



REGIONAL WORKSHOP

WIPO/TM/REG/GE/22/INF/1 PROV.
ORIGINAL: ENGLISH
DATE: MARCH 1, 2022

Intellectual Property Office Officials Responsible for the Madrid System for Selected Asia and the Pacific Countries

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the Japan Patent Office (JPO)

Online, March 23 to 29, 2022

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Wednesday, March 23, 2022

8.00– 8.10* Opening Remarks

Welcome Addresses by:

Representative from the World Intellectual Property
Organization (WIPO), Geneva, Switzerland

Representative from the Japan Patent Office (JPO), Tokyo

Photo Session

INTRODUCTION

8.10 – 8.15 A Brief Overview of the Funds-In-Trust (FIT) Japan Industrial Property
Global

Speaker: Representative from the Cooperation Support Section,
International Classifications and Standards Division,
Infrastructure and Platforms Sector

SESSION I UPDATE ON THE MADRID SYSTEM FROM WIPO, OFFICES FROM CURRENT AND FUTURE MEMBERS

8.15 – 8.35 Update on the Madrid System (Statistics, Accessions and
Developments)

Speaker: Representative from the Madrid Legal Division, Madrid
Registry, Brands and Designs Sector

8.35 – 9.00 Brief Updates from Future Member Offices: Advances on their Road to
the Madrid System since the Last Meeting

Speakers: Representative from each IP Office (5 minutes each)

9.00 – 10.30 Brief Updates from Current Member Offices: Operations of the Madrid
System in the Office

Speakers: Representative from each IP Office (5 minutes each)

* Time indicated in the Program is Central European Time (CET).

Thursday, March 24, 2022

SESSION II DISCUSSIONS ON OPERATIONAL ASPECTS AS OFFICE OF ORIGIN

8.00 – 8.45 Practical Advice on How to Deal with Operations as Office of Origin (International Application Procedure, Certification, Irregularities, Limitations, etc.)

Speaker: Representative from JPO

SESSION III DISCUSSIONS ON THE CLASSIFICATION OF GOODS AND SERVICES

8.45 – 9.45 Discussion on Classification (Irregularities, Classification Guidelines, Madrid Goods & Services Manager, etc.)

Moderator: Representative from the Madrid Operations Division, Madrid Registry, Brands and Designs Sector

Speakers: Two or three Representatives from participating IP Offices

SESSION IV DISCUSSION ON OPERATIONAL ASPECTS AS OFFICE OF DESIGNATED CONTRACTING PARTY (DCP)

9.45 – 10.30 Decisions from IP Office Including Types, Forms, Deadlines, Provisional Refusals, Grants of Protection, Final Decisions, Oppositions and Processes

Speaker: Representative from the Madrid Operations Division, Madrid Registry, Brands and Designs Sector

Friday, March 25, 2022

SESSION IV DISCUSSION ON OPERATIONAL ASPECTS AS OFFICE OF DESIGNATED CONTRACTING PARTY (DCP) (CONT'D)

8.00 – 9.00 Practical Advice on How to Conduct Substantive Examination Efficiently and Effectively While Maintaining Quality as dCP

Speakers: Representative from JPO

Representative from participating IP Office

SESSION V DISCUSSIONS ON COMMUNICATIONS BETWEEN IP OFFICES AND WIPO

9.00 – 10.30 Discussion on Different Communication Channels and the Options Available to IP Offices

(a) How to Receive Designations and other Notifications Electronically from WIPO, and How to Send Decisions and Applications to WIPO; Madrid e-Filing, Madrid Office Portal, Contact Madrid, etc.

Speakers: Representatives from the Madrid Information and Promotion and Madrid Information Systems Divisions, Madrid Registry, Brands and Designs Sector

(b) Workflow Design for Madrid Notifications in Designated Offices

Speaker: Representative from IP Office Business Solutions Division, Infrastructure and Platforms Sector

Monday, March 28, 2022

SESSION VI DISCUSSIONS ON FEES OF INTERNATIONAL REGISTRATIONS

8.00 – 8.30 Basic Principle of the Fees of International Registrations (Types, Declarations, Communication Between IP Offices and WIPO, etc.)

Speaker: Representative from the Madrid Legal Division, Madrid Registry, Brands and Designs Sector

SESSION VII DISCUSSIONS ON HOW FUTURE MEMBER OFFICES CAN OVERCOME OBSTACLES TO JOIN THE MADRID SYSTEM

8.30 – 9.00 How Future Member Offices Can Prepare for the Madrid System and How WIPO Can Support them During this Process and Beyond

Speaker: Representative from the Madrid Legal Division, Madrid Registry, Brands and Designs Sector

9.00 – 10.00 The Experience of Selected Offices in Joining the Madrid System: Effective Strategies to Generate Support for Public Policy Initiatives from Policy Makers, Industry, Legal Community and Other Stakeholders, and Practical Advice on How to Put in Place an Internal Office (Organizational Structure, Workflows and Process, Information Technology, Human Resources, Training, etc.)

Speakers: Two representatives from participating IP Offices

SESSION VIII HOW TO PROMOTE THE MADRID SYSTEM

10.00 – 10.30 Overview of All Possible Tools for Trademark Users
(Madrid Website, Webinars, Tutorials, Social Networking Services,
Madrid Online Services, etc.)

Speaker: Representative from the Madrid Information and
Promotion Division, Madrid Registry, Brands and
Designs Sector

Tuesday, March 29, 2022

SESSION VIII HOW TO PROMOTE THE MADRID SYSTEM (CONT'D)

8.00 – 9.00 Discussions on Effective Strategies to Develop and Execute a Madrid
System Promotional Strategy (Promotional Activity, User Support, etc.)

Moderators: Representatives from the Madrid Information and
Promotion Division, Madrid Registry, Brands and
Designs Sector

Speakers: Representative from JPO
Two or three representatives from participating IP
Offices

SESSION IX WRAP-UP AND PLANNING FOR INTERSESSIONAL WORK

9.00 – 10.20 General Discussions: Follow-up on Specific Topics and Identifying
Areas of Collaboration and Planning Deliverables to Achieve for the Next
Meeting

Moderators: Representatives from the Madrid Legal, Madrid
Operations and Madrid Information and Promotion
Divisions, Madrid Registry, Brands and Designs Sector

10.20 – 10.30 Closing Remarks by:

Representative from WIPO

Representative from JPO

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