

# Protect your Brand Globally



**Registering your trademark with us is an important step in protecting your brand in Ireland**

Do you want to expand your business internationally?

If so, you should already consider obtaining trademark protection in other countries to promote your brand's future and stay ahead of the competition.


Through an international treaty, we have made it possible for you to take advantage of the World Intellectual Property Organization (WIPO) Madrid System to register your trademark in over 127 countries.

The Madrid System helps enterprises of all sizes grow in a competitive global market place.



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Intleachtúla na hÉireann  
Intellectual Property  
Office of Ireland





## Here is what you need to know about the Madrid System

- The Madrid System is your one-stop solution for registering and managing trademarks outside Ireland.
- Whether you are a startup or an established business, registering your trademark internationally is the first step in protecting your commercial interests abroad and should be an integral part of any global business strategy.
- Operated by WIPO, a specialized agency of the United Nations, the Madrid System helps you seek protection in over 127 countries.
- You save time and money by filing an application through the Madrid System. No matter how many countries you seek to protect your brand in, you can file a single application in one language, with one set of fees.

**Make your move now to secure your trademark all over the world. Visit the Madrid System website, contact Intellectual Property Office of Ireland (IPOI), or call an IP specialist to find out how to protect your brand in key overseas markets**