

## **Seminar on the Madrid System for the International Registration of Marks**

**Geneva, June 21 and 22, 2012**

GENERAL INFORMATION

*Document prepared by the Secretariat*

What the Seminar is About	<p>Administered by the World Intellectual Property Organization (WIPO), the Madrid System for the International Registration of Marks, which is governed by the Madrid Agreement of 1891 and the Madrid Protocol (in operation since 1996), offers a simple, flexible, time and cost-effective way to protect a trademark in many countries of the Madrid Union by filing a single international application (see the full list at: <a href="http://www.wipo.int/madrid/en">http://www.wipo.int/madrid/en</a>).</p> <p>Each year, an increasing number of trademark owners use the Madrid system to protect their trademarks internationally (see statistics at: <a href="http://www.wipo.int/madrid/en/statistics">www.wipo.int/madrid/en/statistics</a>).</p> <p>To respond to the wishes of users for guidance on the potential of the Madrid system, the need to address their daily legal and operational concerns and to provide with the necessary updates on the recent developments and trends, 44 training seminars on the Madrid system have been organized by WIPO, in Geneva, from 1996 to this date.</p>
Who Should Attend	<p>The proposed Seminar aims at increasing awareness and practical knowledge of the system among users, whether in industry or in private practice. It focuses on the needs of independent and in-house trademark agents (paralegals as well as attorneys) who file applications for international registration of trademarks and/or who administer such registrations. All aspects of the international registration procedure and relevant administrative and legal questions will be dealt with in detail.</p>
Where and When	<p>The Seminar will be held at the headquarters of WIPO, 34, chemin des Colombettes, Geneva, Switzerland. It will commence on Thursday, June 21, 2012, at 9.30 a.m. (registration from 9 a.m.), and will end on Friday, June 22, 2012, at 5 p.m.</p>
Speakers	<p>The speakers of the Seminar will be composed of staff of the Brands and Designs Sector of WIPO, a representative of users from the private sector and another representative to be selected both among the most designated Contracting Parties of the Madrid System.</p>
Documentation	<p>USB keys containing a copy of the text of the Madrid Agreement, the Madrid Protocol and the Common Regulations, as well as a copy of the Guide to the International Registration of Marks will be distributed. Participants are encouraged to bring their portable computers, as paper copies of the aforementioned documentation will be available upon requests only.</p>
Language	<p>The Seminar will be conducted in English.</p>
Registration and Fee	<p>Registration can only be made online at: <a href="https://webaccess.wipo.int/madr01">https://webaccess.wipo.int/madr01</a>, against the payment of 500 Swiss francs, which will cover participation in the Seminar, the documentation, lunches and coffee breaks. Registration will only become definitive upon receipt, by WIPO, of the registration fee.</p>

The competent authorities of the Contracting Parties of the Madrid Union will be exempt from payment of this fee.

The number of participants is limited to 55.

*Please note that registration fees will not be reimbursed for a cancellation received after June 14, 2012.*

Geneva and Hotel  
Reservations

Information regarding hotel reservation in Geneva may be obtained from the Geneva Tourism Office (telephone: +41 22 909 70 00 or the web site: [www.geneva-tourism.ch](http://www.geneva-tourism.ch)).

Additional Information

Further information on the Seminar may be obtained from:

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