

Madrid Yearly Review 2018

International Registration of Marks

2018

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Further information

Online resources

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

The following resources are available on WIPO's website:

Information on the Madrid System

www.wipo.int/madrid

Contact information

Economics and Statistics Division

Website: www.wipo.int/ipstats

Email: ipstats.mail@wipo.int

Key numbers 2017

56,200 (+5.0%)
Madrid international applications¹

367,175 (+1.1%)
Designations in international applications

56,267 (+25.8%)
Madrid international registrations

52,630 (+15.3%)
Subsequent designations in international registrations

29,361 (-0.6%)
Renewals of international registrations

674,758 (+3.7%)
Active (in force) international registrations

5,821,469 (+1.4%)
Designations in active international registrations

100 (+2 members)
Contracting Parties (Madrid members)

116 (+2 countries)
Countries covered

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

Special theme: Profiles of Madrid applicants and international registration holders

Recent progress in data processing and the comprehensive cleaning of trademark owners' names in the World Intellectual Property Organization's (WIPO's) Statistics Database has enabled deeper statistical analysis of how trademark owners use the Madrid System. In order to make insights from such analysis available, from now on the *Madrid Yearly Review* will include a special theme focusing on a topic of particular interest. This year's special theme examines the profiles of both Madrid applicants and international registration holders.

For companies operating at the global level, the management of intellectual property (IP) portfolios is of strategic importance. Filing trademark applications abroad is a central element of such management. The Madrid System is one of at least two possible filing routes through which multinational companies can obtain protection in foreign markets. More than a million applications for Madrid international registration have been filed since 1970, almost 85% of which have been filed since 1990.

This year's special theme begins by examining the profiles of applicants – specifically the number of Madrid international applications (hereinafter referred to as “Madrid applications”) filed by applicants in 2017 – and looking at longer-term trends dating back to 1990. It then provides an overview of the most active individual applicants owning well-known brands. This is followed by a presentation of the Nice goods and services classes most often specified in Madrid applications, as well as the industry sectors that saw the most filing activity by selected applicants. In addition to looking at filing activity, the analysis also explores Madrid international registrations, the extent to which these have been used to extend protection for trademarks to other Madrid member countries and regions, and how they have been maintained over time.

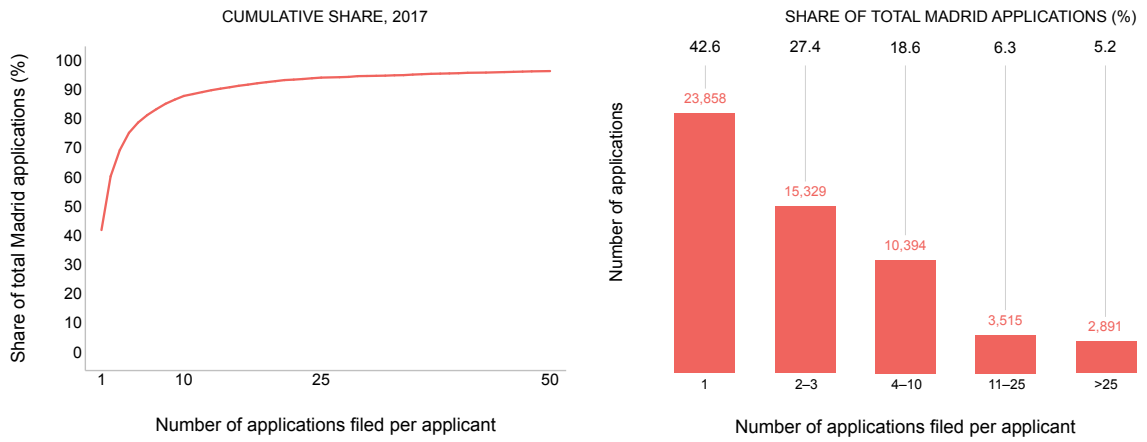
Madrid applicant filing profiles

About 33,000 different trademark holders filed over 56,000 Madrid applications in 2017. A large share (42.6%) of these applications came from holders that filed only a single Madrid application (figure 1). This suggests that a considerable proportion of trademark holders using the Madrid System are not large multinationals, but smaller enterprises and individuals wishing to protect their marks internationally. The large companies tend to file more than one Madrid application per year. They certainly use the Madrid System extensively, and the filings and registrations from a selection are presented later when looking at holders' Madrid international registrations. This differs from patent applicants using the WIPO-administered Patent Cooperation Treaty (PCT) System where the top 50 applicants typically account for around 20% of all PCT filings in a given year. In contrast, even when combined the top 50 individual Madrid applicants – mainly multinational companies filing more than 25 Madrid applications a year – accounted for only about 5% of all Madrid applications filed in 2017. In fact, 70% of all Madrid applications came from trademark holders that filed no more than three applications in 2017.

Looking back retrospectively, the filing profiles of Madrid applicants have remained relatively unchanged over the past three decades. Smaller trademark holders that filed only a single Madrid application in a given year are seen to have been the primary users of the Madrid System, accounting for between 39% and 46% of all Madrid applications filed each year. They are followed by applicants that filed either two or three applications a year, which comprise between 23% and 28% of all applications filed per annum (figure 2).

Applicants located in Germany have filing profiles similar to those of all other Madrid applicants taken as a whole (figure 3). However, there are noticeable differences when compared with the filing profiles of applicants in China, where for most years between 1990 and 2013 over 70% of all applications came from applicants with a single filing (figure 4). However, since 2013, this share has fallen year-on-year, until by 2017 it was comparable to the global share for single-application filers (about 43%).

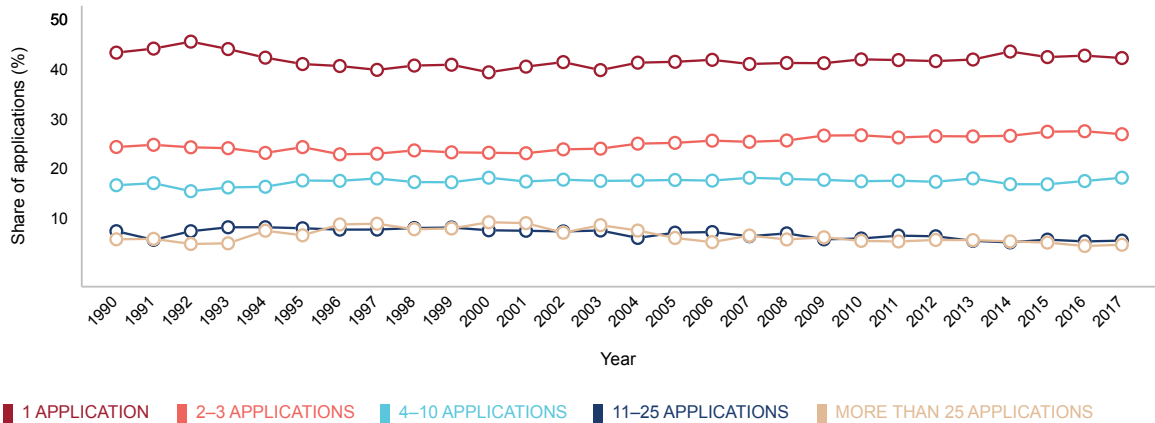
1. Breakdown of the number of Madrid applications filed per applicant, 2017



Note: This figure is based on the number of Madrid applications filed in 2017 and received by the International Bureau (IB) of WIPO from offices of origin as of April 2018, excluding estimates.

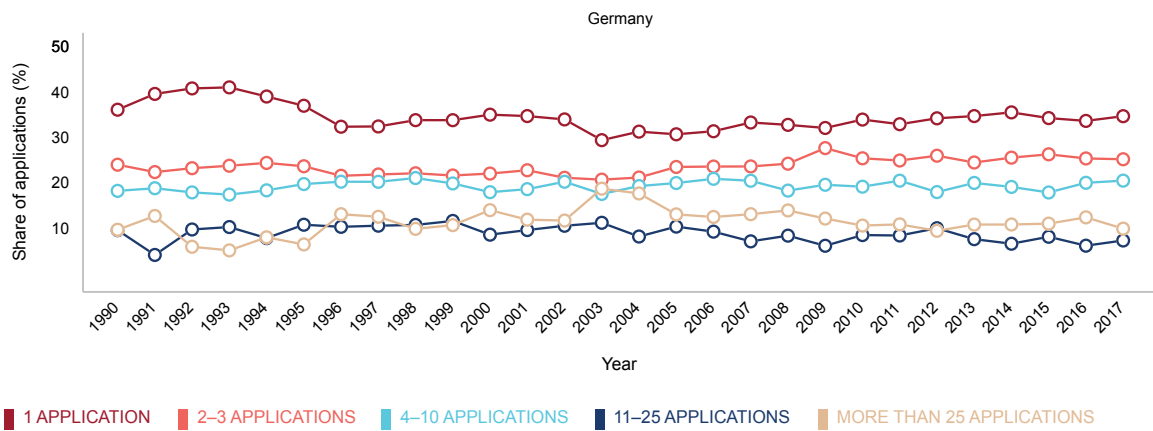
Source: WIPO Statistics Database, April 2018.

2. Trends in the number of Madrid applications filed per applicant from all Madrid members, 1990–2017



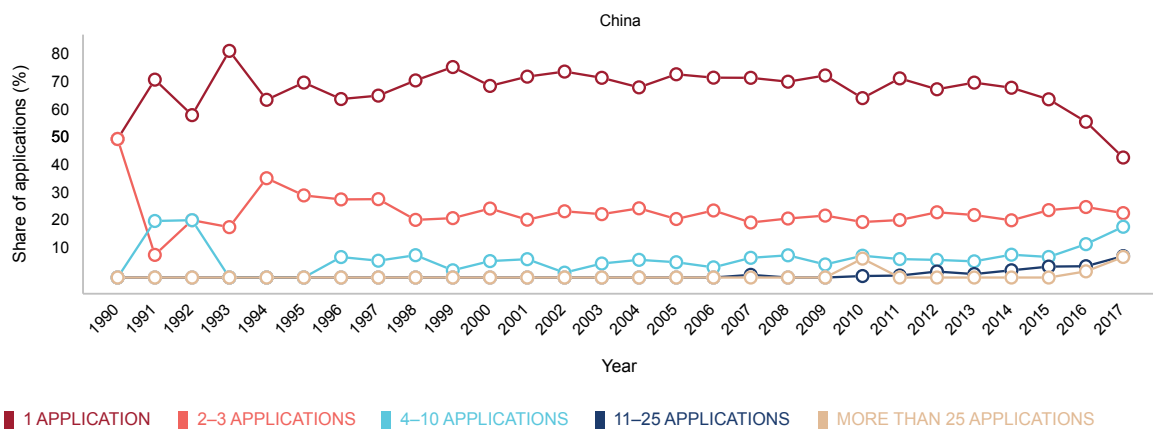
Source: WIPO Statistics Database, April 2018.

3. Trends in the number of Madrid applications filed per applicant from Germany, 1990–2017



Source: WIPO Statistics Database, April 2018.

4. Trends in the number of Madrid applications filed per applicant from China, 1990–2017



Source: WIPO Statistics Database, April 2018.

Top Madrid applicants by geographical region

European countries are long-standing members of the Madrid System, the membership of many dating back to the 1970s, and some (for example, Belgium, France and Switzerland) even dating as far back as the late 1800s when the System was first established. This explains, in part, the extensive use of the System made by applicants located on the European continent. Switzerland-based pharmaceutical company Novartis, with 2,741 Madrid applications filed since 1990, heads the list of top European applicants, closely followed by Germany-based consumer goods manufacturer Henkel (2,716) and France-based personal care company L'Oréal (2,114) (table 5). Among the top 25 ranked Madrid applicants based in Europe, nine are pharmaceutical companies and four are retailers. This list includes 11 companies based in Germany, four based in Switzerland and three in France.

In Asia, Japan Tobacco is the top Madrid applicant, having filed 340 applications since 2001, followed by Republic of Korea-based Samsung Electronics (289 filed since 2008) and Japan-based leisure products company Shimano (283 since 2002) (table 6). The numbers of applications filed by the top 25 Asia-based companies are lower than those of their European counterparts due to the fact that many Asian countries are relatively recent Madrid members. For example, Turkey joined in 1999, Japan in 2000 and the Republic of Korea not until 2003. Seven pharmaceutical companies located in either Japan or Turkey are listed among the top 25 Asia-based applicants. These top applicants consist of 16 companies located in Japan, five in Turkey, two in China and two in the Republic of Korea.

In North America, companies based in the United States of America (U.S.) make up all of the top 25 Madrid applicants, largely due to the fact that Canada is not yet a Madrid member (table 7). Of these, the top filer is Apple, having filed a total of 574 Madrid applications since 2004, followed by Microsoft Corporation (380, also since 2004) (table 7). The top 25 Madrid applicants based in North America consist of six personal care companies, including third-ranked Avon Products (312 since 2001), and five technology companies. Although Canada is not yet a Madrid member, some companies based in Canada have been using the System on the grounds of having a real and effective industrial or commercial establishment in a Madrid member country or region. For example, Canada-based athletic apparel company Lululemon Athletica filed 57 Madrid applications in 2017, ranking 46th among the top applicants based in North America. When companies based in Canada use the Madrid System, they have histori-

cally used the United States Patent and Trademark Office (USPTO), as well as, to a lesser extent, the European Union Intellectual Property Office (EUIPO), the Benelux Office for Intellectual Property (BOIP) and the IP office of the United Kingdom (U.K.) to file.

The top Madrid applicants based in the Latin America and the Caribbean (LAC) region are drawn from a wide range of industries, from drinks and beverage companies to food processing, retail and healthcare companies (table 8). Similarly to Asian countries, those located in the LAC region are more recent Madrid members and, consequently, have submitted fewer Madrid applications. Also, many countries and territories in the LAC region are not yet Madrid members but, similarly to applicants from Canada, companies located in non-member LAC countries and territories have been using the System by reason of having a real and effective industrial or commercial establishment in a Madrid member country. Madrid members Colombia, Cuba and Mexico, as well as Curaçao and the Netherlands Antilles (both of which were able to use the System via Madrid member the Netherlands), are home to some of the top applicants from this region. The other top origins, which include the Bahamas, Belize and Panama, are not Madrid members. For example, companies located in Belize used their real and effective industrial or commercial establishment in the Madrid member countries of the Russian Federation, Ukraine and the U.S. to file.

As for origins located in Oceania, Australia and New Zealand are home to the most active Madrid applicants in this region, although their numbers are relatively low compared with origins in other regions. This is largely due to the fact that Australia's Madrid membership dates back to 2001 and New Zealand's only dates back to 2012. Australia-based toy and entertainment company Moose Creative Management tops the list, with 105 applications filed since 2004, followed by wine and drinks producers McWilliam's Wines Group (55) and Southcorp Brands (50), both also based in Australia. In fact, five of the top 25 ranked applicants operate in the wine or drinks industries and three operate in the retail or apparel sectors. However, the industries for the remaining applicants in this list are more dispersed, ranging from healthcare to the airline industry and from sporting goods and equipment to the furniture industries.

In Africa, Eastern Company of Egypt, which produces and sells tobacco products, is the most active Madrid applicant, with 75 applications filed since 1994, followed by the Moroccan Government's Ministère de l'Artisanat et de l'Economie Sociale et Solidaire (54) and Banque Centrale Populaire (42), also based in Morocco

5. Top Madrid applicants by region: Europe, 1990–2017

| Ranking | Applicants based in Europe | Origin | Industry | Total Madrid applications |
|---------|---|-------------|----------------------|---------------------------|
| | | | | 1990–2017 |
| 1 | NOVARTIS AG | Switzerland | Pharmaceutical | 2,741 |
| 2 | HENKEL KGAA | Germany | Consumer goods | 2,716 |
| 3 | L'OREAL | France | Personal care | 2,114 |
| 4 | JANSSEN PHARMACEUTICA N.V. | Belgium | Pharmaceutical | 2,020 |
| 5 | KONINKLIJKE PHILIPS ELECTRONICS N.V. | Netherlands | Consumer electronics | 1,746 |
| 6 | BOEHRINGER INGELHEIM INTERNATIONAL GMBH | Germany | Pharmaceutical | 1,720 |
| 7 | LIDL STIFTUNG & CO. KG | Germany | Retail | 1,631 |
| 7 | SIEMENS AKTIENGESELLSCHAFT | Germany | Multi-industry | 1,631 |
| 9 | SOCIETE DES PRODUITS NESTLE S.A. | Switzerland | Food processing | 1,615 |
| 10 | UNILEVER N.V. | Netherlands | Consumer goods | 1,327 |
| 11 | RICHTER GEDEON NYRT. | Hungary | Pharmaceutical | 1,324 |
| 12 | DEUTSCHE TELEKOM AG | Germany | Telecommunications | 1,287 |
| 13 | ITM ENTREPRISES (SOCIETE ANONYME) | France | Retail | 1,194 |
| 14 | GLAXO GROUP LIMITED | U.K. | Pharmaceutical | 1,160 |
| 15 | BIOFARMA | France | Pharmaceutical | 1,119 |
| 16 | KRKA, TOVARNA ZDRAVIL, D.D., NOVO MESTO | Slovenia | Pharmaceutical | 922 |
| 17 | BAYER AKTIENGESELLSCHAFT | Germany | Pharmaceutical | 874 |
| 18 | BAYERISCHE MOTOREN WERKE AKTIENGESELLSCHAFT | Germany | Automotive | 841 |
| 19 | BEIERSDORF AG | Germany | Personal care | 792 |
| 20 | HOFER KOMMANDITGESELLSCHAFT | Austria | Retail | 784 |
| 21 | BSH BOSCH UND SIEMENS HAUSGERATE GMBH | Germany | Home appliances | 720 |
| 22 | VOLKSWAGEN AG | Germany | Automotive | 695 |
| 23 | PHILIP MORRIS PRODUCTS S.A. | Switzerland | Tobacco | 679 |
| 24 | MERCK KGAA | Germany | Pharmaceutical | 661 |
| 25 | MIGROS-GENOSSENSCHAFTS-BUND | Switzerland | Retail | 614 |

Note: The industry listed for each applicant may not include all industries in which the applicant is active.

Source: WIPO Statistics Database, April 2018.

6. Top Madrid applicants by region: Asia, 1990–2017

| Ranking | Applicants based in Asia | Origin | Industry | Total Madrid applications 1990–2017 |
|---------|--|-------------------|----------------------------|--|
| 1 | JAPAN TOBACCO INC. | Japan | Tobacco | 340 |
| 2 | SAMSUNG ELECTRONICS CO., LTD. | Republic of Korea | Consumer electronics | 289 |
| 3 | SHIMANO INC. | Japan | Leisure products | 283 |
| 4 | WORLD MEDICINE ILACLARI LIMITED SIRKETI | Turkey | Pharmaceutical | 250 |
| 5 | DAIICHI SANKYO COMPANY, LIMITED | Japan | Pharmaceutical | 202 |
| 6 | TOYO BOSEKI KABUSHIKI KAISHA | Japan | Textile | 186 |
| 7 | UNIVERSAL ENTERTAINMENT CORPORATION | Japan | Gaming | 180 |
| 8 | KOWA COMPANY, LTD. | Japan | Multi-industry | 165 |
| 9 | HUAWEI TECHNOLOGIES CO., LTD. | China | ICT | 162 |
| 10 | WORLD MEDICINE ILAC SANAYI VE TICARET ANONIM SIRKETI | Turkey | Pharmaceutical | 161 |
| 11 | HYUNDAI MOTOR COMPANY | Republic of Korea | Automotive | 157 |
| 12 | ETI GIDA SANAYI VE TICARET ANONIM SIRKETI | Turkey | Food processing | 155 |
| 13 | DA LIAN YA TU TOU ZI ZI XUN YOU XIAN GONG SI | China | Multi-industry | 144 |
| 14 | TAKEDA PHARMACEUTICAL COMPANY LIMITED | Japan | Pharmaceutical | 133 |
| 15 | SHISEIDO COMPANY, LTD | Japan | Personal care | 124 |
| 16 | BRIDGESTONE CORPORATION | Japan | Automotive | 111 |
| 17 | BIM BIRLESIK MAGAZALAR ANONIM SIRKETI | Turkey | Retail | 110 |
| 18 | ASTELLAS PHARMA INC. | Japan | Pharmaceutical | 102 |
| 19 | ILKO ILAC SANAYI VE TICARET ANONIM SIRKETI | Turkey | Pharmaceutical | 100 |
| 20 | ASAHI INTECC CO., LTD. | Japan | Medical device | 90 |
| 21 | SANTEN PHARMACEUTICAL CO., LTD. | Japan | Pharmaceutical | 89 |
| 22 | FUJIFILM CORPORATION | Japan | Photography and imaging | 87 |
| 23 | SONY CORPORATION | Japan | Multi-industry | 83 |
| 24 | NITTO DENKO CORPORATION | Japan | Multi-industry | 82 |
| 25 | TOKYO ELECTRON LIMITED | Japan | Electronics, semiconductor | 79 |

Note: The 1990–2017 period includes all Madrid applications filed by these applicants in any of these years. Apart from China, the other countries included in this table do not have Madrid membership dating back to 1990. The industry listed for each applicant may not include all industries in which the applicant is active.

Source: WIPO Statistics Database, April 2018.

7. Top Madrid applicants by region: North America, 1990–2017

| Ranking | Applicants based in North America | Origin | Industry | Total Madrid applications 1990–2017 |
|---------|---|--------|--------------------------------------|--|
| 1 | APPLE INC. | U.S. | Technology | 574 |
| 2 | MICROSOFT CORPORATION | U.S. | Technology | 380 |
| 3 | AVON PRODUCTS, INC. | U.S. | Personal care | 312 |
| 4 | CALLAWAY GOLF COMPANY | U.S. | Sporting goods | 219 |
| 5 | INTERNATIONAL BUSINESS MACHINES CORPORATION | U.S. | Technology | 167 |
| 6 | GOOGLE INC. | U.S. | Technology | 149 |
| 7 | CELGENE CORPORATION | U.S. | Pharmaceutical | 145 |
| 8 | GENERAL ELECTRIC COMPANY | U.S. | Multi-industry | 143 |
| 9 | CLINIQUE LABORATORIES, LLC | U.S. | Personal care | 115 |
| 10 | SPECIALIZED BICYCLE COMPONENTS, INC. | U.S. | Bicycle | 103 |
| 11 | MAKE-UP COSMETICS INC. | U.S. | Personal care | 102 |
| 12 | MILLENNIUM PHARMACEUTICALS, INC. | U.S. | Pharmaceutical | 96 |
| 13 | STRYKER CORPORATION | U.S. | Medical devices | 93 |
| 14 | WIKIMEDIA FOUNDATION, INC. | U.S. | Charitable organization | 92 |
| 15 | AGILENT TECHNOLOGIES, INC. | U.S. | Healthcare equipment and services | 91 |
| 16 | SAINT-GOBAIN ABRASIVES, INC. | U.S. | Abrasives | 89 |
| 17 | ORIGINS NATURAL RESOURCES INC. | U.S. | Personal care | 87 |
| 18 | SKECHERS U.S.A., INC. II | U.S. | Footwear, Apparel | 85 |
| 19 | ABERCROMBIE & FITCH TRADING CO. | U.S. | Retail, Apparel | 83 |
| 20 | BENEFIT COSMETICS LLC | U.S. | Personal care | 81 |
| 21 | INTEL CORPORATION | U.S. | Technology | 80 |
| 22 | E. I. DU PONT DE NEMOURS AND COMPANY | U.S. | Chemical | 79 |
| 22 | RAYTHEON COMPANY | U.S. | Aerospace and defense | 79 |
| 24 | KARSTEN MANUFACTURING CORPORATION | U.S. | Sporting goods | 77 |
| 25 | AVEDA CORPORATION | U.S. | Personal care | 76 |

Note: The 1990–2017 period includes all Madrid applications filed by these applicants in any of these years. The U.S. has Madrid membership dating back to 2003, but some U.S. applicants, such as Avon Products, have been using the System since before 2003 by claiming a real and effective industrial or commercial establishment in a Madrid member country. The industry listed for each applicant may not include all industries in which the applicant is active.

Source: WIPO Statistics Database, April 2018.

8. Top Madrid applicants by region: LAC, 1990–2017

| Ranking | Applicants based in Latin America and the Caribbean | Origin | Industry | Total Madrid applications 1990–2017 |
|---------|---|----------------------|-------------------|--|
| 1 | LINN MARKETING INC | Belize | Drinks | 47 |
| 2 | CORPORACION HABANOS, S.A. | Cuba | Tobacco | 43 |
| 3 | CARTIER INTERNATIONAL N.V. | Curaçao | Jewelry | 37 |
| 4 | COWBELL INTERNATIONAL INC. | Panama | Food processing | 34 |
| 5 | BCD N.V. | Netherlands Antilles | Travel | 32 |
| 6 | COOPERVISION INTERNATIONAL HOLDING COMPANY, LP | Barbados | Contact lens | 28 |
| 7 | TSN BRANDS LTD | Belize | Drinks | 22 |
| 8 | CGTN C.V. | Curaçao | Personal care | 20 |
| 8 | DELICIOUS LTD | Bahamas | Multi-industry | 20 |
| 10 | ALMACENES EXITO S A | Colombia | Retail | 17 |
| 10 | SALENTEIN ARGENTINA B.V. | Argentina | Wine | 17 |
| 12 | METAQUOTES SOFTWARE CORP. | Bahamas | Software | 16 |
| 13 | BOWEN & BOWEN LTD. | Belize | Drinks | 11 |
| 13 | GRUPO HOTELERO LONDONO G.H.L. GRUPO HOTELES S.C.A. | Colombia | Hospitality | 11 |
| 13 | TONY TIENDAS, S.A. DE C.V. | Mexico | Retail | 11 |
| 16 | HERBION INTERNATIONAL INC | Bahamas | Healthcare | 10 |
| 16 | KIDZANIA, S.A.P.I. DE C.V. | Mexico | Entertainment | 10 |
| 16 | TRUPER, S.A. DE C.V. | Mexico | Tool and hardware | 10 |
| 19 | HIPPO BEAR B.V. | Curaçao | Music | 9 |
| 19 | INDUSTRIA COLOMBIANA DE CAFE S.A.S. | Colombia | Coffee | 9 |
| 19 | SPIRITS INTERNATIONAL N.V. TE ROTTERDAM (PAYS-BAS) | Curaçao | Drinks | 9 |
| 22 | CORPORACION CUBA RON, S.A. | Cuba | Drinks | 8 |
| 22 | MABXIENCE, S.A. | Uruguay | Biotech | 8 |
| 22 | OCEANCO SHIPBUILDERS & PARTNERS LTD. | Bahamas | Shipbuilding | 8 |
| 22 | SISCO TEXTILES N.V. | Curaçao | Textile | 8 |
| 22 | TELEVISA, S.A. DE C.V. | Mexico | Media | 8 |

Note: The 1990–2017 period includes all Madrid applications filed by these applicants in any of these years. Colombia joined the Madrid System in 2012 and Mexico became a Madrid member in 2013. The industry listed for each applicant may not include all industries in which the applicant is active.

Source: WIPO Statistics Database, April 2018.

9. Top Madrid applicants by region: Oceania, 1990–2017

| Ranking | Applicants based in Oceania | Origin | Industry | Total Madrid applications 1990–2017 |
|---------|---|-------------|---|--|
| 1 | MOOSE CREATIVE MANAGEMENT PTY LTD | Australia | Toys, Entertainment | 105 |
| 2 | MCWILLIAM'S WINES GROUP LIMITED | Australia | Wine | 55 |
| 3 | SOUTHCORP BRANDS PTY LIMITED | Australia | Drinks | 50 |
| 4 | ANSELL LIMITED | Australia | Protection solutions | 49 |
| 5 | CASELLA WINES PTY LIMITED | Australia | Wine | 43 |
| 6 | FISHER & PAYKEL HEALTHCARE LIMITED | New Zealand | Healthcare devices | 40 |
| 7 | CSL LIMITED | Australia | Biotechnology | 39 |
| 8 | IAN JAMES BURDEN | Australia | Furniture | 38 |
| 8 | SPOTLIGHT PTY LTD | Australia | Retail | 38 |
| 10 | ATLASSIAN PTY LTD | Australia | Software | 37 |
| 11 | ONE ZERO PTY LIMITED | Australia | Medicinal products | 34 |
| 12 | LES MILLS INTERNATIONAL LIMITED | New Zealand | Health and fitness | 32 |
| 13 | QANTAS AIRWAYS LIMITED | Australia | Airline | 30 |
| 14 | BLACKMAGIC DESIGN PTY LTD | Australia | Digital cinema, Manufacturing | 29 |
| 15 | CBSA INVESTMENTS PTY LTD. | Australia | Retail, Apparel | 26 |
| 15 | ECOM HOLDINGS PTY LTD | Australia | Internet information services | 26 |
| 17 | MINELAB ELECTRONICS PTY LIMITED | Australia | Detection devices | 25 |
| 17 | MOFFAT PTY LIMITED | Australia | Commercial kitchen and catering equipment | 25 |
| 19 | AUSTRALASIAN CONFERENCE ASSOCIATION LIMITED | Australia | Health services | 24 |
| 19 | SCENIC TOURS PTY LIMITED | Australia | Travel | 24 |
| 21 | LIGHTNING BOX GAMES PTY LIMITED | Australia | Gaming | 23 |
| 22 | DE BORTOLI WINES PTY LIMITED | Australia | Wine | 22 |
| 23 | NATIONAL AUSTRALIA BANK LIMITED | Australia | Financial | 22 |
| 24 | POOLRITE RESEARCH PTY LTD | Australia | Pool equipment | 21 |
| 25 | CHEP TECHNOLOGY PTY LIMITED | Australia | Equipment pooling | 20 |
| 25 | COCHLEAR LIMITED | Australia | Medical device | 20 |
| 25 | ELEMI PTY LTD | Australia | Personal care | 20 |
| 25 | GLOBE INTERNATIONAL NOMINEES PTY LTD | Australia | Retail, Apparel, Sporting goods | 20 |
| 25 | PETER LEHMANN WINES LIMITED | Australia | Wine | 20 |
| 25 | SISTEMA PLASTICS LIMITED | New Zealand | Food storage containers | 20 |

Note: The 1990–2017 period includes all Madrid applications filed by these applicants in any of these years. The industry listed for each applicant may not include all industries in which the applicant is active.

Source: WIPO Statistics Database, April 2018.

10. Top Madrid applicants by region: Africa, 1990–2017

| Ranking | Applicants based in Africa | Origin | Industry | Total Madrid applications 1990–2017 |
|---------|---|--------------|----------------------------------|--|
| 1 | EASTERN COMPANY S.A.E. | Egypt | Tobacco | 75 |
| 2 | MINISTERE DE L'ARTISANAT ET DE L'ECONOMIE SOCIALE ET SOLIDAIRE | Morocco | Government | 54 |
| 3 | BANQUE CENTRALE POPULAIRE SA | Morocco | Financial | 42 |
| 4 | PROMINDUS S.A. | Morocco | Pharmaceutical | 38 |
| 5 | ITISSALAT AL MAGHRIB (MAROC TELECOM) | Morocco | Telecommunications | 35 |
| 6 | AZTEC FINANCE CORPORATION LIMITED | Mauritius | Personal care | 30 |
| 6 | DR. SARWAT SABET BASSILY AMOUN PHARMACEUTICAL INDUSTRIES CO | Egypt | Pharmaceutical | 30 |
| 8 | SOCIETE NATIONALE DES TABACS ET ALLUMETTES S.N.T.A., S.P.A. | Algeria | Tobacco | 28 |
| 9 | OFFICE NATIONAL DE COMMERCIALISATION DES PRODUITS VITI-VINICOLES – ONCV – SPA | Algeria | Wine | 26 |
| 10 | SOCIETE DE PROMOTION PHARMACEUTIQUE DU MAGHREB PROMOPHARM SA | Morocco | Pharmaceutical | 23 |
| 11 | GENPHARMA | Morocco | Pharmaceutical | 21 |
| 12 | STANDARD BANK OF SOUTH AFRICA LIMITED | South Africa | Financial | 18 |
| 13 | AKOSOMBO TEXTILES LIMITED | Ghana | Textile | 16 |
| 14 | ATTIJARIWafa BANK | Morocco | Financial | 15 |
| 14 | MEDI TELECOM SA | Morocco | Telecommunications | 15 |
| 14 | NAFTEC SPA SOCIETE NATIONALE DE RAFFINAGE DE PETROLE | Algeria | Petroleum | 15 |
| 17 | AL NIL COMPANY FOR FOODS INDUSTRIES (ENJOY) | Egypt | Food processing | 14 |
| 18 | BERIC S.A. | Morocco | Personal care, Food processing | 13 |
| 18 | MIDO FOOD COMPANY S.A. | Morocco | Food distribution | 13 |
| 18 | STOCK PRALIM | Morocco | Food processing and distribution | 13 |
| 21 | KAPCI COATINGS (MOHAMED AHMED EL SAYED & PARTNERS) | Egypt | Paint and coatings | 12 |
| 21 | PROMASIDOR IP HOLDINGS LIMITED | Mauritius | Food distribution | 12 |
| 23 | FERMA DITM HOTEL ES SAADI | Morocco | Hospitality | 11 |
| 23 | LES HUILERIES DU SOUSS BELHASSAN H.S.B | Morocco | Food processing | 11 |
| 23 | RIFAI HOLDING INVESTISSEMENT – RHI | Morocco | Food processing and distribution | 11 |

Note: The 1990–2017 period includes all Madrid applications filed by these applicants in any of these years. Mauritius and South Africa are not Madrid members, and so companies based in these countries have used their entitlement, for example, a real and effective industrial or commercial establishment in Madrid member countries, in order to file through the Madrid System. Ghana joined the Madrid System in 2008. The industry listed for each applicant may not include all industries in which the applicant is active.

Source: WIPO Statistics Database, April 2018.

(table 10). Fourteen of the top 25 ranked applicants based in Africa are located in Morocco, four are in Egypt and three in Algeria. Applicants based in Ghana, Mauritius and South Africa also feature in this list.

Filing trends for selected top Madrid applicants

The figures below show the filing trends for a selection of larger Madrid applicants across different industries over the past three decades. The numbers of applications filed from year to year can vary considerably. For some applicants, there is an upward trend in filings, while the number of applications for others has trended downward. However, it should be noted that new applications filed each year generally represent an increase in the number of marks in a trademark holder's portfolio. Depending upon various circumstances, companies may choose to expand their existing brand base rapidly, slowly, or not at all. A decline in applications from one year to the next does not necessarily represent a reduced trademark portfolio. These larger companies are representative of other active applicants in that they are filing Madrid applications for new goods and/or services each year, although the numbers fluctuate from year to year.

Nice classes specified in applications for a selection of Madrid applicants

It is interesting to look at the filing behavior of Madrid applicants operating in similar industries according to their preference for different Nice classes when seeking protection for their goods and services (figure 14). The selected U.S.-based technology companies all specified Nice goods class 9 (which includes computer hardware and software) most often in their Madrid applications, as well as services class 42, which relates to services provided by, for example, scientific, industrial or technological engineers and computer specialists. Whereas class 35, relating to services such as office functions, advertising and business management, was the third most specified class for Apple, Google and International Business Machines Corporation (IBM), the third most specified class for Cisco Technology was class 38, which relates to telecommunications services, and that for Microsoft Corporation was class 41, which includes services in the area of education, training, entertainment, sporting and cultural activities.

Compared with non-U.S.-based technology and consumer electronics companies, Apple's filing behavior mirrors that of Huawei Technologies, which has

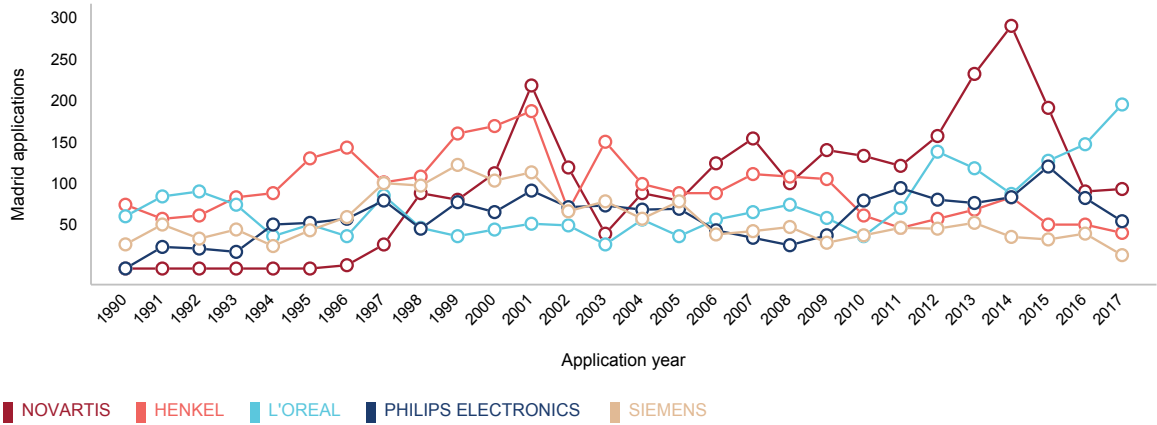
filed Madrid applications largely specifying the same three classes (figure 15). Republic of Korea-based LG Corporation and Samsung Electronics both include goods class 7 (which relates mainly to machines, machine tools, motors and engines) among their top three, but, unlike other applicants, LG Corporation also specified class 11 (relating to, in part, lighting and heating devices). These differences may reflect not only different trademark filing strategies, but also differences in companies' product portfolios. For example, like Apple, Samsung Electronics produces smartphones, but in addition it also manufactures televisions, refrigerators, washing machines and other products. Japan-based Sony Corporation was the only applicant among those listed to count goods class 28, which includes games, among its top three. Huawei Technologies specified only three classes in 87% of its Madrid applications, but this share was much lower for LG Corporation (54%) and Sony Corporation (51%), indicating a broader scope of protection being sought by these companies for different goods and services.

Among the five large pharmaceutical company applicants shown in figure 16, all filed the majority of their Madrid applications specifying Nice class 5 (mainly pharmaceuticals and other preparations for medical purposes). Three included goods class 10 (relating to surgical, medical, dental and veterinary apparatus and instruments) among their top three classes, and two placed significant emphasis on their services that fall under services class 42.

Nice classes grouped into industry sectors for a selection of Madrid applicants

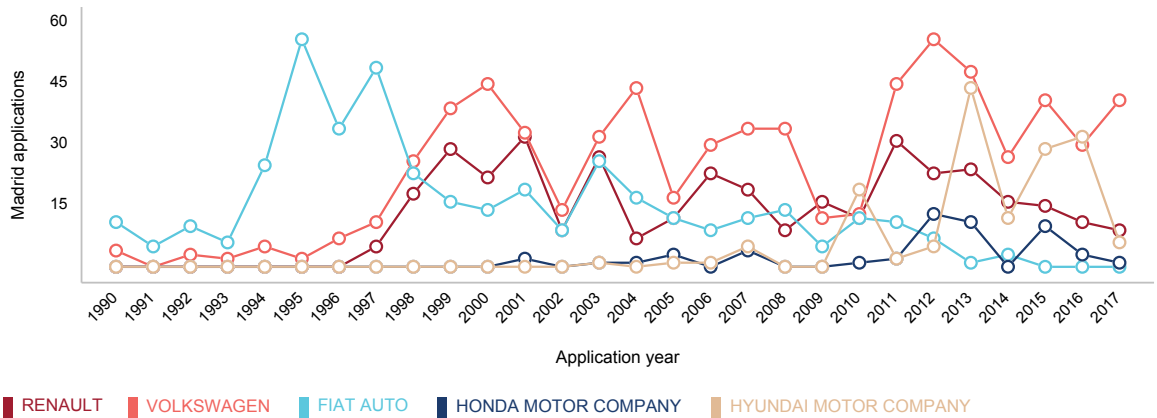
The 45 Nice classes can be grouped into 10 industry sectors, and it is interesting to note that some selected Madrid applicants file applications in several industry sectors. For example, applications from automaker Volkswagen largely specify Nice classes in the transportation and logistics sector as would be expected; the company, however, also files for protection in the scientific research, information and communication technology sector and in the leisure, education and training sector, among others (figure 17). Novartis, on the other hand, files applications that predominantly fall within its main area of activity of pharmaceuticals, with relatively few applications specifying classes associated with other industries. This is also the case for Siemens, which had a high concentration of applications within the specified period related to scientific research, information and communication technology, and L'Oréal, the bulk of whose applications related to cosmetics.

11. Trends in Madrid applications filed by selected top applicants from different industries, 1990–2017



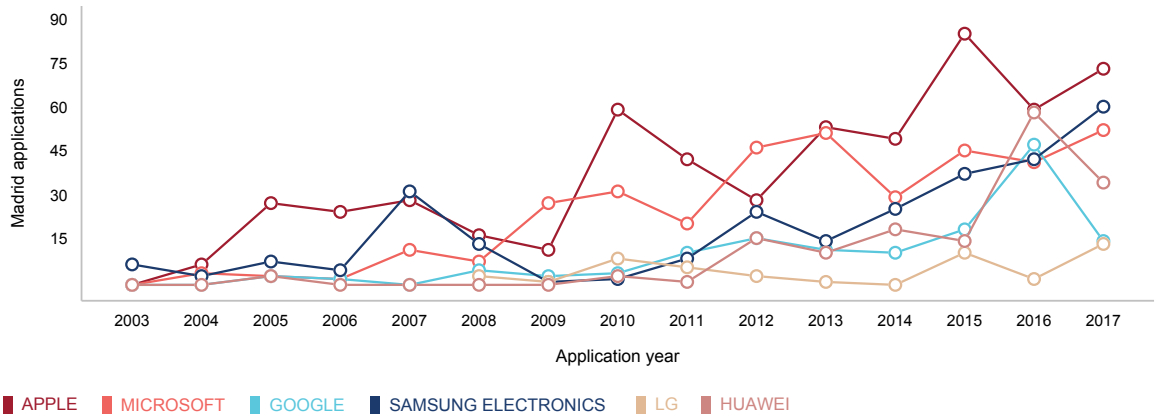
Source: WIPO Statistics Database, April 2018.

12. Trends in Madrid applications filed by selected applicants from the automotive industry, 1990–2017



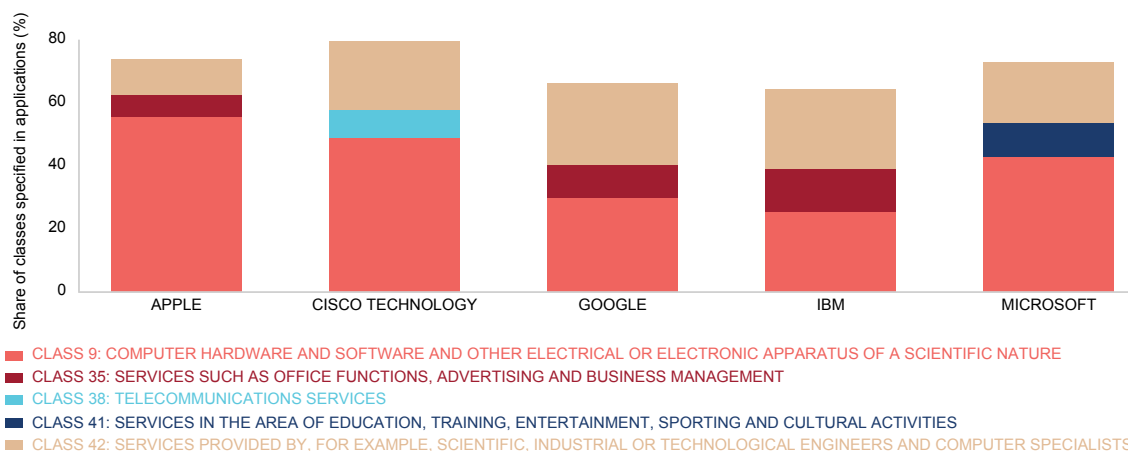
Source: WIPO Statistics Database, April 2018.

13. Trends in Madrid applications filed by selected applicants from the technology and consumer electronics industries, 2003–2017



Source: WIPO Statistics Database, April 2018.

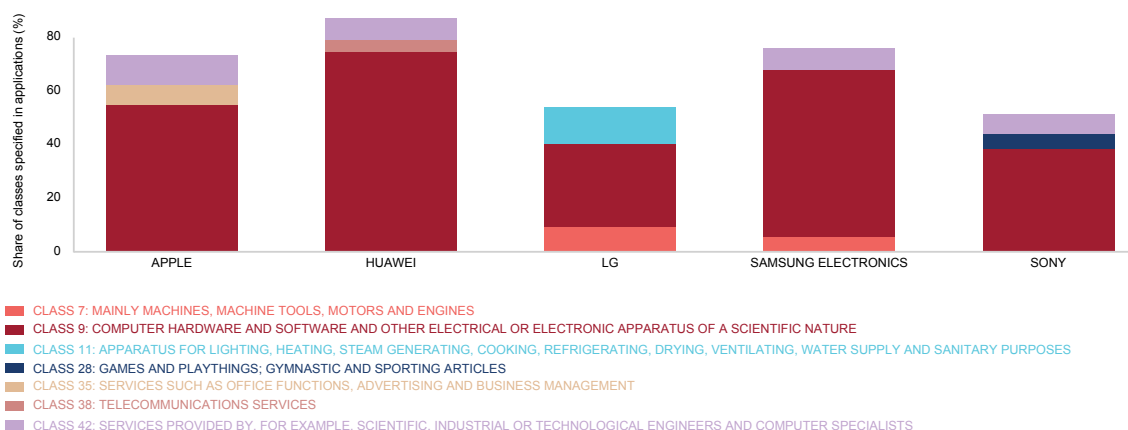
14. Madrid applications by top three classes for selected U.S.-based technology companies, 2004–2017



Note: IBM is International Business Machines Corporation. For these U.S.-based applicants, the classes specified in applications are for the period from 2004 to 2017, since the U.S. joined the Madrid System only in late 2003.

Source: WIPO Statistics Database, April 2018.

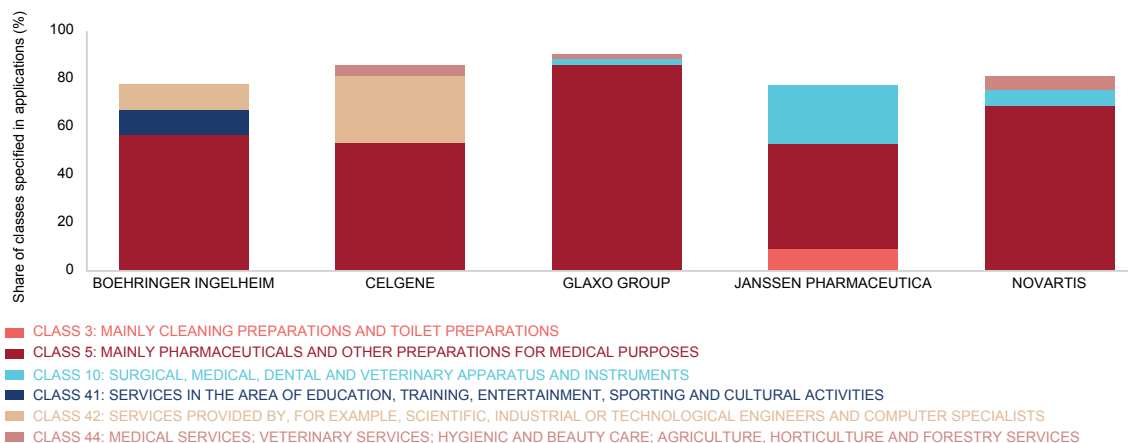
15. Madrid applications by top three classes for selected technology and consumer electronics companies, 2004–2017



Note: Madrid applications for all of these companies were filed in 2004 or later.

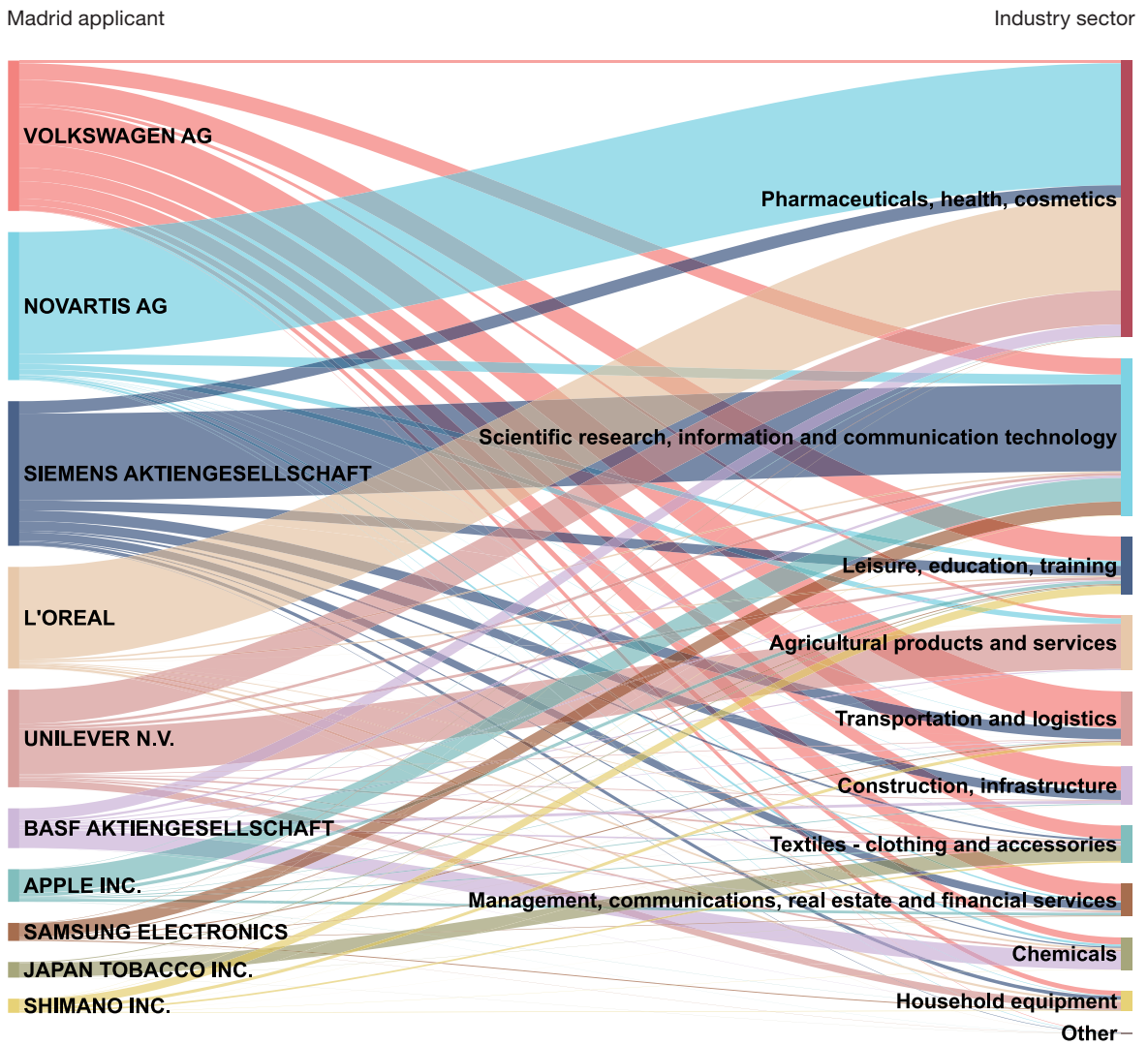
Source: WIPO Statistics Database, April 2018.

16. Madrid applications by top three classes for selected pharmaceutical companies, 1990–2017



Source: WIPO Statistics Database, April 2018.

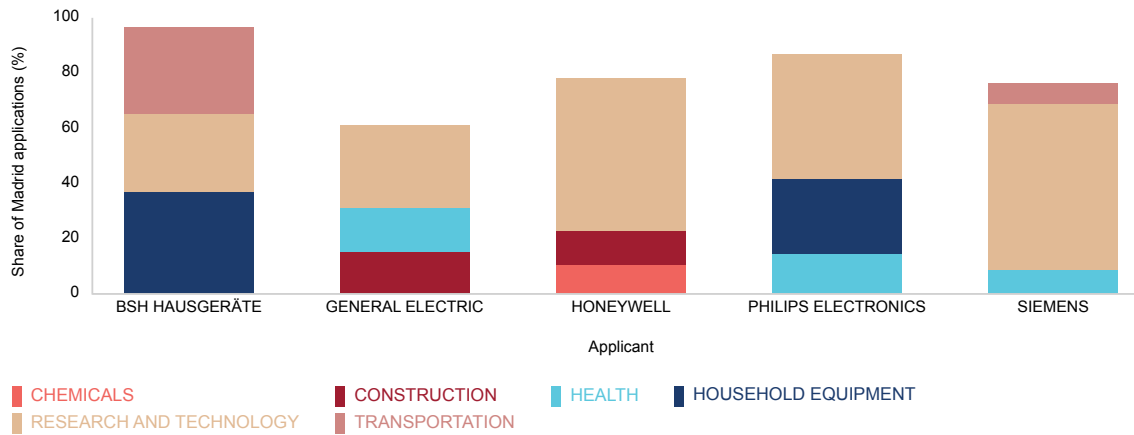
17. Madrid applications filed in industry sectors by selected applicants from different industries, 1990–2017



Note: Data include applications for all years between 1990 and 2017. However, not all of these companies filed applications in each of these years, particularly those whose country of origin was not yet a Madrid member or those that did not have an entitlement to file, such as a real and effective industrial or commercial establishment in a Madrid member country. Apple of the U.S. and Samsung Electronics of the Republic of Korea are such examples of companies based in countries that were not Madrid members before 2003.

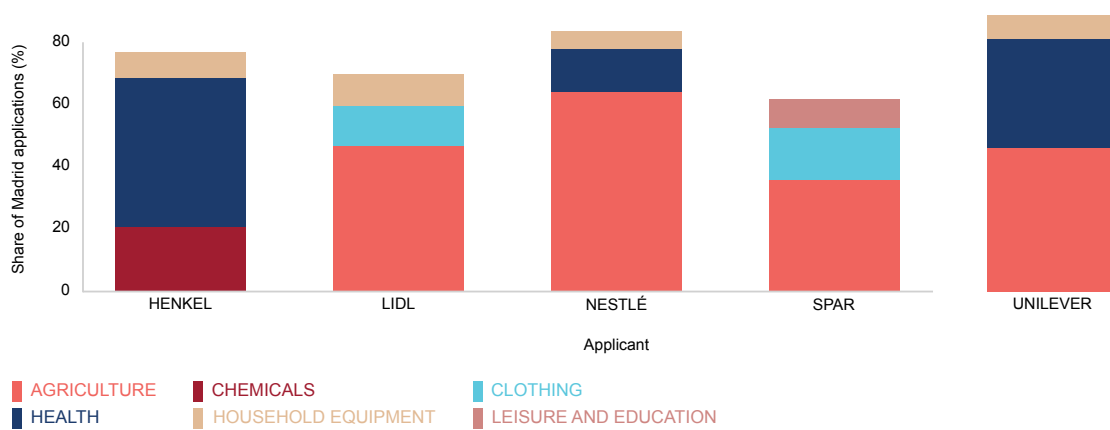
Source: WIPO Statistics Database, April 2018.

18. Madrid applications by top three industry sectors for selected manufacturing, household appliance and electronics companies, 1990–2017



Source: WIPO Statistics Database, April 2018.

19. Madrid applications by top three industry sectors for selected companies from the consumer goods, retail and food industries, 1990–2017



Source: WIPO Statistics Database, April 2018.

Research and technology is, to varying degrees, among the top three industry sectors for all five of the manufacturing companies listed in figure 18. Health appears among the top industries for General Electric, Philips Electronics and Siemens, while both BSH Hausgeräte and Philips Electronics are active in protecting their marks within the household equipment sector.

Consumer goods companies Henkel and Unilever and food processing company Nestlé count health and household equipment among the top industry sectors in which protection for their marks falls. For Lidl and Spar, it is agriculture and clothing for these two retailers (figure 19).

Madrid international registration holders

Where the Madrid application meets all the necessary requirements, WIPO will record the international registration. Madrid international registrations – hereinafter referred to as “Madrid registrations” – are part of a trademark holder’s portfolio and can be maintained by renewal over time, sometimes indefinitely. Holders use their Madrid registrations to extend protection for their marks to the jurisdictions of the Madrid members designated in their Madrid applications. Their Madrid registrations also enable them to designate additional members at a later date in order to seek protection for their goods and services in new markets. It is important to note that the designations made in a holder’s Madrid registration may understate the true coverage of international trademark protection sought abroad. Holders may simultaneously pursue the Madrid and Paris routes for the same trademark.

In order to rank among the top 100 holders, owners of Madrid registrations must have made a total of at least 3,800 designations – including subsequent designations – in their registrations recorded between 1990 and 2017. Germany-based chemical and consumer goods company Henkel is by far the top holder in terms of total designations made over this period; its 2,713 Madrid registrations recorded between 1990 and 2017 include a total of 81,506 designations (table 20). This means that, on average, each registration owned by this company has been used to designate 30 Madrid member markets to which it has sought to extend protection for its marks. Henkel is followed by Switzerland-based pharmaceutical company Novartis with its 2,692 registrations, which include 43,380 designations of Madrid members resulting in an average of 16 Madrid members per registration. Although lower than the exceptionally high average held by Henkel, the average number of designations per registration made by Novartis is nev-

ertheless considerably higher than the overall average of around 12 Madrid members per Madrid registration for all holders combined over the 1990–2017 period. Over the same period, four other holders – Janssen Pharmaceutica of Belgium, L’Oréal of France, Deutsche Telekom of Germany and consumer goods company Unilever of the Netherlands – each had Madrid registrations containing more than 30,000 designations.

Even though Apple only started using the Madrid System in 2004, it already ranks seventh in terms of designations (23,809) owing to its high average of 43 Madrid members designated per registration. Among the top 100 ranked Madrid registration holders, about two-thirds are companies located in just three countries: Germany (32), France (19) and Switzerland (15). Again, this is due mostly to the fact that these three European countries are long-standing members of the Madrid System and have, consequently, accumulated many Madrid registrations over time. Nevertheless, the list is not limited to only European holders; there are three located in the U.S. (Apple, Avon Products and Celgene Corporation), one in China (Huawei Technologies), one in Japan (Japan Tobacco) and one in the Republic of Korea (Hyundai Motor Company). As trademark holders from these relatively newer Madrid members continue to add Madrid registrations to their portfolios and use their existing registrations to designate additional Madrid members, an increasing number of companies from these countries, as well as companies from different geographical regions, are bound to appear in this list.

When we look at industries, about a quarter (26) of the top 100 holders are pharmaceutical companies, 12 are active in the automotive industry, and there are respectively 10 for each sector that either produce and sell personal care products or that are active in retail and/or apparel (including supermarkets and sporting goods stores). Together, these four industries are the primary areas of operation for 58 of the 100 holders listed.

Thirteen holders in this list used their Madrid registrations to designate, on average, more than 40 Madrid members per registration in their respective portfolios. Germany-based Altana Pharma had the highest average of 60 designations per registration, giving it one of the broadest geographical scopes for protecting its marks in Madrid member jurisdictions. U.S.-based pharmaceutical company Celgene Corporation also had a high average of 56 designations per registration it owned, followed by watchmaker Omega of Switzerland with an average of 54 designations. About a third of the top 100 ranked holders designated on average of 30 or more Madrid members in each of their registrations.

20. Top 100 Madrid registration holders, 1990–2017

| Ranking | Madrid registration holder | Origin | Industry | Total Madrid registrations | Designations | Subsequent designations | Total designations | Average number of total designations per registration 1990–2017 |
|---------|---|-------------|----------------------|----------------------------|--------------|-------------------------|--------------------|---|
| 1 | HENKEL KGAA | Germany | Consumer goods | 2,713 | 79,088 | 2,418 | 81,506 | 30 |
| 2 | NOVARTIS AG | Switzerland | Pharmaceutical | 2,692 | 34,295 | 9,085 | 43,380 | 16 |
| 3 | JANSSEN PHARMACEUTICA N.V. | Belgium | Pharmaceutical | 2,006 | 32,411 | 1,403 | 33,814 | 17 |
| 4 | L'OREAL | France | Personal care | 2,090 | 31,971 | 867 | 32,838 | 16 |
| 5 | DEUTSCHE TELEKOM AG | Germany | Telecommunications | 1,277 | 30,599 | 1,272 | 31,871 | 25 |
| 6 | UNILEVER N.V. | Netherlands | Consumer goods | 1,319 | 28,804 | 1,713 | 30,517 | 23 |
| 7 | APPLE INC. | U.S. | Technology | 550 | 18,921 | 4,888 | 23,809 | 43 |
| 8 | LIDL STIFTUNG & CO. KG | Germany | Retail | 1,606 | 17,569 | 5,195 | 22,764 | 14 |
| 9 | SOCIETE DES PRODUITS NESTLE S.A. | Switzerland | Food processing | 1,582 | 19,797 | 2,833 | 22,630 | 14 |
| 10 | BIOFARMA | France | Pharmaceutical | 1,106 | 19,022 | 2,170 | 21,192 | 19 |
| 11 | SIEMENS AKTIENGESELLSCHAFT | Germany | Multi-industry | 1,634 | 20,051 | 1,004 | 21,055 | 13 |
| 12 | RICHTER GEDEON NYRT. | Hungary | Pharmaceutical | 1,223 | 20,354 | 691 | 21,045 | 17 |
| 13 | ITM ENTREPRISES (SOCIETE ANONYME) | France | Retail | 1,194 | 20,028 | 87 | 20,115 | 17 |
| 14 | BOEHRINGER INGELHEIM INTERNATIONAL GMBH | Germany | Pharmaceutical | 1,717 | 16,275 | 3,434 | 19,709 | 11 |
| 15 | BAYER AKTIENGESELLSCHAFT | Germany | Pharmaceutical | 880 | 17,130 | 1,508 | 18,638 | 21 |
| 16 | KRKA, TOVARNA ZDRAVIL, D.D., NOVO MESTO | Slovenia | Pharmaceutical | 910 | 17,263 | 966 | 18,229 | 20 |
| 17 | KONINKLIJKE PHILIPS ELECTRONICS N.V. | Netherlands | Consumer electronics | 1,724 | 15,811 | 621 | 16,432 | 10 |
| 18 | SONY OVERSEAS SA | Switzerland | Multi-industry | 407 | 15,647 | 150 | 15,797 | 39 |
| 19 | SOREMARTEC S.A. | Belgium | Confectionery | 369 | 15,274 | 273 | 15,547 | 42 |
| 20 | PIERRE FABRE MEDICAMENT, SOCIETE ANONYME | France | Pharmaceutical | 462 | 13,714 | 671 | 14,385 | 31 |
| 21 | BEIERSDORF AG | Germany | Personal care | 774 | 12,412 | 1,304 | 13,716 | 18 |
| 22 | FIAT AUTO S.P.A. | Italy | Automotive | 414 | 13,013 | 360 | 13,373 | 32 |
| 23 | AVON PRODUCTS, INC. | U.S. | Personal care | 312 | 12,614 | 315 | 12,929 | 41 |
| 24 | PHILIP MORRIS PRODUCTS S.A. | Switzerland | Tobacco | 659 | 10,948 | 1,198 | 12,146 | 18 |
| 25 | MERCK KGAA | Germany | Pharmaceutical | 646 | 10,903 | 1,028 | 11,931 | 18 |
| 26 | COMPAGNIE GERVAIS DANONE | France | Food processing | 384 | 11,243 | 549 | 11,792 | 31 |
| 27 | SANOFI-AVENTIS | France | Pharmaceutical | 324 | 11,262 | 348 | 11,610 | 36 |
| 28 | PLUS WARENHANDELSGESELLSCHAFT MBH | Germany | Retail | 470 | 7,888 | 3,249 | 11,137 | 24 |
| 29 | HERMES INTERNATIONAL | France | Retail, Apparel | 366 | 10,529 | 264 | 10,793 | 29 |
| 30 | BASF AKTIENGESELLSCHAFT | Germany | Chemical | 590 | 9,516 | 1,112 | 10,628 | 18 |
| 31 | OSRAM GESELLSCHAFT MIT BESCHRANKTER HAFTUNG BERLIN ET MUNCHEN | Germany | Lighting | 547 | 9,740 | 829 | 10,569 | 19 |
| 32 | EGIS GYOGYSZERGYAR NYILVANOSAN MUKODO RESZVENYTARSASAG | Hungary | Pharmaceutical | 492 | 10,387 | 110 | 10,497 | 21 |
| 33 | BYK GULDEN LOMBERG CHEMISCHE FABRIK GMBH | Germany | Chemical | 202 | 9,724 | 381 | 10,105 | 50 |
| 34 | JAPAN TOBACCO INC. | Japan | Tobacco | 334 | 9,348 | 439 | 9,787 | 29 |
| 35 | ALTANA PHARMA AG | Germany | Pharmaceutical | 155 | 9,199 | 41 | 9,240 | 60 |
| 36 | VOLKSWAGEN AG | Germany | Automotive | 679 | 8,218 | 564 | 8,782 | 13 |
| 37 | LANCÔME PARFUMS ET BEAUTE & CIE, SOCIETE EN NOM COLLECTIF | France | Personal care | 518 | 8,191 | 370 | 8,561 | 17 |
| 38 | DAIMLERCHRYSLER AG | Germany | Automotive | 398 | 8,062 | 334 | 8,396 | 21 |
| 39 | F. HOFFMANN-LA ROCHE AG | Switzerland | Pharmaceutical | 314 | 7,309 | 1,008 | 8,317 | 26 |
| 40 | GLAXO GROUP LIMITED | U.K. | Pharmaceutical | 1,157 | 5,700 | 2,500 | 8,200 | 7 |
| 41 | RED BULL GMBH | Austria | Multi-industry | 354 | 7,149 | 751 | 7,900 | 22 |
| 42 | CELGENE CORPORATION | U.S. | Pharmaceutical | 141 | 7,238 | 614 | 7,852 | 56 |
| 43 | AUDI AG | Germany | Automotive | 281 | 6,554 | 1,232 | 7,786 | 28 |
| 44 | BAYERISCHE MOTOREN WERKE AKTIENGESELLSCHAFT (BMW) | Germany | Automotive | 820 | 6,791 | 784 | 7,575 | 9 |

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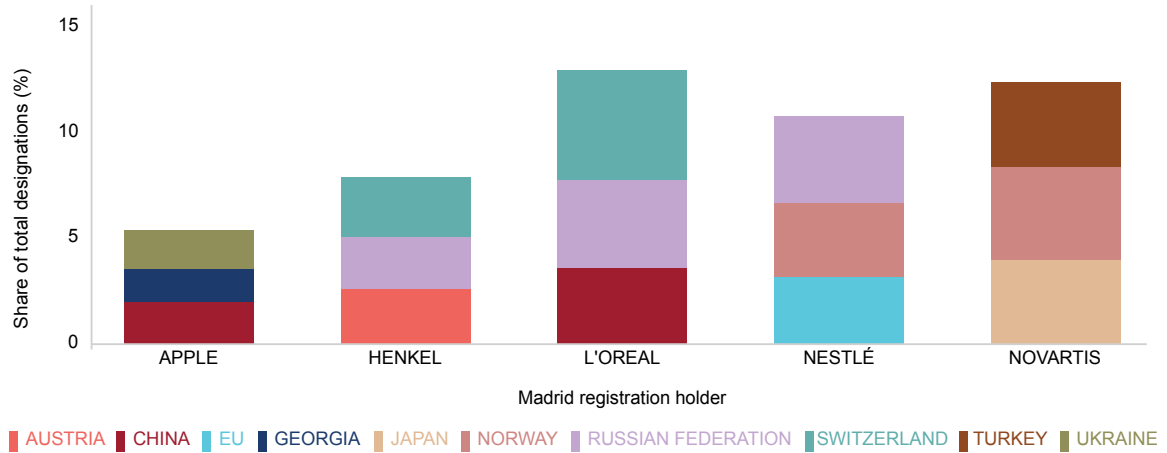
| Ranking | Madrid registration holder | Origin | Industry | Total Madrid registrations | Designations | Subsequent designations | Total designations | Average number of total designations per registration 1990–2017 |
|---------|---|-------------------|-----------------------------------|----------------------------|--------------|-------------------------|--------------------|---|
| 45 | PARFUMS CHRISTIAN DIOR | France | Personal care | 362 | 7,060 | 196 | 7,256 | 20 |
| 46 | AUTOMOBILES CITROEN | France | Automotive | 441 | 7,084 | 161 | 7,245 | 16 |
| 47 | COMPAGNIE GENERALE DES ETABLISSEMENTS MICHELIN – MICHELIN & CIE | France | Automotive | 454 | 6,659 | 512 | 7,171 | 16 |
| 48 | W.L. GORE & ASSOCIATES GMBH | Germany | Multi-industry | 199 | 6,702 | 209 | 6,911 | 35 |
| 49 | MIGUEL TORRES, S.A. | Spain | Wine | 158 | 6,755 | 151 | 6,906 | 44 |
| 50 | SCHERING AKTIENGESELLSCHAFT | Germany | Pharmaceutical | 231 | 6,546 | 321 | 6,867 | 30 |
| 51 | SYNGENTA PARTICIPATIONS AG | Switzerland | Biotech | 572 | 6,220 | 589 | 6,809 | 12 |
| 52 | CIBA-GEIGY AG | Switzerland | Pharmaceutical | 374 | 5,675 | 1,089 | 6,764 | 18 |
| 53 | PEUGEOT S.A. | France | Automotive | 374 | 6,355 | 294 | 6,649 | 18 |
| 54 | REEMTSMA CIGARETTENFABRIKEN GMBH | Germany | Tobacco | 215 | 6,300 | 332 | 6,632 | 31 |
| 55 | SANOFI, SOCIETE ANONYME | France | Pharmaceutical | 382 | 5,902 | 575 | 6,477 | 17 |
| 56 | ARES TRADING S.A. | Switzerland | Biotech | 252 | 5,082 | 1,252 | 6,334 | 25 |
| 57 | HYUNDAI MOTOR COMPANY | Republic of Korea | Automotive | 146 | 6,212 | 104 | 6,316 | 43 |
| 58 | FERRERO S.P.A. | Italy | Confectionery | 162 | 5,703 | 593 | 6,296 | 39 |
| 59 | IVOCLAR VIVADENT AG | Liechtenstein | Dental | 253 | 6,191 | 59 | 6,250 | 25 |
| 60 | ROBERT BOSCH GMBH | Germany | Multi-industry | 265 | 5,609 | 498 | 6,107 | 23 |
| 61 | SANO - MODERNI VYZIVA ZVIRAT SPOL. S R.O. | Czech Republic | Animal feed | 204 | 6,042 | 61 | 6,103 | 30 |
| 62 | OMEGA S.A. (OMEGA AG), (OMEGA LTD) | Switzerland | Watchmaking | 112 | 5,637 | 398 | 6,035 | 54 |
| 63 | SWATCH AG (SWATCH SA) (SWATCH LTD.) | Switzerland | Watchmaking | 135 | 5,705 | 156 | 5,861 | 43 |
| 64 | AVON COSMETICS GMBH | Germany | Personal care | 164 | 5,525 | 242 | 5,767 | 35 |
| 65 | EGIS GYOGYSZERGYAR RT. | Hungary | Pharmaceutical | 277 | 5,242 | 338 | 5,580 | 20 |
| 66 | DECATHLON | France | Retail, Apparel, Sports equipment | 196 | 4,613 | 746 | 5,359 | 27 |
| 67 | ASTRAZENECA AB | Sweden | Pharmaceutical | 323 | 4,969 | 366 | 5,335 | 17 |
| 68 | DSM N.V. | Netherlands | Multi-industry | 373 | 4,303 | 1,003 | 5,306 | 14 |
| 69 | RENAULT S.A.S. | France | Automotive | 363 | 4,294 | 1,005 | 5,299 | 15 |
| 70 | WELLA AKTIENGESELLSCHAFT | Germany | Personal care | 257 | 5,086 | 187 | 5,273 | 21 |
| 71 | BOEHRINGER MANNHEIM GMBH | Germany | Pharmaceutical | 213 | 4,833 | 364 | 5,197 | 24 |
| 72 | HUAWEI TECHNOLOGIES CO., LTD. | China | ICT | 146 | 5,001 | 68 | 5,069 | 35 |
| 73 | GUCCIO GUCCI S.P.A. | Italy | Retail, Apparel | 144 | 4,990 | 41 | 5,031 | 35 |
| 74 | MULHENS GMBH & CO. KG | Germany | Personal care | 165 | 4,829 | 124 | 4,953 | 30 |
| 75 | KODAK-PATHE, SOCIETE ANONYME FRANCAISE | France | Camera | 184 | 4,808 | 78 | 4,886 | 27 |
| 76 | ORIFLAME COSMETICS S.A. | Luxembourg | Personal care | 110 | 4,675 | 84 | 4,759 | 43 |
| 77 | COMITE INTERNATIONAL OLYMPIQUE | Switzerland | Sports federation | 232 | 4,442 | 293 | 4,735 | 20 |
| 78 | GA MODEFINE S.A. | Switzerland | Retail, Apparel | 109 | 4,008 | 677 | 4,685 | 43 |
| 79 | BAYER INTELLECTUAL PROPERTY GMBH | Germany | Pharmaceutical | 156 | 4,575 | 77 | 4,652 | 30 |
| 80 | MIP METRO GROUP INTELLECTUAL PROPERTY GMBH & CO. KG | Germany | Multi-industry | 371 | 3,880 | 741 | 4,621 | 12 |
| 81 | HENKEL FRANCE | France | Diagnostics | 131 | 4,527 | 26 | 4,553 | 35 |
| 82 | ROCHE DIAGNOSTICS GMBH | Germany | Diagnostics | 266 | 4,286 | 255 | 4,541 | 17 |
| 83 | BARILLA G. E. R. FRATELLI – SOCIETA PER AZIONI | Italy | Food processing | 212 | 4,305 | 188 | 4,493 | 21 |
| 84 | ZENTIVA GROUP, A.S. | Czech Republic | Pharmaceutical | 199 | 4,411 | 2 | 4,413 | 22 |
| 85 | ACTAVIS GROUP PTC EHF. | Iceland | Pharmaceutical | 400 | 4,024 | 334 | 4,358 | 11 |
| 86 | DAIMLER AG | Germany | Automotive | 466 | 3,986 | 365 | 4,351 | 9 |

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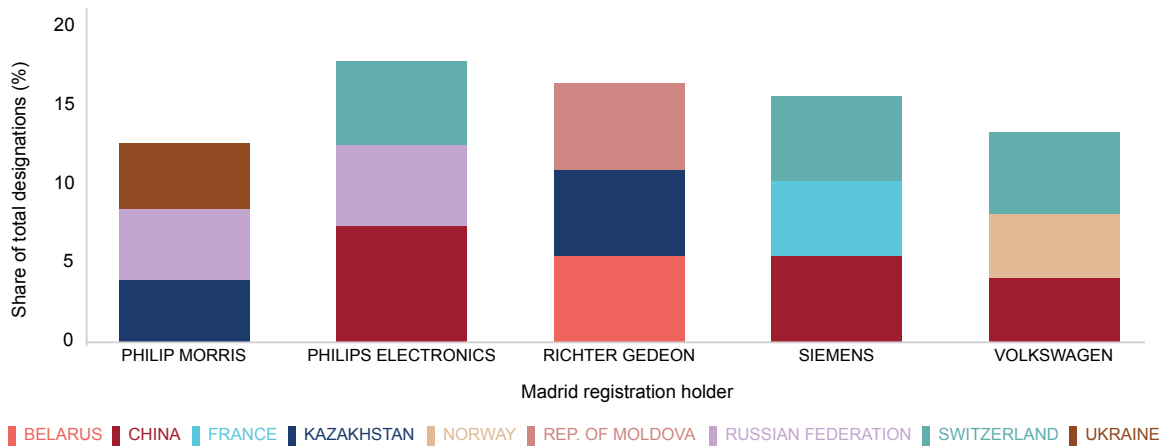
| Ranking | Madrid registration holder | Origin | Industry | Total Madrid registrations | Designations | Subsequent designations | Total designations | Average number of total designations per registration 1990–2017 |
|---------|--|----------------|---------------------------|----------------------------|--------------|-------------------------|--------------------|---|
| 87 | ZAKLADY FARMACEUTYCZNE POLPHARMA SPOLKA AKCYJNA | Poland | Pharmaceutical | 188 | 4,111 | 109 | 4,220 | 22 |
| 88 | PHILIP MORRIS BRANDS SARL | Switzerland | Tobacco | 229 | 3,843 | 364 | 4,207 | 18 |
| 89 | S.A. HENKEL BELGIUM N.V. | Belgium | Consumer goods | 127 | 4,174 | 17 | 4,191 | 33 |
| 90 | BSH BOSCH UND SIEMENS HAUSGERATE GMBH | Germany | Home appliances | 718 | 4,112 | 64 | 4,176 | 6 |
| 91 | HOFER KOMMANDITGESELLSCHAFT | Austria | Retail | 778 | 2,780 | 1,389 | 4,169 | 5 |
| 92 | ALCATEL | France | Telecommunications device | 102 | 4,138 | 19 | 4,157 | 41 |
| 93 | KAUFLAND WARENHANDEL GMBH & CO. KG | Germany | Retail | 338 | 3,634 | 502 | 4,136 | 12 |
| 94 | ALCON, INC. | Switzerland | Ophthalmology | 103 | 4,032 | 29 | 4,061 | 39 |
| 94 | CLARIANT AG | Switzerland | Chemical | 246 | 3,902 | 159 | 4,061 | 17 |
| 96 | BOURJOIS | France | Personal care | 173 | 3,949 | 22 | 3,971 | 23 |
| 97 | AUGUST STORCK KG | Germany | Confectionery | 426 | 3,534 | 406 | 3,940 | 9 |
| 98 | SKODA AUTO A.S. | Czech Republic | Automotive | 148 | 3,730 | 206 | 3,936 | 27 |
| 99 | INDUSTRIA DE DISENO TEXTIL, S.A. (INDITEX, S.A.) | Spain | Retail, Apparel | 100 | 3,358 | 566 | 3,924 | 39 |
| 100 | GILEAD SCIENCES LIMITED | Ireland | Pharmaceutical | 229 | 2,907 | 938 | 3,845 | 17 |

Source: WIPO Statistics Database, April 2018.

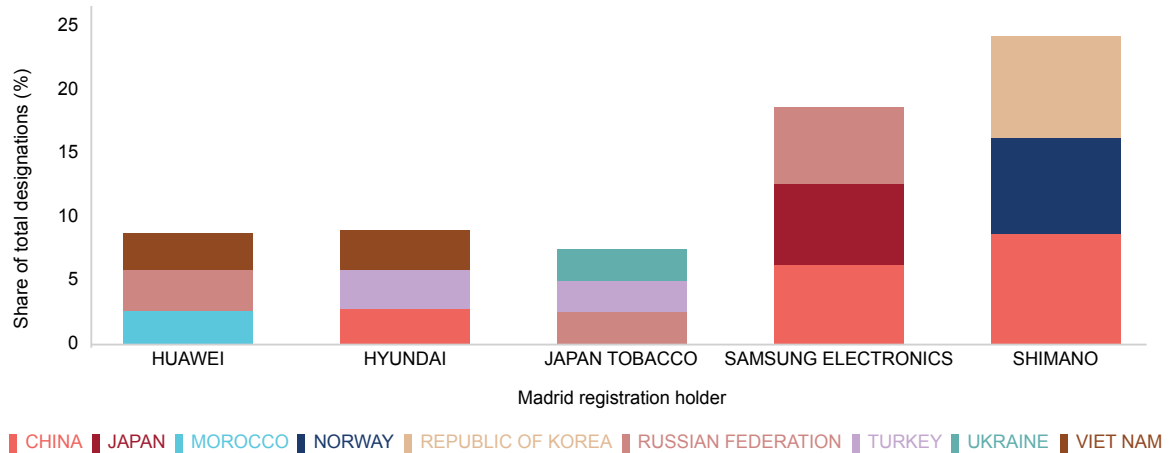
21. Top three destinations for 15 selected registration holders in terms of total designations, 1990–2017



Source: WIPO Statistics Database, April 2018.



Source: WIPO Statistics Database, April 2018.



Source: WIPO Statistics Database, April 2018.

At the other end of the spectrum, holders such as pharmaceuticals company Glaxo Group had a much lower average of only seven designations per registration. And Germany-based carmakers BMW and Daimler both had an average of 9, compared with 43 for Hyundai Motor Company of the Republic of Korea.

Out of all the top 100 multinational holders listed, it does not appear that one particular industry tends to designate more Madrid members in its registrations than any other. For example, the top holders active in the automotive industry designated an average of 21 members per registration, whereas the average was 29 for those producing consumer goods, 26 for personal care companies and 23 for pharmaceutical companies. So, the number of markets to which large companies extend protection for their marks varies considerably both within and across industries.

Figure 21 presents a selection of the most active users of the Madrid System from different industries. It focuses on the differing compositions of the three Madrid members most designated by each of these Madrid registration holders. For example, China appears as one of the most designated Madrid members for both Apple and L'Oréal, while Henkel, L'Oréal and Nestlé count the Russian Federation among their top three designated members for extending protection for their marks. However, it must be noted that given it is possible – as of 2017 – to designate up to 100 different Madrid members, the share of total designations for the top three members designated by each holder is quite low, ranging from slightly more than 5% for Apple to 24% for Shimano. In addition to using the Madrid System, companies may protect their trademarks in other countries through the Paris route and via regional IP offices.

Active Madrid international registrations

Unlike most forms of intellectual property, trademarks can be maintained indefinitely by paying renewal fees at defined time intervals; this also applies to Madrid registrations, where the renewal period is every 10 years. In 2017, there were about 675,000 active Madrid registrations that can be distributed according to the year in which they were initially recorded. For each year from 2008 to 2017, between 96% and almost 100% of Madrid registrations recorded were still active at the end of 2017. However, of the approximately 39,500 registrations recorded in 2007, only about 49% were still active in 2017. This means that when these regis-

trations came up for first renewal in 2017, registration holders decided, on average, to maintain only half of their registrations recorded in 2007. Going back a further 10 years to 1997, roughly 30% of registrations recorded that year were still active in 2017. Figure 22 presents the shares of all Madrid registrations dating back to the 1940s that were still active in 2017, showing the longevity of some marks and the value that their owners place on renewing them over time.

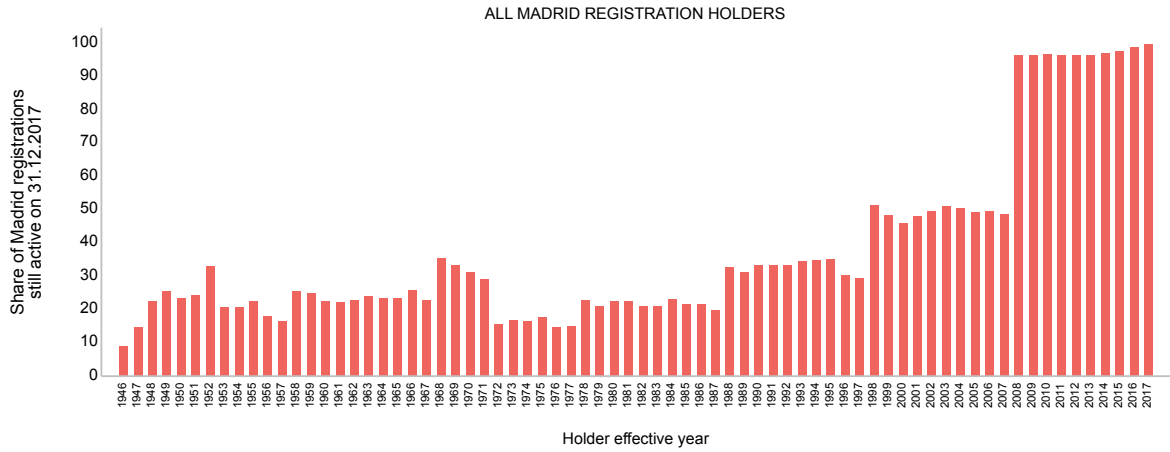
Below (figures 23 to 26) are the age profiles of active Madrid registrations for a selection of holders across different industries. These figures show variations from figure 22, which provides this information for all Madrid registration holders as a whole. Nestlé has continued to renew and keep active the single registrations it received in both 1948 and 1952. For the most part, Nestlé has maintained as active 40% or more of the registrations it recorded in 1994 and in each subsequent year.

The respective shares of registrations that Philips Electronics and Siemens recorded each year prior to 2008 that were still active in 2017 drop below 30% for most years (figure 24). One explanation for this could be that the relatively shorter life cycles for some of these two companies' goods and services might not merit renewing their registrations.

Novartis received four Madrid registrations in 1996, all of which have subsequently been renewed over the years and were still active in 2017. However, of the 1,448 registrations recorded two years later in 1998, only 182, or 13%, of them were still active in 2017 (figure 25). Unlike many of the other selected holders, this Switzerland-based pharmaceutical company has maintained about half or more of all of its registrations recorded each year since 2001. This could indicate a longer life cycle for its goods and services and the company's interest in continuing to protect them.

L'Oréal has maintained 65% of all of its Madrid registrations recorded, the first of which was registered in 1948 (figure 26). This personal care company received no more than about 50 Madrid registrations each year for nearly four decades, from 1948 to 1986. In 1987, its number of registrations recorded in a single year suddenly jumped to over 200 and it has subsequently maintained this level of annual registrations in most years dating back to 2012.

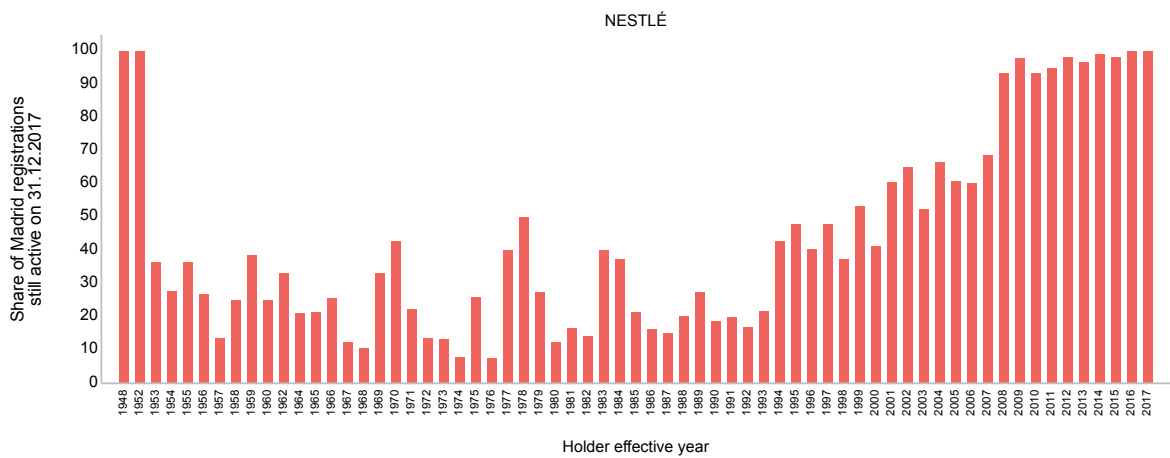
22. Madrid registrations active in 2017 as a percentage of total Madrid registrations recorded each year for all holders combined, 1946–2017



Note: Percentages are calculated as follows: the number of Madrid registrations recorded in year *t* and active in 2017 divided by the total number of Madrid registrations recorded in year *t*.

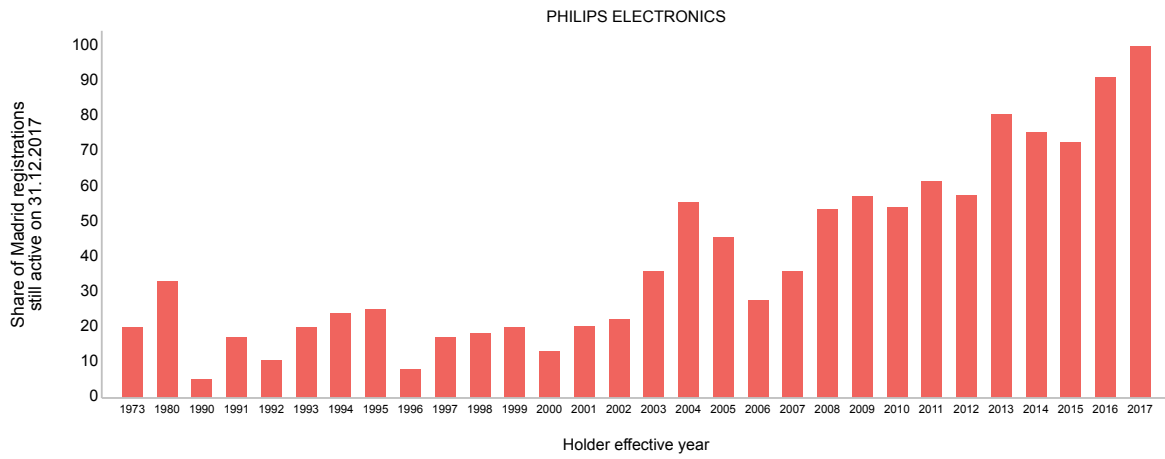
Source: WIPO Statistics Database, April 2018.

23. Nestlé’s Madrid registrations active in 2017 as a percentage of total Madrid registrations recorded each year, 1948–2017

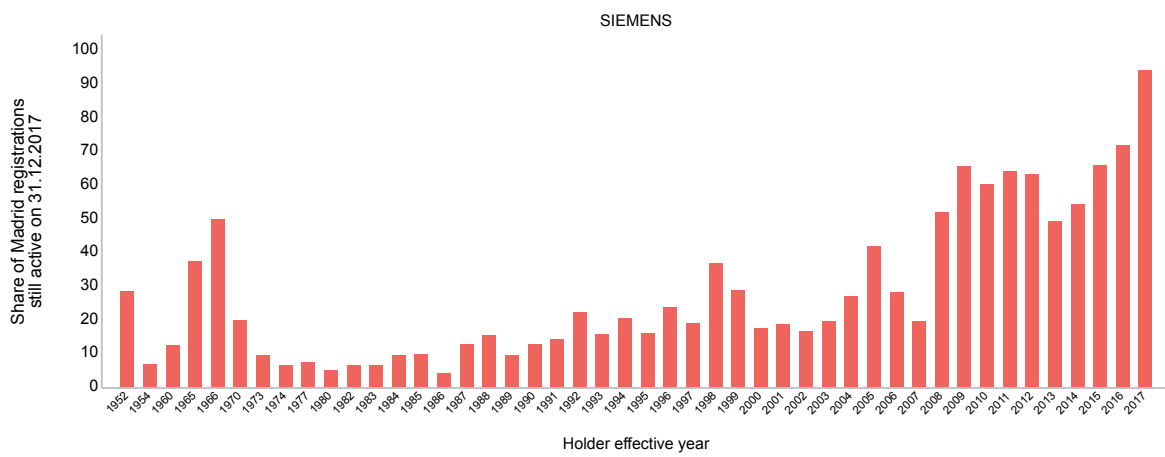


Source: WIPO Statistics Database, April 2018.

24. Madrid registrations active in 2017 as a percentage of total Madrid registrations recorded each year for selected holders

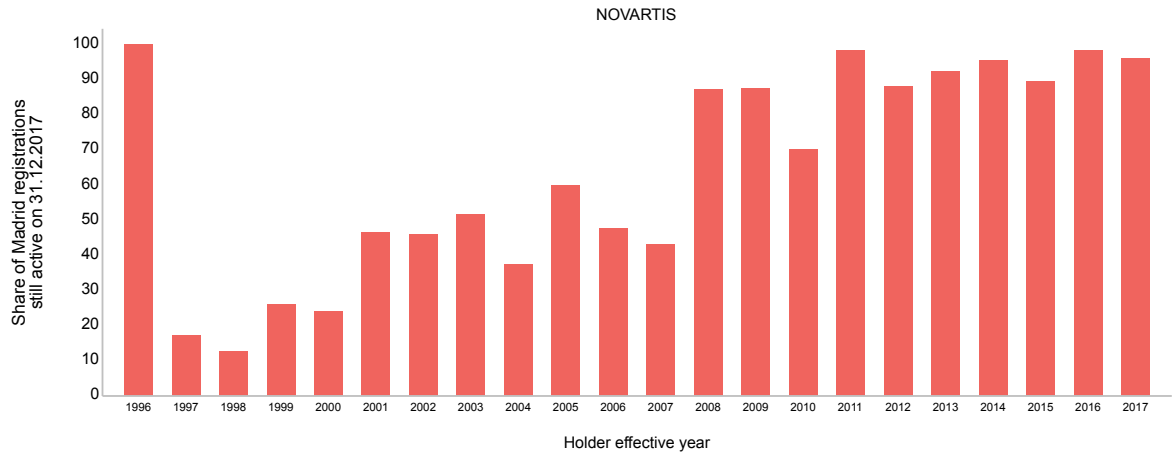


Source: WIPO Statistics Database, April 2018.



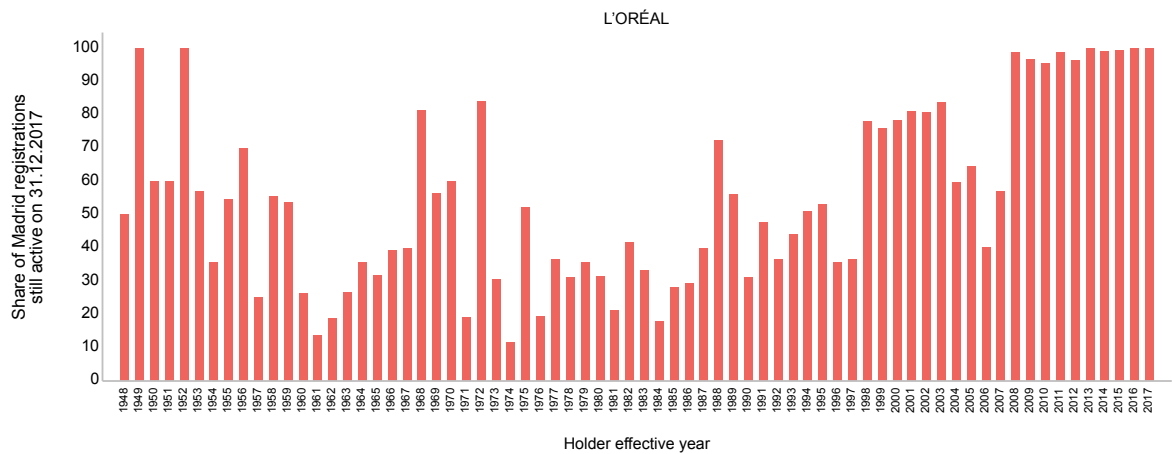
Source: WIPO Statistics Database, April 2018.

25. Novartis' Madrid registrations active in 2017 as a percentage of total Madrid registrations recorded each year, 1996–2017



Source: WIPO Statistics Database, April 2018.

26. L'Oréal's Madrid registrations active in 2017 as a percentage of total Madrid registrations recorded each year, 1948–2017



Source: WIPO Statistics Database, April 2018.

Conclusion

Who are Madrid applicants?

Current and longer-term trend analyses of Madrid applicants' profiles show that a substantial proportion of Madrid applicants are not large multinationals, but are instead smaller enterprises and individuals wishing to protect their marks internationally. From 1990 to 2017, between 64% and 71% of all Madrid applications came from companies filing no more than three applications a year.

The most active individual applicants from each geographical region span a number of origins and industries and are often large multinational companies, particularly those located in Asia, Europe and North America. Applicants located in European countries have historically been the most intensive users of the Madrid System, primarily due to these countries' long-standing membership of the System. However, some companies located in relatively new Madrid members such as Japan, the Republic of Korea and the U.S. are seeing their application numbers rise to levels on a par with their Europe-based counterparts. Where companies domiciled in countries that do not belong to the Madrid System appear in top applicant lists, this reflects their use of a real and effective industrial or commercial establishment in Madrid member countries or regions as grounds for enabling them to use the System.

While some of the larger selected Madrid applicants generally show year-on-year increase in applications, other applicants show declines. A decline in applications from one year to the next does not, however, necessarily represent a reduced trademark portfolio, as a considerable proportion of these companies' existing Madrid registrations are often maintained over time.

It is informative to look at the filing behavior of larger applicants. Some applicants, such as L'Oréal and Novartis, tend to file the bulk of Madrid applications for their products in Nice classes related to a single industry, whereas others, such as Unilever and Volkswagen, file applications that are not as heavily concentrated in a single industry.

Companies operating in the same industry often show similarities in the top Nice classes in which their goods and services fall, but variations exist, illustrative of the fact that there are many different possible goods or services that need to be protected within a given industry.

Which Madrid registration holders have sought protection for their marks abroad the most?

Within the past three decades, the top 100 ranked Madrid registration holders made any where from about 3,800 to more than 81,000 total designations – including subsequent designations – in their portfolios of Madrid registrations, which range in number from just 100 to about 2,700. Consumer goods company Henkel is by far the top holder in terms of total designations made over this period. Its 2,713 Madrid registrations made between 1990 and 2017 include a total of 81,506 designations, resulting in on average 30 designated Madrid members per registration; in comparison, the overall average for all holders over this period is 12. Among the top-ranked Madrid registration holders, about two-thirds are companies located in long-standing Madrid member countries France, Germany and Switzerland, although this list includes several companies based outside of Europe, such as Apple, Avon Products and Celgene Corporation of the U.S., Huawei Technologies of China, Hyundai Motor Company of the Republic of Korea, and Japan Tobacco.

Companies from just four industries account for more than half of the top 100 ranked registration holders. These include the pharmaceutical, automotive, personal care and retail industries. While some of the top holders' registrations designated on average 30 Madrid members or more, others used their registrations to designate fewer than 15. It does not appear that companies in any one particular industry tend to designate more Madrid members in their registrations than those in other industries, and the number of new markets within which large companies choose to extend protection for their marks varies considerably, both within the same industry and across industries. The destination countries themselves and their shares of total designations for extending trademark protection also vary among Madrid registration holders.

How do holders maintain their Madrid registrations over time?

Madrid registrations can be renewed every 10 years. Approximately 50% of all registrations recorded in 2007 were renewed so as to remain active in 2017. Going back a further decade, holders have maintained as active in 2017 around 30% of registrations recorded each year in the 1990s. Different companies operating in different industries renew their Madrid registrations at varying rates, but most have maintained at least some registrations first recorded decades ago.

Section A

Statistics on Madrid international applications

Highlights

Demand grew by 5% for WIPO's international trademark filing service, the Madrid System, which saw about 56,200 applications filed in 2017

An estimated 56,200 international trademark applications were filed under the World Intellectual Property Organization (WIPO)-administered Madrid System in 2017 (figure A1), once again setting a record for the number of applications filed. The 5% increase represents the eighth consecutive year of growth. The increase was driven by strong growth in applications from China, the Russian Federation and the United Kingdom (U.K.). China's increase alone accounted for more than half (52.3%) of total growth, while that for the Russian Federation (10.6%) and for the U.K. (10.5%) each represented about one-tenth of total growth.

One hundred members and counting: the Madrid System continues to expand its geographical scope

Indonesia and Thailand joined the Madrid System in 2017, bringing the total number of members to 100. With these two accessions, the Madrid System now offers trademark holders the ability to obtain protection for their branded products and services within an area covering a total of 116 countries. Madrid members represent more than 80% of world trade, with potential for expansion as membership grows.

Who were the largest users of the Madrid System in 2017?

For the fourth year in a row, the United States of America (U.S.) remained the largest user of the Madrid System. International applications filed by applicants based in the U.S. increased to 7,884. These were followed by applications from Germany (7,316), China (5,230), France (4,261) and the U.K. (3,292) (figure A6). Applicants located in China filed almost 1,400 more Madrid applications in 2017 than in 2016, which translated to a high growth rate of 36.3% and allowed China to surpass France to become the third largest origin of Madrid applications.

Combined, the top ten origins of applications accounted for 72% of all international applications filed in 2017, a share that remained almost unchanged from 2016. The composition of the top ten applicants did, however, change somewhat. The Russian Federation moved from 13th place in 2016 to rank 10th in 2017, edging ahead of the Netherlands, which dropped from 10th place to being the 11th largest origin of Madrid applications. Once again, applicants based in Madrid member countries located on the European continent filed the majority (59.5%) of all international applications in 2017; however, this is about 18 percentage points lower than their combined share a decade earlier. This can be explained by the ever-increasing volume of Madrid applications filed by applicants located in Asia, which has seen its share of total applications more than double, from 9.7% in 2007 to 21% in 2017 (figure A5).

Among the top 20 origins, Belgium (+10.9%), the Republic of Korea (+9.8%), the Russian Federation (+23.9%), Sweden (+24.2%) and the U.K. (+9.3%) all saw strong year-on-year growth. This is in contrast to the declines in applications from Austria (-4.9%), Germany (-3%), Italy (-6.6%) and the Netherlands (-5.8%).

China, the Russian Federation (1,460) and 12th-ranked Turkey (1,304) are the only three middle-income countries of origin to appear among the top 20 origins (figure A6).

Which companies filed the most Madrid international applications in 2017?

Filing 198 applications in 2017, cosmetics and beauty giant L'Oréal of France held its position as the top Madrid applicant for the second year in a row (figure A2). It was followed by pharmaceutical company Richter Gedeon (117) of Hungary, Germany-based games maker ADP Gauselmann (104), and pharmaceutical company Novartis (96) and retailer Abercrombie & Fitch Europe (82), both based in Switzerland. Sixth-ranked Apple (74) of the U.S. moved up seven places from 13th in 2016.

Sixteen of the top 20 Madrid applicants are Europe-based companies. Occupying the 10th spot, Aucma Company Limited of China (which produces, among other things, refrigeration and heating appliances) and 12th-ranked Samsung Electronics of the Republic of Korea were the highest ranked Asian companies.

Companies located in more than 20 countries – including Australia, India, Slovenia and Turkey, to name a few – filed at least 20 Madrid applications in 2017. In this list containing around 90 top applicants, Germany-based companies number the highest at 23, followed by those in China (11), the U.S. (9), Switzerland (7), France (5) and Japan (5).

Which goods and services attracted the most trademark protection?

Nice Classification statistics enable the kinds of goods and services most frequently covered by international trademark applications to be ranked. Since 1985, the most specified class has been goods class 9, which includes computer hardware and software and other electrical or electronic apparatus of a scientific nature (table A22). In 2017, class 9 accounted for about a tenth (9.8%) of all classes specified in applications filed. The other most specified classes were: class 35 (8% of the total), which covers services such as office functions, advertising and business management; class 42 (6.2%), which includes services provided by, for example, scientific, industrial or technological engineers and computer specialists; class 41 (4.7%), which mainly covers services in the areas of education, training, entertainment, sporting and cultural activities; and, each accounting for 4.5% of the total, class 5, which covers pharmaceuticals and other preparations for medical purposes and class 25, which includes clothing. Three of these six most specified classes are services classes.

A third of all international applications contain marks used in the services industry

A third (33%) of all classes specified in international applications in 2017 were services classes. The first 34 of the 45 Nice classes cover goods, whereas the remaining 11 classes cover services. Over the period from 2000 to 2017, services classes have accounted for between 26% and 34% of all classes specified in international applications each year. After a brief decline in the early 2000s, recent years show the services classes once again comprising about a third of all classes specified in international applications, an increase of almost seven percentage points on the shares recorded in 2003 and 2004 (figure A26).

However, goods and services class shares differ across origins. For example, among the selected origins presented in table A27, Cyprus (48.1%) and Singapore (46.8%) had the highest shares of services-related classes in applications in 2017. They were followed by Croatia (43.6%), Norway (42.7%) and Viet Nam (41.6%), reflecting the developed services sectors of these countries. Conversely, China had by far the lowest services class share among these selected origins, with services classes accounting for just 18.1% of its total class count (although this is still considerably higher than its 11.6% share in 2007). Asian countries Japan (23.6%) and the Republic of Korea (18.7%) also had lower than average services class shares. Whereas the vast majority of the selected origins showed increases in their services class shares in 2017 compared with their shares a decade earlier, four saw declines: Israel (–18.2 percentage points), Greece (–15.9), the Republic of Korea (–0.2) and the Russian Federation (–3.4).

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

The 45 Nice classes can be grouped into 10 industry sectors. The scientific research, information and communication technology sector (abbreviated to research and technology), which includes top Nice classes 9 and 42, continued to account for the highest share (19.7%) of all classes specified in Madrid applications filed in 2017. It was followed by pharmaceuticals, health and cosmetics (abbreviated to health); textiles, clothing and accessories (clothing); and agricultural products and services (agriculture), each accounting for between 11.3% and 12.1% of all filing activity. The chemicals sector continued to receive the lowest share (3.5%) of filing activity (figure A23).

The top three sectors in which Madrid applications are filed vary across origins. Research and technology ranks among the top three industry sectors for all of the top ten origins, and leisure and education ranks among the top three sectors for half of these top origins (figure A24). However, agriculture is listed as one of the top three sectors for only top origins Australia, Italy and the Russian Federation. China alone counts the transportation sector as one of its top three. Health is one of the top three sectors for France, Germany, Japan, Switzerland and the U.S.

Where do Madrid applicants seek to protect their trademarks abroad?

The European Union (EU; 22,781) attracted the highest number of designations in international Madrid applications in 2017, edging slightly in front of China (22,556), which was last year's top destination for international trademark registrations (figure A15). The U.S. (21,812) ranked third. Madrid applicants sought to extend protection for their marks to the 28 EU member countries as a whole more than in any other Madrid member jurisdiction. Middle-income countries, including the Russian Federation (15,069), India (11,897) and Mexico (9,297) were also among the top 10 destinations for international trademark registration via the Madrid System.

The 20 most designated Madrid members combined received 62% of all designations made in international applications filed in 2017, a share that remained unchanged from the previous year. Among these top designated Madrid members, the U.K. (+56.3%) saw the highest annual growth in the number of designations received. This could be explained, in part, by the U.K.'s eventual exit from the EU, which may have resulted in uncertainty among international registration holders regarding their ability to extend protection for their marks to the U.K. by designating the EU. Viet Nam (+7.6%), the EU (+3.4%) and New Zealand (+3.1%) had the next highest one-year increases in the number of designations received. However, 8 of the 20 top designated Madrid members received fewer designations in international applications in 2017 than they did in 2016 (figure A15).

Madrid international applications

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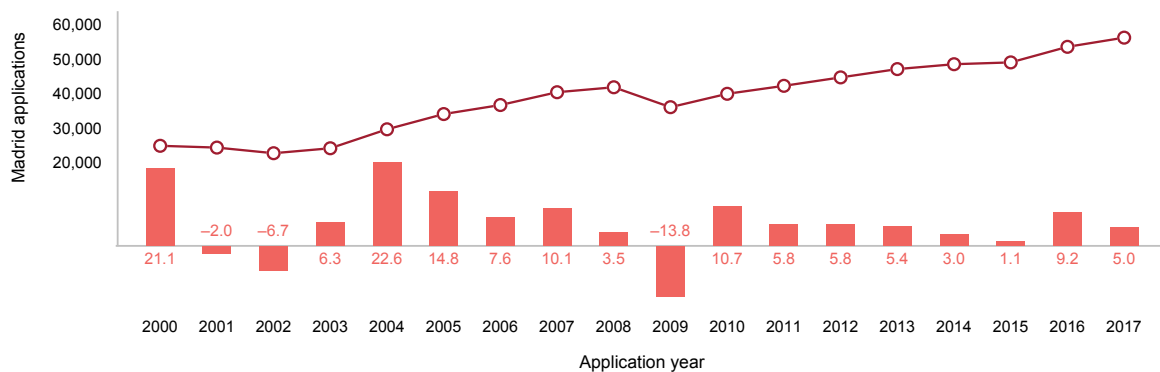
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Madrid international applications

The 5% growth recorded in 2017 marks the eighth consecutive annual increase in Madrid applications.

A1. Trend in international applications, 2000–2017



■ MADRID APPLICATIONS ■ GROWTH RATE (%)

Note: This figure presents the numbers and annual growth rates of international applications filed via the Madrid System. Data for 2017 are WIPO estimates.

Source: WIPO Statistics Database, March 2018.

For the second year in a row, L'Oréal of France heads the list of top Madrid applicants in 2017, filing almost 200 applications.

A2. Top Madrid applicants, 2017

| Ranking | Change in position from 2016 | Applicant | Origin | Madrid applications | | |
|---------|------------------------------|---|--------------------|---------------------|------|------|
| | | | | 2015 | 2016 | 2017 |
| 1 | 0 | L'OREAL | France | 130 | 150 | 198 |
| 2 | 216 | RICHTER GEDEON NYRT. | Hungary | 126 | 11 | 117 |
| 3 | 36 | ADP GAUSELMANN GMBH | Germany | 26 | 29 | 104 |
| 4 | 1 | NOVARTIS AG | Switzerland | 194 | 93 | 96 |
| 5 | 11 | ABERCROMBIE & FITCH EUROPE SA | Switzerland | 37 | 57 | 82 |
| 6 | 7 | APPLE INC. | U.S. | 86 | 60 | 74 |
| 7 | 5 | BRILLUX GMBH & CO. KG | Germany | 16 | 61 | 73 |
| 7 | 27 | KRKA, TOVARNA ZDRAVIL, D.D., NOVO MESTO | Slovenia | 54 | 34 | 73 |
| 9 | -6 | BAYERISCHE MOTOREN WERKE AKTIENGESELLSCHAFT | Germany | 40 | 117 | 70 |
| 10 | n.a. | AUCMA COMPANY LIMITED | China | 2 | 0 | 62 |
| 10 | 51 | JANSSEN PHARMACEUTICA N.V. | Belgium | 61 | 23 | 62 |
| 12 | -4 | BIOFARMA | France | 81 | 75 | 61 |
| 12 | 12 | SAMSUNG ELECTRONICS CO., LTD. | Republic of Korea | 38 | 43 | 61 |
| 12 | -2 | SOCIETE DES PRODUITS NESTLE S.A. | Switzerland | 52 | 67 | 61 |
| 15 | 31 | PHILIP MORRIS PRODUCTS S.A. | Switzerland | 14 | 27 | 59 |
| 16 | -10 | KONINKLIJKE PHILIPS ELECTRONICS N.V. | Netherlands | 123 | 85 | 57 |
| 16 | 12 | RIGO TRADING S.A. SOCIETE ANONYME | Luxembourg | 31 | 41 | 57 |
| 18 | -16 | GLAXO GROUP LIMITED | U.K. | 68 | 141 | 56 |
| 18 | -14 | LIDL STIFTUNG & CO. KG | Germany | 143 | 112 | 56 |
| 20 | n.a. | QINGDAO LAOSHAN TOURISM GROUP CO., LTD | China | 0 | 0 | 55 |
| 21 | 4 | MICROSOFT CORPORATION | U.S. | 46 | 42 | 53 |
| 22 | 24 | BEIERSDORF AG | Germany | 24 | 27 | 50 |
| 23 | 26 | PHILIPS LIGHTING HOLDING B.V. | Netherlands | 0 | 26 | 48 |
| 24 | 33 | BIM BIRLESIK MAGAZALAR ANONIM SIRKETI | Turkey | 11 | 24 | 47 |
| 25 | 0 | BSH HAUSGERATE GMBH | Germany | 33 | 42 | 46 |
| 26 | -9 | ILKO ILAC SANAYI VE TICARET ANONIM SIRKETI | Turkey | 0 | 54 | 45 |
| 26 | 3 | MERCK KGAA | Germany | 28 | 40 | 45 |
| 28 | -10 | HENKEL KGAA | Germany | 53 | 53 | 43 |
| 29 | 112 | JAGUAR LAND ROVER LIMITED | U.K. | 1 | 14 | 41 |
| 29 | 9 | VOLKSWAGEN AG | Germany | 41 | 30 | 41 |
| 31 | 36 | J. & P. COATS, LIMITED | U.K. | 16 | 21 | 40 |
| 32 | 861 | CHINA TOBACCO JIANGSU INDUSTRIAL CO.,LTD. | China | 1 | 5 | 39 |
| 33 | 34 | ROBERT BOSCH GMBH | Germany | 9 | 21 | 38 |
| 34 | -25 | DAIMLER AG | Germany | 103 | 71 | 37 |
| 34 | n.a. | QINGDAO LICANG DISTRICT MARKETCONSTRUCTION SERVICE CENTER | China | 0 | 1 | 37 |
| 36 | 31 | GILEAD SCIENCES LIMITED | Ireland | 49 | 21 | 36 |
| 36 | n.a. | RTL TELEVISION GMBH | Germany | 2 | 1 | 36 |
| 38 | -24 | HUAWEI TECHNOLOGIES CO., LTD. | China | 15 | 59 | 35 |
| 38 | n.a. | QINGDAO HAOLITE BIOLOGICAL PESTICIDE CO., LTD. | China | 0 | 0 | 35 |
| 38 | n.a. | VOX TELEVISION GMBH | Germany | 3 | 1 | 35 |
| 41 | 44 | OSSTEMIMPLANT CO., LTD. | Republic of Korea | 3 | 19 | 34 |
| 42 | 1 | SHISEIDO COMPANY, LTD | Japan | 11 | 28 | 33 |
| 42 | 35 | SOREMARTEC S.A. | Luxembourg | 13 | 20 | 33 |
| 44 | -21 | SYNGENTA PARTICIPATIONS AG | Switzerland | 32 | 44 | 32 |
| 45 | n.a. | YOUNG LIVING ESSENTIAL OILS, LC | U.S. | 0 | 0 | 31 |
| 46 | 3 | MOOSE CREATIVEMANAGEMENT PTY LTD | Australia | 20 | 26 | 30 |
| 47 | n.a. | OBSHCHESTVO S OGRANICHENNOY OTVETSTVENNOST' YU NAUCHNO-VNEDRENCHESKIY TSENTR AGROVETZASHCHITA | Russian Federation | 0 | 0 | 29 |
| 47 | 10 | OSRAM GESELLSCHAFT MIT BESCHRANKTER HAFTUNG BERLIN ET MUNCHEN | Germany | 6 | 24 | 29 |
| 47 | 69 | SIEMENS HEALTHCARE GMBH | Germany | 4 | 16 | 29 |
| 47 | 62 | VIV HEALTHCARE UK (NO.3) LIMITED | U.K. | 0 | 17 | 29 |
| 51 | n.a. | OFFICE-IMPEX LIMITED LIABILITY COMPANY | Russian Federation | 0 | 0 | 28 |
| 51 | n.a. | QINGDAO AWYESH BIOPHARMACEUTICAL CO., LTD. | China | 0 | 0 | 28 |
| 53 | 348 | ARCELIK ANONIM SIRKETI | Turkey | 3 | 8 | 27 |
| 53 | -17 | CONTINENTAL REIFEN DEUTSCHLAND GMBH | Germany | 27 | 31 | 27 |
| 53 | n.a. | QINGDAO SHENGDE FOOD CO., LTD. | China | 0 | 0 | 27 |
| 53 | n.a. | TRI-COASTAL DESIGN GROUP, INC. | U.S. | 13 | 1 | 27 |
| 57 | n.a. | QINGDAO BRIGHT MOON SEAWEED GROUP CO., LTD. | China | 0 | 0 | 26 |

(Continued)

(A2 continued)

| Ranking | Change in position from 2016 | Applicant | Origin | Madrid applications | | |
|---------|------------------------------|--|--------------------|---------------------|------|------|
| | | | | 2015 | 2016 | 2017 |
| 58 | n.a. | AKTIONERNOE OBSHCHESTVO TSIFROVOE TELEVIDENIE | Russian Federation | 0 | 0 | 25 |
| 58 | -19 | CHANEL | France | 22 | 29 | 25 |
| 58 | 1,224 | HERMES INTERNATIONAL | France | 26 | 4 | 25 |
| 58 | n.a. | QINGDAO ZHENGZHUANG INDUSTRIAL CO.,LTD | China | 2 | 0 | 25 |
| 62 | -51 | AUGUST STORCK KG | Germany | 45 | 62 | 24 |
| 62 | -9 | BASF SE | Germany | 11 | 25 | 24 |
| 62 | 156 | EAGLE INVESTMENT SICAV PLC, ACTING ON BEHALF OF ITT FUND | Malta | 0 | 11 | 24 |
| 62 | 156 | HOFER KOMMANDITGESELLSCHAFT | Austria | 12 | 11 | 24 |
| 62 | 5 | IVOCLAR VIVADENT AG | Liechtenstein | 8 | 21 | 24 |
| 62 | n.a. | NIRSAN CONNECT PRIVATE LIMITED | India | 0 | 0 | 24 |
| 68 | -46 | AKZO NOBEL COATINGS INTERNATIONAL B.V. | Netherlands | 27 | 45 | 23 |
| 68 | -53 | DAIICHI SANKYO COMPANY, LIMITED | Japan | 20 | 58 | 23 |
| 68 | 73 | MIGROS-GENOSSENSCHAFTS-BUND | Switzerland | 30 | 14 | 23 |
| 68 | 333 | PARIS PRESENTS INCORPORATED | U.S. | 6 | 8 | 23 |
| 68 | -47 | ZPC FLIS SPOLKA JAWNA | Poland | 19 | 46 | 23 |
| 73 | 244 | BNI GLOBAL, LLC | U.S. | 0 | 9 | 22 |
| 73 | n.a. | GLOBUS MEDICAL, INC. | U.S. | 15 | 0 | 22 |
| 73 | n.a. | QINGDAO AIR++ NEW MATERIALS CO.,LTD. | China | 2 | 0 | 22 |
| 76 | n.a. | BIONORICA SE | Germany | 1 | 2 | 21 |
| 76 | -12 | GENERAL ELECTRIC COMPANY | U.S. | 18 | 22 | 21 |
| 76 | n.a. | JOTUN A/S | Norway | 6 | 1 | 21 |
| 76 | 1,206 | LES GRANDS CHAIS DE FRANCE S.A.S. | France | 2 | 4 | 21 |
| 76 | n.a. | MIBE GMBH ARZNEIMITTEL | Germany | 2 | 2 | 21 |
| 76 | 1,206 | THYSSEN AG | Germany | 7 | 4 | 21 |
| 76 | -27 | TUI AG | Germany | 23 | 26 | 21 |
| 83 | 1,199 | ASAHI INTECC CO., LTD. | Japan | 22 | 4 | 20 |
| 83 | 810 | BELCHIM CROP PROTECTION, NAAMLOZE VENNOOTSCHAP | Belgium | 9 | 5 | 20 |
| 83 | n.a. | COTY BRANDS MANAGEMENT GMBH | Germany | 0 | 1 | 20 |
| 83 | 79 | FUJIFILM CORPORATION | Japan | 15 | 13 | 20 |
| 83 | 79 | INTERNATIONAL BUSINESS MACHINES CORPORATION | U.S. | 23 | 13 | 20 |
| 83 | n.a. | MANKIND PHARMA LIMITED | India | 0 | 2 | 20 |
| 83 | 58 | NITTO DENKO CORPORATION | Japan | 15 | 14 | 20 |
| 83 | 79 | RED BULL GMBH | Austria | 24 | 13 | 20 |
| 83 | 1,961 | ROSNEFT OIL COMPANY | Russian Federation | 9 | 3 | 20 |
| 83 | n.a. | VITA PHARMED SA | Switzerland | 0 | 0 | 20 |

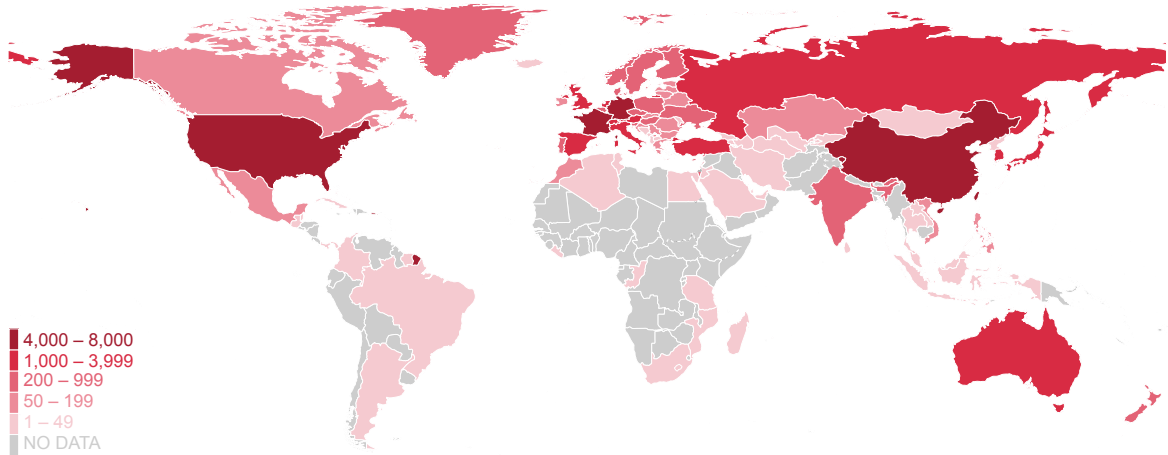
Note: This table includes 92 applicants that filed 20 or more international applications in 2017. New applications filed each year generally represent an increase in the number of marks in a trademark holder's portfolio. Depending on various circumstances, companies or entities may choose to expand their existing brand base 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 2018.

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

A3. International applications by origin, 2017

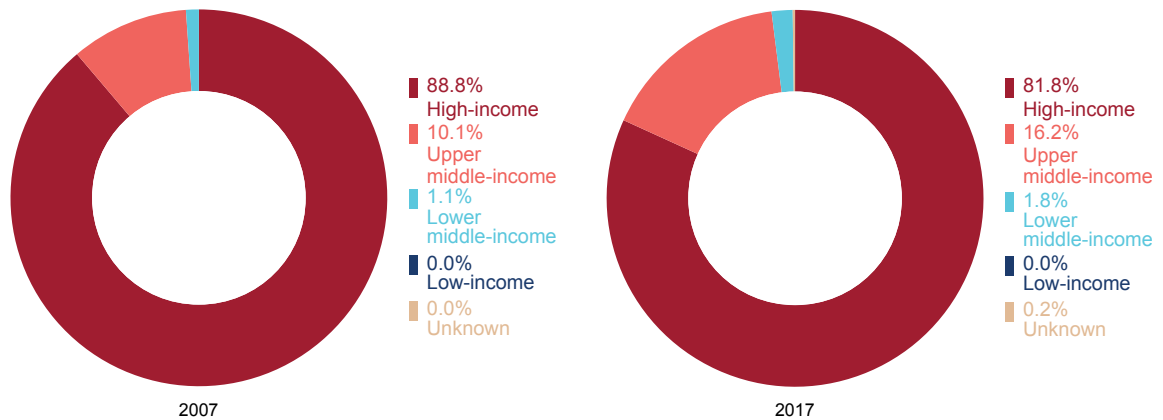


Note: Data for 2017 are WIPO estimates. Origin data are based on the country of the applicant's address. Not all origins presented are Madrid member jurisdictions. The inclusion of non-members reflects the fact that it is possible for applicants to claim entitlement in a Madrid member country or jurisdiction even when domiciled in a non-member country or jurisdiction. For example, applicants domiciled in Canada can file an international application if they have a real and effective industrial or commercial establishment in a Madrid member country/region, for example the U.S. In such a case, Canada is listed as the country of origin. However, Canada cannot be designated in an international application or registration, because it is not yet a Madrid member.

Source: WIPO Statistics Database, March 2018

Most Madrid applications are filed by applicants from high-income countries, but the share from middle-income countries continues to grow.

A4. International applications by income group, 2007 and 2017

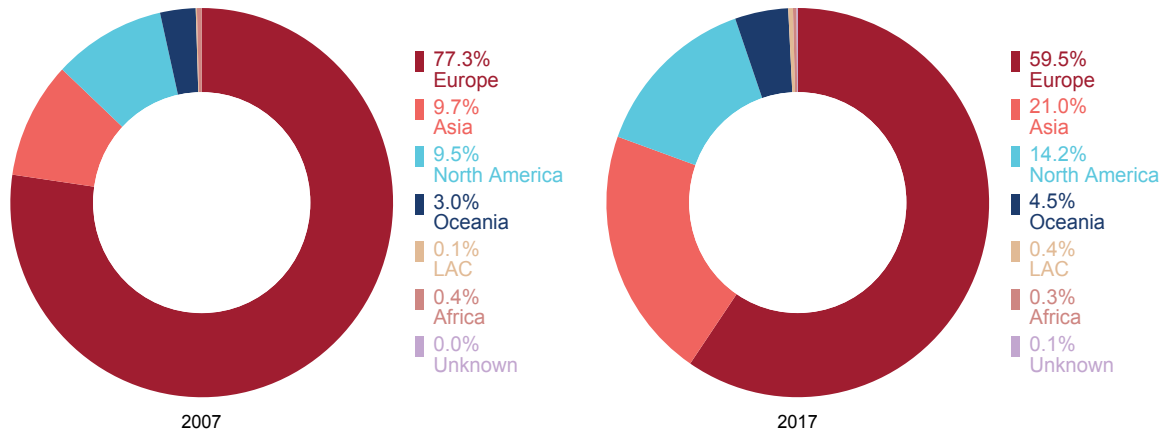


Note: Data for 2017 are WIPO estimates. Origin data are based on the country or territory of the applicant's address. Madrid applications filed in 2017 came from applicants domiciled in a total of 106 countries or territories of origin. Each income group included the following number of countries or territories: high-income (54), upper middle-income (30), lower middle-income (17) and low-income (5).

Source: WIPO Statistics Database, March 2018.

More than one-fifth of all Madrid applications came from Asia in 2017, more than doubling this region's share from a decade earlier.

A5. International applications by region, 2007 and 2017

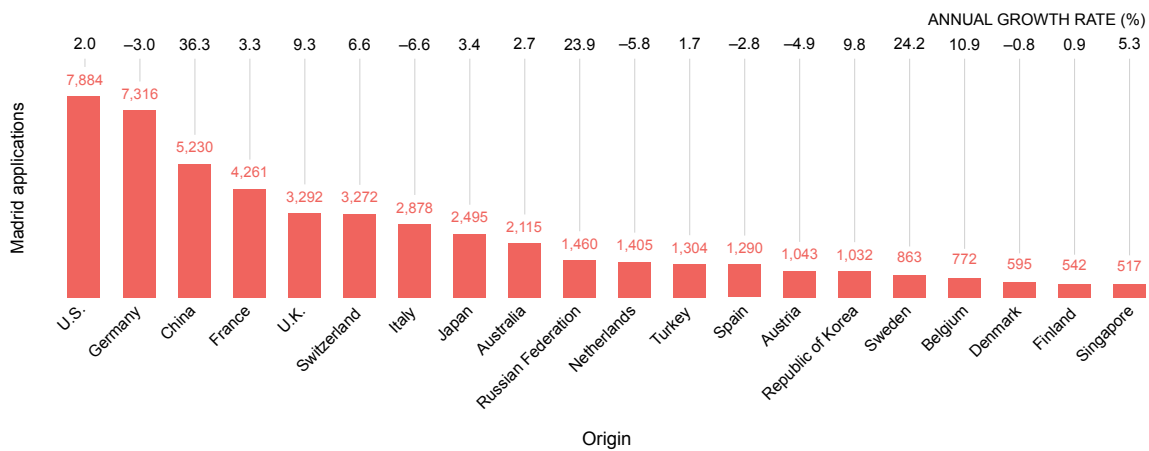


Note: Data for 2017 are WIPO estimates. Origin data are based on the country or territory of the applicant's address. Madrid applications filed in 2017 came from applicants domiciled in a total of 106 countries or territories of origin. Each geographical region included the following number of countries or territories: Africa (12), Asia (32), Europe (42), Latin America and the Caribbean (LAC; 15), North America (3) and Oceania (2).

Source: WIPO Statistics Database, March 2018.

For the fourth year in a row, the U.S. remains the largest user of the Madrid System.

A6. International applications for the top 20 origins, 2017

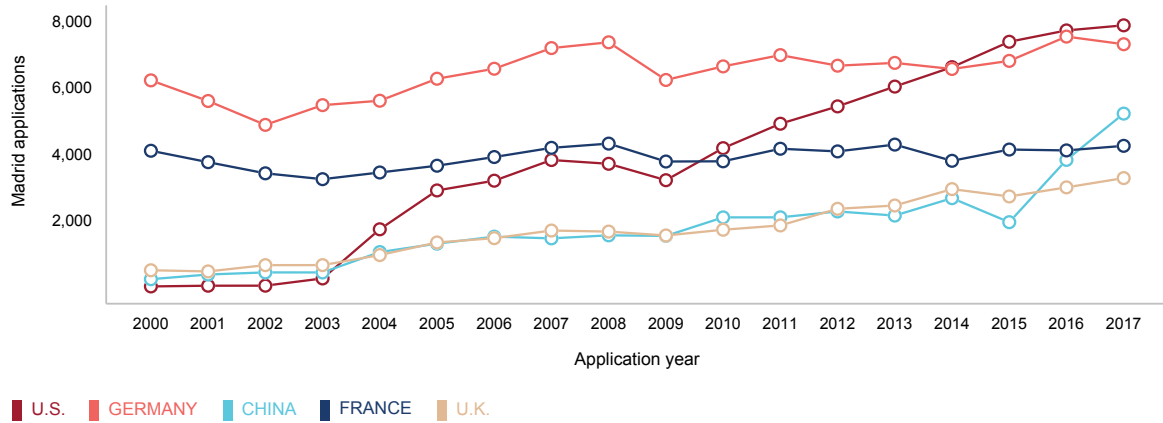


Note: Data for 2017 are WIPO estimates. Origin data are based on the country or territory of the applicant's address. The numbers of international applications for all origins are reported in statistical table A30.

Source: WIPO Statistics Database, March 2018.

The numbers of applications from China, the U.K. and the U.S. have been increasing over time, while the numbers of applications from France and Germany have remained relatively flat.

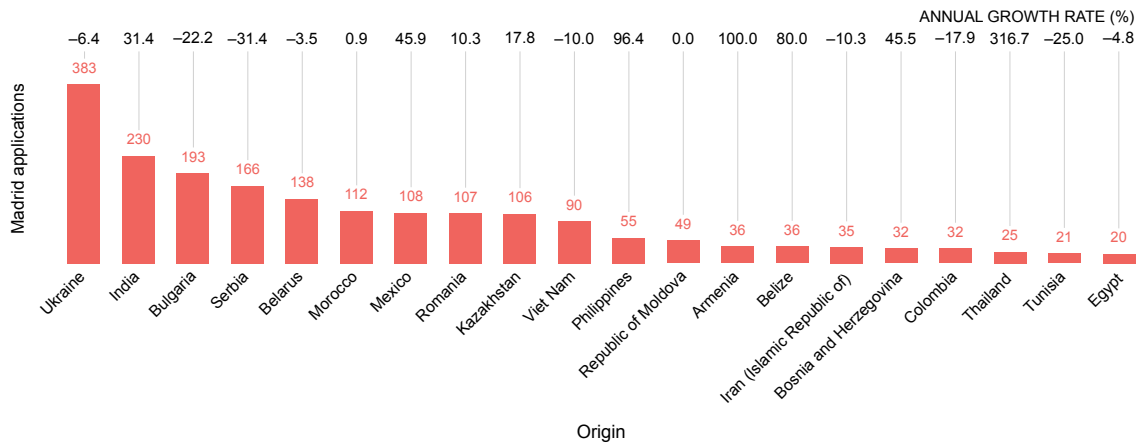
A7. Trends in international applications for the top five origins, 2000–2017



Note: Data for 2017 are WIPO estimates. Origin data are based on the country of the applicant's address.
Source: WIPO Statistics Database, March 2018.

Even though international application numbers are less than 400 for all middle-income countries of origin represented, many of them saw double-digit growth in 2017.

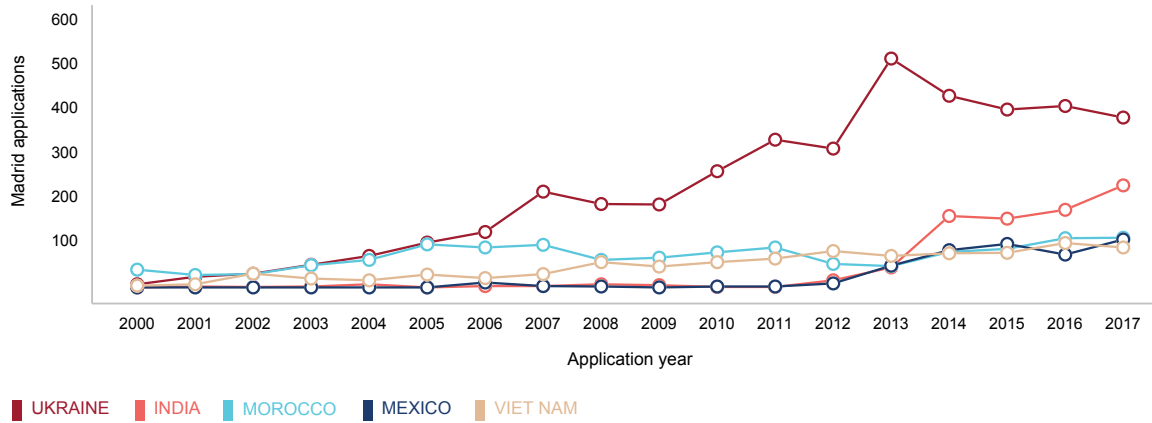
A8. International applications for selected middle-income country origins, 2017



Note: Data for 2017 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.
Source: WIPO Statistics Database, March 2018.

Since India joined the Madrid System in 2013, applications filed by its residents have increased sharply.

A9. Trends in international applications for selected middle-income country origins, 2000–2017



Note: Data for 2017 are WIPO estimates. Origin data are based on the country of the applicant's address.

Source: WIPO Statistics Database, March 2018.

Designations in Madrid international applications

For nearly a decade, applicants have been designating an average of around seven Madrid members per Madrid application filed.

A10. Trend in designations in international applications and average number of designations per application, 2000–2017

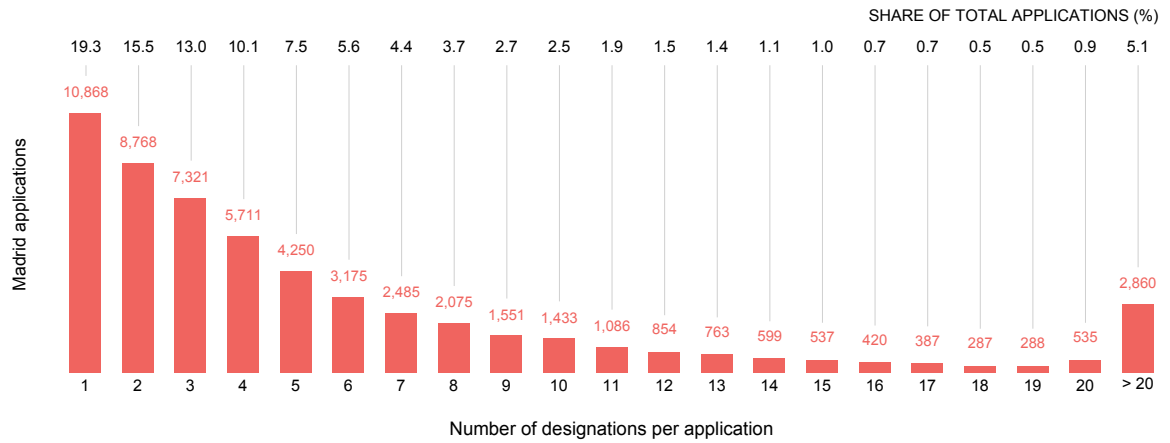


Note: When applicants first apply for an international registration, they can initially choose any of the Madrid members in which they aim to extend protection for their trademarks, apart from the Madrid member through which the holder is entitled to use the Madrid System. These are called designations. The decrease in the average number of designations per application from 12.1 in 2000 can be explained by the fact that the EU joined the Madrid System in 2004, and this has enabled applicants to designate the EU as a whole via a single designation rather than having to designate individual EU member states separately.

Source: WIPO Statistics Database, March 2018.

Three-quarters of all international applications filed in 2017 were used to designate between one and seven Madrid members, and 5% of applications were used to designate more than 20 members.

A11. Distribution of designations per international application, 2017

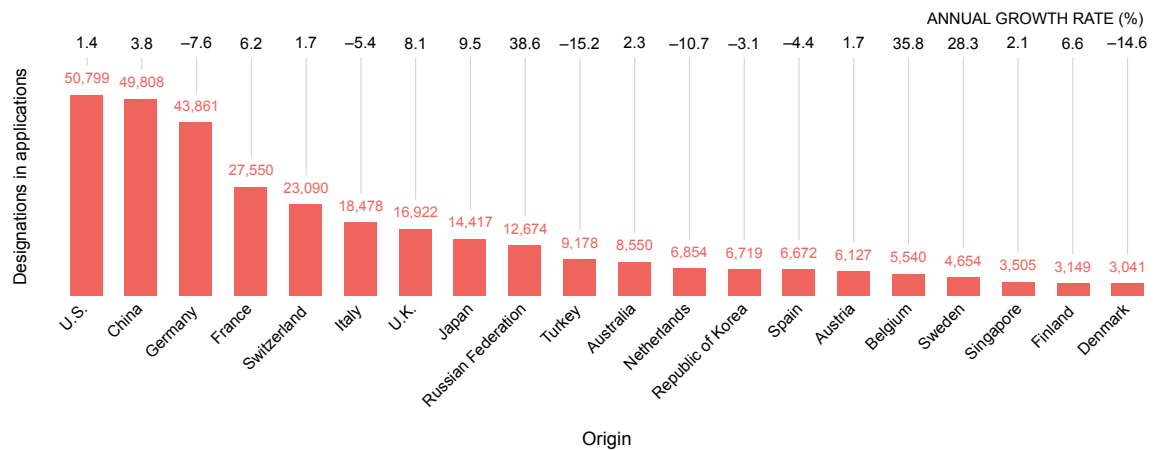


Note: Almost one-fifth (19.3%) of all Madrid applications filed in 2017 were used to designate only a single Madrid member. Madrid applications designating a single Madrid member show how trademark holders use the Madrid System in a staged manner to first obtain protection in the jurisdiction that is the highest priority for them, and then extend protection to other jurisdictions later by filing subsequent designations.

Source: WIPO Statistics Database, March 2018.

Applicants from the U.S., China and Germany accounted for the largest numbers of total designations made in Madrid applications.

A12. Designations in international applications for the top 20 origins, 2017

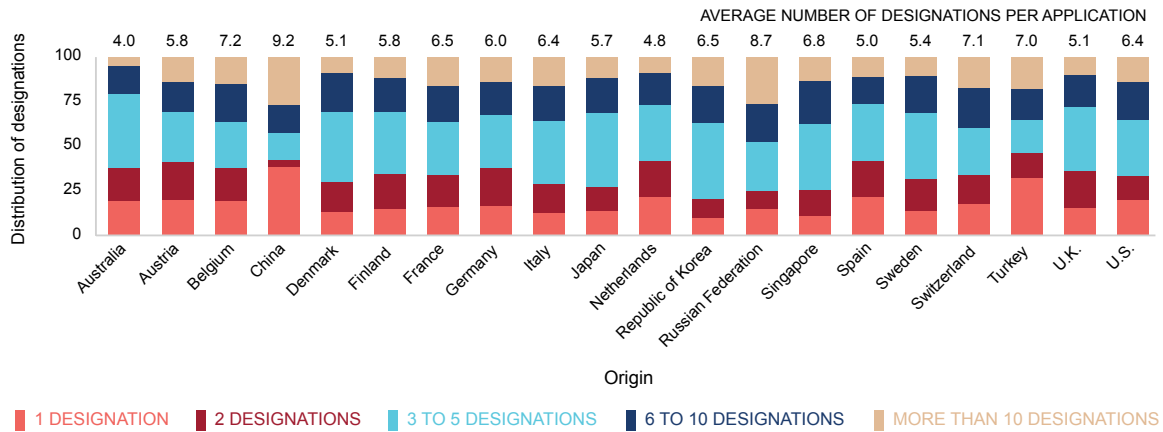


Note: Origin data are based on the country of the applicant's address. The numbers of designations in applications for all origins are reported in statistical table A30.

Source: WIPO Statistics Database, March 2018.

Applicants from most of the top origins designated, on average, between four and seven Madrid members in their international applications filed in 2017, but this average increases to about nine for applicants from China and the Russian Federation.

A13. Distribution of designations per international application for the top 20 origins, 2017

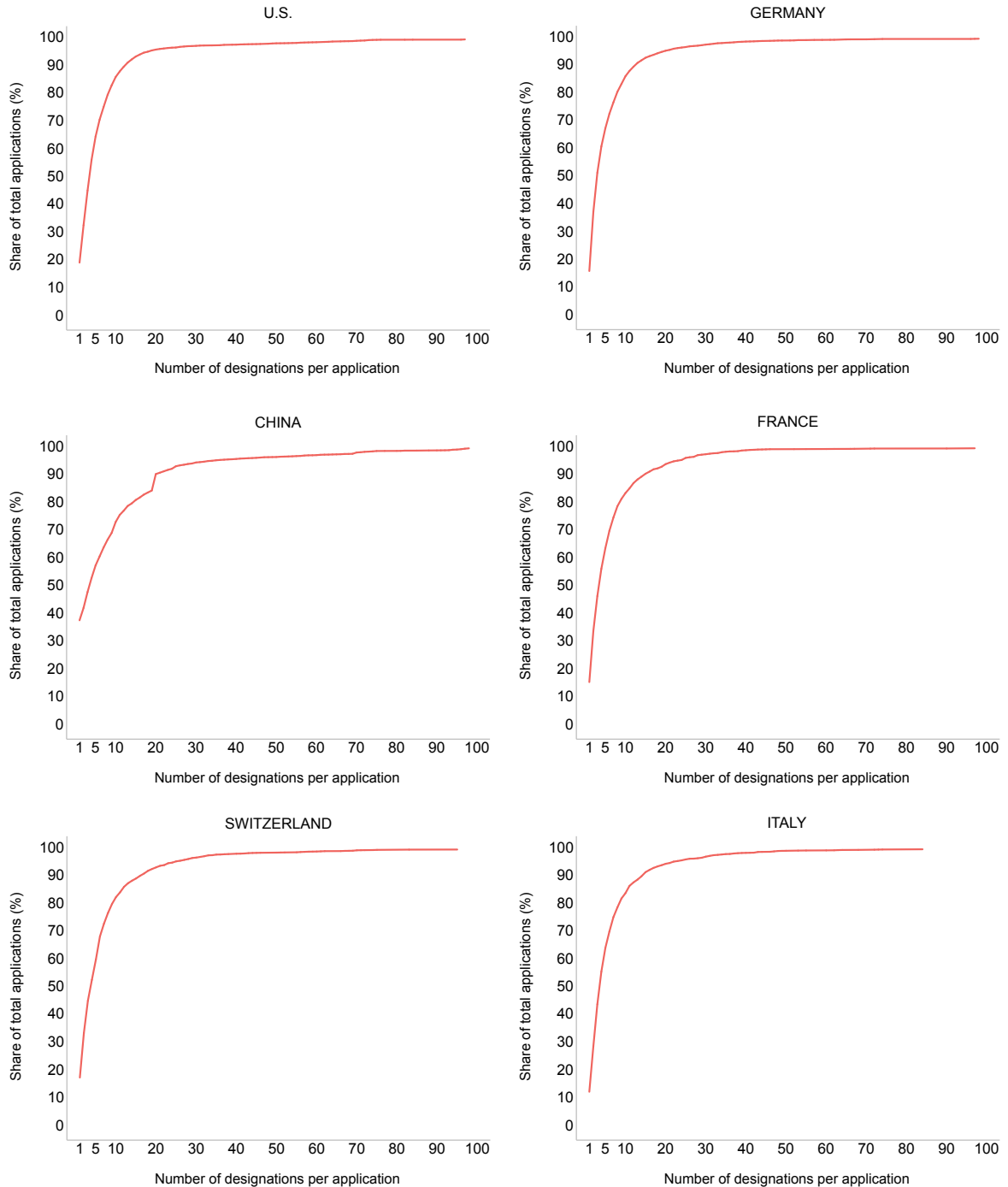


Note: Origin data are based on the country of the applicant's address.

Source: WIPO Statistics Database, March 2018.

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

A14. Distribution of the number of designations per international application for the top six origins, 2017

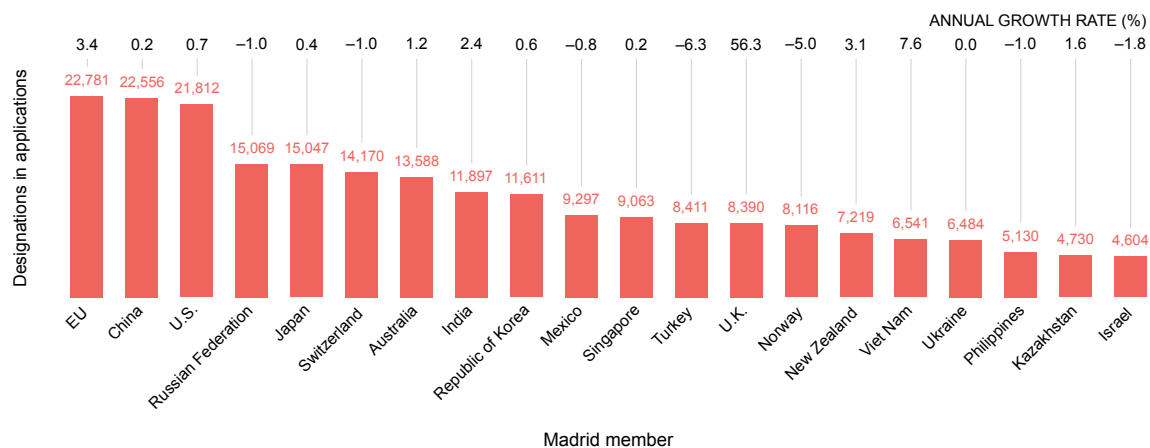


Note: Origin data are based on the country of the applicant's address.

Source: WIPO Statistics Database, March 2018.

The EU, China and the U.S. were the most designated Madrid members, receiving similar numbers of designations in 2017 from trademark holders abroad looking to extend protection for their marks to these markets.

A15. Designations in international applications for the top 20 designated Madrid members, 2017

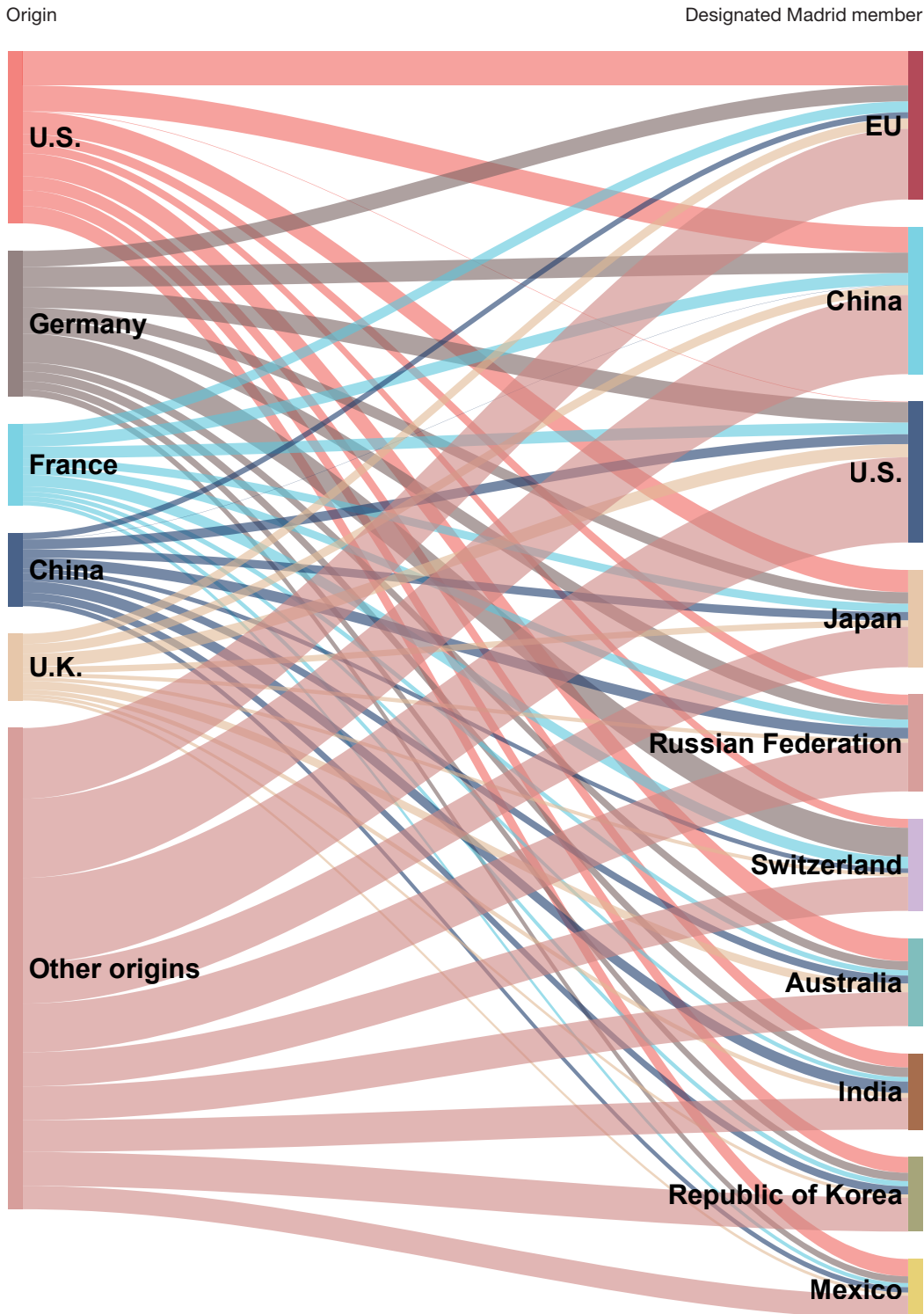


Note: The numbers of designations in applications for all Madrid members are reported in statistical table A30.

Source: WIPO Statistics Database, March 2018.

Combined, the top five origins accounted for about 40% of all applications designating the U.S., and more than 60% of those destined for Australia, Mexico and Switzerland.

A16. Flows of designations from the top five origins to the top 10 designated Madrid members, 2017



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

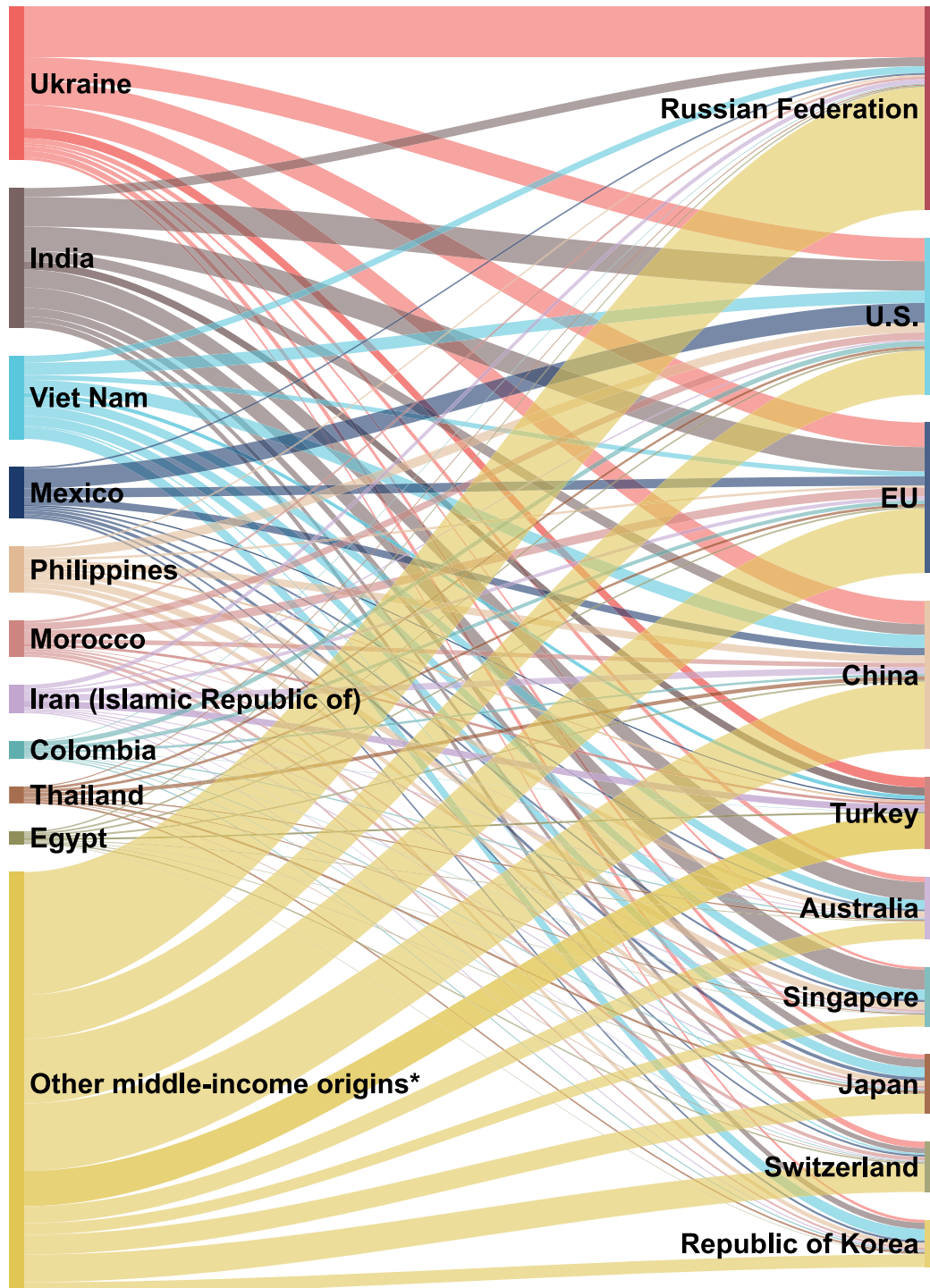
Source: WIPO Statistics Database, March 2018.

The sizes of flows of designations from middle-income countries of origin to designated Madrid members vary considerably.

A17. Flows of designations from selected middle-income countries of origin to selected designated Madrid members, 2017

Middle-income country of origin

Designated Madrid member



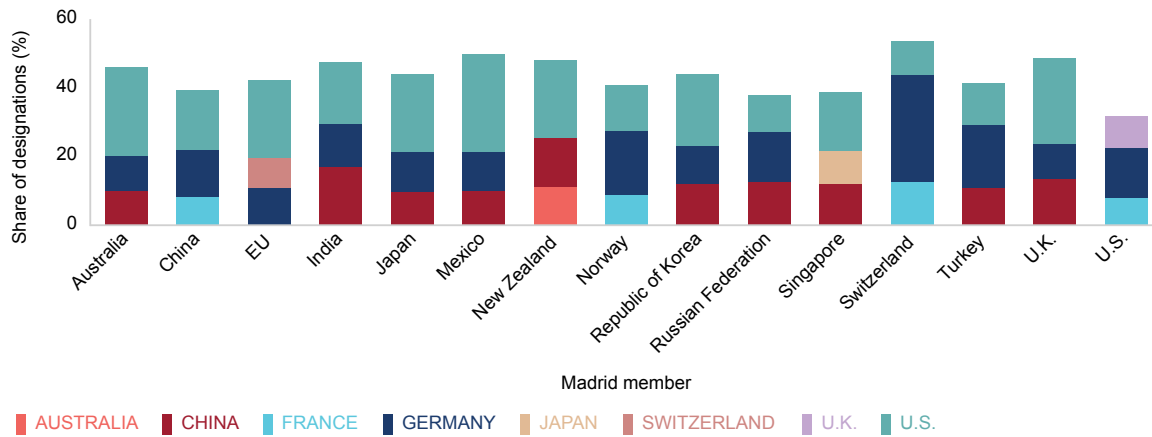
Note: Origin data are based on the country of the registration holder's address.

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

Source: WIPO Statistics Database, March 2018.

Although China, Germany and the U.S. featured most frequently among the top origins of designations received by the top 15 Madrid members in 2017, it is interesting to note that Japan appears as one of the largest origins of designations for Singapore, and that France is one of the top three origins of designations for China and the U.S.

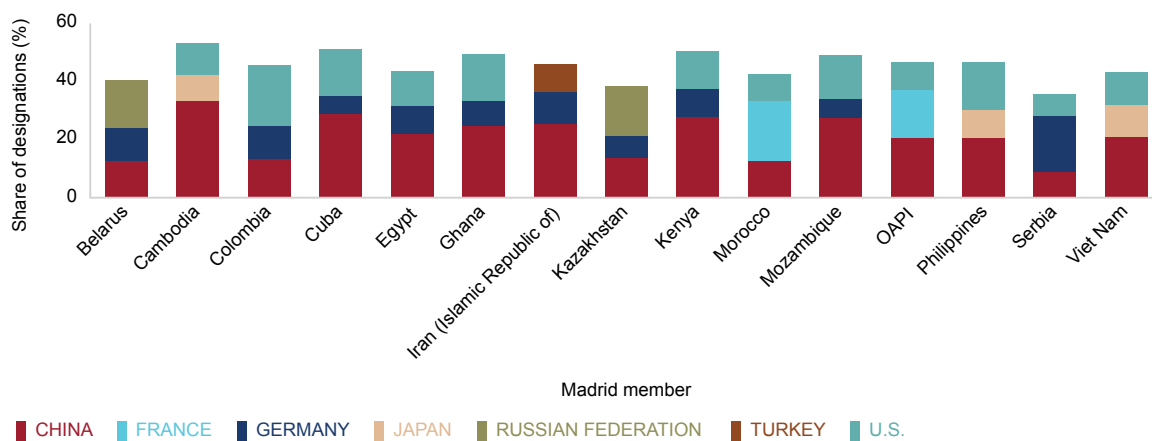
A18. Distribution of designations in international applications for the top 15 designated Madrid members received from their top three origins, 2017



Source: WIPO Statistics Database, March 2018.

Again, China, Germany and the U.S. are among the top three origins of designations received by many low- and middle-income Madrid members, but Japan is represented as one of the top three origins in the Southeast Asian countries of Cambodia, the Philippines and Viet Nam.

A19. Distribution of designations in international applications for selected designated low- and middle-income Madrid members received from their top three origins, 2017



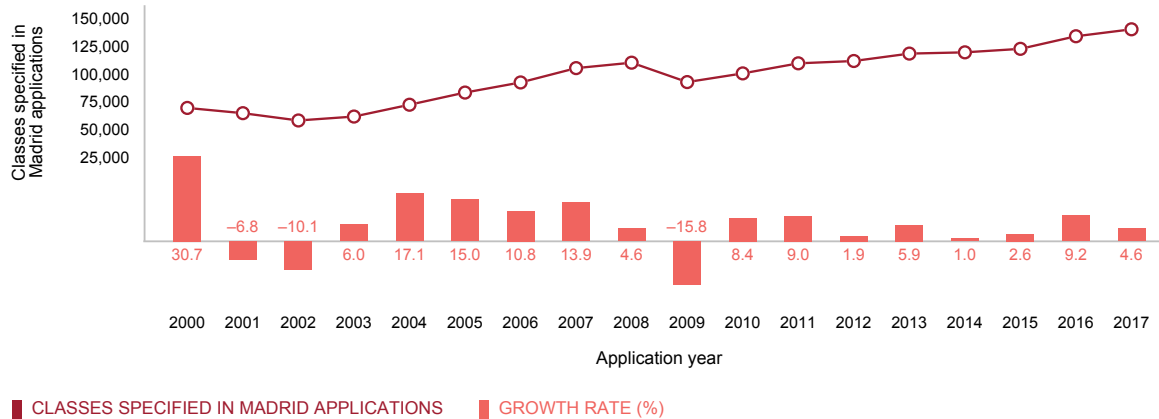
Note: OAPI is the African Intellectual Property Organization acting on behalf of 17 African countries.

Source: WIPO Statistics Database, March 2018.

Nice classes specified in Madrid international applications

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

A20. Trend in the number of classes specified in international applications, 2000–2017

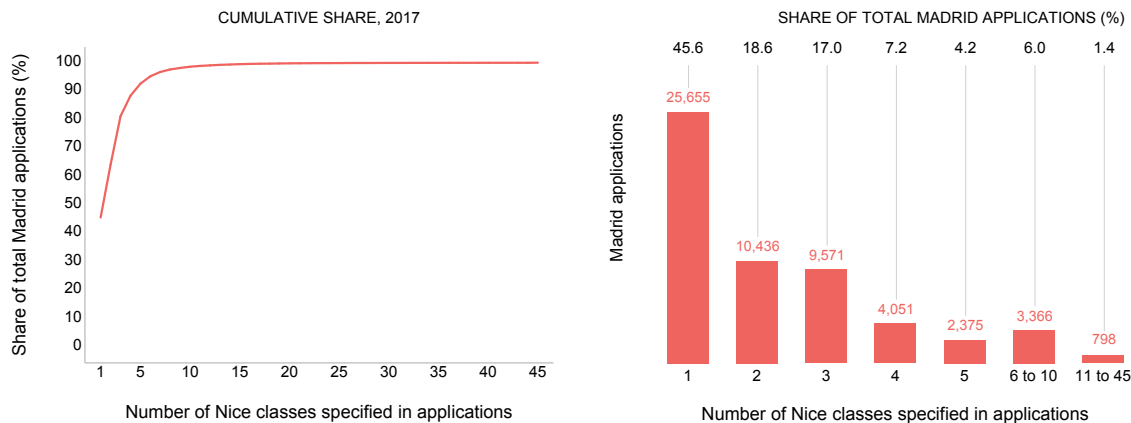


Note: Within the international trademark system, many offices have adopted the Nice Classification, an international classification of goods and services applied to trademark applications and registrations. Applicants are required to provide a description of the goods or services for which the mark is to be used according to one or more of the 45 Nice classes (visit www.wipo.int/classifications/nice). When filing an international application, applicants must specify all classes into which their marks fall, as it is not possible to add other classes at a later date.

Source: WIPO Statistics Database, March 2018.

Slightly more than 80% of all international applications filed in 2017 included between one and three goods or services classes.

A21. Distribution of the number of classes specified per international application, 2017



Note: The overall average of two to three classes specified for all international applications filed in 2017 masks a significant variation in the number of classes specified across these applications. For example, 25,655, or 45.6% of all international applications, indicated a single class to which the trademark applied, and 81.2% included up to three classes. Only 798 applications – 1.4% of the total – specified 11 or more of the 45 goods and services classes.

Source: WIPO Statistics Database, March 2018.

Since 1985, the most specified class has been class 9, which includes computer hardware and software.

A22. Classes specified in international applications, 2017

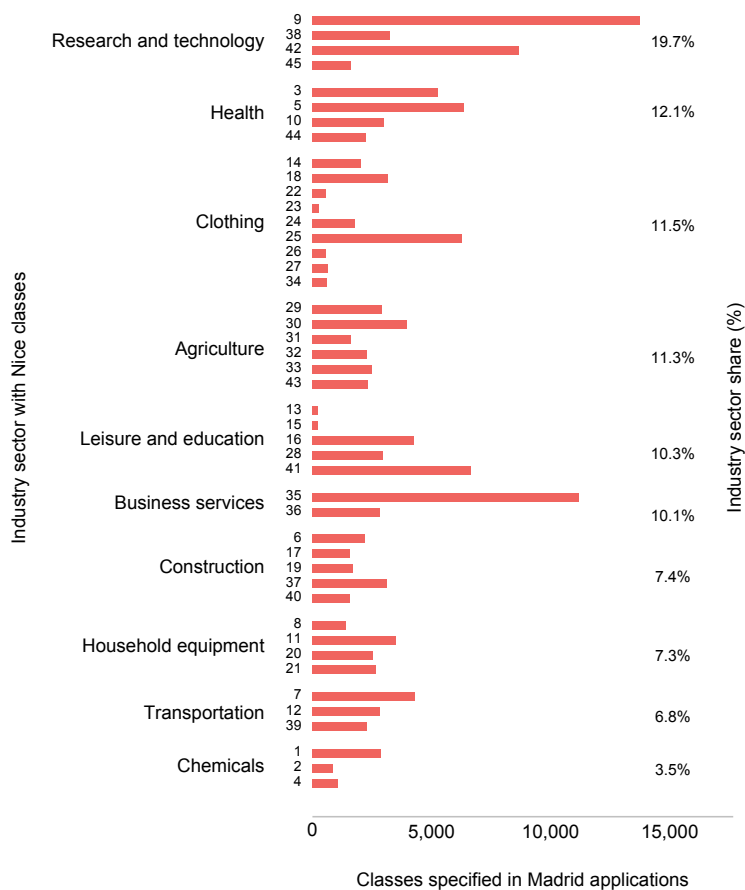
| Class covers/includes | 2017 | Growth (%), 2016–2017 | Share of total (%), 2017 |
|--|----------------|--------------------------|-----------------------------|
| Class 9: Computer hardware and software and other electrical or electronic apparatus of a scientific nature | 13,761 | 5.8 | 9.8 |
| Class 35: Services such as office functions, advertising and business management | 11,184 | 7.2 | 8.0 |
| Class 42: Services provided by, for example, scientific, industrial or technological engineers and computer specialists | 8,656 | 5.5 | 6.2 |
| Class 41: Services in the area of education, training, entertainment, sporting and cultural activities | 6,635 | 4.8 | 4.7 |
| Class 5: Mainly pharmaceuticals and other preparations for medical purposes | 6,339 | 7.1 | 4.5 |
| Class 25: Clothing, footwear and headgear | 6,286 | 4.6 | 4.5 |
| Class 3: Mainly cleaning preparations and toilet preparations | 5,273 | 2.1 | 3.8 |
| Class 7: Mainly machines, machine tools, motors and engines | 4,300 | 15.6 | 3.1 |
| Class 16: Mainly paper, goods made from that material and office requisites | 4,276 | 5.7 | 3.0 |
| Class 30: Mainly foodstuffs of plant origin, prepared for consumption or conservation as well as auxiliaries intended for improving the flavor of food | 3,957 | -4.2 | 2.8 |
| Class 11: Apparatus for lighting, heating, steam generating, cooking, refrigerating, drying, ventilating, water supply and sanitary purposes | 3,486 | 6.5 | 2.5 |
| Class 38: Telecommunications services | 3,260 | 8.7 | 2.3 |
| Class 18: Leather and imitations of leather, and products made therefrom, traveling bags and umbrellas | 3,188 | 2.7 | 2.3 |
| Class 37: Building construction; repair; installation services | 3,106 | 3.8 | 2.2 |
| Class 10: Surgical, medical, dental and veterinary apparatus and instruments | 2,985 | -0.4 | 2.1 |
| Class 28: Games and playthings; gymnastic and sporting articles | 2,945 | 5.0 | 2.1 |
| Class 29: Meat, fish, poultry; frozen, dried and cooked fruits and vegetables | 2,916 | -2.4 | 2.1 |
| Class 1: Chemicals used in industry, science and photography, as well as in agriculture | 2,873 | 8.8 | 2.0 |
| Class 12: Vehicles; apparatus for locomotion by land, air or water | 2,838 | 4.0 | 2.0 |
| Class 36: Services relating to insurance, financial affairs, monetary affairs, and real estate affairs | 2,822 | 9.6 | 2.0 |
| Class 21: Mainly household or kitchen utensils and containers; combs and sponges; articles for cleaning purposes, glassware, porcelain and earthenware | 2,670 | 7.9 | 1.9 |
| Class 20: Mainly furniture, mirrors, picture frames and goods made from, for example, wood, cork, reed, cane, wicker | 2,545 | 4.9 | 1.8 |
| Class 33: Alcoholic beverages (except beers) | 2,487 | -0.1 | 1.8 |
| Class 43: Services for providing food and drink; temporary accommodation | 2,327 | 6.9 | 1.7 |
| Class 39: Services related to transport, packaging and storage of goods, and travel arrangement | 2,303 | 12.9 | 1.6 |
| Class 32: Beers; mineral and aerated waters and other non-alcoholic beverages; fruit beverages and fruit juices; syrups and other preparations for making beverages | 2,288 | -5.1 | 1.6 |
| Class 44: Medical services; veterinary services; hygienic and beauty care for human beings or animals; agriculture, horticulture and forestry services | 2,228 | -0.4 | 1.6 |
| Class 6: Mainly includes common metals and their alloys and goods of common metal not included in other classes | 2,219 | 3.4 | 1.6 |
| Class 14: Mainly precious metals and their alloys and goods in precious metals or coated therewith, not included in other classes | 2,027 | -0.8 | 1.4 |
| Class 24: Textiles and textile goods, not included in other classes; bed covers; table covers | 1,788 | 6.4 | 1.3 |
| Class 19: Mainly non-metallic building materials and asphalt | 1,714 | 0.7 | 1.2 |
| Class 45: Legal services; security services for the protection of property and individuals; personal and social services rendered by others to meet the needs of individuals | 1,625 | 6.0 | 1.2 |
| Class 31: Mainly grains and agricultural, horticultural and forestry products; live animals; fresh fruits and vegetables; seeds | 1,610 | 9.2 | 1.1 |
| Class 40: Services related to the treatment of materials | 1,589 | 8.7 | 1.1 |
| Class 17: Mainly rubber, plastics in extruded form for use in manufacture; packing, stopping and insulating materials; non-metallic flexible pipes | 1,562 | 7.9 | 1.1 |
| Class 8: Hand tools and implements (hand-operated); cutlery; side arms; razors | 1,412 | 10.8 | 1.0 |
| Class 4: Mainly industrial oils, lubricants, fuels and illuminants | 1,075 | 15.1 | 0.8 |
| Class 2: Mainly paints, varnishes, lacquers | 849 | -4.7 | 0.6 |
| Class 27: Carpets, rugs, mats and matting, linoleum and other materials for covering existing floors; wall hangings (non-textile) | 657 | 10.6 | 0.5 |
| Class 34: Tobacco; smokers' articles; matches | 612 | 15.0 | 0.4 |
| Class 26: Lace and embroidery, ribbons and braid; buttons, hooks and eyes, pins and needles; artificial flowers | 586 | 15.1 | 0.4 |
| Class 22: Mainly ropes, string, nets, tents, awnings, tarpaulins, sails, sacks and bags (not included in other classes) | 552 | 15.0 | 0.4 |
| Class 23: Yarns and threads, for textile use | 273 | 46.8 | 0.2 |
| Class 15: Musical instruments | 230 | 4.1 | 0.2 |
| Class 13: Firearms; ammunition and projectiles; explosives; fireworks | 212 | 41.3 | 0.2 |
| Not specified | 1,865 | -27.8 | 1.3 |
| Total classes specified in Madrid applications | 140,391 | 4.6 | 100.0 |

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

Source: WIPO Statistics Database, March 2018.

The research and technology sector accounted for the highest share of all filing activity via the Madrid System in 2017.

A23. International applications by industry sector, 2017

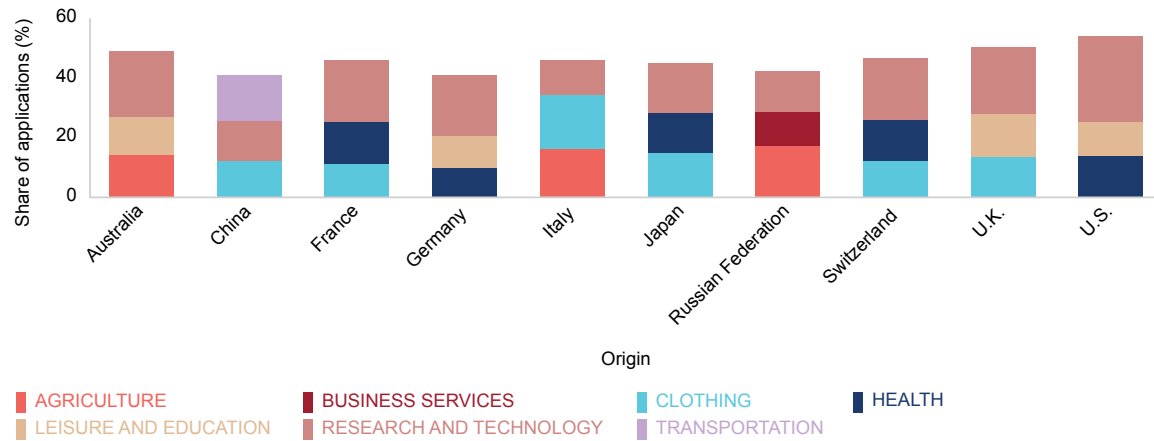


Note: Industry sectors based on class groups are those defined by Edital®. Some industry sectors are abbreviated. See the Nice classes and industry sectors table in the annex for full definitions. For full class definitions, visit www.wipo.int/classifications/nice.

Source: WIPO Statistics Database, March 2018.

The research and technology sector features among the top industry sectors for applications from all of the top 10 origins, while the health sector is only one of the top three sectors for applications from France, Germany, Japan, Switzerland and the U.S.

A24. International applications by top three sectors for the top 10 origins, 2017

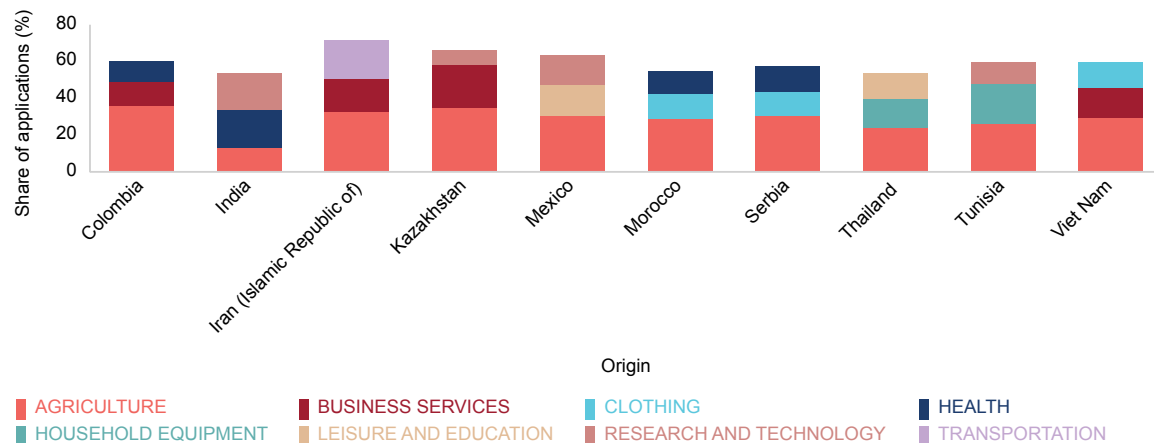


Note: Origin data are based on the country of the registration holder's address. Industry sectors based on class groups are those defined by Edital®. Some industry sectors are abbreviated. See the Nice classes and industry sectors table in the annex for full definitions. For full class definitions, visit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

Source: WIPO Statistics Database, March 2018.

The agriculture sector is one of the top three industries for applicants from all of the selected middle-income countries of origin, while the health and research and technology sectors appears among the top three for four of them.

A25. International applications by top three sectors for selected middle-income countries of origin, 2017

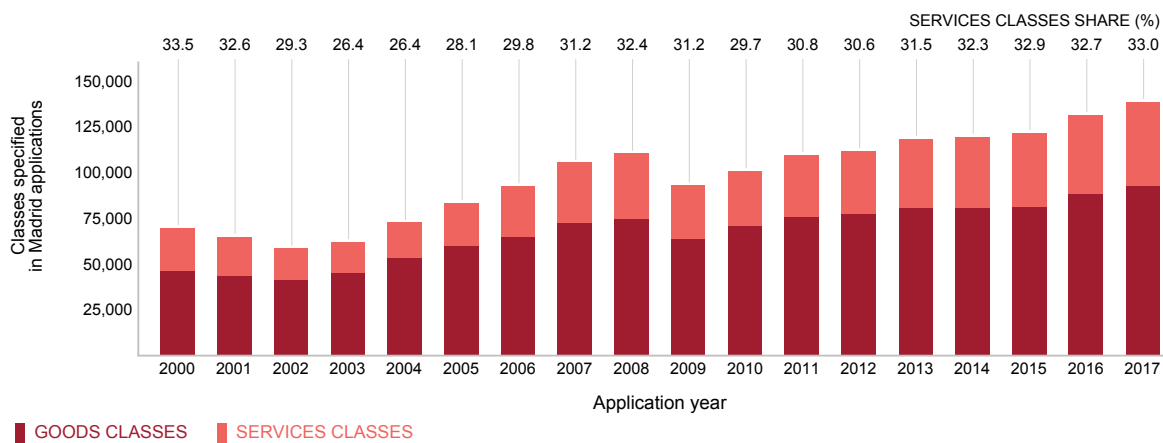


Note: Origin data are based on the country of the registration holder's address. Industry sectors based on class groups are those defined by Edital®. Some industry sectors are abbreviated. See the Nice classes and industry sectors table in the annex for full definitions. For full class definitions, visit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

Source: WIPO Statistics Database, March 2018.

Services classes comprise around a third of all classes specified in international applications.

A26. Trend in services classes versus goods classes, 2000–2017



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

Source: WIPO Statistics Database, March 2018.

The shares of goods classes compared with services classes vary across origins.

A27. Goods classes versus services classes in applications for selected origins, 2007 and 2017

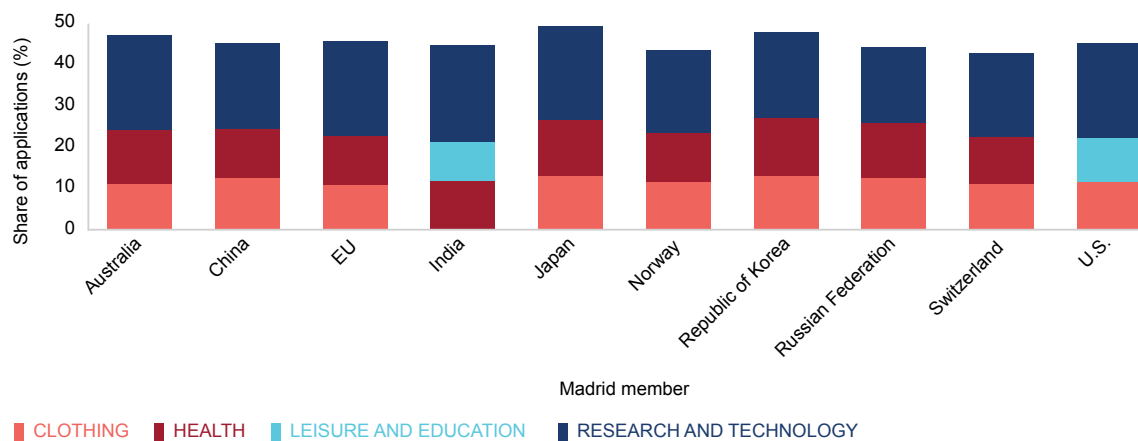
| Origin | 2007 (%) | | 2017 (%) | | Change in services classes share compared to 2007 (percentage points) |
|----------------------------|----------|----------|----------|----------|---|
| | Goods | Services | Goods | Services | |
| Cyprus | 56.8 | 43.2 | 51.9 | 48.1 | 4.9 |
| Singapore | 58.8 | 41.2 | 53.2 | 46.8 | 5.6 |
| Croatia | 69.3 | 30.7 | 56.4 | 43.6 | 12.9 |
| Norway | 59.0 | 41.0 | 57.3 | 42.7 | 1.7 |
| Viet Nam | 71.8 | 28.2 | 58.4 | 41.6 | 13.4 |
| Estonia | 61.3 | 38.7 | 59.8 | 40.2 | 1.5 |
| Switzerland | 63.8 | 36.2 | 61.1 | 38.9 | 2.7 |
| Australia | 66.5 | 33.5 | 63.1 | 36.9 | 3.4 |
| Finland | 68.1 | 31.9 | 63.4 | 36.6 | 4.7 |
| U.S. | 67.2 | 32.8 | 63.5 | 36.5 | 3.7 |
| U.K. | 65.7 | 34.3 | 63.7 | 36.3 | 2.0 |
| France | 67.4 | 32.6 | 63.8 | 36.2 | 3.6 |
| Iran (Islamic Republic of) | 70.2 | 29.8 | 63.8 | 36.2 | 6.4 |
| Greece | 48.6 | 51.4 | 64.5 | 35.5 | -15.9 |
| Germany | 69.1 | 30.9 | 66.3 | 33.7 | 2.8 |
| Russian Federation | 66.4 | 33.6 | 69.8 | 30.2 | -3.4 |
| Israel | 53.8 | 46.2 | 72.0 | 28.0 | -18.2 |
| Japan | 86.6 | 13.4 | 76.4 | 23.6 | 10.2 |
| Republic of Korea | 81.1 | 18.9 | 81.3 | 18.7 | -0.2 |
| China | 88.4 | 11.6 | 81.9 | 18.1 | 6.5 |

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

Source: WIPO Statistics Database, March 2018.

Apart from India and the U.S. – where trademarks relating to leisure and education were among the top three sectors – research and technology, health, and clothing were the top three sectors for the remaining eight most designated Madrid members.

A28. International applications by top three sectors for the top 10 designated Madrid members, 2017

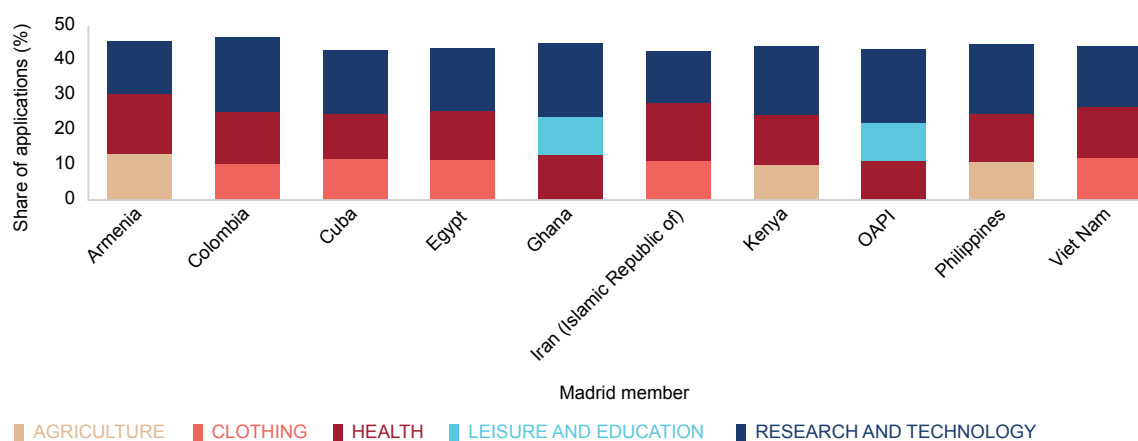


Note: Industry sectors based on class groups are those defined by Edital®. Some industry sectors are abbreviated. See the Nice classes and industry sectors table in the annex for full definitions. For full class definitions, visit www.wipo.int/classifications/nice.

Source: WIPO Statistics Database, March 2018.

Again, research and technology, health, and clothing are included among the top three sectors for most of the selected designated middle-income countries. However, agriculture stands out as one of the top sectors in Armenia, Kenya and the Philippines, as does leisure and education for trademark holders designating Ghana and the African Intellectual Property Organization (OAPI).

A29. International applications by top three sectors for selected designated low- and middle-income Madrid members, 2017



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

Source: WIPO Statistics Database, March 2018.

Statistical table

A30. International applications and designations via the Madrid System, 2017

| Name | Origin ¹ | | Designated member |
|--|------------------------|--------------|-------------------|
| | Number of applications | Designations | Designations |
| African Intellectual Property Organization | n.a. | n.a. | 1,911 |
| Albania | 6 | 30 | 2,223 |
| Algeria | 6 | 76 | 2,557 |
| Antigua and Barbuda | .. | .. | 607 |
| Argentina (a) | 3 | 5 | n.a. |
| Armenia | 36 | 641 | 2,543 |
| Australia | 2,115 | 8,550 | 13,588 |
| Austria | 1,043 | 6,127 | 2,585 |
| Azerbaijan | 12 | 74 | 2,960 |
| Bahamas (a) | 12 | 94 | n.a. |
| Bahrain | .. | .. | 1,769 |
| Barbados (a) | 4 | 26 | n.a. |
| Belarus | 138 | 713 | 4,483 |
| Belgium (b) | 772 | 5,540 | n.a. |
| Belize (a) | 36 | 190 | n.a. |
| Benelux Office for Intellectual Property | n.a. | n.a. | 2,529 |
| Bermuda (a) | 8 | 88 | n.a. |
| Bhutan | .. | .. | 671 |
| Bonaire, Sint Eustatius and Saba | 1 | 2 | 486 |
| Bosnia and Herzegovina | 32 | 152 | 2,833 |
| Botswana | .. | .. | 780 |
| Brazil (a) | 3 | 5 | n.a. |
| Brunei Darussalam | 2 | 10 | 671 |
| Bulgaria | 193 | 1,745 | 1,352 |
| Cambodia | .. | .. | 1,948 |
| Canada (a) | 61 | 264 | n.a. |
| China | 5,230 | 49,808 | 22,556 |
| China, Hong Kong SAR (a) | 2 | .. | n.a. |
| Colombia | 32 | 130 | 3,680 |
| Congo (a) | 1 | 2 | n.a. |
| Croatia | 111 | 785 | 1,322 |
| Cuba | 9 | 144 | 1,509 |
| Curaçao | 11 | 151 | 614 |
| Cyprus | 207 | 1,663 | 777 |
| Czech Republic | 304 | 1,717 | 1,651 |
| Democratic People's Republic of Korea | 5 | 7 | 1,013 |
| Denmark | 595 | 3,041 | 1,290 |
| Egypt | 20 | 301 | 4,067 |
| Estonia | 74 | 382 | 1,076 |
| European Union | n.a. | n.a. | 22,781 |
| Finland | 542 | 3,149 | 1,070 |
| France | 4,261 | 27,550 | 3,438 |
| Gambia | .. | .. | 649 |
| Georgia | 29 | 178 | 2,621 |
| Germany | 7,316 | 43,861 | 4,429 |
| Ghana | .. | .. | 1,149 |
| Greece | 142 | 1,014 | 1,153 |
| Guatemala (a) | 1 | 1 | n.a. |
| Hungary | 242 | 2,958 | 1,441 |
| Iceland | 43 | 203 | 2,280 |
| India | 230 | 1,808 | 11,897 |
| Indonesia (a) | 1 | 4 | n.a. |
| Iran (Islamic Republic of) | 35 | 530 | 3,814 |
| Ireland | 165 | 1,697 | 975 |
| Israel | 327 | 1,537 | 4,604 |
| Italy | 2,878 | 18,478 | 3,337 |
| Japan | 2,495 | 14,417 | 15,047 |
| Jordan (a) | 1 | 2 | n.a. |
| Kazakhstan | 106 | 526 | 4,730 |
| Kenya | .. | 17 | 1,732 |

(Continued)

SECTION A: STATISTICS ON MADRID INTERNATIONAL APPLICATIONS

(A30 continued)

| Name | Origin ¹ | | Designated member |
|---|------------------------|--------------|-------------------|
| | Number of applications | Designations | Designations |
| Kyrgyzstan | 5 | 21 | 2,393 |
| Lao People's Democratic Republic | 2 | 20 | 1,117 |
| Latvia | 111 | 837 | 1,209 |
| Lebanon (a) | 1 | 5 | n.a. |
| Lesotho | .. | .. | 612 |
| Liberia | 1 | 8 | 700 |
| Liechtenstein | 88 | 1,246 | 2,291 |
| Lithuania | 122 | 595 | 1,243 |
| Luxembourg (b) | 389 | 2,868 | n.a. |
| Madagascar | 2 | 4 | 839 |
| Malaysia (a) | 13 | 116 | n.a. |
| Malta (c) | 73 | 734 | n.a. |
| Mauritius (a) | 8 | 100 | n.a. |
| Mexico | 108 | 376 | 9,297 |
| Monaco | 52 | 368 | 2,309 |
| Mongolia | 1 | 3 | 1,744 |
| Montenegro | 7 | 136 | 2,429 |
| Morocco | 112 | 573 | 3,725 |
| Mozambique | 4 | 32 | 997 |
| Namibia | .. | .. | 856 |
| Netherlands (b) | 1,405 | 6,854 | n.a. |
| New Zealand | 426 | 1,579 | 7,219 |
| Norway | 381 | 2,170 | 8,116 |
| Oman | .. | .. | 1,943 |
| Panama (a) | 3 | 16 | n.a. |
| Philippines | 55 | 295 | 5,130 |
| Poland | 418 | 2,853 | 2,260 |
| Portugal | 269 | 1,504 | 1,572 |
| Qatar (a) | 1 | 3 | n.a. |
| Republic of Korea | 1,032 | 6,719 | 11,611 |
| Republic of Moldova | 49 | 373 | 2,574 |
| Romania | 107 | 470 | 1,590 |
| Russian Federation | 1,460 | 12,674 | 15,069 |
| Rwanda | .. | .. | 717 |
| Saint Kitts and Nevis (a) | 3 | 48 | n.a. |
| San Marino | 10 | 84 | 1,038 |
| Sao Tome and Principe | .. | .. | 490 |
| Saudi Arabia (a) | 3 | 22 | n.a. |
| Serbia | 166 | 1,180 | 3,977 |
| Seychelles (a) | 10 | 85 | n.a. |
| Sierra Leone | .. | .. | 707 |
| Singapore | 517 | 3,505 | 9,063 |
| Sint Maarten (Dutch Part) | 1 | 2 | 541 |
| Slovakia | 123 | 580 | 1,279 |
| Slovenia | 207 | 1,612 | 1,181 |
| South Africa (a) | 3 | 17 | n.a. |
| Spain | 1,290 | 6,672 | 2,909 |
| Sri Lanka (a) | 2 | 17 | n.a. |
| Sudan | .. | .. | 1,101 |
| Suriname (a) | 1 | 1 | n.a. |
| Swaziland | .. | .. | 692 |
| Sweden | 863 | 4,654 | 1,387 |
| Switzerland | 3,272 | 23,090 | 14,170 |
| Syrian Arab Republic | .. | .. | 1,069 |
| Tajikistan | .. | .. | 2,034 |
| Thailand | 25 | 135 | 532 |
| The former Yugoslav Republic of Macedonia | 40 | 275 | 2,494 |
| Tunisia | 21 | 255 | 2,273 |
| Turkey | 1,304 | 9,178 | 8,411 |
| Turkmenistan | 6 | 12 | 1,879 |
| Ukraine | 383 | 2,550 | 6,484 |
| United Arab Emirates (a) | 20 | 208 | n.a. |

(A30 continued)

| Name | Origin ¹ | | Designated member |
|---------------------------------|------------------------|----------------|-------------------|
| | Number of applications | Designations | Designations |
| United Kingdom | 3,292 | 16,922 | 8,390 |
| United Republic of Tanzania (a) | 1 | 14 | n.a. |
| United States of America | 7,884 | 50,799 | 21,812 |
| Uzbekistan | 14 | 206 | 2,019 |
| Viet Nam | 90 | 880 | 6,541 |
| Zambia | .. | .. | 898 |
| Zimbabwe | .. | .. | 912 |
| Others | 46 | 227 | 132 |
| Total | 56,200 | 367,175 | 367,175 |

Note: Only countries or territories of origin and designated Madrid member countries or jurisdictions for which 2017 Madrid System statistics exist are listed. Madrid application by origin data for 2017 are WIPO estimates.

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

(a) This country or territory was not a member of the Madrid System as of December 31, 2017. Applicants from this country or territory are entitled to file via the Madrid System by claiming commercial activity or domicile in a country, or in the jurisdiction of a regional intellectual property (IP) office, that is a member of the Madrid System. An applicant cannot designate the Madrid member for which entitlement is claimed (no self-designation is possible).

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

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

.. indicates zero.

n.a. indicates not applicable.

Source: WIPO Statistics Database, March 2018.

Section B

Statistics on Madrid international registrations, renewals and active registrations

Highlights

Over 56,000 international registrations went to trademark holders worldwide in 2017

In 2017, the World Intellectual Property Organization (WIPO) recorded a total of 56,267 international registrations, the most ever recorded (figure B1). The long-term trend for registrations broadly follows that for applications; however, changes in the number of registrations from year to year can be more pronounced than for applications. For example, the large fluctuations seen in the last two years can be explained by a number of factors. The decline in 2016 was mainly due to the deployment of a new back-end IT system that year, which resulted in a temporary contraction in the International Bureau (IB) of WIPO's production capacity. Moreover, registrations can fluctuate considerably from one year to the next due to a number of reasons, such as the time it takes for Madrid applications to be processed at offices of origin before being sent to the IB or due to the processing time required at the IB itself, which includes the irregularities procedure and the 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 new members' jurisdictions in addition to existing jurisdictions, the number of subsequent designations has increased from about 26,000 in 2000 to 52,630 in 2017. Simply put, subsequent designations are requests by trademark holders to extend protection of their existing international registrations to cover new markets. There were 15.3% more subsequent designations made in existing international registrations in 2017 than in 2016, reversing a two-year decline (figure B2). Although most requests for subsequent designations are submitted directly by holders to the IB, fluctuations in the numbers of these requests submitted via Madrid member offices from one year to the next can be significant for the same reasons given for fluctuations in international registrations.

The number of subsequent designations increased sharply by 43.2% in 2003, which was the same year in which the United States of America (U.S.) became a Madrid member and the year before the European Union (EU) joined. In contrast, subsequent designations decreased by 18.8% at the height of the global financial crisis in 2009, on a par with that year's 20.3% drop in designations in new applications.

How did trademark holders use subsequent designations to extend protection for their marks to additional export markets in 2017?

China received the highest number of subsequent designations in 2017 (2,506). The U.S. (1,879), the Republic of Korea (1,835) and Japan (1,644) followed as the top countries where international registration holders sought to extend protection for their marks (figure B7). The top ten designated Madrid member countries received slightly more than 31% of all subsequent designations in 2017. Nine of these countries received more subsequent designations in 2017 than they did in 2016, the exception being the Islamic Republic of Iran, which recorded a decrease of 15.3%. Half of the top 10 designated Madrid members are middle-income countries, reflecting the appeal of these developing markets to registration holders seeking to extend protection for their marks.

Among the top 15 designated Madrid members, seven received their highest shares of subsequent designations in 2017 from trademark holders in France, Germany and the U.S. (figure B9). Holders from Italy were among the top three origins of subsequent designations received by the Islamic Republic of Iran, Mexico, the Russian Federation and the U.S., whereas holders from Switzerland were among the top three origins in the EU, Norway and the U.S.

Annual renewals of international registrations hover around 30,000

International registration holders renewed 29,361 registrations in 2017, representing a slight decrease of 0.6% from 2016. The number of renewals in a given year depends both on the number of registrations and the number of renewals recorded 10 years previously, so the trend seen in figure B13 is only a partial reflection of the trend in registrations with a 10-year lag. In just one year, renewals of Madrid registrations doubled, from about 8,150 in 2005 to just over 16,600 in 2006. The high growth in renewals in 2006 resulted from a change to the renewal period from 20 to 10 years, which came into effect in 1996. Since 2006, renewals have trended upward, notwithstanding modest declines in 2011 and again in 2017.

Holders from Germany and France recorded the highest numbers of renewals in 2017

Holders from Germany (7,188) and France (4,440) recorded the highest numbers of registration renewals in 2017 (figure B14), reflecting these countries' long-standing membership of the Madrid System. Together, these two origins accounted for about 40% of all renewals in 2017, and their holders' stocks of international registrations have often been maintained for many decades.

Where 9 of the top 20 origins of renewals in 2017 saw their numbers decline compared with the previous year, several recorded increases in excess of 20%, namely Hungary (+43.3%), Japan (+24.6%), Poland (+46.5%) and the United Kingdom (U.K.; +21.6%) (figure B14).

About half of all international registrations recorded since the Madrid System was established in 1891 are still active

About half (675,000) of the more than 1.3 million international registrations recorded since the creation of the Madrid System were active – that is, in force – in 2017. Totalling around 381,000 in 2000, the number of active Madrid registrations has been growing steadily each year (figure B21). The total number of active registrations grew by 3.7% in 2017.

Together, holders from 10 countries own almost three-quarters of all active international registrations

Madrid registration holders domiciled in Germany owned 127,309 active registrations in 2017, followed by holders in France (81,998) and the U.S. (60,372) (figure B23). Together with the next seven top origins, holders located in these 10 countries possess 74% of all active registrations, largely due to their long-standing membership of the System and, as a result, their holders' accumulation of stocks of international registrations.

Among the top 20 origins, the Republic of Korea (+17%), China (+15.7%) and the U.S. (+10.3%) experienced the highest one-year growth in 2017. In contrast, 3 of the top 20 origins saw slight declines in active registrations of between 0.3% and 1.3% compared with 2016 (figure B23).

***Designated members
Switzerland and China top the list
for designations in active registrations***

In 2017, Switzerland (249,389) was once again the Madrid member with the highest number of designations in active Madrid registrations, a position it has held since 2006. It was followed closely by China, with 248,472 designations. This means that as of 2017, the almost a quarter of a million trademarks in force in each of these two countries resulted from Madrid international registrations. The Russian Federation (228,513) and the EU (183,929) were the third and fourth highest-ranking designated Madrid members (figure B24).

Eight of the top 20 designated Madrid members had fewer designations in active registrations in 2017 than in 2016. Seven of these were Madrid member offices of individual EU member countries or the Benelux Intellectual Property Office (BOIP), which represents Belgium, Luxembourg and the Netherlands. However, the EU itself, as a designated Madrid member, saw the highest growth of 9.3%.

The 5.82 million designations in active registrations in 2017 were owned by almost 239,000 right holders

A majority (63.2%) of firms or individuals holding an active international registration possessed only a single such registration in their 2017 portfolios – a situation that has remained almost unchanged since 2012. Another 16.9% of holders owned only two active registrations. Overall, about 90% of all holders of active registrations held four or fewer in their portfolios, and about 95% owned no more than seven active registrations (figure B25).

Madrid international registrations

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Madrid international registrations

The total number of Madrid international registrations recorded each year is approaching 60,000.

B1. Trend in international registrations, 2000–2017



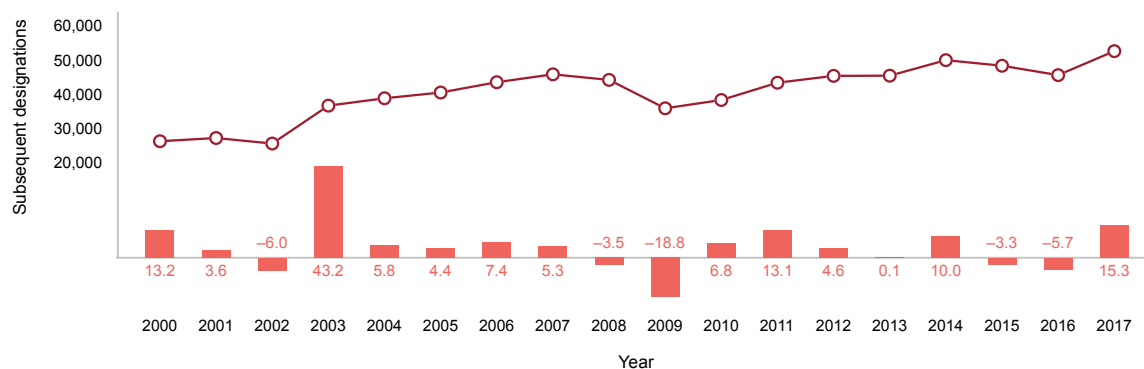
■ MADRID REGISTRATIONS ■ GROWTH RATE (%)

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

Source: WIPO Statistics Database, March 2018.

The number of subsequent designations has doubled from approximately 26,000 in 2000 to more than 52,000 in 2017.

B2. Trend in subsequent designations in international registrations, 2000–2017

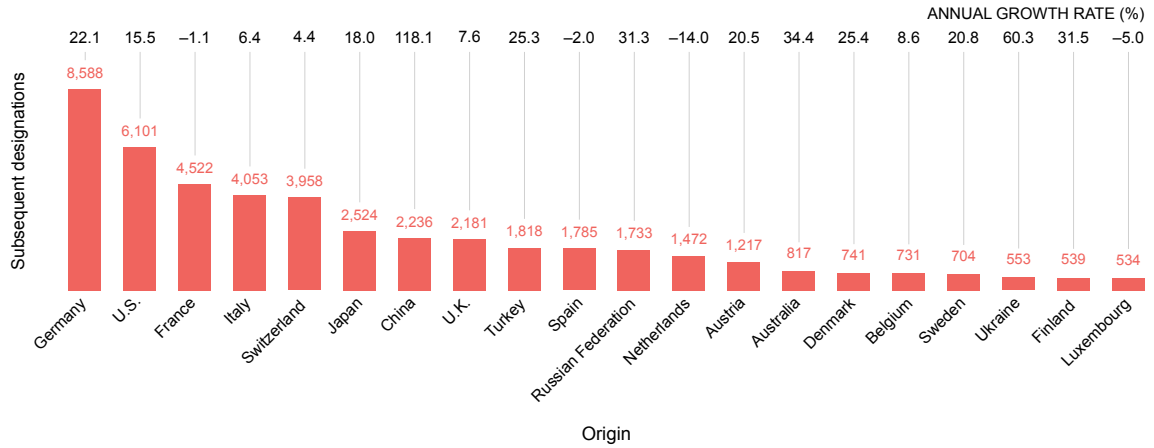


■ SUBSEQUENT DESIGNATIONS ■ GROWTH RATE (%)

Source: WIPO Statistics Database, March 2018.

For more than three decades, holders based in Germany have been the most active in extending protection for their marks to other Madrid member markets.

B3. Subsequent designations in international registrations for the top 20 origins, 2017

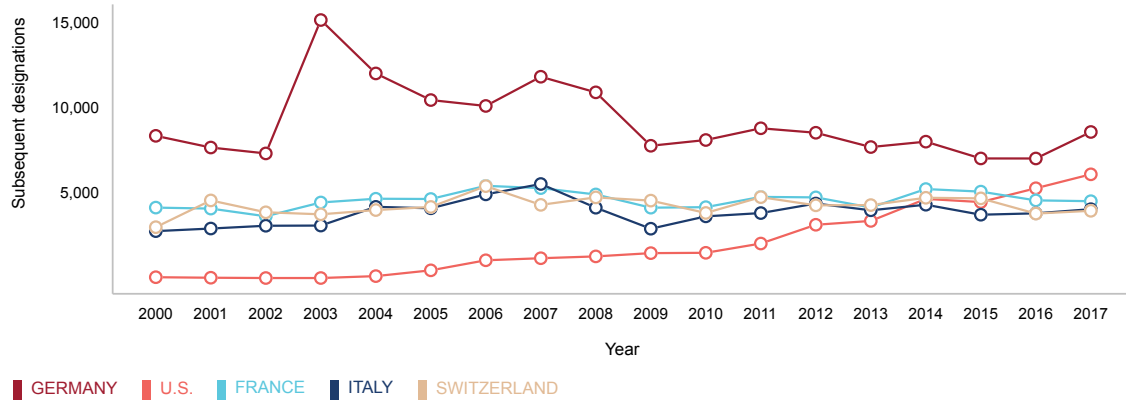


Note: Origin data are based on the country of the registration holder's address.

Source: WIPO Statistics Database, March 2018.

The numbers of subsequent designations from the top five origins have been converging over the past two decades.

B4. Trends in subsequent designations in international registrations for the top five origins, 2000–2017

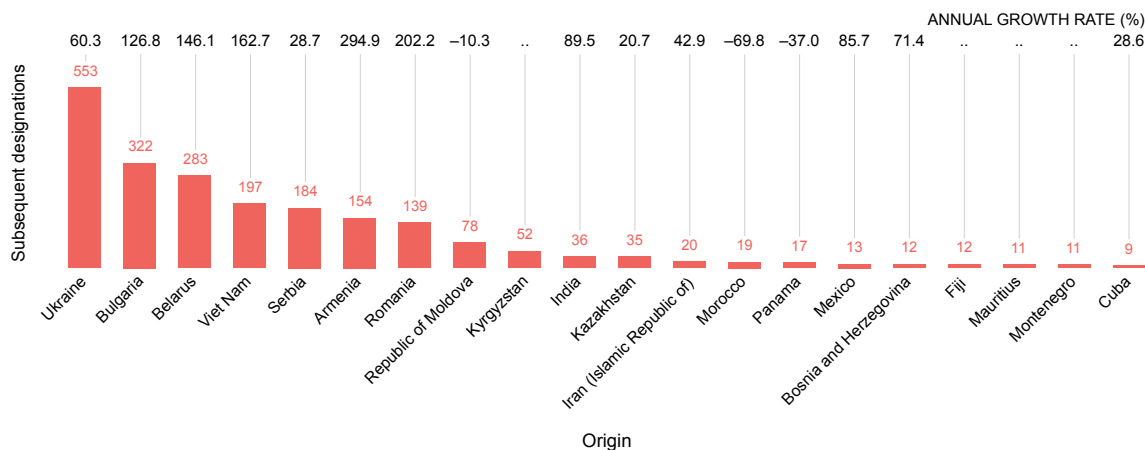


Note: Origin data are based on the country of the registration holder's address.

Source: WIPO Statistics Database, March 2018.

The numbers of subsequent designations from many middle-income countries remain low, but for many others they are growing rapidly.

B5. Subsequent designations in international registrations for selected middle-income country origins, 2017



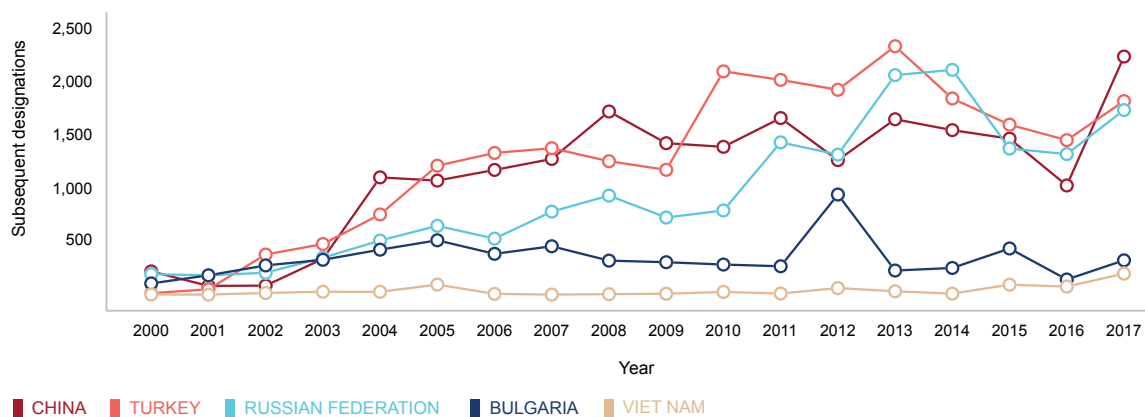
Note: Origin data are based on the country of the registration holder's address. The total numbers of subsequent designations in international registrations for all origins are reported in statistical table B27.

.. indicates not available.

Source: WIPO Statistics Database, March 2018.

In 2017, subsequent designations coming from China, the Russian Federation and Turkey were similar in magnitude, whereas the numbers from Bulgaria and Viet Nam were comparable.

B6. Trends in subsequent designations in international registrations for selected middle-income country origins, 2000–2017

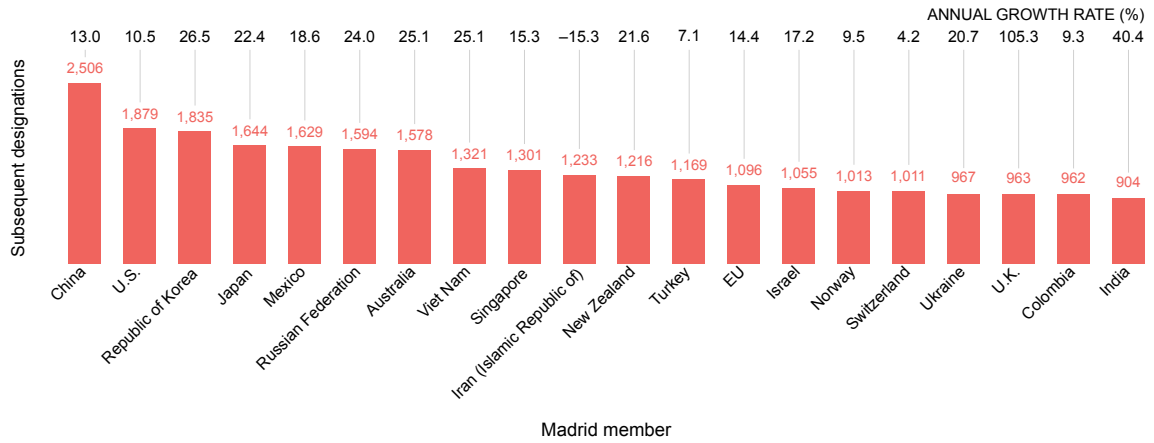


Note: Origin data are based on the country of the registration holder's address.

Source: WIPO Statistics Database, March 2018.

Since 2004, China has received the highest number of subsequent designations each year.

B7. Subsequent designations in international registrations for the top 20 designated Madrid members, 2017



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 2018.

The largest shares of subsequent designations received by each of the top 15 designated Madrid members in 2017 came from Germany.

B8. Shares of total subsequent designations in international registrations for the top 20 origins and top 15 designated Madrid members, 2017

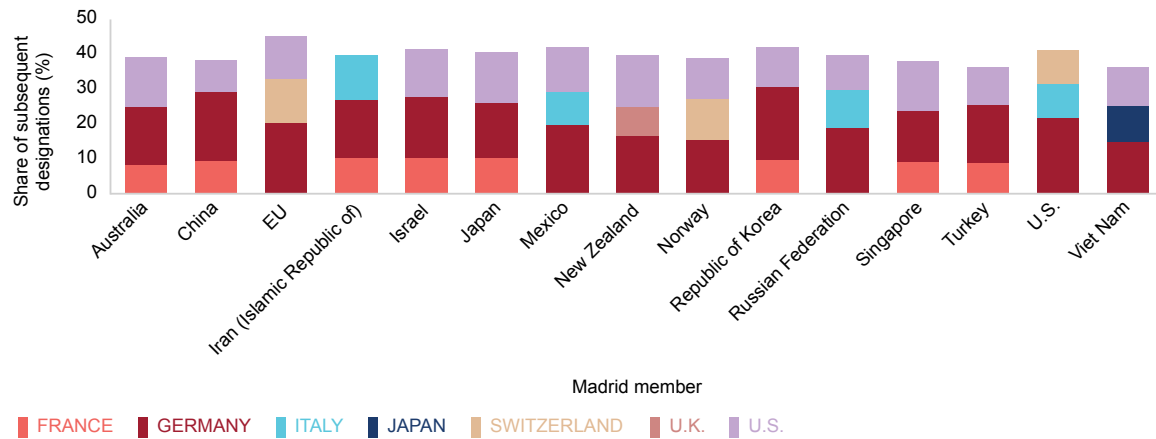
| Origin | Designated Madrid member | | | | | | | | | | | | | | |
|--------------------|--------------------------|------|-------------------|-------|--------|--------------------|-----------|----------|-----------|----------------------------|-------------|--------|------|--------|--------|
| | China | U.S. | Republic of Korea | Japan | Mexico | Russian Federation | Australia | Viet Nam | Singapore | Iran (Islamic Republic of) | New Zealand | Turkey | EU | Israel | Norway |
| Australia | 2.8 | 3.8 | 3.1 | 2.3 | 1.7 | 1.8 | | 2.2 | 3.9 | 1.1 | 3.0 | 1.1 | 5.5 | 1.0 | 2.5 |
| Austria | 2.5 | 1.6 | 2.2 | 2.3 | 1.9 | 1.9 | 2.4 | 2.0 | 2.2 | 3.2 | 3.2 | 2.7 | 2.5 | 2.6 | 3.3 |
| Belgium | 2.1 | 1.8 | 1.8 | 1.8 | 1.6 | 1.7 | 1.6 | 1.8 | 1.4 | 1.5 | 1.2 | 1.8 | 1.0 | 1.7 | 2.3 |
| China | | 2.3 | 2.5 | 3.0 | 3.7 | 1.9 | 2.8 | 3.0 | 2.8 | 3.2 | 4.4 | 3.3 | 2.5 | 3.9 | 2.7 |
| Denmark | 1.8 | 2.3 | 2.0 | 2.1 | 1.3 | 1.8 | 2.5 | 1.3 | 1.6 | 2.1 | 4.0 | 2.1 | 0.4 | 1.0 | 2.4 |
| Finland | 1.3 | 1.5 | 1.3 | 1.3 | 1.0 | 1.4 | 1.3 | 1.7 | 1.5 | 1.7 | 1.4 | 1.3 | 0.9 | 0.4 | 1.4 |
| France | 9.6 | 9.4 | 9.9 | 10.4 | 8.9 | 9.7 | 8.2 | 9.8 | 9.1 | 10.5 | 5.7 | 9.0 | 7.0 | 10.3 | 7.2 |
| Germany | 19.6 | 21.7 | 21.0 | 15.8 | 19.7 | 18.8 | 16.7 | 14.8 | 14.5 | 16.5 | 16.8 | 16.4 | 20.4 | 17.5 | 15.4 |
| Italy | 7.7 | 10.0 | 7.9 | 8.3 | 9.6 | 11.1 | 7.0 | 6.5 | 7.9 | 12.7 | 5.3 | 7.9 | 4.0 | 9.6 | 8.5 |
| Japan | 2.9 | 5.9 | 5.7 | | 5.2 | 5.0 | 6.9 | 10.5 | 7.2 | 3.0 | 5.8 | 4.1 | 7.3 | 4.8 | 2.8 |
| Luxembourg | 0.8 | 1.1 | 0.5 | 0.8 | 0.9 | 0.9 | 0.8 | 1.1 | 0.9 | 1.1 | 1.1 | 1.4 | 0.3 | 0.9 | 1.0 |
| Netherlands | 3.6 | 3.4 | 3.4 | 3.0 | 2.9 | 2.8 | 3.3 | 3.0 | 3.0 | 1.5 | 3.8 | 2.9 | 3.3 | 3.0 | 3.8 |
| Russian Federation | 4.0 | 2.3 | 2.6 | 1.6 | 1.8 | | 1.5 | 3.8 | 1.1 | 4.1 | 0.7 | 3.2 | 2.4 | 3.9 | 0.8 |
| Spain | 3.0 | 2.9 | 3.1 | 2.8 | 3.3 | 3.2 | 2.7 | 3.9 | 3.5 | 5.0 | 2.1 | 3.9 | 0.9 | 2.3 | 3.6 |
| Sweden | 2.0 | 1.9 | 2.0 | 2.4 | 1.4 | 2.2 | 2.1 | 2.0 | 1.9 | 1.0 | 2.6 | 3.3 | 0.5 | 0.9 | 2.9 |
| Switzerland | 8.2 | 9.6 | 6.9 | 8.8 | 6.4 | 7.1 | 6.8 | 4.8 | 7.4 | 6.3 | 6.0 | 5.7 | 12.5 | 6.4 | 11.9 |
| Turkey | 2.2 | 3.2 | 0.9 | 1.5 | 2.0 | 2.8 | 1.6 | 1.7 | 0.8 | 7.8 | 1.2 | | 1.7 | 3.2 | 2.0 |
| U.K. | 6.2 | 4.4 | 4.9 | 6.0 | 6.4 | 4.3 | 7.0 | 5.4 | 5.9 | 4.6 | 8.1 | 7.0 | 3.2 | 4.0 | 5.5 |
| Ukraine | 1.0 | 1.1 | 0.3 | 0.2 | 0.5 | 0.6 | 0.5 | 0.5 | 0.3 | 0.6 | 0.2 | 1.2 | 1.3 | 0.9 | 0.5 |
| U.S. | 9.1 | 0.3 | 11.3 | 14.5 | 12.8 | 9.9 | 14.1 | 11.1 | 14.1 | 3.4 | 14.6 | 10.9 | 12.2 | 13.6 | 11.5 |
| Other Origins | 9.6 | 9.6 | 6.9 | 11.2 | 6.9 | 11.2 | 10.1 | 9.2 | 8.8 | 9.2 | 8.8 | 10.9 | 10.3 | 8.1 | 8.2 |

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

Source: WIPO Statistics Database, March 2018.

France, Germany and the U.S. are the top three origins of subsequent designations for about half of the top 15 designated Madrid members, while Italy is among the top three origins for the Islamic Republic of Iran, Mexico, the Russian Federation and the U.S.

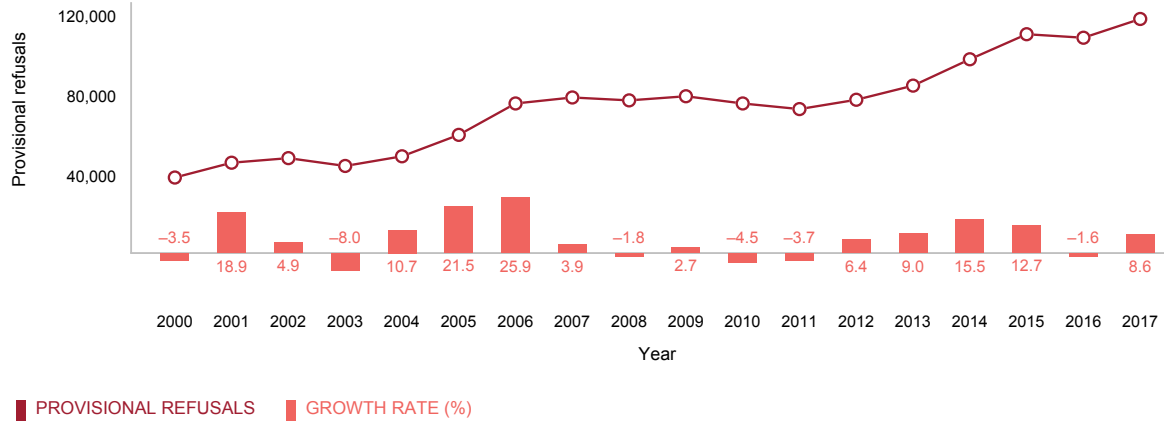
B9. Distribution of subsequent designations in international registrations for the top 15 designated Madrid members received from their top three origins, 2017



Source: WIPO Statistics Database, March 2018.

The total number of provisional refusals by designated Madrid members increased by 8.6% in 2017.

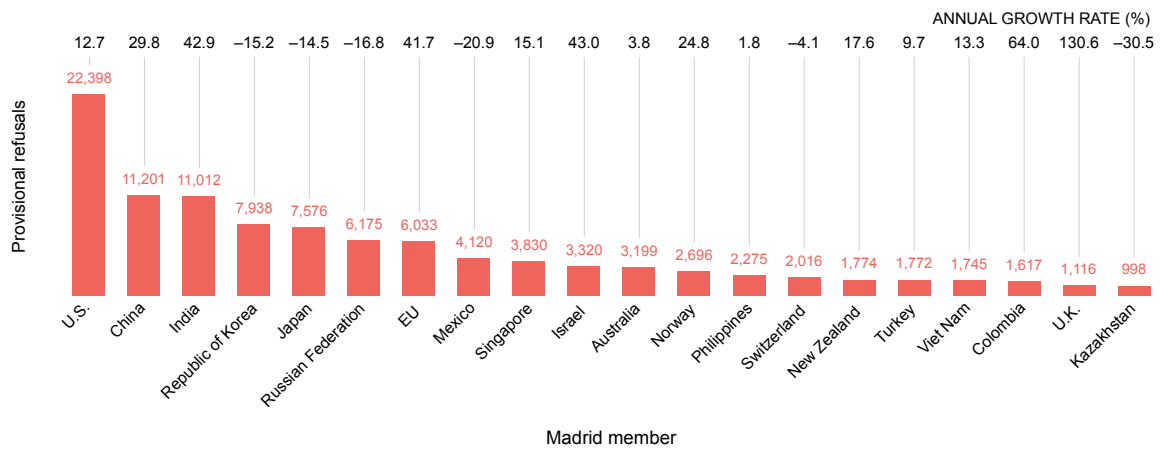
B11. Trend in provisional refusals of designations in international registrations, 2000–2017



Source: WIPO Statistics Database, March 2018.

The U.S., China and India issued the largest numbers of provisional refusals of designations in 2017.

B12. Provisional refusals of designations by selected designated Madrid members, 2017

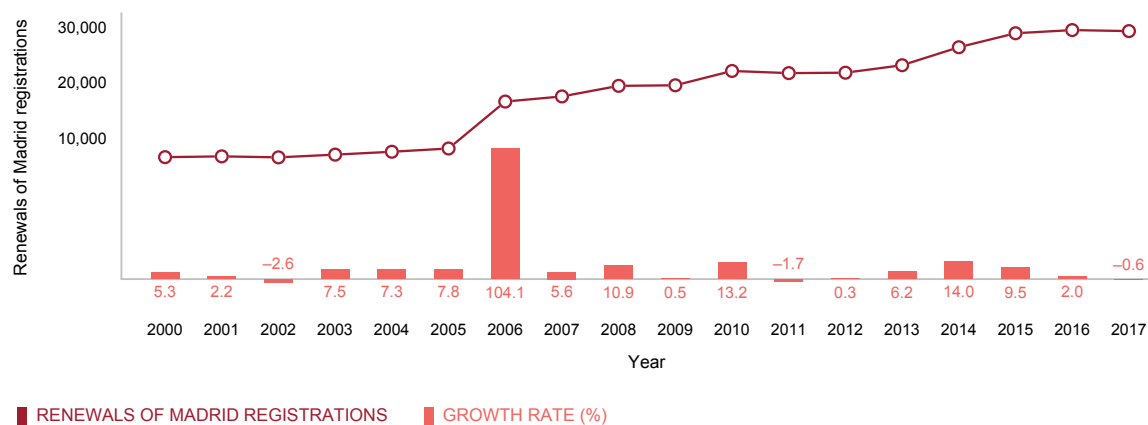


Source: WIPO Statistics Database, March 2018.

Renewals of Madrid international registrations

Renewals of international registrations have held steady at around 29,000 for the past three years.

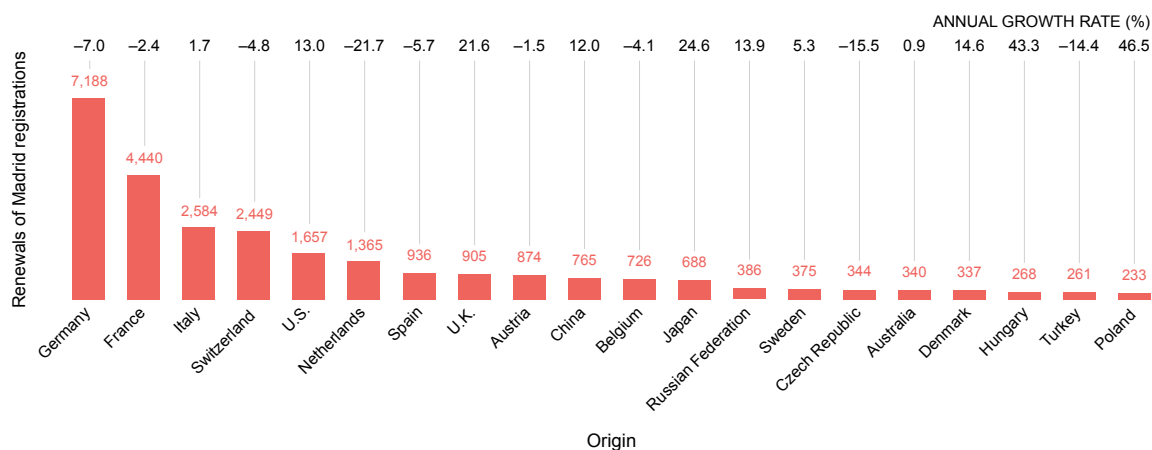
B13. Trend in renewals of international registrations, 2000–2017



Source: WIPO Statistics Database, March 2018.

More than half of all renewals in 2017 came from just four countries – Germany, France, Italy and Switzerland – reflecting these countries' long-standing membership to the Madrid System and their holders' large stocks of existing registrations up for renewal.

B14. Renewals of international registrations for the top 20 origins, 2017

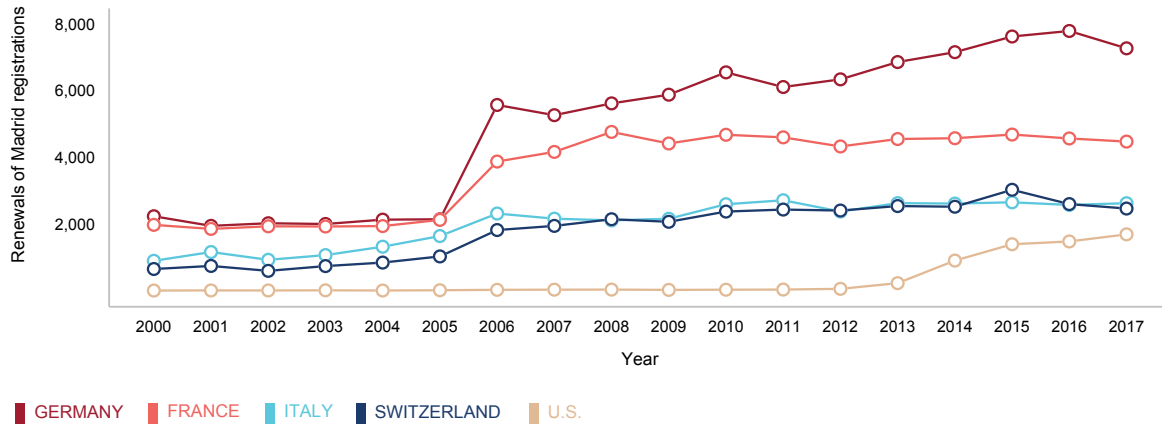


Note: Origin data are based on the country of the registration holder's address. The total numbers of renewals of international registrations for all origins are reported in statistical table B28.

Source: WIPO Statistics Database, March 2018.

The rapid growth in renewals from Germany and France seen in 2006 resulted from a change in the renewal period from 20 to 10 years.

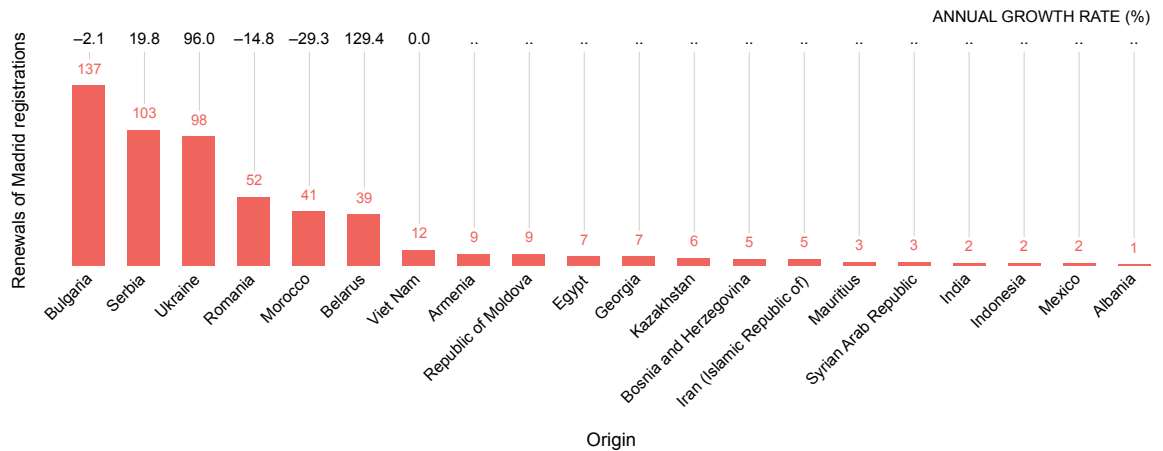
B15. Trends in renewals of international registrations for the top five origins, 2000–2017



Note: Origin data are based on the country of the registration holder's address.
Source: WIPO Statistics Database, March 2018.

Renewals from many middle-income countries are relatively low. For some, this is due in part to their relatively recent membership of the Madrid System.

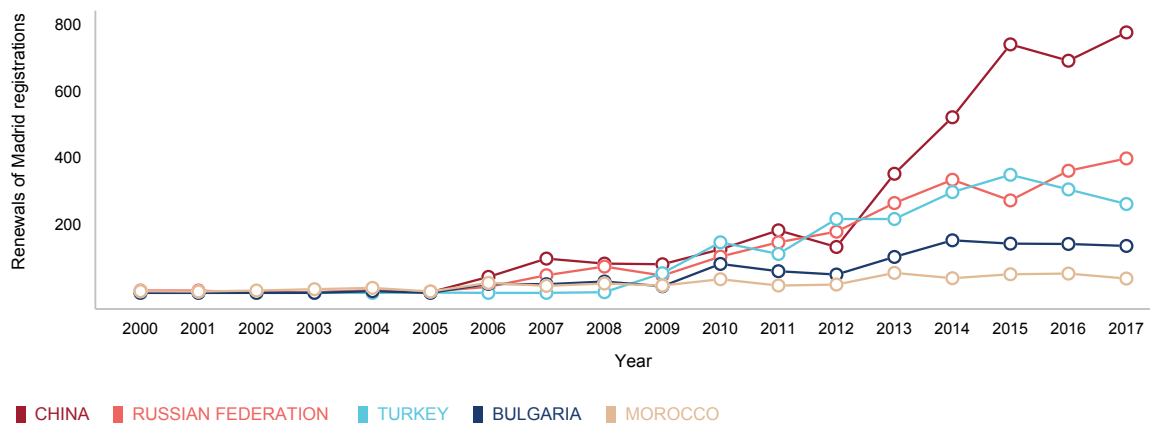
B16. Renewals of international registrations for selected middle-income country origins, 2017



Note: Origin data are based on the country of the 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 2018.

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, 2000–2017

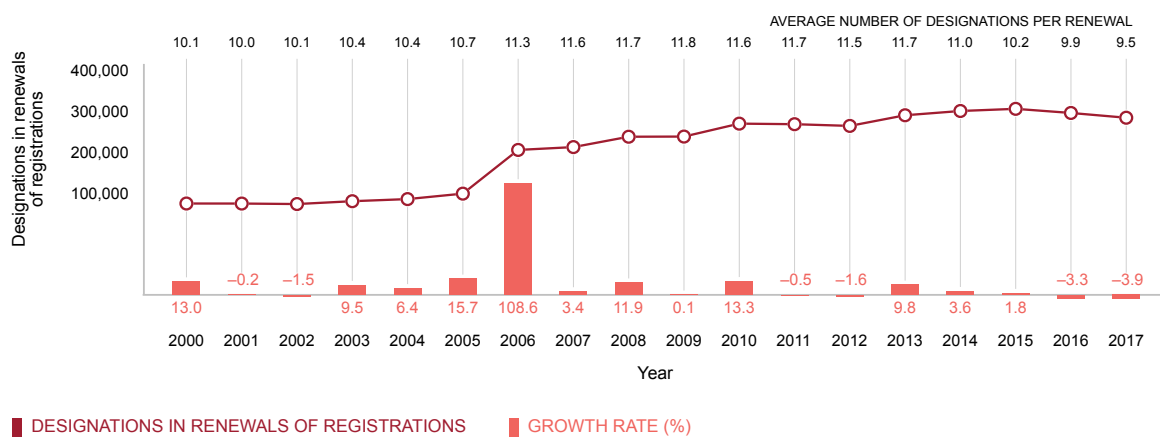


Note: Origin data are based on the country of the registration holder's address.

Source: WIPO Statistics Database, March 2018.

Renewals have contained an average of between 9 and 12 designations for more than a decade.

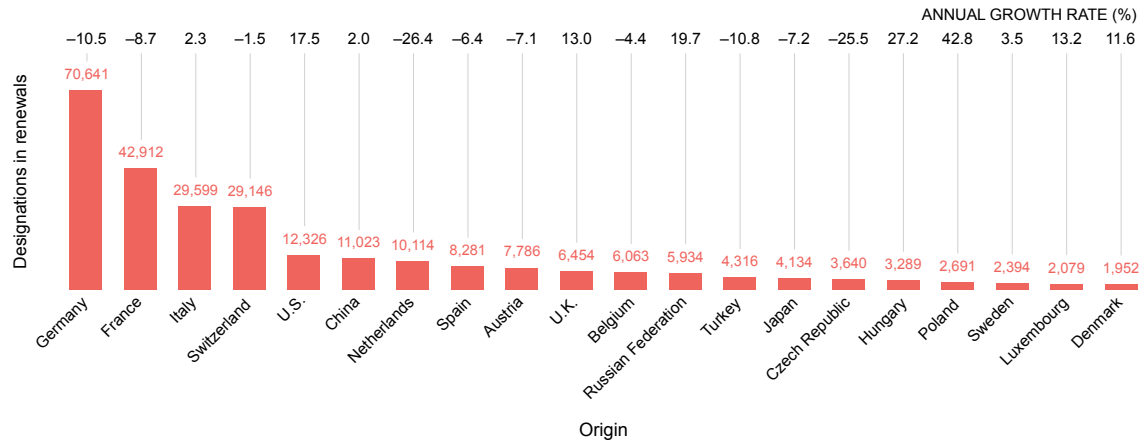
B18. Trend in designations in renewals of international registrations, 2000–2017



Source: WIPO Statistics Database, March 2018.

The top 20 origins accounted for more than 90% of all designations in renewals of international registrations in 2017.

B19. Designations in renewals of international registrations for the top 20 origins, 2017

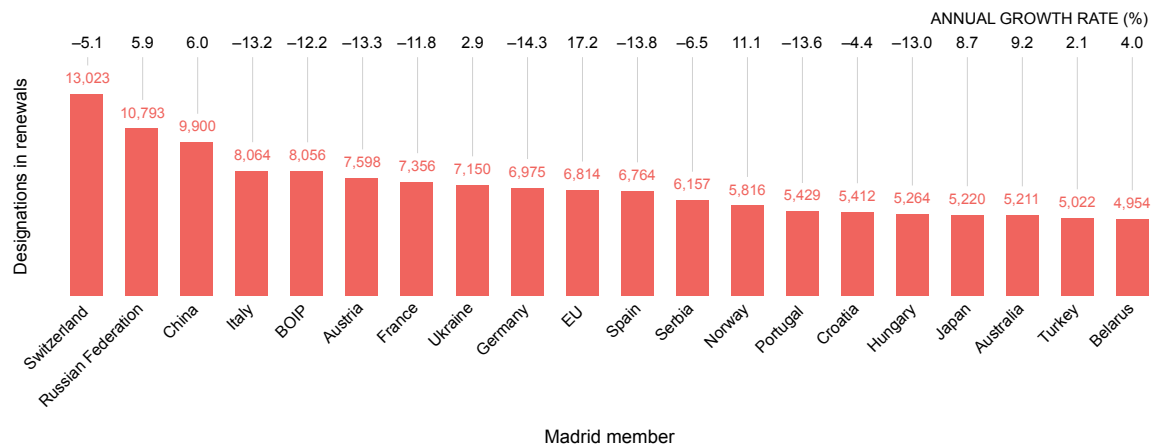


Note: Origin data are based on the country of the registration holder's address. The total numbers of designations in renewals of international registrations for all origins are reported in statistical table B28.

Source: WIPO Statistics Database, March 2018.

For the second year in a row, Switzerland and the Russian Federation remained the most designated countries in renewals of international registrations.

B20. Top 20 designated Madrid members in renewals of international registrations, 2017



Note: BOIP is the Benelux Office for Intellectual Property. 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 2018.

Active Madrid international registrations

Active Madrid international registrations reached approximately 675,000 in 2017, having increased by an average of about 16,300 each year since 2000.

B21. Trend in active international registrations, 2000–2017



Source: WIPO Statistics Database, March 2018.

The past decade and a half has seen an average of about 9 to 11 Madrid members designated per active registration.

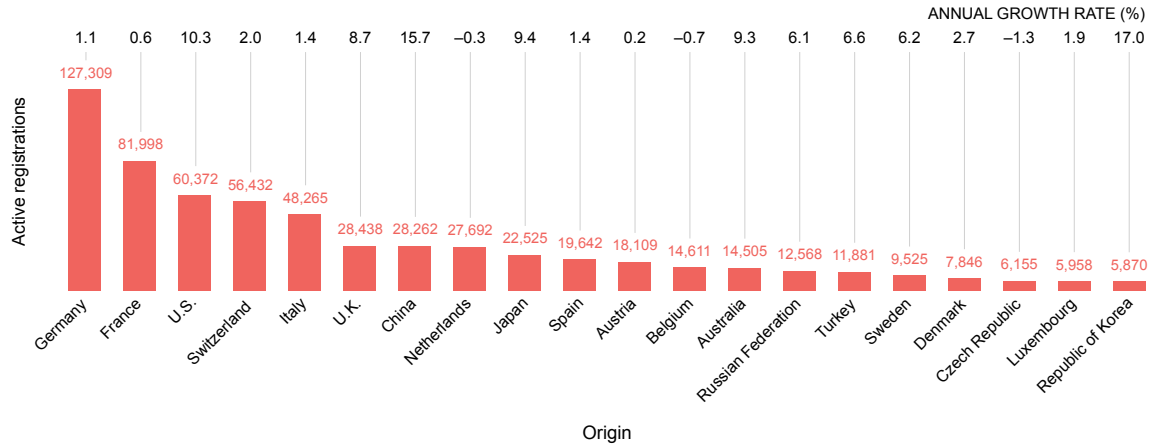
B22. Trend in designations in active international registrations, 2000–2017



Source: WIPO Statistics Database, March 2018.

Madrid international registration holders from China, the Republic of Korea and the U.S. increased their portfolios of active registrations by more than 10% in 2017.

B23. Active international registrations for the top 20 origins, 2017

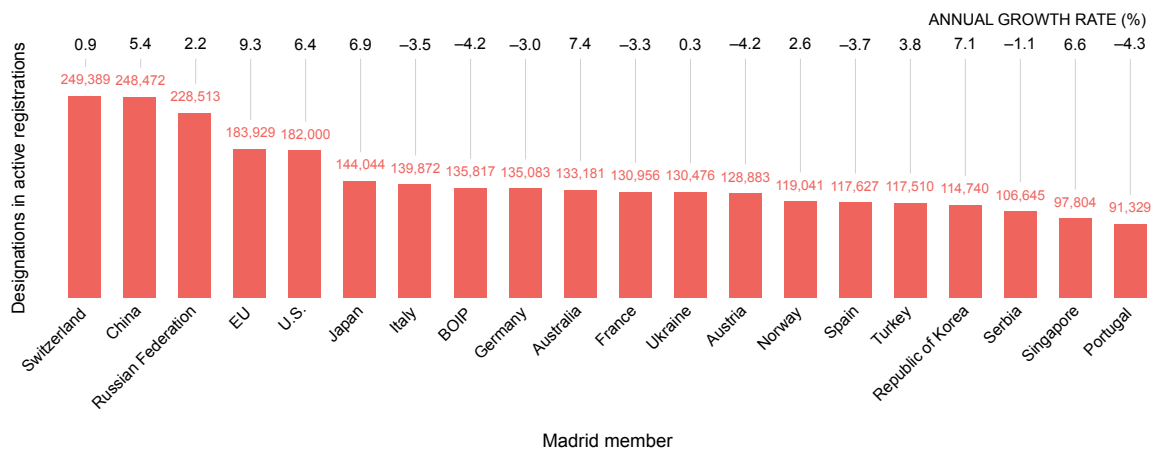


Note: Origin data are based on the country of the registration holder's address.

Source: WIPO Statistics Database, March 2018.

For the seventh year in a row, designations in active Madrid registrations in 2017 were highest for Madrid members China, the Russian Federation and Switzerland.

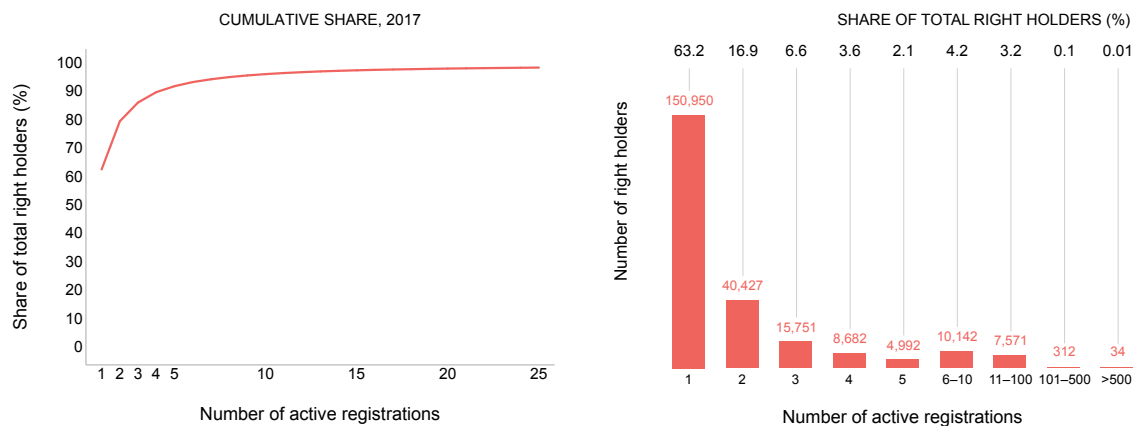
B24. Designations in active international registrations for the top 20 designated Madrid members, 2017



Source: WIPO Statistics Database, March 2018.

Overall, about 95% of all holders of active registrations held between one and seven international registrations in their portfolios.

B25. Distribution of active international registrations per right holder, 2017



Source: WIPO Statistics Database, March 2018.

Computer hardware and software, business services, and pharmaceuticals are included in the top three classes in active Madrid registrations.

B26. Classes specified in active international registrations, 2017

| Class covers/includes | 2017 | Share of total (%) |
|---|---------|--------------------|
| Class 9: Computer hardware and software and other electrical or electronic apparatus of a scientific nature | 145,619 | 8.4 |
| Class 35: Services such as office functions, advertising and business management | 106,078 | 6.2 |
| Class 5: Mainly pharmaceuticals and other preparations for medical purposes | 95,013 | 5.5 |
| Class 42: Services provided by, for example, scientific, industrial or technological engineers and computer specialists | 88,823 | 5.2 |
| Class 25: Clothing, footwear and headgear | 81,701 | 4.7 |
| Class 3: Mainly cleaning preparations and toilet preparations | 72,410 | 4.2 |
| Class 41: Services in the area of education, training, entertainment, sporting and cultural activities | 67,928 | 3.9 |
| Class 16: Mainly paper, goods made from that material and office requisites | 64,672 | 3.7 |
| 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 | 57,536 | 3.3 |
| Class 7: Mainly machines, machine tools, motors and engines | 54,787 | 3.2 |
| Class 11: Apparatus for lighting, heating, steam generating, cooking, refrigerating, drying, ventilating, water supply and sanitary purposes | 46,948 | 2.7 |
| Class 29: Meat, fish, poultry; frozen, dried and cooked fruits and vegetables | 44,938 | 2.6 |
| Class 18: Leather and imitations of leather, and products made therefrom, traveling bags and umbrellas | 43,326 | 2.5 |
| Class 1: Chemicals used in industry, science and photography, as well as in agriculture | 42,906 | 2.5 |
| Class 37: Building construction; repair; installation services | 37,750 | 2.2 |
| Class 12: Vehicles; apparatus for locomotion by land, air or water | 36,047 | 2.1 |
| Class 38: Telecommunications services | 36,018 | 2.1 |
| Class 6: Mainly includes common metals and their alloys and goods of common metal not included in other classes | 35,960 | 2.1 |
| Class 33: Alcoholic beverages (except beers) | 35,355 | 2.0 |
| Class 28: Games and playthings; gymnastic and sporting articles | 35,132 | 2.0 |
| Class 20: Mainly furniture, mirrors, picture frames and goods made from, for example, wood, cork, reed, cane, wicker | 34,861 | 2.0 |
| Class 10: Surgical, medical, dental and veterinary apparatus and instruments | 34,213 | 2.0 |
| Class 32: Beers; mineral and aerated waters and other non-alcoholic beverages; fruit beverages and fruit juices; syrups and other preparations for making beverages | 33,026 | 1.9 |
| Class 21: Mainly household or kitchen utensils and containers; combs and sponges; articles for cleaning purposes, glassware, porcelain and earthenware | 32,892 | 1.9 |
| Class 36: Services relating to insurance, financial affairs, monetary affairs, and real estate affairs | 32,010 | 1.9 |
| Remaining 20 classes | 328,767 | 19.2 |

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

Source: WIPO Statistics Database, March 2018.

Statistical tables

B27. International registrations and subsequent designations covered by international registrations, 2017

| Name | Origin ¹ | | | Designated member | |
|--|-------------------------|--------------|-------------------------|-------------------|-------------------------|
| | Number of registrations | Designations | Subsequent designations | Designations | Subsequent designations |
| African Intellectual Property Organization | n.a. | n.a. | n.a. | 1,964 | 511 |
| Albania | 4 | 9 | 1 | 2,259 | 474 |
| Algeria | 7 | 94 | .. | 2,669 | 711 |
| Andorra (a) | 1 | 4 | .. | n.a. | n.a. |
| Antigua and Barbuda | .. | .. | .. | 647 | 108 |
| Argentina (a) | 1 | 2 | .. | n.a. | n.a. |
| Armenia | 32 | 424 | 154 | 2,462 | 520 |
| Australia | 2,350 | 9,440 | 817 | 14,195 | 1,578 |
| Austria | 1,085 | 6,026 | 1,217 | 2,710 | 197 |
| Azerbaijan | 4 | 47 | .. | 2,994 | 572 |
| Bahamas (a) | 5 | 19 | 21 | n.a. | n.a. |
| Bahrain | .. | .. | .. | 1,946 | 406 |
| Barbados (a) | 6 | 46 | 9 | n.a. | n.a. |
| Belarus | 159 | 867 | 283 | 4,563 | 679 |
| Belgium (b) | 823 | 5,827 | 731 | n.a. | n.a. |
| Belize (a) | 22 | 149 | 8 | n.a. | n.a. |
| Benelux Office for Intellectual Property | n.a. | n.a. | n.a. | 2,667 | 244 |
| Bermuda (a) | 7 | 71 | .. | n.a. | n.a. |
| Bhutan | .. | .. | .. | 655 | 114 |
| Bonaire, Sint Eustatius and Saba | 1 | 2 | .. | 552 | 97 |
| Bosnia and Herzegovina | 14 | 85 | 12 | 3,079 | 541 |
| Botswana | .. | .. | .. | 813 | 189 |
| Brazil (a) | 3 | 5 | 1 | n.a. | n.a. |
| Brunei Darussalam | 2 | 10 | .. | 380 | 269 |
| Bulgaria | 248 | 3,228 | 322 | 1,322 | 229 |
| Cambodia | 1 | 1 | .. | 1,840 | 548 |
| Cameroon (a) | 2 | 12 | .. | n.a. | n.a. |
| Canada (a) | 70 | 354 | 13 | n.a. | n.a. |
| Chile (a) | 1 | 5 | .. | n.a. | n.a. |
| China | 3,622 | 49,228 | 2,236 | 23,645 | 2,506 |
| Colombia | 21 | 104 | .. | 3,991 | 962 |
| Congo (a) | 1 | 2 | .. | n.a. | n.a. |
| Croatia | 117 | 745 | 92 | 1,377 | 223 |
| Cuba | 8 | 61 | 9 | 1,665 | 308 |
| Curaçao | 14 | 201 | 31 | 686 | 126 |
| Cyprus | 222 | 1,850 | 221 | 757 | 134 |
| Czech Republic | 289 | 2,474 | 334 | 1,597 | 206 |
| Democratic People's Republic of Korea | 12 | 17 | .. | 1,053 | 186 |
| Denmark | 684 | 3,818 | 741 | 1,320 | 304 |
| Egypt | 23 | 568 | 1 | 4,250 | 786 |
| Estonia | 57 | 316 | 60 | 1,032 | 176 |
| European Union | n.a. | n.a. | n.a. | 23,749 | 1,096 |
| Fiji (a) | 3 | 5 | 12 | n.a. | n.a. |
| Finland | 571 | 3,457 | 539 | 1,079 | 165 |
| France | 4,525 | 28,317 | 4,522 | 3,352 | 300 |
| Gambia | .. | .. | .. | 557 | 190 |
| Georgia | 33 | 178 | 7 | 2,585 | 554 |
| Germany | 7,606 | 45,321 | 8,588 | 4,425 | 244 |
| Ghana | .. | .. | .. | 1,260 | 313 |
| Greece | 137 | 796 | 77 | 1,183 | 192 |
| Guatemala (a) | 1 | 1 | .. | n.a. | n.a. |
| Hungary | 150 | 1,348 | 151 | 1,469 | 202 |
| Iceland | 40 | 209 | 19 | 2,396 | 430 |
| India | 207 | 1,842 | 36 | 12,063 | 904 |
| Iran (Islamic Republic of) | 34 | 518 | 20 | 4,019 | 1,233 |
| Ireland | 165 | 1,717 | 258 | 1,000 | 160 |
| Israel | 330 | 1,642 | 137 | 4,781 | 1,055 |

(Continued)

(B27 continued)

| Name | Origin ¹ | | | Designated member | |
|----------------------------------|-------------------------|--------------|-------------------------|-------------------|-------------------------|
| | Number of registrations | Designations | Subsequent designations | Designations | Subsequent designations |
| Italy | 3,094 | 20,254 | 4,053 | 3,346 | 269 |
| Japan | 2,553 | 14,241 | 2,524 | 15,484 | 1,644 |
| Jordan (a) | 1 | 2 | .. | n.a. | n.a. |
| Kazakhstan | 100 | 406 | 35 | 4,734 | 835 |
| Kenya | 9 | 123 | .. | 1,837 | 396 |
| Kyrgyzstan | 6 | 32 | 52 | 2,328 | 454 |
| Lao People's Democratic Republic | 1 | 8 | .. | 999 | 343 |
| Latvia | 97 | 733 | 129 | 1,143 | 189 |
| Lebanon (a) | 1 | 5 | 1 | n.a. | n.a. |
| Lesotho | .. | .. | .. | 627 | 118 |
| Liberia | .. | .. | .. | 729 | 124 |
| Liechtenstein | 98 | 1,283 | 229 | 2,366 | 269 |
| Lithuania | 118 | 612 | 79 | 1,177 | 204 |
| Luxembourg (b) | 438 | 3,424 | 534 | n.a. | n.a. |
| Madagascar | 1 | 2 | .. | 873 | 225 |
| Malaysia (a) | 12 | 113 | 2 | n.a. | n.a. |
| Malta (c) | 74 | 761 | 28 | n.a. | n.a. |
| Marshall Islands (a) | 2 | 11 | .. | n.a. | n.a. |
| Mauritius (a) | 11 | 114 | 11 | n.a. | n.a. |
| Mexico | 79 | 307 | 13 | 9,716 | 1,629 |
| Monaco | 68 | 363 | 83 | 2,346 | 326 |
| Mongolia | 1 | 2 | .. | 1,575 | 379 |
| Montenegro | 17 | 176 | 11 | 2,528 | 456 |
| Morocco | 110 | 548 | 19 | 3,945 | 753 |
| Mozambique | 1 | 95 | .. | 1,059 | 208 |
| Namibia | .. | .. | .. | 904 | 177 |
| Netherlands (b) | 1,521 | 7,141 | 1,472 | n.a. | n.a. |
| New Zealand | 414 | 1,589 | 211 | 7,443 | 1,216 |
| Norway | 386 | 2,263 | 223 | 8,732 | 1,013 |
| Oman | .. | .. | .. | 2,120 | 519 |
| Pakistan (a) | .. | .. | 1 | n.a. | n.a. |
| Panama (a) | 4 | 26 | 17 | n.a. | n.a. |
| Philippines | 44 | 265 | .. | 5,289 | 833 |
| Poland | 432 | 2,930 | 477 | 2,221 | 332 |
| Portugal | 271 | 1,638 | 185 | 1,559 | 179 |
| Republic of Korea | 1,037 | 6,512 | 508 | 12,116 | 1,835 |
| Republic of Moldova | 52 | 372 | 78 | 2,554 | 500 |
| Romania | 91 | 396 | 139 | 1,566 | 244 |
| Russian Federation | 1,361 | 11,341 | 1,733 | 15,588 | 1,594 |
| Rwanda | .. | .. | .. | 728 | 239 |
| Saint Kitts and Nevis (a) | 3 | 48 | 1 | n.a. | n.a. |
| Saint Lucia (a) | .. | .. | 3 | n.a. | n.a. |
| San Marino | 11 | 109 | 45 | 1,066 | 142 |
| Sao Tome and Principe | .. | .. | .. | 508 | 100 |
| Saudi Arabia (a) | 2 | 2 | .. | n.a. | n.a. |
| Serbia | 207 | 1,430 | 184 | 4,051 | 742 |
| Seychelles (a) | 11 | 130 | 2 | n.a. | n.a. |
| Sierra Leone | .. | .. | .. | 688 | 107 |
| Singapore | 542 | 3,882 | 194 | 9,423 | 1,301 |
| Sint Maarten (Dutch Part) | 1 | 2 | .. | 603 | 113 |
| Slovakia | 101 | 549 | 155 | 1,218 | 184 |
| Slovenia | 215 | 1,675 | 157 | 1,187 | 172 |
| South Africa (a) | 6 | 44 | 1 | n.a. | n.a. |
| Spain | 1,396 | 7,234 | 1,785 | 2,969 | 287 |
| Sri Lanka (a) | 1 | 1 | .. | n.a. | n.a. |
| Sudan | .. | .. | .. | 1,139 | 205 |
| Suriname (a) | 1 | 1 | .. | n.a. | n.a. |
| Swaziland | .. | .. | .. | 743 | 119 |
| Sweden | 839 | 4,636 | 704 | 1,463 | 214 |
| Switzerland | 3,163 | 23,078 | 3,958 | 15,033 | 1,011 |
| Syrian Arab Republic | 8 | 34 | .. | 1,131 | 210 |
| Tajikistan | .. | .. | .. | 1,939 | 360 |
| Thailand | 16 | 83 | .. | 46 | 212 |

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

(B27 continued)

| Name | Origin ¹ | | | Designated member | |
|---|-------------------------|----------------|-------------------------|-------------------|-------------------------|
| | Number of registrations | Designations | Subsequent designations | Designations | Subsequent designations |
| The former Yugoslav Republic of Macedonia | 47 | 311 | 3 | 2,614 | 428 |
| Tunisia | 23 | 328 | .. | 2,460 | 731 |
| Turkey | 1,339 | 10,405 | 1,818 | 8,865 | 1,169 |
| Turkmenistan | 3 | 6 | .. | 1,894 | 377 |
| Ukraine | 355 | 2,351 | 553 | 6,662 | 967 |
| United Arab Emirates (a) | 21 | 140 | 45 | n.a. | n.a. |
| United Kingdom | 3,322 | 17,242 | 2,181 | 8,036 | 963 |
| United Republic of Tanzania (a) | 1 | 14 | .. | n.a. | n.a. |
| United States of America | 8,276 | 52,965 | 6,101 | 22,700 | 1,879 |
| Uruguay (a) | .. | .. | 9 | n.a. | n.a. |
| Uzbekistan | 11 | 100 | .. | 1,986 | 406 |
| Viet Nam | 104 | 834 | 197 | 6,509 | 1,321 |
| Zambia | .. | .. | .. | 956 | 182 |
| Zimbabwe | .. | .. | .. | 866 | 284 |
| Others | 17 | 211 | 7 | .. | .. |
| Total | 56,267 | 377,395 | 52,630 | 377,395 | 52,630 |

Note: Only countries or territories of origin and designated Madrid members for which 2017 Madrid System statistics exist are listed.

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

(a) This country or territory was not a member of the Madrid System as of December 31, 2017. Applicants from this country or territory are entitled to file via the Madrid System by claiming commercial activity or domicile in a country, or in the jurisdiction of a regional intellectual property (IP) office, that is a member of the Madrid System. An applicant cannot designate the Madrid member to which entitlement is claimed (no self-designation is possible).

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

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

.. indicates zero.

n.a. indicates not applicable.

Source: WIPO Statistics Database, March 2018.

B28. Renewals of international registrations and designations covered by these international registrations, 2017

| Name | Origin ¹ | | Designated member |
|--|---------------------|------------------------|------------------------|
| | Number of renewals | Number of designations | Number of designations |
| African Intellectual Property Organization | n.a. | n.a. | 52 |
| Albania | 1 | 11 | 2,399 |
| Algeria | .. | .. | 2,980 |
| Antigua and Barbuda | .. | .. | 505 |
| Armenia | 9 | 121 | 2,570 |
| Australia | 340 | 1,523 | 5,211 |
| Austria | 874 | 7,786 | 7,598 |
| Azerbaijan | .. | .. | 2,575 |
| Bahamas (a) | 2 | 13 | n.a. |
| Bahrain | .. | .. | 1,208 |
| Belarus | 39 | 441 | 4,954 |
| Belgium (b) | 726 | 6,063 | n.a. |
| Benelux Office for Intellectual Property | n.a. | n.a. | 8,056 |
| Bermuda (a) | 5 | 70 | n.a. |
| Bhutan | .. | .. | 383 |
| Bonaire, Sint Eustatius and Saba | .. | .. | 506 |
| Bosnia and Herzegovina | 5 | 42 | 3,825 |
| Botswana | .. | .. | 391 |
| Brunei Darussalam | .. | .. | 5 |
| Bulgaria | 137 | 1,743 | 3,576 |
| Cambodia | .. | .. | 42 |
| Canada (a) | 4 | 11 | n.a. |
| China | 765 | 11,023 | 9,900 |
| China, Hong Kong SAR (a) | 4 | 23 | n.a. |
| Colombia | .. | .. | 222 |
| Croatia | 81 | 580 | 5,412 |
| Cuba | 1 | 7 | 1,551 |
| Curaçao | 10 | 179 | 520 |
| Cyprus | 16 | 147 | 755 |
| Czech Republic | 344 | 3,640 | 4,829 |
| Democratic People's Republic of Korea | .. | .. | 1,712 |
| Denmark | 337 | 1,952 | 2,364 |
| Dominican Republic (a) | 1 | 5 | n.a. |
| Egypt | 7 | 228 | 3,899 |
| Estonia | 51 | 272 | 1,397 |
| Eswatini | .. | .. | 482 |
| European Union | n.a. | n.a. | 6,814 |
| Finland | 193 | 1,059 | 1,979 |
| France | 4,440 | 42,912 | 7,356 |
| Gambia | .. | .. | 8 |
| Georgia | 7 | 13 | 2,110 |
| Germany | 7,188 | 70,641 | 6,975 |
| Ghana | .. | .. | 167 |
| Greece | 25 | 290 | 1,589 |
| Hungary | 268 | 3,289 | 5,264 |
| Iceland | 73 | 639 | 1,840 |
| India | 2 | 62 | 3 |
| Indonesia (a) | 2 | 11 | n.a. |
| Iran (Islamic Republic of) | 5 | 267 | 1,933 |
| Ireland | 61 | 765 | 1,118 |
| Israel | 4 | 13 | 326 |
| Italy | 2,584 | 29,599 | 8,064 |
| Japan | 688 | 4,134 | 5,220 |
| Kazakhstan | 6 | 49 | 3,415 |
| Kenya | 1 | 10 | 998 |
| Kyrgyzstan | .. | .. | 2,464 |
| Lao People's Democratic Republic | .. | .. | 16 |
| Latvia | 35 | 282 | 2,608 |
| Lesotho | .. | .. | 445 |
| Liberia | .. | .. | 789 |
| Liechtenstein | 109 | 1,449 | 4,566 |

(Continued)

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

(B28 continued)

| Name | Origin ¹ | | Designated member |
|---|---------------------|------------------------|------------------------|
| | Number of renewals | Number of designations | Number of designations |
| Lithuania | 30 | 161 | 1,934 |
| Luxembourg (b) | 140 | 2,079 | n.a. |
| Madagascar | .. | .. | 123 |
| Malta (c) | 6 | 21 | n.a. |
| Mauritius (a) | 3 | 32 | n.a. |
| Mexico | 2 | 10 | 308 |
| Monaco | 80 | 485 | 4,366 |
| Mongolia | 1 | 12 | 1,640 |
| Montenegro | .. | .. | 4,168 |
| Morocco | 41 | 271 | 4,872 |
| Mozambique | 1 | 2 | 614 |
| Namibia | .. | .. | 550 |
| Netherlands (b) | 1,365 | 10,114 | n.a. |
| New Zealand | 6 | 47 | 225 |
| Norway | 155 | 809 | 5,816 |
| Oman | .. | .. | 538 |
| Panama (a) | 1 | 14 | n.a. |
| Poland | 233 | 2,691 | 4,481 |
| Portugal | 177 | 1,101 | 5,429 |
| Republic of Korea | 83 | 518 | 4,318 |
| Republic of Moldova | 9 | 50 | 3,152 |
| Romania | 52 | 499 | 4,552 |
| Russian Federation | 386 | 5,934 | 10,793 |
| Rwanda | .. | .. | 27 |
| San Marino | 5 | 114 | 2,414 |
| Sao Tome and Principe | .. | .. | 49 |
| Serbia | 103 | 964 | 6,157 |
| Sierra Leone | .. | .. | 627 |
| Singapore | 69 | 381 | 3,904 |
| Sint Maarten (Dutch Part) | .. | .. | 513 |
| Slovakia | 63 | 688 | 4,192 |
| Slovenia | 152 | 1,853 | 3,885 |
| Spain | 936 | 8,281 | 6,764 |
| Sudan | .. | .. | 1,235 |
| Sweden | 375 | 2,394 | 2,050 |
| Switzerland | 2,449 | 29,146 | 13,023 |
| Syrian Arab Republic | 3 | 15 | 1,181 |
| Tajikistan | .. | .. | 2,081 |
| The former Yugoslav Republic of Macedonia | 12 | 86 | 3,969 |
| Tunisia | 1 | 2 | 141 |
| Turkey | 261 | 4,316 | 5,022 |
| Turkmenistan | .. | .. | 1,490 |
| Ukraine | 98 | 1,401 | 7,150 |
| United Arab Emirates (a) | 5 | 20 | n.a. |
| United Kingdom | 905 | 6,454 | 3,771 |
| United States of America | 1,657 | 12,326 | 4,276 |
| Uzbekistan | .. | .. | 2,619 |
| Viet Nam | 12 | 141 | 4,092 |
| Zambia | .. | .. | 570 |
| Zimbabwe | .. | .. | 19 |
| Others | 34 | 250 | .. |
| Total | 29,361 | 285,046 | 285,046 |
| Syrian Arab Republic | .. | .. | 1,069 |
| Tajikistan | .. | .. | 2,034 |
| Thailand | 25 | 135 | 532 |
| The former Yugoslav Republic of Macedonia | 40 | 275 | 2,494 |
| Tunisia | 21 | 255 | 2,273 |
| Turkey | 1,304 | 9,178 | 8,411 |
| Turkmenistan | 6 | 12 | 1,879 |
| Ukraine | 383 | 2,550 | 6,484 |
| United Arab Emirates (a) | 20 | 208 | n.a. |
| United Kingdom | 3,292 | 16,922 | 8,390 |

(B28 continued)

| Name | Origin ¹ | | Designated member |
|---------------------------------|---------------------|------------------------|------------------------|
| | Number of renewals | Number of designations | Number of designations |
| United Republic of Tanzania (a) | 1 | 14 | n.a. |
| United States of America | 7,884 | 50,799 | 21,812 |
| Uzbekistan | 14 | 206 | 2,019 |
| Viet Nam | 90 | 880 | 6,541 |
| Zambia | .. | .. | 898 |
| Zimbabwe | .. | .. | 912 |
| Others | 46 | 227 | 132 |
| Total | 56,200 | 367,175 | 367,175 |

Note: Only countries or territories of origin and designated Madrid members for which 2017 Madrid System statistics exist are listed.

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

(a) This country or territory was not a member of the Madrid System as of December 31, 2017. Applicants from this country or territory are entitled to file via the Madrid System by claiming commercial activity or domicile in a country, or in the jurisdiction of a regional IP office, that is a member of the Madrid System. An applicant cannot designate the Madrid member to which entitlement is claimed (no self-designation is possible).

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

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

.. indicates zero.

n.a. indicates not applicable.

Source: WIPO Statistics Database, March 2018.

Section C

Statistics on administration, revenue and fees

Highlights

Three-quarters of all international applications in 2017 were sent to the International Bureau electronically

Electronic transmission was introduced in 1998, and its share of total transmissions to the International Bureau (IB) of WIPO had reached just 0.2% by the end of that year. Since then, the share of applications that the IB receives electronically has increased significantly. In 2013 and 2014, more than half (52%) of all applications that the IB received were transmitted electronically by all offices of origin combined. This share increased by almost 23 percentage points to reach 74.6% in 2017 (figure C1).

Four out of every five international applications are filed in English

In 2017, 82.3% of Madrid applications were filed in English, with French accounting for 15.2% and Spanish for 2.5% (figure C2). The low share of filings submitted in Spanish since its introduction as a filing language in 2004 is due to the fact that, to date, the Madrid System includes only four Spanish-speaking countries (Colombia, Cuba, Mexico and Spain), with Spain the only one listed among the top 20 origins of international applications (figure A6).

Almost 40% of all Madrid applications received in 2017 were irregular

The IB considers international applications that fail to meet all of the formal requirements, including the classification of goods and services in accordance with the International Nice Classification, to be irregular. In such instances, the IB informs both the Madrid member's IP office of origin and the applicant of the irregularities. Responsibility for remedying such irregularities lies with either the IP office of origin or the applicant, depending on the nature of the irregularity. In 2017, 38.7% of Madrid applications contained irregularities, a considerable portion of which were classification irregularities. For the past decade, the share of irregularities has ranged from 28.4% to 39.8% of all international applications filed (figure C5).

Changes in ownership of international registrations remain relatively low

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

In 2017, there were approximately 17,400 changes in ownership of active international registrations – 3,780 more than in 2016, representing an increase of 27.7%. Despite this large increase, the share of changes in ownership relative to the total number of active registrations is small and has remained relatively stable over time. Only 2.6% of all active registrations changed ownership in 2017 (figure C9).

The bulk of cancellations of international registrations due to ceasing of effect of the basic mark are partial cancellations, so although its scope may be limited, the registration remains valid

For the first five years after it has been recorded, a Madrid international registration depends upon the so-called “basic mark” – an application directly filed in (or a resulting registration issued by) a Madrid member – which must precede the international application. Madrid member IP offices acting as offices of origin are obliged to notify the IB of decisions concerning the ceasing of effect of basic marks made 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 as the basic mark (in part or entirely: Article 6 of the Protocol). The IB then records the cancellation in the International Register and informs the offices of the designated Madrid members as well as the holder of the international registration.

In 2017, 6,825 international registrations were canceled in part or entirely due to ceasing of effect of the basic mark (figure C10). Partial cancellations comprised the bulk 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. In contrast, just over a third (34.3%) of all cancellations in 2017 were total cancellations. Where an international registration is canceled due to the ceasing of effect of the basic mark, the Madrid Protocol offers the holder the possibility of transforming the international registration into a national or regional application in each of the designated Madrid members within three months, counted from the date that the cancellation of the international registration is recorded in the International Register. Since 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 2017.

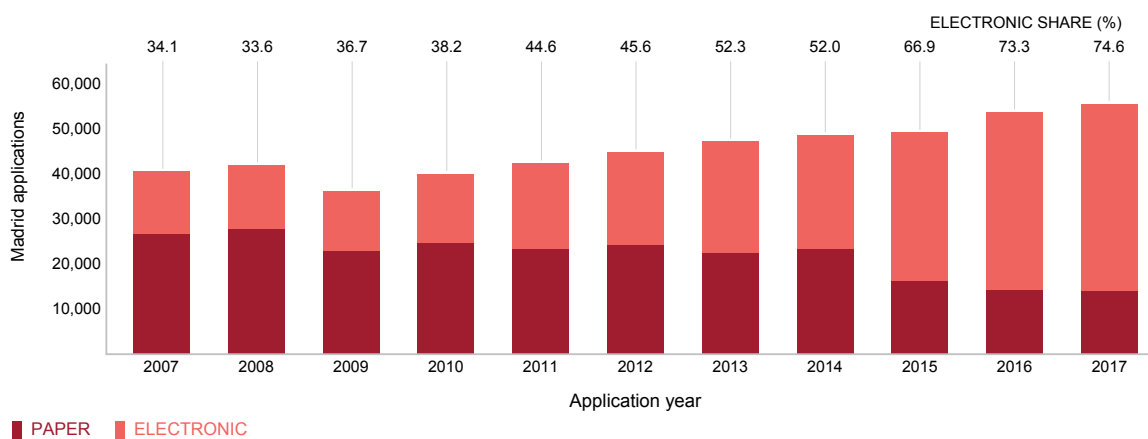
Madrid System administration, revenue and fees

| | | |
|-----|---|-----|
| C1 | Trend in applications by medium of transmission, 2007–2017 | 93 |
| C2 | Trend in applications by filing language, 2007–2017 | 93 |
| C3 | Average timeliness in transmitting international applications by selected offices of origin to the IB, 2017 | 94 |
| C4 | Trend in translations, 2007–2017 | 94 |
| C5 | Trend in irregularities in international applications, 2007–2017 | 95 |
| C6 | Trend in the share of requests for subsequent designations filed directly with the IB, 2000–2017 | 95 |
| C7 | Average timeliness in transmitting requests for subsequent designations by selected offices of origin to the IB, 2017 | 96 |
| C8 | Trend in timeliness of formalities examination carried out by the IB, 2007–2017 | 96 |
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| C17 | Distribution of Madrid international registration fees, 2017 | 101 |

Madrid System administration, revenue and fees

2017 marked the second consecutive year in which about three-quarters of all international applications were filed electronically.

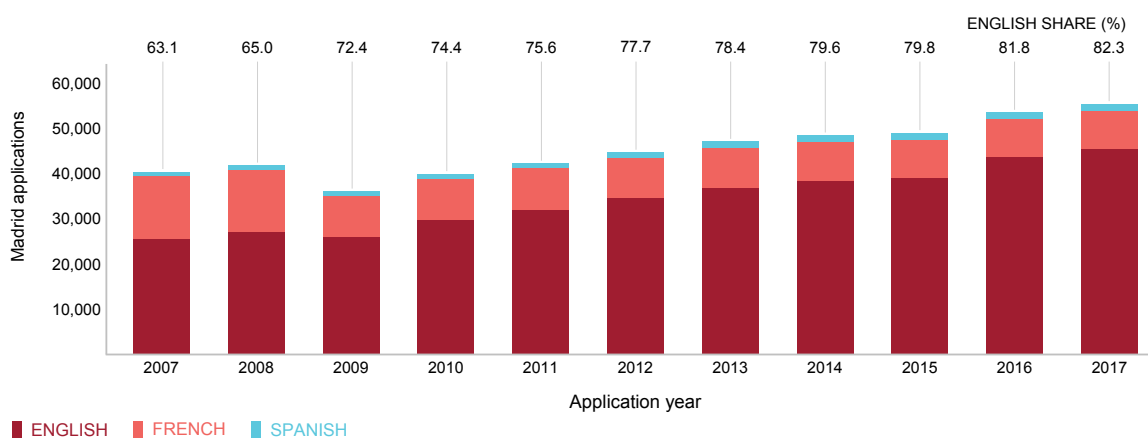
C1. Trend in applications by medium of transmission, 2007–2017



Source: WIPO Statistics Database, March 2018.

Since 2007, the share of international applications filed in English has increased by almost 20 percentage points to reach 82.3% in 2017.

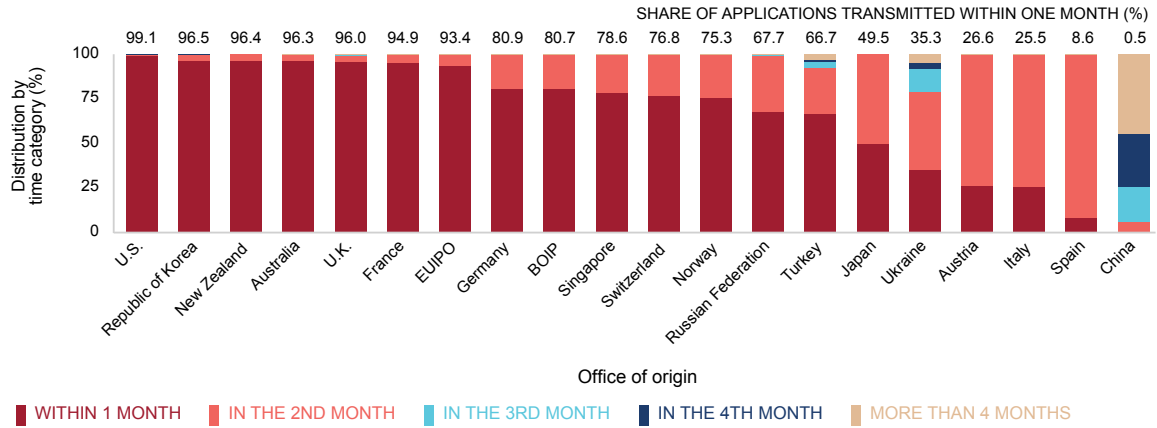
C2. Trend in applications by filing language, 2007–2017



Source: WIPO Statistics Database, March 2018.

Seven of the listed offices of origin transmitted 90% or more of all Madrid applications to WIPO within one month after they were filed by trademark applicants or holders.

C3. Average timeliness in transmitting international applications by selected offices of origin to the IB, 2017

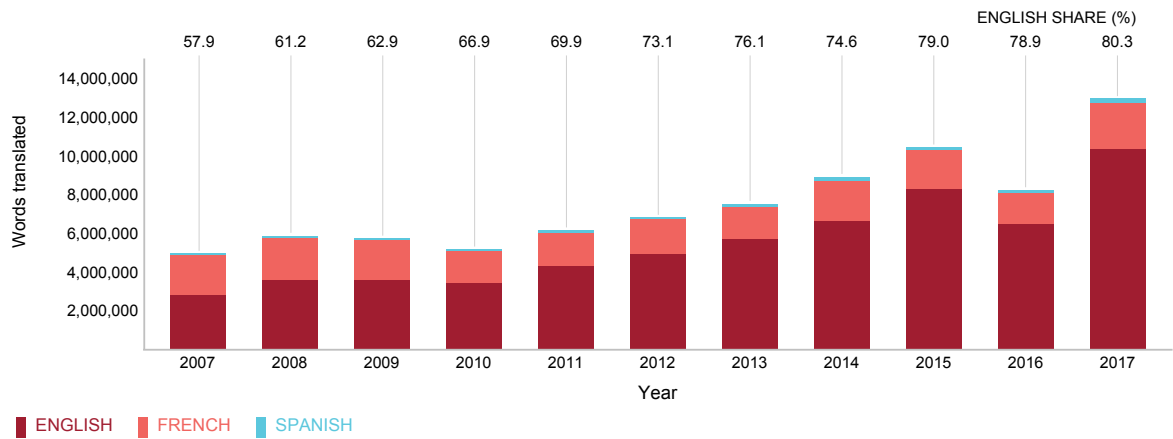


Note: EUIPO is the European Union Intellectual Property Office. BOIP is the Benelux Office for Intellectual Property.

Source: WIPO Statistics Database, March 2018.

Of the approximately 13 million words translated in 2017, 80% were translated from English, 18% from French and 2% from Spanish.

C4. Trend in translations, 2007–2017

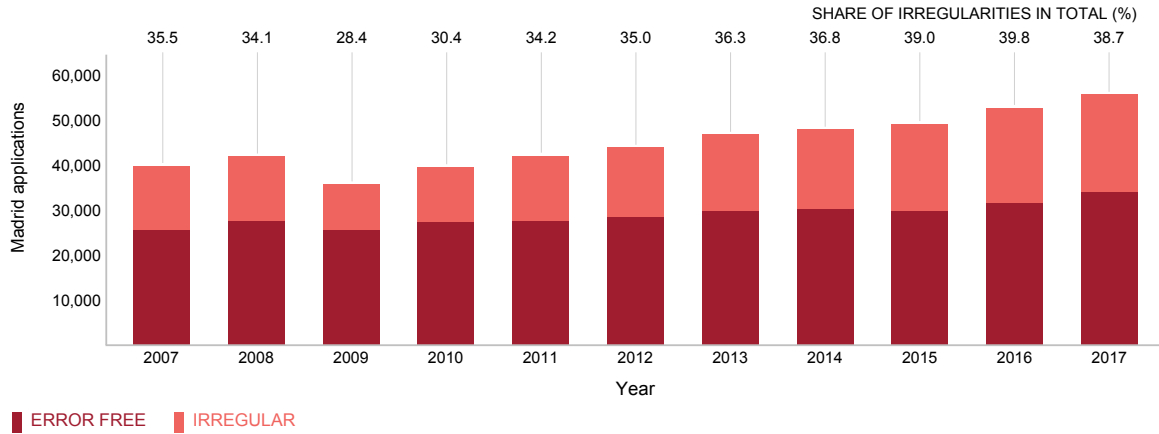


Note: This figure presents the total number of words translated by the IB from each of the three languages that are required for recording and publishing international registrations.

Source: WIPO Statistics Database, March 2018.

For each year over the past decade, irregularities have been reported in between 28% and 40% of all international applications filed.

C5. Trend in irregularities in international applications, 2007–2017

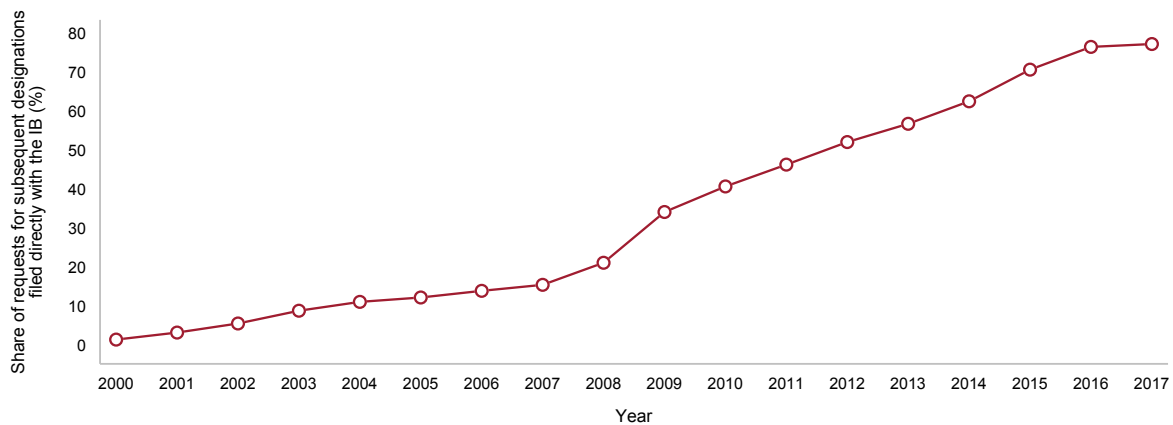


Note: There are three types of irregularities: irregularities with regard to the classification of goods and services; irregularities with regard to the indication of goods and services; and other irregularities.

Source: WIPO Statistics Database, March 2018.

In 2017 and recent years, holders have submitted a large majority of their requests for subsequent designation directly to the IB without going through their respective offices of origin. This share has increased from only 2% of the total in 2000 to reach 78% of the total in 2017.

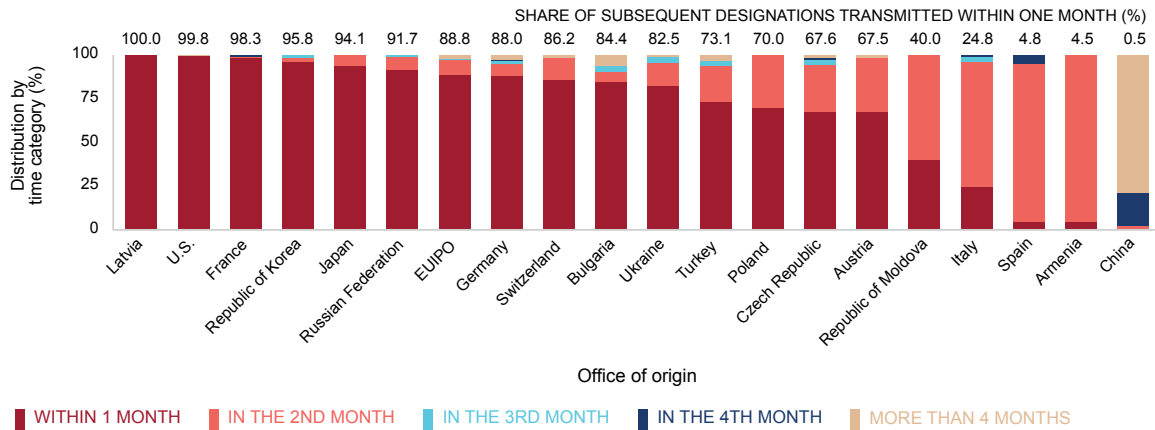
C6. Trend in the share of requests for subsequent designations filed directly with the IB, 2000–2017



Source: WIPO Statistics Database, March 2018.

About 22% of all requests for subsequent designation in 2017 were filed via holders' offices of origin rather than directly with the IB. It took longer than one month for the offices of Armenia, China and Spain to transmit a large proportion of requests for subsequent designations by international registration holders located in these countries to the IB.

C7. Average timeliness in transmitting requests for subsequent designations by selected offices of origin to the IB, 2017

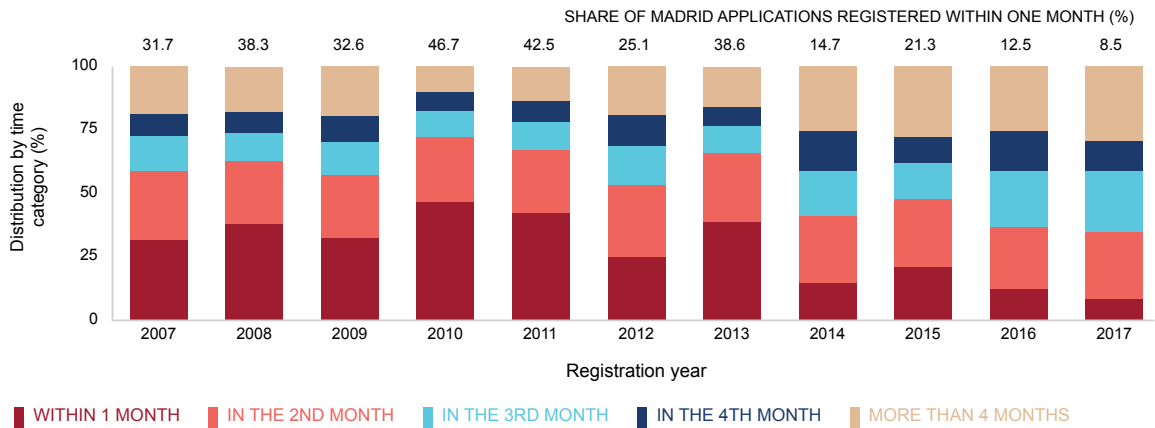


Note: EUIPO is the European Union Intellectual Property Office.

Source: WIPO Statistics Database, March 2018.

In 2017, the IB completed about 70% of all registrations within four months of receiving the international application.

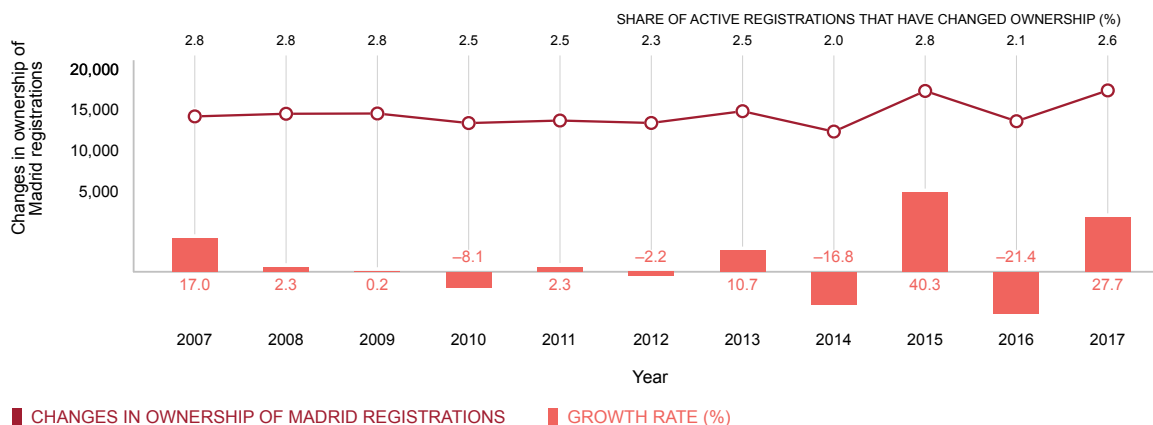
C8. Trend in timeliness of formalities examination carried out by the IB, 2007–2017



Source: WIPO Statistics Database, March 2018.

On average, less than 3% of all active registrations have been transferred to new owners over the past decade.

C9. Trend in changes in ownership, 2007–2017

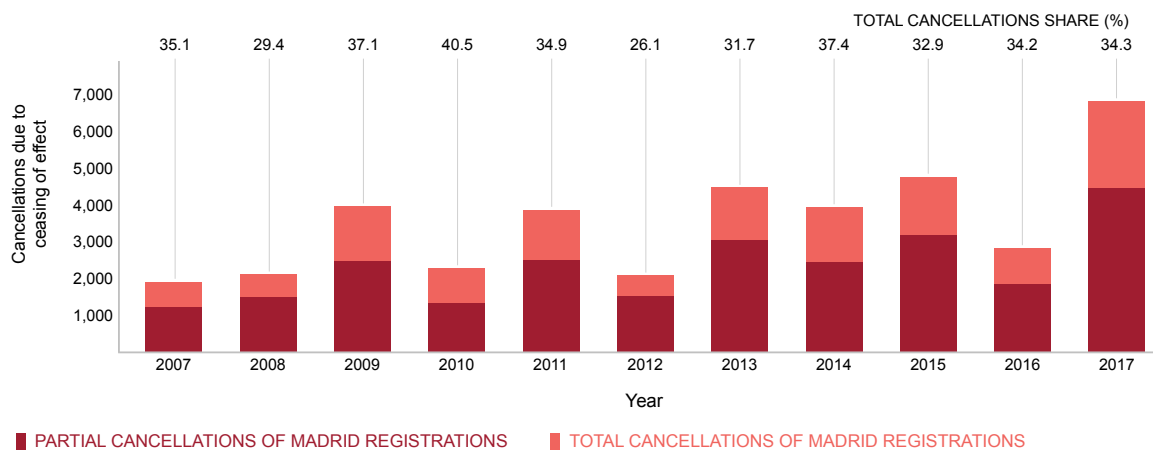


Note: The change in ownership of an international registration may be total or partial. It may relate to all or just some of the goods and services covered by the international registration, and may be made in respect of all or some of the designated Madrid members.

Source: WIPO Statistics Database, March 2018.

About 6,800 international registrations were canceled in part or entirely in 2017, of which about a third were canceled entirely.

C10. Trend in cancellations due to ceasing of effect of the basic mark as notified by offices of origin, 2007–2017

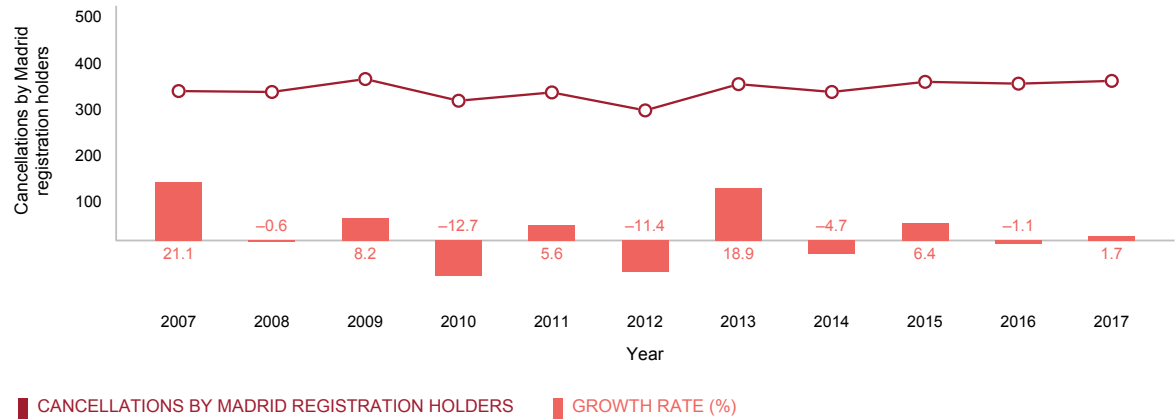


Note: Madrid member offices acting as offices of origin are obliged to notify the IB of decisions concerning the ceasing of effect of basic marks made within the five-year dependency period. Where this is the case, the office of origin is obliged to request that the IB cancel an international registration to the same extent (in part or entirely: Article 6 of the Agreement and the Protocol).

Source: WIPO Statistics Database, March 2018.

Few Madrid registration holders reduce the geographical scope of protection for their marks or limit the range of goods and services covered.

C11. Trend in cancellations by international registration holders, 2007–2017

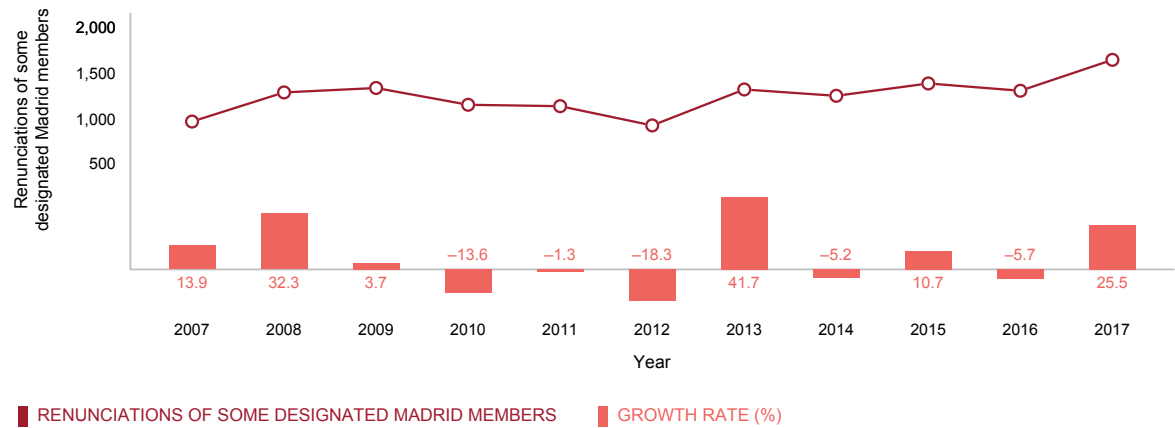


Note: Holders of international registrations can request the recording of cancellation of their registrations in all designated Madrid members with regard to all or just some of the goods and services specified in their registrations.

Source: WIPO Statistics Database, March 2018.

Relative to the total number of active international registrations, the number of renunciations has remained low for the past decade.

C12. Trend in renunciations, 2007–2017

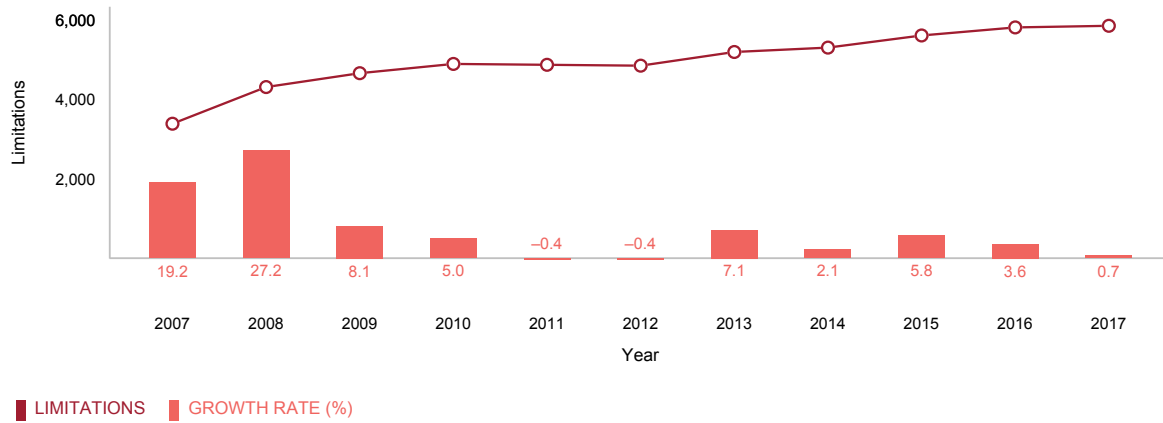


Note: Holders may wish to restrict protection of an international registration through renunciation of protection for all goods and services in some (but not all) designated Madrid members.

Source: WIPO Statistics Database, March 2018.

The number of limitations has ranged from only 5,200 to almost 5,900 over the past five years, despite annual increases in the number of active international registrations.

C13. Trend in limitations, 2007–2017

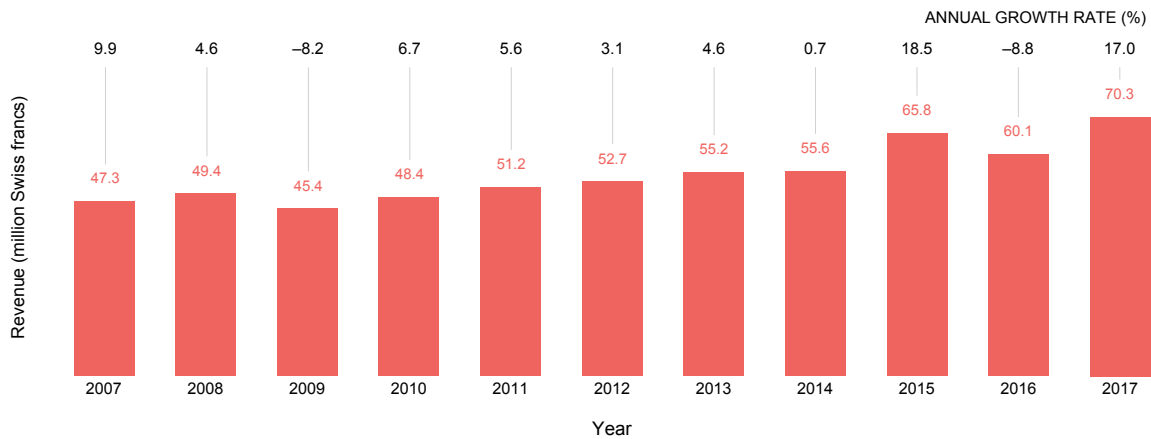


Note: Holders may wish to restrict protection of an international registration through restricting the list of goods and services for some or all designated Madrid members.

Source: WIPO Statistics Database, March 2018.

Total revenue collected by the IB in 2017 exceeded 70 million Swiss francs (CHF), a 17% increase from 2016.

C14. Trend in total revenue collected by the IB, 2007–2017



Source: WIPO, March 2018.

The EU (via the EUIPO) and the U.S. received the largest shares of the nearly CHF 230 million in fees that the IB collected and distributed to Madrid members in 2017.

C15. Fees distributed to Madrid members by the IB, 2016–2017

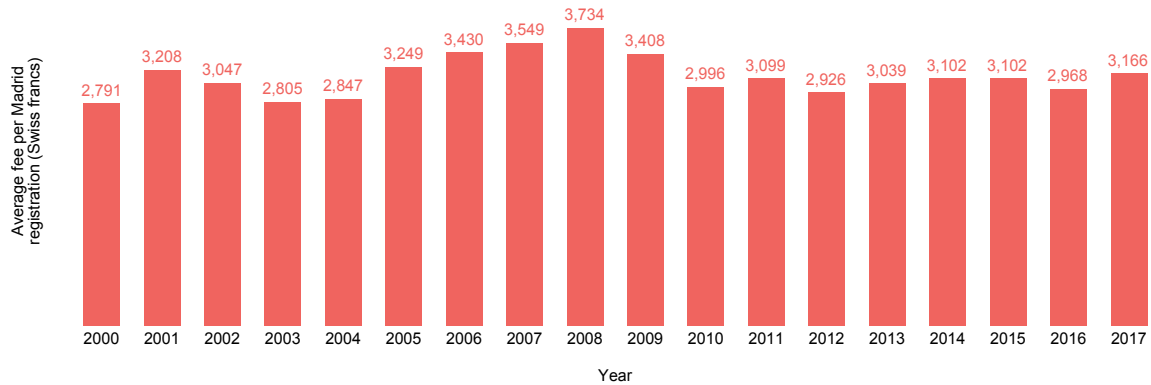
| Madrid member | Fees distributed (Swiss francs) | | | Madrid member | Fees distributed (Swiss francs) | | |
|---|---------------------------------|------------|-------------------------|---|---------------------------------|--------------------|-------------------------|
| | 2016 | 2017 | 2017 share of total (%) | | 2016 | 2017 | 2017 share of total (%) |
| European Union | 26,150,831 | 33,852,803 | 14.7 | Poland | 803,581 | 863,098 | 0.4 |
| United States of America | 16,507,534 | 23,172,290 | 10.1 | Hungary | 888,861 | 852,591 | 0.4 |
| Japan | 12,070,667 | 14,398,435 | 6.3 | Armenia | 706,487 | 830,760 | 0.4 |
| Australia | 10,500,272 | 12,662,941 | 5.5 | Czech Republic | 801,885 | 816,742 | 0.4 |
| Bahrain | 2,564,373 | 11,388,867 | 5.0 | Tajikistan | 642,997 | 789,934 | 0.3 |
| China | 8,759,721 | 10,829,915 | 4.7 | Italy | 790,031 | 787,584 | 0.3 |
| Republic of Korea | 7,426,569 | 9,464,347 | 4.1 | Romania | 946,248 | 787,502 | 0.3 |
| Singapore | 6,547,574 | 8,253,941 | 3.6 | Algeria | 736,021 | 770,546 | 0.3 |
| Switzerland | 5,359,226 | 6,280,323 | 2.7 | Azerbaijan | 625,606 | 744,245 | 0.3 |
| Norway | 4,539,499 | 5,401,360 | 2.3 | Bulgaria | 802,563 | 723,203 | 0.3 |
| Israel | 3,938,111 | 5,092,807 | 2.2 | Cuba | 684,842 | 703,246 | 0.3 |
| Uzbekistan | 3,617,510 | 4,387,169 | 1.9 | Slovakia | 683,499 | 684,584 | 0.3 |
| United Kingdom | 2,639,288 | 4,037,630 | 1.8 | Croatia | 624,831 | 639,542 | 0.3 |
| Mexico | 3,279,965 | 3,849,285 | 1.7 | The former Yugoslav Republic of Macedonia | 627,942 | 638,309 | 0.3 |
| Oman | 2,710,040 | 3,457,988 | 1.5 | Albania | 557,723 | 620,051 | 0.3 |
| Russian Federation | 2,930,949 | 3,414,522 | 1.5 | Estonia | 447,185 | 530,364 | 0.2 |
| Ukraine | 2,624,675 | 3,094,274 | 1.3 | Tunisia | 442,930 | 512,707 | 0.2 |
| Turkey | 2,851,842 | 2,927,606 | 1.3 | Curaçao | 416,231 | 483,560 | 0.2 |
| Georgia | 1,964,437 | 2,453,600 | 1.1 | Slovenia | 470,040 | 482,291 | 0.2 |
| Belarus | 2,060,653 | 2,350,468 | 1.0 | Liechtenstein | 458,685 | 441,484 | 0.2 |
| Viet Nam | 1,443,689 | 2,189,166 | 1.0 | Mongolia | 397,632 | 433,445 | 0.2 |
| Colombia | 1,759,780 | 2,100,323 | 0.9 | Monaco | 437,054 | 430,856 | 0.2 |
| New Zealand | 1,458,030 | 1,863,684 | 0.8 | Sint Maarten (Dutch Part) | 386,869 | 398,009 | 0.2 |
| India | 1,406,664 | 1,862,612 | 0.8 | San Marino | 411,393 | 388,464 | 0.2 |
| African Intellectual Property Organization* | 1,437,176 | 1,825,115 | 0.8 | Greece | 337,357 | 384,730 | 0.2 |
| Iceland | 1,157,178 | 1,548,164 | 0.7 | Latvia | 322,001 | 363,228 | 0.2 |
| Denmark | 1,203,090 | 1,465,789 | 0.6 | Democratic People's Republic of Korea | 341,990 | 358,055 | 0.2 |
| Ghana | 1,163,935 | 1,438,845 | 0.6 | Lao People's Democratic Republic | 131,417 | 329,080 | 0.1 |
| Sweden | 1,173,991 | 1,394,429 | 0.6 | Bonaire, Sint Eustatius and Saba | 309,267 | 326,845 | 0.1 |
| Philippines | 919,376 | 1,356,674 | 0.6 | Sudan | 314,301 | 312,240 | 0.1 |
| Benelux Office for Intellectual Property* | 1,409,253 | 1,356,500 | 0.6 | Lithuania | 254,560 | 301,259 | 0.1 |
| Serbia | 1,264,769 | 1,332,484 | 0.6 | Cambodia | 193,458 | 294,156 | 0.1 |
| Spain | 1,226,149 | 1,234,676 | 0.5 | Mozambique | 232,606 | 230,969 | 0.1 |
| Finland | 1,082,859 | 1,218,270 | 0.5 | Zambia | 191,017 | 209,208 | 0.1 |
| Morocco | 1,159,298 | 1,164,101 | 0.5 | Cyprus | 169,283 | 202,157 | 0.1 |
| Turkmenistan | 963,301 | 1,162,127 | 0.5 | Namibia | 194,005 | 199,966 | 0.1 |
| Egypt | 1,104,741 | 1,090,342 | 0.5 | Liberia | 196,077 | 197,538 | 0.1 |
| Kazakhstan | 929,946 | 1,089,253 | 0.5 | Thailand | | 196,042 | 0.1 |
| Germany | 1,061,096 | 1,074,193 | 0.5 | Zimbabwe | 128,725 | 187,262 | 0.1 |
| Kyrgyzstan | 879,651 | 1,070,301 | 0.5 | Sierra Leone | 169,554 | 171,640 | 0.1 |
| Republic of Moldova | 921,445 | 1,031,996 | 0.4 | Botswana | 122,424 | 166,253 | 0.1 |
| France | 1,013,179 | 1,018,111 | 0.4 | Swaziland | 153,110 | 165,985 | 0.1 |
| Syrian Arab Republic | 398,970 | 1,014,181 | 0.4 | Madagascar | 137,806 | 147,818 | 0.1 |
| Austria | 990,491 | 969,055 | 0.4 | Gambia | 79,900 | 144,971 | 0.1 |
| Kenya | 763,267 | 903,331 | 0.4 | Bhutan | 134,344 | 141,416 | 0.1 |
| Bosnia and Herzegovina | 863,023 | 901,602 | 0.4 | Antigua and Barbuda | 36,935 | 132,192 | 0.1 |
| Portugal | 917,065 | 883,248 | 0.4 | Rwanda | 93,480 | 118,749 | 0.1 |
| Iran (Islamic Republic of) | 780,822 | 868,837 | 0.4 | Brunei Darussalam | | 114,245 | 0.0 |
| Ireland | 813,953 | 867,227 | 0.4 | Lesotho | 104,879 | 110,153 | 0.0 |
| Montenegro | 846,029 | 864,104 | 0.4 | Sao Tome and Principe | 68,721 | 80,182 | 0.0 |
| Totals | | | | | 180,764,305 | 229,868,767 | |

* The African Intellectual Property Organization (OAPI) acts on behalf of its 17 member states. The Benelux Office for Intellectual Property (BOIP) acts on behalf of its member states Belgium, Luxembourg and the Netherlands.

Source: WIPO, March 2018.

On average, holders paid CHF 3,166 per registration recorded in 2017, CHF 29 more than the average of CHF 3,137 calculated over the 18-year period from 2000 to 2017.

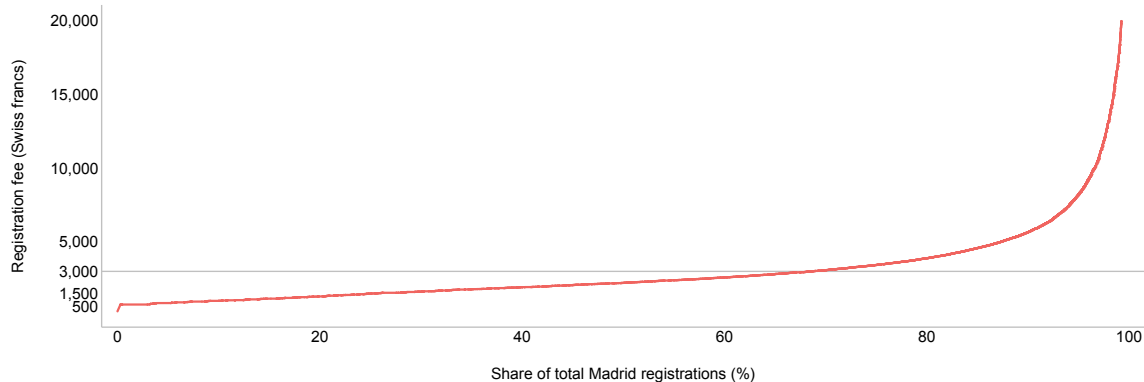
C16. Trend in average fees paid per new international registration, 2000–2017



Source: WIPO, March 2018.

About 70% of all trademark holders paid less than the average CHF 3,166 per Madrid registration recorded in 2017, with half paying about CHF 2,220 or less.

C17. Distribution of Madrid international registration fees, 2017



Note: The line at CHF 3,166 represents the average fee paid per Madrid registration in 2017.

Source: WIPO, March 2018.

A brief presentation of the Madrid System

The Madrid System makes it possible for a trademark holder to apply for trademark registration in multiple countries by filing a single international application via a national or regional intellectual property (IP) office.² 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 System also simplifies managing the mark after registration, as it is possible to centrally request and record further changes or to renew the registration through a single procedural step.

Originally, two treaties administered by the World Intellectual Property Organization (WIPO) governed the Madrid System for the International Registration of Marks. These treaties are the Madrid Agreement Concerning the International Registration of Marks and the Protocol Relating to the Madrid Agreement, and are jointly referred to as the Madrid System. The Madrid Agreement was concluded in 1891, and the Madrid Protocol came into operation in 1996. With Algeria's accession to the Madrid Protocol in October 2015, the last remaining member to be a party only to the

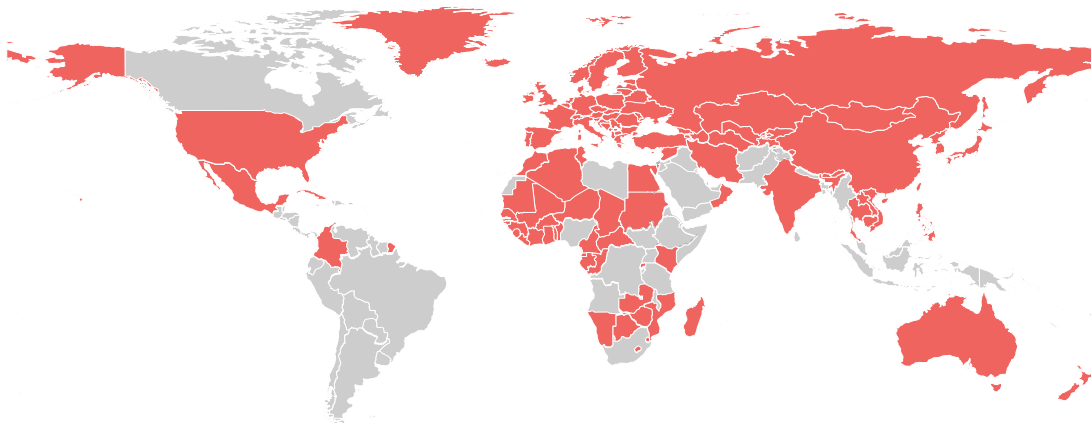
Madrid Agreement joined the Protocol, effectively making Madrid a one-treaty system. On October 11, 2016, the Madrid Union Assembly consolidated this situation when it decided to freeze accessions to the Madrid Agreement, with the result that it will no longer be possible for a new member to accede to the Agreement only. As of January 2, 2018, the System comprised 100 Contracting Parties. The 98 countries which are party to the Agreement and/or the Protocol, as well as the two intergovernmental organizations that are party to the Protocol – namely, the European Union (EU) covering 28 countries, and the African Intellectual Property Organization (OAPI) covering 17 countries – are referred to as Contracting Parties (or Madrid members), and together form the Madrid Union.

Advantages offered by the Madrid System

The Madrid System offers many advantages to both trademark holders and IP offices compared with the alternative method of obtaining international protection for marks, which is called the Paris or direct route. The Paris route involves filing separate applications in a number of countries or regions using rights established under the Paris Convention for the Protection of Industrial Property. In contrast, the Madrid System allows

² This publication uses the generic term "IP office" to refer to a national or regional office that receives trademark applications and issues registrations, since not all offices are specifically named "trademark office".

Madrid members in 2017



Source: WIPO, March 2018.

trademark holders to submit a single application in one language while paying a single set of fees in one currency.

As outlined above, the Madrid System also makes the maintenance and management of the international registration easier, as any renewal or change in the registration (such as a change of ownership or limitation of the list of goods and services) can be carried out through a single central procedure with effect for the countries concerned covered by the international registration. The changes are recorded in the International Register. The international registration has one registration number and one renewal date, regardless of the number of Madrid members designated. But when protection has been obtained through the Paris route, such changes or renewals must be requested directly with each of the national or regional IP offices concerned. For each such registration, there is a different registration number and renewal date to manage, each depending on the country concerned where protection is obtained.

The Madrid System also allows trademark holders to make changes to their international registrations. An international registration can be transferred with regard to all or some designated Madrid members and for all or some goods and services, or the holder can limit the list of goods and services with respect to all or some designated Madrid members. Furthermore, the Madrid System benefits IP offices by reducing their workload. Since the International Bureau (IB) of WIPO carries out the formal examination of applications, each designated IP office need only perform a substantive examination of applications in order to determine whether protection should be granted or not.

International application and registration procedure

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

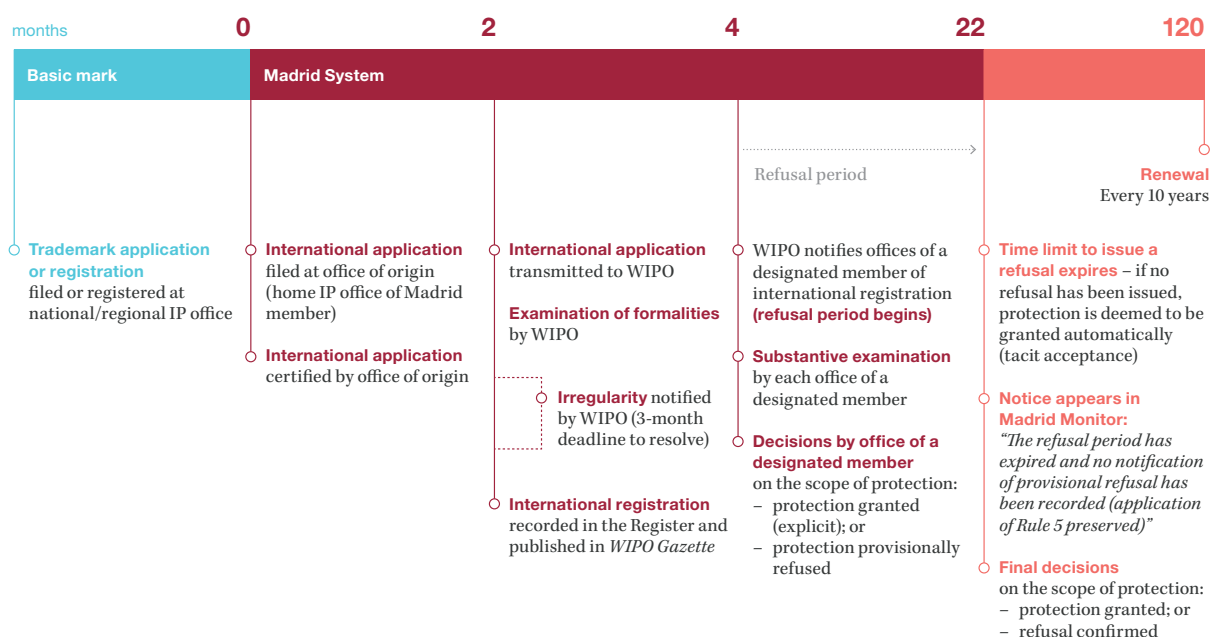
The international application must contain a list of the goods and services for which protection is sought and must indicate the designations – the Madrid members in which the holder of the mark seeks protection. Additional Madrid members can be designated at a later date (subsequent designation).³ The IB is responsible for carrying out an examination to verify that the international application meets all the formal requirements. In the event of irregularities, the office of origin and/or the applicant will be given an opportunity to remedy them to prevent the application from being considered abandoned. Where the application meets all the formal requirements, the mark is recorded in the International Register and published in the *WIPO Gazette of International Marks* (“the Gazette”), and the IB notifies the designated Madrid members in whose jurisdictions protection has been requested.

The international application is subject to a basic fee (CHF 653 or CHF 903 Swiss francs); the amount depends on whether the mark is in black and white or in color. The applicant is also required to 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 beyond 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 time limit concerned (12 months, or 18 months where a Madrid member has declared that it will apply such longer time 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 in that Madrid member’s jurisdiction.

³ 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 up to 116 countries
- Pay one set of fees in a single currency
- Manage renewals and changes through a single central system
- Expand your trademark to other countries through subsequent designation

Source: WIPO, March 2018.

For the first five years from the date of the international registration, the 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 published in the *Gazette*, and the designated Madrid members concerned are notified.

International registrations are valid for a period of 10 years and may be renewed for additional 10-year periods. In most jurisdictions, trademark protection can be

renewed indefinitely. The IB administers the renewal process by sending a reminder to holders and their respective representatives (if any) six months before renewal is due. The international registration may be renewed in respect of all designated Madrid members or in respect of only some of them. 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 before the due date for renewal.

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

Data description

Data are compiled by WIPO in the processing of international applications and registrations through the Madrid System. Complete data exist up to calendar year 2017.

In editions of the *Madrid Yearly Review* published before 2016, many indicators were based on international registration data. With the aim of better understanding the behavior of an applicant when first filing a Madrid international application, the editions published since 2016 have broadened their scope by primarily focusing on application data, although they still report pertinent registration statistics.

The 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 2017 data on 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 March 21, 2018, as well as related infographics, may differ slightly from those published in the *Review* because these data are continually updated as WIPO receives more data from Madrid member offices of origin.

The figures and tables shown in this publication are subject to change.⁴

⁴ Regular updates are available at:
www.wipo.int/ipstats.

List of 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.

Applicant: An individual 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: The national or regional application 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.

Basic registration: The national or regional 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 a 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 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 Agreement and/or the Madrid Protocol.

Designation: The request, in an international registration, for protection in a Madrid member’s jurisdiction.

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 individual 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.

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 (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 international applications that conform to the applicable requirements are recorded 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 recording 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 registrations in force: International registrations currently enjoying a 10-year period of protection. To remain in force, registrations must be renewed. In most jurisdictions, a mark can be maintained indefinitely and is renewed on a 10-year basis.

Invalidation: A designated Madrid member can invalidate an international registration in its jurisdiction in accordance with its national or regional legislation. Invalidation is not subject to appeal. The invalidation is entered in the International Register and the holder is informed.

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: A treaty administered by the IB of WIPO that governs the system of international registration of trademarks and service marks. (See "Madrid System".)

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

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

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

Madrid System: An abbreviation describing two procedural treaties for the international registration of trademarks, namely the Madrid Agreement Concerning the International Registration of Marks and the Protocol relating to the Madrid Agreement. The Madrid System is administered by the International Bureau of WIPO.

National registration: A trademark right issued (registered) by an IP office of a country.

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: An application filed with an IP office of a given country/jurisdiction by an applicant residing or established in another country/jurisdiction.

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

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

Paris Convention: The Paris Convention for the Protection of Industrial Property is one of the most important IP treaties, as it establishes general principles applicable for all IP rights. For example, the "right of priority" enables an applicant, when filing an application for an IP right in countries other than the original country of filing, to claim priority of an earlier application filed up to six months previously.

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 that is a signatory of the Paris Convention.

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

Regional application: A trademark application filed with an IP office having regional jurisdiction over more than one country. There are currently three regional offices that represent members of the Madrid System: the Benelux Office for Intellectual Property (BOIP) (for Belgium, Luxembourg

and the Netherlands), the European Union Intellectual Property Office (EUIPO), and the African Intellectual Property Organization (OAPI).

Regional registration: A trademark right issued (registered) by an IP office having regional jurisdiction.

Registration: An exclusive right for marks which is issued to a holder by an IP office. Registrations are issued to holders so that they may exclusively exploit their marks for a limited period of time. (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 designated Madrid members or only some of them.

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: An application filed with an IP office by an applicant residing or established 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.

Statement of Grant of Protection: A communication from the IP office of a designated Madrid member notifying the IB that it has granted protection within its jurisdiction.

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

Trademark: A sign used to distinguish the goods or services of one undertaking from those of others. A trademark may consist of words and combinations of words (for instance names or slogans), logos, figures and images, letters, numbers, sounds, or in rare

instances smells or moving images, or a combination thereof. The procedures for registering trademarks are governed by the legislation and procedures of national and regional IP offices and WIPO. Trademark rights are limited to the jurisdiction of the IP office that registers the trademark. Trademarks can be registered by filing an application at the relevant national or regional office(s), or by filing an international application through the Madrid System.

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

World Intellectual Property Organization (WIPO): A United Nations specialized agency dedicated to the promotion of innovation and creativity for the economic, social and cultural development of all countries through a balanced and effective international IP system. Established in 1967, WIPO’s mandate is to promote the protection of IP throughout the world through cooperation among 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 toilet 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 jewellery, clocks and watches, and component parts therefor. |
| Class 15: Musical instruments |
| Class 16: Mainly paper, goods made from that material and office requisites |
| Class 17: Mainly rubber, plastics in extruded form for use in manufacture; packing, stopping and insulating materials; non-metallic flexible pipes |
| Class 18: Leather and imitations of leather, and products made therefrom, traveling bags and umbrellas |
| Class 19: Mainly non-metallic building materials and asphalt |
| Class 20: Mainly furniture, mirrors, picture frames and goods made from, for example, wood, cork, reed, cane, wicker |
| Class 21: Mainly household or kitchen utensils and containers; combs and sponges; articles for cleaning purposes; glassware, porcelain and earthenware |
| Class 22: Mainly ropes, string, nets, tents, awnings, tarpaulins, sails, sacks and bags not included in other classes |
| Class 23: Yarns and threads, for textile use |
| Class 24: Textiles and textile goods not included in other classes; bed covers; table covers |
| Class 25: Clothing, footwear and headgear |
| Class 26: Lace and embroidery, ribbons and braid; buttons, hooks and eyes, pins and needles; artificial flowers |
| Class 27: Carpets, rugs, mats and matting, linoleum and other materials for covering existing floors; wall hangings (non-textile) |
| Class 28: Games and playthings; gymnastic and sporting articles |
| Class 29: Meat, fish, poultry; frozen, dried and cooked fruits and vegetables |
| Class 30: Mainly foodstuffs of plant origin prepared for consumption or conservation, as well as auxiliaries intended for the improvement of the flavor of food |
| Class 31: Mainly grains and agricultural, horticultural and forestry products; live animals; fresh fruits and vegetables; seeds |
| Class 32: Beers; mineral and aerated waters and other non-alcoholic beverages; fruit beverages and fruit juices; syrups and other preparations for making beverages |
| Class 33: Alcoholic beverages (except beers) |
| Class 34: Tobacco; smokers' articles; matches |
| Class 35: Services such as office functions, advertising and business management |
| Class 36: Services relating to insurance, financial affairs, monetary affairs, and real estate affairs |
| Class 37: Building construction; repair; installation services |
| Class 38: Telecommunications services |
| Class 39: Services related to transport, packaging and storage of goods, and travel arrangement |
| Class 40: Services related to the treatment of materials |
| Class 41: Services in the area of education, training, entertainment, sporting and cultural activities |
| Class 42: Services provided by, for example, scientific, industrial or technological engineers and computer specialists |
| Class 43: Services for providing food and drink; temporary accommodation |
| Class 44: Medical services; veterinary services; hygienic and beauty care for human beings or animals; agriculture, horticulture and forestry services |
| Class 45: Legal services; security services for the protection of property and individuals; personal and social services rendered by others to meet the needs of individuals |

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

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

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

Source: Edital®

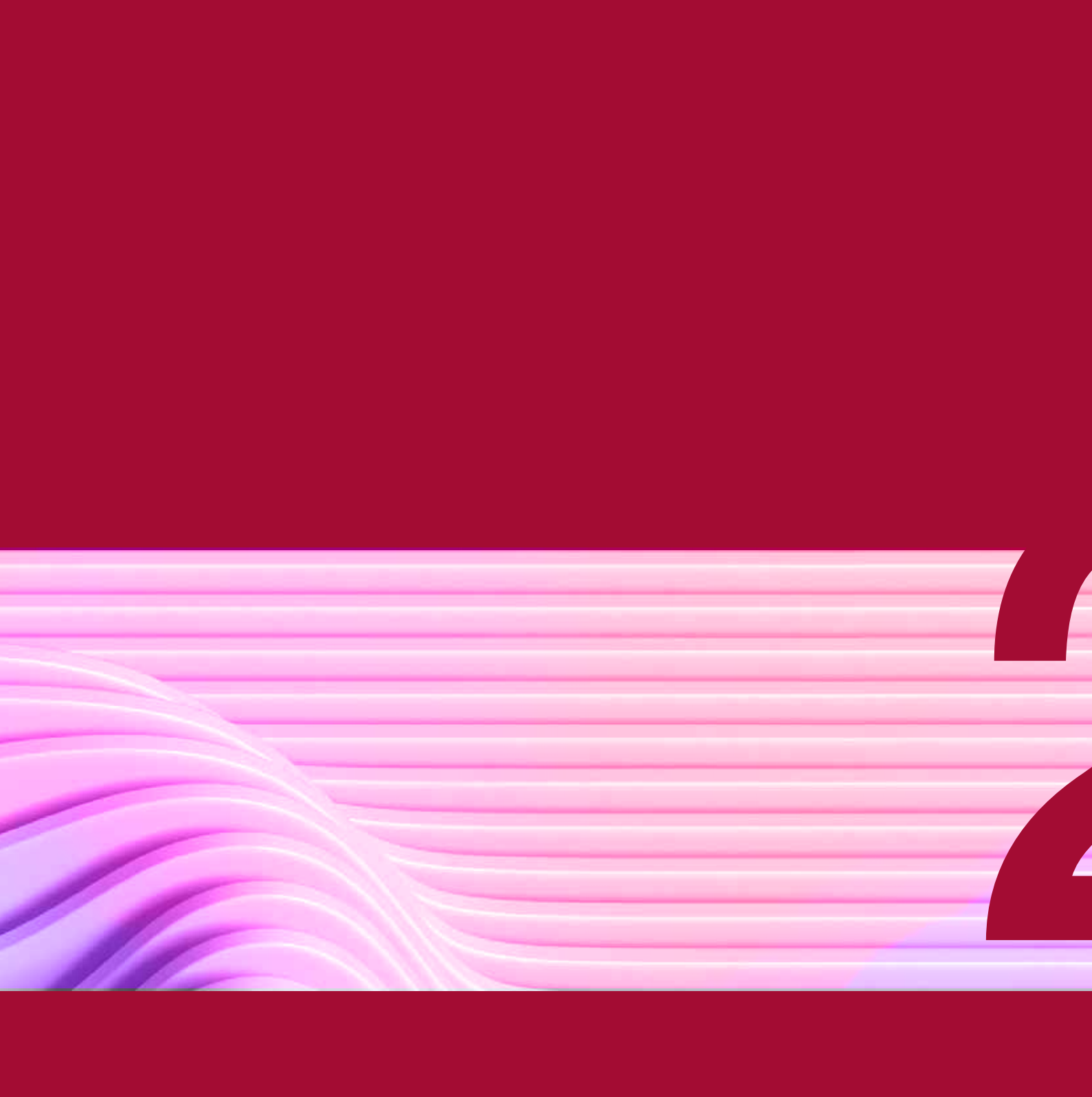
List of Madrid members

The Madrid System comprises 100 members covering 116 countries.

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

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

(P) Protocol Relating to the Madrid Agreement.



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