



VIRTUAL EVENT

WIPO/WEBINAR/2023/14/1
ORIGINAL: ENGLISH
DATE: APRIL 21, 2023

Women Entrepreneurs: Boost Your Business with the Madrid System

organized by the
World Intellectual Property Organization (WIPO)

Geneva, Online Event, April 25, 2023
15 p.m. – 17.30 p.m. Geneva time (CET)

PROGRAM

prepared by the International Bureau

Tuesday, April 25, 2023

15.00 – 15.10 Welcome Addresses and Pre-recorded Messages by:

Ms. Debbie Roenning, Director, Madrid Legal Division, Madrid Registry, Brands and Designs Sector, World Intellectual Property Organization (WIPO), Geneva, Switzerland

Ms. Vivienne Katjuongua, Chief Executive Officer, Business and Intellectual Property Authority (BIPA), Ministry of Industrialization and Trade (MIT), Windhoek, Namibia

Ms. Grace Issahaque, Registrar-General, Registrar General's Department, Ministry of Justice, Accra, Ghana

Moderator: Ms. Tetyana Badoud, Senior Legal Officer, Madrid Legal Division, Madrid Registry, Brands and Designs Sector, WIPO

15.10 – 15.20 Brief Overview of the Madrid System

Speaker: Ms. Debbie Roenning, WIPO

15.20 – 15.55 Adding Value to Your Business by Protecting Your Trademark – Experiences from Women Entrepreneurs, Owners of National Trademark Registrations

Speakers: Ms. Reginah Valentine, Owner of the National Trademark Registration in Botswana "LADY V'S ORGANIC HERBS" (National Registration Number BW/M/2022/00179)

Ms. Star Precious Jenami, Owner of the National Trademarks Registrations in Zimbabwe "INTERFOODS – Goodness in a Can" (National Registration Numbers 490/2022, 491/2022, 492/2022 and 493/2022) and "The Chief's Pantry – Randhurst Grange" (National Registration Numbers 494/2022, 495/2022, 496/2022 and 497/2022)

Questions & Answers

15.55 – 16.15 Protecting Your Mark Abroad: From National to International Trademark Registration with the Madrid System: the International Trademark System – An Attorney's Perspective

Speaker: Ms. Brenda Kahari, Trademark Attorney Representing an International Trademark from Zimbabwe (International Registration Number 1377610)

Questions & Answers

16.15 – 17.10 Boosting Your Business Using Trademark Protection with the Madrid System – Success Stories from Women Entrepreneurs, Owners of International Trademark Registrations

Speakers: Ms. Rhona Eastman-Jack, Owner of the International Trademark Registration from Trinidad and Tobago “U Dazzle” (International Registration Number 1637134)

Ms. Angelique Karekezi, International Trademark Registration from Rwanda “ANGELIQUE’S FINEST” (International Registration Number 1651112)

Ms. Maingaila Moono, Owner of the International Trademark Registration from Zambia “M’simbi” (International Registration Number 1576879)

Questions & Answers

17.10 – 17.25 Discussion and Comments

17.25 – 17.30 Closing Remarks

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