

**WIPO/MMP1/16/INF/1 PROV.
ORIGINAL: ENGLISH
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Seminar on the Practical Aspects of the Madrid System for the International Registration of Marks

Geneva, July 7 and 8, 2016

PROVISIONAL PROGRAM

prepared by the Secretariat

Thursday, July 7, 2016

- 8.45 – 9.00 Registration
- 9.00 – 9.45 Overview of the Madrid System - Basic Features and Recent Developments
- Speaker: Information and Promotion Division, Madrid Registry, Brands and Designs Sector, WIPO
- 9.45 – 10.30 Searching Before Filing - the Global Brand Database
- Speaker: Global Databases Division, Global Infrastructure Sector, WIPO
- 10.30 – 11.15 Filing an International Application
- (a) Entitlement to File
(b) Completing the Official Form MM2
(c) Filing Tips
- Speaker: Information and Promotion Division, Madrid Registry, Brands and Designs Sector, WIPO
- 11.15 – 11.30 Coffee Break
- 11.30 – 12.30 The Role of the Office of Origin
- (a) Madrid E-Filing and Experience of Selected Offices
(b) Specific Requirements for Designating Particular Contracting Parties
(c) Certification of the International Application by the Office of Origin
- Speakers: Registries Support Division, Brands and Design Sector, WIPO
- Contracting Party's Representative
- 12.30 – 14.00 Lunch Break
- 14.00 – 14.30 Effective Preparation of the List of Goods and Services - The Madrid Goods and Services Manager
- Speaker: Operations Division, Madrid Registry, Brands and Designs Sector, WIPO
- 14.30 – 15.15 The Role of the International Bureau of WIPO
- (a) Practical Guidance
(b) The Examination of the International Application
(c) Possible Irregularities and Responding to Irregularities
- Speaker: Information and Promotion Division, Madrid Registry, Brands and Designs Sector, WIPO
- 15.15 – 15.30 Coffee Break

- 15.30 – 17.00 Role of the Designated Contracting Party
- (a) The Examination Procedure Before a Designated Contracting Party
 - (b) Notifications by a Designated Office on the Status of the International Registration
 - (c) Responding to Refusals
- Speakers: Representatives of Offices of several Contracting Parties
- Operations Division, Madrid Registry, Brands and Designs Sector, WIPO
- User's Representative
- 17.00 – 17.45 Panel Discussion on Subjects Related to the Role of the Designated Contracting Party
- Participants: Speakers and Attendees
- Friday, July 8, 2016
- 8.45 – 10.15 Management and Maintenance of the International Registration
- (a) Subsequent Designation
 - (b) Limitation, Renunciation and Cancellation
 - (c) Change in Ownership
 - (d) Changes Concerning the Holder or the Representative
 - (e) Replacement under Article 4*bis*
 - (f) Renewal
 - (i) Corrections
- Speakers: Legal Division, Madrid Registry, Brands and Designs Sector, WIPO
- Operations Division, Madrid Registry, Brands and Designs Sector, WIPO
- Practical Cases and Tips on the Use of Selected Forms
- 10.15 – 10.30 Coffee Break
- 10.30 – 11.45 The Management and Maintenance of the International Registration (Continues)
- 11.45 – 12.15 Ceasing of Effect of the International Registration and Transformation
- Speaker: User's Representative
- 12.15 – 14.00 Lunch Break

14.00 – 16.45 Concurrent Sessions on Madrid E-Services, Website and Communications with the International Bureau

Session 1 – Offices	Session 2 - Private Sector
File Madrid E-Filing	File Making the Most of the Madrid Website Madrid Goods and Services Manager
Search The ROMARIN Database	Search The ROMARIN Database
Monitor E-Communications Dynamic Statistics and Pendency Rates	Monitor WIPO Gazette of International Marks
Manage Madrid Office Portal	Manage Madrid Portfolio Manager
Speakers: Registries Support Division, Brands and Designs Sector, WIPO Business Application Architecture Section, Registries Support Division, Brands and Designs Sector, WIPO	Speakers: Information and Promotion Division, Madrid Registry, Brands and Designs Sector, WIPO Operations Division, Madrid Registry, Brands and Designs Sector, WIPO

16.45 – 17.00 Distribution of Certificate of Attendance and Closing

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