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REPUBLICOFLEBANON



WORLDINTELLECTUAL  
PROPERTYORGANIZATION

## WIPONATIONALSEMINA RONTHEPROTECTION OF TRADEMARKSANDGEOGR APHICALINDICATIONS

organizedby  
theWorldIntellectualProper tyOrganization(WIPO)

incooperationwith  
theMinistryofEconomyandTrade

**Beirut, March 17 to 19, 2003**

PROGRAM

*preparedbytheInternationalBureauofWIPO*

Monday, March 17, 2003

- 9.30–10.00                    OPENING CEREMONY
- Welcome addresses by :
- His Excellency Mr. Bassel Fleihan, Minister for Economy and Trade,  
                                         Republic of Lebanon
- Mr. Sherif Saadallah, Director, Cooperation for Development Bureau  
                                         for Arab Countries, World Intellectual Property Organization (WIPO),  
                                         Geneva
- 10.00–10.30                    International Framework for the Protection of Trademarks and  
                                         Geographical Indications
- Speaker:    Mr. Bojan Pretnar, Deputy Director, Concept  
                                         Development Unit, Trademarks, Industrial Designs and  
                                         Geographical Indications Department, WIPO
- 10.30–11.00                    Protecting Trademarks in Lebanon: The National Legal Framework  
                                         and Applicable Procedures
- Speaker:    Mrs. Salwa Rahhal Faour, Director, Intellectual Property  
                                         Protection Office, Ministry of Economy and Trade, Beirut
- 11.00–11.30                    Coffee Break
- 11.30–12.15                    Use of Trademarks and Geographical Indications in Commerce
- Speakers:    Mr. Bojan Pretnar
- Mr. Frédéric Brand, Officer in charge of the Registry,  
                                         AOC IGP, Federal Office for Agriculture, Berne,  
                                         Switzerland
- 12.15–13.00                    How to Manage an International Trademark Portfolio: Choosing,  
                                         Protecting, Monitoring and Enforcing Trademarks and Domain Names
- Speaker:    Dr. Gerd F. Kunze, Consultant, Chexbres, Switzerland

Tuesday, March 18, 2003

- 9.00–10.00            Protecting your Trademark Abroad: The Madrid System for the International Registration of Marks
- (i)    The Madrid Agreement Concerning the International Registration of Marks and the Protocol Relating to the Madrid Agreement
- Speaker:    Ms. Ola Zahran, Counsellor, Cooperation for Development Bureau for Arab Countries, WIPO
- (ii)    Advantages for Industry in Using the Madrid System
- Speaker:    Dr. Gerd F. Kunze
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- 10.00–10.45            Licensing and Franchising: Making the Most of a Mark
- Speaker:    Dr. Gerd F. Kunze
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- 10.45–11.30            Developing, Using, Protecting and Enforcing Trademarks: The Point of View of Lebanon
- Speakers:    Dr. Ghaleb Mahmassany, Attorney at Law, and President, Intellectual Property Committee, International Chamber of Commerce (Lebanon National Committee), Beirut
- Mr. Iyad Baajour, Attorney at Law, and Intellectual Property Consultant, Ministry of Economy and Trade, Beirut
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- 11.30–12.00            Coffee Break
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- 12.00–12.45            Cases of Trademark Infringement
- Speaker:    Dr. Gerd F. Kunze
- Dr. Nassib Elias, Judge, Ministry of Justice, Beirut

Tuesday, March 18, 2003 (cont'd)

12.45- 13.30            Geographical Indications, Appellations of Origin, Indications of Source: Introduction to and the Applicable International Legal Framework

Speaker:    Mr. Bojan Pretnar

Wednesday, March 19, 2003

9.00-9 .30            The Protection of Geographical Indications in Lebanon

Speaker :    Rudolph Elkareh, Expert in the Field of Geographical Indications, Paris

9.30-10.15            Geographical Indications and Trademarks: Harmony of Conflict

Speakers:    Mr. Frédéric Brand

Mrs. Susana Pérez Ferreras, Administrator, Industrial Property Unit, European Commission, Brussels

10.15-11.00            Protection of Geographical Indications: The European Union Experience

Speaker:    Mrs. Susana Pérez Ferreras

11.00-11.45            Use of Geographical Indications in a Collective Marketing Strategy

Speaker:    Mr. Frédéric Brand

11.45-12.15            Coffee Break

12.15-13.00            Geographical Indications: Definitions, Quality Control, Enforcement at Home and Abroad

Speaker:    Mrs. Susana Pérez Ferreras

Wednesday, March 19, 2003 (cont'd)

13.00–13.45

Panel on National Geographical Indications: Case Study from  
Lebanon

Speakers: Representatives of the Local Industries (Companies of  
Sannine, Ksara, Jdeita and Shtoura)

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