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## SEMINAR

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**WIPO/MMP1/23/INF/1 PROV.  
ORIGINAL: ENGLISH  
DATE: JUNE 12, 2023**

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

organized by  
the World Intellectual Property Organization (WIPO)

in cooperation with  
the United States Patent and Trademark Office (USPTO)

**San Jose, United States of America, June 21 and 22, 2023**  
USPTO'S Silicon Valley Regional Office (SVRO) premises

PROVISIONAL PROGRAM

*prepared by the International Bureau of WIPO*

Wednesday, June 21, 2023

(Time indicated in the Provisional Program is Pacific Daylight Time (PDT))

- 7.45 – 8.00      Registration
- 8.00 – 8.10      Welcome Address by:
- Mr. Sidney Gray, Head, Madrid Operations and Functional Development Service, Madrid Operations Division, Madrid Registry, Brands and Designs Sector, WIPO
- Representative from the United States Patent and Trademark Office (USPTO)
- 8.10 – 8.15      Group Photo Session:
- 8.15 – 8.45      Latest Legal Updates of the Madrid System
- Speaker:      Mr. Juan Rodriguez Guerra, Senior Legal Counsellor, Legal Division, Madrid Registry, Brands and Designs Sector, WIPO (Online from Geneva)
- 8.45 – 9.00      Coffee Break
- 9.00 – 11.30      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: Mr. Sidney Gray, WIPO
- Mr. Giulio Martellini, Partner, IP Skill, Torino, Italy
- Ms. Li Qin, Group leader, International Trademark Department, CCPIT Patent and Trademark Law Office, Beijing, China
- Ms. Attiya Malik, Attorney Advisor, Office of Policy and International Affairs, USPTO, Alexandria, United States of America
- Ms. Kelly Choe, Attorney Advisor, Office of the Deputy Commissioner for Trademark Examination Policy, USPTO
- 11.30 – 12.30      Lunch Break

12.30 – 15.45 Refresher and Case Study 2: Practice at the Stage of Designated Contracting Parties

(14.00 – 14.15 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; Tips for responding to them; and Post registration practice

(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 China

Speaker/Trainer: Ms. Li Qin, CCPIT Patent and Trademark Law Office

Session 2 – Procedures in the European Union Intellectual Property Office (EUIPO) and IP Offices of Other European Countries

Speaker/Trainer: Mr. Giulio Martellini, IP Skill

Thursday, June 22, 2023

(Time indicated in the Provisional Program is Pacific Daylight Time (PDT))

8.00 – 10.30 Refresher and Case Study 3: Post Registration Management of the International Registration

(9.00 – 9.15 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  
(Online from Geneva)

Ms. Li Qin, CCPIT Patent and Trademark Law Office

Mr. Giulio Martellini, IP Skill

Ms. Attiya Malik, USPTO

Ms. Kelly Choe, USPTO

- 10.30 – 12.00 (Cont.) Refresher and Case Study 2: Practice at the Stage of Designated Contracting Parties
- Session 3 – Procedures in the IP Office of the United States of America and Other Updates
- Speaker/Trainer: Ms. Attiya Malik, USPTO  
Ms. Kelly Choe, USPTO
- 12.00 – 13.00 Lunch Break
- 13.00 – 13.45 Session on eMadrid and Web Resources – New Gateway to all Madrid System Online Services
- Speaker: Mr. Sidney Gray, WIPO  
Mr. Soichi Yoshida, Associate Officer, Madrid Information and Promotion Division, Madrid Registry, Brands and Designs Sector, WIPO
- 13.45 – 14.00 Distribution of Certificates and Closing of the Event

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