



Insights: Alerts

Chile Joins Madrid Protocol on July 4, 2022

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Written by

The following alert was written by Kilpatrick Townsend's Summer Associate Olivia Pepper.

The Republic of Chile joined the Madrid Protocol on July 4, 2022, making it the 111th member of the Madrid System. The country is the latest in Latin America to accede to the multinational trademark registration system, joining Brazil, Colombia, Cuba, and Mexico. The Madrid Protocol is an international trademark treaty and registration system that allows filers to register trademarks in multiple territories using a simplified and cost-efficient single centralized filing with the World Intellectual Property Organization, a branch of the United Nations.

Chile's accession reinforces the utility of the Madrid System. Madrid filings often represent a significant cost savings over national filings. The individual fee for a designation to Chile under the Madrid System has been set at 298 Swiss francs, or around US\$310. Filing in Chile using Madrid also avoids the expense and time associated with the preparation, execution, and legalization of Powers of Attorney.

Please do not hesitate to reach out to the attorneys from our Trademark and Copyright Team for any questions or concerns regarding the international trademark registration strategies utilizing the Madrid System.