

**APRIL 2026**

**GUIDELINE ON TRADEMARK  
PROTECTION IN RUSSIA:  
NATIONAL AND  
INTERNATIONAL REGISTRATION**

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## 1. Introduction

According to the Federal Service for Intellectual Property (Rospatent), as of the beginning of 2026, **more than 1 million trademarks** are protected in Russia.

The trademark registration activity remains high: in 2025, Rospatent received **over 156,000 applications** for trademark registration. Notably, the number of applications filed by individuals, who have been entitled to register trademarks since summer 2023, is growing.

The most popular fields for trademark registration among Russian applicants:

- clothing and footwear;
- software and electronics;
- sales, advertising and promotion services;
- education, entertainment and fitness.

Foreign companies continue to file national applications directly with Rospatent. In 2026, trademarks have been registered for companies such as Microsoft, Activision, ZeniMax Media (22 marks, including Minecraft, Halo, Call of Duty, World of WarCraft, Fallout, The Elder Scrolls), Yves Saint Laurent, Richemont (Cartier, Van Cleef & Arpels), Lego.

Russia is a member of the Madrid System for the International Registration of Marks. Foreign right holders actively use this system to extend protection of their trademarks to the territory of Russia.

## 2. Trademark and its types





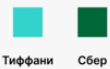

Under Art. 1477 of the Civil Code of the Russian Federation (**Russian Civil Code**), a trademark is a designation used to individualize the goods, performed works or services rendered by legal entities or individual entrepreneurs. The exclusive right to a trademark is certified by a certificate issued by Rospatent (Art. 1481 of the Russian Civil Code).

A trademark is one of the means of individualization, along with a commercial designation (Art. 1538 of the Russian Civil Code) and a company name (Art. 1473 of the Russian Civil Code). Unlike a commercial designation, which does not require registration, and a company name, which is registered upon the creation of a legal entity, a trademark must be registered with the State for the exclusive right to arise.

### **Types of trademarks**

Trademarks can be of various types (Art. 1482 of the Russian Civil Code and Order No. 482 of the Ministry of Economic Development of

Russia dated 20 July 2015), for example:

Type	Description	Examples
Word mark	Consists of words, phrases, slogans, domain names	Sony
Figurative mark / Design mark	Logo, drawing, character, symbol	
Three-dimensional mark (3D mark)	Three-dimensional designation – shape of the goods or packaging	
Combined mark	Combination of elements of different types (word + image)	
Sound mark	Melody, call sign, musical jingle	 "Whammm"
Color mark	A single color or combination of colors	 Тифани Сбер
Motion mark / Animated mark	Multimedia	

**The following objects cannot be registered** as a trademark:

- designations lacking distinctiveness (e.g., common words such as "shop", "quality");
- designations that have become commonly used for goods of a particular type;
- generally accepted symbols and terms (Red Cross, state flags, coats of arms, country names);
- elements that are characteristic of the goods (type, quality, purpose);
- the shape of goods determined solely by their function;
- designations that are false or likely to mislead consumers about the goods or their manufacturer;
- designations that are identical or confusingly similar to trademarks of other persons with an earlier priority date in respect of similar goods.

The term of the exclusive right to a trademark is 10 years from the filing date of the application. Upon the right holder's request, the term may be renewed an unlimited number of times, each time for 10 years.

### 3. Registration of a trademark in the national Russian system

The trademark registration procedure with Rospatent includes the following steps:

- 1) Conducting a preliminary search among already registered or filed similar trademarks
- 2) Filing an application with Rospatent
- 3) Examination by the office (formal and substantive, maximum term – 12 months)
- 4) Decision on registration or refusal
- 5) Payment of the fee for registration and issuance of the certificate (within 4 months from the date of receipt of the decision)
- 6) Entry of information in the State Register of Trademarks and issuance of the certificate (within 1 month after registration).

The actual average trademark registration period is 10-12 months; the official maximum term is 18.5 months.

An application for trademark registration must contain a request for registration of the designation as a trademark stating the applicant, the claimed designation (image), a list of

goods and services for which registration is sought, grouped according to the classes of the International Classification of Goods and Services (ICGS), as well as a description of the claimed designation (type of mark, meaning, translation of foreign words).

One application is filed per one designation (it is not possible to file an application for several designations). It is important to choose classes not only for the current activity but also taking into account possible expansion of the product range, since it is impossible to add classes after filing the application — a new application would be required.

The application is filed in Russian, while accompanying documents may be submitted in foreign languages with a translation into Russian.

Foreign applicants may file an application through a patent attorney by power of attorney.

<b>Name of fee</b>	<b>Amount (RUB)</b>
Filing of application and formal examination (for 1 ICGS class)	4,000
Additional fee for each subsequent ICGS class (beyond 1)	1,000
Substantive examination (for 1 ICGS class + up to 10 items)	13,000
Additional fee for each subsequent ICGS class (beyond 1)	2,500
Additional fee for each item of goods/services beyond 10 within one class	500

Registration of trademark and issuance of electronic certificate (for 5 classes)	18,000
Additional fee for each ICGS class beyond 5	2,000
Issuance of paper certificate (upon request)	3,000

The minimum registration cost (1 ICGS class, up to 10 items, electronic certificate) is RUB 35,000.

A Rospatent decision refusing trademark registration may be appealed:

- to the Chamber for Patent Disputes (administrative procedure) — within 6 months from the date of receipt of the decision;
- to the Intellectual Property Rights Court (IP Court) — within 3 months from the date of the decision of the Chamber for Patent Disputes.

#### **4. International registration of trademarks in Russia**

Russia is a member of the Madrid Agreement Concerning the International Registration of Marks (1891) and the Protocol to the Madrid Agreement (1989). International registration is carried out through the World Intellectual Property Organization (WIPO) on the basis of a basic national application or registration.

The basic application is filed in Russian through

Rospatent. The basic registration will also be obtained there. It must indicate several member countries (more than 130 in total) in which the applicant wishes to obtain protection for its trademark. The list of these countries can subsequently be extended (territorial extension after obtaining the international registration). After Rospatent verifies that the international application corresponds to the basic application/registration, it is transmitted to the WIPO International Bureau, where it undergoes examination, is published in the bulletin, and is recorded in the International Register. It is then sent as notifications to the national offices of the selected countries, where it also undergoes examination and receives legal protection in each country (in the absence of a refusal or after overcoming a refusal).

Fees for international registration are paid to WIPO. The amount depends on the type of trademark, the number of claimed ICGS classes, and the amount of individual fees of other countries. The minimum cost of international registration (black-and-white mark, 3 ICGS classes, designating Russia only) is approximately RUB 200,000.

### **Regional systems: EAEU trademark**

The Treaty on Trademarks, Service Marks and Appellations of Origin of Goods of the Eurasian Economic Union (EAEU) was signed on 3 February 2020 by all member states: Armenia, Belarus, Kazakhstan, Kyrgyzstan, Russia. The

Treaty provides for the creation of a unified EAEU trademark registration system. The Treaty entered into force in Russia in 2021, but as of March 2026, the implementation mechanisms by member states have not been set up and in practice cannot be applied.

The main provisions of this Treaty foresee the possibility of filing one application with any national office of an EAEU member state, automatic extension of protection to all EAEU countries. A registered mark is valid throughout the entire territory of the Union for 10 years, renewable an unlimited number of times.

### **5. Advantages of trademark registration**

As of 1 March 2026, restrictions on the use of foreign words and Latin script in public spaces have entered into force (Federal Law No. 168-FZ). However, trademarks registered in accordance with the established procedure may be used in their original spelling without translation into Russian. It is expected that these legislative changes will lead to an increase in the number of new applications filed with the Russian patent office.

Trademark registration also provides the right holder with the following advantages:

- 1) Exclusive right to use the mark in relation to the registered goods and services (Art. 1484 of the Russian Civil Code). The right

holder may use the mark in any manner not contrary to law, including placement on goods, documentation, advertising, and the Internet.

- 2) Protection against unlawful use by third parties. Counterfeit goods are subject to seizure and destruction; the right holder may claim compensation (from RUB 10,000 to RUB 5,000,000 or double the value of the counterfeit goods).
- 3) Possibility of being included in the Customs Register of Intellectual Property Objects. Customs authorities suspend the import of goods bearing a similar designation and notify the right holder.
- 4) Access to marketplaces (e.g., WB, Ozon, Yandex Market). These platforms provide special brand protection tools to holders of registered trademarks to prevent actions by dishonest sellers.
- 5) Possibility of concluding commercial concession agreements (franchises). Without a registered trademark, a franchise is impossible (Art. 1027 of the Russian Civil Code). According to Rospatent, the number of trademarks in commercial concession agreements increased to 10.6 thousand in 2025.
- 6) Recognition as an intangible asset on the enterprise's balance sheet.

The right holder may dispose of the exclusive right to a trademark, including by:

- transferring it to a purchaser under a contract for the alienation of the exclusive right (Art. 1488 of the Russian Civil Code);
- granting another party (licensee) the right

to use the trademark under a license agreement (Art. 1489 of the Russian Civil Code), with an exclusive or non-exclusive license;

- concluding a commercial concession agreement (Art. 1027 of the Russian Civil Code), under which the right holder grants the user, for a fee, the right to use a complex of exclusive rights, including the trademark;
- pledging the exclusive right to a trademark under a pledge agreement.

The above-mentioned agreements are subject to mandatory state registration with Rospatent.

## **6. Opposition, invalidation and termination of legal protection**

Interested parties may apply to the Chamber for Patent Disputes at any time during the term of the exclusive right to invalidate the legal protection granted to a trademark, citing registration in violation of the law, the presence of unfair competition or an abuse of right at the time of filing the application.

Also, under Art. 1486 of the Russian Civil Code, the legal protection of a trademark may be terminated early in respect of all or part of the goods due to non-use of the mark for a continuous period of three years. This mechanism is often used to remove obstacles to the

registration of a new mark when a cited earlier mark is not used.

Legal protection of a trademark also terminates:

- upon expiration of the term (if no renewal request is filed);
- on the basis of a Rospatent decision on early termination due to the mark becoming a designation that has entered into common use;
- upon liquidation of the legal entity that is the right holder or termination of the activity of an individual entrepreneur;
- on the basis of a right holder's declaration of waiver of the right.

Despite geopolitical changes and the introduction of special economic measures, foreign right holders continue to protect their trademark rights in Russia. For instance, courts have considered disputes in which foreign right holders sought compensation for infringement of exclusive trademark rights. In a number of cases, the amount claimed was hundreds of millions of rubles.

## **7. Specific features of disposing of rights to trademarks involving persons from "unfriendly" states**

Pursuant to **Decree No. 322** of 27 May 2022, Russian companies and citizens (debtors) must

pay for the use of intellectual property belonging to right holders from unfriendly states or those who have supported sanctions against Russia, prohibited the use of their objects, or suspended operations in Russia, **in a special manner**. All payments (remuneration, penalties, fines) under license and other agreements are to be transferred to a special ruble "O"-type account opened by the debtor themselves in an authorized bank. The right holder may withdraw funds from that account only after obtaining permission from the Government Commission. This has allowed Russian companies to maintain access to foreign technologies and content, while simultaneously blocking the outflow of capital abroad without state control. Exempted from the decree are contracts necessary for the import of medicines, medical devices, food products, as well as for the creation and use of software, databases, information systems and data processing centers.

**Decree No. 430** of 20 May 2024 supplemented this procedure by extending it to transactions involving the complete transfer (alienation) of exclusive rights. If a Russian buyer wishes to acquire a trademark, patent or other means of individualization from a right holder based in an unfriendly state, it must first obtain permission from the Government Commission. The transaction itself may only be concluded on condition that payments are made through the same "O"-type account opened in the name of the right holder. This also applies to contracts concluded before the decree entered into force, if payment has not yet been made. Exemptions apply to license agreements without transfer of the right,

commercial concession agreements, as well as transactions involving works of science, literature and art, performances, phonograms, and broadcasts of air or cable programs. However, computer programs and databases are not exempted. Transactions worth up to 15 million rubles do not require permission or an "O"-type account. The consequence of the decree is a significant tightening of control over the transfer of rights to industrial property objects (trademarks, patents, know-how) from foreign owners to Russian persons. Any alienation of such rights is now possible only on condition that the funds remain in the Russian banking system until a special authorization is obtained.

Together, the two decrees have established a comprehensive regime under which both ongoing license payments and one-time payments for the acquisition of rights must pass through "O"-type accounts and cannot be freely transferred abroad without approval of the Government Commission. This has prevented a massive currency outflow, but at the same time has made the procedures more complicated and lengthier for foreign right holders wishing to receive proceeds from their intellectual property in Russia or to sell it to Russian buyers.

A new trend has emerged in judicial practice: challenging assignments of claims (cessions) aimed at circumventing Decree No. 322. The Intellectual Property Rights Court has developed an approach under which a contract for the assignment of a right of claim (cession)

from a foreign right holder from an "unfriendly" state to a Russian company is deemed void (Art. 10, part 2 of Art. 168 of the Russian Civil Code) if it was concluded with the purpose of circumventing the requirements of Presidential Decree No. 322. In such cases, the assignee does not acquire the right to claim, and an action for compensation will not be granted. Practical application: decisions of the Arbitration Court of the City of Moscow dated 07.11.2025 in case No. [A40-193064/2024](#), and dated 17.06.2025 in case No. [A40-87338/2025](#) confirm that where circumvention of the decree is established, the cession is declared void and the claim is dismissed.

Parallel import in Russia, as another counter-sanctions measure, is permitted only for goods included in the list of the Ministry of Industry and Trade (approved by [Order No. 2701 of 21.07.2023](#)). Last update of the list was made on 26.09.2025.

Thus, foreign right holders whose trademarks are not included in the parallel import list retain the ability to prevent importation of goods without their consent.

## **8. Our services**

Our specialists in the field of intellectual property (patent attorneys, lawyers) provide the following comprehensive services with respect to trademarks:

- Consulting on the protectability of designations and the choice of registration strategy
- Registration of trademarks, renewal of their term of validity
- Support of intellectual property transactions (drafting contracts for the alienation of exclusive rights, license agreements, commercial concession agreements)
- Trademark portfolio management (monitoring registration expiration dates, optimizing lists of goods and services, consolidating registrations, monitoring Rospatent publications of applications filed by third parties that are similar to portfolio marks)
- Trademark enforcement (preparing oppositions against the grant of legal protection to similar trademarks, applications to invalidate the legal protection granted to a trademark, statements of claim for early termination of legal protection of a trademark due to non-use)
- Representing the right holder in disputes concerning infringement of exclusive rights (including claiming compensation, seizure and destruction of counterfeit goods)
- Representing interests in administrative disputes (FAS, customs authorities) and before the courts (arbitration courts, Intellectual Property Rights Court, courts of general jurisdiction)
- Preparation and filing of applications to include a trademark in the Customs Register of Intellectual Property Objects
- Liaising with customs authorities on issues of suspension of release of goods bearing signs of counterfeiting

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