



INTERREGIONAL SEMINAR

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The International Trademark Registration System: The Madrid System

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the Mexican Institute of Industrial Property (IMPI)

Puebla, Mexico, March 23 and 24, 2015

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Monday, March 23, 2015

- 9.00 – 10.00 Opening remarks by:
- Mr. Mario Matus, Deputy Director General, Development Sector, World Intellectual Property Organization (WIPO), Geneva
- Mr. Miguel Ángel Margáin, Director General, Mexican Institute of Industrial Property (IMPI), Mexico City
- Mr. Rafael Moreno Valle Rosas, Governor of Puebla, Mexico
- 10.00 – 10.45 **The Madrid System: Overview and Trends**
- Speaker: Mr. David Muls, Senior Director, Madrid Registry, Brands and Designs Sector, WIPO
- 10.45 – 11.15 Coffee Break
- 11.15 – 12.00 **The Role of Intellectual Property Rights in Trade Facilitation Agreements and the Economic Implications of Reducing the Barriers for the Protection of Intellectual Property Rights**
- Speaker: Mr. Carlos Piñera, Director General for International Trade Rules, Ministry of Economy, Mexico City
- 12.00 – 12.45 **A Statistical Assessment of the Trademark Protection Trends in Latin America and South East Asia**
- Speaker: Mr. Juan Antonio Toledo Barraza, Senior Director, Regional Bureau for Latin America and the Caribbean, WIPO
- 12.45 – 15.00 Lunch
- 15.00 – 15.45 **A Business Perspective on the Importance of Brand Development in a Global Economy**
- Speakers: Mr. Owen Malone, Director, Intellectual Property and Vintrepreneur, Victoria, Australia
- Mr. Ferdinand Negre, Partner, Bengzon Negre Untalan, Intellectual Property Attorneys, Makati City, Philippines
- Mr. Jean-Pierre Maeder, Attorney-at-Law, Special Delegate, Intellectual Property Advocacy, Nestlé, Vevey, Switzerland

15.45 – 16.45 **Panel I: A Business Perspective on the Importance of Mechanisms to Facilitate the Global Protection of Intellectual Property Rights and the Advantages of Using the Madrid System**

Moderator: Mr. Miguel Ángel Margáin, IMPI

Panelists: Mr. Owen Malone, Intellectual Property and Vintrepneur

Ms. Deborah Flores Garza, Legal Coordinator of Intellectual Property, Televisa

Mr. Ferdinand Negre, Bengzon Negre Untalan

Mr. Jean-Pierre Maeder, Nestlé

16.45 – 17.00 Coffee Break

17.00 – 17.30 **Panel I continues**

17.30 – 18.00 **Counterfeits and the Importance of Consumer Awareness Campaigns**

Speaker: Mr. Jean-Pierre Maeder, BASCAP/Nestlé

18.00 – 19.00 Reception

Tuesday, March 24, 2015

9.00 – 11.00 **Panel II: Policy Considerations When Assessing Accession to the Madrid Protocol and the Main Policy and Legal Challenges Facing the Madrid Protocol**

Moderator: Mr. Juan Antonio Toledo Barraza, WIPO

Panelists: Ms. Darlene Carreau, Chair, Trade-marks Opposition Board, Canadian Intellectual Property Office (CIPO), Ottawa

Ms. Duan Chuane, Division Director, International Registration Department, Trademark Office, State Administration for Industry and Commerce (SAIC), Beijing

Mr. Eliseo Montiel Cuevas, Divisional Director of Trademarks, Mexican Institute of Industrial Property (IMPI), Mexico City

Mr. Venkataraman Natarajan, Deputy Registrar, Trade Marks and Geographical Indications, Trade Marks Registry, Chennai, India

- 11.00 – 11.30 Coffee Break
- 11.30 – 12.15 **Considerations Towards Designing a Roadmap for Accession to the Madrid Protocol**
Speaker: Mr. David Muls, WIPO
- 12.15 – 13.45 **Panel III: The Role of the National Intellectual Property Office in the Implementation of the Madrid Protocol and its Impact on the Office**
Moderator: Mr. Alfredo Rendón Algara, Deputy Director General, Mexican Institute of Industrial Property (IMPI), Mexico City
Mr. Pedro Damián Alarcón, Deputy Divisional Director, Administrative Processing of Trademarks, Mexican Institute of Industrial Property (IMPI), Mexico City
Panelists: Mr. José Luís Londoño Fernández, Deputy Superintendent for Industrial Property, Superintendency of Industry and Commerce (SIC), Ministry of Industry and Commerce, Bogota
Mr. Takuya Sugiyama, Deputy Director, PCT and Madrid Protocol Systems Planning Section, International Cooperation Division, Japan Patent Office (JPO), Tokyo
Atty. Allan B. Gepty, Deputy Director General and OIG-DG, Intellectual Property Office of Philippines (IPOPIL), Taguig City, Philippines
Ms. Laura Hammel, Attorney-Advisor, Office of Policy and International Affairs, U.S. Patent and Trademark Office (USPTO), U.S. Department of Commerce, Alexandria United States of America
- 13.45 – 14.00 Closing remarks by:
Mr. Mario Matus, WIPO
Mr. Miguel Ángel Margáin, IMPI
- 14.00 – 16.00 Lunch
- 18.00 – 19.00 Tour to Puebla City
- 19.00 Cocktail

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