

**WIPO/MMP2/16/INF/1 PROV.
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Seminar on the Practical Aspects of the Madrid System for the International Registration of Marks

Geneva, November 24 and 25, 2016

PROVISIONAL PROGRAM

prepared by the Secretariat

Thursday, November 24, 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 – 10.45 Coffee Break
- 10.45 – 11.30 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
- 11.30 – 12.15 The Role of the Office of Origin
- (a) Madrid E-Filing and Experience of Selected Offices
(b) Certification of the International Application by the Office of Origin
- Speakers: Registries Support Division, Brands and Design Sector, WIPO
- Contracting Party's Representative
- 12.15 – 13.45 Lunch Break
- 13.45 – 14.15 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
- 14.15 – 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
(d) Tips on the Handling of Misleading Invoices
- Speaker: Information and Promotion Division, Madrid Registry, Brands and Designs Sector, WIPO
- 15.15 – 15.30 Coffee Break

- 15.30 – 17.30 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
Speakers: Representatives of Offices of Contracting Parties, among the Top Users of the Madrid System
 - (c) Notifications by a Designated Office on the Status of the International Registration
Speaker: Operations Division, Madrid Registry, Brands and Designs Sector, WIPO
 - (d) Responding to Refusals
Speaker: User's Representative
- 17.30 – 17.45 Questions and Answers on Subjects Related to the Role of the Designated Contracting Party
- Participants: Speakers and Attendees

Friday, November 25, 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
 - (g) 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, the Madrid System website and Communications with the International Bureau

Session 1 – Offices	Session 2 - Private Sector
File Madrid E-Filing Madrid Goods and Services Manager	File Making the Most of the Madrid Website Madrid Goods and Services Manager
Search The Madrid Monitor	Search The Madrid Monitor
Monitor E-Communications	Misleading Invoices
Manage Madrid Office Portal	Manage Madrid Portfolio Manager
Speakers: Information and Promotion Division, Madrid Registry, Brands and Design Sector, WIPO Registries Support Division, Brands and Designs Sector, WIPO Operations Division, Madrid Registry, 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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