Becker and Mason in WTR: Three Ways the New eMadrid System Makes Trademark Management Easier

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Haynes Boone Partner Jeff Becker and Associate Preston Mason authored an article for *World Trademark Review* about the launch of a new Beta environment for eMadrid, WIPO's online platform for filing and managing international trademark applications and registrations under the Madrid Protocol.

Read an excerpt below.

Managing an international trademark portfolio just got easier – and thus less expensive.

Last month, WIPO launched a new beta version of eMadrid, its online platform for managing international trademark filings under the Madrid Protocol.

This new version introduces notable user experience improvements and several new features. The changes bring practical updates that have already improved our ability to manage clients' Madrid filings.

The new (beta) version of eMadrid
The new eMadrid beta environment went live for the general public last month during the INTA 2025 Annual Meeting, but we were able to have early access. The beta release is running in parallel with the old eMadrid experience, with both versions currently accessible. Do not be misled by the "beta" characterisation of this new version – the actions you perform in the environment will take effect.

In brief, the beta version is a centralised online hub that more easily allows Madrid System users to file and manage their international trademark portfolios. It is a user experience improvement, informed by existing Madrid System users, and we have found that three features have been particularly helpful to our trademark practice.

1. The Workbench – see all your Madrid filings at a glance
The beta environment features a new, personalised online workspace known as a "workbench". Users can access and manage all of their Madrid trademark filings through this main hub. For US practitioners, the workbench may remind you of the USPTO's Trademark Center, from which various portfolio management actions can be taken.

To read the full article from *World Trademark Review*, click here.

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