



Saudi Arabia Joins the Madrid System – A Major Milestone for GCC Trademark Protection.

Big news for brand owners and IP Practitioners across the region: Saudi Arabia has deposited its instrument of accession to the Madrid Protocol, and the treaty will officially enter into force in the Kingdom on October 8, 2026, making Saudi Arabia the 133rd country to join the Madrid System.

As the largest economy in the Middle East and a G20 member, Saudi Arabia's accession is one of the most commercially significant expansions of the Madrid System in recent years, giving brand owners a single, streamlined route to seek trademark protection in the Kingdom alongside all other Madrid member jurisdictions.

What makes this especially notable is that Saudi Arabia becomes the fifth GCC member to accede to the Madrid System, joining Bahrain, Oman, Qatar, and the UAE.

That means almost the entire GCC is now under the Madrid umbrella, with Kuwait the only remaining member yet to join.

For businesses expanding across the Gulf, this is a major step toward simpler, more cost-effective trademark portfolio management: one application, one language, with the ability to designate Saudi Arabia (and the rest of the Madrid Union) directly.

Brand owners and counsel should start preparing now, while filing will get simpler, Saudi specific examination practices, opposition procedures and local requirements will still apply once designations start coming through.

Exciting times for IP in the region.