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## POLICY DIALOGUE

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### **Policy Dialogue on Emerging Issues in the Field of Trademarks**

*Organized by*  
the World Intellectual Property Organization (WIPO)  
and  
the Intellectual Property Office of Singapore (IPOS)

**Singapore, July 26 and 27, 2010**

PROGRAM  
prepared by the Secretariat

Monday, July 26, 2010

9.00 – 9.30 Registration

9.30 – 10.00 Opening Ceremony

Welcome address by:

Ms Liew Woon Yin, Director General, Intellectual Property Office of Singapore (IPOS)  
The representative of the World Intellectual Property Organization (WIPO), Geneva

10.00 – 10.45 **Session 1: The Singapore Treaty on the Law of the Trademarks: Background and Emerging Issues**

*[The Treaty, which entered into force last year, is the most recent international legal framework for trademark registration procedures and has a direct bearing on the operation of trademark offices. It represents emerging issues to be anticipated by Intellectual Property offices, in particular in relation to the representation of non-traditional trademarks. Work is currently under way to include in the Singapore Treaty Regulations aspects of the most recent work of the Standing Committee on Trademarks, Industrial Designs and Geographical Indications (SCT) (i.e., the SCT agreed areas of convergence concerning non-traditional trademarks)]*

Moderator: Mr. Candra N. Darusman, Deputy Director, WIPO Office in Singapore

Speaker: Mr. Marcus Höpperger, Acting Director, Trademark and Design Law Division, Brands and Designs Sector, WIPO

10.45 – 11.00 Coffee Break

11.00 – 12.15 **Session 2: Panel Discussion: Singapore Treaty Accession – Issues and Considerations**

Moderator: Mr. Marcus Höpperger

Panelists: Ms. Tan Mei Lin, Senior Deputy Director, Trademarks Registry, IPOS

Ms. Robyn Foster, General Manager, Trade Marks and Designs, IP Australia

Ms. Jennifer Ness, Regional Intellectual Property Attache for ASEAN, U.S. Patent and Trademark Office

12.15 – 14.00 Lunch Break

14.00 – 15.30 **Session 3: The Madrid Protocol: Facilitating Trademark Protection Internationally**

*[Updates on recent developments concerning the Madrid System, such as: Streamlining examination as to classification and translation, through*

*a specific computer supported classification system that will enhance examination; and discussing the current debate concerning the possible abolition of the basic mark, as well as the future of the central attack in such a situation, this topic shall also describe possible new business models for Trade Mark practitioners]*

Moderator: Mr. Louis Chan, Director, Trademarks Registry, IPOS

Speakers: Mr. Ernesto Rubio, Special Advisor, Brands and Designs Sector, WIPO

Mr. Owen Malone, Intellectual Property Director, Foster's Group Limited, Australia

Mr. Tran, Viet Hung, Director General of the National Office of Intellectual Property (NOIP) of Viet Nam, Hanoi

15.30 – 16.00 Discussion

16.00 – 16.15 Coffee Break

16.15 – 17.30 **Session 4: Trademark Office Perspectives: An Update from the Region**

*[This topic provides an opportunity to exchange and share information on the problems, best practices and practical solutions in coping with developments which are likely to happen, in particular with regard to trademark office modernization and automation and, where applicable, with reference to participation in the Madrid System]*

Moderator: Mr. Ernesto Rubio

Panelists: Mr. Tarsisius Didiak Taryadi, Head, Division for Legal Services, Directorate of Trademark, Directorate General of Intellectual Property Right, Tangerang, Indonesia

Ms. Ma. Corazon Marcial, Director III, Bureau of Trademarks, Intellectual Property Office of the Philippines, Makati City

Mrs. Vaowdao Damrongphol, Senior Legal Officer, Department of Intellectual Property, Ministry of Commerce, Nonthaburi

Mr. Ravi Vedaraman, Senior Joint Registrar, Trade Marks, Controller General of Patents, Designs and Trade Marks, Mumbai

Mrs. Nanthi Devi Sivasubramaniam, Intellectual Property Officer, National Intellectual Property Office of Sri Lanka, Colombo

17.30 – 18.00 Discussion

18.00 Welcome reception hosted by IPOS

Tuesday, July 27, 2010

- 9.30 – 10.30      **Session 5: Non-traditional Trade Mark (NTTM): Problems, Potential and Solutions**
- This session addresses the following issues surrounding NTTMs (a) Are NTTMs able to serve as an effective badge of origin? (b) Are NTTMs reflective of new business models? (c) Can technologies and legislation able to overcome problems?*
- Moderator: Mr. Louis Chan
- Speakers: Mr. Marcus Höpperger
- Associate Professor Susanna Leong, Vice Dean, Graduate Studies Office, National University of Singapore (NUS) Business School
- 10.30 – 11.00      Discussion
- 11.00 – 11.15      Coffee Break
- 11.15 – 12.15      **Session 6: Selected Contemporary Trade Marks Issues**
- (a) How to reconcile overlapping rights with copyright and registered designs in a trade mark? e.g. composite mark with shape and sound features (b) Trade Mark Use on the internet: (i) co-existence of trade marks by traders across jurisdictions but accessible to all and (ii) use of trade marks as meta tags and in banner advertisements*
- Moderator: Mr. Candra N Darusman
- Speaker: Dr. Stanley Lai, SC, Head, Intellectual Property & Technology, Allen & Gledhill Advocates & Solicitors
- Commentator: Mr. Marcus Höpperger
- 12.15 – 12.30      Discussion
- 12.30 – 14.00      Lunch Break
- 14.00 – 15.15      **Session 7: Disputes in Domain Names**
- This session will look into questions relating to disputes over domain names that conflict with trademarks, in particular in light of the most recent developments in Internet Cooperation for Assigned Names and Numbers (ICANN) concerning the proposed roll-out of generic top level domains (gTLDs)*
- Moderator: Mr. Ernesto Rubio
- Speakers: Ms. Wei Lyn Boey, Legal Staff, WIPO Arbitration and Mediation Center, Singapore Office
- Ms. Jennifer Ness

- 15.15 – 15.30 Discussion
- 15.30 – 16.00 Coffee Break
- 16.00 – 17.00 **Session 8: Opposition Procedures**  
*Opposition procedures allow third parties to get involved into the trademark registration process and to actively object to the registration of trademarks that could interfere with existing rights. It will also touch pre-grant and post-grant policies and how these impact on opposition procedures. This importance of opposition procedures is expressly acknowledged by WIPO and the SCT-agreed areas of convergence concerning trademark opposition procedures are the most recent international reference in the field.*
- Moderator: Mr. Marcus Höpperger
- Speakers: Ms. Lee Li Choon, Director, Hearings & Mediation Division, IPOS
- Mr. Abdul Aziz ISMAIL, Head, Trade Mark Division, Intellectual Property Corporation of Malaysia, Kuala Lumpur
- 17.00 – 17.30 Wrap Up Discussion – *Looking at common problems and overarching challenges facing trademark proprietors and IP offices, and possible areas of collaboration - regionally and cross-regionally.*
- Moderator: Mr. Marcus Höpperger  
All speakers and participants
- 17.30 Closing Ceremony
- 18.00 WIPO Reception

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