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**WIPO/MMP2/23/INF/1 PROV.
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**Practical Aspects of the Madrid System for the International
Registration of Marks for Advanced Users**

Geneva, November 2 and 3, 2023
WIPO headquarters, Room B (AB Building)

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Thursday, November 2, 2023

8.40 – 9.00 Registration

9.00 – 9.10 Opening

Welcome Address by:

Mr. Denis Croze, Director, Madrid Information and Promotion Division, Madrid Registry, Brands and Designs Sector, World Intellectual Property Organization (WIPO), Geneva, Switzerland

9.10 – 9.40 Latest Legal Updates of the Madrid System

Speaker: Ms. Debbie Roenning, Director, Madrid Legal Division, Madrid Registry, Brands and Designs Sector, WIPO

9.40 – 10.00 Coffee Break

10.00 – 12.00 Refresher and Case Study 1: Preparing your International Application

- (a) Frequently issued irregularities by WIPO, tips for completing the international application, and online tools for international application
- (b) Group breakout discussions and exercises
- (c) Check the answers, Questions and Answers (Q&A) and wrap-up

Speakers/Trainers: Ms. Ganna Chaban, Examiner, Madrid Operations Team 3, Madrid Operations Section, Madrid Operations and Functional Development Service, Madrid Registry, Brands and Designs Sector, WIPO

Ms. Jennifer Craft, IP Attorney and Partner, Dickinson Wright, Las Vegas, the United States of America

12.00 – 12.15 Photo Session

12.15 – 13.45 Lunch Break

13.45 – 16.00 Refresher and Case Study 2: Post Registration Management of the International Registration

(15.00 – 15.15 Coffee Break)

- (a) Subsequent designation; Changes to the international registration (limitation, renunciation, cancellation, change in ownership, changes concerning the holder or the representative); Renewal; Replacement; Ceasing of effect and transformation; Division and merger, and online tools for post registration management
- (b) Group breakout discussions and exercises
- (c) Check the answers, Questions and Answers (Q&A) and wrap-up

Speakers/Trainers: Ms. Lucy Headington-Horton, Senior Legal Officer, Madrid Legal Division, Madrid Registry, Brands and Designs Sector, WIPO

Ms. Wang Yifei, Trademark Attorney, CCPIT Patent and Trademark Law Office, Beijing, China

16.00 – 16.30 Session on eMadrid and Web Resources – New Gateway to all Madrid System Online Services

Speaker: Mr. Benoît Apercé, Communications and Information Manager, Madrid Information and Promotion Division, Madrid Registry, Brands and Designs Sector, WIPO

Ms. Catherine Dupenloup, Senior Applications Support Assistant, Madrid Information and Promotion Division, Madrid Registry, Brands and Designs Sector, WIPO

Friday, November 3, 2023

9.00 – 12.15 Refresher and Case Study 3: Practice at the Stage of Designated Contracting Parties

- (a) The examination procedures before the Offices of selected designated Contracting Parties; Specific requirements for designating particular Contracting Parties; Notifications by a designated Office on the status of the international registration; Frequently issued refusals by designated Contracting Parties; Tips for responding to them; and Post registration practice
- (b) Group breakout discussions and exercises
- (c) Check the answers, Questions and Answers (Q&A) and wrap-up

(9.00 – 10.30) Session 1: Procedures in the IP Office of China

Speaker/Trainer: Ms. Wang Yifei, CCPIT Patent and Trademark Law Office

(10.30 – 10.45) Coffee Break

(10.45 – 12.15) Session 2: Procedures in the IP Office of Australia

Speaker/Trainer: Ms. Kali Marshall, Examiner, IP Australia (Fellow, Madrid Operations Team 3, Madrid Operations Section, Madrid Operations and Functional Development Service, Madrid Registry, Brands and Designs Sector, WIPO)

12.15 – 13.45 Lunch Break

13.45 – 17.00 (Cont'd) Refresher and Case Study 3: Practice at the Stage of Designated Contracting Parties

(13.45 – 15.15) Session 3: Procedures in the IP Office of the United States of America

Speaker/Trainer: Ms. Jennifer Craft, Dickinson Wright

(15.15 – 15.30) Coffee Break

(15.30 – 17.00) Session 4: Procedures in the IP Office of Republic of Korea

Speaker/Trainer: Mr. Howard LEE, IP Attorney, Namdong Law Office,
Incheon, Republic of Korea (Madrid Registry External
Consultant for Korea)

17.00 – 17.30 Distribution of Certificates of Attendance and Closing

Closing Remarks by: Mr. Denis Croze, WIPO

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