,331	1,569
Democratic People's Republic of Korea	10	12	1,197
Denmark	565	3,466	1,306
Dominican Republic (a)	1	1	n.a.
Ecuador (a)	1	24	n.a.
Egypt	21	248	4,130
Equatorial Guinea (e)	1	24	n.a.
Estonia	103	635	1,159
Eswatini	685
Ethiopia (a)	1	3	n.a.
European Union	n.a.	n.a.	27,102
Finland	465	2,549	1,160
France	4,437	28,151	3,483
Gambia	755
Georgia	30	154	2,702
Germany	7,700	43,418	4,562
Ghana	1,365
Greece	129	592	1,240
Guinea (e)	3	9	n.a.
Hungary	199	2,055	1,363
Iceland	31	158	2,489

(Continued)

(A30 continued)

Name	Origin ¹		Designated member
	Number of applications	Designations	Designations
India	460	3,835	12,414
Indonesia	57	1,313	7,219
Iran (Islamic Republic of)	24	276	2,777
Iraq (a)	2	30	n.a.
Ireland	192	1,880	1,098
Israel	340	1,607	5,187
Italy	2,649	16,840	3,292
Japan	3,160	19,214	16,866
Kazakhstan	159	1,445	5,113
Kenya	18	107	2,013
Kyrgyzstan	14	184	2,516
Lao People's Democratic Republic	3	33	1,666
Latvia	133	937	1,269
Lebanon (a)	11	42	n.a.
Lesotho	643
Liberia	796
Liechtenstein	90	1,142	2,240
Lithuania	137	639	1,286
Luxembourg (b)	407	2,691	n.a.
Madagascar	5	11	979
Malawi	637
Malaysia (a)	21	104	62
Malta (c)	58	332	n.a.
Marshall Islands (a)	6	76	n.a.
Mauritius (a)	10	154	n.a.
Mexico	113	560	10,715
Monaco	110	941	2,286
Mongolia	3	8	1,841
Montenegro	5	22	2,495
Morocco	90	515	3,719
Mozambique	1,133
Namibia	1,024
Netherlands (b)	1,414	7,132	n.a.
New Zealand	566	2,061	8,197
North Macedonia	35	153	2,447
Norway	327	1,693	8,848
Oman	2,011
Panama (a)	2	96	n.a.
Paraguay (a)	4	7	n.a.
Philippines	87	427	6,300
Poland	512	2,895	2,297
Portugal	223	1,675	1,619
Republic of Korea	1,392	10,749	13,379
Republic of Moldova	66	382	2,657
Romania	95	690	1,614
Russian Federation	1,712	13,639	16,090
Rwanda	3	54	853
Samoa	352
San Marino	7	17	1,061
Sao Tome and Principe	541
Senegal (e)	7	18	n.a.
Serbia	193	1,304	3,964
Seychelles (a)	10	75	n.a.
Sierra Leone	795
Singapore	735	5,297	10,692
Sint Maarten (Dutch Part) (d)	4	12	630
Slovakia	96	490	1,175
Slovenia	208	1,348	1,155
South Africa (a)	7	21	n.a.
Spain	1,360	7,921	2,943
Sri Lanka (a)	1	23	n.a.
Sudan	1	7	1,117

(A30 continued)

Name	Origin ¹		Designated member
	Number of applications	Designations	Designations
Sweden	825	4,788	1,470
Switzerland	3,729	26,966	15,238
Syrian Arab Republic	1	1	948
Tajikistan	8	82	2,153
Thailand	137	942	7,784
Tunisia	29	136	2,503
Turkey	1,980	8,879	8,996
Turkmenistan	1	8	1,866
Ukraine	496	2,808	6,962
United Arab Emirates (a)	23	263	n.a.
United Kingdom	3,460	29,349	15,060
United States of America	10,087	69,619	23,851
Uzbekistan	14	133	2,482
Vanuatu (a)	1	5	n.a.
Viet Nam	187	1,772	8,111
Zambia	2	8	1,063
Zimbabwe	1,019
Others	295	1,577	19
Total	64,400	433,295	433,295

Note: Only countries or territories of origin and designated Madrid member countries or jurisdictions for which 2019 Madrid System statistics exist are listed. Madrid application by origin data for 2019 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, 2019. Applicants from this country or territory are entitled to file via the Madrid System by claiming commercial activity or domicile in a country, or in the jurisdiction of a regional intellectual property (IP) office, that is a member of the Madrid System. An applicant cannot designate the Madrid member for which entitlement is claimed (no self-designation is possible).

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

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

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

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

.. indicates zero.

n.a. indicates not applicable.

Source: WIPO Statistics Database, March 2020.

Section B

Statistics on Madrid international registrations, renewals and active registrations

Highlights

Trademark holders worldwide received over 64,000 Madrid international registrations in 2019

In 2019, the World Intellectual Property Organization (WIPO) recorded 64,118 Madrid registrations, twice the amount issued in the early 2000s (figure B1). The long-term trend for Madrid registrations broadly follows that for Madrid applications; however, changes in the number of registrations from year to year can be more pronounced than for applications. Madrid registrations can fluctuate considerably from one year to the next for reasons such as the time it takes for Madrid applications to be processed at offices of origin before being sent to the International Bureau (IB) of WIPO or the processing time required at the IB itself, which includes an irregularities procedure and time limits for applicants and offices to remedy such irregularities.

How has the trend in subsequent designations evolved over time?

Due in part to Madrid System accessions and the incentive for holders to extend protection to include the jurisdictions of new Madrid members in addition to those of longer standing members, the number of subsequent designations has increased from about 36,000 in 2009 to 57,041 in 2019. Subsequent designations are requests made by trademark holders to extend protection for their existing Madrid registrations to cover new markets. There were 3.3% more such subsequent designations made in Madrid registrations in 2019 than in 2018, marking the third annual increase in a row since the declines seen in 2015 and 2016 (figure B2). Although most requests for subsequent designations are submitted directly by holders to the IB, fluctuations in the numbers submitted via Madrid member offices from year to year can be significant for the reasons given for international registrations. Subsequent designations underwent a gradual increase year-on-year from 2005 to 2007. However, in 2009, at the height of the global financial crisis, they decreased by 18.8%, on a par with that year's 20.3% drop in designations in new Madrid applications.

How did trademark holders use subsequent designations to extend protection for their marks to additional export markets in 2019?

China (2,909) received the highest number of subsequent designations in 2019 and has been the most subsequently designated country every year since 2004 (figure B7). With an exceptionally high growth rate of 64.5%, the U.K. (2,082), as a destination country for trademark protection, jumped from 12th most subsequently designated Madrid member in 2018 to rank second in 2019. This is most likely due to a move by many Madrid registration holders to ensure protection for their marks in the U.K. post Brexit.

In 2019, the U.S. (1,957), the Republic of Korea (1,719) and Japan (1,659) followed behind China and the U.K. as the top countries where Madrid registration holders sought to extend protection for their marks. Canada (1,639), which joined the Madrid System only in June 2019, already ranked sixth most subsequently designated member by the end of the same year. The 20 most designated Madrid member countries received just over half (53%) of all subsequent designations in 2019. Twelve of these countries received more subsequent designations in 2019 than in 2018. Like the U.K., China (+10.7%), India (+16.6%) and the Philippines (+18.4%) saw high growth in the amount of subsequent designations received in 2019.

Although increases were recorded for a majority of the top designated Madrid members, about a third received fewer subsequent designations than the year before. Japan (-6.6%), New Zealand (-7.7%), the Republic of Korea (-4.2%) and Viet Nam (-4.2%) were the ones to see the largest decreases. Nine of the top 20 subsequently designated Madrid members are middle-income countries spanning three continents, reflecting the widespread appeal of developing markets to Madrid registration holders seeking to extend protection for their marks.

Among the top 15 designated Madrid members, Australia, China, Japan, Mexico, the Republic of Korea and the Russian Federation all received their highest shares of subsequent designations in 2019 from trademark holders in France, Germany and the U.S. (figure B9). Holders from Japan were among the top three origins of subsequent designations in its Asian neighbors Indonesia, the Philippines, Singapore, Thailand and Viet Nam, whereas holders from Switzerland were among the top three origins for the U.K. and the U.S.

Holders renewed almost 30,000 Madrid international registrations in 2019

Madrid registration holders renewed 29,262 registrations in 2019, a fall of 8% 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. The 2019 decrease was to be expected due to the lower number of Madrid registrations recorded at the height of the financial crisis in 2009 and up for renewal 10 years later. In 2006, renewals of Madrid registrations doubled from almost 8,000 in 2005 to just over 16,400. This was the result of a reduction in the renewal period from 20 to 10 years that came into effect in 1996. Since 2006, renewals have trended upward, despite modest declines in 2011 and 2017, and a more considerable drop in 2019.

The highest numbers of renewals in 2019 were recorded by holders from Germany, France, Switzerland and Italy

Holders from Germany (7,251), France (4,583), Switzerland (2,587) and Italy (2,400) recorded the highest numbers of Madrid registration renewals in 2019 (figure B14). This reflects their long-standing membership of the Madrid System. Together, these top four origins of renewals accounted for over half (57%) of all renewals in 2019, and their holders' stocks of international registrations have often been maintained for many decades.

Despite the drop in total Madrid registrations 10 years earlier and therefore the numbers of renewals for 15 of the top 20 origins, renewals increased in 2019 for five of the top 20 origins compared to the previous year. These were Australia (+3.8%), Austria (+2.1%), Japan (+4.3%), Switzerland (+0.1%) and Turkey (+11.8%).

Almost half (49%) of all international registrations recorded since the Madrid System was established in 1891 are still active

Of the 1.5 million international registrations recorded since the creation of the Madrid System, about half (741,619) remained active – that is, in force – in 2019. Totalling almost 463,400 in 2005, active Madrid registrations have increased by between about two and five percent each year subsequently (figure B21). In 2019, the total number of active Madrid registrations grew by 4.6%.

Together, holders located in just 20 countries own almost 90% of all active Madrid registrations

Madrid registration holders domiciled in Germany owned 132,632 active registrations in 2019, followed by holders in France (83,499) and the U.S. (74,469) (figure B23). Together, holders based in the top 20 countries of origin owned almost 90% of all active Madrid registrations in 2019. Among the top origins, holders from China (+15.9%), Japan (+9.7%), the Republic of Korea (+16.1%) and the U.S. (+11.9%) were the ones whose stocks of active Madrid registrations grew the most from 2018 to 2019.

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

In 2019, China (280,257) retained top spot as the Madrid member with the most designations in active Madrid registrations, followed by Switzerland (258,361) and the Russian Federation, with 243,094 designations. The EU (222,684) and the U.S. (210,364) were the fourth and fifth highest-ranking Madrid members in terms of designations in active registrations (figure B24). This means that, as of 2019, the over 200,000 trademarks in force in each of these four countries and the EU, via the EUIPO, resulted from Madrid registrations.

Thirteen of the top 20 Madrid members had more designations in active registrations in 2019 than they did in 2018, with the U.K. recording the highest growth of 13.6%. Six of the seven Madrid members that saw declines were either individual EU member countries or the Benelux countries as a group, which comprises Belgium, the Netherlands and Luxembourg. Nevertheless, as a single designated Madrid member, the EU as a whole saw the second highest growth (+9.6%) among top members.

The 6.21 million designations in active Madrid registrations in 2019 were owned by about 260,600 right holders

A majority (62.9%) of holders of active Madrid registrations possessed only a single such registration in their 2019 portfolios – a situation that has remained almost unaltered since 2012. Another 17.1% of holders owned only two active Madrid registrations. Overall, about 90% of holders held four or fewer active registrations in their portfolios, and about 95% owned no more than seven (figure B25).

Madrid international registrations

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Renewals of Madrid international registrations

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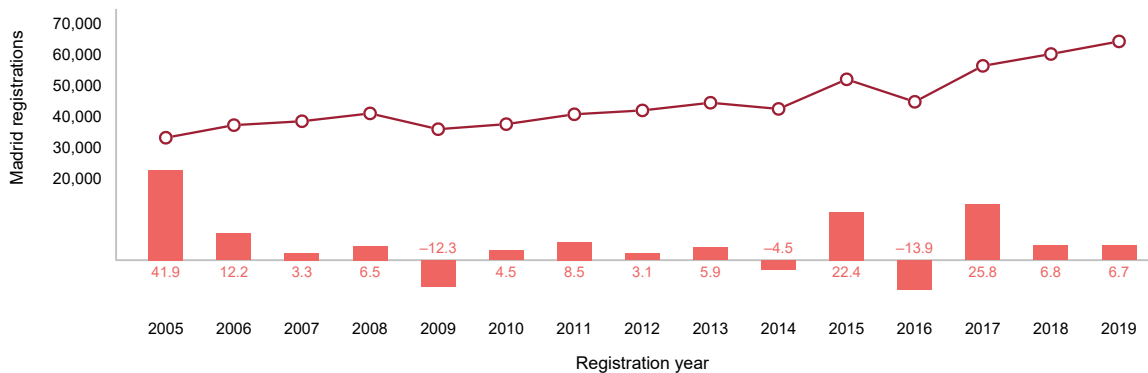
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Madrid international registrations

In 2019, trademark holders received a total of 64,118 Madrid registrations, representing an increase of 6.7% on the previous year.

B1. Trend in international registrations, 2005–2019



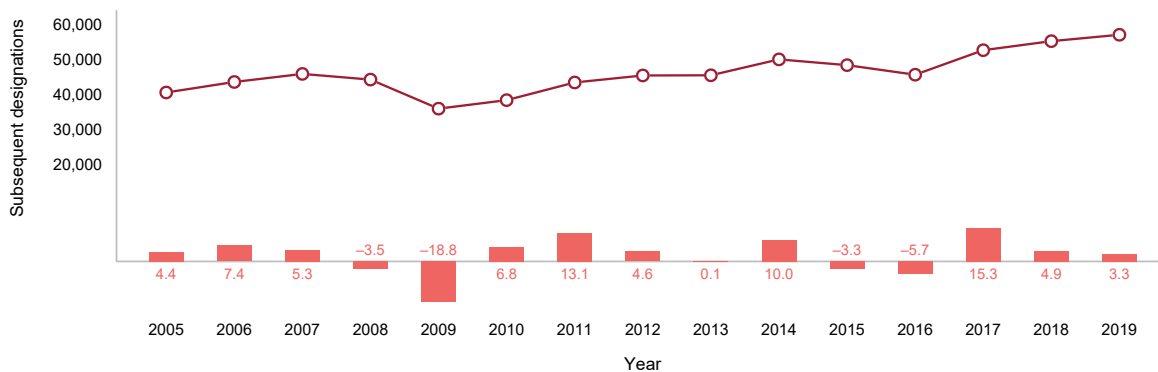
■ MADRID REGISTRATIONS ■ GROWTH RATE (%)

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

Source: WIPO Statistics Database, March 2020.

Subsequent designations have increased from about 40,500 in 2005 to just over 57,000 in 2019.

B2. Trend in subsequent designations in international registrations, 2005–2019

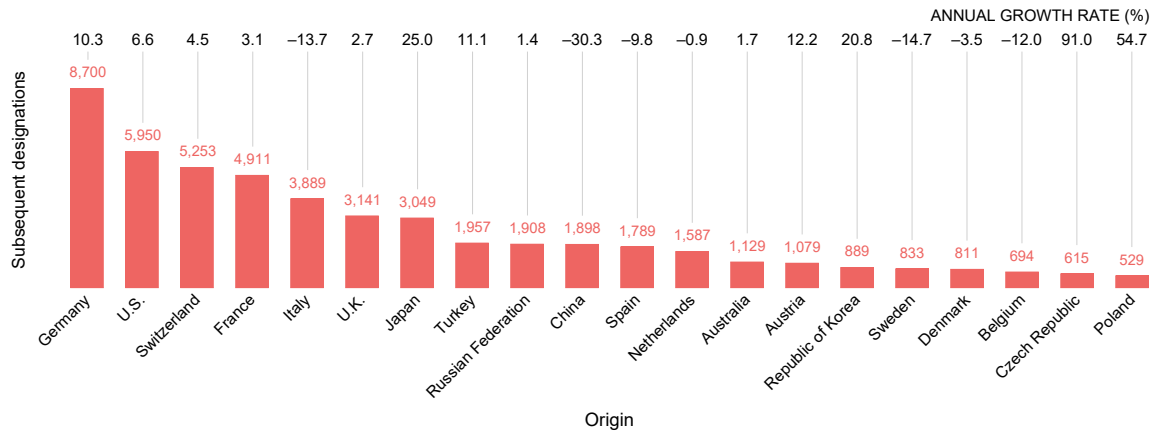


■ SUBSEQUENT DESIGNATIONS ■ GROWTH RATE (%)

Source: WIPO Statistics Database, March 2020.

For more than three decades, holders based in Germany have been the most active in subsequently extending protection for their marks to other Madrid member markets, and in 2019 they were followed by holders located in the U.S. and Switzerland.

B3. Subsequent designations in international registrations for the top 20 origins, 2019

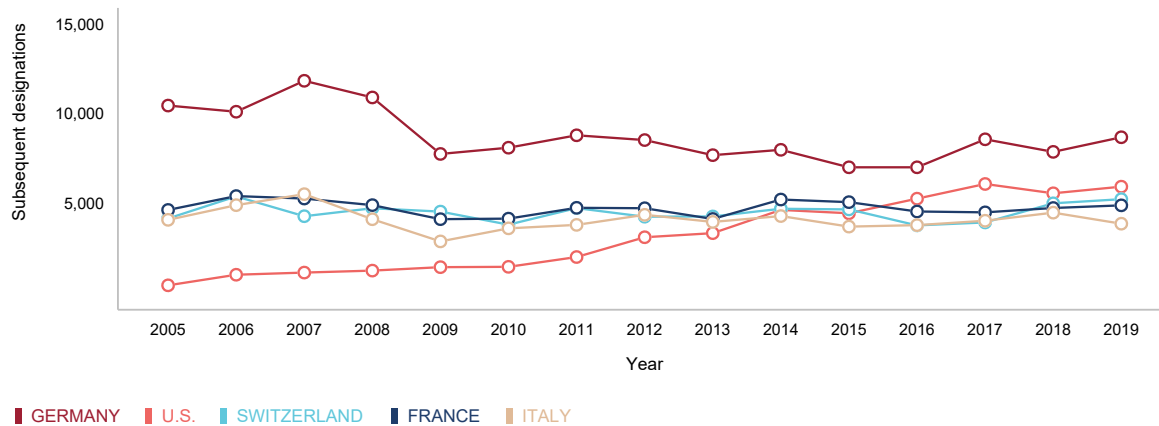


Note: Origin data are based on the country of the Madrid registration holder's address.

Source: WIPO Statistics Database, March 2020.

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

B4. Trends in subsequent designations in international registrations for the top five origins, 2005–2019

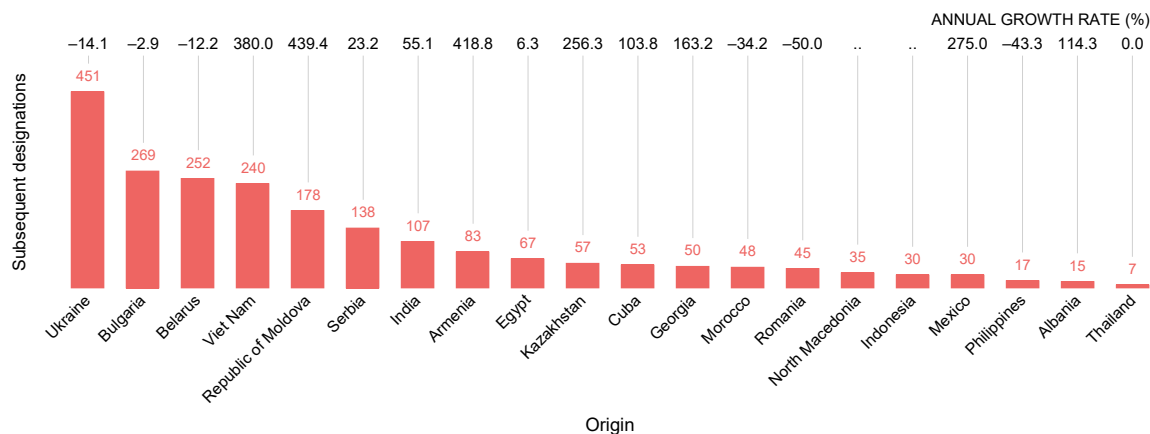


Note: Origin data are based on the country of the Madrid registration holder's address.

Source: WIPO Statistics Database, March 2020.

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

B5. Subsequent designations in international registrations for selected middle-income country origins, 2019



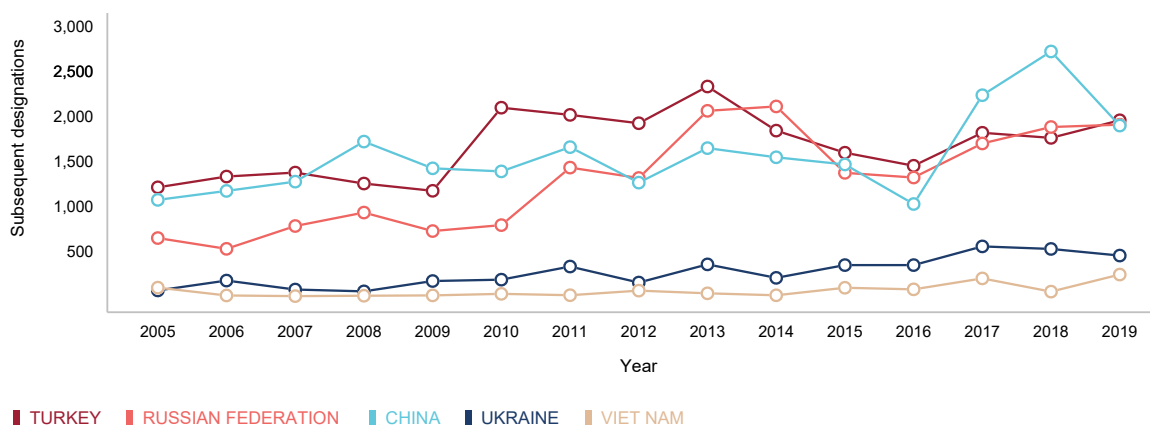
Note: Origin data are based on the country of the Madrid registration holder's address. The total numbers of subsequent designations in international registrations for all origins are reported in statistical table B27.

.. indicates not available.

Source: WIPO Statistics Database, March 2020.

Between 2016 and 2018, subsequent designations from China increased sharply compared to the other selected middle-income countries of origin, but in 2019 they dropped to approximately the same level as those made by holders based in the Russian Federation and Turkey. Subsequent designations from Ukraine and Viet Nam have been similar in magnitude.

B6. Trends in subsequent designations in international registrations for selected middle-income country origins, 2005–2019

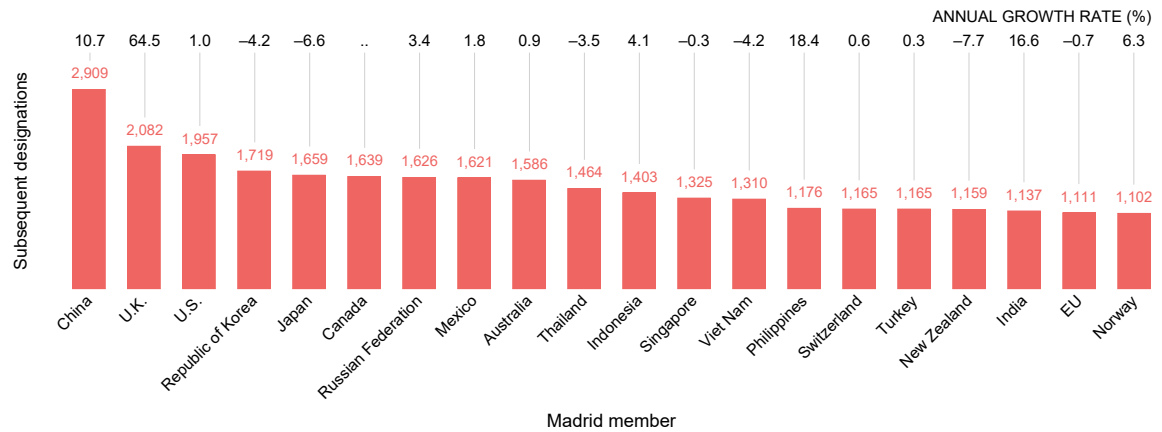


Note: Origin data are based on the country of the Madrid registration holder's address.

Source: WIPO Statistics Database, March 2020.

China has received the highest number of subsequent designations each year since 2004, whereas the U.K. moved from 12th spot in 2018 to rank second in 2019, most likely due to a move by many Madrid registration holders to ensure protection for their marks in the U.K. post Brexit.

B7. Subsequent designations in international registrations for the top 20 designated Madrid members, 2019



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

.. indicates not available.

Source: WIPO Statistics Database, March 2020.

The largest share of subsequent designations received by 13 of the top 15 designated Madrid members in 2019 came from Germany, with the U.K. receiving 44.1% of its total from German registration holders alone. Exceptions were the Philippines, where the top origin of subsequent designations was Japan, and Singapore, for which the U.S. was the largest origin.

B8. Shares of total subsequent designations in international registrations for the top 20 origins and top 15 designated Madrid members, 2019

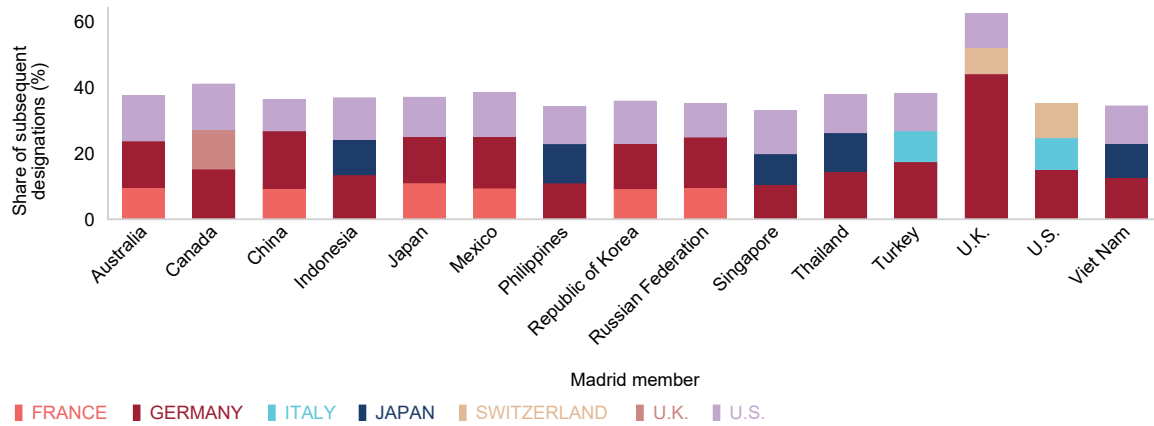
Origin	Designated Madrid member														
	China	U.K.	U.S.	Republic of Korea	Japan	Canada	Russian Federation	Mexico	Australia	Thailand	Indonesia	Singapore	Viet Nam	Philippines	Switzerland
Germany	17.5	44.1	15.1	13.8	14.1	15.2	15.2	15.6	14.1	14.4	13.5	10.5	12.7	11.0	14.8
U.S.	9.5	10.4	0.3	12.8	11.9	13.8	10.1	13.4	13.7	11.5	12.6	13.1	11.3	11.2	11.8
Switzerland	8.0	8.0	10.4	7.9	10.4	6.9	6.9	8.3	8.5	8.7	6.8	9.1	6.9	5.1	0.2
France	9.3	7.5	8.8	9.2	11.0	6.7	9.7	9.4	9.6	8.5	7.1	9.1	7.7	7.1	11.8
Italy	6.4	2.1	9.7	8.1	7.5	7.1	8.9	8.1	7.1	6.1	7.3	7.5	9.1	4.7	8.6
U.K.	6.4	0.3	6.2	7.6	7.6	12.0	6.2	6.5	7.3	5.9	6.0	8.2	4.5	7.4	8.7
Japan	5.9	3.7	7.4	7.9	0.1	6.1	5.0	6.2	5.9	11.8	10.8	9.4	10.3	11.9	4.2
Turkey	1.4	1.6	3.6	1.3	1.3	1.3	4.3	2.4	1.6	1.1	1.9	1.5	1.3	1.4	1.4
Russian Federation	4.0	1.4	2.5	1.6	1.9	0.9	0.2	1.7	0.9	2.1	1.7	1.3	2.7	1.1	2.0
China	0.2	1.2	1.7	1.6	2.3	1.0	1.9	3.1	2.1	3.9	4.6	3.2	3.3	4.6	2.6
Spain	3.7	1.0	4.2	3.1	3.6	2.3	4.0	3.6	2.7	2.9	4.1	2.9	3.5	3.9	3.4
Netherlands	4.4	0.9	3.6	3.6	3.6	3.1	2.6	3.8	4.0	2.9	2.1	2.9	2.2	3.2	3.0
Australia	3.2	1.6	3.4	3.0	3.7	3.8	2.4	1.5		2.3	3.6	3.2	2.9	4.0	2.7
Austria	1.7	4.7	1.7	1.5	1.6	1.8	1.9	1.9	2.6	0.8	0.9	1.3	1.3	1.0	2.0
Republic of Korea	0.8	1.2	1.8		1.9	1.3	2.2	2.3	1.8	1.8	3.3	1.4	2.7	5.1	0.7
Sweden	1.5	0.8	2.4	2.3	1.9	2.1	2.7	1.5	2.2	1.9	1.9	1.4	1.9	1.0	2.4
Denmark	1.4	1.5	1.8	1.9	1.7	2.4	2.2	1.7	2.4	1.2	0.7	1.4	1.5	1.5	3.4
Belgium	1.5	0.9	1.6	1.6	1.3	1.4	1.7	1.3	1.3	0.8	1.1	0.7	0.5	1.1	1.2
Czech Republic	0.7	0.9	0.5	0.8	0.2	0.5	0.7	0.2	1.9	0.8	0.5	0.8	0.8	0.6	0.3
Poland	0.6	0.1	0.5	1.0	1.2	0.5	0.7	0.5	0.5	1.0	0.9	0.9	1.5	1.2	1.0
Other origins	11.9	6.1	12.8	9.4	11.3	9.7	10.4	6.9	9.6	9.4	8.6	10.2	11.5	11.8	14.0

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

Source: WIPO Statistics Database, March 2020.

In 2019, the top three origins of subsequent designations for 14 of the top 15 designated Madrid members accounted for between 33% and 41% of all subsequent designations received except for the U.K., where this share was an exceptional 62.4%.

B9. Distribution of subsequent designations in international registrations for the top 15 designated Madrid members received from their top three origins, 2019



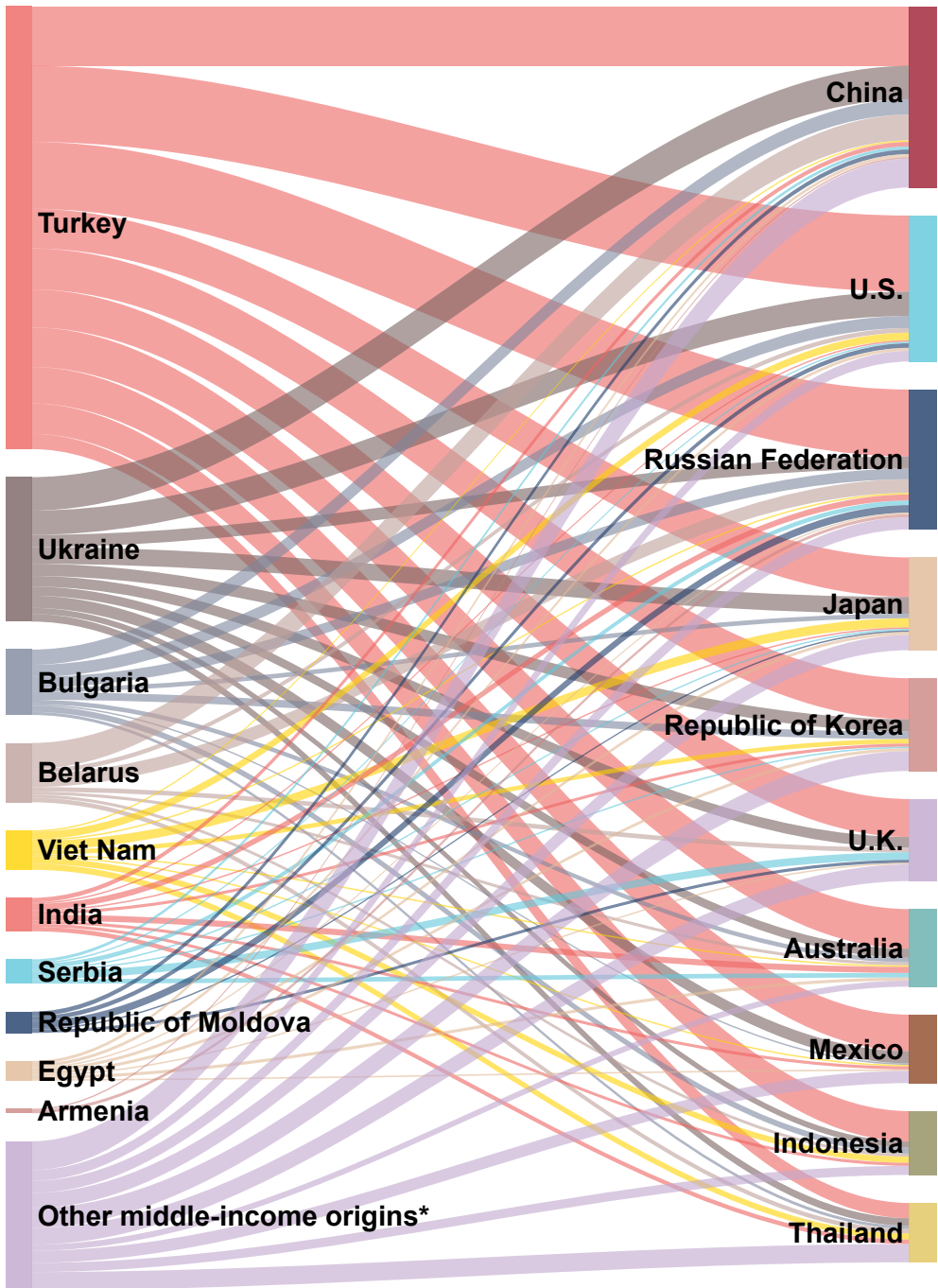
Source: WIPO Statistics Database, March 2020.

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

B10. Flows of subsequent designations from selected middle-income countries of origin to selected top subsequently designated Madrid members, 2019

Middle-income country of origin

Subsequently designated Madrid member



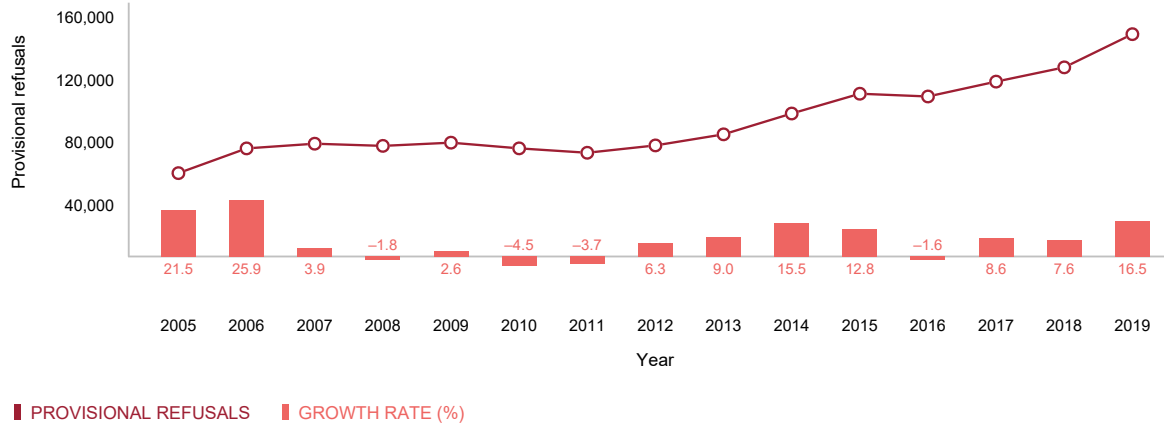
Note: Origin data are based on the country of the Madrid registration holder's address.

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

Source: WIPO Statistics Database, March 2020.

Provisional refusals issued by designated Madrid members increased by 16.5% in 2019.

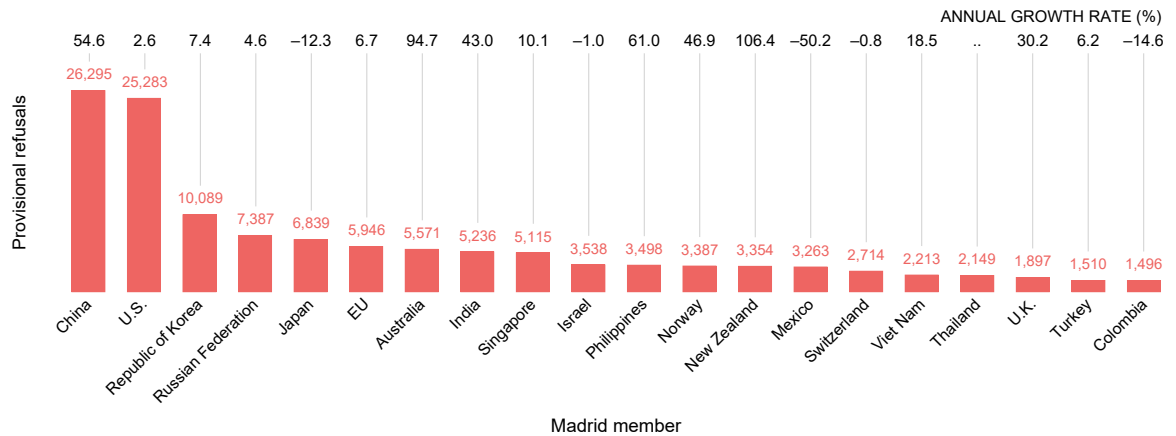
B11. Trend in provisional refusals of designations in international registrations, 2005–2019



Source: WIPO Statistics Database, March 2020.

China and the U.S. issued similarly high numbers of provisional refusals of designation in 2019.

B12. Provisional refusals of designation by selected designated Madrid members, 2019



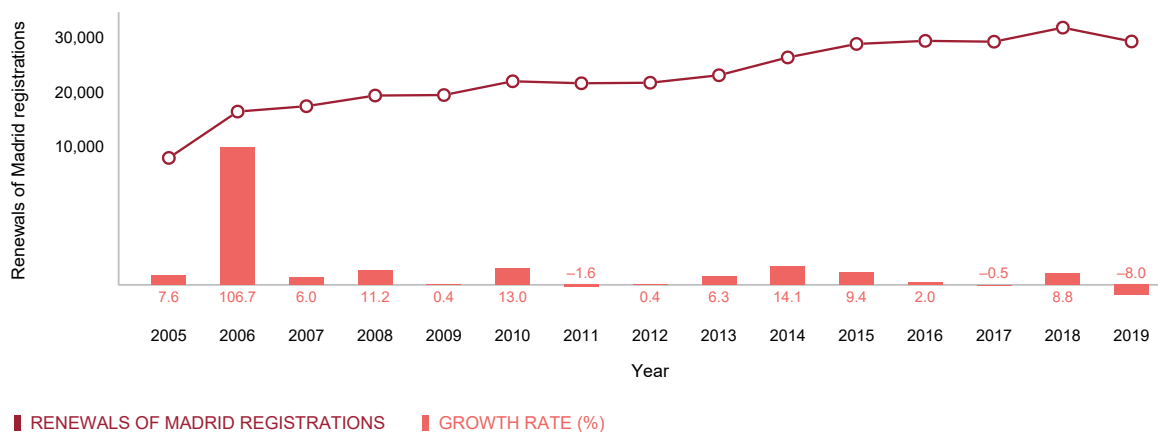
.. indicates not available.

Source: WIPO Statistics Database, March 2020.

Renewals of Madrid international registrations

In 2019, renewals of Madrid registrations fell by 8% to 29,262, only the third annual decrease in the last 15 years.

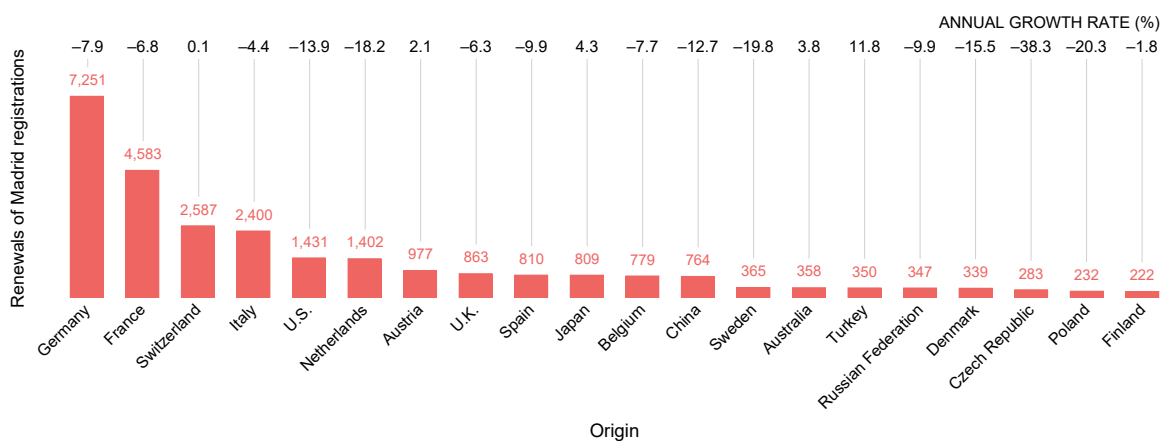
B13. Trend in renewals of international registrations, 2005–2019



Source: WIPO Statistics Database, March 2020.

About 57% of all renewals in 2019 came from just four European countries – Germany, France, Italy and Switzerland – reflecting their long-standing membership of the Madrid System and holders' large stocks of existing registrations up for renewal.

B14. Renewals of international registrations for the top 20 origins, 2019

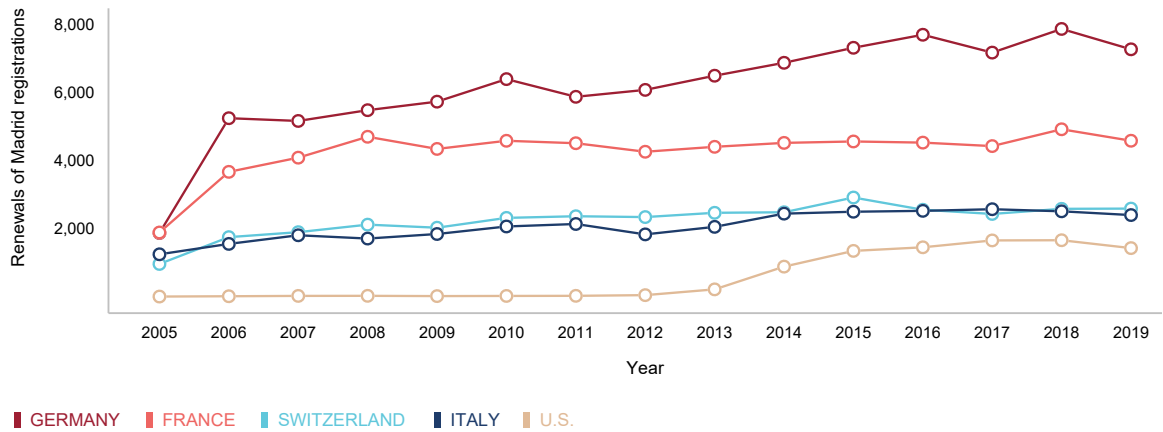


Note: Origin data are based on the country of the Madrid registration holder's address. The total numbers of renewals of international registrations for all origins are reported in statistical table B28.

Source: WIPO Statistics Database, March 2020.

Renewals of Madrid registrations from the U.S. have trended upward since 2013, marking the end of the first 10-year validity period for registrations recorded in 2003 when this country first joined the Madrid System.

B15. Trends in renewals of international registrations for the top five origins, 2005–2019

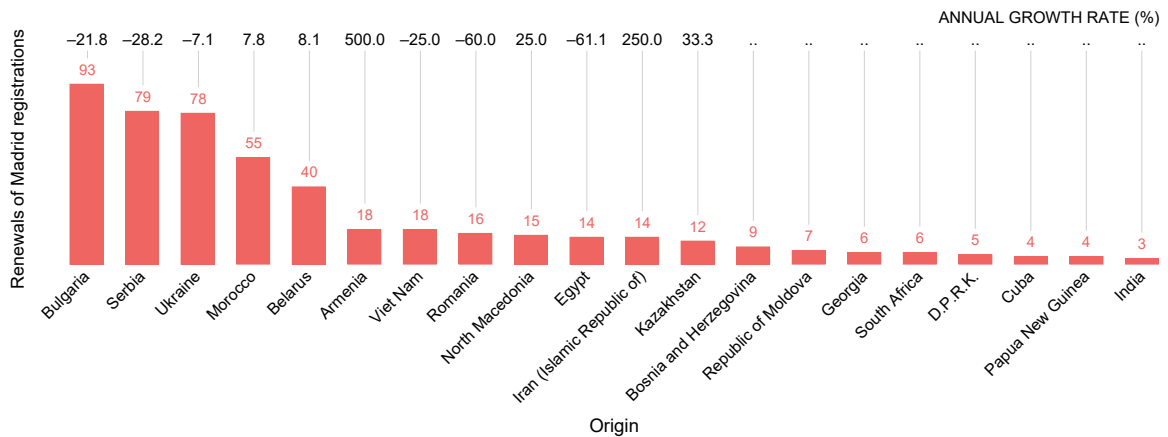


Note: Origin data are based on the country of the Madrid registration holder's address.

Source: WIPO Statistics Database, March 2020.

Renewals from many low- and middle-income countries are relatively low. For some, this is partly due to having only relatively recently become a member of the Madrid System.

B16. Renewals of international registrations for selected low- and middle-income country origins, 2019



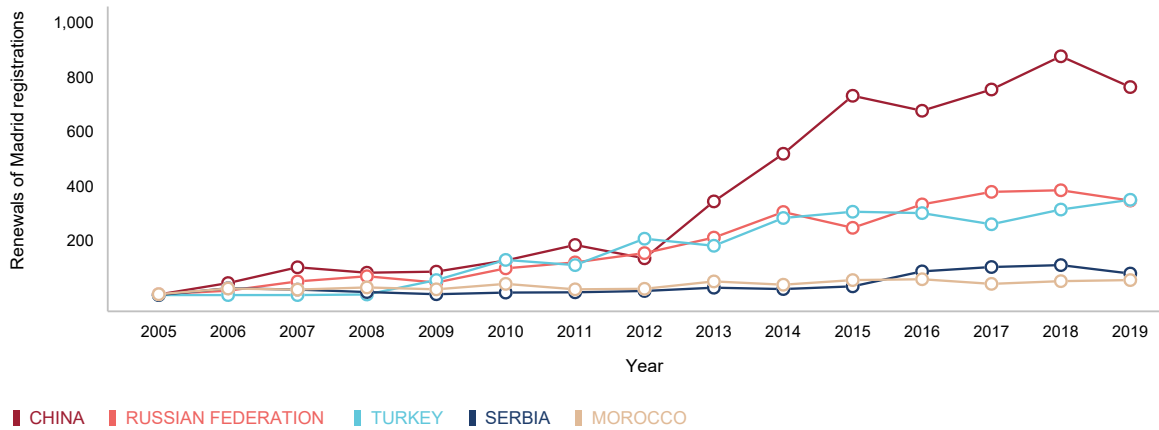
Note: Origin data are based on the country of the Madrid registration holder's address. The total numbers of renewals of international registrations for all origins are reported in statistical table B28. D.P.R.K. is the Democratic People's Republic of Korea.

.. indicates not available.

Source: WIPO Statistics Database, March 2020.

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

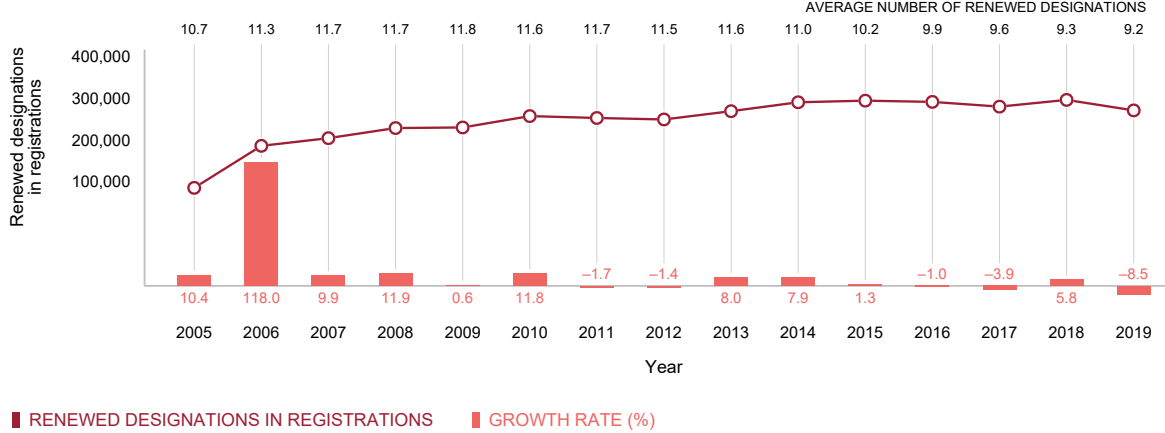
B17. Trends in renewals of international registrations for selected middle-income country origins, 2005–2019



Note: Origin data are based on the country of the Madrid registration holder's address.
Source: WIPO Statistics Database, March 2020.

Renewals have contained an average of between 9 and 12 designations for the last 15 years.

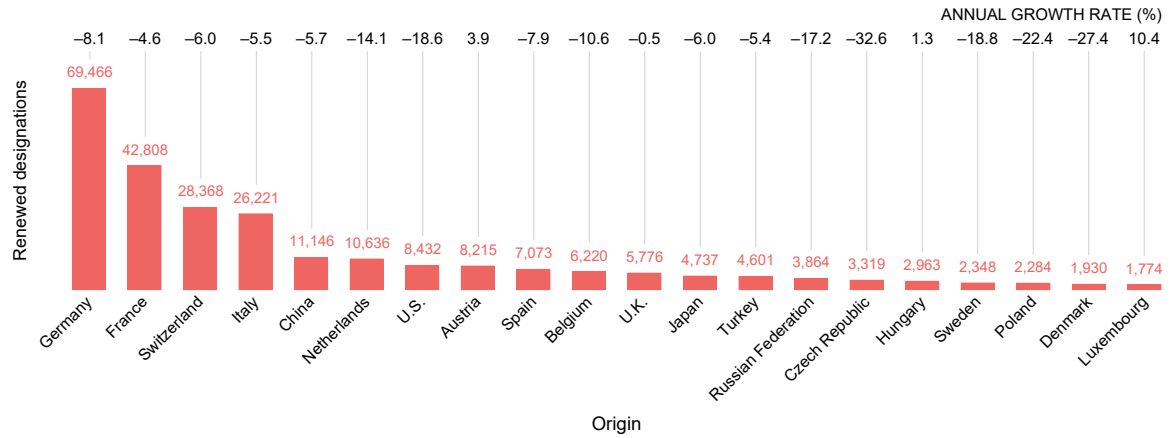
B18. Trend in renewed designations in international registrations, 2005–2019



Source: WIPO Statistics Database, March 2020.

In 2019, the top 20 origins accounted for about 93% of all renewed designations in Madrid registrations.

B19. Renewed designations in international registrations for the top 20 origins, 2019

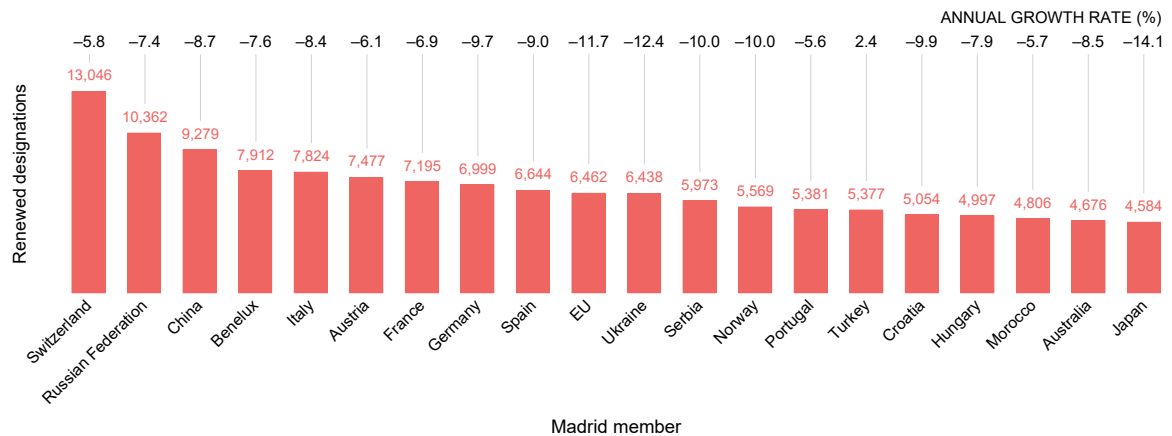


Note: Origin data are based on the country of the Madrid registration holder's address. The total numbers of designations in renewals of international registrations for all origins are reported in statistical table B28.

Source: WIPO Statistics Database, March 2020.

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

B20. Top 20 designated Madrid members in renewals of international registrations, 2019



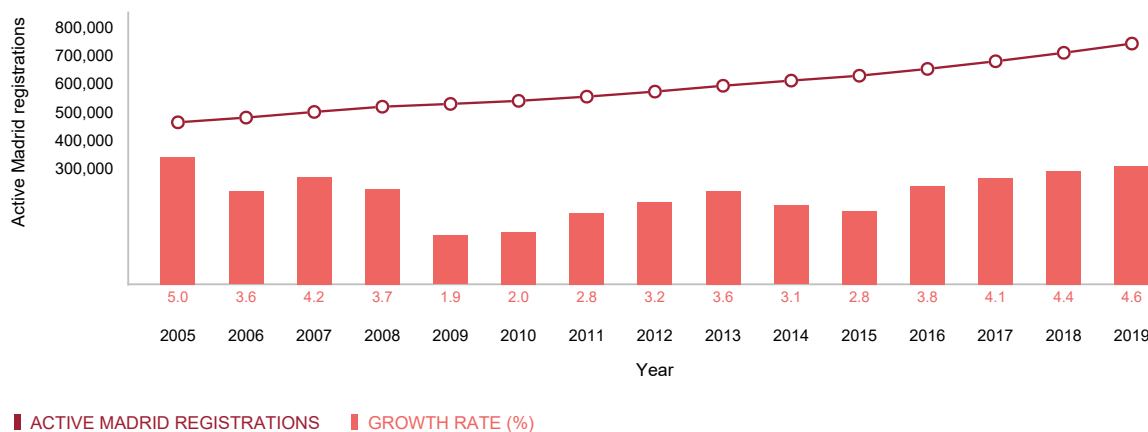
Note: Benelux comprises the territories of Belgium, Luxembourg and the Kingdom of the Netherlands. These three territories are deemed to be a single country for the application of the Madrid System. The total numbers of designations in renewals of international registrations for all Madrid members are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

Source: WIPO Statistics Database, March 2020.

Active Madrid international registrations

In 2019, active Madrid international registrations numbered 741,619; a net increase of around 32,500 over 2018.

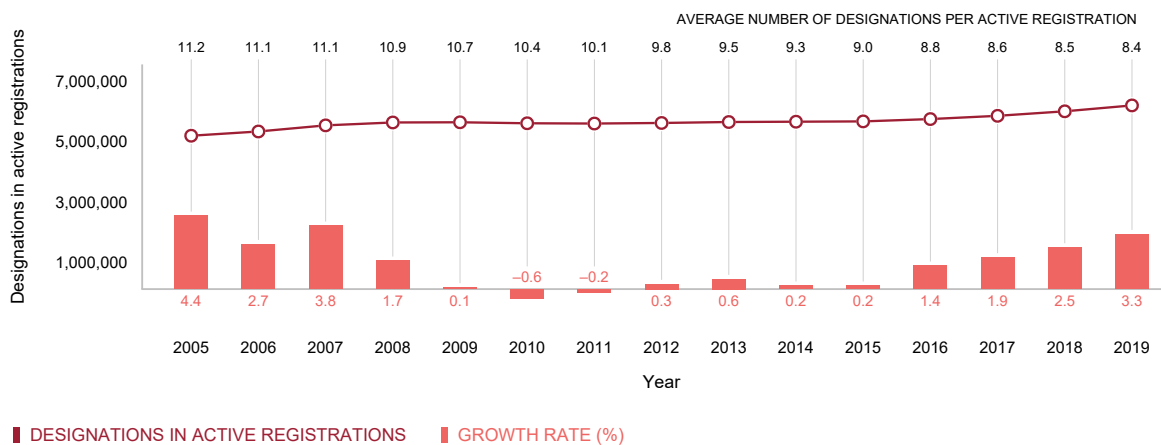
B21. Trend in active international registrations, 2005–2019



Source: WIPO Statistics Database, March 2020.

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

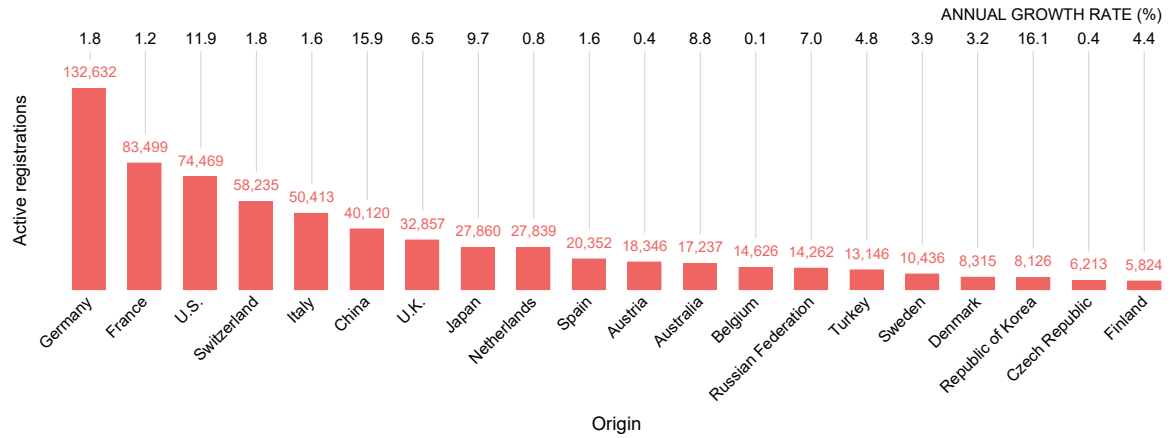
B22. Trend in designations in active international registrations, 2005–2019



Source: WIPO Statistics Database, March 2020.

In 2019, active Madrid registrations owned by holders from Germany totaled more than 1.5 times those owned by holders from France, the next highest ranked origin.

B23. Active international registrations for the top 20 origins, 2019

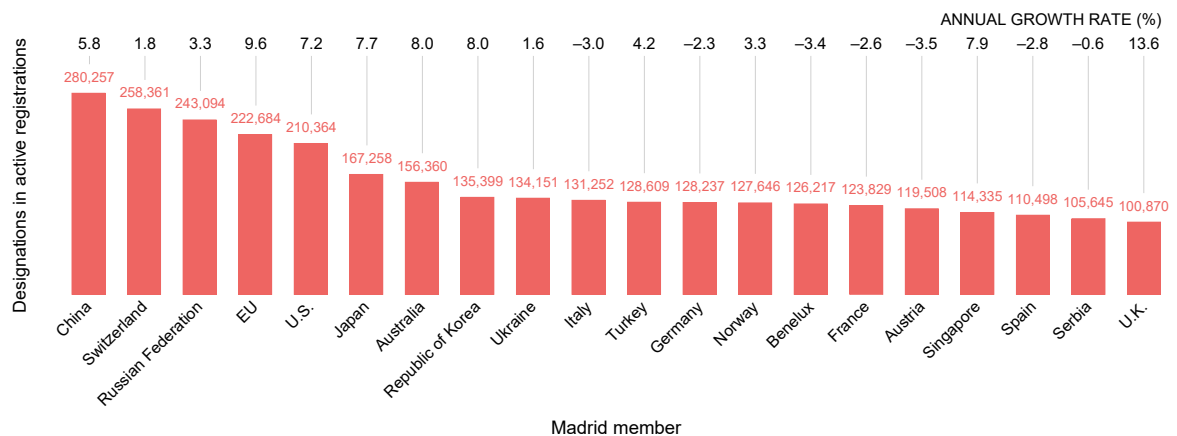


Note: Origin data are based on the country of the Madrid registration holder's address.

Source: WIPO Statistics Database, March 2020.

In 2019, for the ninth year in a row, designations in active Madrid registrations were highest for China, the Russian Federation and Switzerland, with China heading the list of the top 20 designated Madrid members for a second year running.

B24. Designations in active international registrations for the top 20 designated Madrid members, 2019

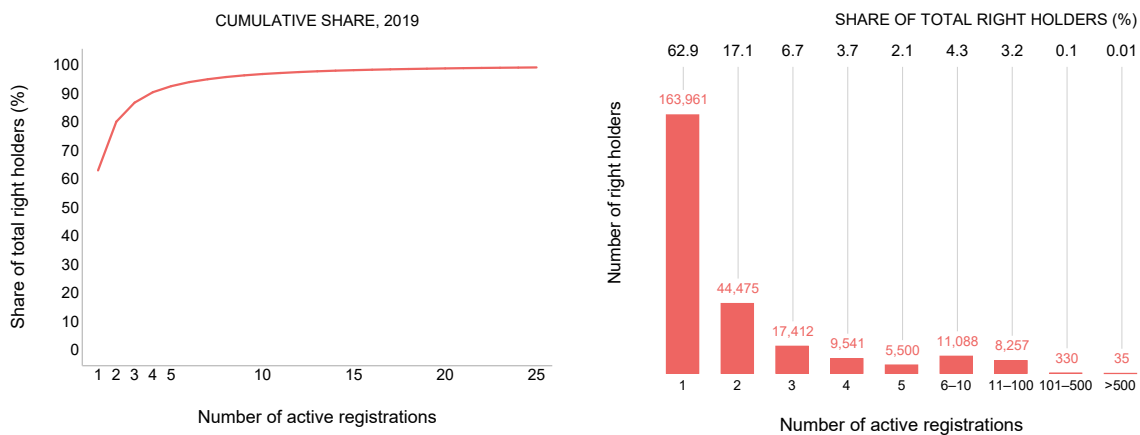


Note: Benelux comprises the territories of Belgium, Luxembourg and the Kingdom of the Netherlands. These three territories are deemed to be a single country for the application of the Madrid System.

Source: WIPO Statistics Database, March 2020.

Overall, 80% of holders of active Madrid registrations held either one or two such registrations in their portfolios in 2019.

B25. Distribution of active international registrations per right holder, 2019



Source: WIPO Statistics Database, March 2020.

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

B26. Classes specified in active international registrations, 2019

Class covers/includes	2019	Share of total (%)
Class 9: Computer hardware and software and other electrical or electronic apparatus of a scientific nature	165,680	8.8
Class 35: Services such as office functions, advertising and business management	121,357	6.4
Class 5: Mainly pharmaceuticals and other preparations for medical purposes	101,499	5.4
Class 42: Services provided by, for example, scientific, industrial or technological engineers and computer specialists	101,246	5.4
Class 25: Clothing, footwear and headgear	87,281	4.6
Class 3: Mainly cleaning preparations and toiletry preparations	79,072	4.2
Class 41: Services in the area of education, training, entertainment, sporting and cultural activities	76,276	4.0
Class 16: Mainly paper, goods made from that material and office requisites	66,811	3.5
Class 30: Mainly foodstuffs of plant origin, prepared for consumption or conservation as well as auxiliaries intended for improving the flavor of food	61,613	3.3
Class 7: Mainly machines, machine tools, motors and engines	60,520	3.2
Class 11: Apparatus for lighting, heating, steam generating, cooking, refrigerating, drying, ventilating, water supply and sanitary purposes	50,713	2.7
Class 29: Meat, fish, poultry; frozen, dried and cooked fruits and vegetables	47,610	2.5
Class 18: Leather and imitations of leather, and products made therefrom, traveling bags and umbrellas	46,557	2.5
Class 1: Chemicals used in industry, science and photography, as well as in agriculture	46,315	2.5
Class 37: Building construction; repair; installation services	41,137	2.2
Class 12: Vehicles; apparatus for locomotion by land, air or water	39,809	2.1
Class 38: Telecommunications services	38,879	2.1
Class 28: Games and playthings; gymnastic and sporting articles	38,646	2.0
Class 10: Surgical, medical, dental and veterinary apparatus and instruments	38,576	2.0
Class 6: Mainly includes common metals and their alloys and goods of common metal not included in other classes	38,376	2.0
Class 33: Alcoholic beverages (except beers)	37,931	2.0
Class 20: Mainly furniture, mirrors, picture frames and goods made from, for example, wood, cork, reed, cane, wicker	37,628	2.0
Class 21: Mainly household or kitchen utensils and containers; combs and sponges; articles for cleaning purposes, glassware, porcelain and earthenware	36,142	1.9
Class 36: Services relating to insurance, financial affairs, monetary affairs, and real estate affairs	35,666	1.9
Class 32: Beers; mineral and aerated waters and other non-alcoholic beverages; fruit beverages and fruit juices; syrups and other preparations for making beverages	35,049	1.9
Remaining 20 classes	353,690	18.8

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

Source: WIPO Statistics Database, March 2020.

Statistical tables

B27. International registrations and subsequent designations covered by international registrations, 2019

Name	Origin ¹			Designated member	
	Number of registrations	Designations	Subsequent designations	Designations	Subsequent designations
Afghanistan	705	222
African Intellectual Property Organization	n.a.	n.a.	n.a.	2,357	509
Albania	21	123	15	2,196	452
Algeria	21	75	..	2,705	637
Andorra (a)	4	18	..	n.a.	n.a.
Antigua and Barbuda	1	20	..	562	104
Argentina (a)	3	20	11	n.a.	n.a.
Armenia	24	326	83	2,722	442
Australia	2,135	9,500	1,129	15,982	1,586
Austria	1,027	5,386	1,079	2,597	204
Azerbaijan	5	60	..	3,106	536
Bahamas (a)	2	n.a.	n.a.
Bahrain	1,862	453
Barbados (a)	1	6	4	n.a.	n.a.
Belarus	206	1,521	252	5,022	678
Belgium (b)	773	4,151	694	n.a.	n.a.
Belize (a)	6	37	13	n.a.	n.a.
Benelux Office for Intellectual Property	n.a.	n.a.	n.a.	2,843	251
Bermuda (a)	11	74	1	n.a.	n.a.
Bhutan	781	88
Bonaire, Sint Eustatius and Saba (d)	6	472	91
Bosnia and Herzegovina	19	101	31	2,757	489
Botswana	1	24	..	851	169
Brazil	9	16	2	668	3
Brunei Darussalam	3	22	4	1,239	263
Bulgaria	208	4,274	269	1,301	180
Cabo Verde (a)	1	7	..	n.a.	n.a.
Cambodia	7	40	..	2,947	532
Cameroon (e)	5	17	..	n.a.	n.a.
Canada	219	1,285	57	5,509	1,639
Chile (a)	2	3	..	n.a.	n.a.
China	7,585	86,072	1,898	24,649	2,909
Colombia	26	87	3	4,420	925
Côte d'Ivoire (e)	6	16	..	n.a.	n.a.
Croatia	121	605	74	1,215	188
Cuba	9	120	53	1,553	232
Curaçao (d)	11	79	9	562	110
Cyprus	229	1,933	275	798	144
Czech Republic	358	2,614	615	1,688	184
Democratic People's Republic of Korea	13	16	1	1,291	148
Denmark	589	3,547	811	1,250	197
Dominican Republic (a)	1	1	3	n.a.	n.a.
Egypt	30	322	67	4,409	862
Equatorial Guinea (e)	1	24	..	n.a.	n.a.
Estonia	108	575	37	1,090	132
Eswatini	643	94
Ethiopia (a)	1	3	..	n.a.	n.a.
European Union	n.a.	n.a.	n.a.	27,169	1,111
Fiji (a)	4	n.a.	n.a.
Finland	481	2,370	419	1,063	174
France	4,616	29,728	4,911	3,784	241
Gambia	850	150
Georgia	31	168	50	2,797	509
Germany	7,588	43,251	8,700	4,872	260
Ghana	1,387	282
Greece	131	583	116	1,231	165
Guinea (e)	4	19	..	n.a.	n.a.

(Continued)

(B27 continued)

Name	Origin ¹			Designated member	
	Number of registrations	Designations	Subsequent designations	Designations	Subsequent designations
Hungary	224	2,608	258	1,437	177
Iceland	47	327	88	2,505	409
India	326	2,495	107	13,270	1,137
Indonesia	43	300	30	7,515	1,403
Iran (Islamic Republic of)	32	355	3	3,227	491
Iraq (a)	2	30	..	n.a.	n.a.
Ireland	201	1,986	198	1,028	162
Israel	362	1,688	150	5,456	1,055
Italy	2,998	19,532	3,889	3,464	252
Japan	3,493	20,595	3,049	17,635	1,659
Kazakhstan	179	1,219	57	5,428	759
Kenya	8	49	2	2,185	454
Kyrgyzstan	14	177	..	2,696	343
Lao People's Democratic Republic	3	29	4	1,909	287
Latvia	120	857	190	1,294	142
Lebanon (a)	10	32	..	n.a.	n.a.
Lesotho	615	96
Liberia	807	105
Liechtenstein	95	1,098	63	2,205	253
Lithuania	126	622	64	1,255	157
Luxembourg (b)	393	2,725	345	n.a.	n.a.
Madagascar	5	11	..	1,055	189
Malawi	366	207
Malaysia (a)	10	80	1	n.a.	n.a.
Malta (c)	57	294	63	n.a.	n.a.
Marshall Islands (a)	7	80	39	n.a.	n.a.
Mauritius (a)	10	169	4	n.a.	n.a.
Mexico	62	209	30	10,980	1,621
Monaco	64	496	75	2,236	267
Mongolia	2	6	..	2,041	329
Montenegro	5	45	..	2,599	478
Morocco	100	613	48	3,935	789
Mozambique	1,182	200
Namibia	1,053	173
Netherlands (b)	1,442	7,352	1,587	n.a.	n.a.
New Zealand	514	1,917	339	8,521	1,159
North Macedonia	27	159	35	2,498	431
Norway	316	1,576	288	8,996	1,102
Oman	2,024	510
Panama (a)	5	13	20	n.a.	n.a.
Paraguay (a)	5	11	..	n.a.	n.a.
Peru (a)	14	n.a.	n.a.
Philippines	63	301	17	6,851	1,176
Poland	508	3,560	529	2,396	244
Portugal	197	1,179	239	1,666	178
Republic of Korea	1,404	10,481	889	14,244	1,719
Republic of Moldova	65	438	178	2,757	394
Romania	78	582	45	1,684	220
Russian Federation	1,558	11,816	1,908	17,020	1,626
Rwanda	3	54	..	865	186
Samoa	180	120
San Marino	13	30	20	1,009	157
Sao Tome and Principe	496	74
Saudi Arabia (a)	3	94	..	n.a.	n.a.
Senegal (e)	2	4	2	n.a.	n.a.
Serbia	206	1,330	138	4,052	695
Seychelles (a)	9	47	2	n.a.	n.a.
Sierra Leone	824	116
Singapore	789	5,717	422	11,311	1,325
Sint Maarten (Dutch Part) (d)	3	9	..	553	97
Slovakia	93	449	92	1,193	152
Slovenia	197	1,398	134	1,066	166
South Africa (a)	7	21	4	n.a.	n.a.

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

(B27 continued)

Name	Origin ¹			Designated member	
	Number of registrations	Designations	Subsequent designations	Designations	Subsequent designations
Spain	1,448	7,928	1,789	3,169	281
Sri Lanka (a)	2	27	..	n.a.	n.a.
Sudan	1,247	192
Sweden	806	4,774	833	1,433	210
Switzerland	3,500	25,262	5,253	15,499	1,165
Syrian Arab Republic	4	24	15	917	210
Tajikistan	2	8	..	2,342	294
Thailand	152	942	7	8,165	1,464
Tunisia	27	107	..	2,473	672
Turkey	1,273	8,150	1,957	9,335	1,165
Turkmenistan	2	28	..	1,987	274
Ukraine	478	2,946	451	7,367	967
United Arab Emirates (a)	24	367	38	n.a.	n.a.
United Kingdom	3,245	17,985	3,141	14,966	2,082
United States of America	9,583	65,033	5,950	24,663	1,957
Uzbekistan	12	92	..	2,495	440
Vanuatu (a)	1	5	..	n.a.	n.a.
Viet Nam	202	1,558	240	8,865	1,310
Zambia	2	8	..	1,125	148
Zimbabwe	1,159	214
Others	199	948	10	..	10
Total	64,118	442,696	57,041	442,696	57,041

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

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

(a) This country or territory was not a member of the Madrid System as of December 31, 2019. Applicants from this country or territory are entitled to file via the Madrid System by claiming commercial activity or domicile in a country, or in the jurisdiction of a regional intellectual property (IP) office, that is a member of the Madrid System. An applicant cannot designate the Madrid member to which entitlement is claimed (no self-designation is possible).

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

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

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

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

.. indicates zero.

n.a. indicates not applicable.

Source: WIPO Statistics Database, March 2020.

B28. Renewals of international registrations and designations covered by renewed international registrations, 2019

Name	Origin ¹		Designated member
	Number of renewals	Number of designations	Number of designations
Afghanistan	5
African Intellectual Property Organization	n.a.	n.a.	91
Albania	2,233
Algeria	2,766
Antigua and Barbuda	1	6	366
Armenia	18	262	2,238
Australia	358	1,563	4,676
Austria	977	8,215	7,477
Azerbaijan	2,361
Bahamas (a)	2	14	n.a.
Bahrain	1,070
Barbados (a)	3	52	n.a.
Belarus	40	425	4,424
Belgium (b)	779	6,220	n.a.
Benelux Office for Intellectual Property	n.a.	n.a.	7,912
Bermuda (a)	4	52	n.a.
Bhutan	349
Bonaire, Sint Eustatius and Saba (d)	351
Bosnia and Herzegovina	9	152	3,959
Botswana	378
Brazil	1	1	..
Brunei Darussalam	21
Bulgaria	93	1,083	2,897
Cambodia	66
Canada	19	87	11
China	764	11,146	9,279
Colombia	292
Croatia	95	534	5,054
Cuba	4	59	1,288
Curaçao (d)	20	322	377
Cyprus	27	416	552
Czech Republic	283	3,319	4,455
Democratic People's Republic of Korea	5	55	1,476
Denmark	339	1,930	2,378
Dominica (a)	1	71	n.a.
Egypt	14	352	3,967
Estonia	35	141	1,469
Eswatini	590
European Union	n.a.	n.a.	6,462
Finland	222	1,340	1,950
France	4,583	42,808	7,195
Gambia	18
Georgia	6	107	2,147
Germany	7,251	69,466	6,999
Ghana	449
Greece	41	215	1,225
Hungary	203	2,963	4,997
Iceland	11	44	1,908
India	3	29	..
Indonesia	54
Iran (Islamic Republic of)	14	380	1,809
Ireland	38	297	855
Israel	5	17	498
Italy	2,400	26,221	7,824
Japan	809	4,737	4,584
Jordan (a)	1	6	n.a.
Kazakhstan	12	70	3,025
Kenya	1,235
Kyrgyzstan	2,118
Lao People's Democratic Republic	23
Latvia	38	406	2,089

(Continued)

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

(B28 continued)

Name	Origin ¹		Designated member
	Number of renewals	Number of designations	Number of designations
Lebanon (a)	2	6	n.a.
Lesotho	549
Liberia	614
Liechtenstein	93	1,340	4,549
Lithuania	28	132	1,899
Luxembourg (b)	160	1,774	n.a.
Madagascar	2	6	410
Malawi	3
Malaysia (a)	2	17	n.a.
Malta (c)	4	32	n.a.
Mexico	388
Monaco	39	287	4,174
Mongolia	1,388
Montenegro	3,877
Morocco	55	324	4,806
Mozambique	1	8	809
Namibia	448
Netherlands (b)	1,402	10,636	n.a.
New Zealand	4	29	316
North Macedonia	15	177	3,496
Norway	155	998	5,569
Oman	1,045
Panama (a)	6	59	n.a.
Papua New Guinea (a)	4	12	n.a.
Poland	232	2,284	3,881
Portugal	124	1,061	5,381
Republic of Korea	120	1,036	3,922
Republic of Moldova	7	70	2,714
Romania	16	146	4,067
Russian Federation	347	3,864	10,362
Rwanda	54
Samoa	1
San Marino	8	61	2,312
Sao Tome and Principe	188
Saudi Arabia (a)	1	1	n.a.
Serbia	79	480	5,973
Seychelles (a)	1	2	n.a.
Sierra Leone	632
Singapore	90	554	3,503
Sint Maarten (Dutch Part) (d)	368
Slovakia	51	400	3,794
Slovenia	149	1,686	3,567
South Africa (a)	6	19	n.a.
Spain	810	7,073	6,644
Sudan	1	6	1,088
Sweden	365	2,348	2,171
Switzerland	2,587	28,368	13,046
Syrian Arab Republic	1	49	1,020
Tajikistan	1,755
Thailand	1	2	54
Tunisia	185
Turkey	350	4,601	5,377
Turkmenistan	1,296
Uganda (a)	1	4	n.a.
Ukraine	78	829	6,438
United Arab Emirates (a)	3	54	n.a.
United Kingdom	863	5,776	4,013
United States of America	1,431	8,432	4,137
Uzbekistan	2,178
Viet Nam	18	178	3,834
Zambia	455

(Continued)

(B28 continued)

Name	Origin ¹		Designated member
	Number of renewals	Number of designations	Number of designations
Zimbabwe	44
Others	22	282	..
Total	29,262	271,086	271,086

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

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

(a) This country or territory was not a member of the Madrid System as of December 31, 2019. Applicants from this country or territory are entitled to file via the Madrid System by claiming commercial activity or domicile in a country, or in the jurisdiction of a regional IP office, that is a member of the Madrid System. An applicant cannot designate the Madrid member to which entitlement is claimed (no self-designation is possible).

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

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

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

.. indicates zero.

n.a. indicates not applicable.

Source: WIPO Statistics Database, March 2020.

Section C

Statistics on administration, revenue and fees

Highlights

About 80% of Madrid international applications in 2019 were submitted to the International Bureau electronically

Electronic transmission was introduced in 1998, and its share of total transmissions to the International Bureau (IB) of WIPO was just 0.2% by the end of that year. Since then, the proportion of Madrid applications received electronically by the IB has increased significantly. In 2019, almost 80% of all Madrid applications were submitted to the IB electronically, up from 36.7% 10 years previously (figure C1).

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

In 2019, 83.5% of Madrid applications were submitted in English, 14.1% in French and 2.4% in Spanish (figure C2). Every year since 2014, about four out of every five applications have been submitted in English. The reason for only a small proportion of applications having been submitted in Spanish since it was introduced as a filing language in 2004 is that, to date, the Madrid System includes only four Spanish-speaking countries (i.e. Colombia, Cuba, Mexico and Spain), of which Spain is the only one listed among the top 20 origins of Madrid applications (figure A6).

Almost 60% of all Madrid applications received by the IB in 2019 met all formal requirements

The IB considers irregular any Madrid application that fails to meet all formal requirements, including the classification of goods and services in accordance with the International Nice Classification. In such instances, the IB informs both the Madrid member's office of origin and the applicant of the irregularities. Responsibility for remedying these lies with either the office of origin or the applicant, depending on the nature of the irregularity. In 2019, 58.6% of Madrid applications met all formal requirements. This does mean, however, that 41.4% contained irregularities, a considerable portion of which were classification irregularities. For every year since 2010, the share of irregularities in Madrid applications filed has exceeded 30% (figure C5).

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

Holders of a Madrid registration can request subsequent designation of Madrid members via their respective office or directly with the IB itself. In recent years, including 2019, holders have submitted a large majority of requests for subsequent designation directly to the IB without going via their office. The proportion of requests by holders choosing this route has grown from about 13% in 2005 to reach 81.5% of the total in 2019 (figure C6).

Recordings of changes in ownership of Madrid registrations remain relatively low

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

In 2019, the IB recorded approximately 17,800 changes in ownership of international registrations, which is only about 320 more than in 2018. The share of changes in ownership recorded in any given year relative to the total number of active registrations in the same year is small and has remained relatively stable over time. Only 2.4% of all active Madrid registrations changed ownership in 2019 (figure C9).

Just under 70% of cancellations of Madrid registrations due to ceasing of effect of the basic mark were partial cancellations, so, although the scope of a registration may be restricted, the international registration remained valid

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

In 2019, 5,631 Madrid registrations were canceled (in part or entirely) due to the ceasing of effect of the basic mark, which is about 500 more than in 2018 (figure C10). Partial cancellations comprised the bulk (68.1%) of all cancellations, meaning that most basic marks (applications/registrations) remained valid but with a reduced list of goods and services for which they were protected. Slightly less than a third (31.9%) of all cancellations in 2019 were total cancellations. Where a Madrid registration is canceled due to the ceasing of effect of the basic mark, the Protocol affords the holder the possibility of transforming the Madrid registration into a national or regional application in the designated Madrid members covered by the Madrid registration. Such a transformation must be requested directly before the offices of those Madrid members concerned, within three months 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 2019.

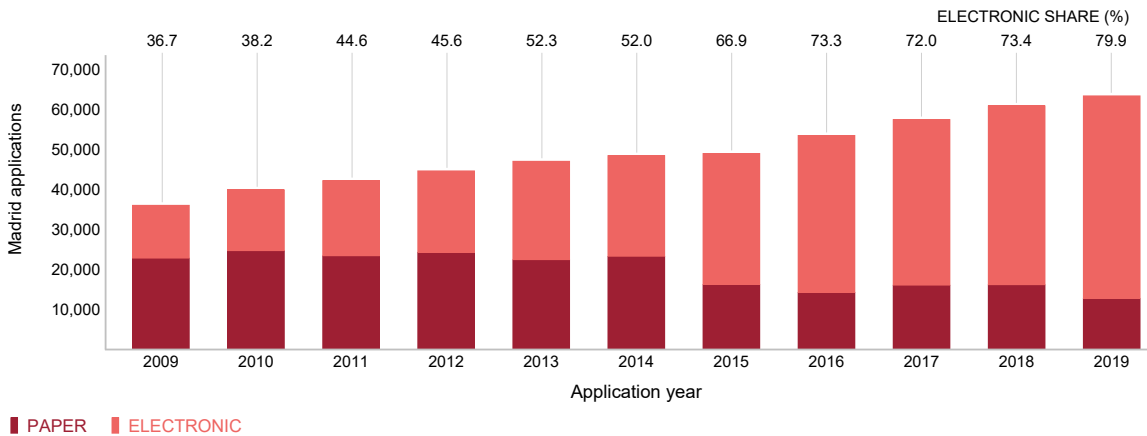
Madrid System administration, revenue and fees

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Madrid System administration, revenue and fees

In 2019, about 80% of Madrid applications were submitted to the IB electronically – 10 years previously it was only around 37%.

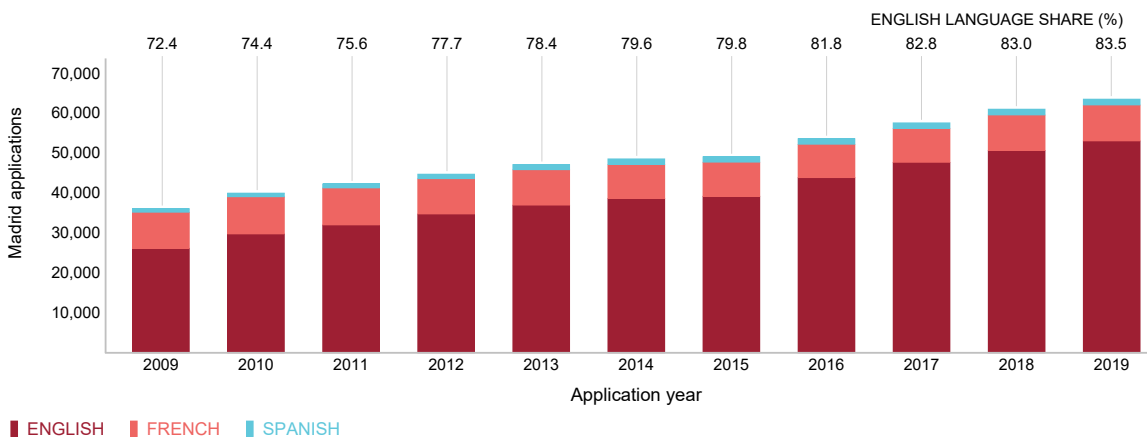
C1. Trend in international applications by medium of transmission, 2009–2019



Source: WIPO Statistics Database, March 2020.

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

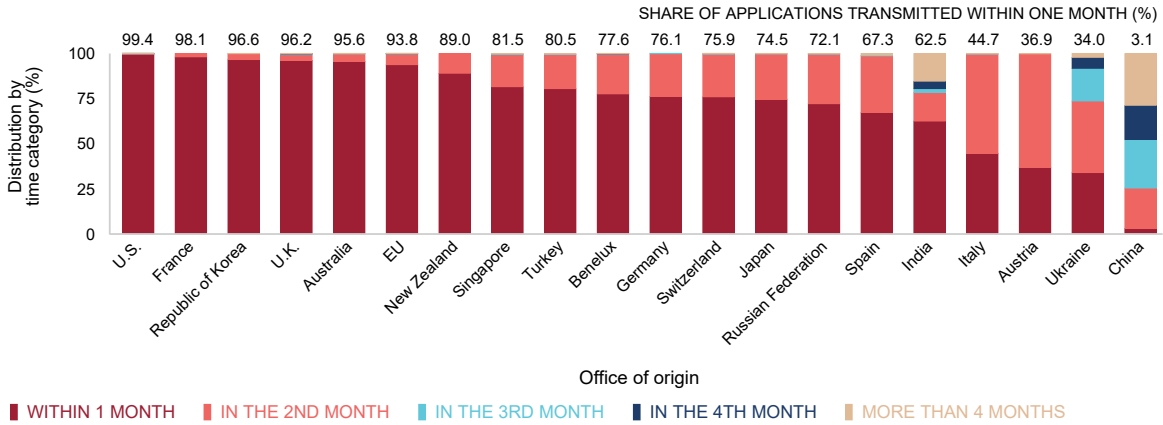
C2. Trend in international applications by filing language, 2009–2019



Source: WIPO Statistics Database, March 2020.

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

C3. Average timeliness in transmitting international applications to the IB by selected offices of origin, 2019

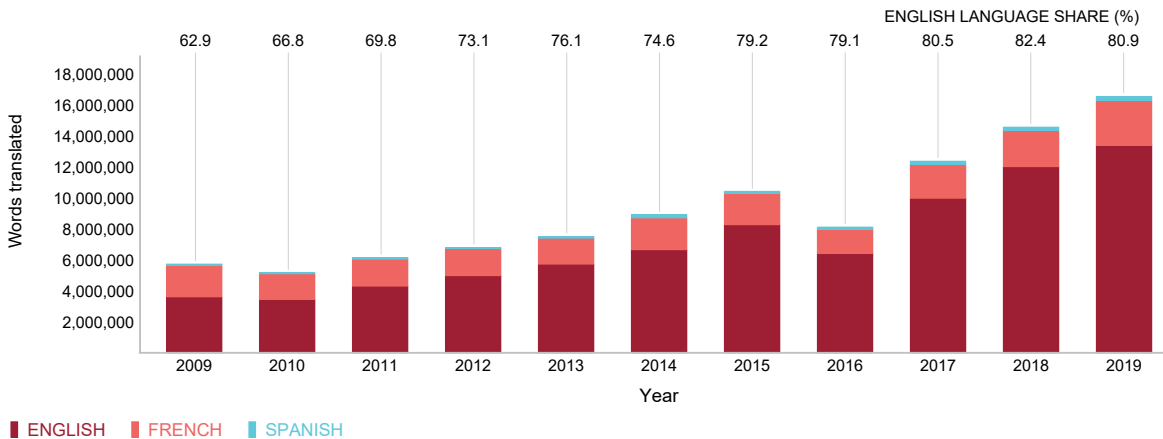


Note: Benelux comprises the territories of Belgium, Luxembourg and the Kingdom of the Netherlands. These three territories are deemed to be a single country for the application of the Madrid System.

Source: WIPO Statistics Database, March 2020.

Of the approximately 16.6 million words translated in 2019, 80.9% were translated from English, 17.4% from French and 1.7% from Spanish.

C4. Trend in translations, 2009–2019

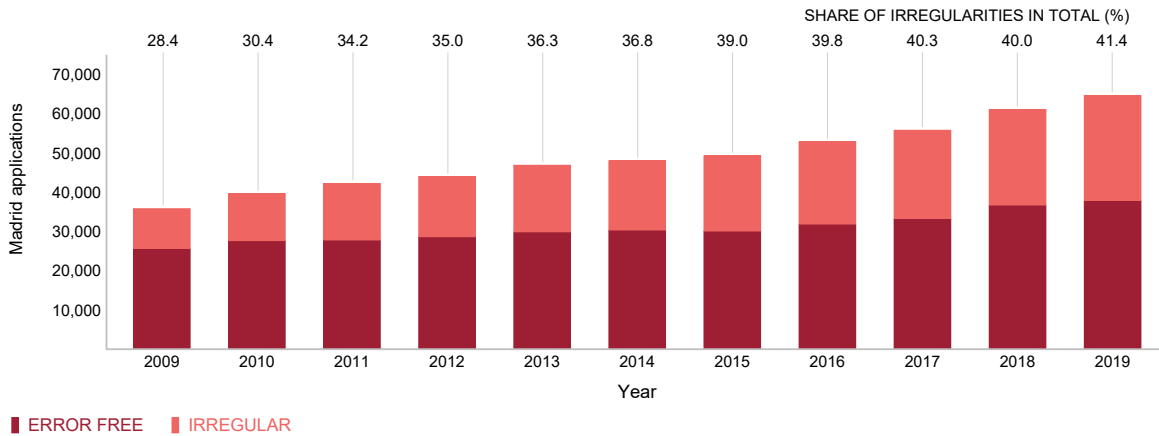


Note: This figure presents the total number of words translated by the IB from each of the three languages that are required for recording and publishing Madrid registrations.

Source: WIPO Statistics Database, March 2020.

Every year since 2009, irregularities have been reported in between 28% and around 41% of all Madrid applications filed.

C5. Trend in irregularities in international applications, 2009–2019

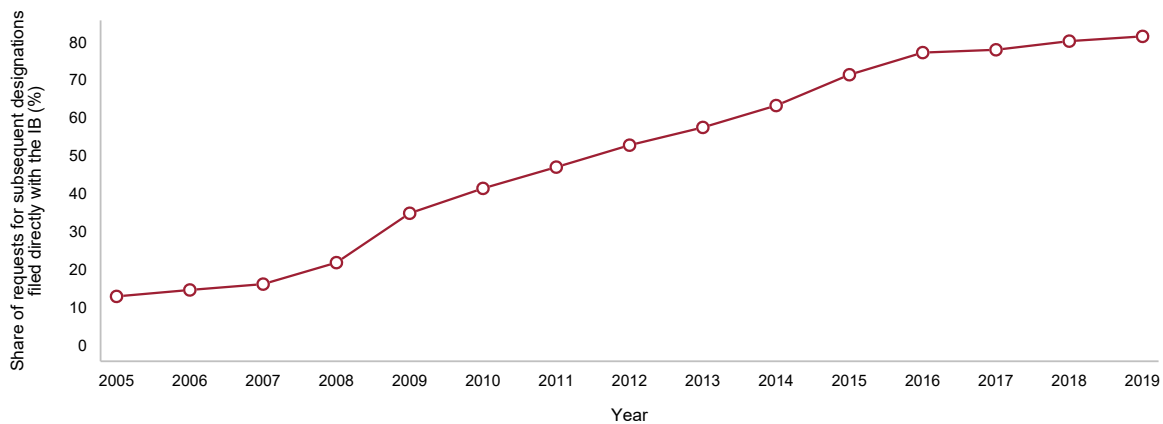


Note: There are three types of irregularities: irregularities with regard to the classification of goods and services; irregularities with regard to the indication of goods and services; and other irregularities.

Source: WIPO Statistics Database, March 2020.

In 2019, holders submitted 81.5% of requests for subsequent designation directly to the IB.

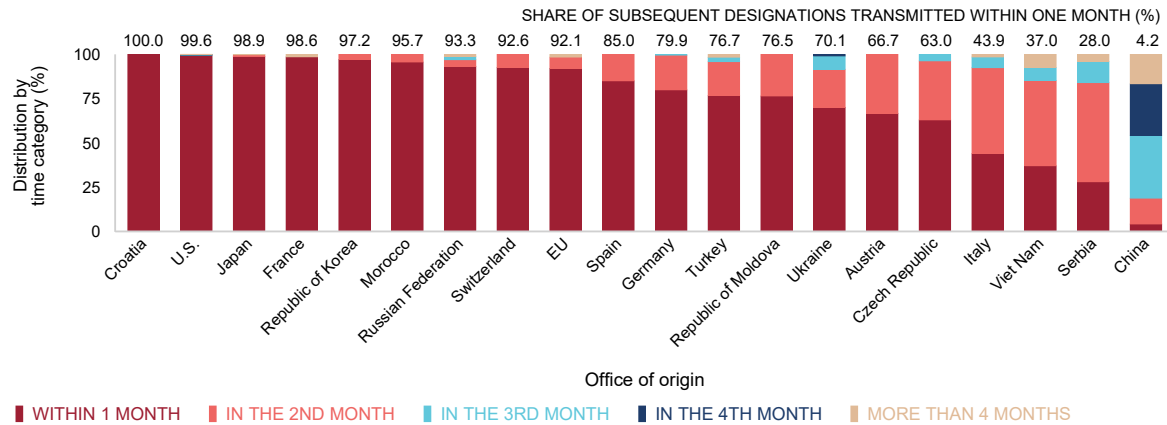
C6. Trend in the share of requests for subsequent designations filed directly with the IB, 2005–2019



Source: WIPO Statistics Database, March 2020.

Around a fifth of requests for subsequent designation in 2019 were filed via Madrid member offices of origin rather than directly with the IB. It took the offices of China, Italy, Serbia and Viet Nam over a month to transmit to the IB more than half of the requests received for subsequent designations.

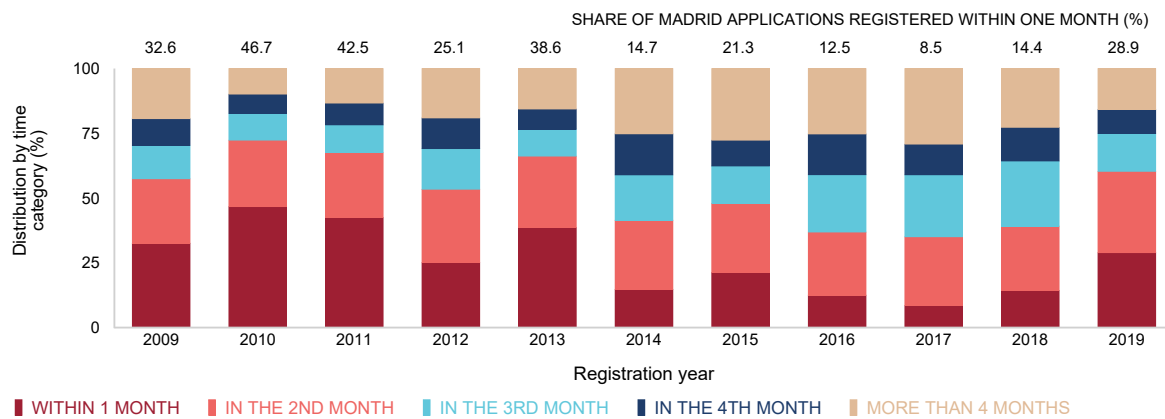
C7. Average timeliness in transmitting requests for subsequent designations to the IB by selected offices of origin, 2019



Source: WIPO Statistics Database, March 2020.

In 2019, the IB completed about 84% of all Madrid registrations within four months of receiving the Madrid application, up from 77% a year earlier.

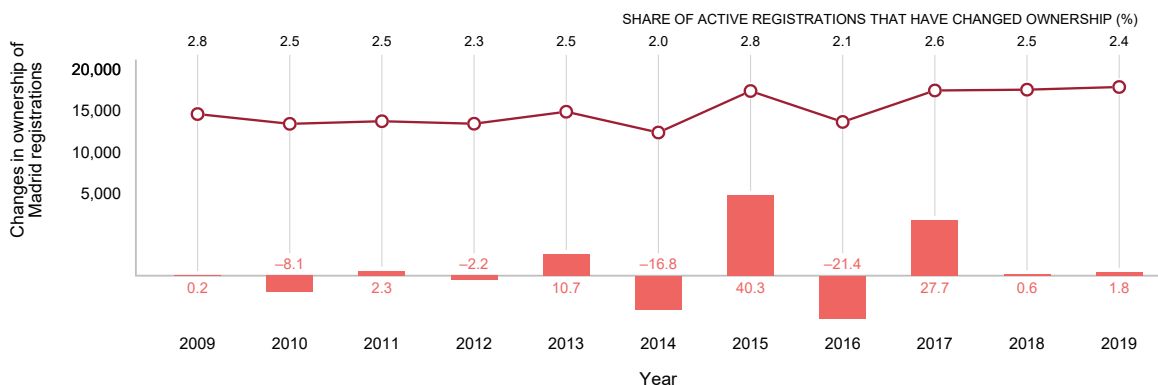
C8. Trend in timeliness of formalities examination and Nice classification carried out by the IB, 2009–2019



Source: WIPO Statistics Database, March 2020.

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

C9. Trend in changes in ownership, 2009–2019



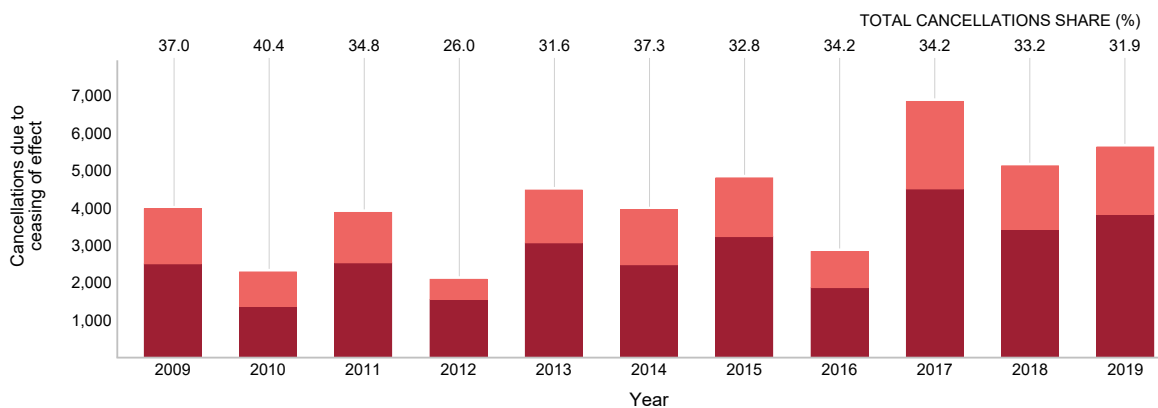
■ CHANGES IN OWNERSHIP OF MADRID REGISTRATIONS ■ GROWTH RATE (%)

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 2020.

Of the around 5,600 Madrid registrations canceled in 2019, about 32% were canceled entirely and the remainder in part only.

C10. Trend in cancellations due to the ceasing of effect of the basic mark as notified by offices of origin, 2009–2019



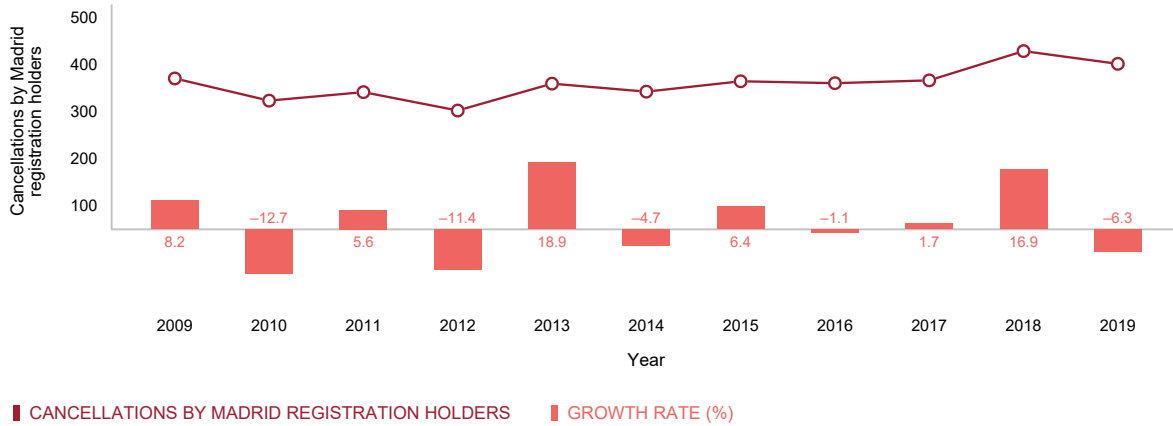
■ PARTIAL CANCELLATIONS OF MADRID REGISTRATIONS ■ TOTAL CANCELLATIONS OF MADRID REGISTRATIONS

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

Source: WIPO Statistics Database, March 2020.

The 401 cancellations recorded in 2019 reflects the fact that few Madrid registration holders choose to reduce the list of goods and services covered.

C11. Trend in cancellations by international registration holders, 2009–2019

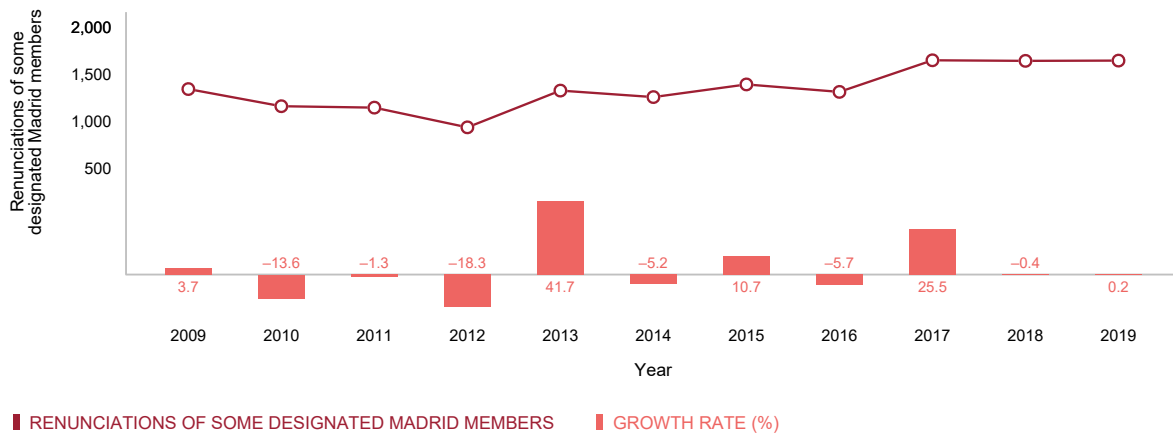


Note: Holders of an international registration can request the recording of cancellation of their registration in all designated Madrid members with regard to all or just some of the goods and services specified in the registration.

Source: WIPO Statistics Database, March 2020.

Renunciations have remained at around 1,650 for the last three years.

C12. Trend in renunciations, 2009–2019

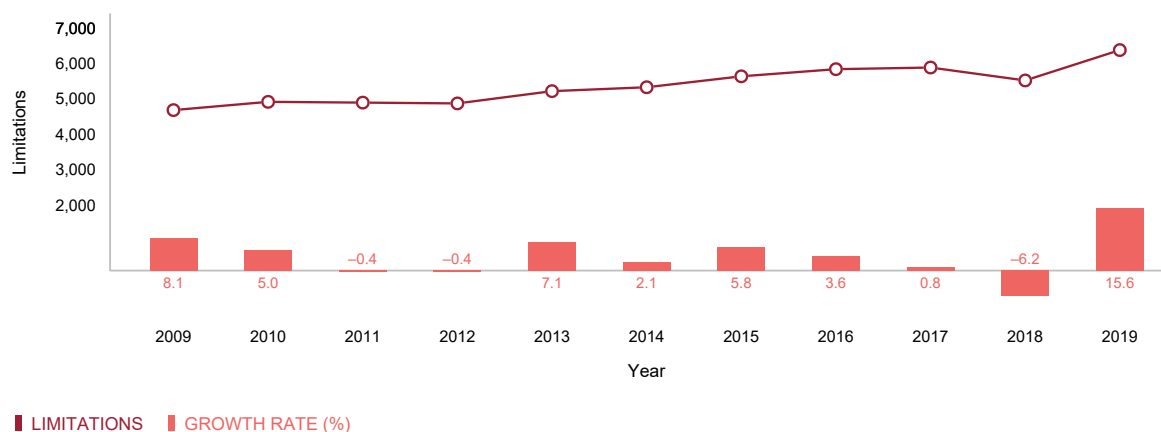


Note: Holders may wish to restrict protection of an international registration through renunciation of protection for all goods and services in some (but not all) designated Madrid members.

Source: WIPO Statistics Database, March 2020.

The approximately 6,400 requests for recording limitations made in 2019 is only about 1,700 more than recorded 10 years earlier. This is despite an increase of around 213,200 in the number of active Madrid registrations over the same period.

C13. Trend in limitations, 2009–2019

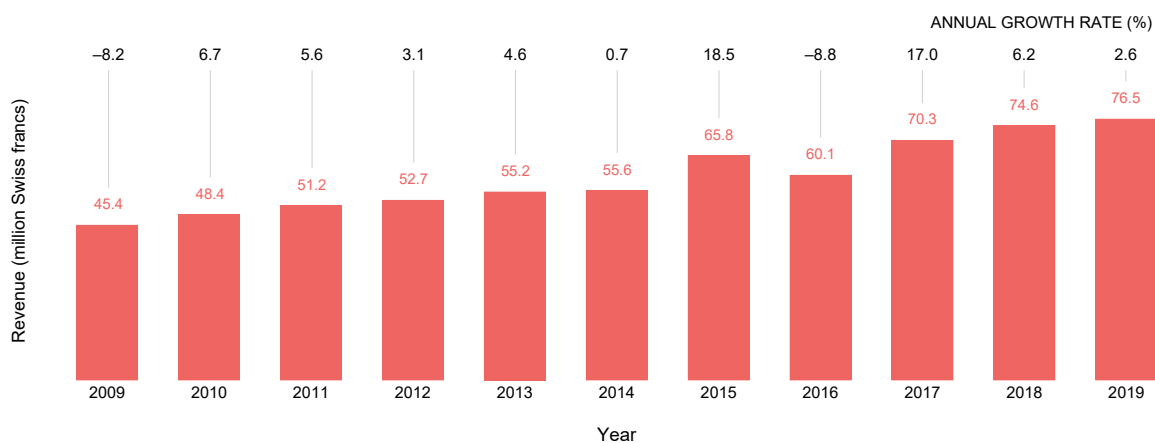


Note: Holders may wish to restrict protection of a Madrid international registration through restricting the list of goods and services for some or all designated Madrid members.

Source: WIPO Statistics Database, March 2020.

In 2019, total revenue collected by the IB reached 76.5 million Swiss francs (CHF), an increase of 2.6% over 2018.

C14. Trend in total revenue collected by the IB, 2009–2019



Source: WIPO, March 2020.

The EU via the European Union Intellectual Property Office (EUIPO), the U.S., Australia and Japan received the largest shares of the CHF 265.6 million in fees collected by the IB and distributed to offices in 2019.

C15. Fees distributed to offices by the IB, 2018–2019

Office	Fees distributed (Swiss francs)		
	2018	2019	2019 share of total (%)
European Union	35,169,693	37,208,982	14.0
United States of America	25,487,882	27,023,773	10.2
Australia	12,558,055	13,029,826	4.9
Japan	14,484,669	12,817,060	4.8
Bahrain	11,355,925	11,677,281	4.4
China	11,290,506	11,475,033	4.3
Republic of Korea	10,004,245	11,092,587	4.2
Singapore	8,416,302	8,663,356	3.3
Thailand	5,239,198	8,507,928	3.2
Switzerland	6,495,607	6,694,936	2.5
United Kingdom	4,934,770	6,619,918	2.5
Israel	5,500,220	6,268,167	2.4
Norway	5,638,998	5,482,456	2.1
India	3,631,565	4,940,186	1.9
Uzbekistan	4,398,497	4,698,106	1.8
Mexico	3,860,294	4,572,189	1.7
Oman	3,853,547	4,141,994	1.6
Russian Federation	3,542,229	3,573,400	1.3
Ukraine	3,195,717	3,213,301	1.2
Viet Nam	2,765,489	3,060,880	1.2
Indonesia	1,421,640	2,767,104	1.0
Colombia	2,189,616	2,504,945	0.9
Georgia	2,460,161	2,490,886	0.9
Belarus	2,339,734	2,351,593	0.9
Canada		2,323,769	0.9
African Intellectual Property Organization *	1,900,200	2,320,894	0.9
New Zealand	1,975,084	2,263,416	0.9
Syrian Arab Republic	1,827,077	2,165,252	0.8
Philippines	1,558,547	1,971,126	0.7
Iceland	1,720,161	1,711,815	0.6
Ghana	1,264,673	1,635,242	0.6
Morocco	1,299,319	1,614,051	0.6
Turkey	2,518,381	1,531,916	0.6
Sweden	1,530,578	1,449,324	0.5
Denmark	1,571,024	1,433,583	0.5
Serbia	1,419,599	1,318,181	0.5
Benelux **	1,273,271	1,282,962	0.5
Spain	1,301,156	1,249,148	0.5
Finland	1,347,824	1,204,719	0.5
Kazakhstan	1,137,215	1,135,670	0.4
Egypt	1,115,359	1,133,867	0.4
Germany	1,165,195	1,129,093	0.4
France	1,090,932	1,038,626	0.4
Kyrgyzstan	1,039,047	1,025,639	0.4
Turkmenistan	1,096,401	1,022,460	0.4
Republic of Moldova	1,053,934	967,926	0.4
Austria	1,002,918	956,623	0.4
Kenya	856,196	946,486	0.4
Cambodia	546,131	938,502	0.4
Portugal	938,329	886,504	0.3
Bosnia and Herzegovina	927,259	882,015	0.3
Montenegro	898,809	855,629	0.3
Poland	888,781	813,515	0.3
Hungary	888,253	813,301	0.3
Armenia	845,167	806,646	0.3
Italy	834,052	781,516	0.3
Ireland	914,366	771,616	0.3
Algeria	780,060	749,492	0.3
Zambia	772,927	744,774	0.3

(Continued)

(C15 continued)

Office	Fees distributed (Swiss francs)		
	2018	2019	2019 share of total (%)
Azerbaijan	750,981	739,222	0.3
Romania	802,000	731,841	0.3
Tajikistan	734,432	719,236	0.3
Iran (Islamic Republic of)	780,500	686,161	0.3
Slovakia	726,049	634,040	0.2
Bulgaria	688,718	598,677	0.2
Albania	653,246	597,746	0.2
North Macedonia	670,151	597,362	0.2
Croatia	684,349	597,061	0.2
Czech Republic	861,699	585,098	0.2
Cuba	621,479	572,379	0.2
Lao People's Democratic Republic	378,848	528,775	0.2
Estonia	539,431	527,022	0.2
Mongolia	496,661	462,865	0.2
Brunei Darussalam	353,653	461,805	0.2
Slovenia	509,789	440,331	0.2
Liechtenstein	467,088	428,252	0.2
San Marino	456,372	422,694	0.2
Monaco	437,226	410,128	0.2
Tunisia	417,805	396,966	0.1
Curaçao ***	398,657	376,182	0.1
Democratic People's Republic of Korea	366,103	354,241	0.1
Greece	370,092	344,116	0.1
Latvia	371,787	325,482	0.1
Sint Maarten (Dutch Part) ***	334,272	324,135	0.1
Sudan	327,646	308,428	0.1
Lithuania	350,264	306,932	0.1
Mozambique	240,715	266,307	0.1
Bonaire, Sint Eustatius and Saba ***	271,194	244,888	0.1
Zimbabwe	179,827	217,831	0.1
Antigua and Barbuda	206,844	207,100	0.1
Namibia	205,907	206,163	0.1
Madagascar	180,314	202,985	0.1
Sierra Leone	204,318	193,128	0.1
Liberia	210,787	187,814	0.1
Gambia	172,229	187,655	0.1
Cyprus	220,977	184,106	0.1
Botswana	169,693	170,516	0.1
Eswatini	157,335	161,428	0.1
Bhutan	168,018	150,225	0.1
Rwanda	128,624	133,611	0.1
Brazil		120,855	0.0
Lesotho	115,414	113,987	0.0
Afghanistan	16,929	113,074	0.0
Samoa		100,744	0.0
Sao Tome and Principe	80,558	91,651	0.0
Malawi		68,642	0.0
Malaysia		4,921	0.0
Totals	249,011,761	265,555,993	100.0

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

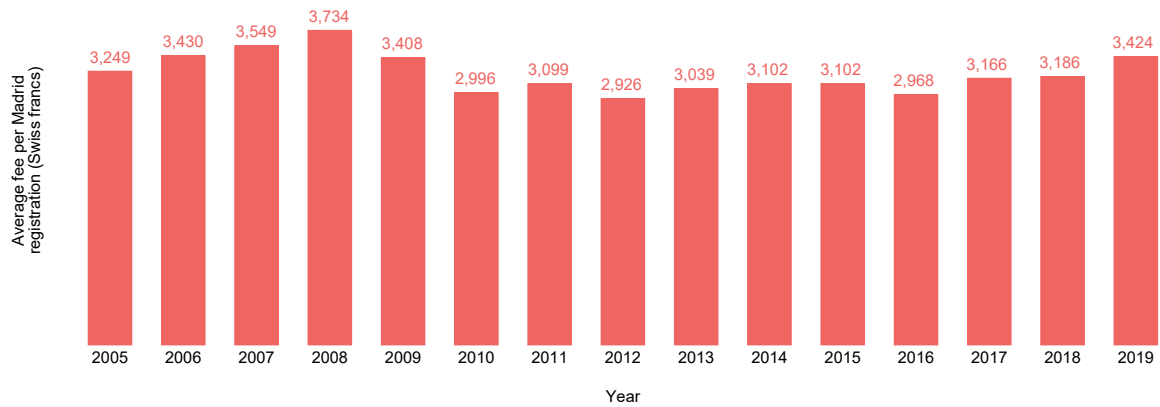
** Benelux comprises the territories of Belgium, Luxembourg and the Kingdom of the Netherlands. These three territories are deemed to be a single country for the application of the Madrid System.

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

Source: WIPO, March 2020.

On average, holders paid CHF 3,424 per Madrid registration recorded in 2019. This is about CHF 200 more than the overall average for the 15-year period from 2005 to 2019.

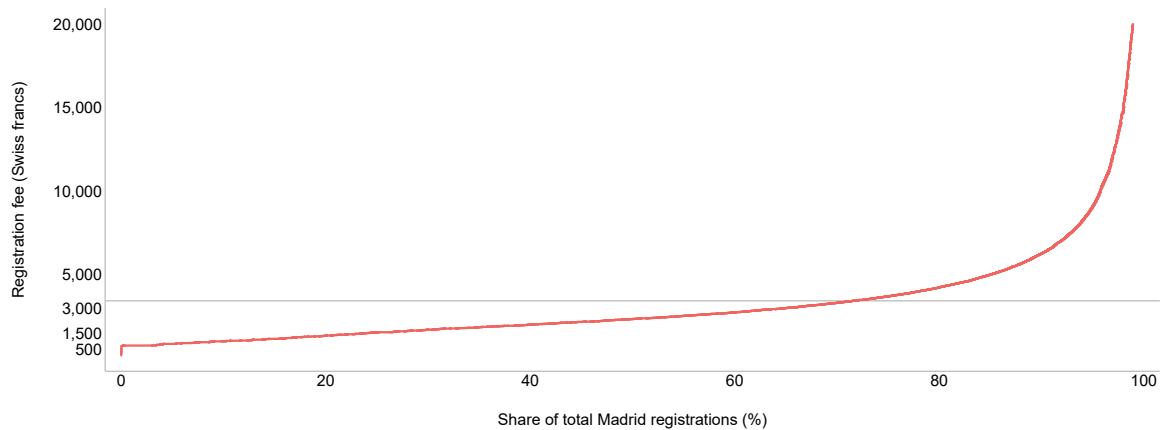
C16. Trend in average fees paid per new international registration, 2005–2019



Source: WIPO, March 2020.

About 72% of all trademark holders paid less than the average CHF 3,424 per Madrid registration recorded in 2019, with half paying CHF 2,340 or less.

C17. Distribution of international registration fees, 2019

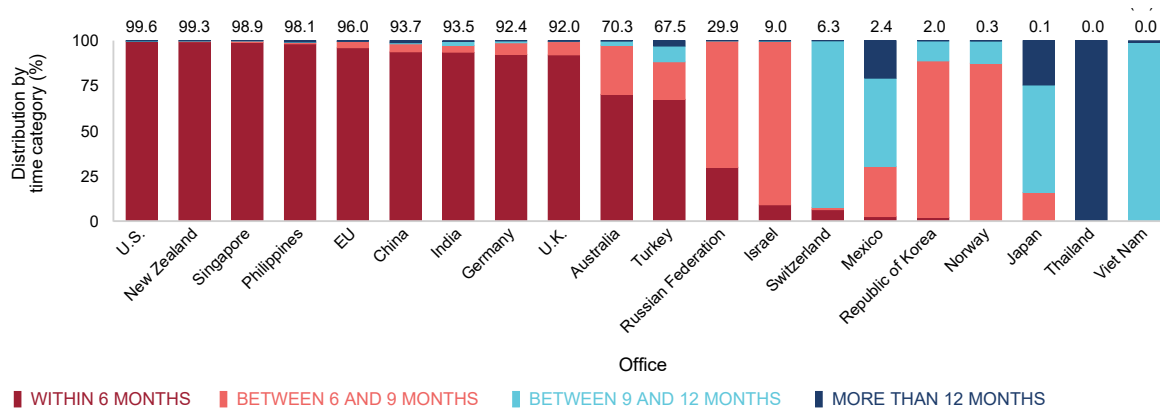


Note: The line at CHF 3,424 represents the average fee paid per Madrid registration in 2019.

Source: WIPO, March 2020.

In 2019, the IB received 92% or more of all provisional refusals of designations from 9 of the 20 selected offices within six months from when they issued them to Madrid registration holders.

C18. Average timeliness in receiving provisional refusals of designations from selected offices, 2019



Source: WIPO Statistics Database, March 2020.

A brief presentation of the Madrid System

The Madrid System makes it possible for a trademark holder to seek protection in multiple countries by filing a single Madrid international application via a national or regional intellectual property (IP) office.³ 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

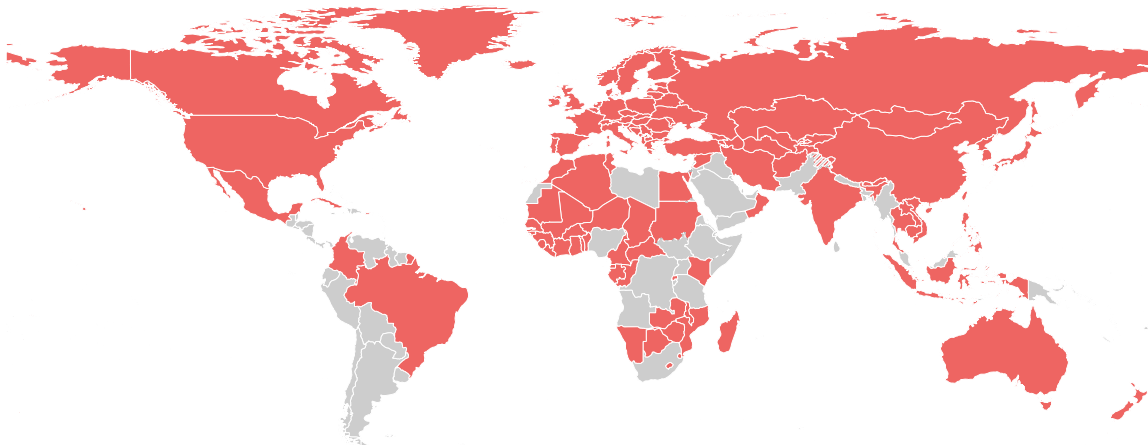
the Agreement, the Protocol is now the sole governing treaty of the Madrid System. As of December 31, 2019, the Madrid System comprised 106 Contracting Parties. The 122 countries which are party to the Protocol (some also to the Agreement), as well as the two intergovernmental organizations that are party to the Protocol – namely, the European Union (EU) covering 28 countries, and the African Intellectual Property Organization (OAPI) covering 17 countries – are referred to as Contracting Parties (or Madrid members), and together form the Madrid Union.

Advantages offered by the Madrid System

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

³ 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”.

Madrid members in 2019



Source: WIPO, March 2020.

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 of ownership or limitation of the list of goods and services) can be made through a single central procedure with effect for the countries concerned covered by the international registration. Changes are recorded in the International Register. The international registration has one registration number and one renewal date, regardless of the number of designations.

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

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

International application and registration procedure

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

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

To file an international application for a mark under the Madrid System, the applicant must have a basic mark, meaning that the same mark must first have been applied for at, or registered by, the office of origin. The international application must be filed through

this office, as there is no direct filing to the IB. The IB accepts international applications filed in three languages – English, French and Spanish – but the office of origin may restrict the choice of filing language.

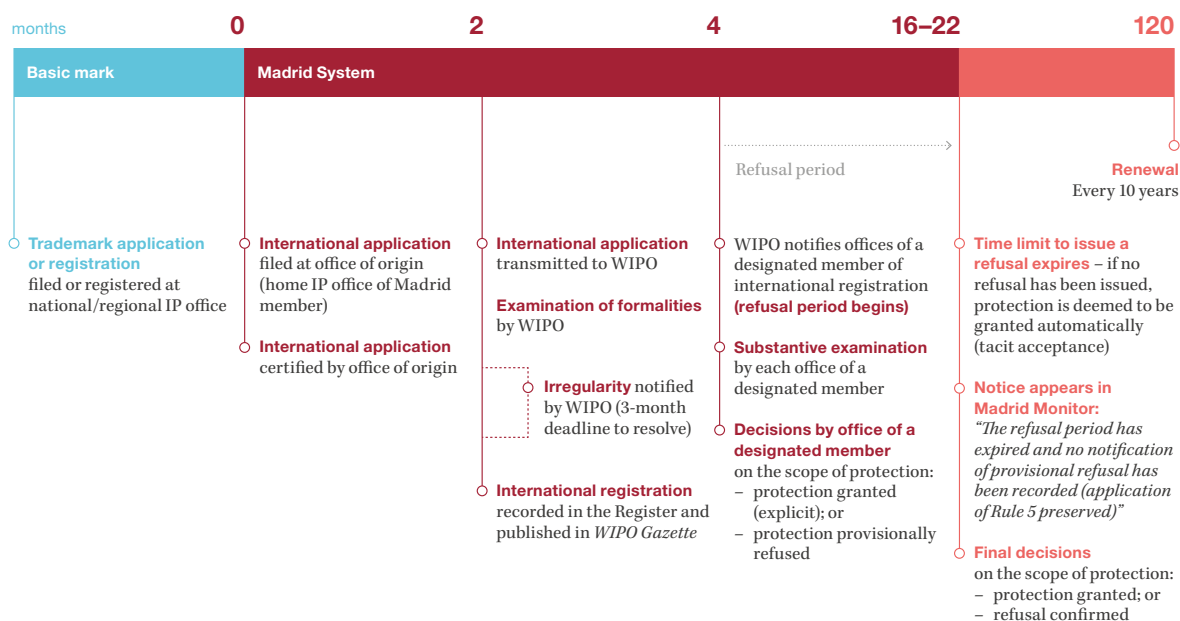
The international application must contain a list of the goods and services for which protection is sought and must indicate the designations, that is, the Madrid members in which the holder of the mark seeks protection. Additional Madrid members can be designated at a later date (subsequent designation).⁴ The IB is responsible for carrying out an examination to verify that the international application meets all the formal requirements. In the event of any irregularities, the office of origin and/or the applicant is given an opportunity to remedy them in order to prevent the application from being considered abandoned. Where the application meets all the formal requirements, the mark is recorded in the International Register and published in the *WIPO Gazette of International Marks* ("the Gazette"), and the IB notifies the offices of those designated.

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

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

⁴ The office of origin cannot be designated in an international application, nor can it be subsequently designated.

The Madrid System process



Benefits

- Apply just once in one language for registration in 120-plus countries
- Pay one set of fees in a single currency
- Manage renewals and changes through a single central system
- Expand your trademark to other countries through subsequent designation

Source: WIPO, March 2020.

For the first five years from the date of an international registration, an international registration is dependent on the basic mark. The office of origin must inform the IB of any change concerning the scope of protection regarding the basic mark. Where the basic mark is abandoned or canceled (either totally or partially) during this dependency period, the consequence is that the international registration is canceled to the same extent (either totally or partially). When this happens, the cancellation of the international registration is recorded in the International Register, published in the *Gazette*, and the designated Madrid members concerned are notified. A holder then has the option to continue protection in the territories covered by the international registration by transferring their right into national or regional applications filed directly before each of the IP offices concerned.

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

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

Data description

Data are compiled by WIPO in the processing of international applications and registrations through the Madrid System. Complete data exist up to calendar year 2019.

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 2019 data on Madrid applications by origin are estimated, as not all applications filed at offices of origin had been transmitted to WIPO at the time the *Review* was drafted. Data published in WIPO's press release of April 7, 2020, as well as related infographics and previous editions of the *Review* may differ slightly from those published in this year's edition, because these data are continually updated as WIPO receives more data from Madrid member offices of origin.

The figures and tables shown in this publication are subject to change. Regular updates are available at www.wipo.int/ipstats.

Acronyms

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

Glossary

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

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

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

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

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

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

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

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

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

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

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

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

Direct route: See “Paris route”.

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

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

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

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

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

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

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

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

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

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

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

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

Madrid route: The Madrid route (the Madrid System) is an alternative to the direct national or regional route (also called the Paris route).

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 are defined by the national or regional laws of designated Madrid members.

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

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

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

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

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

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

Renewal: The process by which a trademark right is maintained (kept in force). This usually consists of paying renewal fees to an IP office at regular intervals. If renewal fees are not paid or, in some jurisdictions, if the holder cannot prove that the mark is being actively used, the registration may lapse. Once recorded, an international registration is valid for a period of 10 years and can be renewed for additional 10-year periods on payment of the prescribed fees. International registra-

tions must be renewed in order to remain active. To facilitate the renewal process, the IB sends an unofficial reminder to holders and their representatives (if any) six months before renewal is due. The international registration may be renewed in respect of all designated Madrid members or for only some.

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

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

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

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

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

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

Nice classes and industry sectors

Class covers/includes

Class 1: Chemicals used in industry, science and photography, as well as in agriculture
Class 2: Mainly paints, varnishes, lacquers
Class 3: Mainly cleaning preparations and toiletry preparations
Class 4: Mainly industrial oils, lubricants, fuels and illuminants
Class 5: Mainly pharmaceuticals and other preparations for medical purposes
Class 6: Mainly includes common metals and their alloys and goods of common metal not included in other classes
Class 7: Mainly machines, machine tools, motors and engines
Class 8: Hand tools and implements (hand-operated); cutlery; side arms; razors
Class 9: Computer hardware and software and other electrical or electronic apparatus of a scientific nature
Class 10: Surgical, medical, dental and veterinary apparatus and instruments
Class 11: Apparatus for lighting, heating, steam generating, cooking, refrigerating, drying, ventilating, water supply and sanitary purposes
Class 12: Vehicles; apparatus for locomotion by land, air or water
Class 13: Firearms; ammunition and projectiles; explosives; fireworks
Class 14: Includes mainly precious metals and certain goods made of precious metals or coated therewith, as well as jewelry, clocks and watches, and component parts therefor
Class 15: Musical instruments
Class 16: Mainly paper, goods made from that material and office requisites
Class 17: Mainly rubber, plastics in extruded form for use in manufacture; packing, stopping and insulating materials; non-metallic flexible pipes
Class 18: Leather and imitations of leather, and products made therefrom, traveling bags and umbrellas
Class 19: Mainly non-metallic building materials and asphalt
Class 20: Mainly furniture, mirrors, picture frames and goods made from, for example, wood, cork, reed, cane, wicker
Class 21: Mainly household or kitchen utensils and containers; combs and sponges; articles for cleaning purposes; glassware, porcelain and earthenware
Class 22: Mainly ropes, string, nets, tents, awnings, tarpaulins, sails, sacks and bags not included in other classes
Class 23: Yarns and threads, for textile use
Class 24: Textiles and textile goods not included in other classes; bed covers; table covers
Class 25: Clothing, footwear and headgear
Class 26: Lace and embroidery, ribbons and braid; buttons, hooks and eyes, pins and needles; artificial flowers
Class 27: Carpets, rugs, mats and matting, linoleum and other materials for covering existing floors; wall hangings (non-textile)
Class 28: Games and playthings; gymnastic and sporting articles
Class 29: Meat, fish, poultry; frozen, dried and cooked fruits and vegetables
Class 30: Mainly foodstuffs of plant origin prepared for consumption or conservation, as well as auxiliaries intended for the improvement of the flavor of food
Class 31: Mainly grains and agricultural, horticultural and forestry products; live animals; fresh fruits and vegetables; seeds
Class 32: Beers; mineral and aerated waters and other non-alcoholic beverages; fruit beverages and fruit juices; syrups and other preparations for making beverages
Class 33: Alcoholic beverages (except beers)
Class 34: Tobacco; smokers' articles; matches
Class 35: Services such as office functions, advertising and business management
Class 36: Services relating to insurance, financial affairs, monetary affairs, and real estate affairs
Class 37: Building construction; repair; installation services
Class 38: Telecommunications services
Class 39: Services related to transport, packaging and storage of goods, and travel arrangement
Class 40: Services related to the treatment of materials
Class 41: Services in the area of education, training, entertainment, sporting and cultural activities
Class 42: Services provided by, for example, scientific, industrial or technological engineers and computer specialists
Class 43: Services for providing food and drink; temporary accommodation
Class 44: Medical services; veterinary services; hygienic and beauty care for human beings or animals; agriculture, horticulture and forestry services
Class 45: Legal services; security services for the protection of property and individuals; personal and social services rendered by others to meet the needs of individuals

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

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

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

Source: Edital®

Madrid members

As of December 31, 2019, the Madrid System comprised 106 members covering 122 countries.

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

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

(P) Protocol Relating to the Madrid Agreement.



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