

Administrative Instructions for the Application of the Protocol Relating to the Madrid Agreement Concerning the International Registration of Marks

as in force on February 1, 2023

List of Sections

Part 1: Definitions

Section 1: Abbreviated Expressions

Part Two: Forms

Section 2: Prescribed Forms

Section 3: Optional Forms

Section 4: Publication and Availability of Forms

Section 5: [Deleted]

Part Three: Communications with the International Bureau; Signature; Representation of the Mark

Section 6: Communication in Writing

Section 7: Signature

Section 8: [Deleted]

Section 9: [Deleted]

Section 10: [Deleted]

Administrative Instructions

Section 11: Electronic Communications; Acknowledgement and Date of Receipt of Electronic Transmission by the International Bureau

Section 11*bis*: Representation of the Mark

Part Four: Requirements Concerning Names and Addresses

Section 12: Names and Addresses

Section 13: Address for Correspondence

Part Five: Notification of Provisional Refusals

Section 14: [Deleted]

Section 15: Contents of a Notification of Provisional Refusal Based on an Opposition

Part Six: Numbering of International Registrations

Section 16: Numbering Following Division or Partial Change in Ownership

Section 17: Numbering Following Merger of International Registrations

Section 18: Numbering Following Declaration that a Change in Ownership Has No Effect

Part Seven: Payment of Fees

Section 19: Modes of Payment

Part One
Definitions

Section 1
Abbreviated Expressions

- (a) For the purposes of these Administrative Instructions:
 - (i) “Regulations” means the Regulations under the Protocol Relating to the Madrid Agreement Concerning the International Registration of Marks;
 - (ii) “Rule” means a Rule of the Regulations.
- (b) For the purposes of these Administrative Instructions, an expression which is referred to in Rule 1 has the same meaning as in the Regulations.

Part Two
Forms

Section 2
Prescribed Forms

For any procedure for which the Regulations prescribe the use of a form, the International Bureau shall establish such a form.

Section 3 **Optional Forms**

In respect of procedures under the Regulations other than those referred to in Section 2, the International Bureau may establish optional forms.

Section 4 **Publication and Availability of Forms**

The International Bureau shall publish and make available all prescribed and optional forms, as referred to in Sections 2 and 3, on the website of the World Intellectual Property Organization.

Section 5 **[Deleted]**

Part Three ***Communications with the International Bureau; Signature;*** ***Representation of the Mark***

Section 6 **Communication in Writing**

- (a) Subject to Section 11(a), communications addressed to the International Bureau shall be effected in writing by typewriter or other machine and shall be signed.
- (b) [Deleted]

Section 7
Signature

- (a) A signature shall be handwritten, printed, typed or stamped. As regards the electronic communications referred to in Section 11(a)(i), a signature may be replaced by a mode of identification agreed upon between the International Bureau and the Office concerned. With respect to the electronic communications referred to in Section 11(a)(ii), a signature may be replaced by a mode of identification to be determined by the International Bureau.

- (b) Where there are two or more applicants, holders, new holders or licensees, the signature of one of them shall be sufficient, provided the person signing declare to have the authority to do so under the applicable law.

Section 8
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Section 9
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Section 10
[Deleted]

Section 11

Electronic Communications; Acknowledgement and Date of Receipt of Electronic Transmission by the International Bureau

- (a) (i) Communications between an Office and the International Bureau, including the presentation of the international application, shall be by electronic means in the way agreed upon between the International Bureau and the Office concerned.
- (ii) Communications between the International Bureau and applicants and holders shall take place by electronic means, in a manner and format to be determined by the International Bureau, the particulars of which shall be published on the website of the World Intellectual Property Organization.
- (b) The International Bureau shall promptly and by electronic transmission inform the originator of an electronic transmission of the receipt of that transmission, and, where the electronic transmission received is incomplete or otherwise unusable, also of that fact, provided that the originator can be identified and can be reached.
- (c) Where, because of the time difference between the place from where the communication is sent and Geneva, the date on which the sending started is different from the date of receipt by the International Bureau of the complete communication, the earlier of the two dates shall be considered as the date of receipt by the International Bureau.

Section 11*bis*

Representation of the Mark

- (a) A visual representation of the mark shall not exceed a maximum size of 20 by 20 centimeters and shall be furnished in or with the international application.

- (b) Alternatively, the representation of the mark shall be furnished with the international application as a single digital file, and where it consists of a
 - (i) visual representation, in JPEG, PNG or TIFF format, in accordance with the Recommendations for the Electronic Management of the Figurative Elements of Trademarks, WIPO Standard ST.67, adopted on May 4, 2012; or

 - (ii) sound recording, in MP3 or WAV format, not exceeding 5 MB in size, in accordance with the Recommendations for the Electronic Management of Sound Marks, WIPO Standard ST.68, adopted on March 24, 2016; or

 - (iii) motion or multimedia recording, in MP4 format, with AVC/H.264 or MPEG-2/H.262 codecs, not exceeding 20 MB in size, in accordance with the Recommendations for the Electronic Management of Motion and Multimedia Marks, WIPO Standard ST.69, adopted on December 4, 2020.

Part Four
Requirements Concerning Names and Addresses

Section 12
Names and Addresses

- (a) In the case of a natural person, the name to be indicated is the family or principal name and the given or secondary name(s) of the natural person.
- (b) In the case of a legal entity, the name to be indicated is the full official designation of the legal entity.
- (c) In the case of a name in characters other than Latin characters, the indication of that name shall consist of a transliteration into Latin characters which shall follow the phonetics of the language of the international application. In the case of a legal entity whose name is in characters other than Latin characters, the said transliteration may be replaced by a translation into the language of the international application.
- (d) An address and an electronic mail address shall be given in such a way as to satisfy the customary requirements for prompt postal or electronic delivery, as the case may be. An address shall consist, at least, of all the relevant administrative units up to, and including, the house number, if any. In addition, a telephone number, as well as a different address and an additional electronic mail address for correspondence may be indicated.

Section 13
Address for Correspondence

Where there are two or more applicants, new holders or licensees with different addresses, one address and one electronic mail address for correspondence may be indicated. Where no such addresses are indicated, the address and electronic mail address of the person named first shall be treated as the addresses for correspondence.

Part Five
Notification of Provisional Refusals

Section 14
[Deleted]

Section 15
Contents of a Notification of Provisional Refusal Based on an Opposition

- (a) A notification of provisional refusal based on an opposition shall be confined to the elements specified in Rule 17(2) and (3). The indication of the grounds on which the provisional refusal is based, in accordance with Rule 17(2)(iv), shall, in addition to stating that the refusal is based on an opposition, state concisely what are the grounds of the opposition (for example, conflict with an earlier mark or other right, lack of distinctive character). Where the opposition is based on a conflict with an earlier right other than a mark which is registered or is the subject of an application for registration, that right, and preferably the owner of that right, shall be identified as concisely as possible. The notification shall not be accompanied by memoranda or evidence.
- (b) [Deleted]

Part Six
Numbering of International Registrations

Section 16
Numbering Following Division or Partial Change in Ownership

- (a) The separate international registration resulting from the recording of partial change in ownership or division shall bear the number of the international registration of which a part has changed in ownership or been divided, followed by a capital letter.

- (b) [Deleted]

Section 17
Numbering Following Merger of International Registrations

The international registration resulting from the merger of international registrations in accordance with Rule 27*ter* shall bear the number of the international registration of which a part had changed in ownership or been divided, followed, where applicable, by a capital letter.

Section 18
Numbering Following Declaration that a Change in Ownership Has No Effect

The separate international registration which is recorded in the International Register in accordance with Rule 27(4)(e) shall bear the number of the registration of which a part has been assigned or otherwise transferred, together with a capital letter.

Part Seven
Payment of Fees

Section 19
Modes of Payment

Fees shall be paid to the International Bureau

- (i) by debit to a current account with the International Bureau; or,
- (ii) by payment into the Swiss postal account or to any of the specified bank accounts of the International Bureau; or,
- (iii) by credit card, where, in the context of an electronic communication envisaged in Section 11, an electronic interface for online payment has been made available by the International Bureau.