07/07/2017 Information

Starting July 1, the procedure for changing the organizational - legal form of the holder of the international trademark registration was simplified. These changes were adopted by the Madrid Union [1] Assembly during its fiftieth session [2] in 2016.

Thus, the holder of an international trademark registration can add or update its legal nature as recorded by WIPO (for example, limited liability company, cooperative, corporation) using the same form required for a standard name or address change (Form MM9). A change in the territory where the legal entity is organized can also be requested using the form's new section 4.

The new simplified procedure could also help reduce costs for holders whose business name and/or address also changes as a result of the change in legal nature or territory. Regardless of the number of registrations in a holder's portfolio, the cost for submitting these changes on or after July 1 will be 150 Swiss francs in total (provided that all changes are requested at the same time using form MM9).

Please note that the Madrid system offers trademark holders the opportunity to protect their trademarks in multiple countries simply by submitting a single application directly to the national or regional office.

More details can be found here http://mailchi.mp/wipo/ [3].

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