
SEMINAR

**WIPO/MMP1/22/INF/1 PROV.
ORIGINAL: ENGLISH
DATE: OCTOBER 10, 2022**

**Practical Aspects of the Madrid System for the International
Registration of Marks for Advanced Users**

Geneva, November 29 and 30, 2022
WIPO headquarters, Room B (AB Building)

PROVISIONAL PROGRAM

prepared by the Secretariat

Tuesday, November 29, 2022

- 8.45 – 9.00 Registration
- 9.00 – 9.05 Welcome Address:
- Speaker: Mr. Denis Croze, Director, Madrid Information and Promotion Division, Madrid Registry, Brands and Designs Sector, World Intellectual Property Organization (WIPO), Geneva, Switzerland
- 9.05 – 9.35 Latest Legal Updates of the Madrid System
- Speaker: Ms. Debbie Roenning, Director, Madrid Legal Division, Madrid Registry, Brands and Designs Sector, WIPO
- 9.35 – 9.50 Coffee Break
- 9.50 – 12.20 Refresher and Case Study 1: Preparing your International Application
- (a) Frequently issued irregularities by WIPO and tips for completing the international application
- (b) Group breakout discussions and exercises
- (c) Check the answers and wrap-up
- Speakers/Trainers: Ms. Aileen Umali, Coordinator, Madrid Operations Team 3, Madrid Operations Section, Madrid Operations and Functional Development Service, Madrid Registry, Brands and Designs Sector, WIPO
- Ms. Sanjukta Tole, Partner, Dickinson Wright LLP, Toronto, Canada
- 12.20 – 12.30 Photo Session
- 12.30 – 14.00 Lunch Break
- 14.00 – 17.00 Refresher and Case Study 2: Post Registration Management of the International Registration
- (15.30 – 15.45 Coffee Break)
- (a) Subsequent designation; Changes to the international registration (limitation, renunciation, cancellation, change in ownership, changes concerning the holder or the representative); Renewal; Replacement; Ceasing of effect and transformation; Division and merger
- (b) Group breakout discussions and exercises
- (c) Check the answers and wrap-up

Speakers/Trainers: Ms. Lucy Headington-Horton, Senior Legal Officer,
Madrid Legal Division, Madrid Registry, Brands and
Designs Sector, WIPO

Ms. Sanjukta Tole, Dickinson Wright LLP

Wednesday, November 30, 2022

9.00 – 12.00 Refresher and Case Study 3: Practice at the Stage of Designated Contracting Parties (Substantive Examination)

(10.15 – 10.30 Coffee Break)

- (a) The examination procedures before the Offices of selected designated Contracting Parties; Specific requirements for designating particular Contracting Parties; Notifications by a designated Office on the status of the international registration; Frequently issued refusals by designated Contracting Parties, and tips for responding to them
- (b) Group breakout discussions and exercises
- (c) Check the answers, Questions and Answers (Q&A) and wrap-up

Session 1: Procedures in the IP office of Canada and some tips for the IP office of the United States

Speaker/Trainer: Ms. Sanjukta Tole, Dickinson Wright LLP

Session 2: Procedures in the IP office of Mexico

Speaker/Trainer: Ms. Mireya Mojica Hernandez, Fellow, Madrid Operations Team 4, Madrid Operations Section, Madrid Operations and Functional Development Service, Madrid Registry, Brands and Designs Sector, WIPO

Session 3: Procedures in the IP office of Brazil

Speaker/Trainer: Ms. Maria Gallotti, Fellow, Madrid Operations Team 4, Madrid Operations Section, Madrid Operations and Functional Development Service, Madrid Registry, Brands and Designs Sector, WIPO

12.00 – 13.30 Lunch Break

13.30 – 14.30 Madrid System in Practice: User's View

Brand and filing strategy; Practical advantage and tips of using the Madrid System; How to make the most of the Madrid System; Case study

Speaker/Trainer: Ms. Christine Repond, Brand IP Services Lead, Société des Produits Nestlé S.A., Vevey, Switzerland

- 14.30 – 15.00 Session on eMadrid and Web Resources – New Gateway to all Madrid System Online Services
- Speaker: Mr. Benoît Apercé, Communications and Information Manager, 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
- 15.00 – 15.15 Coffee Break
- 15.15 – 16.00 Q&A Session Based on Pre-Survey
- Speakers/ Trainers: All the WIPO speakers
- Ms. Sanjukta Tole, Dickinson Wright LLP
- 16.00 – 16.15 Distribution of Certificates of Attendance and Closing
- Speaker: Mr. Denis Croze, WIPO

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