

WIPO/TM/DAM/03/INF.1

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### **WIPO NATIONAL SEMINAR ON TRADEMARKS**

organized by the World Intellectual Property Organization (WIPO) in cooperation with the Ministry of Economy and Trade, the Syrian Lebanese Supreme Council and the Ministry of Economy and Trade in the Republic of Lebanon

Damascus, December 22 and 23, 2003

#### **PROGRAM**

Document prepared by the International Bureau of WIPO

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### Monday, December 22, 2003

9.00 - 9.30 Opening

Welcome addresses by:

The Representative of the Government of the Syrian Arab Republic

The Representative of the Syrian Lebanese Supreme Council and the Lebanese Ministry of Economy and Trade

The Representative of the Director General of the World Intellectual Property Organization (WIPO)

9.30 - 10.00 Coffee Break

10.00 - 10.45 International Protection of Trademarks under the Paris Convention

for the Protection of Industrial Property and the Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS)

Speaker: Dr. Hossam Eldin Al-Saghir, Dean, Faculty of Law,

University of Monufeya, Arab Republic of Egypt

10.45 - 11.30 Trademark Law and Practice in the Syrian Arab Republic

and Lebanon

Speakers: Mr. Bachir Hazaa, Director, Directorate of Commercial

and Industrial Property Protection (DCIP), Ministry of

Supply and Internal Trade, Damascus

Ms. Salwa Rahhal Faour, Director, Intellectual Property Protection Office, Ministry of Economy and Trade, Beirut

11.30 - 12.30 Recent Trends in the Protection of Trademarks

(a) Well-Known Marks

(b) Trademarks on the Internet

Speakers: Dr. Hossam Eldin Al-Saghir

Mr. Samer Al-Tarawneh, Counsellor, Cooperation for Development Bureau for Arab Countries, WIPO, Geneva

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### Monday, December 22, 2003 Cont.

12.30 - 13.00 Coffee Break

13.00 - 14.00 The Madrid Agreement Concerning the International Registration of Marks and the 1989 Protocol Relating to the Madrid Agreement

(a) The Madrid Agreement and Protocol

Speaker: Mr. Samer Al-Tarawneh

(b) Advantages of Accession for the Syrian Arab Repulic to the Madrid System

Speaker: Ms. Luma Hamdan, Consultant, Cooperation for

Development Bureau for Arab Countries, WIPO,

Geneva

14.00 - 14.45 Requirements for Trademarks Registration and the Role of the

**Industrial Property Office** 

Speaker: Mr. Kanaan Al-Ahmar, Attorney at Law, Damascus,

Research Fellow, Max-Planck-Institute for Intellectual Property, Competition and Tax Law, Munich, Germany

#### Tuesday, December 23, 2003

9.00 - 9.45 Trademarks as a Tool for Marketing and Competition

Speaker: Mr. Kanaan Al-Ahmar

9.45 - 10.30 Remedies Against Infringement and Counterfeiting of Trademarks;

International Trends, Including Enforcement Provisions under the

**TRIPS** Agreement

Speaker: Dr. Hossam Eldin Al-Saghir

10.30 - 11.00 Coffee Break

11.00 - 11.45 Trademarks and Geographical Indications

Speaker: Mr. Samer Al-Tarawneh

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### Tuesday, December 23, 2003 Cont.

11.45 - 12.30	Trademarks Licensing and Franchising
	Speaker: Mr. Kanaan Al-Ahmar
12.30 - 13.30	Cases on Confusingly Similar Trademarks
	Speakers: Dr. Hossam Eldin Al-Saghir
	Mr. Kanaan Al-Ahmar
13.30 - 14.30	Round Table Discussion on the Protection of Trademarks in the Syrian Arab Republic
14.30	Closing Ceremony

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