



Topic 8 : Improving Customer Experience – eMadrid

Madrid System Working Group Roundtable

Geneva
16 November
2022

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Madrid Information and Promotion Division, Madrid Registry, Brands
and Designs Sector

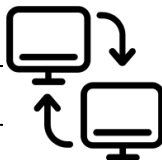
Madrid Registry Digital Transformation

Enhancing Customer Online Experience



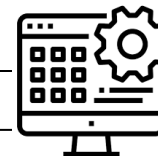
- Single online entry point
- Self-service portfolio management
- Transparency - Real-time
- Seamless payments

Improving Electronic Data Exchange with IP Offices



- Standardization of data format/channel
- More exchange of information (status)
- Move from file exchange to data (machine-readable) exchange

Supporting data-driven business innovation



- Improved customer relations management with new generation of WIPO Account/customer ID
- More targeted marketing based on data analytics
- Improved consistency regarding classification practice via database collaboration and data mining

Madrid System Online Services

eMadrid

- You can access [eMadrid](#) through the [WIPO IP Portal](#) using your WIPO Account or through our web page

Madrid System online services – eMadrid

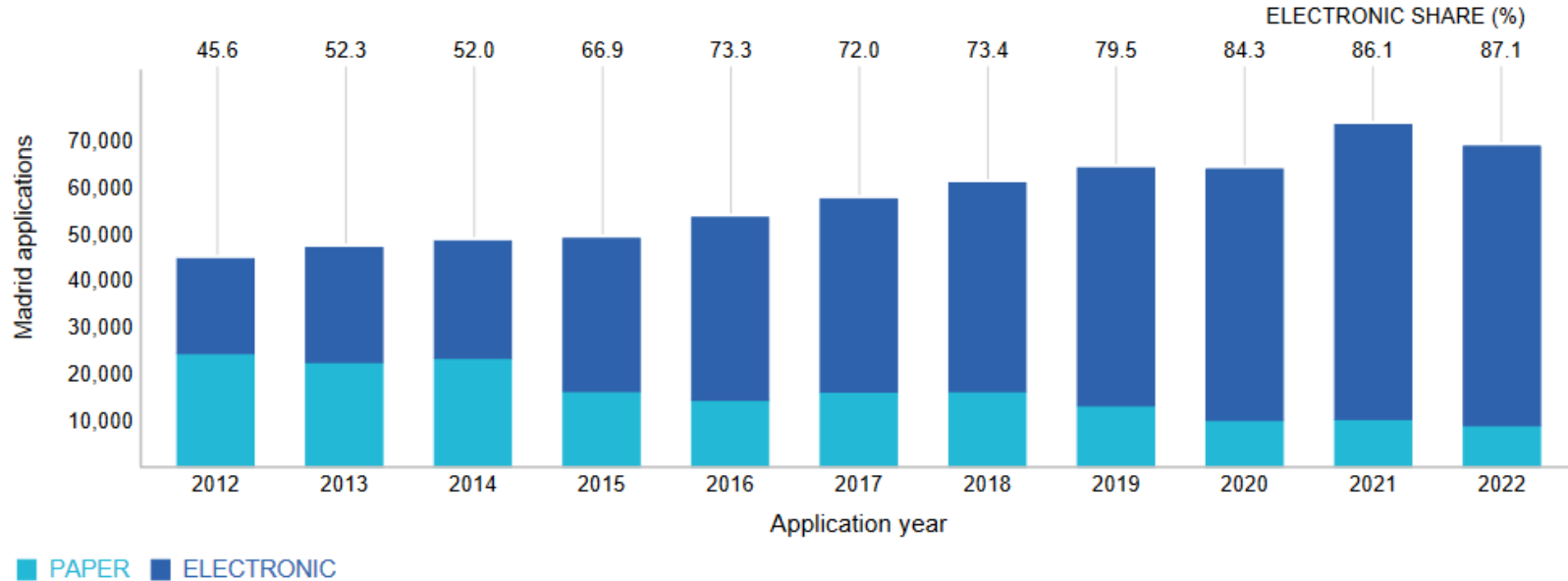
Use eMadrid to file your applications and manage your trademark portfolio, in a secure and self-service environment.

Go to eMadrid

Access supporting tools

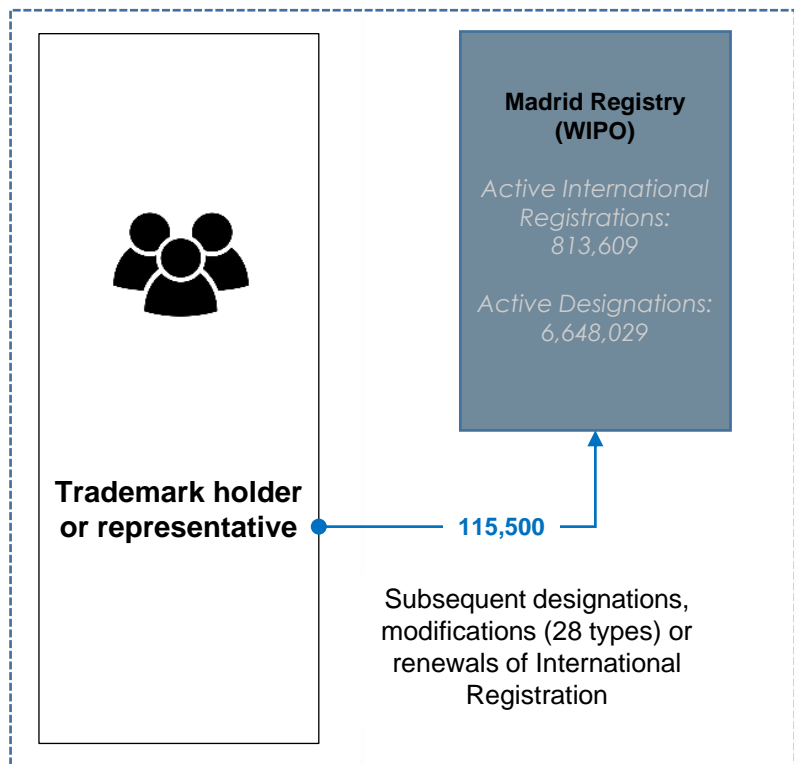


International Applications by Medium of Transmission, 2012-2022



Source: WIPO Statistics Database, March 2023.

Management – International Registrations



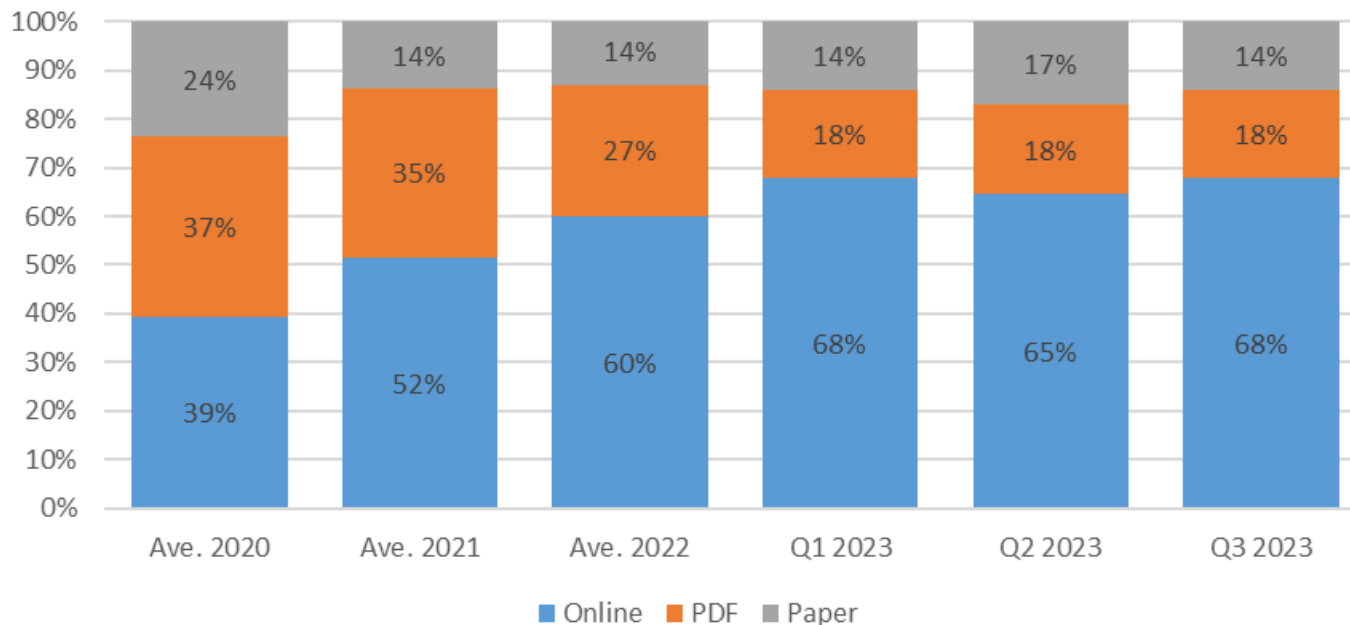
Transaction	Volume	Online
Subsequent designation	21,891	Jul 2014
Renewal	35,050	Aug 2019
Limitation of Goods & Services	7,308	Nov 2020
Management of Representative	15,072	Mar 2021
Change in Holders Information	17,502	Jul 2021
Renunciation	1,890	July 2021
Change in Ownership	9,449	May 2022
Correction	1,326	Aug 2022
Cancellation	1,029	Feb 2023
Other modification transactions (18)	4,923	TBD
Total	115,500	

Figures based on 2021 data

WIPO | MADRID
The International
Trademark System

Management of International Registrations

Format of data/information received directly from customers

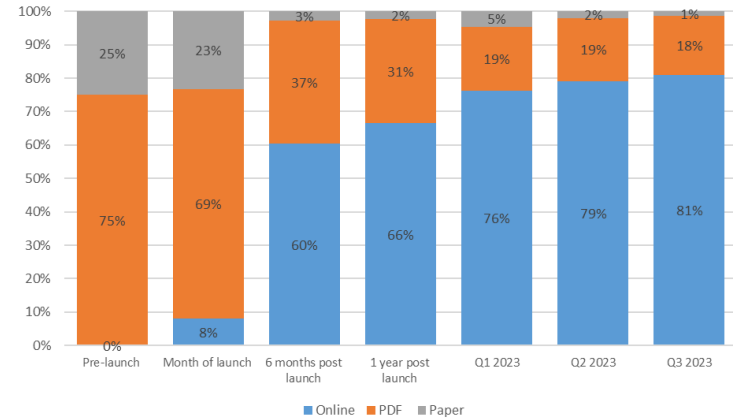


Benefits: Change in holder details

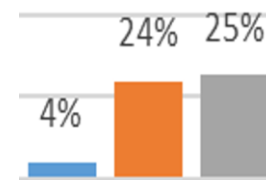
Launch on July 2021

- Pre-populated information
- Check holder information
- Automatic confirmation email: WIPO reference number + all request details

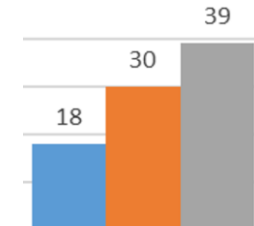
Requests received per transmission method (%)



Irregularity rate (%)



Pendency (days)

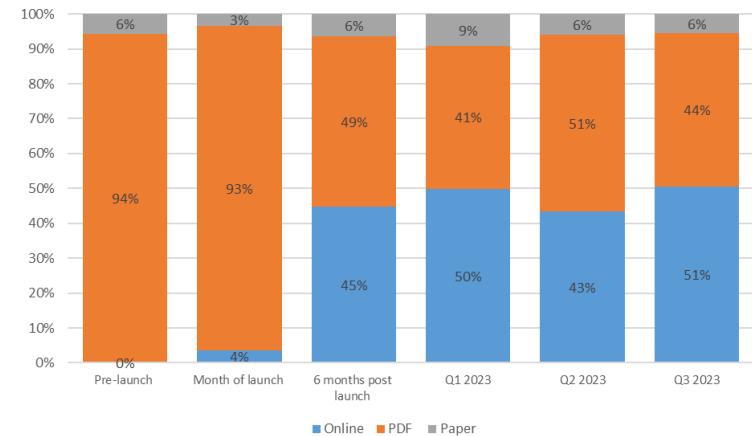


Benefits: Change in Ownership

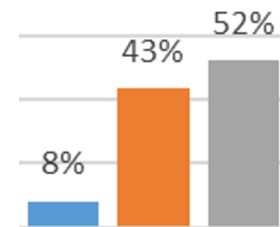
Launch on April 2022

- Pre-populated information
- Automatic confirmation email: WIPO reference number + all request details
- Electronic signature to confirm the request

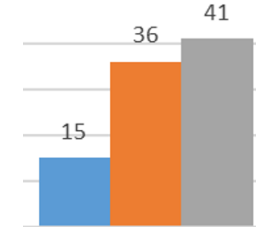
Requests received per transmission method (%)



Irregularity rate (%)



Pendency (days)



Prototype of the new eMadrid Portal

eMadrid portal – Principles

- Key component of digital transformation of the Madrid Registry
- Bring experience to the level of best market practices
- One central place, through a secured access, to perform all actions for filing and managing international trademark registration portfolios
- Guidance throughout the online journey and trademark lifecycle in a self-service manner

eMadrid Portal Design Approach

Iterative Design

Research

50+ hours of customer interviews
350 customer survey (multiple) responses
20+ usability tests

Prototype

Test

Madrid System User Group

- 350+ customers
- Trademark holders and representatives
- Diverse profiles: roles, regions, portfolio size, gender

Madrid System User Group – Activities

- **Online services tests:** Change in ownership – Correction – cancellation)
- **Research/Interviews:** Design phase 1 and phase 2 – status information – ID and Portfolios – Payments – Prototype testing)
- **Surveys** (notifications and INID codes – Navigation labels - use of devices)
- **Tree tests and card sort:** 3 in total

Madrid System User Group today

- November 2, 2023 : **703** participants
- **Geographical region** (Europe: 274 - Asia: 198 - North America: 104 - Latin America and Caribbean: 62 – Africa: 38 - Middle East: 14 – Pacific: 13)
- **Gender** (Female: 461 – Male: 255 - not to say: 17)
- **Portfolio size** (Less than 10: 242 - 10 to 100: 248 – 100 to 500: 133 – More than 500: 80)

WIPO

Help ▾ English ▾ IP Portal login

Home > Madrid System > eMadrid

eMadrid File an application Manage your trademarks Find & monitor

Logged in (empty) >
Logged in (populated) >

Welcome to eMadrid

Protect your trademarks in multiple countries

What is eMadrid?

eMadrid provides you with central and secure access to all the online tools and services you need to file and manage international trademark applications and registrations under the Madrid System.

Introducing eMadrid >
Your new gateway to all Madrid System online services

Login with your WIPO account to access all features of eMadrid

Login

[Create WIPO account](#)

Popup Full screen 1st time login

File an application >

Use the **Madrid Application Assistant** to prepare your international registration.

The Madrid Application Assistant is an electronic version of the official MM2 form that you must use to file an international application under the Madrid System.

Manage your trademarks >

Your Workbench allows you to manage your Portfolios of applications and registrations.

You can see the protection status and transaction history of every mark, easily request modifications and share trademarks with your team members.

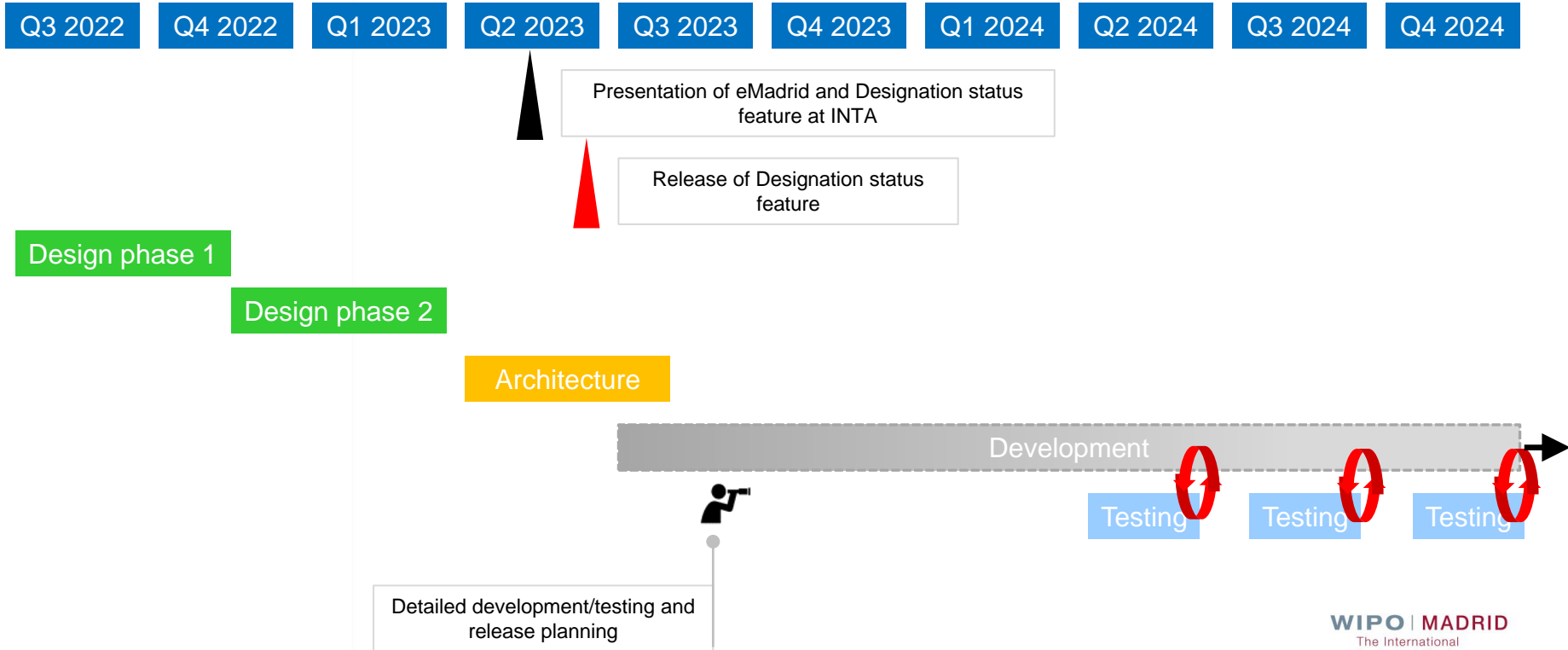
Find & monitor >

Use Madrid Monitor to view detailed information on all trademarks registered through the Madrid System.

Use the **Watchlist** to receive notifications to keep an eye on competitors' trademarks.

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The International Trademark System

eMadrid High Level Timeline



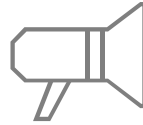
New eMadrid Landing Page

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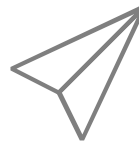
■ Podcast and YouTube

Check our WIPO Madrid System [YouTube](#) playlists and listen our [historical podcasts](#)



■ Tutorials

Play our Madrid System [“How-to” videos and tutorials](#)



■ Questions

[Contact us](#) online or by phone