

WIPO/TM/CAI/07/INF/1

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ARAB REPUBLIC OF EGYPT



WORLD INTELLECTUAL
PROPERTY ORGANIZATION

**WIPO REGIONAL SEMINAR FOR ARAB STATES ON THE
PROMOTION OF ACCESSION TO THE MADRID SYSTEM
OF INTERNATIONAL REGISTRATION OF MARKS**

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the Ministry of Trade and Industry

Cairo, July 9 to 11, 2007

PROGRAM

prepared by the International Bureau of WIPO

Monday, July 9, 2007

9.30 – 10.00 Registration

10.00 – 10.30 OPENING CEREMONY

Welcome addresses by:

The representative of the Arab Republic of Egypt

Mr. Amr Abdelaziz, Counsellor, Technical Assistance and Capacity Building Bureau for Arab Countries, World Intellectual Property Organization (WIPO), Geneva

10.30 – 11.30 Branding, Foreign Trade and the International Registration System: Introduction to the Madrid System of International Registration of Marks: Basic Features of the Madrid System

Speaker: Mr. José Graça-Aranha, Director, International Registration Department, Sector of Trademarks, Industrial Designs and Geographical Indications, WIPO

Discussion

11.30 – 11.45 Coffee Break

11.45 – 12.30 Advantages of Accession to the Madrid Protocol: Recent Developments in the Madrid System

Speaker: Mr. Mubarak Rahamtalla, Consultant, Information and Promotion Division, International Registrations Department, Sector of Trademarks, Industrial Designs and Geographical Indications, WIPO

Discussion

12.30 – 13.30 Benefits of Using the Madrid System: Viewpoint of a European Trademark Owner

Speaker: Mr. Gerhard Bauer, Head, Trademark, Design-Patent, Domain Name and IP Contract Department, Intellectual Property Management Group, DaimlerChrysler AG, Stuttgart

Discussion

13.30 – 14.30 General Principles when Filing an International Application:

- Types of International Applications
- Entitlement to File
- Choosing the Office of Origin
- Languages
- Representation Before the International Bureau of WIPO

Speaker: Mr. José Graça Aranha

Discussion

Tuesday, July 10, 2007

10.00 – 11.00

International Registration:

- Effects of the International Registration and Duration of Protection
- Possibility of Refusal

Speaker: Mr. Gerhard Bauer

Discussion

11.00 – 12.00

Information on International Registration:

- The WIPO Gazette of International Marks
- Madrid Express Database
- Romarin (International Trademark Information Database)

Speaker: Mr. Mubarak Rahamtalla

Discussion

12.00 - 12.15

Coffee Break

12.15 – 13.15

Experience of Arab Republic of Egypt in the International Registration of Trademarks

Speaker: Dr. Moustafa Abou Elenein, Chairman, Administration for Commercial Registration, Trademarks Office, Ministry of Trade, Cairo

Discussion

13.15 – 14.15

WIPO Technical Assistance and Capacity Building Program for Arab Countries

Speaker: Mr. Amr Abdelaziz

Discussion

Wednesday, July 11, 2007

- 10.00 – 12.00 Advantages of Using the Madrid System of International Registration of Marks
- Panel Discussion: Users Point of View
- Speakers: To be nominated
 Representative from Algeria
 Representative from Bahrain
 Representative from Egypt
 Representative from Morocco
 Representative from Sudan
 Representative of Syria
- 12.00 – 12.30 Coffee Break
- 12.30 – 13.30 Recommendations and Conclusions
- 13.30 Closing Ceremony

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