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## WORKSHOP

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**NO. WIPO/TM/TYO/12/INF/4**  
**ORIGINAL: ENGLISH**  
**DATE: MARCH, 2012**

## **Measures for Accession to, and Effective Use of, the Madrid System**

organized by  
the World Intellectual Property Organization (WIPO)

in cooperation with  
the Japan Patent Office

**Japan, Tokyo, March 8 and 9, 2012**

### LIST OF SPEAKERS

*prepared by the International Bureau of WIPO*

## ANDRE NTAMACK

Mr. Ntamack, a dual national of Cameroon and France, graduated with honors in International Law from the University of Sorbonne, Paris, France, graduated with honors in European Public and Private Law from the University of Lille, France, graduated with honors in Geopolitics and International Relations from the School of Advanced International Studies of Paris. He also holds a Master's Degree in Corporate and Business Law from the University of Paris II-Assas, France. He lived in the United Kingdom where he graduated in English business Law from the London Chamber of Commerce and Industry.

Mr. Ntamack joined WIPO in 1999 and is currently the Head of the Examination and Registration Section, International Registries of Madrid and Lisbon, Brands and Designs Sector. In this capacity, he is responsible for all operational and examination issues relating to the Madrid system and the Nice Classification of Goods and Services.

Prior to his engagement with WIPO, Mr. Ntamack had a career as a lawyer in the field of sensitive technologies transfer within the French Ministry of Defense.

Mr. Ntamack is the author of several theses on matters pertaining to International Law, European Law, and International Relations. In 2007, he authored an article on the Madrid Protocol for the Intellectual Property World Magazine.

## ATSUKO SATO (MS.)

Ms. Sato joined the Japan Patent Office (JPO) in April, 1981. Her first assignment was at the Appeal Division, Appeal Department. During her time at the JPO, she has been assigned to work in several other departments also. She gained experience as a Formality Examiner at the Information Systems Affairs Division, General Affairs Department; and at the International Application Division for Patent Cooperation Treaty (PCT) and Madrid Protocol from 1993. Also, as part of her duties at the JPO, she involved herself in international cooperation with ASEAN countries, working to develop an electronic IP filing system and an IP information dissemination system.

For the past four years, Ms. Sato has been responsible for affairs at the Office of Origin of the Madrid Protocol System. In addition, she has given more than 10 lectures to Japanese IP users, speaking at Explanatory Meetings on the Madrid Protocol System.

## BASAK KARADENIZLI (MS.)

Ms. Karadenizli, a national of Turkey, is currently Trademark Examiner and a member of Madrid division in Turkish Patent Institute. She started her career in the Institute in 2004 as an assistant trademark examiner.

Ms. Karadenizli graduated from University of Ankara, Faculty of Political Science (Labor Economics and Industrial Relations) in 2004, and acquired Master of Science in Science and Technology Policy Studies, at Middle East Technical University (METU), Ankara, Turkey.

Ms. Karadenizli has done literary works: *The concept of distinctiveness and descriptiveness in trademark law*, Graduation Project, Middle East Technical University, June 2009, Ankara (unpublished); and *The practices of distinctiveness, descriptiveness and deceptiveness of trademarks in international area*, Thesis Work, Turkish Patent Institute, May 2008, Ankara (unpublished).

#### JANE COLLINS (MS.)

Ms. Collins has worked in trademarks for around 25 years.

Ms. Collins studied law at the University of Southampton and after some years in general private practice she joined a firm of patent and trademark attorneys and qualified as a European Trademark Attorney.

Ms. Collins moved on to become a trademark manager with British American Tobacco and in 1999 joined Zeneca Agrochemicals as Head of Trademarks. In 2000 Zeneca Agrochemicals and Novartis Agribusiness merged into a new firm called Syngenta, the world's largest agribusiness company. She became Global Head of Trademarks based at their Swiss Head Office. She retired from this role in 2010.

#### JUNKO SAITO (MS.)

Ms. Saito is a Japanese patent attorney at Ishida & Associates specializing in intellectual property, especially trademark; design; and international concerns. She is a member of the International Activities Center of the Japan Patent Attorneys Association (JPAA) and has presented seminars in Asian countries organized by the JPAA on various topics related to Japanese trademark practice since 2004.

Ms. Saito participated in the 11<sup>th</sup> Standing Committee on the Law of Trademarks, Industrial Designs and Geographical Indications in 2003 and the Diplomatic Conference for Adoption of a Revised Trademark Law Treaty in Singapore in 2006 as an observer from the Japan Trademark Association (JTA) and JPAA.

Ms. Saito is a co-author of a book titled "Practice Manual on Madrid Protocol for Japanese Users" published in Japan in 2010 and also contributes to the annual publication "JTA Bulletin".

Ms. Saito is a member of Asian Patent Attorney Association (APAA), JTA, INTA and FICPI.

#### KATSUMASA DAN

Mr. Dan, a national of Japan, is Senior Trademark Examiner/ Deputy Director, Trademark Policy Planning Office, Trademark Division, Trademark Design and Administrative Affairs Department, the Japan Patent Office (JPO).

Mr. Dan obtained his bachelor's degree in law at Nihon University, in March 1991 and joined the JPO in April 1991.

Mr. Dan became a trademark examiner in 1997, and examined applications in various fields such as machinery, service marks, and foodstuffs. While serving concurrently for the Legislative Affairs Office from 1998 to 2000, he was engaged in work regarding accession to the Madrid Protocol and revision of laws and cabinet/ministerial orders for the accession. In 2006, He moved to International Trademark Application Division and became an appeals examiner in July 2008.

In November 2008, Mr. Dan was nominated as an Examination Committee Member, Industrial Property Council and he has been working in the current position since April 2011.

## KEN-ICHIRO NATSUME

Mr. Natsume, a national of Japan, has been the head of WIPO Japan Office since January 2012.

Mr. Natsume joined the Japan Patent Office (JPO) in 1992 as a patent examiner. During this period, he became a visiting associate at the California Institute of Technology, USA, from 1996 to 1997. From 2000 to 2001, he was with the Technology Research Division of JPO, dealing with various intellectual property issues including cutting edge topics such as business method patents and biotechnology related patents.

Mr. Natsume was posted in the First International Affairs Division of Ministry of Foreign Affairs of Japan (MOFA), from 2001 to 2003, where he covered international intellectual property issues including industrial property, copyright and plant variety. During his service at MOFA, he was engaged in Japan's accession of WIPO Performances and Phonograms Treaty (WPPT).

During his service at the Examination Standard Division of the JPO from 2004 to 2005, Mr. Natsume was engaged in releasing several new examination standards of patents and utility models. He was also an appeal examiner at the JPO from 2009 to 2010 in the field of electronic image devices.

Mr. Natsume was also at the Permanent Mission of Japan to the International Organization in Geneva, from 2006 to 2009, where he was involved in various international intellectual property discussions and debates such as at WIPO, WTO/TRIPS and WHO.

Mr. Natsume was a director for multilateral policy division of JPO from 2010 to 2011 and played a leading role in the international discussions and negotiations including WIPO, WTO/TRIPS, WHO, CBD, Trilateral Meetings and IP5 Meetings as well as bilateral talks and negotiations with European and North American partners such as EU and USA.

## NEIL WILSON

Mr. Wilson is Director, Functional Support Division, Brands and Designs Sector, World Intellectual Property Organization (WIPO). His current responsibility is to manage the delivery of cross-functional support services to WIPO's Madrid (trademark), Hague (industrial designs) and Lisbon (geographical indications) business lines. Such cross functional support includes the delivery information technology (IT) systems.

Mr. Wilson started his career in IT in Australia in the government sector, specializing in the business analysis of automating legal frameworks in the Statistics, Taxation, Welfare and IP areas.

Mr. Wilson joined WIPO in 1991 and spent 9 years in a business analysis role in the Madrid and Hague sectors. He made strong contributions to the design of the system supporting WIPO's administration of the Madrid System of International Trademark registration. In 2001, he also undertook responsibility for WIPO's legacy PCT system, and in 2003 became Director, PCT Information Systems Division and participated in the automation of the PCT procedure at WIPO. In 2004 he became Chief Information Officer, where he continued to oversee the evolutions of WIPO's IT registration systems (patents, trademarks and industrial designs) until he commenced his current role in the Brands and Designs Sector in August 2009.

## TOSHIYUKI MATSUDAIRA

Mr. Matsudaira, a national of Japan, is working as Assistant Manager of Brand/IP Planning Dept., Intellectual Property Division, Honda Motor Co., Ltd.

Mr. Matsudaira joined Honda Motor in 2005 and has been engaged in trademark issue of Honda. He is a Japanese patent attorney and is currently belonging to Vice-Chairperson, Trademark Committee, JIPA (Japan Intellectual Property Association).

Mr. Matsudaira received a bachelor's degree in sociology from Rikkyo University and a bachelor's degree in electrical engineering in Tokyo University of Science.

## YOSHIHIRO NAKAYAMA

Mr. Nakayama, a national of Japan, is working as Assistant Director of the International Affairs Division, the Japan Patent Office (JPO).

Mr. Nakayama has been engaged in coordinating and implementing assistance programs for developing countries mainly in Asia and the Pacific Region in cooperation with WIPO (WIPO Funds-in-Trust/JAPAN) and Japan International Cooperation Agency (JICA) since 2009.

Mr. Nakayama joined the JPO in 1988 and during his more than twenty years of service in the JPO, he has been assigned to various positions both in Japan and abroad. From 1996 to 2000 he worked at the Industrial Property Training Institute, planning and conducting training courses for JPO Officials including patent and trademark examiners. He was transferred to the Agency of Industrial Science and Technology (AIST) as an Assistant Director of the Industrial Science and Technology Frontier Program Division in 2000, where he was in charge of planning and coordinating programs concerning industrial science and technology.

Mr. Nakayama was sent to the United States and worked at the New York Office of the Japan External Trade Organization (JETRO) as Director of the Intellectual Property Department from 2004 to 2008. There, he was in charge of preparing reports regarding the latest intellectual property trends by conducting research on new developments in intellectual property systems in the United States. After three and a half years at the New York Office, he was re-assigned in 2008 to the JPO in Tokyo, where he organized and implemented training courses for developing countries financed by the WIPO Funds-in-Trust/JAPAN and other resources.

Mr. Nakayama received his bachelor's degree in law from Senshu University, Tokyo, Japan in 1993.

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