

WIPO



WORLD INTELLECTUAL PROPERTY ORGANIZATION
GENEVA

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WIPO/MMP3/09/INF/2 Prov.

ORIGINAL: English

DATE: September 28, 2009

WIPO FORUM ON THE MADRID SYSTEM FOR THE INTERNATIONAL REGISTRATION OF MARKS

Geneva, November 13, 2009

PROVISIONAL PROGRAM

prepared by the Secretariat

9.00 – 9.15	Registration
9.15 – 9.30	Welcome Address
9.30 – 10.00	<u>Basic Features and Developments of the Madrid System</u>
10.00 – 10.30	<u>The Madrid System and Business Strategy</u>
10.30 – 10.45	Coffee Break and Videos
	<u>International Registration, including:</u>
10.45 – 11.15	Processing an International Registration at the World Intellectual Property Organization (WIPO)
11.15 – 12.00	Substantive Examination at the United States Patent and Trademark Office (USPTO)
12.00 – 12.30	Transmission of a Refusal by WIPO
12.30 – 13.00	Appeal against a Refusal in the United States of America
13.00 – 14.15	Lunch
	<u>Managing International Registrations, including:</u>
14.15 – 14.45	Madrid Portfolio Management (MPM) Facility
14.45 – 15.15	Change in Ownership and Refusal
15.15 – 15.45	Limitation and its Presentation
15.45 – 16.15	Renewal and E-Renewal
16.15 – 16.30	Coffee Break
16.30 – 17.00	<u>Case Studies, Questions and Answers, General Discussion</u>
17.00	Closing

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