



DEPARTMENT OF INTELLECTUAL PROPERTY
MINISTRY OF COMMERCE
CAMBODIA



JAPAN PATENT OFFICE



WIPO
WORLD
INTELLECTUAL PROPERTY
ORGANIZATION

NATIONAL WORKSHOP

WIPO/TM/PNH/16/INF/1 PROV.
ORIGINAL: ENGLISH
DATE: JANUARY 4, 2016

Effective Utilization of the Madrid System for Trademark Agents and Specialists

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the Ministry of Commerce of Cambodia

with the assistance of
the Japan Patent Office (JPO)

Phnom Penh, January 20 and 21, 2016

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Wednesday, January 20, 2016

- 9.00 – 9.30 Registration
- 9.30 – 9.45 Opening ceremony
- Welcome addresses by:
- Mr. Kazutaka Sawasato, Legal Officer, Legal Division, Madrid Registry, WIPO, Geneva, Switzerland
- Mr. Sim Sokheng, Director, Department of Intellectual Property (DIP), Ministry of Commerce, Phnom Penh, the Kingdom of Cambodia
- 9.45 – 10.00 Coffee Break
- 10.00 – 11.00 **Session 1 Latest Developments of Trademark Protection Systems in Cambodia and ASEAN Region; Challenges and Opportunities towards the Madrid System**
- Speaker: Mr. Ta Bunrith, Deputy Chief of Mark Registrations Division, Department of Intellectual Property (DIP), Ministry of Commerce,
- 11.00 – 12.00 **Session 2 Overview of the Madrid System; Basic Facts and Advantages, Recent Development, etc.**
- Speaker: Mr. Kazutaka Sawasato
- 12.00 – 13.30 Lunch Break
- 13.30 – 14.30 **Session 3 Initiatives of the Japan Patent Office (JPO) in Terms of Trademark Administration with Particular Reference to the Madrid Protocol; Highlights of Japan's 15-year Experience since its Accession to the Madrid Protocol**
- Speaker: Mr. Sunao Sato, Director of Trademark Policy Planning Office, Trademark Division, the JPO, Tokyo
- 14.30 – 15.30 **Session 4 Roles and Jobs of Trademark Agents and Specialists Under the Madrid System, and Creating Jobs through the Madrid System; Changes Before/After the Accession to the Madrid Protocol**
- Speaker: Mr. Tadafumi Itagaki, Japanese attorney, Isshiki & Co.
- 15.30 – 16.00 Coffee Break
- 16.00 – 17.00 **Session 5 Roles and Jobs of Trademark Agents and Specialists Before the Office of Origin, i.e. What are the Requirements for Filing, How to Prepare MM2 and Other Forms, any Tips for Filing an International Application, etc.; and Case**

Studies

Speaker: Mr. Itagaki

17.00 – 17.45 **Session 6** **Trademark Information Tools; How to Search Using WIPO ROMARIN, WIPO Goods and Services Managers (MGS), WIPO Global Brand Database (GBD), J-Plat-Pat and TM5/ID List, etc.**

Speaker: Mr. Sato

Thursday, January 21, 2016

9.00 – 9.45 **Session 7** **Role of the International Bureau (IB) of WIPO, i.e. Examination of International Applications by the IB, Possible Irregularities and Responding to Irregularities, etc.**

Speaker: Mr. Sawasato

9.45 – 10.45 **Session 8** **Roles and Jobs of Trademark Agents and Specialists Before the IB, i.e. What are the Requirements for Renewal and Transfer and Other Procedures; How to Respond to Irregularity Notifications by IB; and Case Studies**

Speaker: Mr. Itagaki

10.45 – 11.15 Coffee Break

11.15 – 12.00 **Session 9** **Role of the Designated Contracting Party, i.e. Substantive Examination and Opposition Procedure Before a Designated Contracting Party, Notifications by Designated Office on the Status of International Registration, Responding to Refusals, etc.**

Speaker: Mr. Sato

12.00 – 13.00 **Session 10** **Roles and Jobs of Trademark Agents and Specialists Responding to the Notification of Provisional Refusal from the Designated Office (DO); any Tips for Particular DOs; and Case Studies**

Speaker: Mr. Itagaki

13.00 – 14.30 Lunch Break

14.30 – 15.15 **Session 11** **Management and Maintenance of the International Registration**

Speaker: Mr. Sawasato

- 15.15 – 15.45 **Session 12** **Issues and Perspectives on Trademark Systems in Cambodia and ASEAN Regions: From National Offices' Point of View**
- Speaker: Ms. Thouk Much Theary, Deputy Director, Department of Intellectual Property (DIP), Ministry of Commerce,
- 15.45 – 16.15 Coffee Break
- 16.15 – 16.45 **Session 13** **Issues and Perspectives on Trademark Systems in Cambodia and ASEAN Regions: From Trademark Agents' Point of View**
- Speaker: Dr. Phin Sovath, Senior Manager, Bun & Associates
- 16.45 – 17.30 **Roundtable Discussion** **The Best Practices in Using the Madrid System; From Local Brands to International Brands**
- Moderators: Mr. Seng Hong, Deputy Chief of Madrid Division, Department of Intellectual Property (DIP), Ministry of Commerce, and Mr. Sato
- Speakers: All participants and speakers
- 17.30 Closing remarks by: Mr. Sato

[End of document]