WIPO
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INFORMATION NOTICE NO. 30/2025

Madrid Protocol Concerning the International Registration of Marks

Amendments to the Regulations Under the Protocol Relating to the Madrid Agreement Concerning the International Registration of Marks in force as from November 1, 2025

1. At its fifty-ninth (26th ordinary) session, the Madrid Union Assembly adopted amendments to Rules 3, 20*bis*, 24, 25 and 35 of the Regulations Under the Protocol Relating to the Madrid Agreement Concerning the International Registration of Marks (hereinafter referred to as "the Regulations"). These amendments will enter into force on November 1, 2025.

2. The amended text of the Regulations is available in the Annex to the present Information Notice.

Requirement to indicate e-mail addresses when presenting a request for recording

3. The amendments to Rules 3, 20*bis*, 24 and 25 of the Regulations now require holders, representatives and licensees to provide their e-mail addresses when requesting a recording under these rules, provided such addresses have not been previously indicated for the international registration concerned. These recordings include the appointment of a representative, licenses, cancellations, limitations, renunciations, changes in the name or address of the holder or representative, changes in ownership and subsequent designations.

4. Starting November 1, 2025, any requests for recording submitted under the above-mentioned rules that do not meet this new requirement will be considered irregular. When the request concerns the appointment of a representative, the holder must submit a new request that fulfills this requirement. For all other requests, holders or their representatives will have three months from the date they are notified of the irregularity to correct the request. Any requests that are not corrected within this period will be deemed abandoned in accordance with the relevant rules.

5. In practice, holders and representatives who submit requests online through eMadrid will receive a warning if a required e-mail address is missing from the international registration. They must provide the missing e-mail address through the relevant online form before their request for recording can be submitted. This verification process prevents processing delays and eliminates the need for irregularity notices to be issued.

6. However, when the request concerns a subsequent designation, holders and representatives will have the option to submit the request and correct the missing e-mail address after being notified of the irregularity. This approach allows them to preserve the filing date as the effective date of the subsequent designation.

7. These amendments aim to ensure that all parties benefit from electronic communications from the International Bureau while providing holders and their representatives with secure online access to manage their international trademark portfolios through eMadrid.

Notifications to the licensee

8. The amendments to Rule 20*bis*(2), (3) and (5) will require the International Bureau to notify the licensee or their representative, if any, regarding a request for the recording of a license. As a result, starting November 1, 2025, the licensee or their representative will be notified of irregularities regarding these requests. They will also be notified when the license is recorded in the International Register and when declarations are made that the license has no effect in a given Contracting Party

9. These amendments are designed to keep licensees informed of irregularities and recordings that may affect their rights. By requiring the International Bureau to notify licensees of irregularities in requests for recording, successful recordings, and declarations that licenses have no effect in specific Contracting Parties, these changes ensure licensees remain aware of their licensing status and can take appropriate action when needed.

Recalculation of the amounts of individual fees in Swiss francs due to exchange rate fluctuations

10. Under Rule 35(2)(a) and (b) of the Regulations, individual fees must be expressed in the currency used by the Office of the Contracting Party concerned. In such cases, the Director General must establish these amounts based on the official exchange rate of the United Nations.

11. Currently, under Rule 35(2)(d) of the Regulations, when the exchange rate is lower by at least 10 per cent relative to the rate used to conduct the initial conversion for more than three consecutive months, the Director General must establish new amounts in Swiss francs based on the current exchange rate. An amendment to this paragraph, effective November 1, 2025, will require the Director General to establish these new amounts when the exchange rate is lower by at least five per cent relative to the initial conversion rate for more than three consecutive months.

12. Conversely, starting on the same date, following an amendment to Rule 35(2)(c) of the Regulations, when the exchange rate is higher by at least five per cent relative to the initial conversion rate for more than three consecutive months, the Offices of the Contracting Parties concerned may request the Director General to establish new amounts based on the current exchange rate. Furthermore, under a new paragraph (2)(d), the International Bureau must inform these Offices when the conditions specified in paragraph (2)(c) have been met.

13. These amendments seek to more closely align the amounts users of the Madrid System pay with the amounts they would have paid if they had chosen to file directly with the Offices concerned. By adjusting the exchange rate threshold from 10 per cent to five per cent for mandatory recalculations and allowing Offices to request recalculations when rates increase by at least five per cent, the amendments ensure that fee disparities caused by currency fluctuations are minimized, maintaining greater equity between the Madrid System and direct filing costs.

October 14, 2025

Regulations Under the Protocol Relating to the Madrid Agreement Concerning the International Registration of Marks

as in force on ~~November 1, 2024~~November 1, 2025

[…]

Rule 3
Representation Before the International Bureau

[…]

(2) *[Appointment of the Representative]*

(a) The appointment of a representative may be made in the international application or by the new holder of the international registration in a request under Rule 25(1)(a)(i) and shall indicate the name and address, given in accordance with the Administrative Instructions, ~~and~~ the electronic mail addresses of the representative and of the applicant or holder where the electronic mail address of the applicant or holder was not indicated in the international application or in a previous request for recording.

[…]

Rule 20*bis*
Licenses

(1) *[Request for the Recording of a License]*

(a) A request for the recording of a license shall be presented to the International Bureau on the relevant official form by the holder or, if the Office admits such presentation, by the Office of the Contracting Party of the holder or the Office of a Contracting Party with respect to which the license is granted.

(b) The request shall indicate

(i) the number of the international registration concerned,

(ii) the name of the holder,

(iii) the name and address of the licensee, given in accordance with the Administrative Instructions, and the electronic mail address of the licensee,

(iv) the designated Contracting Parties with respect to which the license is granted,

(v) that the license is granted for all the goods and services covered by the international registration, or the goods and services for which the license is granted, grouped in the appropriate classes of the International Classification of Goods and Services~~.~~,

(vi) the electronic mail address of the holder where this address was not indicated in the international application or in a previous request for recording,

(vii) the electronic mail address of the representative, if any, where this address was not indicated in the request for the recording of the appointment of the representative as such.

(c) The request may also indicate

(i) where the licensee is a natural person, the State of which the licensee is a national,

(ii) where the licensee is a legal entity, the legal nature of that entity and the State and, where applicable, the territorial unit within that State, under the law of which the said legal entity has been organized,

(iii) that the license concerns only a part of the territory of a specified designated Contracting Party,

(iv) where the licensee has a representative, the name and address of the representative, given in accordance with the Administrative Instructions, and the electronic mail address of the representative,

(v) where the license is an exclusive license or a sole license, that fact,[7]

(vi) where applicable, the duration of the license.

(d) The request shall be signed by the holder or by the Office through which it is presented.

(2) *[Irregular Request]*

(a) If the request for the recording of a license does not comply with the requirements of paragraph (1)(a), (b) and (d), the International Bureau shall notify that fact to the holder, the licensee or the representative of the licensee, if any, and, if the request was presented by an Office, to that Office.

(b) If the irregularity is not remedied within three months from the date of the notification of the irregularity by the International Bureau, the request shall be considered abandoned, and the International Bureau shall notify accordingly and at the same time the holder, the licensee or the representative of the licensee, if any, and, if the request was presented by an Office, that Office, and refund any fees paid, after deduction of an amount corresponding to one-half of the relevant fees referred to in item 7 of the Schedule of Fees, to the party having paid those fees.

(3) *[Recording and Notification]*

(a) Where the request complies with the requirements of paragraph (1)(a), (b) and (d), the International Bureau shall record the license in the International Register, together with the information contained in the request, shall notify accordingly the Offices of the designated Contracting Parties in respect of which the license is granted and shall inform at the same time the holder, the licensee or the representative of the licensee, if any, and, if the request was presented by an Office, that Office.

(b) The license shall be recorded as of the date of receipt by the International Bureau of a request complying with the applicable requirements.

(c) Notwithstanding subparagraph (b), where continued processing has been recorded under Rule 5*bis*, the license shall be recorded in the International Register as of the date of expiry of the time limit specified in paragraph (2)(b).

(4) *[Amendment or Cancellation of the Recording of a License]* Paragraphs (1) to (3) shall apply *mutatis mutandis* to a request for the amendment or cancellation of the recording of a license.

(5) *[Declaration that the Recording of a Given License Has No Effect]*

(a) The Office of a designated Contracting Party which is notified by the International Bureau of the recording of a license in respect of that Contracting Party may declare that such recording has no effect in the said Contracting Party.

(b) The declaration referred to in subparagraph (a) shall indicate

(i) the reasons for which the recording of the license has no effect,

(ii) where the declaration does not affect all the goods and services to which the license relates, those which are affected by the declaration or those which are not affected by the declaration,

(iii) the corresponding essential provisions of the law, and

(iv) whether such declaration may be subject to review or appeal.

(c) The declaration referred to in subparagraph (a) shall be sent to the International Bureau before the expiry of 18 months from the date on which the notification referred to in paragraph (3) was sent to the Office concerned.

(d) The International Bureau shall record in the International Register any declaration made in accordance with subparagraph (c) and shall notify accordingly the party (holder or Office) that presented the request to record the license and the licensee or the representative of the licensee, if any. The declaration shall be recorded as of the date of receipt by the International Bureau of a communication complying with the applicable requirements.

(e) Any final decision relating to a declaration made in accordance with subparagraph (c) shall be notified to the International Bureau which shall record it in the International Register and notify accordingly the party (holder or Office) that presented the request to record the license and the licensee or the representative of the licensee, if any.

[…]

Rule 24
Designation Subsequent to the International Registration

(1) *[Entitlement]*

(a) A Contracting Party may be the subject of a designation made subsequent to the international registration (hereinafter referred to as “subsequent designation”) where, at the time of that designation, the holder fulfills the conditions under Article 2 of the Protocol to be the holder of an international registration.

(b) [Deleted]

(c) [Deleted]

(2) *[Presentation; Form and Signature]*

(a) A subsequent designation shall be presented to the International Bureau by the holder or by the Office of the Contracting Party of the holder; however,

(i) [Deleted]

(ii) [Deleted]

(iii) where paragraph (7) applies, the subsequent designation resulting from conversion must be presented by the Office of the Contracting Organization.

(b) The subsequent designation shall be presented on the official form. Where it is presented by the holder, it shall be signed by the holder. Where it is presented by an Office, it shall be signed by that Office and, where the Office so requires, also by the holder. Where it is presented by an Office and that Office, without requiring that the holder also sign it, allows that the holder also sign it, the holder may do so.

(3) *[Contents]*

(a) Subject to paragraph (7)(b), the subsequent designation shall contain or indicate

(i) the number of the international registration concerned,

(ii) the name of the holder,

(iii) the Contracting Party that is designated,

(iv) where the subsequent designation is for all the goods and services listed in the international registration concerned, that fact, or, where the subsequent designation is for only part of the goods and services listed in the international registration concerned, those goods and services,

(v) the amount of the fees being paid and the method of payment, or instructions to debit the required amount of fees to an account opened with the International Bureau, and the identification of the party effecting the payment or giving the instructions, ~~and,~~

(vi) where the subsequent designation is presented by an Office, the date on which it was received by that Office~~.~~;

(vii) the electronic mail address of the holder where this address was not indicated in the international application or in a previous request for recording, and,

(viii) the electronic mail address of the representative, if any, where this address was not indicated in the request for the recording of the appointment of the representative as such.

[…]

Rule 25
Request for Recording

(1) *[Presentation of the Request]*

(a) A request for recording shall be presented to the International Bureau on the relevant official form where the request relates to any of the following:

(i) a change in the ownership of the international registration in respect of all or some of the goods and services and all or some of the designated Contracting Parties;

(ii) a limitation of the list of goods and services in respect of all or some of the designated Contracting Parties;

(iii) a renunciation in respect of some of the designated Contracting Parties for all the goods and services;

(iv) a change in the name or address of the holder or, where the holder is a legal entity, an introduction of or a change in the indications concerning the legal nature of the holder and the State and, where applicable, the territorial unit within that State under the law of which the said legal entity has been organized;

(v) cancellation of the international registration in respect of all the designated Contracting Parties for all or some of the goods and services;

(vi) a change in the name or address of the representative.

(b) The request shall be presented by the holder or by the Office of the Contracting Party of the holder; however, the request for the recording of a change in ownership may be presented through the Office of the Contracting Party, or of one of the Contracting Parties, indicated in the said request in accordance with paragraph (2)(a)(iv).

(c) [Deleted]

(d) Where the request is presented by the holder, it shall be signed by the holder. Where it is presented by an Office, it shall be signed by that Office and, where the Office so requires, also by the holder. Where it is presented by an Office and that Office, without requiring that the holder also sign it, allows that the holder also sign it, the holder may do so.

(2) *[Contents of the Request]*

(a) A request under paragraph (1)(a) shall, in addition to the requested recording, contain or indicate

(i) the number of the international registration concerned,

(ii) the name of the holder or the name of the representative where the change relates to the name or address of the representative,

(iii) in the case of a change in the ownership of the international registration, the name and address, given in accordance with the Administrative Instructions, and the electronic mail address of the natural person or legal entity mentioned in the request as the new holder of the international registration (hereinafter referred to as “the transferee”),

(iv) in the case of a change in the ownership of the international registration, the Contracting Party or Parties in respect of which the transferee fulfills the conditions under Article 2 of the Protocol to be the holder of an international registration,

(v) in the case of a change in the ownership of the international registration, where the address of the transferee given in accordance with item (iii) is not in the territory of the Contracting Party, or of one of the Contracting Parties, given in accordance with item (iv), and unless the transferee has indicated to be a national of a Contracting State or of a State member of a Contracting Organization, the address of the establishment, or the domicile, of the transferee in the Contracting Party, or in one of the Contracting Parties, in respect of which the transferee fulfills the conditions to be the holder of an international registration,

(vi) in the case of a change in the ownership of the international registration that does not relate to all the goods and services and to all the designated Contracting Parties, the goods and services and the designated Contracting Parties to which the change in ownership relates, ~~and~~

(vii) the amount of the fees being paid and the method of payment, or instructions to debit the required amount of fees to an account opened with the International Bureau, and the identification of the party effecting the payment or giving the instructions~~.~~,

(viii) the electronic mail address of the holder where this address was not indicated in the international application or in a previous request for recording,

(ix) the electronic mail address of the representative, if any, where this address was not indicated in the request for the recording of the appointment of the representative as such.

[…]

Rule 35
Currency of Payments

(1) *[Obligation to Use Swiss Currency]* All payments due under these Regulations shall be made to the International Bureau in Swiss currency irrespective of the fact that, where the fees are paid by an Office, that Office may have collected those fees in another currency.

(2) *[Establishment of the Amount of Individual Fees in Swiss Currency]*

(a) Where a Contracting Party makes a declaration under Article 8(7)(a) of the Protocol that it wants to receive an individual fee, the amount of the individual fee indicated to the International Bureau shall be expressed in the currency used by its Office.

(b) Where the fee is indicated in the declaration referred to in subparagraph (a) in a currency other than Swiss currency, the Director General shall, after consultation with the Office of the Contracting Party concerned, establish the amount of the individual fee in Swiss currency on the basis of the official exchange rate of the United Nations.

(c) Where, for more than three consecutive months, the official exchange rate of the United Nations between the Swiss currency and the other currency in which the amount of an individual fee has been indicated by a Contracting Party is higher ~~or lower~~ by at least 5% than the last exchange rate applied to establish the amount of the individual fee in Swiss currency, the Office of that Contracting Party may ask the Director General to establish a new amount of the individual fee in Swiss currency according to the official exchange rate of the United Nations prevailing on the day preceding the day on which the request is made. The Director General shall proceed accordingly. The new amount shall be applicable as from a date which shall be fixed by the Director General, provided that such date is between one and two months after the date of the publication of the said amount in the Gazette.

(d) Where, for more than three consecutive months, the official exchange rate of the United Nations between the Swiss currency and the other currency in which the amount of an individual fee has been indicated by a Contracting Party is lower by at least ~~10~~5% than the last exchange rate applied to establish the amount of the individual fee in Swiss currency, the Director General shall establish a new amount of the individual fee in Swiss currency according to the current official exchange rate of the United Nations. The new amount shall be applicable as from a date which shall be fixed by the Director General, provided that such date is between one and two months after the date of the publication of the said amount in the Gazette.

(e) Where the conditions specified in subparagraph (c), above, are met, the International Bureau shall inform the Office of the Contracting Party concerned accordingly.

[End of Annex]