

# Madrid Yearly Review 2022



**WIPO**



# **Madrid Yearly Review 2022**

## The International Registration of Marks

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## Further information

### Online resources

The electronic version of the *Review*, as well as the underlying data used to compile all figures and tables, can be downloaded at [www.wipo.int/ipstats](http://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](http://www.wipo.int/madrid)

### Contact information

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Website: [www.wipo.int/ipstats](http://www.wipo.int/ipstats)

Email: [ipstats.mail@wipo.int](mailto:ipstats.mail@wipo.int)

# Key numbers for 2021

**73,100** (+14.4%)

**Madrid international applications<sup>1</sup>**

**512,422** (+13.8%)

**Designations in international applications**

**68,265** (+10%)

**Madrid international registrations**

**61,604** (+11.6%)

**Subsequent designations in international registrations**

**34,050** (+2.7%)

**Renewals of international registrations**

**813,609** (+4.1%)

**Active (in force) international registrations**

**6,648,029** (+3.1%)

**Designations in active international registrations**

**110** (+3 members)

**Contracting Parties (Madrid members)**

**126** (+3 countries)

**Countries covered**

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



# Special theme: Analysis of frequently used keywords for describing goods and services in Madrid applications filed in 2020 and 2021

The Nice Classification, established by the Nice Agreement in 1957, is an international classification of goods and services applied to trademark applications and registrations. Within the Madrid System, all Madrid member offices apply the Nice Classification to Madrid 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.<sup>2</sup> When filing a Madrid application, applicants must specify all the goods and/or services classes into which their marks fall. Because a Madrid application can relate to either goods or services or both, more than one class may need to be specified. An applicant is required to provide a description for each of the classes specified in an application.

This year's Special theme focuses on the keywords used most frequently to describe the goods or services covered by the Madrid applications filed in 2020 and 2021, the most recent years for which complete Madrid data are available. The keywords in question are selected from the top Nice class within each of the largest industry sectors in 2021, namely, research and technology, health, and business services (classes 9, 5 and 35 respectively) (figure A23).<sup>3</sup>

Due to the global economic downturn that followed the onset of the COVID-19 pandemic, the total number of Madrid applications filed in 2020

decreased by 0.4% compared to 2019, only then to exceed pre-pandemic levels the following year in 2021, when it surged by an extraordinary 14.4% (figure S1). This represents the fastest year-on-year increase recorded in the past decade and a half.

For decades, goods class 9 has been the most specified among the 45 Nice classes. It includes computer hardware and software and other electrical or electronic apparatus of a scientific nature. This class is grouped together with several other goods and services classes in the research and technology sector. In 2021, class 9 alone accounted for over a tenth (10.7%) of all the classes specified in Madrid applications filed, a share almost unchanged from the previous year (figure A22).

Applicants who specified class 9 in applications filed in 2021 used approximately 14,400 unique keywords among a total of 1.3 million keywords used to describe products covered by this class.<sup>4</sup> The 100 unique keywords most commonly used in Madrid applications to describe goods covered by class 9 accounted for over half (54%) of the total 1.3 million total keywords, showing that relatively few keywords comprise the largest share of the total.

In 2021, the most common keywords in applications as they relate to class 9 were “software,” followed by “computer.” Together, “software” and “computer” accounted for 10% of all keywords describing the goods that fell within this class. This represents a high concentration for just two keywords, but is somewhat intuitive, as the technical nature of the

2 For a complete listing, visit [www.wipo.int/classifications/nice](http://www.wipo.int/classifications/nice).

3 Industry sectors based on class groups are as defined by Edital®. Some industry sectors are abbreviated. See the Nice classes and industry sectors table in the annex for full definitions.

4 Keywords consist of harmonized “meaningful” words, with definite articles, possessives, prepositions and pronouns, and other non-meaningful words removed.



goods covered by class 9 often involves software and computers. “Apparatus” and “downloadable” were the third and fourth most used keywords by applicants in applications covered by class 9 (figure S2).

Beyond the two most frequently used keywords, it is interesting to look in more detail at 25 keywords selected from among the top 100 most used keywords for describing a variety of goods covered by class 9 and how their counts have changed over a period starting from 2019 – the year prior to the COVID-19 pandemic – through 2021 (figure S3).

The drop in Madrid applications filed from 2019 to 2020 followed by a strong rebound in 2021 was repeated in the number of keywords used to describe goods covered by class 9. For example, “computer” was listed 5.8% less often in descriptions of class 9-related applications filed in 2020 than in 2019, but its use then increased considerably by almost a quarter (24.5%) in 2021. The same was the case for a majority of the 25 selected top keywords. Notable examples include the keywords “battery,” “camera” and “vehicle,” whose usage declined by 20% or more in 2020, before increasing by over 40% in 2021.

However, for about a third of selected top keywords, their use actually increased during both periods, despite the drop in Madrid applications filed in 2020. For example, the use of “artificial,” “downloadable,” “intelligence,” “online” and “platform” increased by about 15% or more in 2020, before surging even higher in 2021. They may therefore have been associated with products unaffected by the economic downturn caused by the pandemic or were perhaps linked to those business areas that expanded during this two-year period, such as online retail.

A notable exception among the selected top keywords is “disc,” whose use decreased in 2020 and again in 2021. This could be as a result of the decreasing use over time of this particular medium for storing data.

Class 5 is another frequently specified goods class in Madrid applications. This class covers pharmaceuticals and other preparations for medical purposes and is grouped together with several other Nice classes in the health sector. Class 5 was the fifth most specified class among all Nice classes in 2021 – down from fourth in 2020 – and accounted for 4.5% of all classes specified in Madrid applications. This is an interesting class to discuss,

given its relevance to a considerable number of filings since the start of the pandemic.

Applicants who specified class 5 in applications filed in 2021 used about 6,000 unique keywords among the approximately 335,500 total keywords appearing in the descriptions of products. The 30 keywords used most often to describe products covered by class 5 in Madrid applications filed in 2021 accounted for almost half of total keywords, once again emphasizing that relatively few keywords account for a large proportion of all the keywords used by applicants in their descriptions.

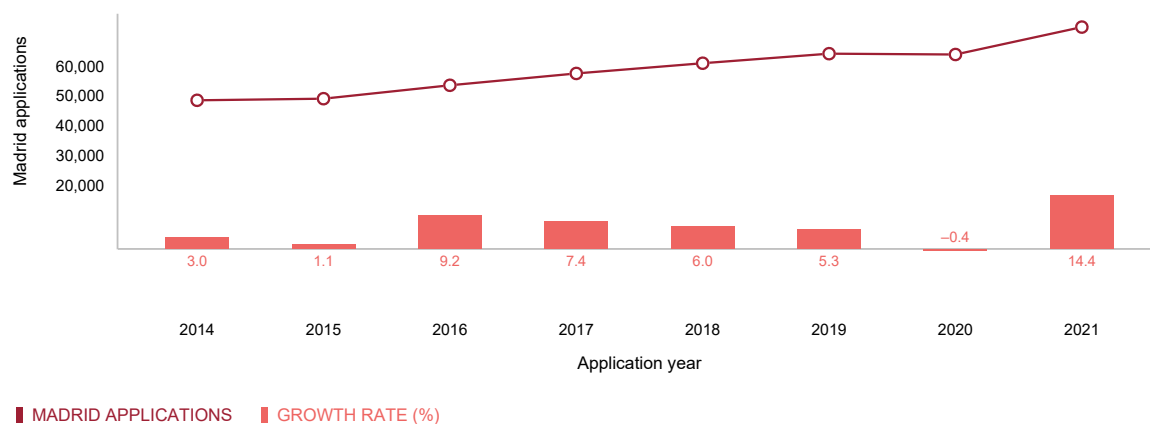
The most frequently used keywords under class 5 in 2021 were “preparations,” “medical,” “supplement” and “pharmaceutical.” Together, these four keywords accounted for about a fifth of all the keywords used to describe goods within this class (figure S4).

Similar to how Madrid applications fell in 2020 only to rebound in 2021, top keywords such as “medical,” “pharmaceutical” and “dietary,” to name three, also saw a one-year decline before returning to growth over the two-year period (figure S5). It is noteworthy that usage for a considerable number of selected top keywords grew in both 2020 and 2021, without the decrease seen in total applications filed in 2020. Some examples include “antiseptic,” “diagnostic,” “herbal,” “hygienic,” “nutritional,” “reagent” and “vitamin.” It is also interesting to note a significant increase in the use of the keyword “vaccine” which occurred at the same time as the roll out of vaccines against COVID-19 in 2021.

In contrast, use of the keywords “antibacterial,” “disinfectant” and “soap” increased sharply by about 50–152% in 2020, only then to fall by approximately 3–13% in 2021. This is contrary to the overall decrease in filings from 2019 to 2020 and their subsequent increase from 2020 to 2021. At the outset of the pandemic, one can imagine there was intense demand for protecting the type of new product described using these three keywords. In 2021, however, their occurrence declined sharply, perhaps due to market saturation for the associated type of goods.

Classes 9 and 5 refer to goods classes. In order to supplement what has been described so far, this analysis includes the second most frequently specified class, namely class 35, which covers services such as office functions, advertising and business management. This service class accounted for 8.4% of all classes specified in

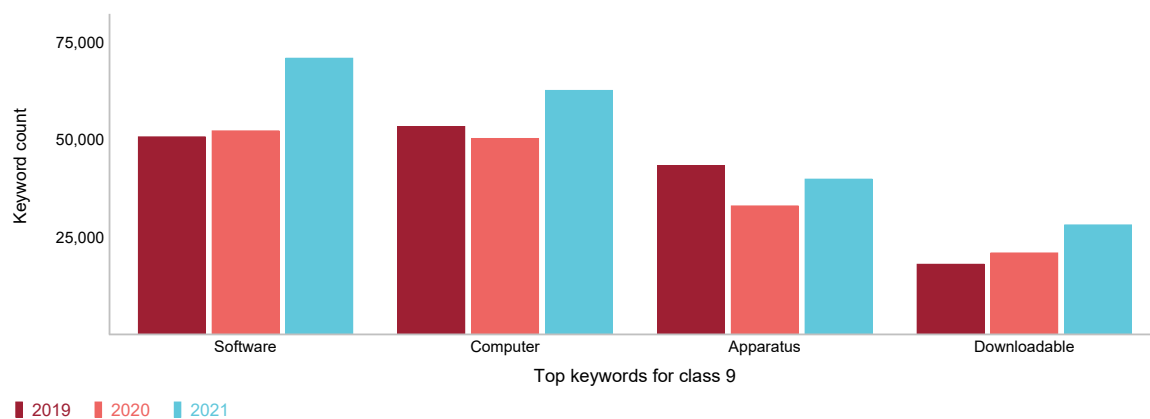
## S1. Trend in international applications, 2014–2021



Note: This figure presents the numbers and annual growth rates of international applications filed via the Madrid System. Data for 2021 are WIPO estimates.

Source: WIPO Statistics Database, March 2022.

## S2. Class 9 top keyword counts, 2019–2021



Note: Keyword counts refer to the number of times a keyword appears in the goods description in a Madrid application, confined to class 9.

Source: WIPO Statistics Database, March 2022.

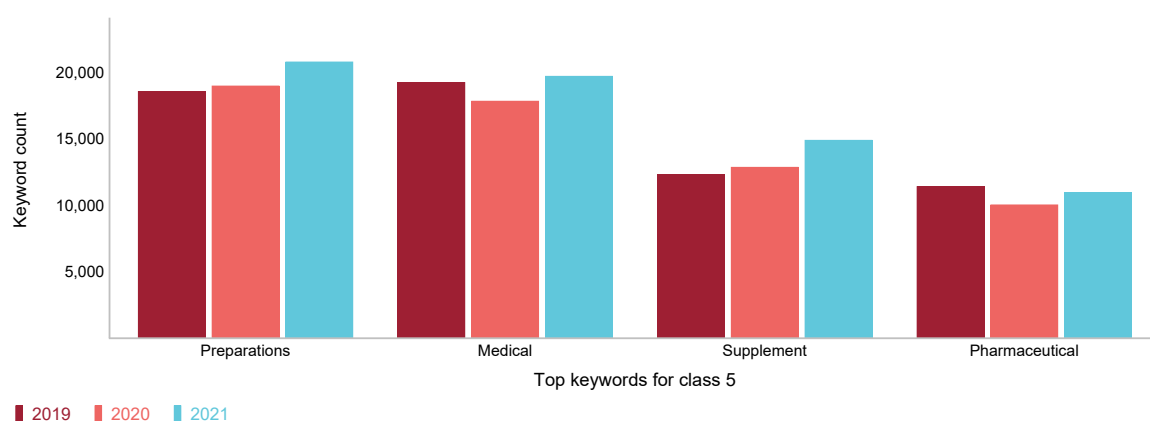
### S3. Percentage changes for 25 selected top keyword counts in Nice class 9, 2019–2020 and 2020–2021

Rank	Keyword	Change (%), 2019–2020	Change (%), 2020–2021
1	software	3.0	35.7
2	computer	–5.8	24.5
3	apparatus	–23.8	20.8
4	downloadable	16.1	34.4
6	data	–9.8	21.1
7	application	9.4	39.9
10	game	9.4	17.9
14	video	–5.3	17.4
21	battery	–21.1	41.0
26	vehicle	–31.2	42.0
29	phone	–13.8	24.6
34	network	–7.5	21.9
37	communication	–6.9	31.5
51	camera	–28.8	45.2
54	disc	–22.1	–2.1
59	smartphone	–17.9	20.8
62	telephone	–33.3	14.0
74	telecommunication	–20.0	12.5
75	platform	15.1	34.2
76	online	22.2	18.6
79	recordings	5.2	33.6
89	virtual	–13.0	45.6
91	reality	–10.1	43.4
95	artificial	15.1	35.8
97	intelligence	14.7	46.4

Note: Shown are 25 keywords selected from among the top 100 keywords used in 2021. The one-year change is calculated based on the keyword counts for the two years in question. Keyword counts refer to the number of times a keyword appears in the goods description in a Madrid application, confined to class 9.

Source: WIPO Statistics Database, March 2022.

### S4. Class 5 top keyword counts, 2019–2021



Note: Keyword counts refer to the number of times a keyword appears in the goods description in a Madrid application, confined to class 5.

Source: WIPO Statistics Database, March 2022.

Madrid applications filed in 2021. Together with service class 36, it is grouped in the business services industry. In the descriptions of class 35-related trademark applications filed in 2021, Madrid applicants employed about 15,100 unique keywords among the approximately 1.1 million keywords that appeared in the descriptions of the services for which trademark protection was sought. The 100 keywords most commonly used to describe the services covered by class 35 in Madrid applications filed in 2021 accounted for almost half (48%) of all keywords.

The most commonly used keyword in applications filed in 2021 and covered by class 35 was “services,” which accounted for about 6% of all keywords. Since class 35 is a class that, by definition, refers to services, this word was removed from the top keyword list. Bearing this in mind, the top keywords for this class in 2021 were “business,” “advertising,” “retail” and “management” (figure S6). Together, these four keywords accounted for almost 11% of meaningful keywords used to describe services within class 35.

When looking at a selection of 25 of the top 100 keywords used for describing services in applications filed in 2021, several of the same keywords used to describe goods related to class 9 were also used for class 35, for example, “computer,” “online,” “software” and “vehicle” (figure S7). This demonstrates how keywords used to describe a trademark can appear in more than one of the Nice classes covering both goods and services.

All but one of the selected top keywords for those services covered by class 35 saw a decrease in usage in applications filed in 2020, with most recording a decline of 15% or more. The keywords “apparatus” and “vehicle” saw a particularly sharp decline of between 48–52%. This corresponds with the general observation that demand for many services contracted in the first year of the pandemic, and in this case many business-related services. In fact, among the top 100 keywords for this class, almost none saw an increase in usage in 2020. A notable exception was the word “store,” whose usage increased by 11.3% in 2020.

All selected top class 35-related keywords increased in usage by double digits in 2021, with keywords “online,” “retail” and “store” each jumping by more than 35%.

## Conclusion

Madrid applications continue to increase or decrease from one year to the next, but it is no easy matter to explain such fluctuations in terms of how often a particular Nice class is specified. Over the years, the relative ranking and the overall share held by each Nice class in the total number of classes specified in applications have not altered to any great extent. This is due to the 45 classes defined by the Nice Classification covering such a broad range of goods and services that they do not lend themselves to revealing changes in filing activity in any straightforward way. There has, however, been a growing interest in analyzing the keywords used by Madrid applicants when describing the goods and services covered by each Nice class in their applications for what it can tell us. In order to better understand the underlying growth or decline in Madrid applications, it is informative to look at the composition of the keywords used most frequently to describe products and services within a specific Nice class, as well as the changes in their use over time. They can thus reveal flows of research and branding within what outwardly appear to be comparatively static industry sectors, highlighting new developments and the relative importance of existing goods and services, and thereby proving to be a valuable tool in the identification and understanding of new trends.

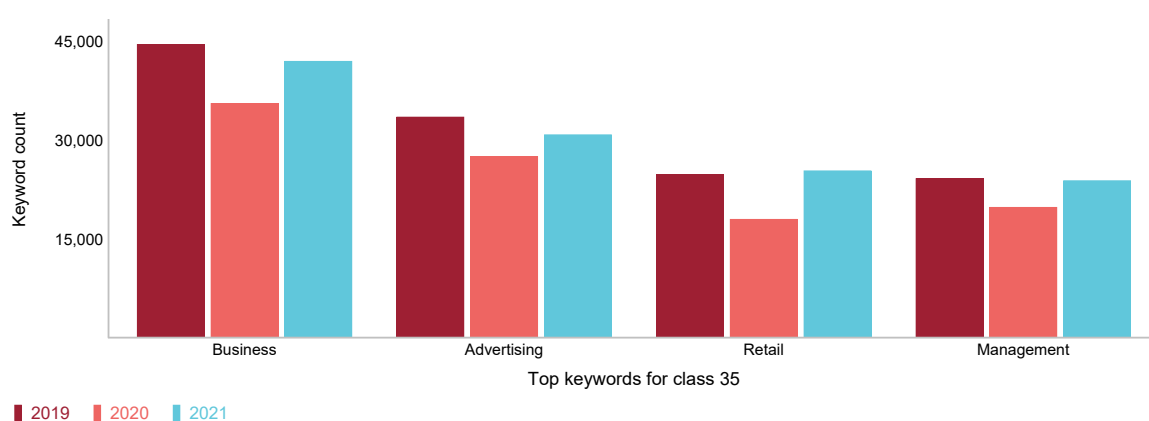
### S5. Percentage changes for 25 selected top keyword counts in Nice class 5, 2019–2020 and 2020–2021

Rank	Keyword	Change (%), 2019–2020	Change (%), 2020–2021
1	preparations	2.2	9.5
2	medical	–7.3	10.5
3	supplement	4.6	15.8
4	pharmaceutical	–12.1	9.2
5	dietary	–0.9	15.9
6	food	1.8	12.2
7	veterinary	–2.7	13.5
10	nutritional	13.6	13.5
11	medicated	7.0	26.1
13	animal	–16.4	26.1
15	vitamin	18.9	14.8
16	disinfectant	50.4	–2.5
18	human	–1.4	13.6
20	dental	–16.3	3.3
24	disease	18.1	28.1
27	diagnostic	12.7	42.3
28	reagent	21.8	26.1
30	skin	12.6	32.1
36	herbal	10.4	20.0
43	diaper	0.6	37.1
47	antibacterial	152.3	–13.2
49	antiseptic	59.0	10.8
54	soap	49.8	–3.5
71	hygienic	100.9	17.9
84	vaccine	2.8	49.3

Note: Shown are 25 keywords selected from among the top 100 keywords used in 2021. One-year change is calculated based on the keyword counts for the two years in question. Keyword counts refer to the number of times a keyword appears in the goods description in a Madrid application, confined to class 5.

Source: WIPO Statistics Database, March 2022.

### S6. Class 35 top keyword counts, 2019–2021



Note: Keyword counts refer to the number of times a keyword appears in the services description in a Madrid application, confined to class 35.

Source: WIPO Statistics Database, March 2022.

### S7. Percentage changes for 25 selected top keyword counts in Nice class 35, 2019–2020 and 2020–2021

Rank	Keyword	Change (%), 2019–2020	Change (%), 2020–2021
1	business	–20.1	18.0
2	advertising	–17.9	12.0
3	retail	–27.4	41.0
4	management	–18.1	20.5
5	commercial	–15.4	13.3
8	online	–17.9	35.6
9	marketing	–9.2	21.3
11	consultancy	–20.5	19.7
12	computer	–27.1	16.9
13	wholesale	–35.3	27.0
16	administration	–15.0	17.8
19	sales	–19.1	21.4
25	clothing	–37.1	29.3
26	research	–18.7	23.4
29	office	–23.6	14.0
30	apparatus	–48.5	23.0
32	media	–22.5	17.1
34	internet	–20.9	22.0
38	rental	–31.7	13.8
41	vehicle	–52.1	24.1
48	store	11.3	37.7
52	medical	–21.3	24.1
63	software	–43.5	25.0
81	cosmetics	–15.5	24.2
97	party	–23.0	13.0

Note: Shown are 25 keywords selected from among the top 100 keywords used in 2021. One-year change is calculated based on the keyword counts for the two years in question. Keyword counts refer to the number of times a keyword appears in the services description in a Madrid application, confined to class 35.

Source: WIPO Statistics Database, March 2022.

# Section A Statistics on Madrid international applications

## Highlights

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

Use of the international trademark system increased rapidly in 2021, recording the fastest year-on-year growth seen since 2005. The double-digit increase is impressive, given that it came during the second full year of the COVID-19 pandemic. Specifically, international trademark applications filed via WIPO's Madrid System for the International Registration of Marks surged by 14.4% to 73,100 in 2021, recovering from the first drop in a decade that occurred the year before in 2020 (figure A1). It demonstrates an increase in the demand for trademarks, which tends to indicate the likely introduction of new brands, an expansion of products and services, as well as brand evolution.

**Welcoming new members Jamaica, Pakistan and the United Arab Emirates, the Madrid System now counts 110 members covering 126 countries**

Jamaica, Pakistan and the United Arab Emirates joined the Madrid System in 2021, bringing the total number of members to 110 as of December 31, 2021, and further expanding the System in Asia and the Latin America and the Caribbean (LAC) region. With the addition of these three new members, the Madrid System now offers trademark holders the ability to obtain protection for their branded products and services within a geographical area covering 126 countries. Combined, Madrid members represent 65% of all countries worldwide, home to approximately 80% of the world's population, and in which around 89% of global GDP occurs, with the potential to expand further as membership continues to grow.<sup>5</sup>

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

Rebounding strongly from one-year declines in 2020, applicants based in the United States of America (U.S.) (13,276) and Germany (8,799) continued to file the highest numbers of Madrid applications in 2021 (figure A6). Once again, they were followed by applicants located in China (5,272), France (4,888) and the United Kingdom (U.K.) (4,215).<sup>6</sup> Among the top 10 origins, seven recorded double-digit growth, with the U.S. (+32.5%), France (+30.7%) and Germany (+18%) seeing the highest. Australia (+16.6%), the U.K. (+12.6%), Turkey (+10.6%) and Italy (+10.3%) also recorded impressive growth. Two other top 10 origins, Japan (+6.2%) and Switzerland (+9.3%), also reported notable growth. In contrast, China – which was the only top origin to have recorded double-digit growth in 2020 – saw a considerable drop of 21.3% in the number of Madrid applications filed in 2021.

<sup>5</sup> Complete World Bank gross domestic product (GDP) and population data are available only up to 2020.

<sup>6</sup> Due to a time lag in the transmittal of applications from offices of origin to the International Bureau (IB) of WIPO, Madrid applications by origin are estimated.

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

Only having joined the Madrid System in 2019, Canada (+49.4%) notched up one spot from 18<sup>th</sup> in 2020 to become the 17<sup>th</sup> largest origin of Madrid applications filed in 2021. Applications increased for the year from all but one of the top 20 origins, the exception being China.

In 2021, applicants based in Madrid member countries in Europe continued to file the majority (54.1%) of Madrid applications, up slightly from 52.1% in 2020; however, this is about 17 percentage points lower than their combined share a decade earlier in 2011. Whereas over half of all Madrid applications originated in Europe in 2021, more than a fifth (20.9%) came from Asia, down from about a quarter (24.9%) in 2020, largely due to a drop in filings from China. Despite this, Asia's share was 7 percentage bigger than it was 10 years before in 2010 (13.9%) (figure A5).

Once again, U.S. applicants not only filed the most Madrid applications in 2021, but continued to make the most designations (94,763) in Madrid applications in order to broaden the geographical scope of protection for their marks. This is one and a half times the number of designations in applications from China (62,591), which ranked second. Applicants in Germany (52,779) ranked third in terms of Madrid designations in 2021, followed by those in the U.K. (33,347) and France (31,027), the latter surpassing Switzerland to take the fifth spot (figure A12).

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

China's higher number of total designations relative to Madrid applications filed can be explained by the fact that applicants based in China designated, on average, about 12 Madrid members in each application filed in 2021 (figure A13). This is the highest average number among the top 20 origins of designations and considerably higher than the average six designations for applicants located in Germany. The average number of designations made in Madrid applications filed by all origins combined was seven, an average that has remained almost unchanged for over a decade (figure A10).

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

With 171 Madrid applications, French personal care company L'Oréal was the top applicant in 2021. L'Oréal filed 55 more applications in 2021 than in 2020, more than any other Madrid applicant among the top 100, elevating the company from fifth position to top spot. L'Oréal was followed by gaming company ADP Gauselmann of Germany (120), pharmaceuticals company Glaxo Group of the U.K. (110), Chinese technology company Huawei (98), and last year's top filer, pharmaceuticals company Novartis AG of Switzerland (98), which fell to fifth position, filing 139 fewer applications in 2021 (figure A2).



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

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

**Which goods and services attracted the most trademark protection?**

Nice Classification statistics enable the kinds of goods and services most frequently covered by Madrid international trademark applications to be ranked. Over the past 15 years, Madrid applicants have specified, on average, between two and three Nice goods and services classes per application. As with Madrid applications, the total number of classes specified in applications increased by a considerable 21.5% in 2021, rebounding from a decline in 2020 (figure A20).

Since 1985, the most specified of the 45 Nice classes has been goods class 9, which includes computer hardware and software and other electrical or electronic apparatus of a scientific nature (table A22). In 2021, class 9 alone accounted for slightly more than a tenth (10.7%) of all classes specified in applications filed, a share virtually unchanged from 2020. The other most specified classes were class 35 (8.4% of the total), which covers services such as office functions, advertising and business management; class 42 (7.8%), which includes services provided by, for example, scientific, industrial or technological engineers and computer specialists; class 41 (5%), which mainly covers services in the areas of education, training, entertainment, sporting and cultural activities; class 5 (4.5%), which covers pharmaceuticals and other preparations for medical purposes; and class 25 (4%), which relates to clothing and apparel. Three of the five most specified classes are services classes. All 45 Nice classes recorded growth in 2021. Five of the top six classes had a one-year growth in excess of 20%, ranging from 21.8% for class 9 to 30.1% for class 42. The exception was class 5, with a relatively lower growth rate of 7.3%.

**The share of services classes specified in all Madrid applications combined continues to account for over a third of all classes in applications**

The first 34 of the 45 Nice classes cover goods, whereas the remaining 11 cover services. Since 2018, more than a third (36.1%) of all classes specified in Madrid applications in 2021 were services classes. This is about five percentage points higher than the combined share of 30.8% recorded a decade earlier in 2011 (figure A26) and reflects the general growth in the global services industry. Goods and services class shares do differ across origins, however. For example, among the selected origins presented in table A27, Iceland (54.9%), Mexico (52.6%) and Singapore (45.8%) had the largest proportions of services-related classes in Madrid applications filed in 2021, in each case accounting for more than 45% of all classes specified. Other countries with a developed services sector, such as Canada (41.6%), Colombia (43%), Switzerland (40.7%) and the U.K. (40.2%), also recorded high shares of service-related classes in

applications. Conversely, China (19.6%), Egypt (29.9%), Poland (27.4%), the Republic of Korea (27.6%) and Viet Nam (27.4%) had services class shares below 30%. All but one of the 20 selected origins increased their services class share compared to a decade earlier, with Iceland's increasing the most by 17.3 percentage points. Singapore was the exception, its services class share decreasing by 3.2 percentage points over the same period.

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

For the purpose of statistical reporting, the 45 Nice classes are grouped into 10 industry sectors. The scientific research, information and communication technology sector (abbreviated to research and technology), which includes top Nice classes 9 and 42, among others, continued to account for the largest share (22.6%) of all classes specified in Madrid applications filed in 2021. It was followed by pharmaceuticals, health and cosmetics (abbreviated to health) (12.9% of total filing activity), business services (11%), which replaced agriculture to become the third top industry, with clothing and accessories (10.3%) gaining two places in fourth, surpassing both and leisure and education (10.3%), which remains fifth, and agricultural products and services (agriculture) (9.7%) in sixth spot. As in previous years, chemicals (3.2%), construction (6.8%) and transportation (6%) were the three sectors to receive the lowest shares of total filing activity (figure A23).

The top three sectors for Madrid applications vary across origins. Research and technology ranks among the top three industry sectors for all the top 10 origins (figure A24). For eight, it is the top sector, the exceptions being Italy, where clothing and accessories is the top sector, and the Russian Federation, whose applicants file most frequently in the agricultural sector. Health ranks among the top three sectors for seven of the top origins. Like the Russian Federation, France and Italy counted agriculture as one of their top three sectors. Business services is listed as the top third sector for Australia, Germany, Switzerland and the U.K., while clothing and accessories was among the top three sectors for Italy and Japan. China differs from other top origins in counting both household equipment and transportation among its top three sectors.

**Where do Madrid applicants seek to protect their trademarks abroad?**

For the first time, the U.K. (34,284) attracted the most designations in Madrid applications in 2021, surpassing the European Union (EU) (32,691). Due to Brexit, trademark holders can no longer seek protection for their marks in the U.K. via the European Union Intellectual Property Office (EUIPO). When using the Madrid System, holders must designate the U.K. separately, if they want to protect their marks within this Madrid member's jurisdiction. The U.K. and the EU were followed by the U.S. (28,359), China (25,240) and Canada (23,577) to complete the top five recipients of designations in applications from trademark holders abroad (figure A15). The 20 most designated Madrid members, combined, received 66% of all designations made in Madrid applications filed in 2021. Including China, nine of the top 20 designated Madrid members were middle-income countries, notably Brazil (11,856), India (14,146), Mexico (12,823), the Russian Federation (16,626) and Turkey (9,874). All top 20 destinations for international trademark registration via the Madrid System saw an increase on 2020 designations, with the U.K. seeing the biggest surge of 77.8%. Australia (+21.7%), Brazil (+24.6%), Canada (+23.8%), Norway (+22.8%) and Switzerland (+22.1%) recorded the next highest growth rates, in excess of 20%. The Russian Federation (+6.6%), Thailand (+8.1%), Turkey (+9.3%) and Viet Nam (+5.2%) had growth of less than 10%.

## Madrid international applications

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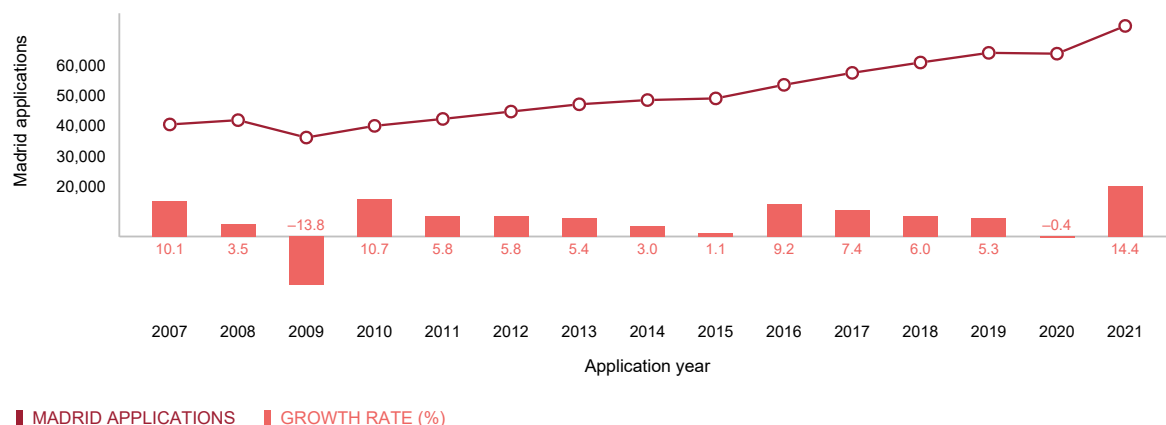
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# Madrid international applications

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

A1. Trend in international applications, 2007–2021



Note: This figure presents the numbers and annual growth rates of international applications filed via the Madrid System. Data for 2021 are WIPO estimates.

Source: WIPO Statistics Database, March 2022.

**French personal care company L'Oréal filed 171 Madrid applications in 2021, making it the top applicant. Gaming company ADP Gauselmann of Germany was in second place, with 120 applications, and pharmaceuticals company Glaxo Group of the U.K. third, with 110 applications.**

#### A2. Top Madrid applicants, 2021

Ranking	Change in position from 2020	Madrid applicant	Origin	Madrid applications		
				2019	2020	2021
1	4	L'OREAL	France	193	116	171
2	2	ADP GAUSELMANN GMBH	Germany	39	123	120
3	8	GLAXO GROUP LIMITED	U.K.	59	64	110
4	-2	HUAWEI TECHNOLOGIES CO., LTD.	China	164	197	98
5	-4	NOVARTIS AG	Switzerland	129	233	94
6	1	EURO GAMES TECHNOLOGY LTD.	Bulgaria	48	84	93
7	1	APPLE INC.	U.S.	104	80	92
8	6	HENKEL AG & CO KGAA	Germany	77	60	90
9	-6	SHISEIDO COMPANY, LTD	Japan	70	133	89
10	-1	SYNGENTA CROP PROTECTION AG	Switzerland	30	78	85
11	0	SOCIETE DES PRODUITS NESTLE S.A.	Switzerland	41	64	76
12	13	EGIS GYA GYSZERGYA R ZRT.	Hungary	11	43	65
12	-2	RIGO TRADING S.A.	Luxembourg	102	70	65
14	13	RICHTER GEDEON NYRT.	Hungary	76	42	61
15	6	BEIERSDORF AG	Germany	47	47	60
16	20	BOEHRINGER INGELHEIM INTERNATIONAL GMBH	Germany	38	34	58
16	-10	NINTENDO CO., LTD.	Japan	32	90	58
18	700	BATH & BODY WORKS BRAND MANAGEMENT, INC.	U.S.	27	6	57
19	-2	BAYERISCHE MOTOREN WERKE AKTIENGESELLSCHAFT	Germany	78	51	56
20	540	LG CORP.	Republic of Korea	3	7	55
20	186	RENAULT S.A.S.	France	14	12	55
22	1,387	COMITE INTERNATIONAL OLYMPIQUE	Switzerland	9	4	54
23	127	BASF SE	Germany	39	14	50
23	74	DERMAPHARM AG	Germany	31	18	50
25	3	COUPANG CORP.	Republic of Korea	18	41	49
25	420	OTSUKA PHARMACEUTICAL CO., LTD.	Japan	6	8	49
27	9	GUERLAIN	France	24	34	46
28	-9	AMOREPACIFIC CORPORATION	Republic of Korea	52	48	43
28	n.a.	GOBRANDS, INC.	U.S.	2	0	43
30	-5	F. HOFFMANN-LA ROCHE AG	Switzerland	38	43	42
31	1	APPLIED MATERIALS, INC.	U.S.	20	36	41
31	49	PHILIP MORRIS PRODUCTS S.A.	Switzerland	28	20	41
33	-18	MICROSOFT CORPORATION	U.S.	63	52	40
34	73	ARCELIK ANONIM SIRKETI	Turkey	22	17	39
34	6	SAMSUNG ELECTRONICS CO., LTD.	Republic of Korea	48	33	39
36	n.a.	GALDERMA HOLDING S.A.	Switzerland	0	2	38
36	n.a.	HONOR DEVICE CO., LTD.	China	0	0	38
36	19	LIBERTY PROCUREMENT CO. INC.	U.S.	4	24	38
39	4	DAIMLER AG	Germany	24	29	37
39	n.a.	UPPER DECK COMPANY	U.S.	0	1	37
41	-22	ABERCROMBIE & FITCH EUROPE SA	Switzerland	38	48	36
42	79	BIOGENA GMBH & CO KG	Austria	0	16	35
42	4	VOLKSWAGEN AG	Germany	34	27	35
44	n.a.	BESSON CHAUSSURES	France	0	1	34
45	n.a.	LIESEGANG & PARTNER MBB, RECHTSANWA LTE	Germany	0	0	33
46	399	ASAHI KASEI KABUSHIKI KAISHA	Japan	12	8	32
46	n.a.	DR. SEUSS ENTERPRISES, L.P.	U.S.	1	0	32
48	-24	HYUNDAI MOTOR COMPANY	Republic of Korea	9	44	31
48	32	NOVOZYMES A/S	Denmark	19	20	31
48	125	SHIMANO INC.	Japan	18	13	31
48	942	SPECTRUM BRANDS, INC.	U.S.	0	5	31
52	n.a.	BANDAI SPIRITS CO., LTD.	Japan	3	1	30
52	98	JEUNEORA LIMITED	New Zealand	3	14	30
52	n.a.	M/S. HIMATSINGKA SEIDE LIMITED	India	0	0	30
52	5	SIEMENS HEALTHCARE GMBH	Germany	21	23	30
52	55	SOREMARTEC S.A.	Luxembourg	33	17	30
52	393	WORLD MEDICINE ILAC SANAYI VE TICARET ANONIM SIRKETI	Turkey	11	8	30
58	-23	AUGUST STORCK KG	Germany	48	35	29

(Continued)

(A2 continued)

Ranking	Change in position from 2020	Madrid applicant	Origin	Madrid applications		
				2019	2020	2021
58	22	JANSSEN PHARMACEUTICA N.V.	Belgium	27	20	29
58	n.a.	KIA CORPORATION	Republic of Korea	0	0	29
61	19	DSM IP ASSETS B.V.	Netherlands	17	20	28
61	n.a.	FK IRONS INC.	U.S.	0	1	28
61	-4	LOUIS VUITTON MALLETTIER	France	23	23	28
64	295	FIRMENICH SA	Switzerland	8	9	27
65	2,172	ATLANTIC DROGA KOLINSKA D.O.O.	Slovenia	0	3	26
65	380	BEACHBODY, LLC	U.S.	13	8	26
65	n.a.	FIREHEART MUSIC, INC.	U.S.	0	0	26
65	-44	KRKA, TOVARNA ZDRAVIL, D.D., NOVO MESTO	Slovenia	38	47	26
65	n.a.	LE LABO HOLDING LLC	U.S.	0	1	26
65	n.a.	REMBE GMBH SAFETY + CONTROL	Germany	1	0	26
71	489	E-LUSCIOUS B2C B.V.	Netherlands	3	7	25
71	50	HERMES INTERNATIONAL	France	22	16	25
71	n.a.	JOLIBEE FOODS CORPORATION	Philippines	0	0	25
71	n.a.	PT APLIKASI KARYA ANAK BANGSA	Indonesia	0	0	25
71	2,166	VEIKKAUS OY	Finland	0	3	25
71	-20	ZEG;ZWEIRAD-EINKAUF-GENOSSENSCHAFT EG	Germany	22	25	25
77	n.a.	CODORNIU S.A.	Spain	1	2	24
77	2,160	LULULEMON ATHLETICA CANADA INC.	Canada	4	3	24
77	n.a.	PATEK PHILIPPE SA GENEVE	Switzerland	0	0	24
77	73	SOUTHCORP BRANDS PTY LIMITED	Australia	17	14	24
77	n.a.	TRIAS HOLDING AG	Switzerland	4	1	24
82	636	ANWIL S.A.	Poland	0	6	23
82	n.a.	HORUS PHARMA	France	7	1	23
82	363	LINN MARKETING INC	Belize	1	8	23
82	25	RICHEMONT INTERNATIONAL SA	Switzerland	14	17	23
86	273	BAUSCH HEALTH IRELAND LIMITED	Ireland	2	9	22
86	-36	DIA RETAIL ESPANA, S.A.	Spain	0	26	22
86	n.a.	EAGLELINE LIMITED	Malta	0	0	22
86	21	LOGITECH EUROPE S.A.	Switzerland	18	17	22
86	1,323	MARK ANTHONY INTERNATIONAL SRL	Barbados	0	4	22
86	-29	RED BULL GMBH	Austria	11	23	22
86	-14	SIEMENS AG	Germany	22	21	22
86	11	SUNTORY HOLDINGS LIMITED	Japan	15	18	22
86	n.a.	TRENTHIM APS	Denmark	0	1	22
95	26	AUDI AG	Germany	27	16	21
95	465	BANDAI CO., LTD.	Japan	22	7	21
95	n.a.	COWAY CO., LTD.	Republic of Korea	0	0	21
95	-84	CWI, INC.	U.S.	4	64	21
95	623	JAGEX LIMITED	U.K.	0	6	21
95	188	MIZUNO CORPORATION	Japan	8	10	21
95	-44	XIAOMI INC.	China	22	25	21
102	-22	BIOFARMA	France	60	20	20
102	n.a.	BOOTS COMPANY PLC	U.K.	1	1	20
102	181	DAN-FOAM APS	Denmark	1	10	20
102	888	ESTEE LAUDER COSMETICS LTD.	Canada	3	5	20
102	-70	LIDL STIFTUNG & CO. KG	Germany	22	36	20
102	n.a.	LLC KRC EFKO-KASKAD	Russian Federation	0	0	20
102	257	ON CLOUDS GMBH	Switzerland	15	9	20
102	1,307	PEPCO POLAND SP. Z O.O.	Poland	6	4	20
102	n.a.	TETON RIDGE IP HOLDCO, LLC	U.S.	0	0	20

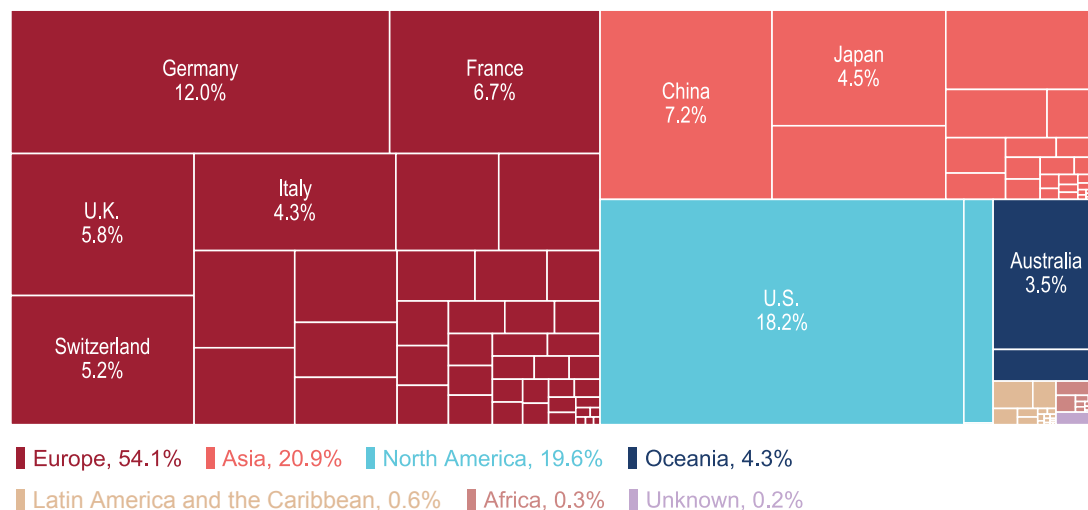
Note: For top Madrid applicants, counts are based on the date that an application was received by the International Bureau (IB) of WIPO. This table includes the 110 applicants that filed 20 or more international applications in 2021. New applications filed each year generally represent an increase in 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 2022.

**Combined, Germany, France, Italy, Switzerland and the U.K. accounted for 34 percentage points of Europe's 54.1% share of all Madrid applications filed worldwide.**

A3. International applications by origin, 2021

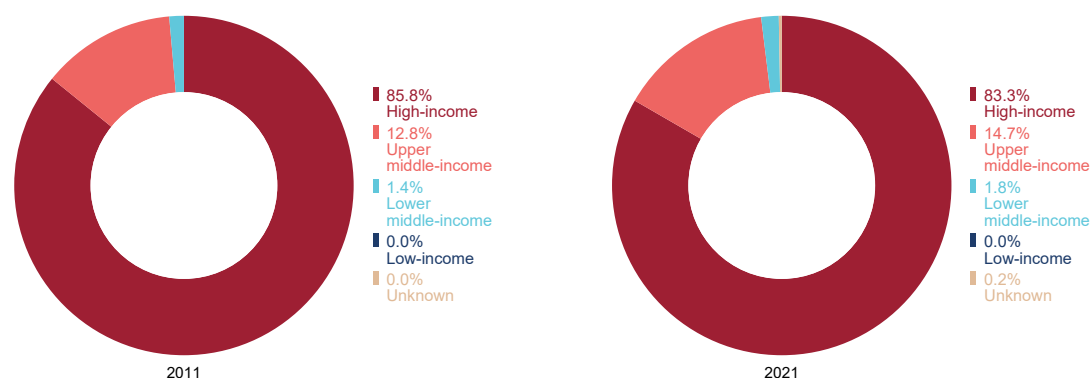


Note: Data for 2021 are WIPO estimates. Origin data are based on the country of the applicant's address.

Source: WIPO Statistics Database, March 2022.

**Despite having a slightly lower combined share than in 2011, applicants from high-income countries still accounted for the vast majority (83.3%) of all Madrid applications filed a decade later in 2021, while those from upper-middle income countries accounted for a far smaller 14.7% of the total.**

A4. International applications by income group, 2011 and 2021

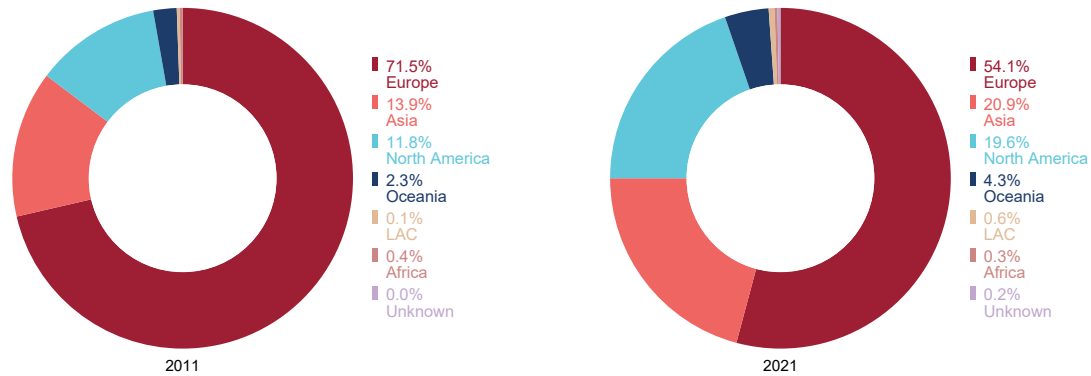


Note: Data for 2021 are WIPO estimates. Origin data are based on the country or territory of the applicant's address. Madrid applications filed in 2021 came from applicants domiciled in a total of 117 countries or territories of origin. Each income group included the following number of countries or territories: high-income (55), upper middle-income (34), lower middle-income (22) and low-income (6).

Source: WIPO Statistics Database, March 2022.

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

A5. International applications by region, 2011 and 2021

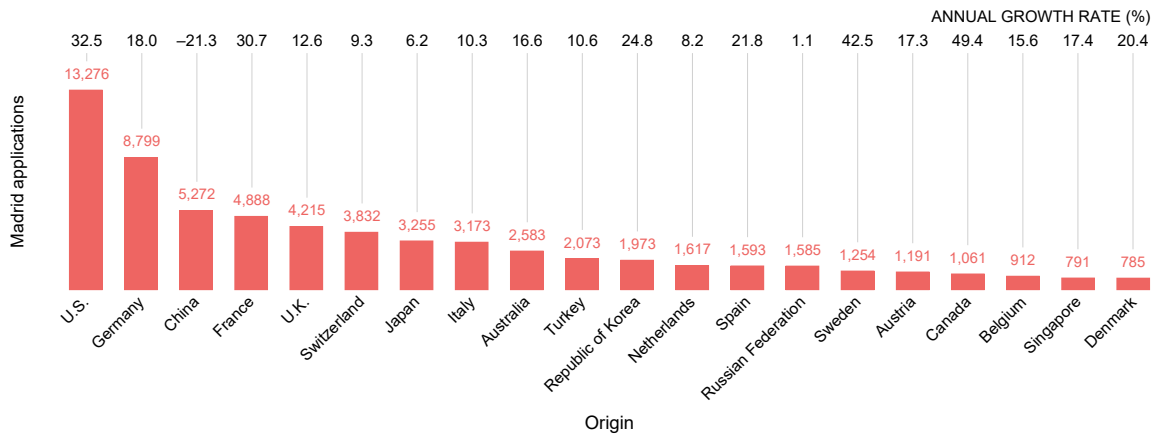


Note: Data for 2021 are WIPO estimates. Origin data are based on the country or territory of the applicant's address. Madrid applications filed in 2021 came from applicants domiciled in a total of 117 countries or territories of origin. Each geographical region included the following number of countries or territories: Africa (18), Asia (33), Europe (43), Latin America and the Caribbean (LAC) (17), North America (3) and Oceania (3).

Source: WIPO Statistics Database, March 2022.

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

A6. International applications for the top 20 origins, 2021



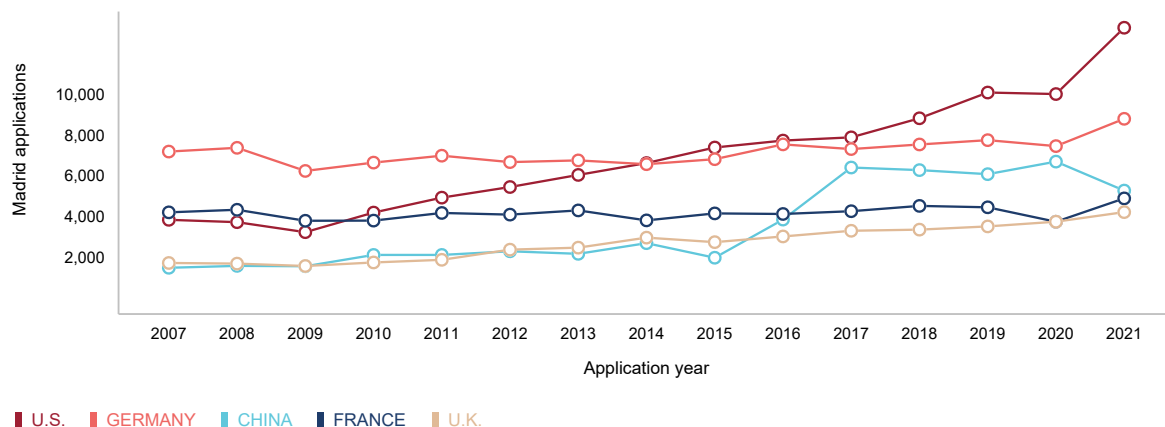
Note: Data for 2021 are WIPO estimates. Origin data are based on the country or territory of the applicant's address. The numbers of international applications for all origins are reported in statistical table A30.

Source: WIPO Statistics Database, March 2022.



**The U.S. surpassed Germany in 2014 to become the top origin of Madrid applications; by 2017, China had moved ahead of France and the U.K. to become the third biggest origin.**

A7. Trends in international applications for the top five origins, 2007–2021

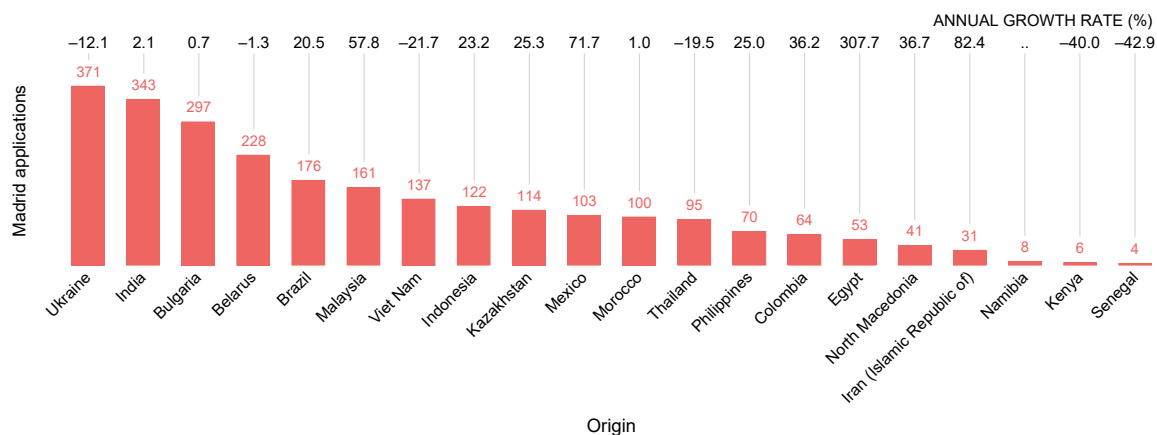


Note: Data for 2021 are WIPO estimates. Origin data are based on the country of the applicant's address.

Source: WIPO Statistics Database, March 2022.

**Following behind applicants located in the top-ranked middle-income countries of China, the Russian Federation and Turkey, applicants located in Bulgaria, India and Ukraine filed among the highest numbers of Madrid applications for this income group in 2021.**

A8. International applications for selected middle-income country origins, 2021



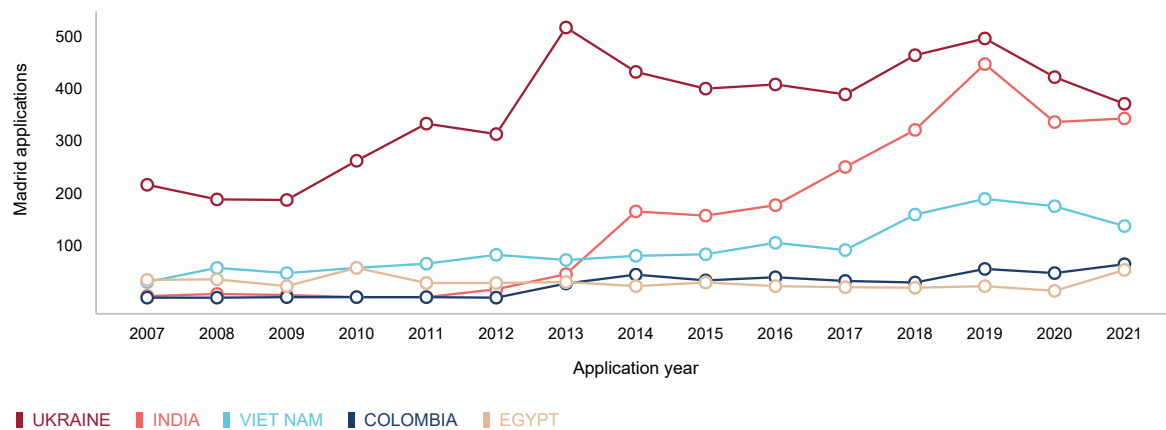
Note: Data for 2021 are WIPO estimates. Origin data are based on the country of the applicant's address. The numbers of international applications for all origins are reported in statistical table A30.

.. indicates not available.

Source: WIPO Statistics Database, March 2022.

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

A9. Trends in international applications for selected middle-income country origins, 2007–2021



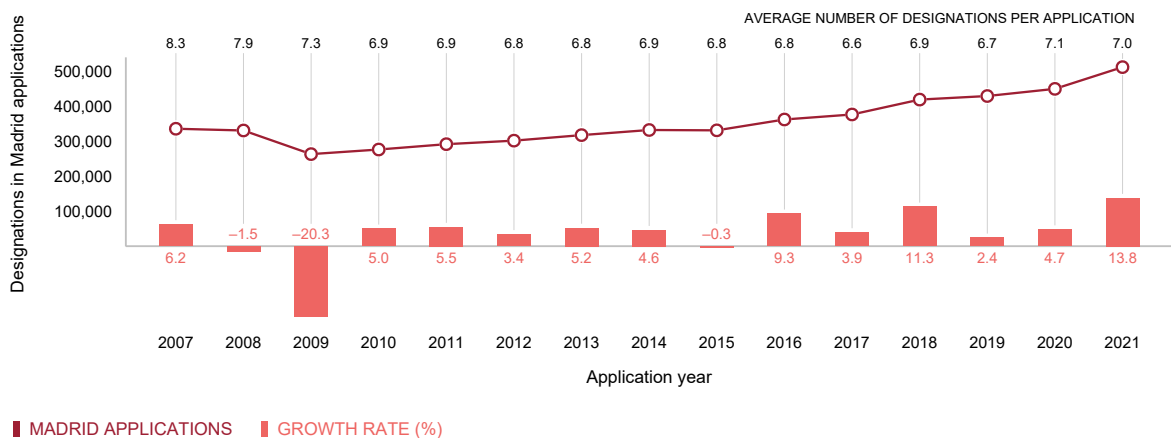
Note: Data for 2021 are WIPO estimates. Origin data are based on the country of the applicant's address.

Source: WIPO Statistics Database, March 2022

# Designations in Madrid international applications

**The high growth rate seen in Madrid applications is closely matched by the double-digit increase in the number of designations contained in applications in 2021, resulting in a continued average of seven Madrid members designated in each Madrid application filed.**

A10. Trend in designations in international applications and average number of designations per application, 2007–2021

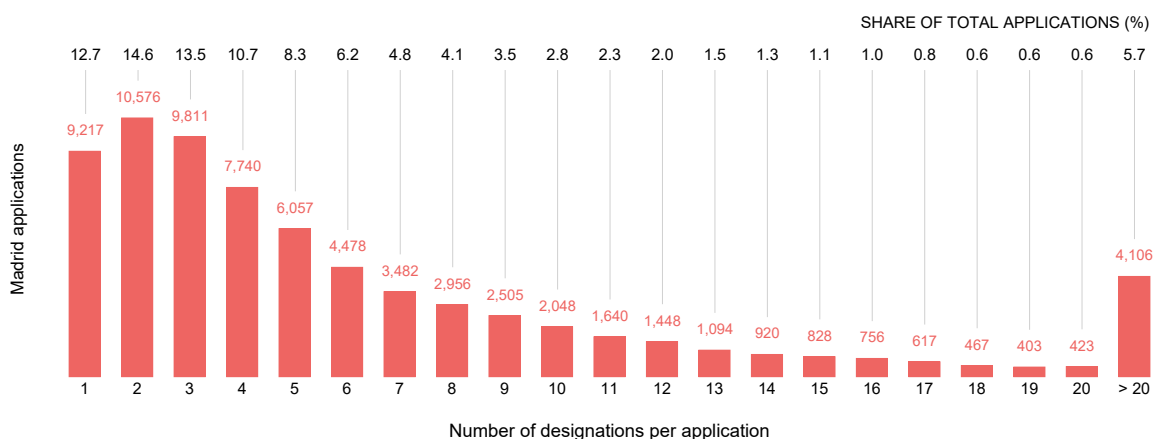


Note: When applicants first apply for an international registration, they can initially choose from among any of the Madrid members in which they aim to extend protection for their trademarks, except for the Madrid member through which the holder has claimed entitlement to use the Madrid System. These are called designations.

Source: WIPO Statistics Database, March 2022.

**About three-quarters of all international applications filed in 2021 designated between one and eight Madrid members; approximately 10% of applications designated 15 or more members.**

A11. Distribution of designations per international application, 2021

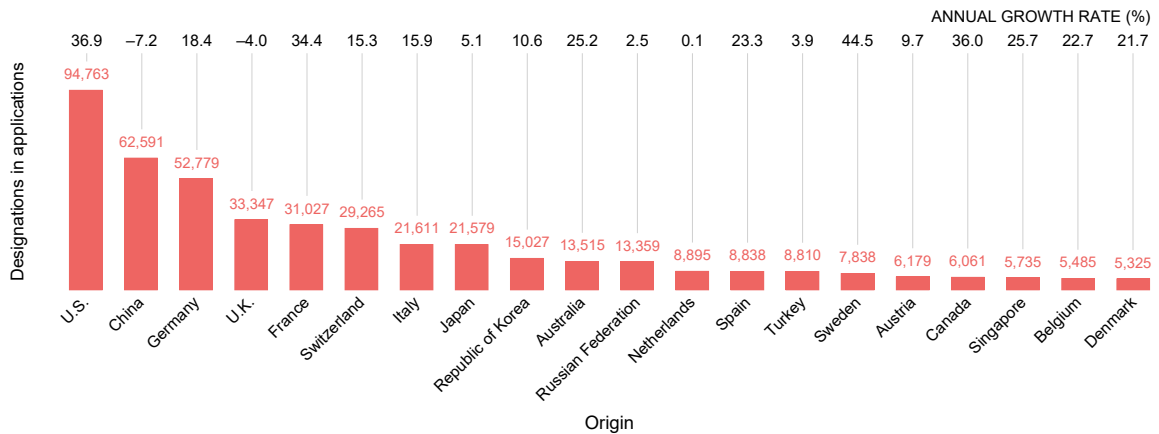


Note: Almost 13% of all Madrid applications filed in 2021 designated only a single Madrid member. Madrid applications designating a single Madrid member show how trademark holders use the Madrid System in a staged manner to obtain protection in the jurisdiction of highest priority first, before later extending protection to other jurisdictions by filing subsequent designations.

Source: WIPO Statistics Database, March 2022.

**Applicants in the U.S. were the biggest single origin of Madrid applications in 2021; collectively, they also made the highest number of designations in international applications for expanding the geographical scope of protection for their marks, followed by applicants in China and Germany.**

A12. Designations in international applications for the top 20 origins, 2021

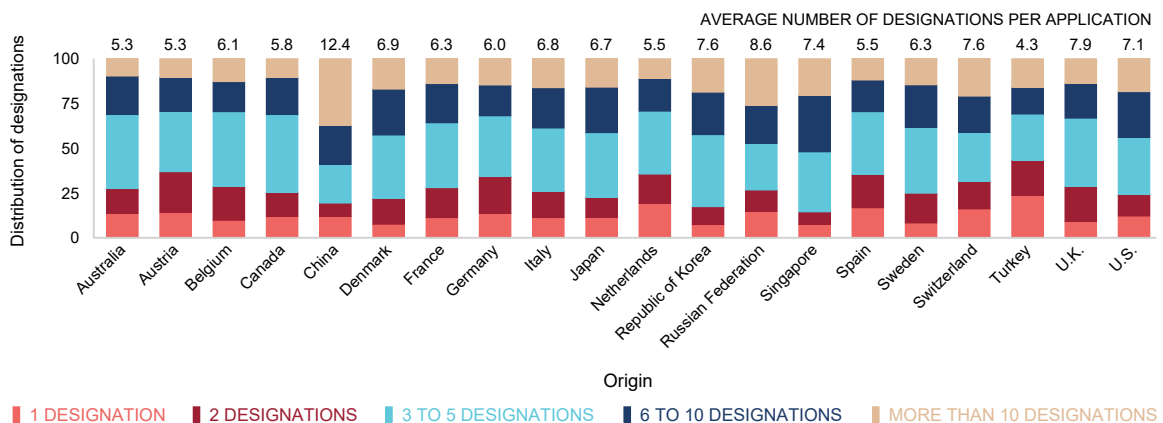


Note: Origin data are based on the country of the applicant's address. The numbers of designations in Madrid applications for all origins are reported in statistical table A30.

Source: WIPO Statistics Database, March 2022.

**Applicants from 18 of the top 20 origins designated, on average, between four and eight Madrid members in international applications filed in 2021; this rises to an average of between about 9 and 12 designated by applicants from China and the Russian Federation.**

A13. Distribution of designations per international application for the top 20 origins, 2021

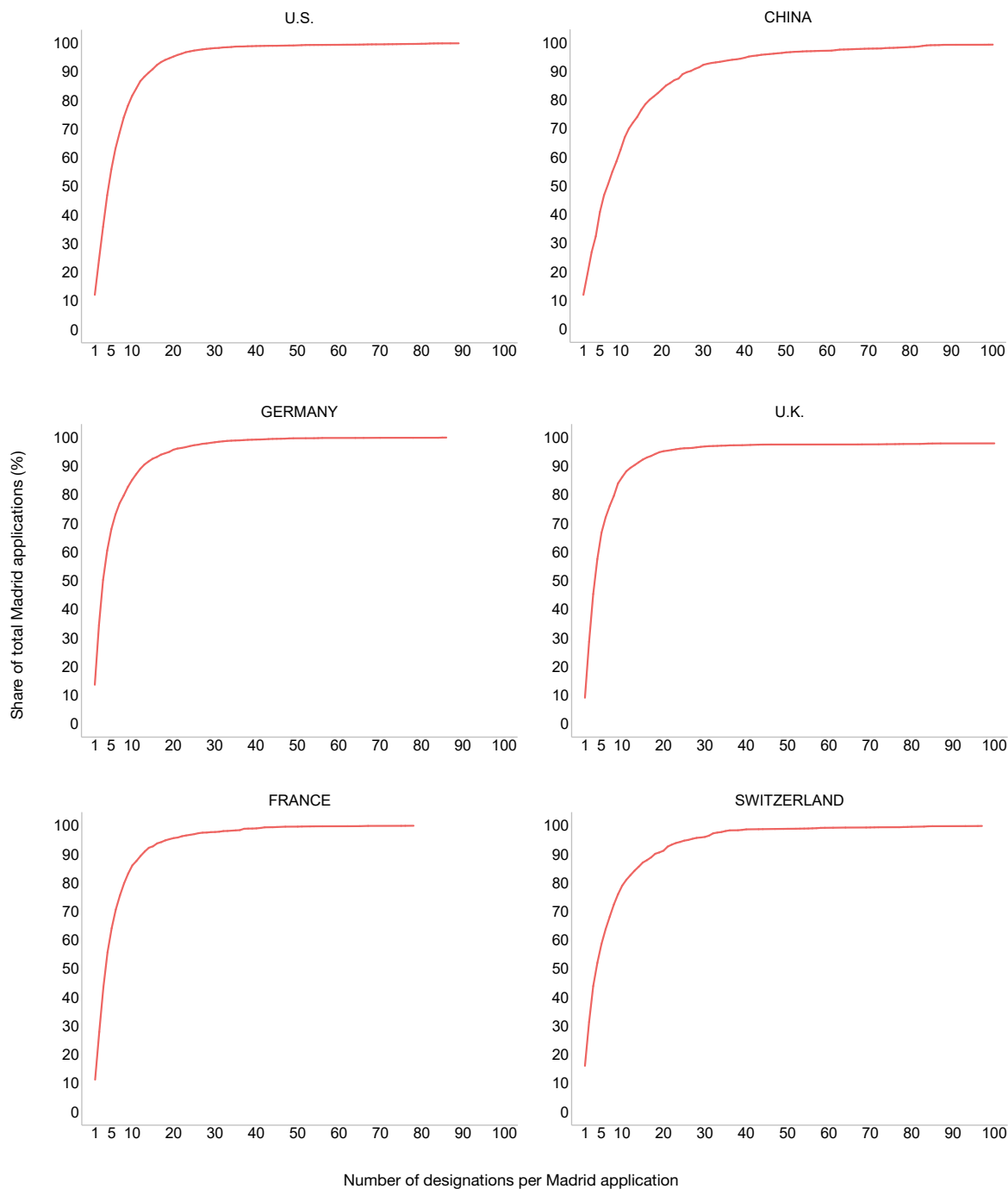


Note: Origin data are based on the country of the applicant's address.

Source: WIPO Statistics Database, March 2022.

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

A14. Distribution of designations per international application for the top six origins, 2021

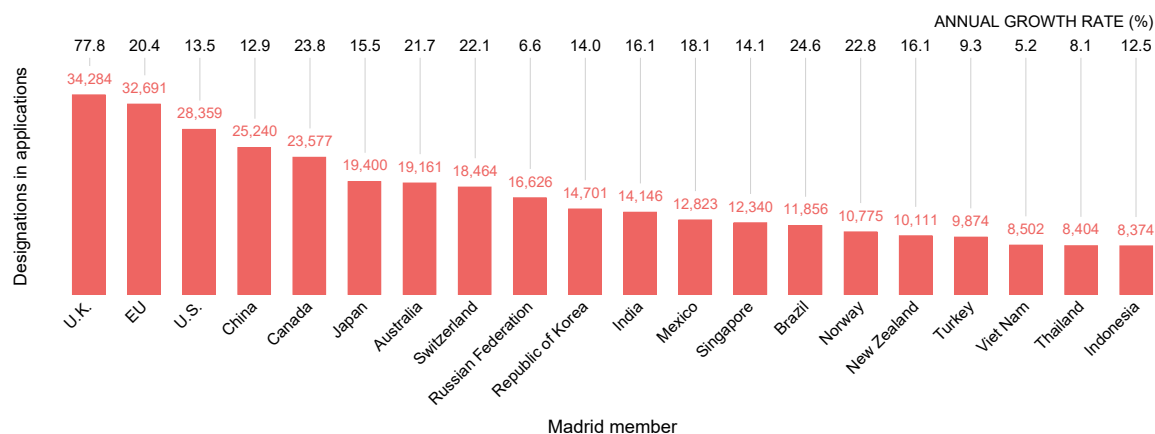


Note: Origin data are based on the country of the applicant's address.

Source: WIPO Statistics Database, March 2022.

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

A15. Designations in international applications for the top 20 designated Madrid members, 2021

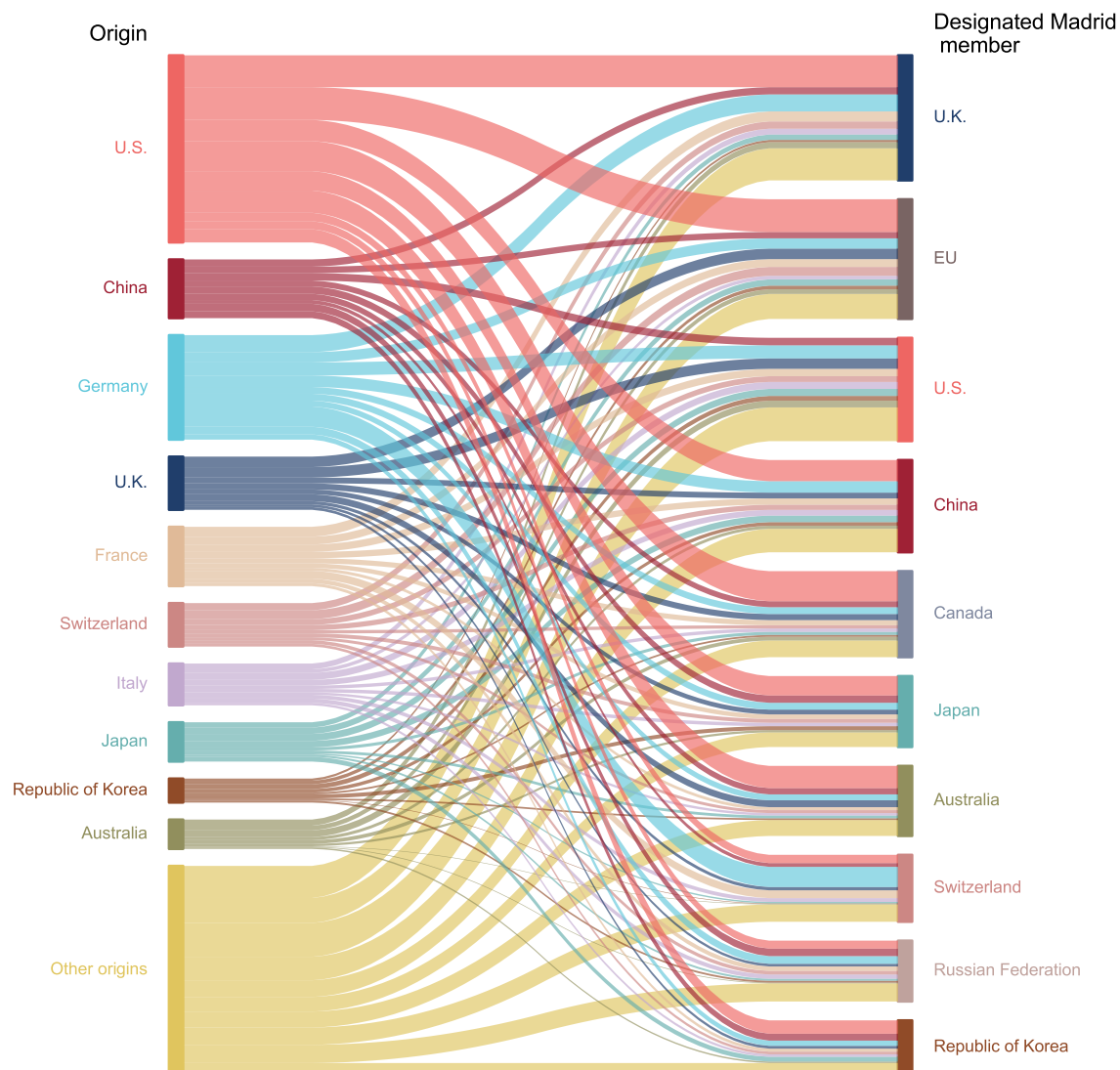


Note: The number of designations in international applications for all Madrid members are reported in statistical table A30.

Source: WIPO Statistics Database, March 2022.

**Combined, the top five origins accounted for about 44% of all Madrid applications designating the U.S., between 52% and approximately 56% of those designating China or the Russian Federation, and about 59–66% of those designating Australia, Canada, the EU, Japan, the Republic of Korea, Switzerland and the U.K.**

A16. Flows of designations from the top 10 origins to the top 10 designated Madrid members, 2021

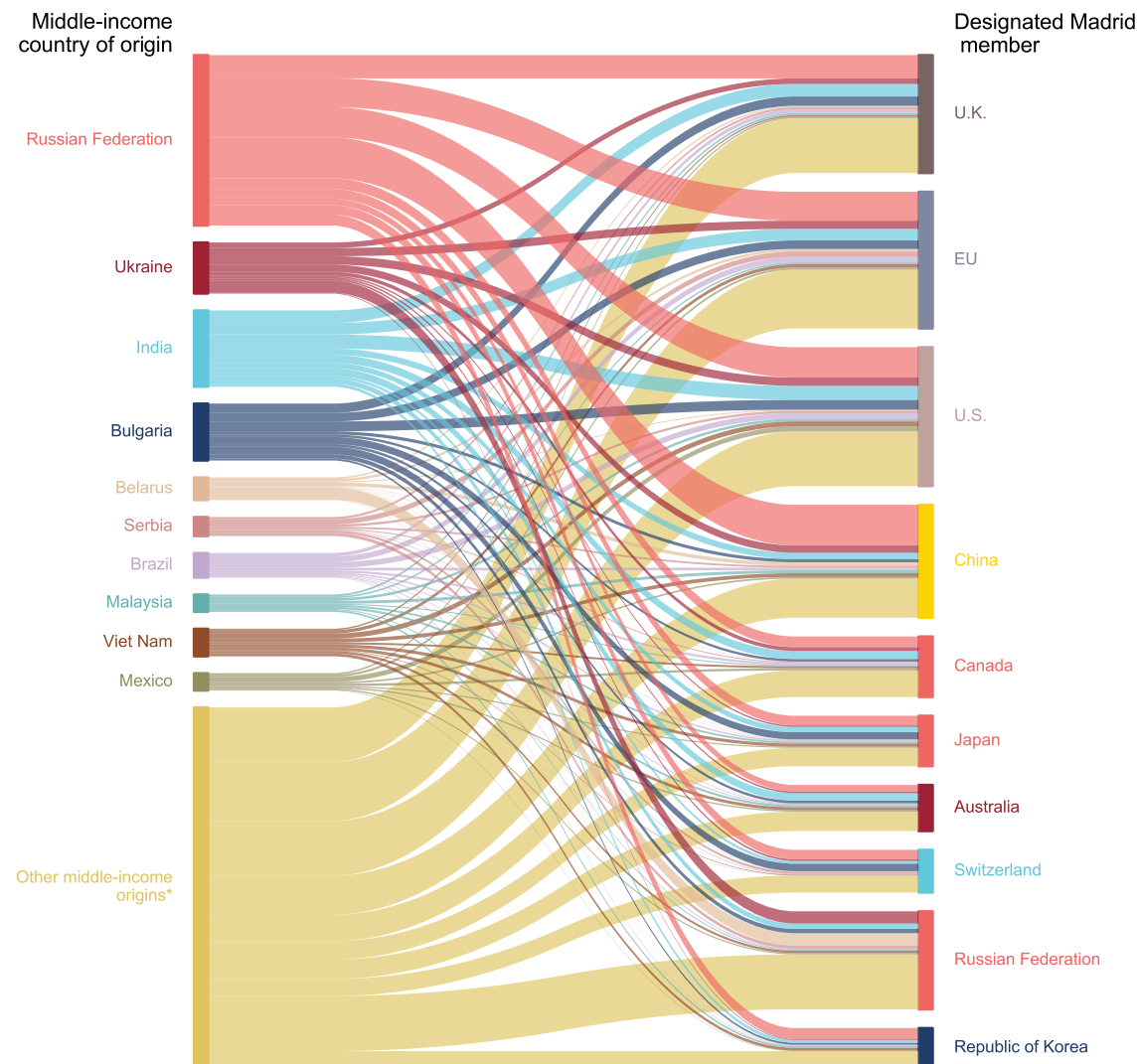


Note: Origin data are based on the country of the applicant's address.

Source: WIPO Statistics Database, March 2022.

**The EU and the U.S. were both among the top three destinations chosen by applicants domiciled in 8 of the 10 selected middle-income countries of origin. China was among the top three destinations for applicants based in the middle-income countries of Belarus, Malaysia, the Russian Federation and Viet Nam.**

A17. Flows of designations from selected middle-income countries of origin to the top 10 designated Madrid members, 2021



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

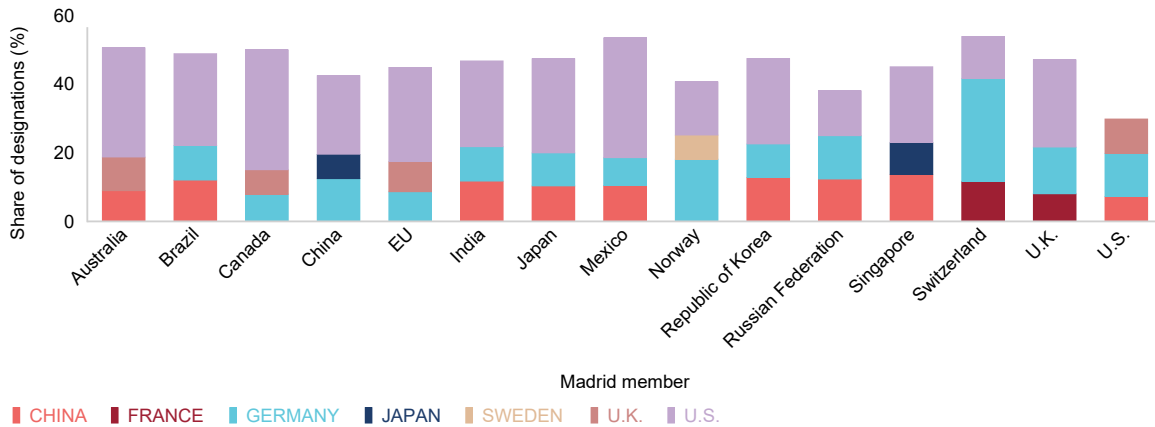
\* Middle-income country of origin China has been removed from the "Other middle-income origins" category.

Source: WIPO Statistics Database, March 2022.



**China, Germany and the U.S. were most often the three top origins of the designations received by six of the top 15 Madrid members in 2021. The U.K. was either the second or third top origin of designations for Australia, Canada, the EU and the U.S., while Japan was the third main origin of designations for China and Singapore.**

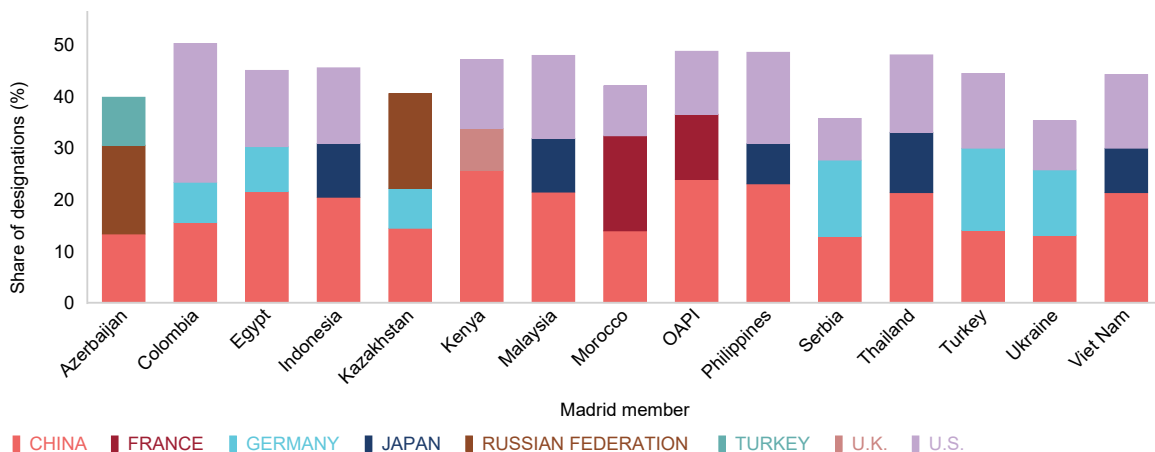
A18. Distribution of designations in international applications for the top 15 designated Madrid members received from their top three origins, 2021



Source: WIPO Statistics Database, March 2022.

**China was the only origin to feature as a top three designation for all 15 selected low- and middle-income Madrid members; it was also the source of most designations for nine. The top three origins accounted for between 35% and 50% of all designations received by the selected Madrid members.**

A19. Distribution of designations in international applications for selected designated low- and middle-income Madrid members received from their top three origins, 2021



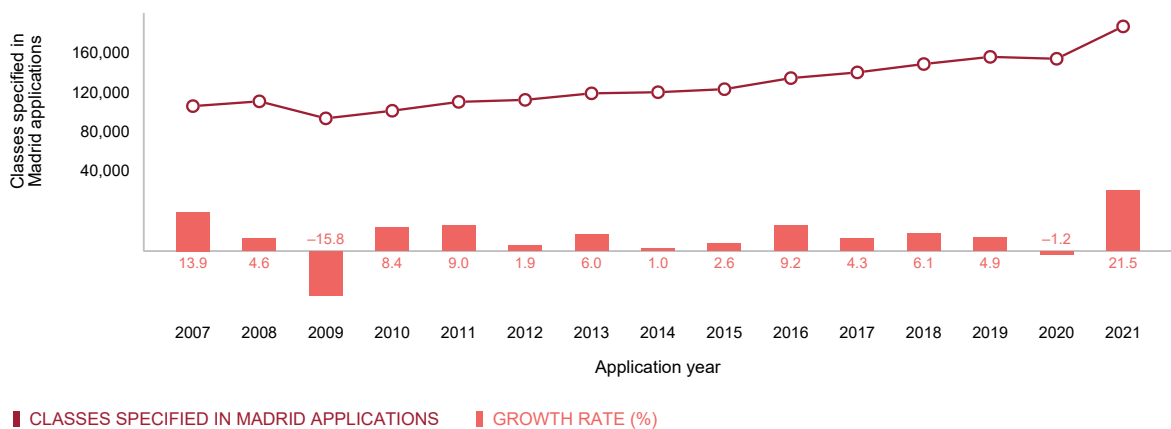
Note: OAPI is the African Intellectual Property Organization acting on behalf of 17 African countries.

Source: WIPO Statistics Database, March 2022.

# Nice classes specified in Madrid international applications

**The total number of classes specified in Madrid applications has grown steadily, reflecting an increase in the overall number of international applications. And, as was the case for Madrid applications, 2021 saw a considerable increase in the number of classes specified in applications.**

A20. Trend in the number of classes specified in international applications, 2007–2021

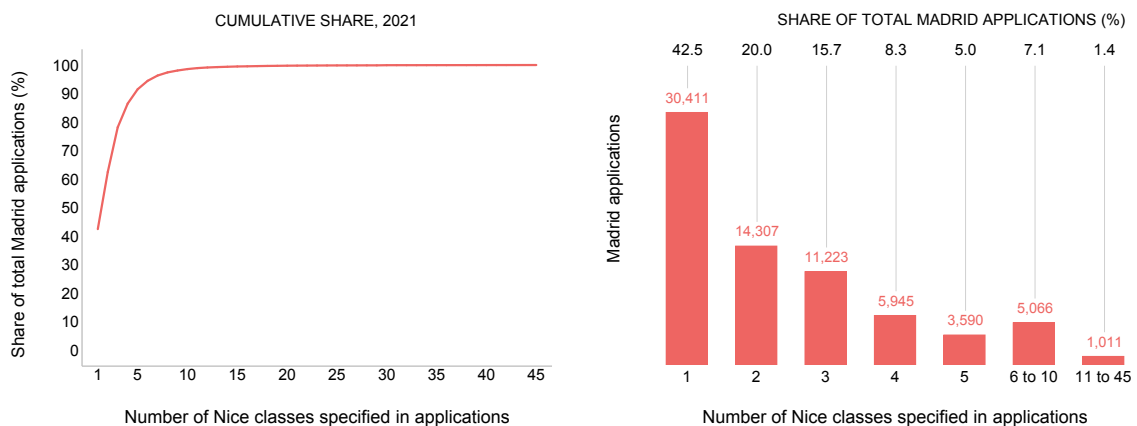


Note: Within the Madrid System, all Madrid member offices must apply the Nice Classification, an international classification of goods and services applied to trademark applications and registrations. Applicants are required to provide a description of the goods or services for which the mark is to be used according to one or more of the 45 Nice classes (visit [www.wipo.int/classifications/nice](http://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 2022.

**About 78% of all Madrid applications filed in 2021 included between one and three goods or services classes.**

A21. Distribution of the number of classes specified per international application, 2021



Note: The overall average of two to three classes specified for all Madrid applications filed in 2021 masks a significant variation in the number of classes specified across applications. For example, 30,411, or 42.5% of all Madrid applications, indicated a single class to which the trademark applied, and about 78% included up to three classes. Only 1,011 applications – i.e., 1.4% of the total – specified 11 or more of the 45 goods and services classes.

Source: WIPO Statistics Database, March 2022.

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

A22. Classes specified in international applications, 2021

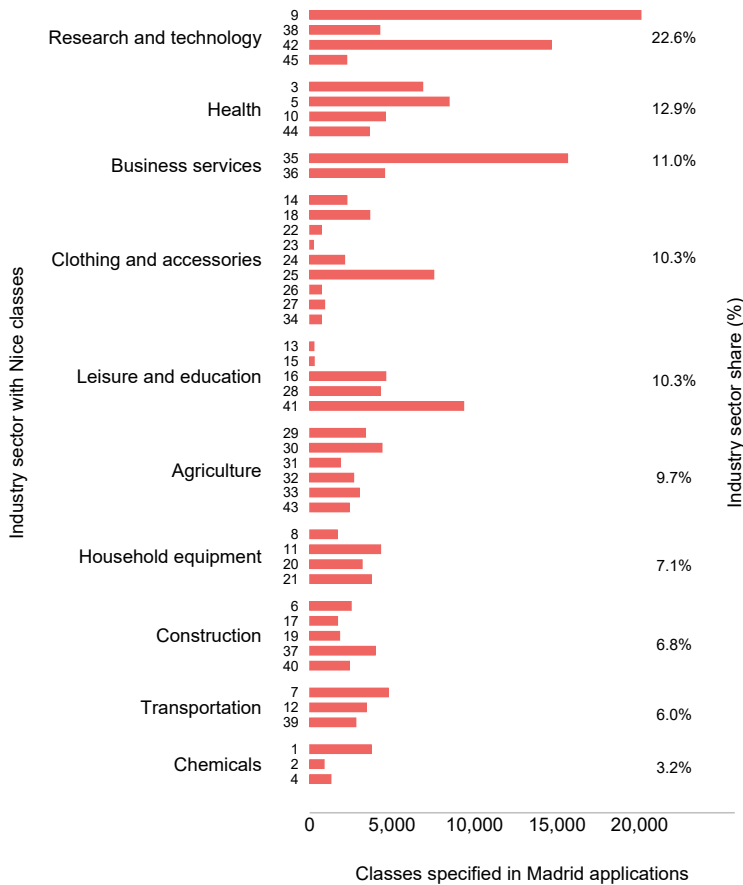
Class covers/includes	2021	Growth (%), 2020–2021	Share of total (%), 2021
Class 9: Computer hardware and software and other electrical or electronic apparatus of a scientific nature	20,085	21.8	10.7
Class 35: Services such as office functions, advertising and business management	15,637	23.0	8.4
Class 42: Services provided by, for example, scientific, industrial or technological engineers and computer specialists	14,653	30.1	7.8
Class 41: Services in the area of education, training, entertainment, sporting and cultural activities	9,341	23.9	5.0
Class 5: Mainly pharmaceuticals and other preparations for medical purposes	8,460	7.3	4.5
Class 25: Clothing, footwear and headgear	7,528	22.5	4.0
Class 3: Mainly cleaning preparations and toilet preparations	6,858	2.3	3.7
Class 7: Mainly machines, machine tools, motors and engines	4,771	12.9	2.6
Class 16: Mainly paper, goods made from that material and office requisites	4,619	16.1	2.5
Class 10: Surgical, medical, dental and veterinary apparatus and instruments	4,600	10.8	2.5
Class 36: Services relating to insurance, financial affairs, monetary affairs, and real estate affairs	4,547	36.8	2.4
Class 30: Mainly foodstuffs of plant origin, prepared for consumption or conservation as well as auxiliaries intended for improving the flavor of food	4,390	1.7	2.3
Class 11: Apparatus for lighting, heating, steam generating, cooking, refrigerating, drying, ventilating, water supply and sanitary purposes	4,306	20.2	2.3
Class 28: Games and playthings; gymnastic and sporting articles	4,293	27.6	2.3
Class 38: Telecommunications services	4,258	28.1	2.3
Class 37: Building construction; repair; installation services	3,981	26.7	2.1
Class 21: Mainly household or kitchen utensils and containers; combs and sponges; articles for cleaning purposes, glassware, porcelain and earthenware	3,747	21.4	2.0
Class 1: Chemicals used in industry, science and photography, as well as in agriculture	3,742	11.4	2.0
Class 18: Leather and imitations of leather, and products made therefrom, traveling bags and umbrellas	3,648	26.4	2.0
Class 44: Medical services; veterinary services; hygienic and beauty care for human beings or animals; agriculture, horticulture and forestry services	3,623	23.7	1.9
Class 12: Vehicles; apparatus for locomotion by land, air or water	3,444	27.7	1.8
Class 29: Meat, fish, poultry; frozen, dried and cooked fruits and vegetables	3,390	5.9	1.8
Class 20: Mainly furniture, mirrors, picture frames and goods made from, for example, wood, cork, reed, cane, wicker	3,188	19.0	1.7
Class 33: Alcoholic beverages (except beers)	3,018	22.8	1.6
Class 39: Services related to transport, packaging and storage of goods, and travel arrangement	2,807	25.3	1.5
Class 32: Beers; mineral and aerated waters and other non-alcoholic beverages; fruit beverages and fruit juices; syrups and other preparations for making beverages	2,673	7.2	1.4
Class 6: Mainly includes common metals and their alloys and goods of common metal not included in other classes	2,525	10.0	1.4
Class 40: Services related to the treatment of materials	2,419	31.8	1.3
Class 43: Services for providing food and drink; temporary accommodation	2,405	15.9	1.3
Class 14: Mainly precious metals and their alloys and goods in precious metals or coated therewith, not included in other classes	2,264	32.0	1.2
Class 45: Legal services; security services for the protection of property and individuals; personal and social services rendered by others to meet the needs of individuals	2,256	21.8	1.2
Class 24: Textiles and textile goods, not included in other classes; bed covers; table covers	2,126	23.4	1.1
Class 31: Mainly grains and agricultural, horticultural and forestry products; live animals; fresh fruits and vegetables; seeds	1,868	1.4	1.0
Class 19: Mainly non-metallic building materials and asphalt	1,823	9.4	1.0
Class 17: Mainly rubber, plastics in extruded form for use in manufacture; packing, stopping and insulating materials; non-metallic flexible pipes	1,697	8.0	0.9
Class 8: Hand tools and implements (hand-operated); cutlery; side arms; razors	1,677	16.9	0.9
Class 4: Mainly industrial oils, lubricants, fuels and illuminants	1,296	27.3	0.7
Class 27: Carpets, rugs, mats and matting, linoleum and other materials for covering existing floors; wall hangings (non-textile)	915	42.5	0.5
Class 2: Mainly paints, varnishes, lacquers	881	15.2	0.5
Class 34: Tobacco; smokers' articles; matches	720	15.4	0.4
Class 26: Lace and embroidery, ribbons and braid; buttons, hooks and eyes, pins and needles; artificial flowers	719	38.5	0.4
Class 22: Mainly ropes, string, nets, tents, awnings, tarpaulins, sails, sacks and bags (not included in other classes)	715	21.6	0.4
Class 15: Musical instruments	282	13.7	0.2
Class 13: Firearms; ammunition and projectiles; explosives; fireworks	266	68.4	0.1
Class 23: Yarns and threads, for textile use	236	11.3	0.1
Not specified	4,296	340.2	2.3
<b>Total classes specified in Madrid applications</b>	<b>186,993</b>	<b>21.5</b>	<b>100.0</b>

Note: For a complete list of class definitions, visit [www.wipo.int/classifications/nice](http://www.wipo.int/classifications/nice).

Source: WIPO Statistics Database, March 2022.

**Research and technology accounted for over a fifth of all filing activity via the Madrid System in 2021. This sector has increased its share of total classes specified in Madrid applications by about one percentage point every year since 2019. The health sector's share of overall activity decreased by 1.3 percentage points, whereas the business services increased by a 0.5 percentage point.**

A23. International applications by industry sector, 2021

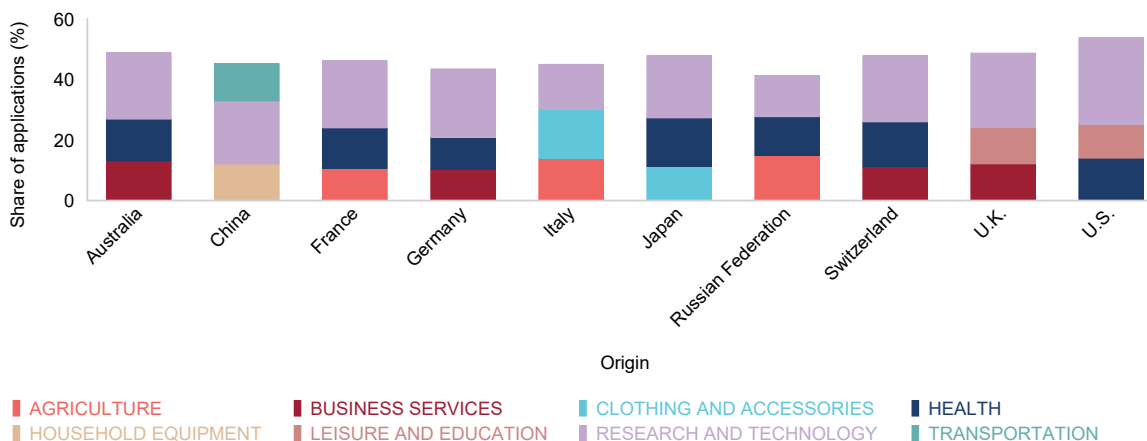


Note: Industry sectors based on class groups are those defined by Edital®. Some industry sectors are abbreviated. See the Nice classes and industry sectors table in the annex for full definitions. For full class definitions, visit [www.wipo.int/classifications/nice](http://www.wipo.int/classifications/nice).

Source: WIPO Statistics Database, March 2022.

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

A24. International applications by top three sectors for the top 10 origins, 2021

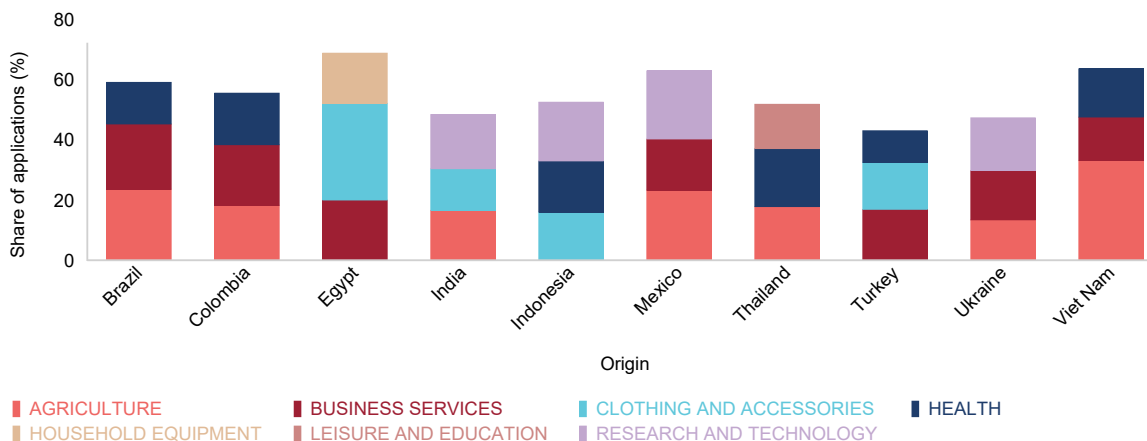


Note: Origin data are based on the country of the applicant's address. Industry sectors based on class groups are those defined by Edital®. Some industry sectors are abbreviated. See the Nice classes and industry sectors table in the annex for full definitions. For full class definitions, visit [www.wipo.int/classifications/nice](http://www.wipo.int/classificati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

Source: WIPO Statistics Database, March 2022.

**The agricultural and business services sectors were among the top three industries for applicants from seven of the 10 selected middle-income countries of origin. The health sector was one of the top three sectors for applicants from six countries.**

A25. International applications by top three sectors for selected middle-income countries of origin, 2021

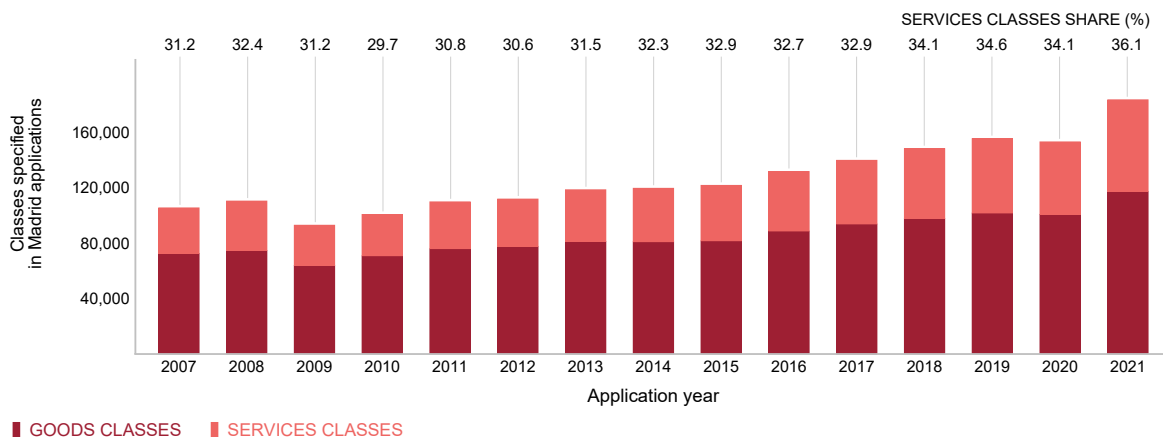


Note: Origin data are based on the country of the applicant's address. Industry sectors based on class groups are those defined by Edital®. Some industry sectors are abbreviated. See the Nice classes and industry sectors table in the annex for full definitions. For full class definitions, visit [www.wipo.int/classifications/nice](http://www.wipo.int/classificati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

Source: WIPO Statistics Database, March 2022.

**Services classes accounted for 36.1% of all classes specified in Madrid applications in 2021, the largest share ever recorded.**

A26. Trend in services classes versus goods classes, 2007–2021



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](http://www.wipo.int/classifications/nice).

Source: WIPO Statistics Database, March 2022.

**Of all classes specified in applications from Iceland (54.9%) and Mexico (52.6%), over half related to services. Services-related class shares for applications from Canada, Colombia and Singapore were also relatively high, ranging from between 41.6% to 45.8% of all classes specified. In contrast, this was only 19.6% for applications from China, and between about 27% and 30% for those from Egypt, Poland, the Republic of Korea and Viet Nam.**

A27. Goods classes versus services classes in international applications for selected origins, 2011 and 2021

Origin	2011 (%)		2021 (%)		Change in services classes share compared to 2011 (percentage points)
	Goods	Services	Goods	Services	
Iceland	62.4	37.6	45.1	54.9	17.3
Mexico	n.a.	n.a.	47.4	52.6	n.a.
Singapore	51.0	49.0	54.2	45.8	-3.2
Colombia	n.a.	n.a.	57.0	43.0	n.a.
Canada	n.a.	n.a.	58.4	41.6	n.a.
Switzerland	64.1	35.9	59.3	40.7	4.8
U.K.	67.3	32.7	59.8	40.2	7.5
Australia	65.3	34.7	61.3	38.7	4.0
U.S.	67.6	32.4	61.4	38.6	6.2
Sweden	65.6	34.4	62.1	37.9	3.5
Brazil	n.a.	n.a.	62.8	37.2	n.a.
Germany	68.6	31.4	63.1	36.9	5.5
New Zealand	n.a.	n.a.	63.7	36.3	n.a.
India	n.a.	n.a.	65.2	34.8	n.a.
Spain	69.1	30.9	65.7	34.3	3.4
Egypt	73.5	26.5	70.1	29.9	3.4
Republic of Korea	76.4	23.6	72.4	27.6	4.0
Viet Nam	77.8	22.2	72.6	27.4	5.2
Poland	76.0	24.0	72.6	27.4	3.4
China	89.1	10.9	80.4	19.6	8.7

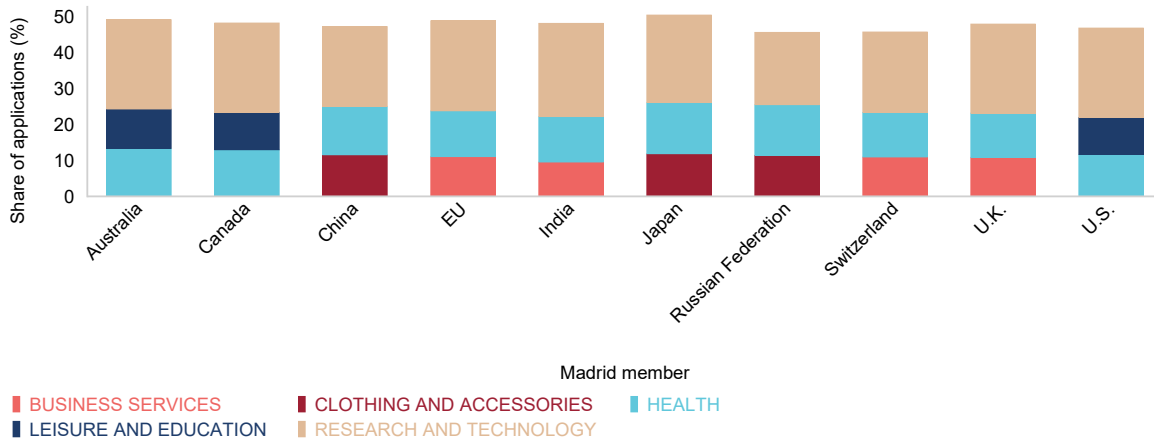
Note: Origin data are based on the country of the applicant's address. The first 34 of the 45 Nice classes cover goods, whereas the remaining 11 cover services. For full class definitions, visit [www.wipo.int/classifications/nice](http://www.wipo.int/classifications/nice).

n.a. indicates not applicable.

Source: WIPO Statistics Database, March 2022.

**In 2021, research and technology was the leading sector for which trademark protection was sought within the jurisdiction of every top 10 designated Madrid member. Health was the second most popular sector across the same 10 members. Either business services, clothing and accessories or leisure and education was a top three sector for all of these members.**

A28. International applications by top three sectors for the top 10 designated Madrid members, 2021

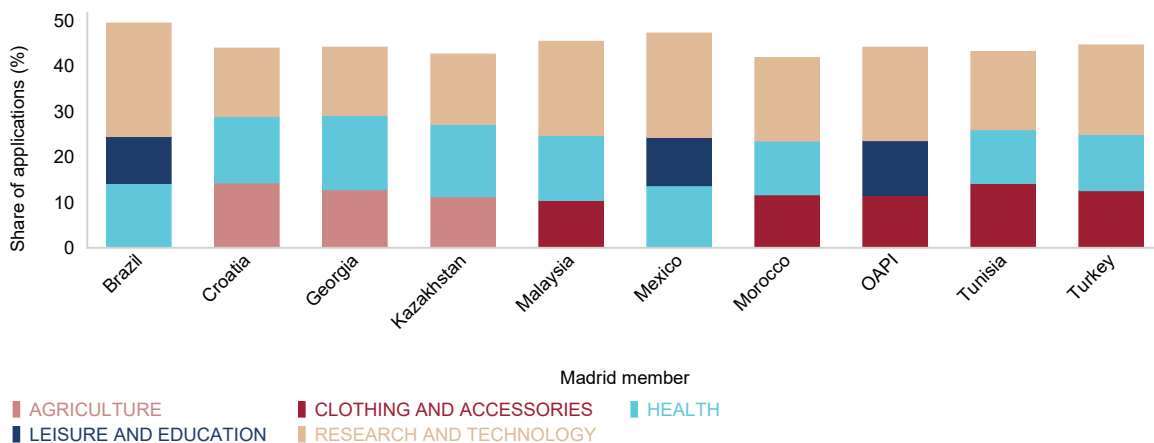


Note: Industry sectors based on class groups are those defined by Edital®. Some industry sectors are abbreviated. See the Nice classes and industry sectors table in the annex for full definitions. For full class definitions, visit [www.wipo.int/classifications/nice](http://www.wipo.int/classifications/nice).

Source: WIPO Statistics Database, March 2022.

**Research and technology or the health sector was the top sector in all 10 selected designated middle-income countries. Clothing and accessories stands out as one of the top sectors at OAPI and also in Malaysia, Morocco, Tunisia and Turkey.**

A29. International applications by top three sectors for selected designated low- and middle-income Madrid members, 2021



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](http://www.wipo.int/classifications/nice).

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

Source: WIPO Statistics Database, March 2022.

# Statistical table

A30. International applications and designations via the Madrid System, 2021

Name	Origin <sup>1</sup>		Designated member
	Number of applications	Designations	Designations
Afghanistan	..	..	790
African Intellectual Property Organization (e)	n.a.	n.a.	2,249
Albania	10	80	2,067
Algeria	8	50	2,489
Andorra (a)	12	82	n.a.
Antigua and Barbuda	7	85	523
Armenia	42	279	2,473
Australia	2,583	13,515	19,161
Austria	1,191	6,179	2,353
Azerbaijan	12	72	2,736
Bahamas (a)	8	29	n.a.
Bahrain	3	22	1,895
Barbados (a)	25	266	n.a.
Belarus	228	1,034	4,520
Belgium (b)	912	5,485	n.a.
Belize (a)	28	78	n.a.
Benelux Office for Intellectual Property	n.a.	n.a.	2,558
Bermuda (a)	8	50	n.a.
Bhutan	..	..	599
Bonaire, Sint Eustatius and Saba (d)	..	..	468
Bosnia and Herzegovina	22	169	2,635
Botswana	..	..	732
Brazil	176	626	11,856
Brunei Darussalam	..	..	1,213
Bulgaria	297	3,417	1,094
Burkina Faso (a)	1	7	n.a.
Cambodia	4	14	2,444
Cameroon (e)	1	2	n.a.
Canada	1,061	6,061	23,577
Chile (a)	9	98	n.a.
China	5,272	62,591	25,240
Colombia	64	395	5,001
Croatia	192	1,065	1,098
Cuba	4	33	1,131
Curaçao (d)	4	19	596
Cyprus	255	2,105	678
Czech Republic	262	1,664	1,339
Democratic People's Republic of Korea	12	15	854
Denmark	785	5,325	1,221
Dominican Republic (a)	1	4	n.a.
Ecuador (a)	4	19	n.a.
Egypt	53	322	4,311
Estonia	116	563	892
Eswatini	..	..	623
European Union	n.a.	n.a.	32,691
Finland	636	3,535	1,017
France	4,888	31,027	3,190
Gabon (e)	1	4	n.a.
Gambia	..	..	654
Georgia	22	161	2,479
Germany	8,799	52,779	4,389
Ghana	1	3	1,335
Greece	157	587	1,068
Hungary	240	2,340	1,112
Iceland	54	272	2,788
India	343	2,797	14,146

(Continued)



(A30 continued)

Name	Origin <sup>1</sup>		Designated member
	Number of applications	Designations	Designations
Indonesia	122	715	8,374
Iran (Islamic Republic of)	31	547	2,484
Iraq (a)	1	2	n.a.
Ireland	327	2,325	1,082
Israel	409	2,635	6,306
Italy	3,173	21,611	3,051
Japan	3,255	21,579	19,400
Kazakhstan	114	802	4,807
Kenya	6	35	1,878
Kyrgyzstan	11	57	2,426
Lao People's Democratic Republic	..	..	1,526
Latvia	112	840	993
Lebanon (a)	1	10	n.a.
Lesotho	..	..	558
Liberia	..	..	674
Liechtenstein	67	743	2,233
Lithuania	131	616	1,037
Luxembourg (b)	330	2,471	n.a.
Madagascar	1	4	891
Malawi	..	..	639
Malaysia	161	843	7,951
Malta (c)	111	802	n.a.
Marshall Islands (a)	2	18	n.a.
Mauritius (a)	5	37	n.a.
Mexico	103	480	12,823
Monaco	75	396	2,156
Mongolia	4	29	1,565
Montenegro	8	26	2,341
Morocco	100	1,679	3,756
Mozambique	1	2	942
Namibia	8	301	860
Netherlands (b)	1,617	8,895	n.a.
New Zealand	543	2,419	10,111
Niger (e)	1	1	n.a.
North Macedonia	41	239	2,286
Norway	433	2,406	10,775
Oman	7	30	2,071
Pakistan	..	..	1,054
Panama (a)	4	24	n.a.
Paraguay (a)	1	10	n.a.
Philippines	70	502	6,890
Poland	589	4,082	1,922
Portugal	210	1,527	1,402
Qatar (a)	6	68	n.a.
Republic of Korea	1,973	15,027	14,701
Republic of Moldova	75	452	2,512
Romania	90	580	1,303
Russian Federation	1,585	13,359	16,626
Rwanda	..	..	799
Saint Kitts and Nevis (a)	2	33	n.a.
Saint Vincent and the Grenadines (a)	2	23	n.a.
Samoa	..	..	443
San Marino	15	109	899
Sao Tome and Principe	..	..	494
Saudi Arabia (a)	1	3	n.a.
Senegal (e)	4	15	n.a.
Serbia	201	1,517	3,903
Seychelles (a)	11	118	n.a.
Sierra Leone	..	..	646
Singapore	791	5,735	12,340
Sint Maarten (Dutch Part) (d)	..	..	531
Slovakia	101	501	981
Slovenia	211	1,224	971

(Continued)

(A30 continued)

Name	Origin <sup>1</sup>		Designated member
	Number of applications	Designations	Designations
South Africa (a)	2	8	n.a.
Spain	1,593	8,838	2,646
Sri Lanka (a)	4	24	n.a.
Sudan	..	..	956
Sweden	1,254	7,838	1,373
Switzerland	3,832	29,265	18,464
Syrian Arab Republic	18	232	943
Tajikistan	3	7	1,778
Thailand	95	822	8,404
Trinidad and Tobago	2	12	571
Tunisia	13	56	2,416
Turkey	2,073	8,810	9,874
Turkmenistan	..	..	1,510
Ukraine	371	2,465	7,203
United Arab Emirates (a)	33	274	n.a.
United Kingdom	4,215	33,347	34,284
United States of America	13,276	94,763	28,359
Uzbekistan	24	112	2,243
Viet Nam	137	1,237	8,502
Zambia	1	5	991
Zimbabwe	..	..	909
Others	88	478	298
<b>Total</b>	<b>73,100</b>	<b>512,422</b>	<b>512,422</b>

Note: Only countries or territories of origin and designated Madrid member countries or jurisdictions for which 2021 Madrid System statistics exist are listed. Madrid application by origin data for 2021 are WIPO estimates.

<sup>1</sup> 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, 2021. Applicants from this country or territory are entitled to file via the Madrid System by claiming commercial activity, domicile or nationality in a country, or within the jurisdiction of a regional intellectual property (IP) office that is a member of the Madrid System. An applicant cannot designate the Madrid member for which entitlement is claimed (no self-designation is possible).

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

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

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

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

.. indicates zero.

n.a. indicates not applicable.

Source: WIPO Statistics Database, March 2022.

# Section B

## Statistics on Madrid international registrations, renewals and active registrations

### Highlights

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

In 2021, the World Intellectual Property Organization (WIPO) recorded 68,265 Madrid registrations, up from around 38,500 in 2007. Registrations for 2021 were about 6,200 higher than in 2020 (figure B1). The long-term trend for Madrid registrations broadly follows that for Madrid applications; however, changes in the number of registrations from year to year can be more pronounced for registrations than it is for applications. Reasons why Madrid registrations can fluctuate considerably from year to year can be the time taken for Madrid applications to be processed at the offices of origin before being transmitted to the International Bureau (IB) of WIPO, as well as the processing time required at the IB itself, which includes an irregularities procedure and time limits for applicants and offices to remedy such irregularities.

**How has the trend in subsequent designations evolved over time?**

Due in part to Madrid System accessions and the incentive for holders to extend protection to include the jurisdictions of new Madrid members in addition to those of longer standing members, the number of subsequent designations has increased from almost 45,900 in 2007 to 61,604 in 2021. Subsequent designations are requests made by trademark holders to extend protection for existing Madrid registrations to cover new markets. There were 11.6% more such subsequent designations made in Madrid registrations in 2021 than in 2020, rebounding from the one-year decline between 2019 and 2020 (figure B2). Although most requests for subsequent designations are submitted by holders directly to the IB, fluctuations in the number submitted via Madrid member offices year on year can be significant for the same reasons given for international registrations. Subsequent designations increased in 2007, but began to decline slightly in 2008 during the global financial crises. However, in 2009, at the height of the crisis, they fell substantially by –18.8%, on a par with a large –20.3% drop in designations (figure A10) in new Madrid applications that same year.

**How did trademark holders use subsequent designations to extend protection for their marks to additional export markets in 2021?**

China (2,592) continued to receive the highest number of subsequent designations in 2021, and has been the most subsequently designated country every year since 2004 (figure B7). It was followed by the U.K. (2,183), which had an exceptionally high growth rate of 78.5% that meant it climbed from 13<sup>th</sup> to 2<sup>nd</sup> spot. This rapid rise in ranking was likely driven by a strong post-Brexit demand from Madrid registration holders wanting to ensure continued protection for their marks in that country, now that an EU designation no longer extends protection to the U.K. The third most subsequently designated Madrid member was

Canada (2,173), which only joined the Madrid System in 2019. The U.S. (1,971), the Russian Federation (1,782) and the Republic of Korea (1,733) followed as the top countries where Madrid registration holders sought to extend protection for their marks.

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

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

All top 15 designated Madrid members received their largest shares of subsequent designations from either Germany or the U.S. (figure B9). Switzerland was the second largest origin of subsequent designations for both the U.S. and the U.K. Holders from Japan were the third top origin of subsequent designations in Asian neighbors Indonesia, Malaysia, Singapore, Thailand and Viet Nam. Holders from France were the top third origin for Japan, Mexico, the Republic of Korea and the Russian Federation. And holders from Italy were the third top origin for Canada, China, Turkey and the U.S.

**Holders renewed about 34,000 Madrid international registrations in 2021**

Madrid registration holders renewed 34,050 registrations in 2021, an increase of 2.7% on the previous year. The number of renewals in any given year depends both on the number of Madrid registrations and the number of renewals recorded 10 years prior; therefore the trend seen in figure B13 is only a partial reflection of the trend in registrations with a 10-year lag. Renewals in 2021 were almost double the number recorded in 2007 and have trended upward, despite modest declines in 2009, 2011 and 2017, and a more considerable drop of 7.1% in 2019.

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

Holders from Germany (7,781), France (4,821), Switzerland (3,000) and Italy (2,787) recorded the highest numbers of Madrid registration renewals in 2021 (figure B14). This reflects their long-standing membership of the Madrid System. Together, these top four origins of renewals accounted for over half (54%) of all renewals in 2021, and their holders' stocks of international registrations have often been maintained for many decades.

The U.S. (2,367) ranked fifth in terms of renewals in 2021 and saw one of the biggest one-year increases (+12.3%) among the other top 20 origins of renewals. Denmark (+11.5%) and Poland (+17.8%) likewise recorded double-digit growth. In contrast, 11<sup>th</sup>-ranked China (–10.7%) and 19<sup>th</sup>-ranked Czech Republic (–24.5%) recorded considerable one-year declines.

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

Of the 1.63 million international registrations recorded since the creation of the Madrid System, about half (813,609) remained active – that is, in force – in 2021. Totalling about 501,300 in 2007, active Madrid registrations have increased by between about two and five percent each subsequent year (figure B21). In 2021, the total number of active Madrid registrations grew by 4.1%.

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

Madrid registration holders domiciled in Germany (138,007) owned the highest numbers of active registrations in 2021, followed by holders in the U.S. (90,512), France (84,516), Switzerland (58,818) and Italy (51,849) (figure B23). High growth of 11.5% pushed the U.S. ahead of France, jumping from third position in 2020 to second in 2021. Together, holders based in the top 20 countries of origin owned almost 89% of all active Madrid registrations in 2021. In addition to the high growth rate seen from holders in the U.S., holders of top origins Australia (+9.8%) and the Republic of Korea (+17.7%) also saw their stocks of active Madrid registrations grow the most between 2020 and 2021. Active registrations from Belgium (–0.5%), the Czech Republic (–0.1%) and the Netherlands (–0.5%) declined slightly.

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

In 2021, China (306,027), as a destination for trademark protection from abroad, retained top spot as the Madrid member with the most designations in active Madrid registrations, followed by Switzerland (269,692). These two were followed by the EU (264,459), which surpassed the Russian Federation (255,671) to become the third most designated Madrid member in active registrations, while the U.S. (241,281) ranked fifth (figure B24). This means that, as of 2021, the over 240,000 trademarks in force in each of these four countries, plus the EU via the European Union Intellectual Property Office (EUIPO), resulted from Madrid registrations.

Fourteen of the top 20 Madrid members had more designations in active registrations in 2021 than in 2020, with the U.K. continuing to record the highest growth of 23.4%. All the Madrid members to see a decline were either individual EU member countries or the Benelux countries as a group, comprising Belgium, the Netherlands and Luxembourg. Nevertheless, as a single designated Madrid member, the EU as a whole recorded the second highest growth rate (+8.4%) among the top members.

**The 6.6 million designations in active Madrid registrations in 2021 were owned by about 265,000 right holders**

A majority (63.4%) of holders of active Madrid registrations possessed only a single such registration in their 2021 portfolios – a situation that has remained almost unchanged since 2012. Another 17% of holders owned only two active Madrid registrations. Overall, almost 91% of holders held four or fewer active registrations in their portfolios, and about 95% owned no more than seven (figure B25).

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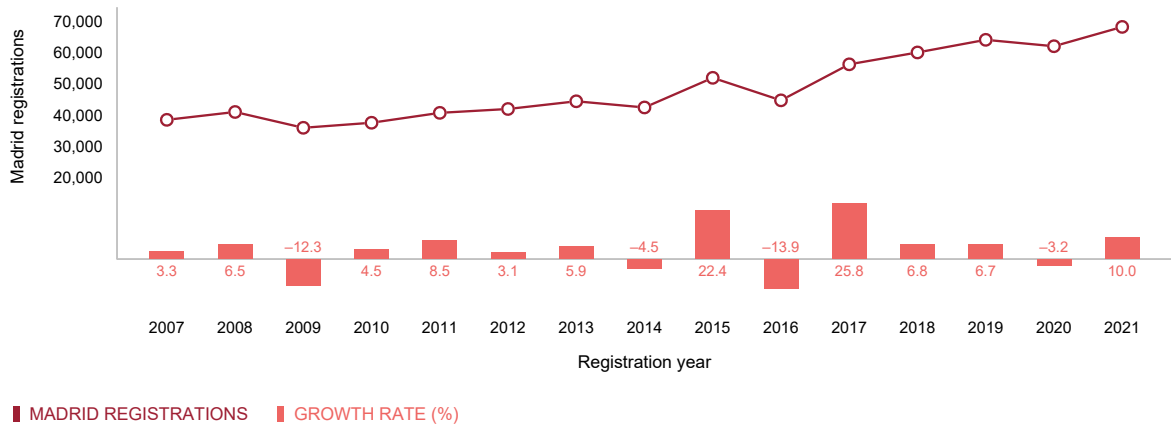
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# Madrid international registrations

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

B1. Trend in international registrations, 2007–2021

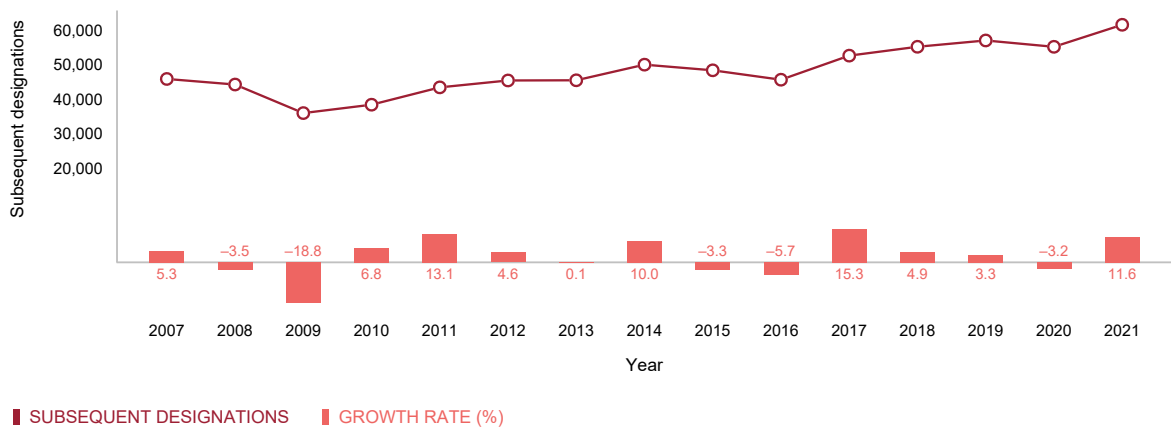


Note: The significant decrease in 2016 was mainly due to the deployment of a new back-end IT system that year, which resulted in a temporary reduction in the production capacity of the International Bureau (IB). The total numbers of international registrations for all origins are reported in statistical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

Source: WIPO Statistics Database, March 2022.

**Subsequent designations increased by 11.6% to number 61,604 in 2021.**

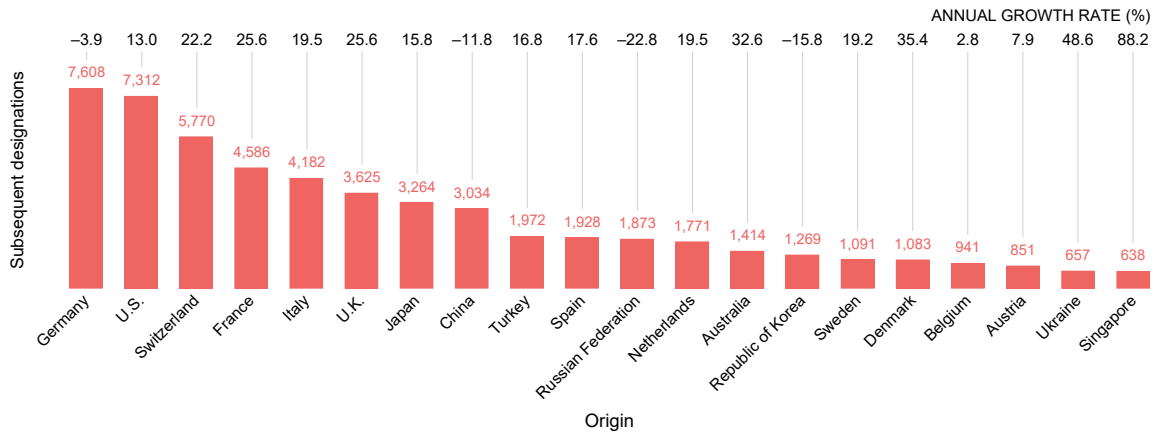
B2. Trend in subsequent designations in international registrations, 2007–2021



Source: WIPO Statistics Database, March 2022.

**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 2021 they were followed by holders located in the U.S. and Switzerland.**

B3. Subsequent designations in international registrations for the top 20 origins, 2021

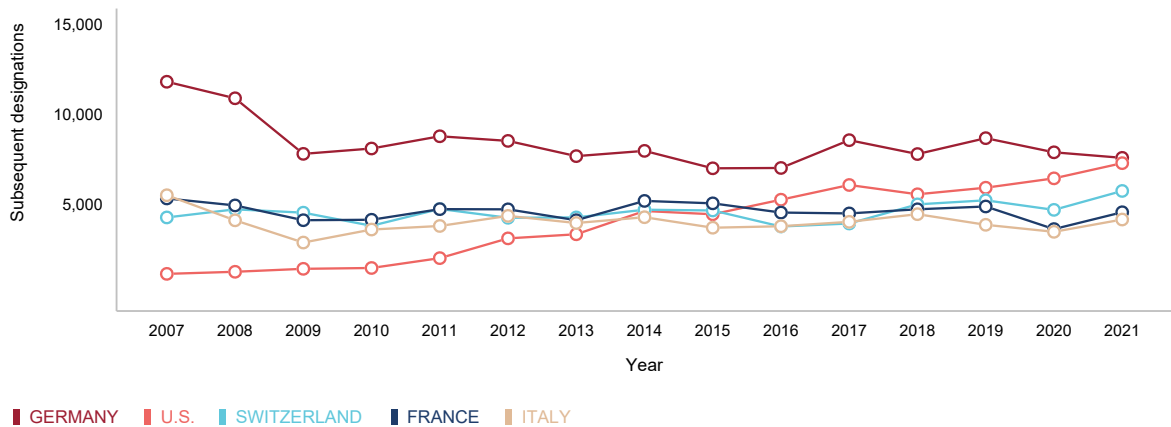


Note: Origin data are based on the country of the Madrid registration holder's address.

Source: WIPO Statistics Database, March 2022.

**Since 2014, subsequent designations from the U.S. have gradually surpassed those of three other top origins, and in 2021 approached the number recorded by top origin Germany.**

B4. Trends in subsequent designations in international registrations for the top five origins, 2007–2021



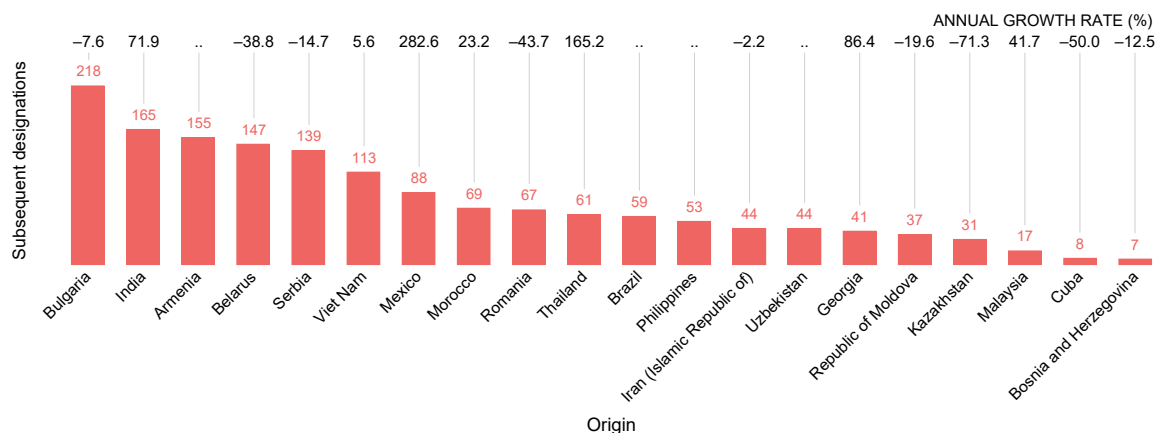
Note: Origin data are based on the country of the Madrid registration holder's address.

Source: WIPO Statistics Database, March 2022.



## 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, 2021



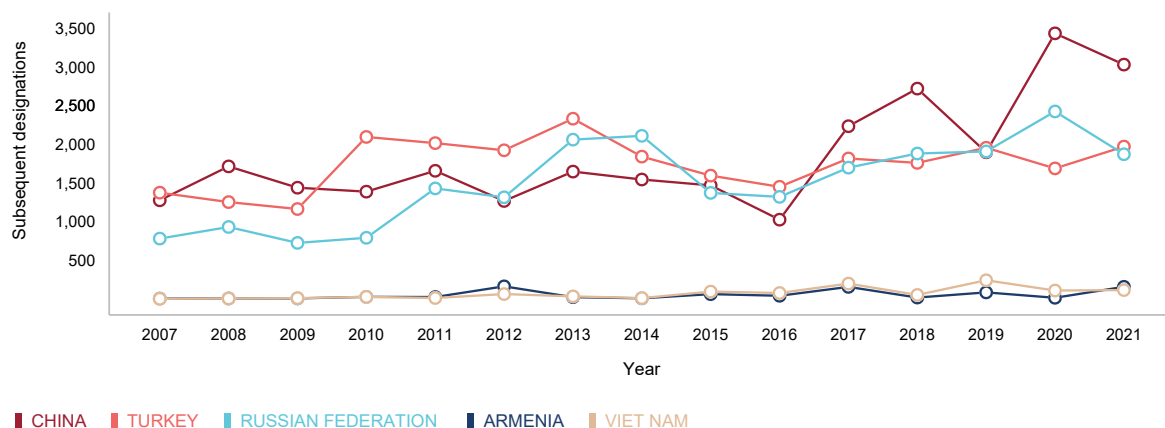
Note: Origin data are based on the country of the Madrid registration holder's address. The total numbers of subsequent designations in international registrations for all origins are reported in statistical table B27.

.. indicates not available.

Source: WIPO Statistics Database, March 2022.

## Among selected middle-income countries of origin, subsequent designations from China and the Russian Federation declined in 2021 after having increased in 2020. In contrast, subsequent designations from Armenia, Turkey and Viet Nam increased in 2021.

B6. Trends in subsequent designations in international registrations for selected middle-income country origins, 2007–2021

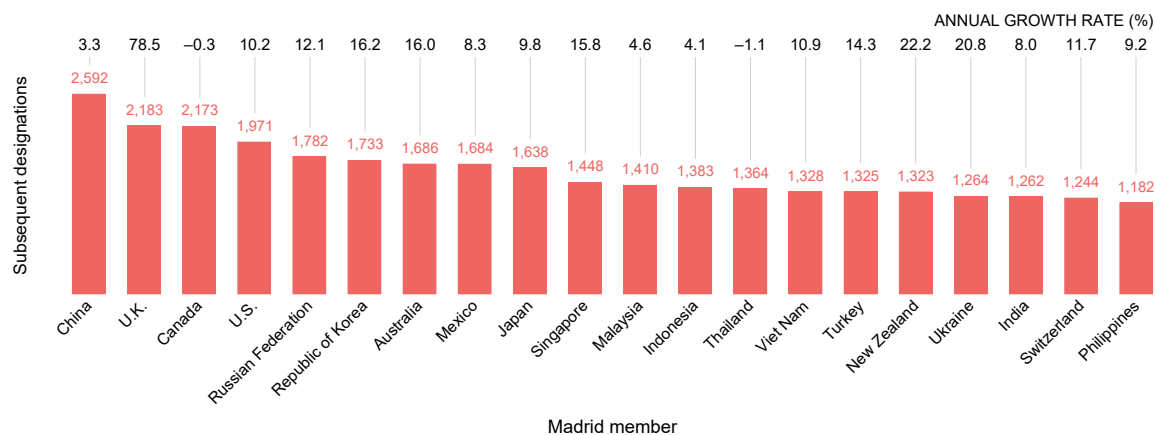


Note: Origin data are based on the country of the Madrid registration holder's address.

Source: WIPO Statistics Database, March 2022.

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

B7. Subsequent designations in international registrations for the top 20 designated Madrid members, 2021



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

Source: WIPO Statistics Database, March 2022.

**Germany and the U.S. were the top origins of subsequent designations received by nearly all the top designated members in 2021. Switzerland was the second top origin of subsequent designations received by the U.K. and the U.S.**

B8. Shares of total subsequent designations in international registrations for the top 20 origins and top 15 designated Madrid members, 2021

Origin	Designated Madrid member														
	China	U.K.	Canada	U.S.	Russian Federation	Republic of Korea	Australia	Mexico	Japan	Singapore	Malaysia	Indonesia	Thailand	Viet Nam	Turkey
Germany	18.6	19.1	14.9	14.8	14.1	12.2	12.8	10.2	12.2	11.4	11.0	11.5	11.7	11.3	14.4
U.S.	12.5	12.2	10.8	n.a.	12.3	14.3	15.2	15.5	15.8	15.3	13.6	12.6	12.7	11.8	13.0
Switzerland	6.2	18.2	6.1	12.3	6.2	5.9	7.6	8.4	6.7	5.4	6.0	7.7	7.6	5.6	5.2
France	7.0	4.7	7.7	8.5	9.5	9.7	7.1	9.2	10.0	7.7	7.0	6.7	7.3	8.0	7.8
Italy	8.7	4.2	7.7	9.7	8.5	7.9	7.2	7.1	7.9	6.0	4.9	6.8	6.2	7.2	8.8
U.K.	7.4	0.2	6.0	5.4	5.7	6.6	8.9	7.5	8.1	7.3	7.0	5.4	6.7	6.2	5.5
Japan	6.3	8.0	4.8	7.6	5.0	4.8	5.7	5.5	n.a.	8.2	8.7	9.4	9.5	9.0	3.8
China	0.2	2.8	3.0	3.0	2.9	3.8	3.2	2.9	4.0	3.4	5.4	6.7	5.1	3.8	4.2
Turkey	1.8	2.4	2.1	4.6	4.0	1.6	2.0	1.3	1.6	0.8	2.7	2.2	1.0	1.9	n.a.
Spain	2.7	1.4	3.2	3.0	4.1	3.3	2.9	4.3	3.5	3.2	4.5	2.2	4.2	3.8	3.5
Russian Federation	2.4	2.0	1.9	2.3	n.a.	1.2	1.7	1.1	1.6	1.5	1.4	2.0	1.0	2.3	3.8
Netherlands	2.3	2.3	3.5	3.7	3.6	3.2	4.3	3.3	3.1	3.0	2.6	2.7	2.5	3.5	5.0
Australia	2.8	2.7	4.6	3.8	1.7	3.1	n.a.	4.0	3.2	4.8	4.0	3.5	3.5	4.0	2.0
Republic of Korea	0.7	2.8	2.3	1.7	2.7	n.a.	2.3	2.1	2.0	3.9	3.3	3.7	3.4	2.7	2.0
Sweden	2.5	1.5	2.4	1.2	2.1	3.8	2.3	1.6	2.4	1.5	1.8	1.5	1.5	2.3	1.4
Denmark	1.6	1.4	1.6	1.9	1.6	2.8	2.0	2.0	2.5	1.9	1.8	1.9	2.1	2.7	2.2
Belgium	2.1	2.0	1.3	1.7	1.6	1.4	0.9	1.8	1.3	1.2	0.9	1.2	1.2	1.6	1.4
Austria	2.2	2.1	1.3	1.4	1.3	1.6	0.7	1.2	1.1	0.9	1.1	0.7	1.0	0.6	1.1
Ukraine	0.8	0.8	0.9	0.9	0.7	0.1	0.3	0.2	0.4	0.1	0.1	0.1	0.2	0.3	1.2
Singapore	0.6	1.4	1.1	0.7	0.9	1.4	0.7	0.7	1.7	n.a.	1.2	1.4	1.2	2.3	1.5
Other origins	10.5	7.7	12.7	12.0	11.3	11.3	12.4	10.1	11.1	12.5	10.9	10.2	10.3	9.1	12.2

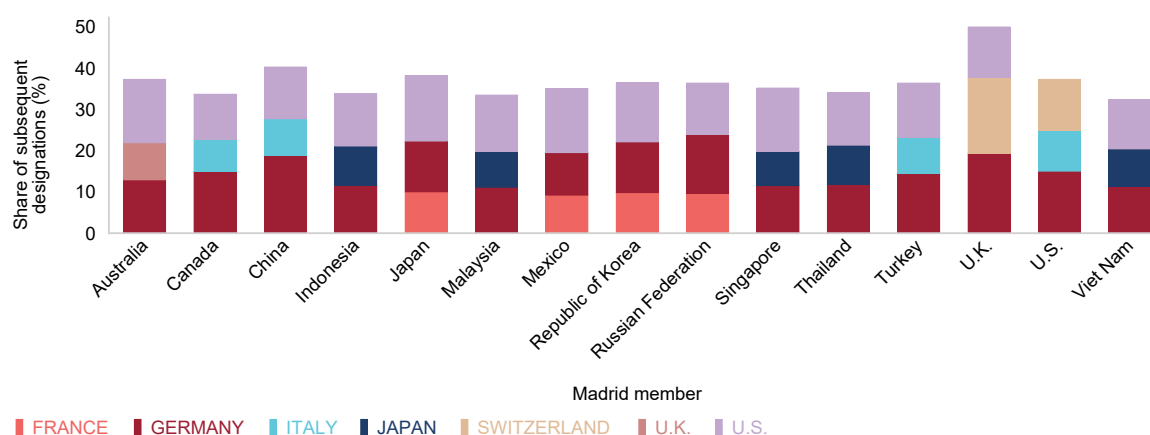
Note: Origin data are based on the country of the Madrid registration holder's address.

n.a. indicates not applicable.

Source: WIPO Statistics Database, March 2022.

**In 2021, the top three origins of subsequent designations for 14 of the top 15 designated Madrid members accounted for between 32% and 40% of all subsequent designations received. The exception was the U.K., where this share was much higher; together, holders from Germany, Switzerland and the U.S. accounted for 50% of all subsequent designations received by the U.K.**

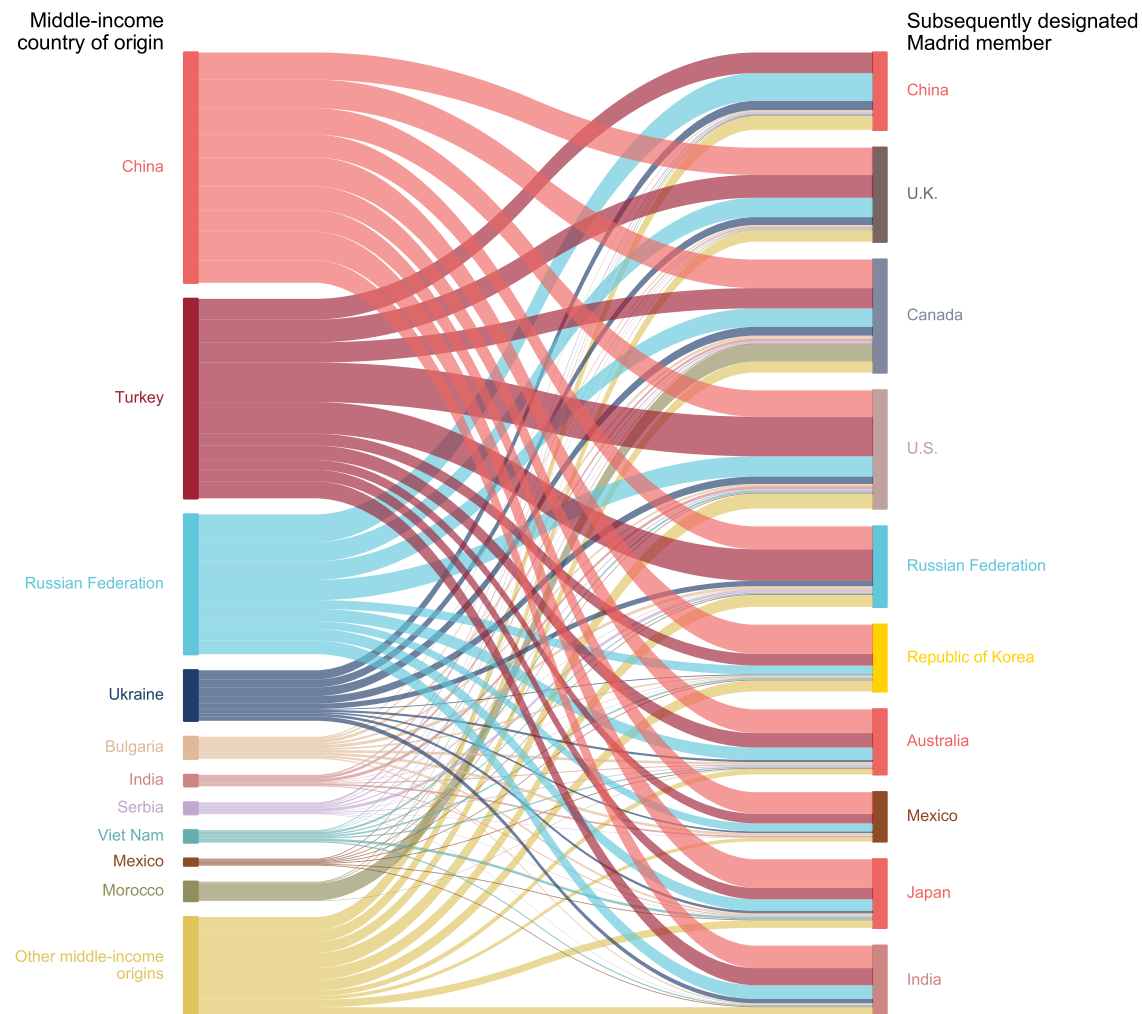
B9. Distribution of subsequent designations in international registrations received by the top 15 designated Madrid members from their top three origins, 2021



Source: WIPO Statistics Database, March 2022.

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

B10. Flows of subsequent designations from selected middle-income countries of origin to selected top subsequently designated Madrid members, 2021

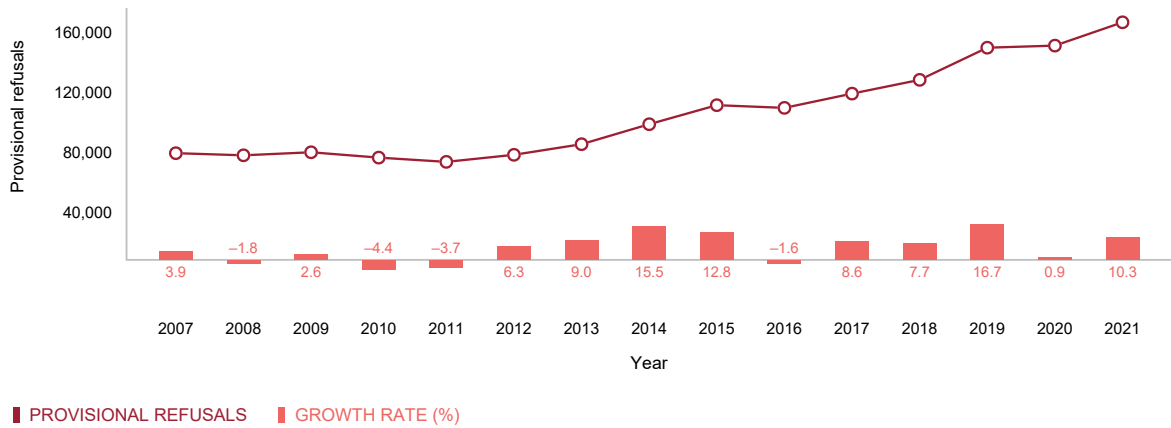


Note: Origin data are based on the country of the Madrid registration holder's address.

Source: WIPO Statistics Database, March 2022.

**Provisional refusals issued by designated Madrid members grew by 10.3% to reach about 166,450 in 2021.**

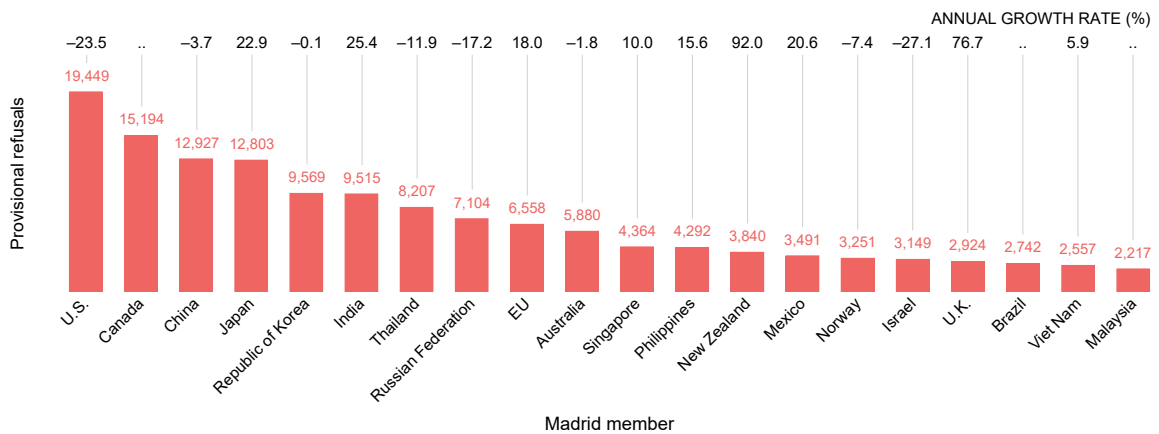
B11. Trend in provisional refusals of designations in international registrations, 2007–2021



Source: WIPO Statistics Database, March 2022.

**In 2021, the U.S. issued the highest number of provisional refusals of designation, followed by Canada and China.**

B12. Provisional refusals of designation by selected designated Madrid members, 2021



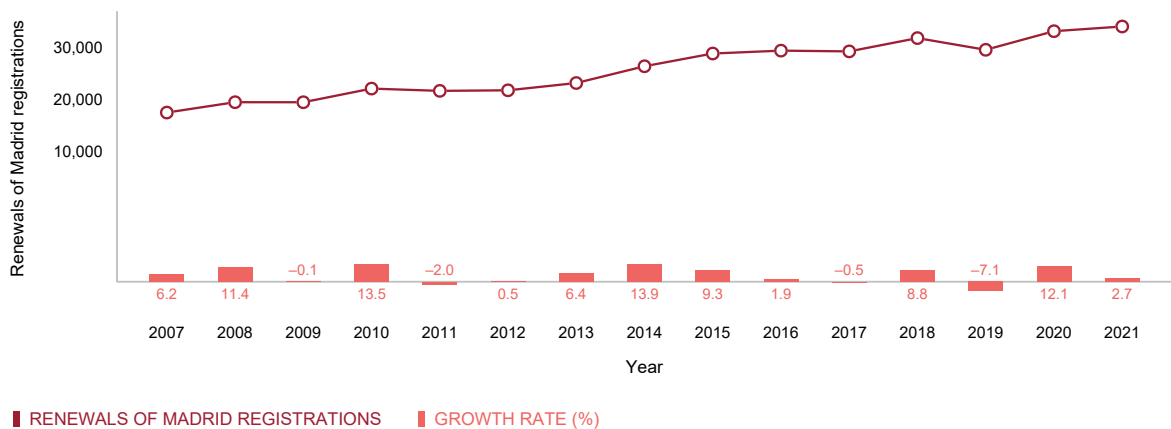
.. indicates not available.

Source: WIPO Statistics Database, March 2022.

# Renewals of Madrid international registrations

**In 2021, renewals of Madrid registrations increased by 2.7% to reach 34,050. Renewals have trended upward over the past 15 years, despite dipping slightly in four of the years presented.**

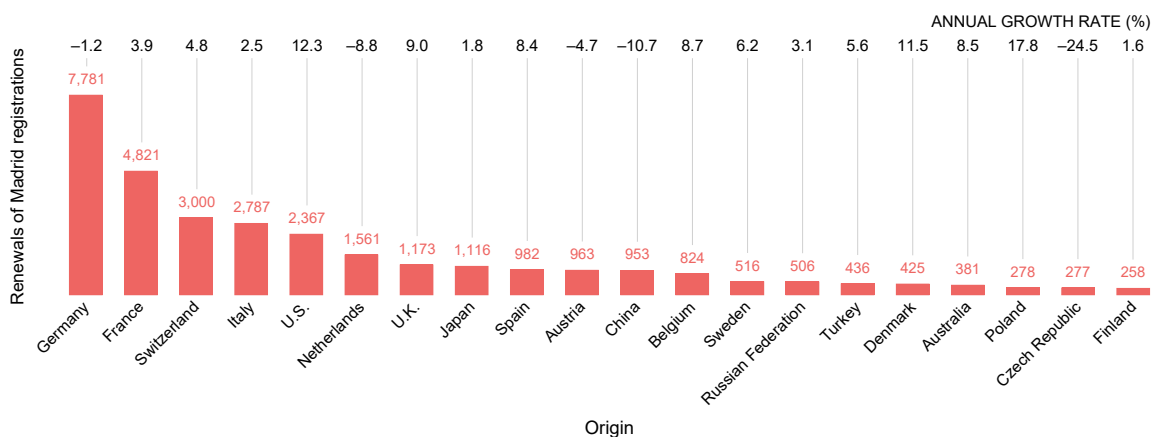
B13. Trend in renewals of international registrations, 2007–2021



Source: WIPO Statistics Database, March 2022.

**Over half (54%) of all renewals in 2021 came from just four European countries – Germany, France, Italy and Switzerland – reflecting their long-standing membership of the Madrid System and holders' large stocks of existing registrations up for renewal.**

B14. Renewals of international registrations for the top 20 origins, 2021

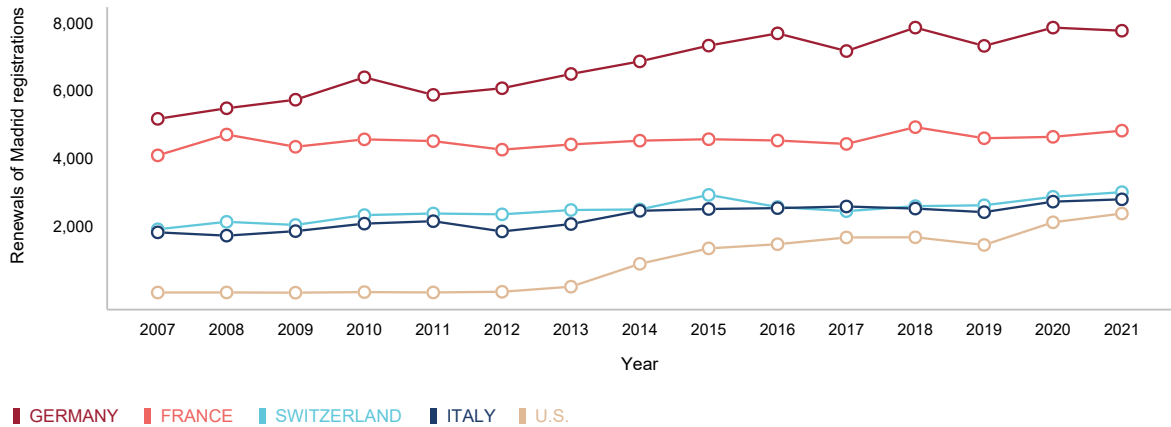


Note: Origin data are based on the country of the Madrid registration holder's address. The total numbers of renewals of international registrations for all origins are reported in statistical table B28.

Source: WIPO Statistics Database, March 2022.

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

B15. Trends in renewals of international registrations for the top five origins, 2007–2021

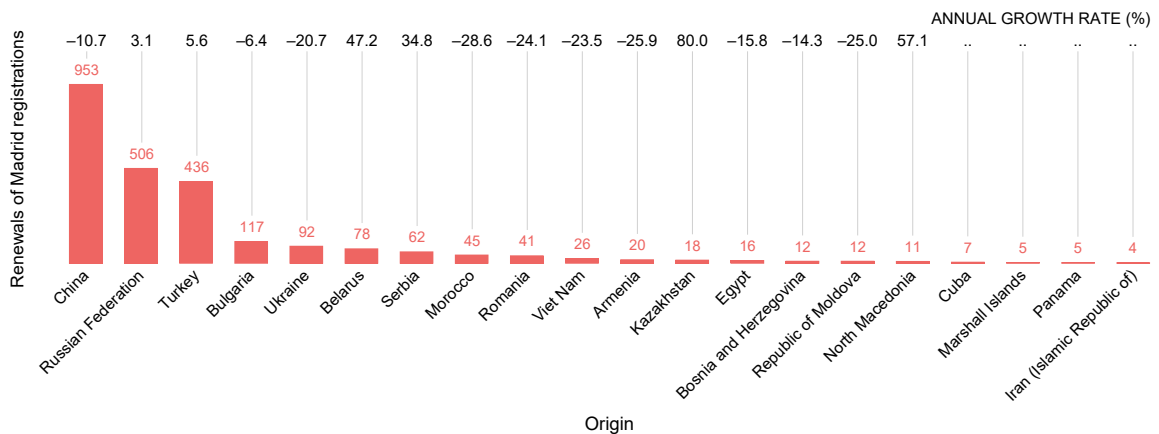


Note: Origin data are based on the country of the Madrid registration holder's address.

Source: WIPO Statistics Database, March 2022.

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

B16. Renewals of international registrations for selected low- and middle-income country origins, 2021



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

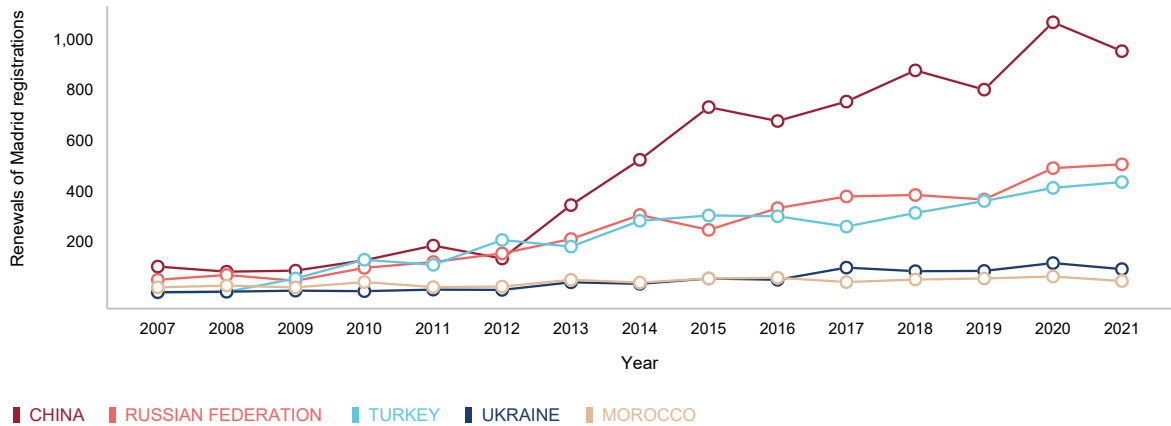
.. indicates not available.

Source: WIPO Statistics Database, March 2022.



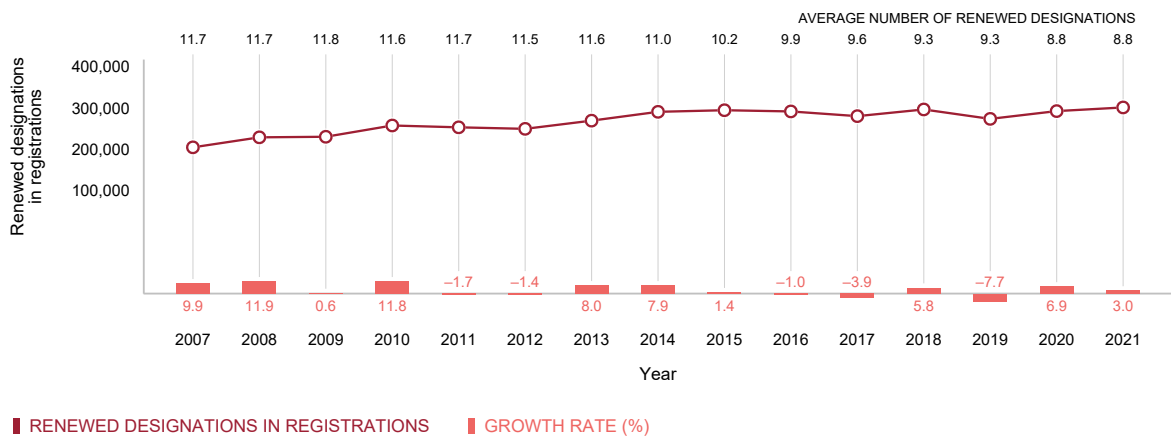
## Among selected middle-income country origins, China has seen the sharpest growth in renewals.

B17. Trends in renewals of international registrations for selected middle-income country origins, 2007–2021



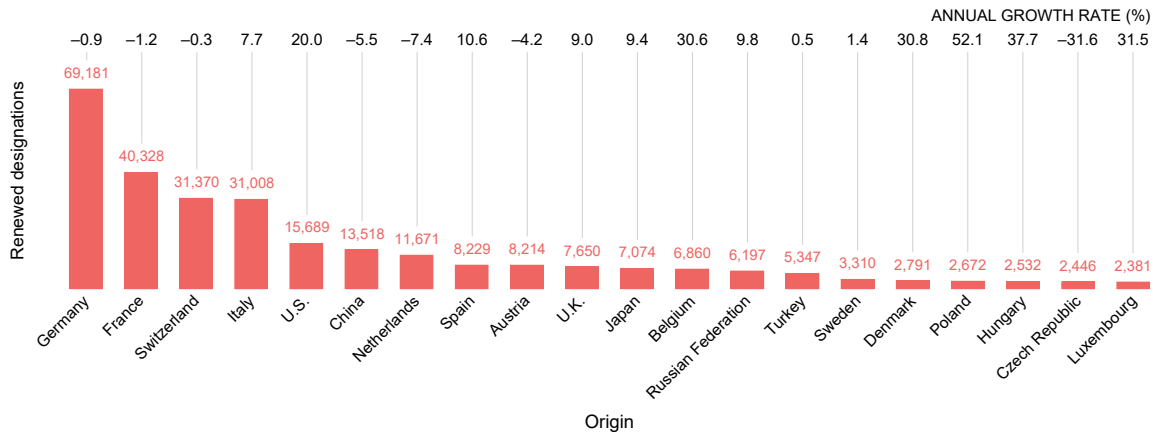
## The average number of designations in renewals has trended downward from almost 12 in 2007 to just under nine in both 2020 and 2021.

B18. Trend in renewed designations in international registrations, 2007–2021



**In 2021, the top 20 origins accounted for about 92% of all renewed designations in Madrid registrations.**

B19. Renewed designations in international registrations for the top 20 origins, 2021

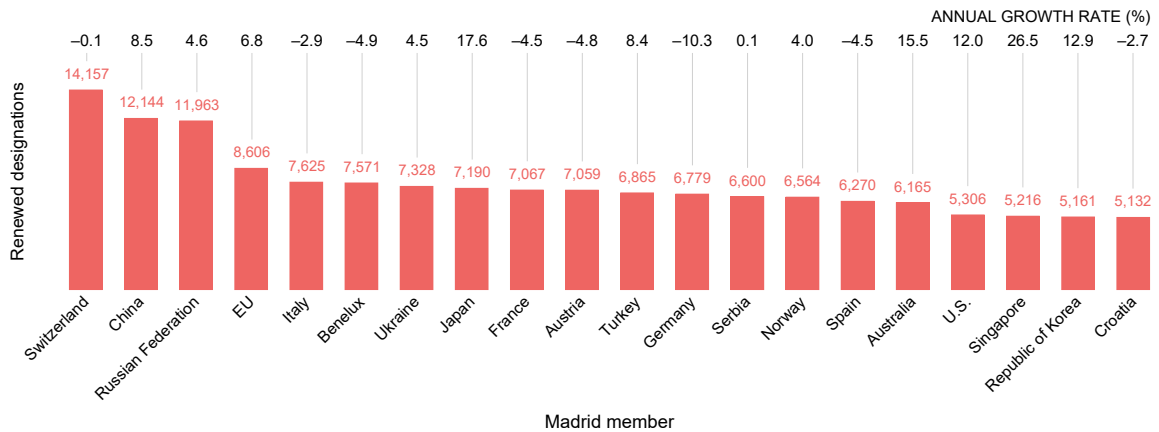


Note: Origin data are based on the country of the Madrid registration holder's address. The total numbers of designations in renewals of international registrations for all origins are reported in statistical table B28.

Source: WIPO Statistics Database, March 2022.

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

B20. Top 20 designated Madrid members in renewals of international registrations, 2021



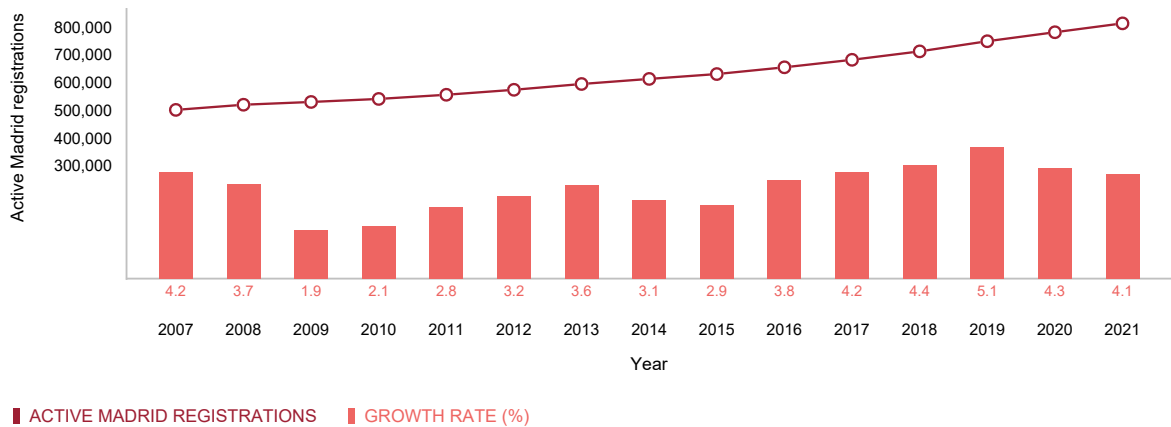
Note: Benelux comprises the territories of Belgium, Luxembourg and the Kingdom of the Netherlands. These three territories are deemed to be a single country for the application of the Madrid System. The total numbers of designations in renewals of international registrations for all Madrid members are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

Source: WIPO Statistics Database, March 2022.

# Active Madrid international registrations

**In 2021, active Madrid international registrations numbered about 813,600; a net increase of approximately 32,000 over 2020.**

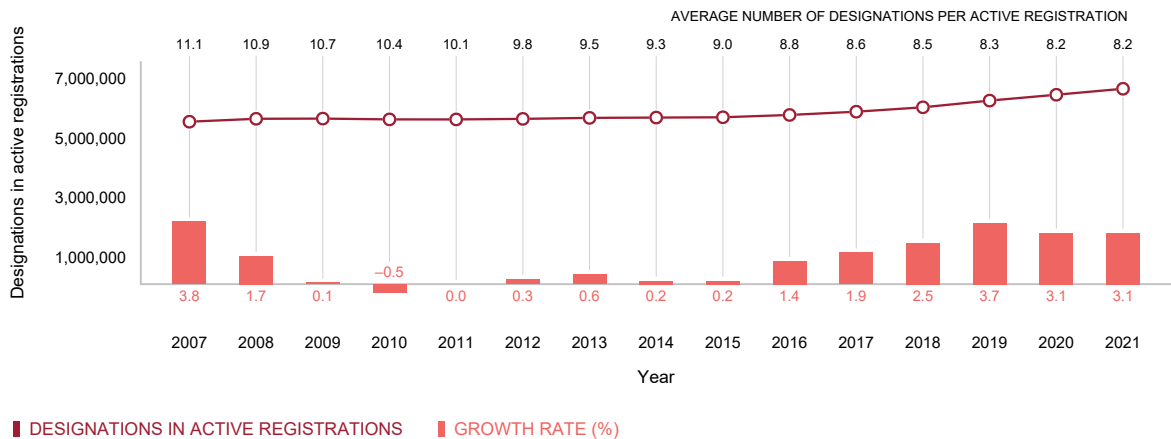
B21. Trend in active international registrations, 2007–2021



Source: WIPO Statistics Database, March 2022.

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

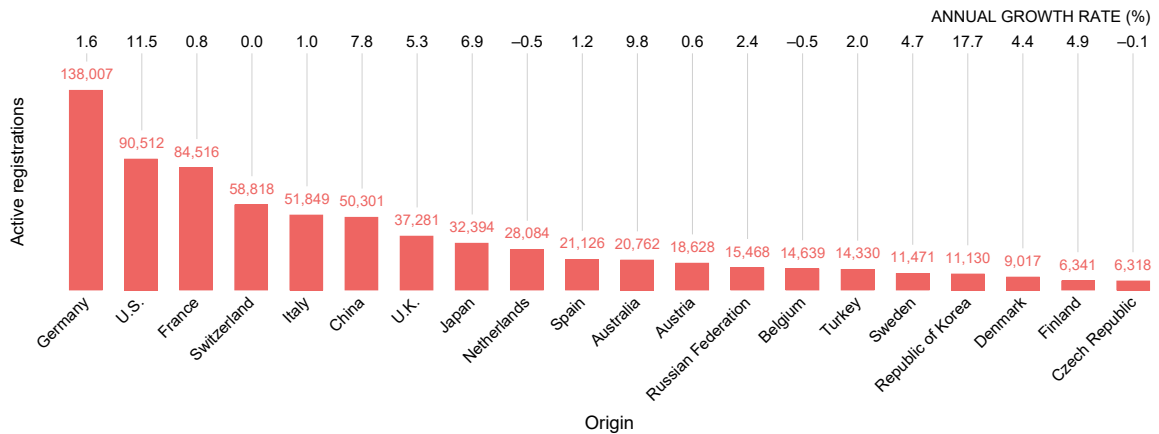
B22. Trend in designations in active international registrations, 2007–2021



Source: WIPO Statistics Database, March 2022.

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

B23. Active international registrations for the top 20 origins, 2021

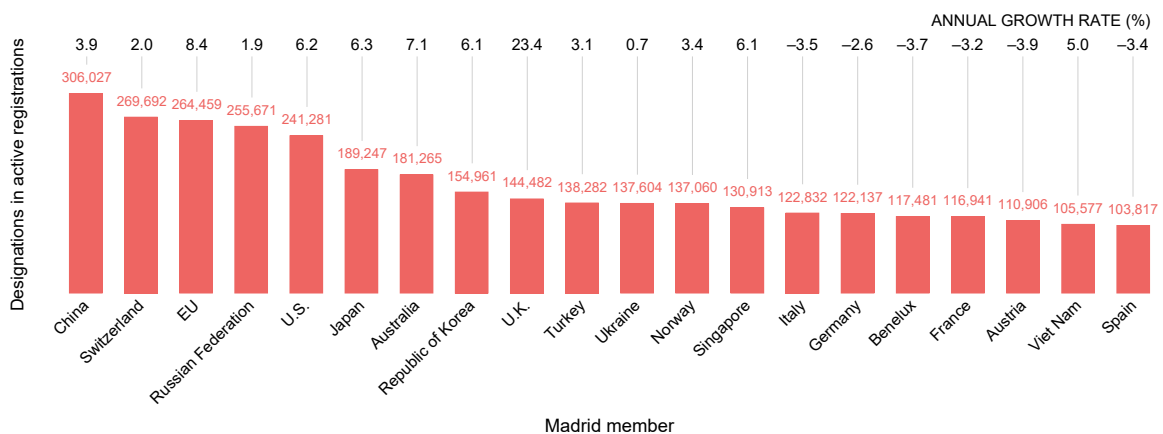


Note: Origin data are based on the country of the Madrid registration holder's address.

Source: WIPO Statistics Database, March 2022.

**In 2021, China was the designated member with the highest number of designations in active Madrid registrations for the fourth year in a row, followed by Switzerland and the EU. The EU surpassed the Russian Federation to become the third most designated member.**

B24. Designations in active international registrations for the top 20 designated Madrid members, 2021

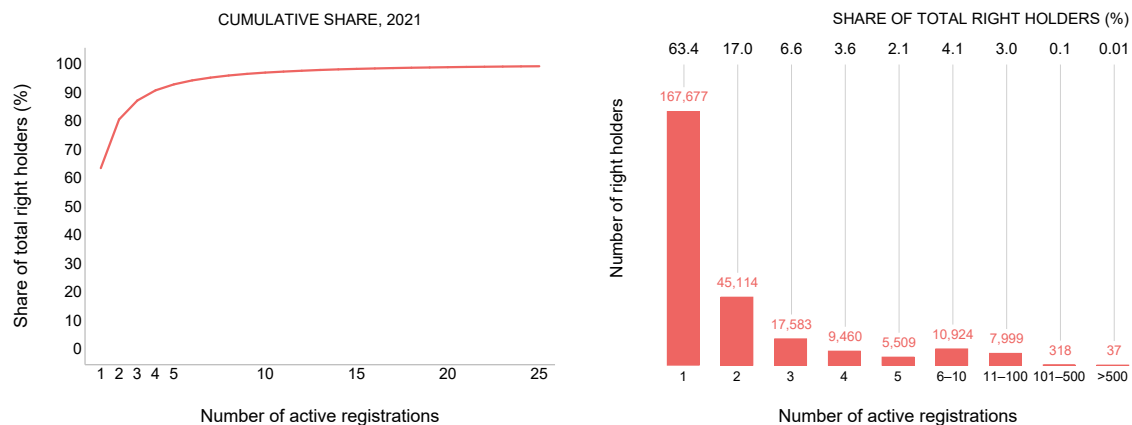


Note: Benelux comprises the territories of Belgium, Luxembourg and the Kingdom of the Netherlands. These three territories are deemed to be a single country for the application of the Madrid System.

Source: WIPO Statistics Database, March 2022.

**Overall, about 91% of holders of active Madrid registrations held up to four registrations in their portfolios in 2021.**

B25. Distribution of active international registrations per right holder, 2021



Source: WIPO Statistics Database, March 2022.

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

**B26. Classes specified in active international registrations, 2021**

Class covers/includes	2021	Share of total (%)
Class 9: Computer hardware and software and other electrical or electronic apparatus of a scientific nature	188,794	9.1
Class 35: Services such as office functions, advertising and business management	137,974	6.7
Class 42: Services provided by, for example, scientific, industrial or technological engineers and computer specialists	117,169	5.7
Class 5: Mainly pharmaceuticals and other preparations for medical purposes	109,678	5.3
Class 25: Clothing, footwear and headgear	92,418	4.5
Class 3: Mainly cleaning preparations and toilet preparations	86,456	4.2
Class 41: Services in the area of education, training, entertainment, sporting and cultural activities	85,662	4.1
Class 16: Mainly paper, goods made from that material and office requisites	68,924	3.3
Class 7: Mainly machines, machine tools, motors and engines	65,882	3.2
Class 30: Mainly foodstuffs of plant origin, prepared for consumption or conservation as well as auxiliaries intended for improving the flavor of food	65,485	3.2
Class 11: Apparatus for lighting, heating, steam generating, cooking, refrigerating, drying, ventilating, water supply and sanitary purposes	54,614	2.6
Class 1: Chemicals used in industry, science and photography, as well as in agriculture	50,349	2.4
Class 29: Meat, fish, poultry; frozen, dried and cooked fruits and vegetables	50,313	2.4
Class 18: Leather and imitations of leather, and products made therefrom, traveling bags and umbrellas	49,073	2.4
Class 37: Building construction; repair; installation services	44,867	2.2
Class 10: Surgical, medical, dental and veterinary apparatus and instruments	44,451	2.2
Class 12: Vehicles; apparatus for locomotion by land, air or water	43,280	2.1
Class 28: Games and playthings; gymnastic and sporting articles	42,935	2.1
Class 38: Telecommunications services	42,038	2.0
Class 33: Alcoholic beverages (except beers)	40,549	2.0
Class 20: Mainly furniture, mirrors, picture frames and goods made from, for example, wood, cork, reed, cane, wicker	40,537	2.0
Class 6: Mainly includes common metals and their alloys and goods of common metal not included in other classes	40,343	2.0
Class 21: Mainly household or kitchen utensils and containers; combs and sponges; articles for cleaning purposes, glassware, porcelain and earthenware	40,074	1.9
Class 36: Services relating to insurance, financial affairs, monetary affairs, and real estate affairs	39,966	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	37,237	1.8
Remaining 20 classes	382,480	18.7

Note: For full class definitions, visit [www.wipo.int/classifications/nice](http://www.wipo.int/classifications/nice).

Source: WIPO Statistics Database, March 2022.

# Statistical tables

B27. International registrations and subsequent designations covered by international registrations, 2021

Name	Origin <sup>1</sup>			Designated member	
	Number of registrations	Designations	Subsequent designations	Designations	Subsequent designations
Afghanistan	..	..	..	692	187
African Intellectual Property Organization	n.a.	n.a.	n.a.	1,996	441
Albania	15	80	3	1,931	510
Algeria	5	31	1	2,223	575
Andorra (a)	11	73	..	n.a.	n.a.
Antigua and Barbuda	5	67	..	408	106
Argentina (a)	..	..	2	n.a.	n.a.
Armenia	34	230	155	2,226	507
Australia	2,602	13,544	1,414	17,866	1,686
Austria	1,083	5,873	851	2,150	187
Azerbaijan	7	38	1	2,506	521
Bahamas (a)	8	29	2	n.a.	n.a.
Bahrain	1	14	..	1,613	433
Barbados (a)	24	261	2	n.a.	n.a.
Belarus	232	1,123	147	4,235	681
Belgium (b)	910	5,617	941	n.a.	n.a.
Belize (a)	24	54	19	n.a.	n.a.
Benelux Office for Intellectual Property	n.a.	n.a.	n.a.	2,461	234
Bermuda (a)	8	50	..	n.a.	n.a.
Bhutan	..	..	..	528	110
Bonaire, Sint Eustatius and Saba (d)	1	4	..	359	77
Bosnia and Herzegovina	41	258	7	2,355	509
Botswana	..	..	..	570	179
Brazil	120	613	59	11,040	593
Brunei Darussalam	..	..	..	1,108	250
Bulgaria	235	2,137	218	970	213
Cambodia	8	27	..	2,342	518
Cameroon (e)	1	2	..	n.a.	n.a.
Canada	975	5,583	231	22,143	2,173
Chile (a)	9	98	..	n.a.	n.a.
China	5,673	67,294	3,034	23,934	2,592
Colombia	49	137	1	4,607	925
Croatia	171	1,012	128	940	213
Cuba	3	42	8	990	221
Curaçao (d)	8	59	14	467	103
Cyprus	197	1,781	275	524	162
Czech Republic	272	1,824	294	1,176	183
Democratic People's Republic of Korea	12	17	..	765	87
Denmark	770	5,032	1,083	1,049	213
Dominican Republic (a)	1	4	2	n.a.	n.a.
Ecuador (a)	2	13	..	n.a.	n.a.
Egypt	36	236	2	3,997	857
Estonia	101	440	128	675	159
Eswatini	..	..	..	436	122
European Union	n.a.	n.a.	n.a.	30,803	1,080
Finland	541	3,014	501	845	164
France	4,681	29,224	4,586	3,136	298
Gabon (e)	1	4	..	n.a.	n.a.
Gambia	..	..	..	535	136
Georgia	26	203	41	2,228	532
Germany	8,126	48,527	7,608	4,323	283
Ghana	2	5	..	1,114	395
Greece	120	494	84	915	195
Guinea (e)	..	..	2	n.a.	n.a.
Hungary	219	2,407	118	991	163

(Continued)

(B27 continued)

Name	Origin <sup>1</sup>			Designated member	
	Number of registrations	Designations	Subsequent designations	Designations	Subsequent designations
Iceland	53	313	30	2,594	440
India	316	3,186	165	13,214	1,262
Indonesia	88	645	6	8,038	1,383
Iran (Islamic Republic of)	22	463	44	2,337	452
Ireland	329	2,285	378	868	175
Israel	398	2,698	198	5,734	1,113
Italy	3,050	20,719	4,182	2,952	275
Japan	3,156	20,647	3,264	18,408	1,638
Kazakhstan	111	564	31	4,487	729
Kenya	8	64	..	1,687	452
Kuwait (a)	1	19	..	n.a.	n.a.
Kyrgyzstan	5	20	..	2,210	416
Lao People's Democratic Republic	1	3	7	1,415	244
Latvia	105	672	78	820	160
Lebanon (a)	1	10	..	n.a.	n.a.
Lesotho	..	..	..	433	129
Liberia	..	..	..	540	127
Liechtenstein	76	840	124	2,004	300
Lithuania	122	629	77	871	164
Luxembourg (b)	333	2,090	478	n.a.	n.a.
Madagascar	..	..	..	741	204
Malawi	..	..	..	515	162
Malaysia	108	735	17	7,488	1,410
Malta (c)	75	418	53	n.a.	n.a.
Marshall Islands (a)	4	31	2	n.a.	n.a.
Mauritius (a)	8	62	5	n.a.	n.a.
Mexico	59	270	88	12,028	1,684
Monaco	84	441	30	1,904	286
Mongolia	4	10	..	1,524	359
Montenegro	..	..	..	2,137	606
Morocco	83	576	69	3,366	761
Mozambique	1	4	..	804	212
Myanmar (a)	..	..	1	n.a.	n.a.
Namibia	6	217	..	711	187
Netherlands (b)	1,518	8,287	1,771	n.a.	n.a.
New Zealand	499	2,292	454	9,477	1,323
Niger (e)	1	1	..	n.a.	n.a.
North Macedonia	35	199	2	2,119	485
Norway	437	2,349	297	9,835	1,145
Oman	7	105	..	1,832	481
Pakistan	..	..	..	537	334
Panama (a)	1	2	..	n.a.	n.a.
Philippines	59	437	53	6,659	1,182
Poland	514	3,482	417	1,760	241
Portugal	193	1,047	158	1,238	180
Qatar (a)	3	24	..	n.a.	n.a.
Republic of Korea	2,020	15,791	1,269	13,961	1,733
Republic of Moldova	85	385	37	2,262	486
Romania	70	426	67	1,143	234
Russian Federation	1,495	12,435	1,873	15,991	1,782
Rwanda	..	..	..	652	220
Saint Kitts and Nevis (a)	1	30	..	n.a.	n.a.
Saint Vincent and the Grenadines (a)	2	9	..	n.a.	n.a.
Samoa	..	..	..	351	67
San Marino	15	116	5	786	153
Sao Tome and Principe	..	..	..	353	80
Senegal (e)	4	15	..	n.a.	n.a.
Serbia	219	1,686	139	3,577	688
Seychelles (a)	7	85	4	n.a.	n.a.
Sierra Leone	..	..	..	544	131
Singapore	773	5,634	638	11,702	1,448
Sint Maarten (Dutch Part) (d)	..	..	..	424	104

(Continued)



(B27 continued)

Name	Origin <sup>1</sup>			Designated member	
	Number of registrations	Designations	Subsequent designations	Designations	Subsequent designations
Slovakia	89	478	57	827	140
Slovenia	147	905	90	835	147
South Africa (a)	1	4	..	n.a.	n.a.
Spain	1,445	7,806	1,928	2,599	243
Sri Lanka (a)	4	24	..	n.a.	n.a.
Sudan	1	2	..	831	168
Sweden	1,141	7,118	1,091	1,169	197
Switzerland	3,475	26,411	5,770	17,161	1,244
Syrian Arab Republic	12	178	2	746	181
Tajikistan	4	14	..	1,627	296
Thailand	86	793	61	8,088	1,364
Trinidad and Tobago	2	12	..	333	138
Tunisia	19	96	..	2,088	562
Turkey	1,233	8,220	1,972	9,281	1,325
Turkmenistan	..	..	..	1,365	290
Ukraine	356	2,450	657	6,831	1,264
United Arab Emirates (a)	27	148	13	n.a.	n.a.
United Kingdom	3,625	20,002	3,625	30,945	2,183
United States of America	12,478	87,554	7,312	26,812	1,971
Uzbekistan	17	82	44	2,068	462
Viet Nam	158	1,267	113	8,164	1,328
Zambia	2	8	..	827	220
Zimbabwe	..	..	..	768	218
Others	8	70	396	115	63
<b>Total</b>	<b>68,265</b>	<b>474,685</b>	<b>61,604</b>	<b>474,685</b>	<b>61,604</b>

Note: Only countries or territories of origin and designated Madrid member countries or jurisdictions for which 2021 Madrid System statistics exist are listed.

<sup>1</sup> 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, 2021. Applicants from this country or territory are entitled to file via the Madrid System by claiming commercial activity, domicile or nationality 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) This country is a member of the Madrid System via its membership of the European Union.

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

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

.. indicates zero.

n.a. indicates not applicable.

Source: WIPO Statistics Database, March 2022.

## B28. Renewals of international registrations and designations covered by renewed international registrations, 2021

Name	Origin <sup>1</sup>		Designated member
	Number of renewals	Number of designations	Number of designations
Afghanistan	..	..	20
African Intellectual Property Organization	n.a.	n.a.	146
Albania	..	..	2,124
Algeria	..	..	2,708
Andorra (a)	1	2	n.a.
Antigua and Barbuda	..	..	546
Argentina (a)	1	3	n.a.
Armenia	20	136	2,516
Australia	381	1,607	6,165
Austria	963	8,214	7,059
Azerbaijan	..	..	2,620
Bahamas (a)	3	22	n.a.
Bahrain	8	211	1,386
Barbados (a)	4	71	n.a.
Belarus	78	587	4,778
Belgium (b)	824	6,860	n.a.
Benelux Office for Intellectual Property	n.a.	n.a.	7,571
Bermuda (a)	1	5	n.a.
Bhutan	..	..	515
Bonaire, Sint Eustatius and Saba (d)	..	..	333
Bosnia and Herzegovina	12	100	4,122
Botswana	..	..	426
Brunei Darussalam	..	..	53
Bulgaria	117	1,235	2,931
Cambodia	..	..	126
Canada	16	180	109
Chile (a)	2	15	n.a.
China	953	13,518	12,144
China, Hong Kong SAR (a)	1	11	n.a.
Colombia	..	..	463
Croatia	106	539	5,132
Cuba	7	235	1,519
Curaçao (d)	13	75	364
Cyprus	40	291	570
Czech Republic	277	2,446	4,449
Democratic People's Republic of Korea	2	9	1,540
Denmark	425	2,791	2,430
Ecuador (a)	1	3	n.a.
Egypt	16	262	4,795
Estonia	27	111	1,644
Eswatini	..	..	578
European Union	n.a.	n.a.	8,606
Fiji (a)	2	11	n.a.
Finland	258	1,755	1,984
France	4,821	40,328	7,067
Gabon (e)	2	6	n.a.
Gambia	..	..	43
Georgia	3	8	2,419
Germany	7,781	69,181	6,779
Ghana	..	..	630
Greece	35	275	1,919
Hungary	239	2,532	4,948
Iceland	15	94	1,982
India	2	10	..
Indonesia	2	18	165
Iran (Islamic Republic of)	4	71	1,937
Ireland	38	329	839
Israel	55	484	2,157
Italy	2,787	31,008	7,625
Japan	1,116	7,074	7,190
Kazakhstan	18	125	3,955
Kenya	4	21	1,357

(Continued)

(B28 continued)

Name	Origin <sup>1</sup>		Designated member
	Number of renewals	Number of designations	Number of designations
Kyrgyzstan	..	..	2,248
Lao People's Democratic Republic	..	..	72
Latvia	41	319	2,076
Lesotho	..	..	563
Liberia	..	..	655
Liechtenstein	113	1,641	4,618
Lithuania	46	396	1,993
Luxembourg (b)	199	2,381	n.a.
Madagascar	..	..	468
Malawi	..	..	19
Malaysia	2	11	57
Malta (c)	6	35	n.a.
Marshall Islands (a)	5	66	n.a.
Mexico	2	18	670
Monaco	58	477	4,176
Mongolia	1	3	1,539
Montenegro	4	26	4,003
Morocco	45	279	5,039
Mozambique	..	..	828
Namibia	..	..	505
Netherlands (b)	1,561	11,671	n.a.
New Zealand	1	2	552
North Macedonia	11	110	3,549
Norway	204	1,314	6,564
Oman	1	36	1,265
Pakistan	..	..	3
Panama (a)	5	43	n.a.
Poland	278	2,672	4,487
Portugal	172	1,260	5,064
Republic of Korea	197	1,459	5,161
Republic of Moldova	12	87	2,922
Romania	41	376	4,093
Russian Federation	506	6,197	11,963
Rwanda	..	..	89
Samoa	..	..	8
San Marino	4	39	2,220
Sao Tome and Principe	..	..	232
Serbia	62	457	6,600
Sierra Leone	..	..	585
Singapore	141	1,347	5,216
Sint Maarten (Dutch Part) (d)	..	..	357
Slovakia	78	785	3,843
Slovenia	137	1,465	3,562
South Africa (a)	1	2	n.a.
Spain	982	8,229	6,270
Sri Lanka (a)	3	18	n.a.
Sudan	..	..	1,179
Sweden	516	3,310	2,252
Switzerland	3,000	31,370	14,157
Syrian Arab Republic	1	2	776
Tajikistan	..	..	1,896
Thailand	2	43	154
Trinidad and Tobago	..	..	1
Tunisia	..	..	338
Turkey	436	5,347	6,865
Turkmenistan	..	..	1,681
Ukraine	92	901	7,328
United Arab Emirates (a)	2	18	n.a.
United Kingdom	1,173	7,650	4,209
United Republic of Tanzania (a)	1	5	n.a.
United States of America	2,367	15,689	5,306
Uzbekistan	..	..	2,382
Viet Nam	26	339	4,354

(Continued)

(B28 continued)

Name	Origin <sup>1</sup>		Designated member
	Number of renewals	Number of designations	Number of designations
Zambia	..	..	533
Zimbabwe	..	..	80
Others	34	345	..
<b>Total</b>	<b>34,050</b>	<b>301,109</b>	<b>301,109</b>

Note: Only countries or territories of origin and designated Madrid member countries or jurisdictions for which 2021 Madrid System statistics exist are listed.

<sup>1</sup> 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, 2021. Applicants from this country or territory are entitled to file via the Madrid System by claiming commercial activity, domicile or nationality 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) This country or municipality is not a Madrid member. The Netherlands has extended the application of the Madrid Protocol to the territories of Curaçao and Sint Maarten, Bonaire, Sint Eustatius and Saba.

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

.. indicates zero.

n.a. indicates not applicable.

Source: WIPO Statistics Database, March 2022.

# Section C

## Statistics on administration, revenue and fees

### Highlights

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

Electronic transmission was introduced in 1998 and accounted for just 0.2% of total transmissions to the International Bureau (IB) of WIPO by the end of that year, since when the proportion of Madrid applications received electronically by the IB has grown significantly. In 2021, 86.7% of all Madrid applications were submitted to the IB electronically, up from 44.6% 10 years previously (figure C1).

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

In 2021, 84.8% of Madrid applications were submitted in English, 12.8% in French and 2.4% in Spanish (figure C2). Every year since 2014, about four out of every five applications have been submitted in English. The reason for only a small proportion of applications having been submitted in Spanish since it was introduced as a filing language in 2004 is that, to date, the Madrid System includes only four Spanish-speaking countries (Colombia, Cuba, Mexico and Spain), of which Spain is the only one listed among the top 20 origins of Madrid applications (figure A6).

**About 55% of all Madrid applications received by the IB in 2021 met all formal requirements**

The IB considers irregular any Madrid application that fails to meet all formal requirements, including the classification of goods and services in accordance with the International Nice Classification. In such instances, the IB informs both the Madrid member's office of origin and the applicant of the irregularities. Responsibility for remedying these lies with either the office of origin or the applicant, depending on the nature of the irregularity. In 2021, 55.2% of Madrid applications met all formal requirements. This means that 44.8% of all Madrid applications contained irregularities, a considerable portion of which were classification irregularities. Every year since 2011, over a third of all Madrid applications received by the IB have contained irregularities (figure C5).

**Holders of Madrid registrations submitted 83% of subsequent designations directly to WIPO**

Holders of a Madrid registration can request subsequent designation of Madrid members via their respective office or directly with the IB itself. Since 2018, holders have submitted over 80% of requests for subsequent designation directly to the IB without going via their national or regional office. Requests by holders choosing this route have grown from about 16% in 2007 to reach 83% of the total in 2021 (figure C6).

**Recordings of changes in ownership of Madrid registrations remain relatively low**

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

In 2021, the IB recorded 20,150 changes in ownership of international registrations. This is about 2,730 or 2.5% more than in 2020 and represents the highest number ever reached. The proportion of active registrations changing ownership every year is small and has remained relatively stable over time, amounting each year to only 2% to 3% of all active Madrid registrations (figure C9).

**Partial cancellations accounted for 65% of all cancellations of Madrid registrations due to the ceasing of effect of the basic mark; 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 that 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 2021, about 6,250 Madrid registrations were canceled (in part or entirely) due to the ceasing of effect of the basic mark, which is approximately 60 fewer than in 2020 (figure C10). Partial cancellations comprised the bulk (65%) 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 more than a third (35%) of all cancellations in 2021 were total cancellations. Where a Madrid registration is canceled due to the ceasing of effect of the basic mark, the Protocol affords the holder the possibility of transforming the Madrid registration into a national or regional application in the designated Madrid members covered by the Madrid registration. Such transformation must be requested directly before the offices of those Madrid members concerned within three months of the date that the cancellation of the Madrid registration is recorded in the International Register. Because requests for transformation are submitted directly to the Madrid member offices concerned, WIPO does not have statistics on how many transformation requests were filed in 2021.

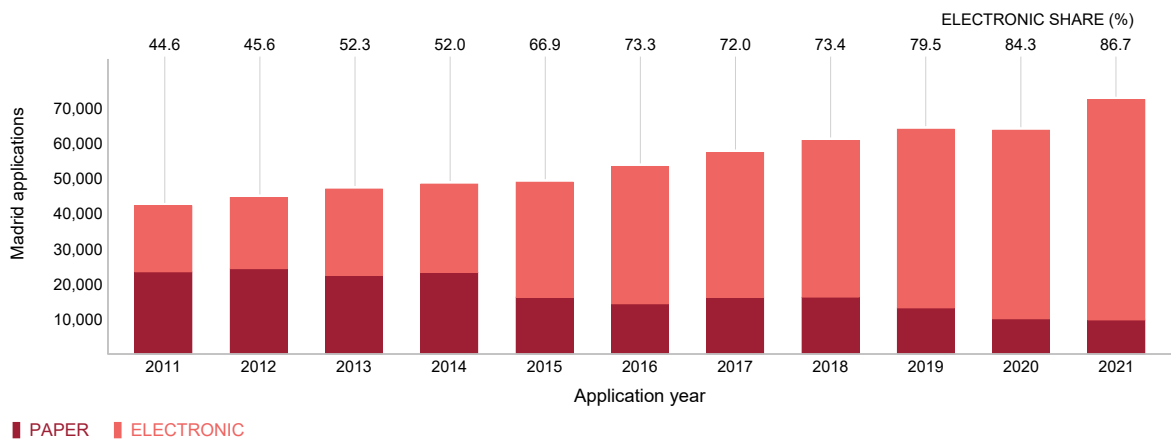
## Madrid System administration, revenue and fees

C1	Trend in international applications by medium of transmission, 2011–2021	71
C2	Trend in international applications by filing language, 2011–2021	71
C3	Average timeliness in transmitting international applications to the IB by selected offices of origin, 2021	72
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## Madrid System administration, revenue and fees

**In 2021, nearly nine out of every 10 Madrid applications were submitted to the IB electronically rather than in paper form, representing a significant increase from 2011, when fewer than half of all applications were submitted electronically.**

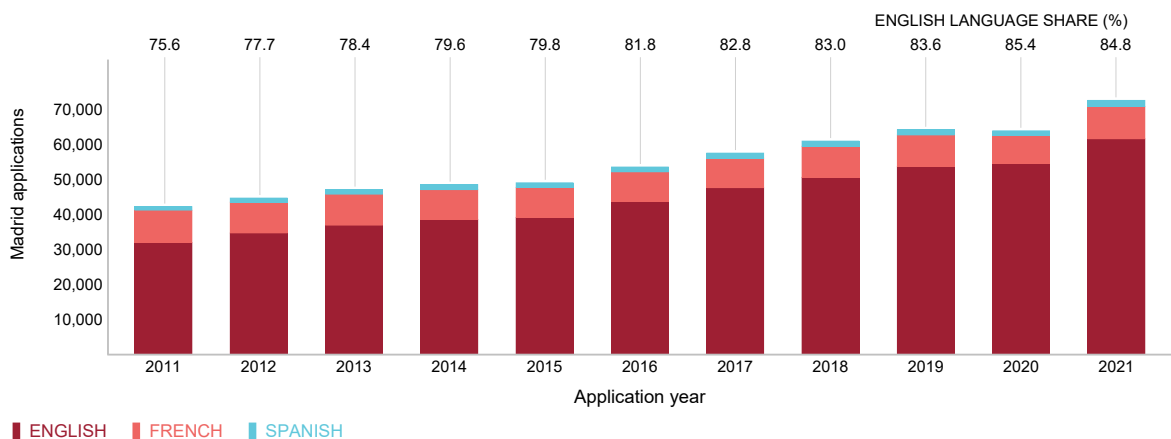
C1. Trend in international applications by medium of transmission, 2011–2021



Source: WIPO Statistics Database, March 2022.

**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, 2011–2021

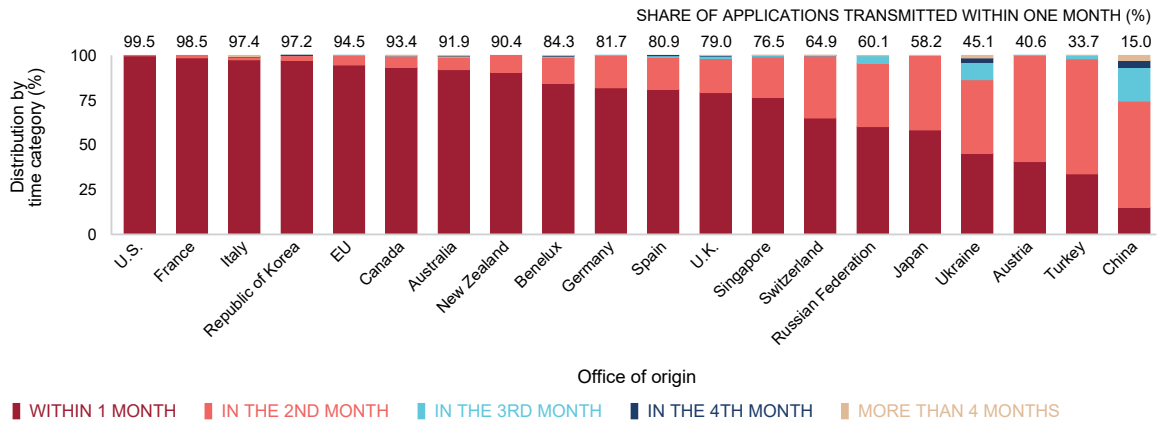


Source: WIPO Statistics Database, March 2022.



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

C3. Average timeliness in transmitting international applications to the IB by selected offices of origin, 2021

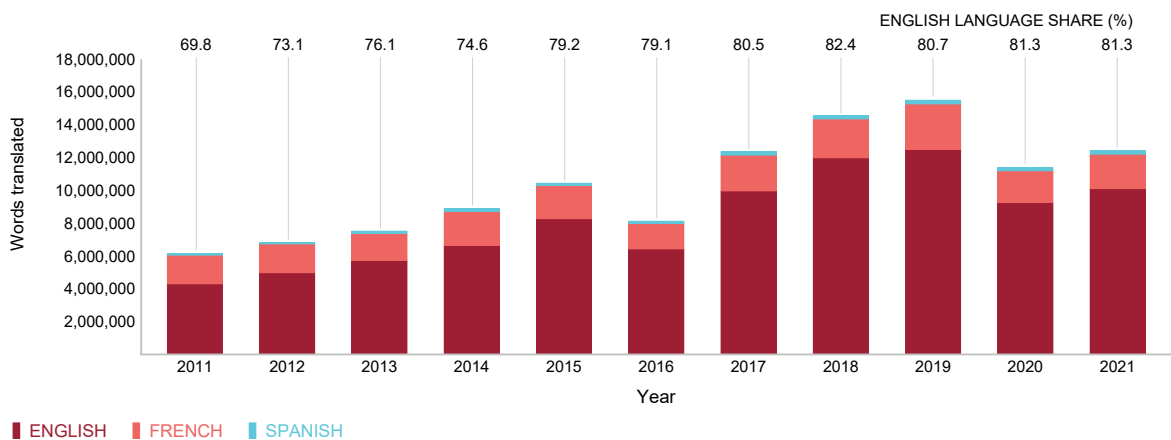


Note: Benelux comprises the territories of Belgium, Luxembourg and the Kingdom of the Netherlands. These three territories are deemed to be a single country for the application of the Madrid System.

Source: WIPO Statistics Database, March 2022.

## Of the approximately 12.4 million words translated in 2021, 81.3% were translated from English, 16.8% from French and 1.9% from Spanish.

C4. Trend in translations, 2011–2021

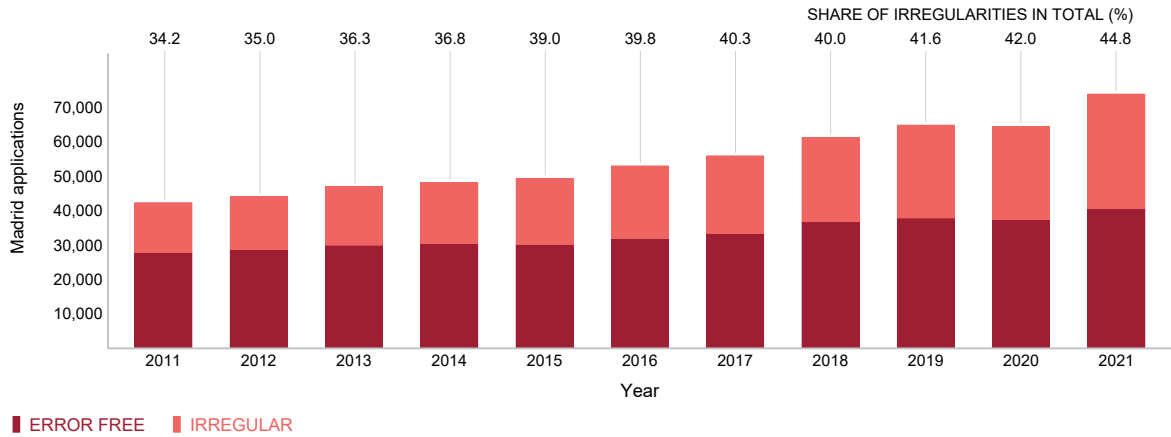


Note: This figure presents the total number of words translated by the IB from each of the three languages required for recording and publishing Madrid registrations.

Source: WIPO Statistics Database, March 2022.

**Since 2016, irregularities have been reported in between about 40% and approximately 45% of all Madrid applications filed.**

C5. Trend in irregularities in international applications, 2011–2021

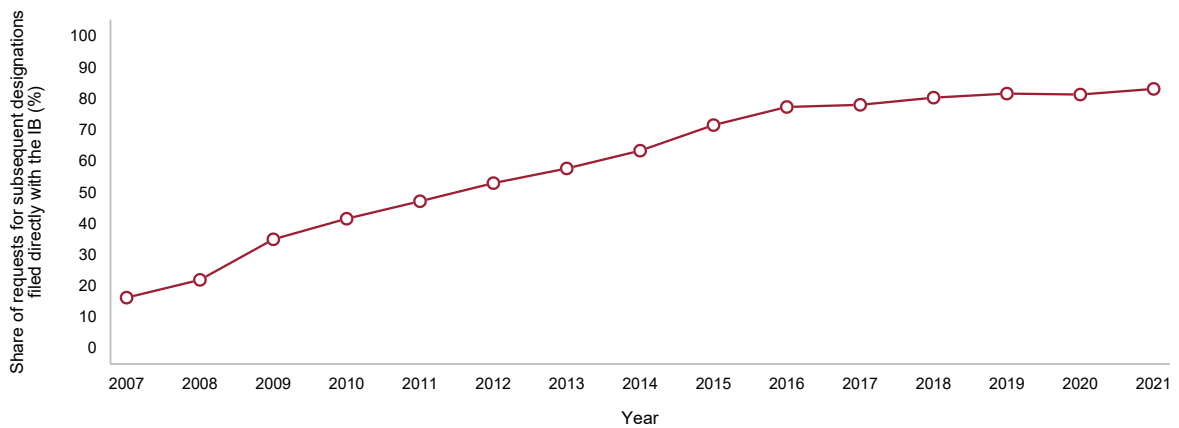


Note: There are three types of irregularity: irregularity with regard to the classification of goods and services; irregularity with regard to the indication of goods and services; and other irregularities.

Source: WIPO Statistics Database, March 2022.

**Since 2018, holders have submitted between 80% and 83% of requests for subsequent designation directly to the IB, up from 16% in 2007.**

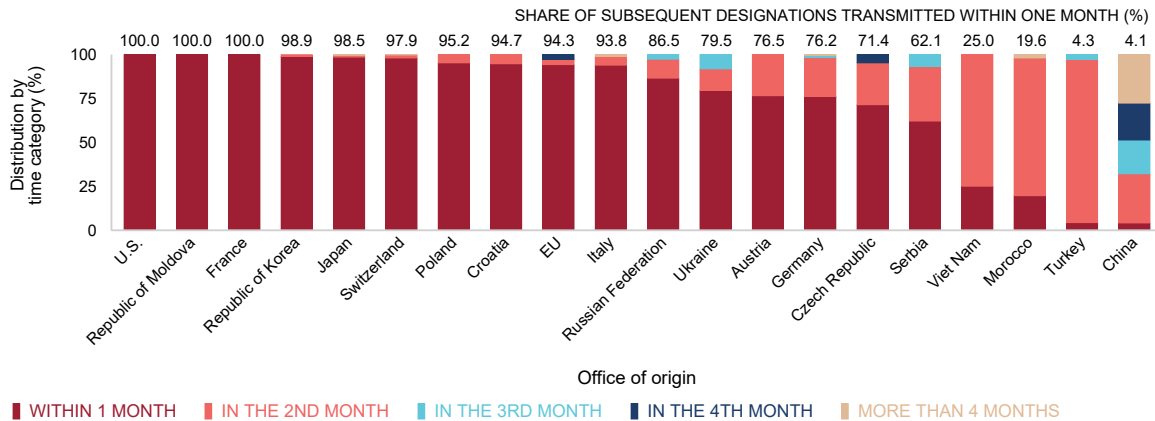
C6. Trend in the share of requests for subsequent designations filed directly with the IB, 2007–2021



Source: WIPO Statistics Database, March 2022.

Less than a fifth (17%) of all requests for subsequent designation in 2021 were filed via Madrid member offices of origin rather than directly with the IB. Among selected origins, it took the offices of China, Morocco, Turkey and Viet Nam over a month to transmit to the IB three quarters or more of the requests received for subsequent designations.

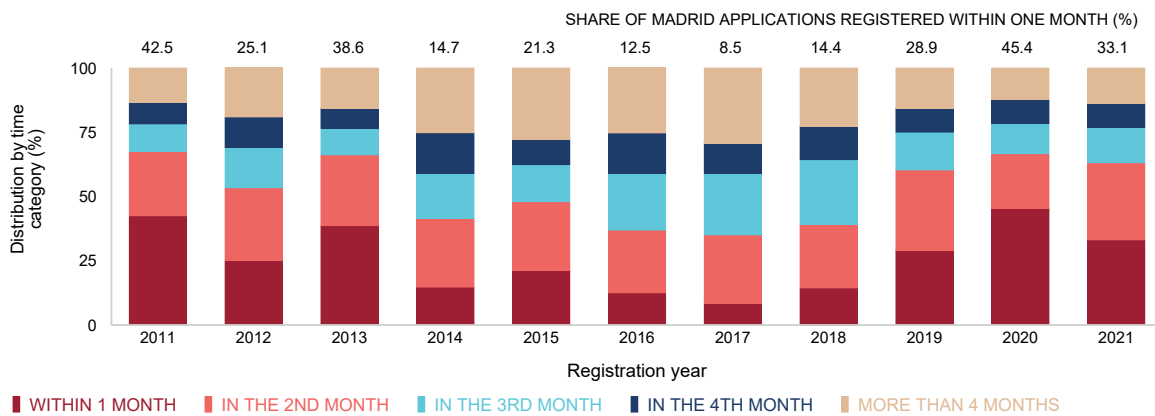
C7. Average timeliness in transmitting requests for subsequent designations to the IB by selected offices of origin, 2021



Source: WIPO Statistics Database, March 2022.

In 2021, the IB completed a formalities examination for about a third (33.1%) of all Madrid registrations within one month of receiving the Madrid application, down from 45.4% a year earlier.

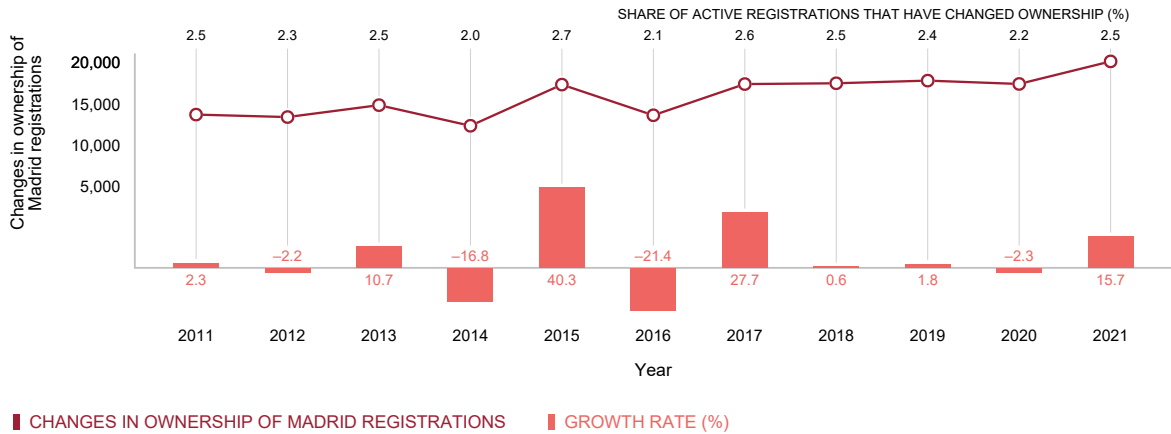
C8. Trend in timeliness of formalities examination and Nice classification carried out by the IB, 2011–2021



Source: WIPO Statistics Database, March 2022.

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

C9. Trend in changes in ownership, 2011–2021

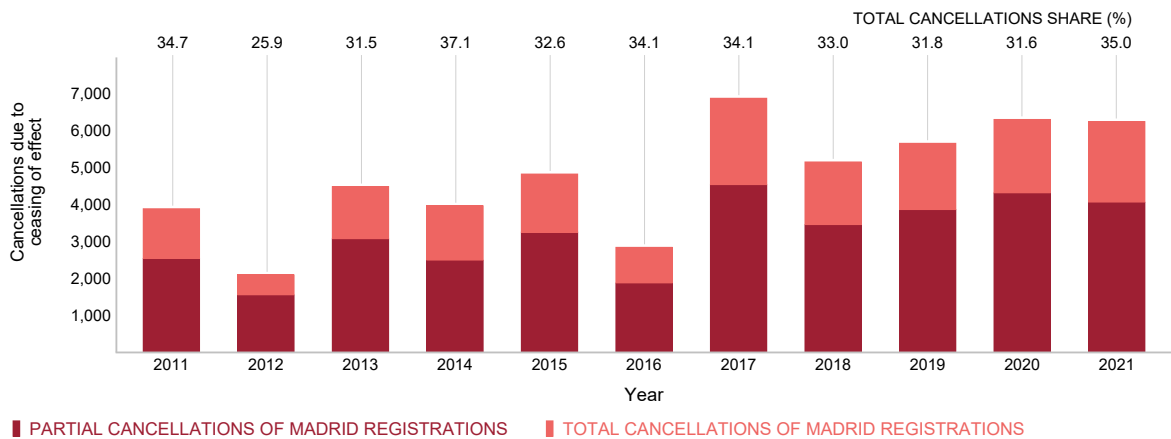


Note: The change in ownership of an international registration may be total or partial. It may relate to all or just some of the goods and services covered by the international registration, and may be made in respect of all or some of the designated Madrid members.

Source: WIPO Statistics Database, March 2022.

**Of the about 6,250 Madrid registrations canceled in 2021, 35% 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, 2011–2021

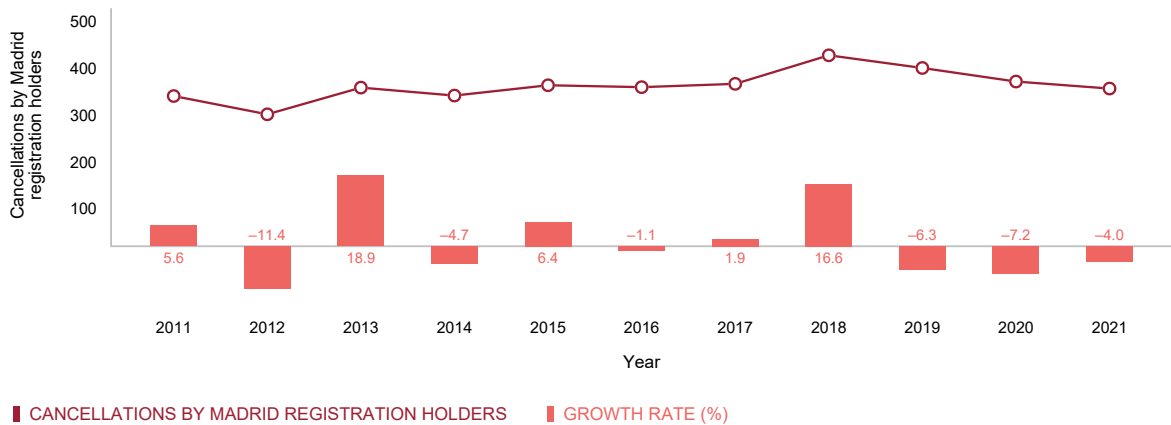


Note: Madrid member offices acting as offices of origin are obliged to notify the IB of decisions concerning the ceasing of effect of basic marks made or initiated within the five-year dependency period. Where this is the case, the office of origin is obliged to request that the IB cancel an international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

Source: WIPO Statistics Database, March 2022.

**Cancellations recorded over the past decade have numbered between 300 and 430 a year, reflecting the fact that few Madrid registration holders choose to reduce the list of goods and services covered.**

C11. Trend in cancellations by international registration holders, 2011–2021

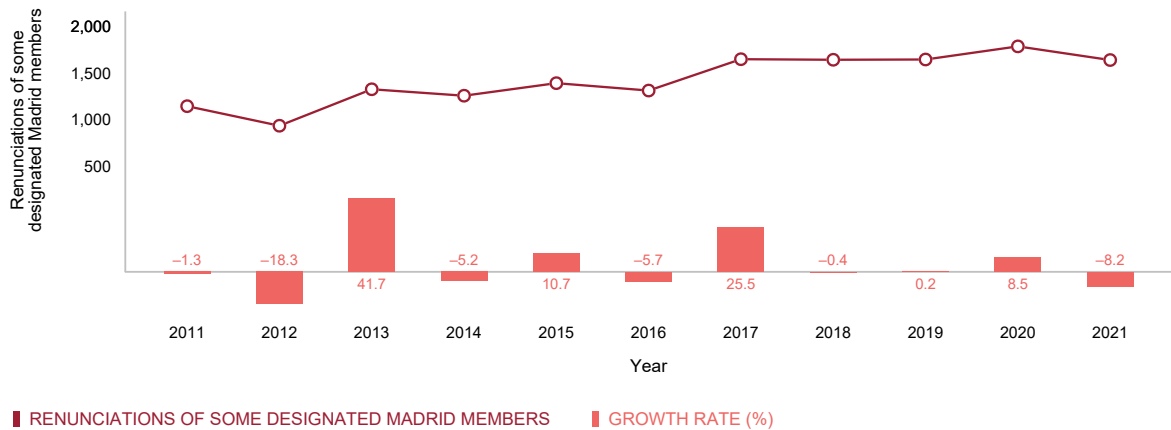


Note: Holders of an international registration can request the recording of the cancellation of their registration in all designated Madrid members with regard to all or just some of the goods and services specified in the registration.

Source: WIPO Statistics Database, March 2022.

**Since 2017, the trend in renunciations has remained relatively flat, ranging from about 1,640 to almost 1,800.**

C12. Trend in renunciations, 2011–2021

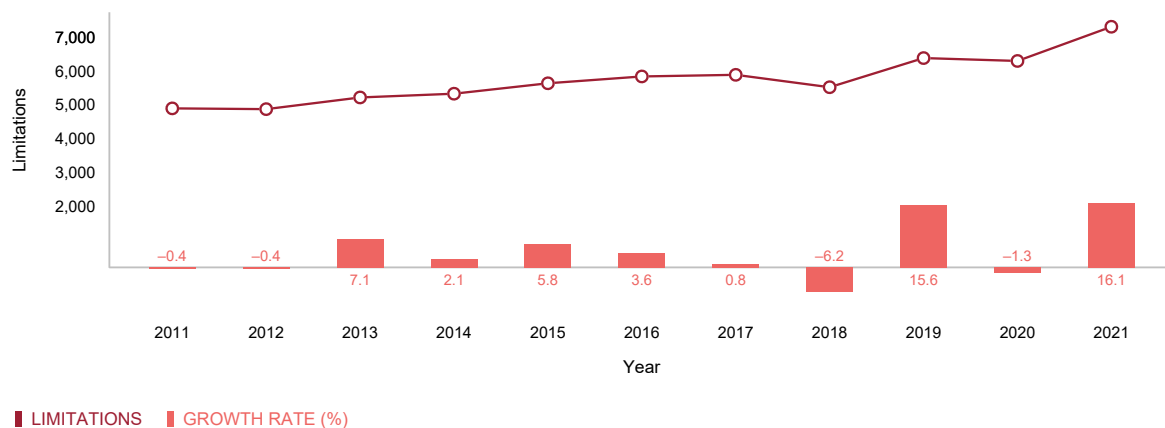


Note: Holders may wish to restrict protection of an international registration through renunciation of protection for all goods and services in some (but not all) designated Madrid members.

Source: WIPO Statistics Database, March 2022.

**In 2021, Madrid registration holders made approximately 7,300 requests for recording limitations, which is about 1,000 more than in the previous year, but still less than 1% of the approximately 814,000 active Madrid registrations.**

C13. Trend in limitations, 2011–2021

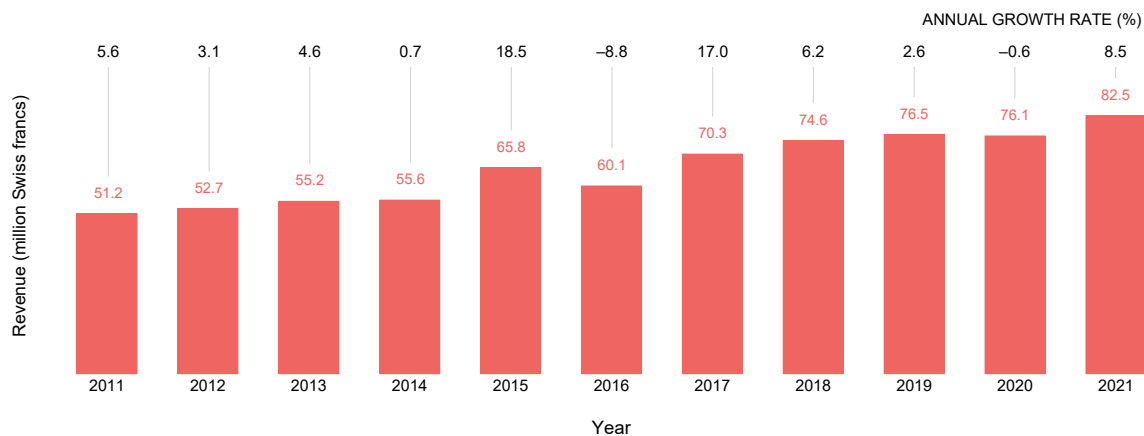


Note: Holders may wish to restrict protection of a Madrid registration by restricting the list of goods and services for some or all designated Madrid members.

Source: WIPO Statistics Database, March 2022.

**In 2021, total revenue collected by the IB amounted to 82.5 million Swiss francs (CHF), an increase of 8.5% on 2020.**

C14. Trend in total revenue collected by the IB, 2011–2021



Source: WIPO, March 2022.

The EU, via the European Union Intellectual Property Office (EUIPO), the U.S., Japan, Australia and China received the largest shares of the CHF 301.1 million in fees collected by the IB and distributed to offices in 2021.

C15. Fees distributed to offices by the IB, 2020–2021

Madrid member	Fees distributed (Swiss francs)		
	2020	2021	2021 share of total (%)
European Union	37,495,179	43,083,417	14.3
United States of America	26,496,111	32,658,579	10.8
Japan	14,106,966	17,942,250	6.0
Australia	11,978,335	14,448,994	4.8
China	11,464,169	12,942,539	4.3
Bahrain	9,423,833	11,709,849	3.9
United Kingdom	7,192,628	11,701,188	3.9
Republic of Korea	10,087,602	10,408,247	3.5
Singapore	8,504,997	9,791,980	3.3
Israel	6,547,236	8,936,384	3.0
Thailand	7,861,954	8,419,910	2.8
Switzerland	6,874,856	7,979,552	2.7
Canada	6,843,743	7,916,166	2.6
Norway	5,179,107	4,775,357	1.6
Malaysia	3,098,970	4,762,863	1.6
Uzbekistan	4,363,136	4,349,063	1.4
Oman	3,608,048	4,183,427	1.4
India	4,268,238	4,072,660	1.4
Mexico	4,253,476	4,058,204	1.3
Russian Federation	3,505,596	3,704,107	1.2
Ukraine	3,242,692	3,571,953	1.2
Brazil	1,952,070	3,368,940	1.1
Viet Nam	2,981,920	2,916,259	1.0
Indonesia	2,619,504	2,644,771	0.9
Belarus	2,436,633	2,456,881	0.8
Georgia	2,319,417	2,323,092	0.8
Colombia	2,242,152	2,055,763	0.7
African Intellectual Property Organization (a)	1,968,646	2,053,358	0.7
Philippines	1,757,400	1,827,339	0.6
Turkmenistan	1,021,280	1,670,010	0.6
Morocco	1,590,944	1,649,719	0.5
New Zealand	1,704,437	1,634,665	0.5
Ghana	1,600,167	1,595,196	0.5
Iceland	1,667,606	1,464,814	0.5
Denmark	1,429,217	1,433,854	0.5
Serbia	1,346,830	1,353,949	0.4
Benelux (b)	1,345,399	1,297,345	0.4
Turkey	1,374,742	1,265,198	0.4
Sweden	1,302,349	1,202,511	0.4
Egypt	1,145,606	1,196,238	0.4
Spain	1,199,286	1,142,157	0.4
Kazakhstan	1,060,288	1,135,321	0.4
Finland	1,115,869	1,108,956	0.4
Germany	1,154,834	1,072,806	0.4
Kyrgyzstan	969,912	1,039,959	0.3
France	1,041,914	990,695	0.3
Republic of Moldova	975,730	982,845	0.3
Kenya	898,555	939,465	0.3
Austria	918,532	886,865	0.3
Bosnia and Herzegovina	876,618	870,632	0.3
Montenegro	811,337	830,957	0.3
Tunisia	524,953	820,534	0.3
Portugal	868,746	814,631	0.3
Poland	780,576	812,257	0.3
Cambodia	810,803	812,038	0.3
Armenia	778,720	771,213	0.3

(Continued)

(C15 continued)

Madrid member	Fees distributed (Swiss francs)		
	2020	2021	2021 share of total (%)
Hungary	822,196	762,740	0.3
Italy	775,622	759,101	0.3
Azerbaijan	699,404	698,956	0.2
Syrian Arab Republic	1,595,851	694,864	0.2
Algeria	714,013	687,398	0.2
Romania	719,857	683,310	0.2
Ireland	680,562	673,889	0.2
Tajikistan	627,990	616,722	0.2
Slovakia	628,885	604,446	0.2
Bulgaria	606,115	590,478	0.2
Iran (Islamic Republic of)	587,195	590,095	0.2
Croatia	605,982	587,980	0.2
North Macedonia	567,854	573,609	0.2
Albania	604,117	563,437	0.2
Czech Republic	574,881	546,204	0.2
Cuba	546,989	525,748	0.2
Estonia	526,684	492,830	0.2
Greece	318,847	445,815	0.1
Liechtenstein	426,085	428,735	0.1
Slovenia	439,877	426,803	0.1
Mongolia	429,086	425,148	0.1
Brunei Darussalam	371,839	422,848	0.1
San Marino	384,390	400,127	0.1
Monaco	397,424	396,439	0.1
Zambia	563,451	362,189	0.1
Lao People's Democratic Republic	421,114	334,674	0.1
Curaçao (c)	342,068	311,361	0.1
Democratic People's Republic of Korea	319,168	304,817	0.1
Latvia	304,111	288,588	0.1
Lithuania	303,401	285,932	0.1
Sint Maarten (Dutch Part) (c)	263,084	275,136	0.1
Sudan	287,724	274,960	0.1
Mozambique	232,163	228,280	0.1
Bonaire, Sint Eustatius and Saba (c)	218,232	207,587	0.1
Samoa	172,676	178,556	0.1
Madagascar	165,032	173,947	0.1
Namibia	174,696	173,426	0.1
Antigua and Barbuda	178,612	172,362	0.1
Liberia	170,560	165,380	0.1
Sierra Leone	156,769	156,357	0.1
Zimbabwe	165,480	156,255	0.1
Cyprus	158,161	155,548	0.1
Pakistan	n.a.	148,338	0.0
Botswana	141,719	146,138	0.0
Bhutan	122,852	142,310	0.0
Eswatini	144,427	140,295	0.0
Gambia	133,340	134,174	0.0
Rwanda	109,992	115,805	0.0
United Arab Emirates	n.a.	114,100	0.0
Afghanistan	114,181	109,393	0.0
Lesotho	102,246	104,497	0.0
Trinidad and Tobago	n.a.	97,470	0.0
Malawi	84,948	84,436	0.0
Sao Tome and Principe	83,671	80,795	0.0
Guernsey (d)	n.a.	25,258	0.0
<b>Totals</b>	<b>265,275,484</b>	<b>301,104,010</b>	<b>100.0</b>

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

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



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

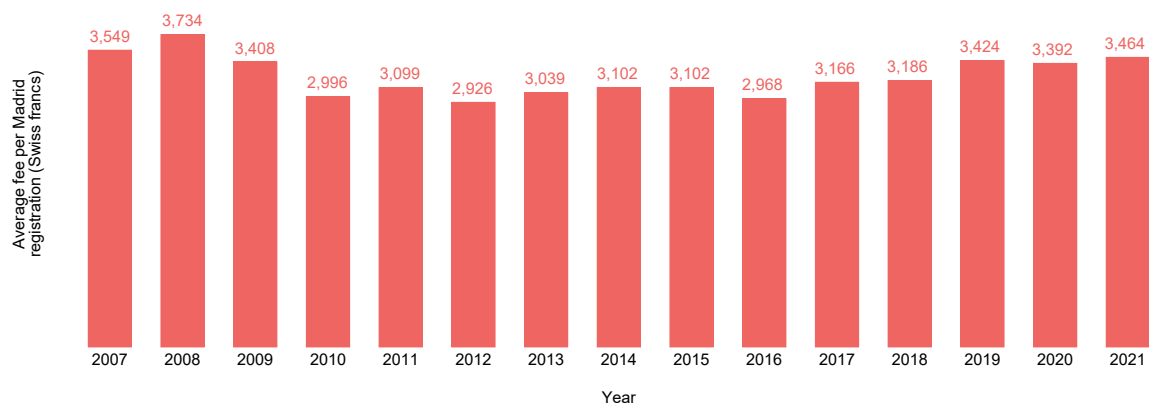
(d) The United Kingdom extended the application of the Madrid Protocol to the territories of Gibraltar and the Bailiwick of Guernsey with effect from January 1, 2021.

n.a. indicates not applicable

Source: WIPO, March 2022.

**On average, holders paid CHF 3,464 per Madrid registration recorded in 2021.**

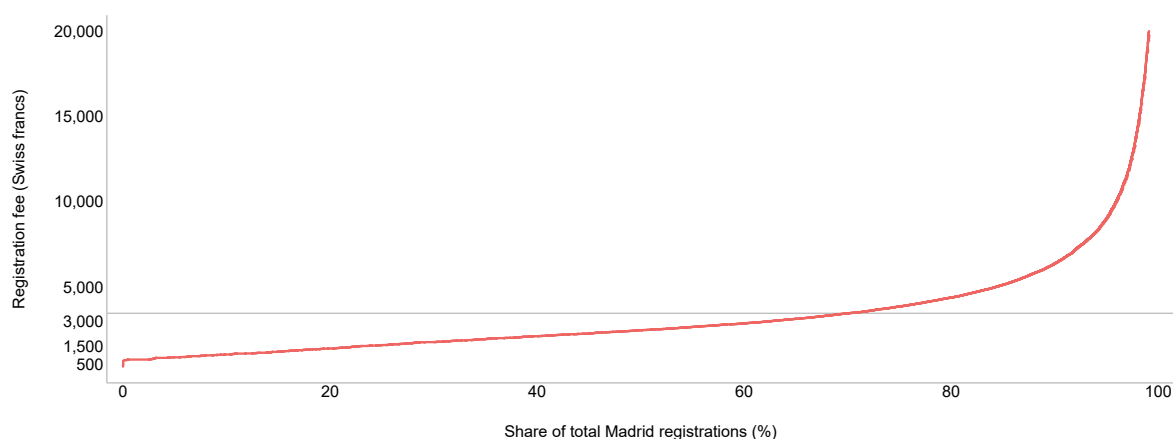
C16. Trend in average fees paid per new international registration, 2007–2021



Source: WIPO, March 2022.

**About 70% of all trademark holders paid less than the average CHF 3,464 per Madrid registration recorded in 2021, with half paying CHF 2,475 or less.**

C17. Distribution of international registration fees, 2021

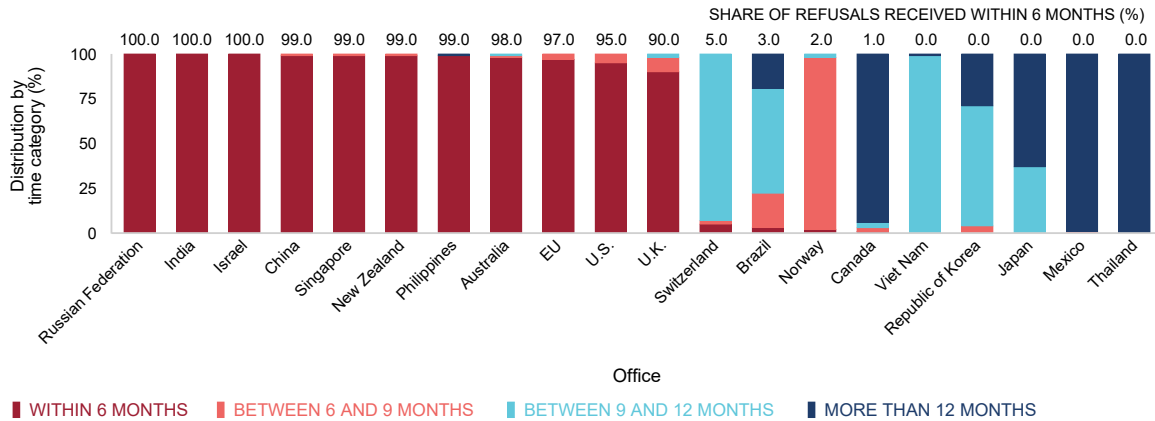


Note: The line at CHF 3,464 represents the average fee paid per Madrid registration in 2021.

Source: WIPO, March 2022.

**In 2021, the IB received 90% or more of all provisional refusals of designations from 11 of the 20 selected offices within six months from registration.**

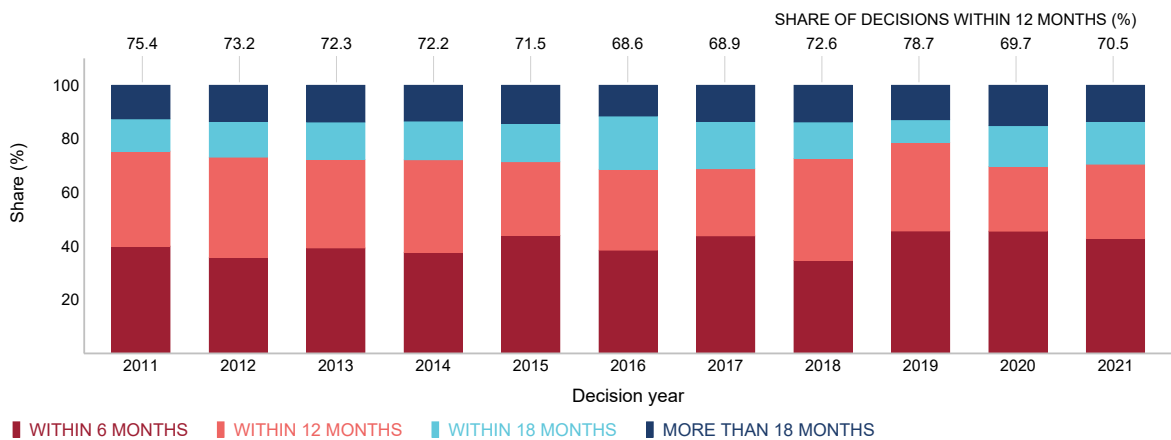
C18. Average timeliness in receiving provisional refusals of designations from selected offices, 2021



Source: WIPO Statistics Database, March 2022.

**In 2021, the IB received over 70% of all first decisions on the legal effects of registrations from Madrid member offices within 12 months.**

C19. Timeliness in receiving first decisions on the legal effects of registrations from offices, 2011–2021

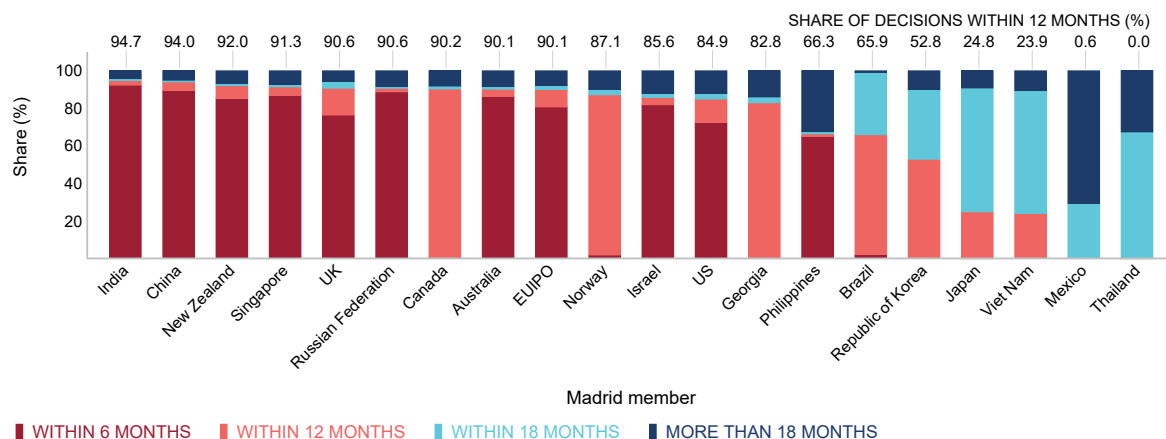


Note: Data are based on the date of receipt by the IB of first decisions on the legal effects of registrations made by offices of Madrid members.

Source: WIPO Statistics Database, March 2022.

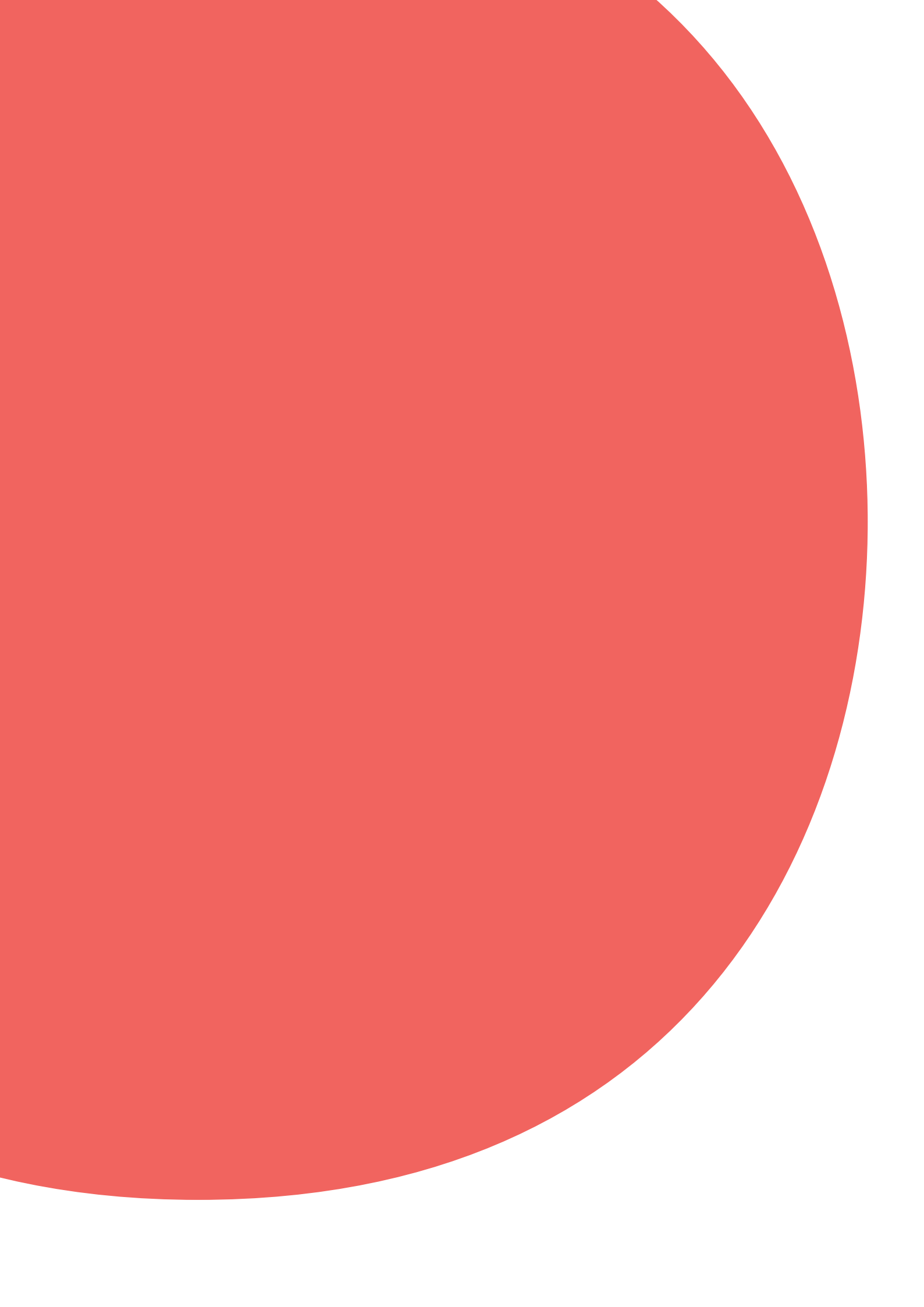
**In 2021, the IB received 66% to 95% of first decisions on the legal effects of registrations from 15 of the selected 20 Madrid member offices within 12 months.**

C20. Timeliness in receiving first decisions on the legal effects of registrations from selected offices, 2021



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

Source: WIPO Statistics Database, March 2022.



# A brief presentation of the Madrid System

The Madrid System makes it possible for a trademark holder to seek protection in multiple countries by filing a single Madrid application via a national or regional intellectual property (IP) office.<sup>7</sup> 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, 2021, the Madrid System comprised 110 Contracting Parties. The 126 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 27 countries (as of January 1, 2021), 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 to the alternative method of obtaining international

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

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

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

<sup>7</sup> 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.”

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).<sup>8</sup> The IB is responsible for carrying out an examination to verify that the international application meets all formal requirements. In the event of any irregularities, the office of origin and/or the applicant is given an opportunity to remedy them in order to prevent the application from being considered abandoned. Where the application meets all formal requirements, the mark is recorded in the International Register and published in the *WIPO Gazette of International Marks* ("the *Gazette*"), and the IB notifies the designated offices.

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

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

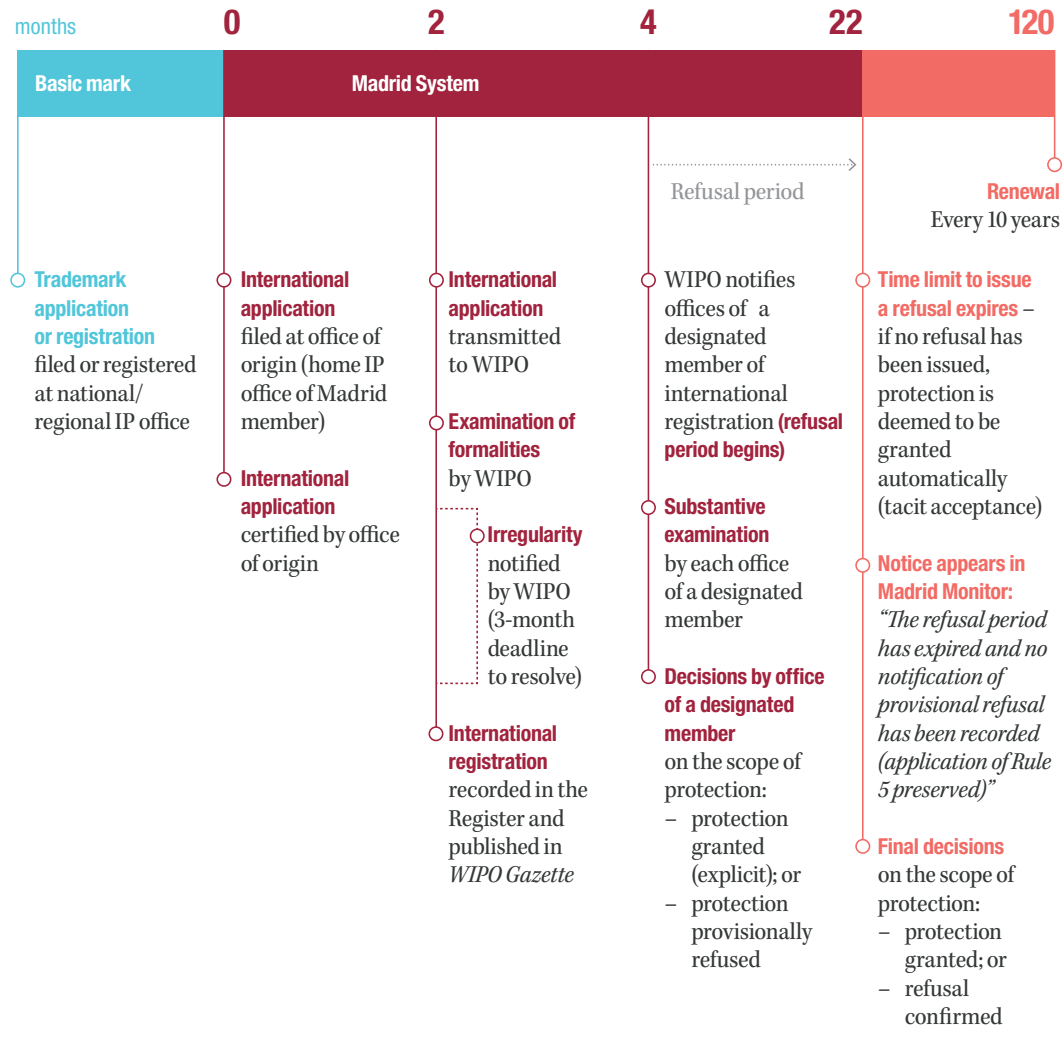
For the first five years from the date of an international registration, an international registration is dependent on the basic mark. The office of origin must inform the IB of any change concerning the scope of protection regarding the basic mark. Where the basic mark is abandoned or canceled (either totally or partially) during this dependency period, the consequence is that the international registration is canceled to the same extent (either totally or partially). When this happens, the cancellation of the international registration is recorded in the International Register, published in the *Gazette*, and the designated Madrid members concerned 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](http://www.wipo.int/madrid).

<sup>8</sup> 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 Statistics Database, March 2022.



# 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 2021.

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 2021 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 February 10, 2022, as well as related infographics and previous editions of the *Review*, may differ slightly from those published in this year's edition, because these are continually updated as WIPO receives further 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](http://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 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) that enables trademark holders to seek protection of their marks in multiple territories by filing one application.

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

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

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

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

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

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

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

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

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

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

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

registration may be renewed in respect of all or only some designated Madrid members.

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

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

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

**Trademark:** A sign used to distinguish the goods or services of one undertaking from those of another. A trademark may consist of words and combinations of words (for instance, names or slogans), logos, figures and images, letters, numbers, sounds, or in rare instances, smells or moving images, or a combination thereof. The 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](http://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](http://www.wipo.int/classifications/nice).

Source: Edital®

# Madrid members

As of December 31, 2021, the Madrid System comprised 110 members covering 126 countries.

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

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

(P) Protocol Relating to the Madrid Agreement.



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