



WEBINAR

**WIPO/WEBINAR/WSO/2021/13/INF/1 PROV.
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Webinar for Vietnamese Enterprises on Protecting Intellectual Property Rights Overseas with WIPO Services

organized by
the World Intellectual Property Organization (WIPO)

with the assistance of
the Vietnam Intellectual Property Association (VIPA)
the Vietnam Chamber of Commerce and Industry (VCCI) and
the Intellectual Property Office of Vietnam (IP Vietnam)

**Singapore, October 15, 2021
via ZOOM**

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Friday, October 15, 2021 (all times are Hanoi time)

15.00 – 15.15 **Opening Ceremony**

- Ms. Debbie Roenning, Director, Madrid Legal Division, Brands and Designs Sector, World Intellectual Property Organization (WIPO), Geneva

- Mr. Pham Nghiem Xuan Bac, Vice President and General Secretary, Vietnam Intellectual Property Association (VIPA), Hanoi

- Mr. Luong Minh Huan, Director Enterprise Development Foundation, Vietnam Chamber of Commerce and Industry (VCCI)

15.15 – 15.35 **Topic 1: Protecting Your Brand and Design in Viet Nam**

[The most valuable asset of a business can be its brand and unique design of its products. To protect these important assets from competitors, it's important to protect them using Viet Nam's IP system. This session provides an information on how a business can protect its brand with a registered trademark and its designs with registered designs.]

Speakers: Ms. Nguyen Thu Hang, Director of Trademark Division No.1, Trademark Examination Center, IP Vietnam

Mr. Nguyen Quang Tuan, Director of Industrial Design Examination Center, IP Vietnam

15.35 – 15.45 **Topic 2: Introduction to the World Intellectual Property Organization (WIPO)**

[There are many different organizations who can help you obtain the IP protection your business needs. In Viet Nam you file an application with the IP Office of Viet Nam, however if you want protection overseas then you may need the services of the World Intellectual Property Organization, or WIPO.]

Speaker: Mr. Peter Willimott, Officer-in-charge, WIPO Singapore Office

15.45 – 16.05 **Topic 3: Protecting Valuable Brands Overseas with the Madrid System**

[A logo or name is often the most valuable asset of a business. This session will explain how business owners can protect their brands, logos and product names when expanding their business outside of Vietnam by using WIPO's Madrid System for the International Registration of Marks.]

Speaker: Mr. Soichi Yoshida, Associate Officer, Madrid Information and Promotion Division, Madrid Registry, Brands and Designs, WIPO, Geneva

16.05 – 16.25 **Topic 4:** **Designed to be Successful: Using WIPO’s Hague System**

[In today’s market, the way a product looks can be a key competitive advantage. Smart enterprises protect this advantage by registering their designs. WIPO offers a service called the Hague System for the protection of designs overseas.]

Speaker: Ms. Geneviève Stiemle, Legal Analyst and Information Officer, Hague Development and Promotion Section, Hague Registry, WIPO, Geneva

16.25 – 16.35 **Topic 4:** **The Role of an IP Lawyer: Your Guide Through the IP Maze**

[It is so important to make sure you are getting exactly the right level of protection for your brands and designs. This topic will cover the role of an IP lawyer and the type of assistance they can provide to business owners looking to protect their IP.]

Speaker: Mrs. Nguyen Minh Huong, Vice-president, VIPA, Ho Chi Minh

16.35 – 17.00 **Question and Answer Session**

[End of program]