
SEMINAR

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**Practical Aspects of the Madrid System for the International
Registration of Marks for Advanced Users**

Geneva, November 21 and 22, 2024
WIPO headquarters, AB 13.1 (AB Building)

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Thursday, November 21, 2024

8.45 – 9.15 Registration and Welcome Coffee

9.15 – 9.30 Opening

Welcome Address by:

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

Housekeeping items

9.30 – 10.10 Recent Development, Legal Updates and Future of the Madrid System

- Recent accessions to the Madrid System and accession outlook
- Use of the Madrid System: facts and figures
- Recent legal updates and how they impact users
- Latest discussion of the Madrid System Working Group

Speaker: Ms. Debbie Roenning, WIPO

10.10– 11.55 Refresher training and Case Study 1: Preparing your International Application

- Refresher training:
 - o Key pre-filing considerations and preparation
 - o Complex issues users often face when completing their international application, such as entitlement, miscellaneous indications (transliteration, disclaimers, etc.) and classification
 - o Frequently issued irregularities by WIPO and tips to overcome them
 - o Advanced use of online tools under eMadrid, including search functions of Madrid Monitor
- Breakout session: case study analysis, group discussion and presentation of results from group discussion
- Answer checking, Questions and Answers (Q&A) and wrap-up

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

Mr. R. A. Tiwari, Advocate and Of Counsel, M/s ALG India Law Offices LLP, India

11.55 – 13.55 Photo Session and Lunch Break

13.55 – 15.40 Refresher training and Case Study 2: Post Registration Management of the International Registration

- Refresher training:
 - o Common challenges for holders concerning management and maintenance of an international registration
 - o Key transactions (subsequent designation; renewal; recording of changes in holders or representative details; recordings of restrictions (limitation, renunciation, cancellation) etc.,)

- Examination of change in ownership and limitations by Offices of the designated Madrid System Members concerned (declaration of no effect).
 - Effective use of the replacement and transformation features
 - Strategic portfolio management: sharing of good practices
- Breakout session: case study analysis, group discussion and presentation of results from group discussion
 - Answer checking, Questions and Answers (Q&A) and wrap-up

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

Ms. Cai Ye, Partner, Wanhuida Intellectual Property,
China

15.40 – 15.55 Coffee Break

15.55 – 16.55 Session on eMadrid and Web Resources – New Gateway to all Madrid System Online Services

- Overview of restructured eMadrid pages and updates on other Madrid System services
- Highlights of prototype of the new eMadrid platform

Speakers: 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

16.55 – 17.55 Quick Review Session– Key Updates and Best Practices of Selected Designated Madrid System Members

1) Procedures in the IP Office of Mexico

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

2) Procedures in the IP Office of OAPI

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

3) Procedures in the IP Office of Japan

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

Questions and Answers (Q&A)

17.55 – 18.45 Social Networking

Friday November 22, 2024

9.00 – 10.30 Refresher training and Case Study 3-1: Practice at the Stage of Designated Madrid System Members: Procedures in the IP Office of China

- Refresher training:
 - o Key examination procedures before the Offices of selected Madrid System Members
 - o Specific requirements/request users need to fulfill when designating certain Madrid System Members
 - o Common grounds of provisional refusal and tips to avoid or overcome them (including division and merger, if applicable)
 - o Post registration management and practices in certain Madrid System Members (use requirement, national certificate, etc. if applicable)
- Breakout session: case study analysis, group discussion and presentation of results from group discussion
- Answer checking, Questions and Answers (Q&A) and wrap-up

Speaker: Ms. Cai Ye, Wanhuida Intellectual Property, China

10.30 – 10.45 Coffee Break

10.45 – 12.15 Refresher training and Case Study 3-2: Practice at the Stage of Designated Madrid System Members: Procedures in the IP Office of the United Kingdom

Speaker: Representative from the Intellectual Property Office of the United Kingdom (UK IPO)

12.15 – 13.45 Lunch Break

13.45 – 15.15 Refresher training and Case Study :3-3: Practice at the Stage of Designated Madrid System Members: Procedures in the IP Office of India

Speaker: Mr. R. A. Tiwari, M/s ALG India Law Offices LLP, India

15.15 – 15.30 Coffee Break

15.30 – 17.00 Refresher training and Case Study 3-4: Practice at the Stage of Designated Madrid System Members: Procedures in the IP Office of the United States of America

Speaker: Ms. Attiya Malik, Attorney-Advisor, Office of Policy and International Affairs, United States Patent and Trademark Office, USA

17.00 – 17.40 Roundtable discussion (Q&A session)

Panelists: All guest speakers and WIPO speakers

17.40 – 18.00 Distribution of Certificates of Attendance and Closing

Closing Remarks by:

Ms. Debbie Roenning, WIPO