#### WIPO WORLD INTELLECTUAL PROPERTY ORGANIZATION

# New Guide to the Madrid System

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Are you a brand owner wondering if the <u>Madrid System</u> is right for you or the holder of an international trademark registration wanting to know more about managing your mark? Or maybe you are an intellectual property (IP) professional looking to increase your practical knowledge of the Madrid System so as to better advise your clients, or an official needing guidance on the role of your IP office as the Office of origin or designated member.

Whoever you are, our new <u>Guide to the Madrid System</u> (the Guide) will provide you with everything you need to know about trademark protection through the Madrid System.

The Guide has clear headings, practical examples and a logical structure, making it easy to navigate and quick to find the information you are looking for. It also includes direct links to related online services, information and forms.

The updated English version of the Guide is already available online. The Arabic, Chinese, French, Russian and Spanish versions will be available soon.



#### More about the Guide

The new Guide has four chapters:

- Chapter 1 covers the benefits of the Madrid System and procedural matters such as languages accepted, communication methods and time limits.
- Chapter 2 dives deeper into filing applications and managing registrations as well as communications that you may receive from the Offices of designated Madrid System members.
- Chapter 3 looks at the roles of IP Offices, the certification of international applications and the decisions that Offices may need to issue.

• Chapter 4 is for **countries and intergovernmental organizations who are interested in joining** the Madrid System.

### Find out more

- Information Notice No. 20/2022
- Previous versions of the Guide
- Madrid System education highlights

## Feedback and queries

We would welcome your feedback on our new Guide. Contact us!