eMadrid Quick Start Guide

[Also available for download in Arabic, Chinese, French, Japanese, Korean, Russian and Spanish.]

This guide will help you get started with the key features and functionalities of eMadrid – your fully integrated hub for securely managing international trademark registrations.

Log in to eMadrid

You need a WIPO Account to use some of the tools and services under eMadrid, including your workbench. Don't have a WIPO Account? Create one now.

> **Tip:** If you are a holder or representative, we strongly recommend creating your WIPO Account using the same email address that you use to file or manage your international trademark registrations.

Explore your workbench

Your workbench is a personalized workspace where you can access and manage all your international trademark applications and registrations.

1. **Access your workbench:** Login to eMadrid using your WIPO Account username and password and click on the "Manage your Trademarks" tab.
2. **Customize your workbench**: Add columns to your workbench to display additional information about your assets, such as designations, status, expiration date, and more. Sort your assets by different criteria and use filters to quickly find what you need.
3. **Add assets to your workbench:** Is your workbench empty? Are some assets missing? Check our FAQs (Questions about the workbench).
4. **Perform actions**: Use the actions panel to change holder details, appoint a representative, expand protection, renew your registration, and more. Key information will be pre-filled for you.

Share access to your assets

eMadrid allows you to **share access to your assets** and **collaborate with team members**. You can **define their roles and permissions**, controlling what they can do with your assets.

Here's how to share access:

1. **Add connections**: Click on your username at the top right of the screen and choose "My WIPO Account". Scroll down and click "Manage my connections".
2. **Share access**: In your workbench, select the asset(s) you want to share. Open the actions panel and click on "Share with connections", choose "existing connections" to see all your connections, and choose the type of access rights you would like to grant.
3. **Manage access**: Use the "Manage access" tab in the actions panel or in the asset detail page to change or revoke a user's rights. (You cannot modify the access rights of holders or representatives.)

Create portfolios

Group your international trademark applications and/or registrations together by client, product types, and more, using portfolios. You can create as many portfolios as you wish. Note: One asset cannot be included in more than one portfolio.

1. Go to the **"Trademarks"** tab in your workbench
2. **Click the "…"** next to the application(s) or registration(s) you want to add to a portfolio
3. Select **"Add to portfolio"** and choose an existing portfolio or create a new one
4. Click **"Add to portfolio"**.

Create a watchlist

A watchlist lets you track your competitors' trademarks. You'll get alerts whenever their international trademark registrations are updated or modified.

1. Go to the **"Find & Monitor"** tab
2. **Search** for international trademark registrations by name, number, product…
3. **Open** the international trademark registration(s) you want to add to your watchlist
4. Click **"Add to watchlist"**.

Need help?

If you need assistance, you can find answers to common questions, definitions of key terms and concepts used, or simply reach out to us for any other issues or questions using the “HELP” menu. We are here to support you.

Find out more about managing international trademark registrations through eMadrid.

We hope you enjoy your eMadrid experience!