
**WIPO/MMP1/19/INF/1 PROV.
ORIGINAL: ENGLISH
DATE: FEBRUARY 25, 2019**

Seminar on the Practical Aspects of the Madrid System for the International Registration of Marks

Geneva, April 24 and 25, 2019

Venue of the Seminar: Rooms (0.105 and 0.107) - New Building

PROVISIONAL PROGRAM

prepared by the Secretariat

Wednesday, April 24, 2019

- 8.45 – 9.00 Registration
- 9.00 – 9.05 Welcome Addresses:
- Moderator: Mr. Masatoshi Otsuka, Associate Officer,
Madrid Information and Promotion Division, Madrid Registry,
Brands and Designs Sector, World Intellectual Property
Organization (WIPO)
- Speaker: Ms. Asta Valdimarsdóttir, Director, Madrid Information and
Promotion Division, Madrid Registry, Brands and Designs
Sector, WIPO
- 9.05 – 9.45 Overview of the Madrid System - Basic Features and Recent Developments
- Speaker: Ms. Asta Valdimarsdóttir, WIPO
- 9.45 – 10.15 Madrid Member Profiles
- Speaker: Ms. Emily Erskine, Information Assistant, Madrid Information
and Promotion Division, Madrid Registry, Brands and
Designs Sector, WIPO
- 10.15 – 10.30 Coffee Break
- 10.30 – 12.00 Filing and Examination of the International Application
- (a) General Filing Principles
- (b) Content of the International Application - Official Form MM2
- (c) The Certification of the International Application by the Office of Origin
- (d) The Examination of the International Application by the International
Bureau
- (e) Possible Irregularities and Responding to Irregularities
- (f) Madrid E-Filing
- (g) Check the Status of the International Registration
- (h) Practical Tips and Questions and Answers
- Speaker: Mr. Qiangqiang Li, Acting Coordinator, Madrid Operations
Team 4, Madrid Operations Division, Madrid Registry,
Brands and Designs Sector, WIPO
- 12.00 – 12.10 Photo Session
- 12.10 – 13.40 Lunch Break
- 13.40 – 14.10 Fees and Payment Methods
- Speaker: Mr. Benoît Apercé, Information Officer, Madrid Information
and Promotion Division, Madrid Registry, Brands and
Designs Sector, WIPO

- 14.10 – 14.25 Coffee Break
- 14.25 – 17.00 Role of the Designated Contracting Party
- (a) The Examination Procedures Before the Offices of Selected Designated Contracting Parties
 - (b) Specific Requirements for Designating Particular Contracting Parties
 - (c) Notifications by a Designated Office on the Status of the International Registration
- Speakers: Mr. Éric Fontaine, Examiner, Processing Team 2, Madrid Operations Division, Madrid Registry, Brands and Designs Sector, WIPO
- Ms. Xiaodan Dai, Examiner, Processing Team 3, Madrid Operations Division, Madrid Registry, Brands and Designs Sector, WIPO
- Mr. Takahito Naito, Fellow, Processing Team 2, Madrid Operations Division, Madrid Registry, Brands and Designs Sector, WIPO
- 17.00 – 17.45 Responding to Refusals
- Speakers: Ms. Aurea Plana, Associate Complaints Officer, Madrid Legal Division, Madrid Registry, Brands and Designs Sector, WIPO
- Mr. Gavin Stenton, Penningtons Manches LLP, London

Thursday, April 25, 2019

- 8.30 – 10.45 Management and Maintenance of the International Registration (1)
- (a) Subsequent Designation, Renewal
 - (b) Change to the IR (Limitation, Renunciation and Cancellation, Change in Ownership, Changes Concerning the Holder or the Representative)
 - (c) Replacement under Article 4*bis*
 - (d) Transformation
 - (e) Ceasing of Effect of the International Registration and Transformation
 - (f) Practical Cases and Tips on the Use of Selected Forms
- Speakers: Ms. Debbie Roenning, Director, Madrid Legal Division, Madrid Registry, Brands and Designs Sector, WIPO
- Mr. Normunds Lamsters, Coordinator, Madrid Operations, Team 1, Madrid Operations Division, Madrid Registry, Brands and Designs Sector, WIPO
- 10.45 – 11.00 Coffee Break

- 11.00 – 13.00 Management and Maintenance of the International Registration (2)
(a) Special focus on Brexit
Speakers: Mr. Gavin Stenton, Penningtons Manches LLP
Ms. Debbie Roenning, WIPO
- 13.00 – 14.30 Lunch Break
- 14.30 – 15.00 Management and Maintenance of the International Registration (3)
(b) Corrections
Speaker: Mr. Qiangqiang Li, WIPO
- 15.00 – 17.00 Concurrent Sessions on Madrid E-Services, the Madrid System website and Communications with the International Bureau (2 Groups)
(a) Global Brand Database
(b) Classification, Madrid Goods & Services Manager
(c) Madrid Monitor
(d) Madrid Portfolio Manager
Moderators: Mr. Benoît Apercé, WIPO
Mr. Masatoshi Otsuka, WIPO
Speakers: Mr. Éric Fontaine, WIPO
Mr. Yves Closet, Information Manager, Goods and Services Database Section, Madrid Operations Division, Madrid Registry, Brands and Designs Sector, WIPO
Ms. Sandrine Ammann, Marketing and Communications Officer, Global Infrastructure Sector, WIPO
Ms. Carole Pastorelli, Assistant Program Officer, Madrid Information and Promotion Division, Madrid Registry, Brands and Designs Sector, WIPO
Ms. Catherine Dupenloup, Senior Applications Support Assistant, Madrid Information and Promotion Division, Madrid Registry, Brands and Designs Sector, WIPO
- 17.00 – 17.15 Distribution of Certificates of Attendance and Closing

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