10/31/2025 Announces

As approved by the Madrid Union Assembly in July 2025, starting **November 1, 2025**, all international trademark registration “asset” holders and their representatives **MUST HAVE** on-record email addresses – for each asset they own or manage – to be able to request changes.

To verify whether that email you have on-record email addresses for all for all your assets, use Madrid Monitor [1].

Search by international trademark registration number or holder name and click on “Email Address Status” in the “Filters”.

Update if needed: Log into “Change holder details” or “Manage representative” using your WIPO Account to add or update email addresses.

Important: You cannot use the same on-record email address holder and representative/attorney.

In most cases, it takes up to 1 hour for email addresses to be fully recorded in the system. If you change additional details – such as your postal address – it can take longer.

This new requirement is important because it strengthens the security of your international trademark registration(s) by ensuring:

- Verified identity: WIPO will confirm it’s you when you request changes – by matching your logged in email address to your on-record email, or by asking for electronic authorization (signature).
- Direct communication: WIPO can reach you promptly regarding important matters affecting your assets.

Important: In general, WIPO will still typically send most communications to the representative (if any) only.

- Enhanced protection: Additional verification helps prevent unauthorized access to your assets.

After November 1, without valid and unique email addresses on-record for both holder and representative by the deadline, WIPO won’t be able to process your **requests for changes to your international trademark registrations**, including:

- Changes in ownership
- Limitations
- Managing representatives
- And more.

However, **WIPO will still be able to process your requests to renew international trademark registrations**.

Details can be found on the WIPO website at the link: New Email Requirement for Madrid System Users (Effective November 2025) [2].

Source URL: https://www.agepi.md/en/news/attention-madrid-system-users-new-email-address-requirement-november-2025