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## SEMINAR

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**WIPO/MMP1/24/INF/1 PROV.  
ORIGINAL: ENGLISH  
DATE: MARCH 28, 2024**

# **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  
WIPO Singapore Office (WSO)

**Singapore, June 6 and 7, 2024**  
WSO premises

PROVISIONAL PROGRAM

*prepared by the International Bureau of WIPO*

Thursday, June 6, 2024

8.45 – 9.00 Registration and Welcome Coffee

9.00 – 9.15 Opening

Welcome Address by:

Ms. Thitapha Wattanapruttipaisan, Director, WIPO Singapore Office (WSO), Singapore

Housekeeping items

9.15 – 9.45 Recent development and Legal Updates of the Madrid System

- Recent accessions to the Madrid System and accession outlook
- Use of the Madrid System: facts and figures
- Recent legal updates and how they impact users
- Latest discussion of the Madrid System Working Group and Road Map for the evolution of the Madrid System

Speaker: Mr. Sidney Gray, Head of Madrid Operations Division, Madrid Registry, Brands and Designs Sector, World Intellectual Property Organization (WIPO)

9.45– 11.30 Refresher and Case Study 1: Preparing your International Application

- Key pre-filing considerations and preparation
- Complex issues users often face when completing the international application, such as entitlement, miscellaneous indications (transliteration, disclaimers, etc.), and classification
- Frequently issued irregularities by WIPO and tips to overcome them
- Advanced use of online tools under eMadrid, including search functions of Madrid Monitor
- Breakout session: case study analysis, group discussion and presentation of results from group discussion
- Answer checking, Questions and Answers (Q&A) and wrap-up

Speakers: Mr. Sidney Gray, WIPO

Ms. Lorraine Tay, Partner, Bird & Bird ATMD LLP, Singapore

11.30 – 13.30 Photo Session and Lunch Break

13.30 – 15.00 Refresher and Case Study 2-1: Practice at the Stage of Designated Madrid System Members: Procedures in the IP Offices of ASEAN countries

- Key examination procedures before the Offices of selected Madrid System Members
- Specific requirements/request users need to fulfill when designating certain Members in an international application or subsequent designation
- Common grounds of provisional refusal and tips to avoid or overcome them (including division and merger, if applicable)
- Post registration management and practices in certain Madrid System Members (use requirement, national certificate, etc. if applicable)

- Breakout session: case study analysis, group discussion and presentation of results from group discussion
- Answer checking, Questions and Answers (Q&A) and wrap-up

Speaker: Ms. Koh Chii Boon, Senior Trade Mark Examiner,  
Registry of Trademarks, Intellectual Property Office of  
Singapore (IPOS)

Ms. Lorraine Tay, Bird & Bird ATMD LLP

15.00 – 15.15 Coffee Break

15.15 – 17.00 Refresher and Case Study 3: Post Registration Management of the International Registration

- Common challenges for holders concerning management and maintenance of an international registration
- Key transactions (subsequent designation; renewal; recording of changes in holders or representative details; recordings of restrictions (limitation, renunciation, cancellation) etc.,)
- Examination of change in ownership and limitations by Offices of the designated members concerned (declaration of no effect).
- Effective use of the replacement and transformation features
- Strategic portfolio management: sharing of good practices
- Breakout session: case study analysis, group discussion and presentation of results from group discussion
- Answer checking, Questions and Answers (Q&A) and wrap-up

Speakers: Ms. Lucy Headington-Horton, Senior Legal Officer,  
Madrid Legal Division, Madrid Registry, Brands and  
Designs Sector, WIPO (Online)

Ms. Cai Ye, Partner, Wanhuida Intellectual Property

17.00 – 18.00 Session on eMadrid and Web Resources – New Gateway to all Madrid System Online Services

- Overview of restructured eMadrid pages
- Highlights of prototype of the new eMadrid platform

Speaker: Ms. Josephy Yeung, Associate Program Officer,  
Madrid Information and Promotion Division, Madrid  
Registry, Brands and Designs Sector, WIPO

18.15 – 19.15 Foods and Drinks for Social Networking

Friday June 7, 2024

- 9.00 – 10.30      Refresher and Case Study 2-2: Practice at the Stage of Designated Madrid System Members: Procedures in the IP Office of China
- Speaker:                      Ms. Cai Ye, Wanhuida Intellectual Property
- 10.30 – 10.45      Coffee Break
- 10.45 – 12.15      Refresher and Case Study 2-3: Practice at the Stage of Designated Madrid System Members: Procedures in the IP Office of India
- Speaker:                      Mr. R. A. Tiwari Advocate,  
Of Counsel, M/s ALG India Law Offices LLP, Ind
- 12.15 – 13.45      Lunch Break
- 13.45 – 15.15      Refresher and Case Study 2-4: Practice at the Stage of Designated Madrid System Members: Procedures in the IP Office of the United States of America
- Speaker:                      Ms. Attiya Malik, Attorney-Advisor, Office of Policy and  
International Affairs (OPIA), United States Patent and  
Trademark Office (USPTO)
- 15.15 – 15.30      Coffee Break
- 15.30 – 16.20      Roundtable discussion (Q&A session)
- Panelists:                      All guest speakers and WIPO speakers (in-person and  
remote)
- 16.20 – 16.40      Distribution of Certificates of Attendance and Closing
- Closing Remarks by:
- Mr. Sidney Gray, WIPO

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