

Jersey: new designation in the Madrid System

The World Intellectual Property Organization (WIPO) has announced a significant change for owners of international trademarks who use the Madrid System. As of August 1, 2026, **Jersey will no longer be automatically covered by the United Kingdom's designation and will become a separate designation within the Madrid System.**

What was the situation prior to August 1, 2026?

Until that date, when an applicant designated the United Kingdom in an international trademark application filed through the Madrid System, protection automatically extended to the territory of Jersey.

In other words, no specific action was required to obtain coverage in this territory.

What will change starting August 1, 2026?

- A designation of the United Kingdom **will no longer automatically include Jersey.**
- Those seeking protection in Jersey must **expressly designate that territory** in the international application or through a subsequent designation.
- Jersey will also have its own **Office of Origin**, so that applicants based there will be able to file international applications directly through their Intellectual Property Office.

In practice, **the UK and Jersey will now function as two distinct territories** within the Madrid System.

International trademarks that **were registered in the United Kingdom before August 1, 2026**, and for which protection has already taken effect will continue to be protected in Jersey.

In light of this development, it is advisable to consider the following points:

- Review international trademark portfolios that include the United Kingdom.
- Adapt new international applications to include Jersey where appropriate.
- Determine whether Jersey is a current or future market of interest.
- Keep this change in mind for future renewals and international expansion strategies.

Trademark registration consulting

At **UNGRIA**, we advise national and international companies on managing trademark portfolios and protecting intangible assets, helping them adapt their registration strategies to new regulatory developments that affect the international protection of trademarks.

Please, do not hesitate to contact us if you would like more information.

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