
WEBINAR

**ORIGINAL: ENGLISH
DATE: NOVEMBER 7, 2023**

Protecting your Brand Abroad: A Guide for Businesses on the Madrid System

Geneva, December 7, 2023

Virtual

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Thursday, December 7, 2023

13.30 – 13.40 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

13.40 – 14.10 The Madrid System for Business: An Overview

Speaker: Mr. Olivier Pierre, Information Assistant, Madrid Information and Promotion Division, Madrid Registry, Brands and Designs Sector, WIPO

14.10 – 14.40 Key Business Considerations Before Filing your application

Speaker: Mr. Olivier Pierre, WIPO

14.40 – 15.00 Coffee Break

15.00 – 15.30 The Madrid System for Business in Real Life

Speaker: Ms. Szentesi Orsolya, Head of the Trademark Section Egis Pharmaceuticals PLC, Budapest, Hungary

15.30 – 16.00 Trademark Attorney Perspective: Making the Most of the Madrid System

Speaker: Ms. Sanjukta Tole, Partner, Dickinson Wright, Toronto, Canada;
Ms. Bilge Taskara, Senior Associate, Deris, Istanbul, Türkiye

16.00 – 16.30 Q&A Session

Moderator: Ms. Virag Halgand, Head, Section for Central European and Baltic States and Mediterranean Countries, Division for Transition and Developed Countries (TDC), WIPO

16.30 – 16.45 Closing

Closing remarks by

Ms. Virag Halgand, Head, Section for Central European and Baltic States and Mediterranean Countries, Division for Transition and Developed Countries (TDC), WIPO

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