

Seminar on the Madrid System for the International Registration of Marks

Geneva, November 26 and 27, 2015

GENERAL INFORMATION

prepared by the Secretariat

What the Seminar Is About	<p>Administered by the World Intellectual Property Organization (WIPO), the <u>Madrid System</u> for the International Registration of Marks offers a simple, flexible, time and cost-effective way to protect a trademark in the <u>countries</u> of the Madrid Union by filing a single international application in one language and paying one set of fees in one currency.</p> <p>Each year an increasing number of trademark owners from different geographical locations of the globe use the Madrid System to protect their trademarks internationally (here are the <u>statistics</u>).</p> <p>To respond to the wishes of users for guidance on the potential of the Madrid System, the need to address their daily concerns and to provide them with the necessary updates on the recent developments and trends, 52 training seminars on the Madrid System have been organized by WIPO in Geneva, from 1996 to this date.</p>
Why You Should Attend	<p>The format of the Seminar evolves continuously to reflect the development of the Madrid System. The Seminar focuses mainly on the needs of independent and in-house trademark agents 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. The participants benefit from concurrent sessions on Madrid E-services, resources available on the Madrid Website and Communications between users and the International Bureau, which are all tailored to the needs of different category of users.</p>
Speakers	<p>The speakers of the Seminar will be composed of a panel of experts from the International Bureau, a trademark attorney with intensive experience in using the Madrid System on a day-to-day basis and another expert from the trademark Office among the most designated Contracting Parties of the Madrid System.</p>
Where	<p>The Seminar will be held at the headquarters of WIPO, 34, chemin des Colombettes, CH-1211 Geneva 20, Switzerland.</p> <p>To reach the venue, participants may use the public transport or taxi. Buses to and from Geneva city center (and the railway station) stop at avenue Giuseppe Motta outside the ITU tower (bus line 8, bus stop "UIT") and Place des Nations (bus lines 5, V, Z and tram line 15, bus stop "Nations"). For more information, see http://www.tpg.ch/. Taxis may be called by dialing +41 22 320 2202 or +41 22 320 2020.</p>
When	<p>The Seminar will commence on Thursday, November 26, 2015, at 9 a.m., and will end on Friday, November 27, 2015, at 4.45 p.m.</p> <p>The registration desk is situated in the main entrance of the Access Center of WIPO. The desk will be open for registration, on Thursday, November 26, 2015, from 8.45 a.m.</p> <p>Admission badges are issued to participants at the registration desk. Participants are requested to wear their badges visibly at all times when they are in the WIPO buildings.</p>

Documentation	<p>USB keys containing relevant publications concerning the Madrid System, the paper PowerPoint presentations prepared for the Seminar as well as other promotional materials will be distributed to participants. Live demonstrations on the efficient use of the WIPO-developed web-based client services will be made throughout the presentations and during the concurrent sessions on the Madrid E-services in addition to a virtual tour of the Madrid Website. Participants are encouraged to bring their portable computers, although paper materials will be made available.</p>
Language	<p>The Seminar will be conducted in English.</p>
Registration and Fee	<p>Registration can only be made online at https://webaccess.wipo.int/madr01/, against the payment of 600 Swiss francs, which will cover participation in the Seminar, the materials, a certificate of attendance, coffee breaks and lunches. Registration will only become definitive upon receipt of the registration fee by WIPO.</p> <p>The participation in the Seminar by Officials of an IP Office is limited to two participants who are exempt from the payment of registration fee.</p> <p>The number of participants is limited and seats will be attributed on a first-come, first-served basis.</p> <p><i>Please note that registration fees will not be reimbursed for a cancellation <u>received after Friday, November 20, 2015.</u></i></p>
Geneva and Hotel Reservations	<p>Information regarding hotel reservation in Geneva may be obtained from the Geneva Tourism Office (telephone: +41 22 909 70 00 or web site: www.geneva-tourism.ch).</p>
Visas	<p>If you require an entry visa for Switzerland, please ensure that the necessary formalities are undertaken by you, or the administration you are representing, in sufficient time.</p>
Additional Information	<p>Further information on the Seminar may be obtained from:</p> <p>Information and Promotion Division Madrid Registry Brands and Designs Sector World Intellectual Property Organization (WIPO) 34, chemin des Colombettes 1211 Geneva 20, Switzerland E-mail: intreg.mail@wipo.int Telephone: +41 22 338 7543 / 8178 /8526 / 7416 Facsimile: +41 22 338 81 80</p>

[End of document]