



PATENT OFFICE OF THE
REPUBLIC OF BULGARIA



NATIONAL SEMINAR

WIPO/TM/SOF/11/INF/1 PROV.
ORIGINAL: ENGLISH
DATE: NOVEMBER 3, 2011

The Strategic Use of the Madrid System for Business Development

organized by

the World Intellectual Property Organization (WIPO)

in cooperation with

the Patent Office of Bulgaria (BPO)

Sofia, November 9 and 10, 2011

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Wednesday, November 9, 2011

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| 9.00 – 9.30 | Registration |
| 9.30 – 10.30 | Opening Ceremony

Welcome addresses by:

Mrs. Romyana Peicheva, Director, Directorate of Intellectual Property,
Sopharma PLC, Sofia

Mrs. Andriana Yoncheva, State Examiner, Directorate Marks and
Geographical Indications, Bulgarian Patent Office (BPO), Sofia

Mr. Diego Carrasco Pradas, Deputy Director, Legal Division, International
Registries of Madrid and Lisbon, Brands and Designs Sector, WIPO,
Geneva |
| 10.00 – 10.45 | Trademark Protection in Bulgaria and the Recent Amendments in the
National Legislation in this Area

Speaker: Mrs. Andriana Yoncheva, BPO |
| 10.45 – 11.00 | Discussion |
| 11.00 – 11.15 | Coffee Break |
| 11.15 – 12.00 | The Madrid System – Conceptual Framework and Fundamentals of the
System

Speaker: Mr. Diego Carrasco Pradas, WIPO |
| 12.00 – 12.15 | Discussion |
| 12.15 – 14.00 | Lunch Break |
| 14.00 – 14.45 | Legal Framework of the Madrid System (Part I)

Speaker: Mr. Diego Carrasco Pradas, WIPO |
| 14.45 – 15.00 | Discussion |

- 15.00 – 15.45 Legal Framework of the Madrid System (Part II)
Speaker: Mr. Diego Carrasco Pradas, WIPO
- 15.45 – 16.00 Discussion
- 16.00 – 16.15 Coffee Break
- 16.15 – 17.00 The Patent Office of the Republic of Bulgaria (BPO) and the Madrid System
Speaker: Mrs. Veneta Shamandura, State Examiner, Directorate
Marks and Geographical Indications, BPO

Thursday, November 10, 2011

- 9.00 – 9.45 Madrid – A System for Business Development. Handling the Madrid
Portfolio
Speaker: Mr. Diego Carrasco Pradas, WIPO
- 9.45 – 10.00 Coffee Break
- 10.00 – 10.30 Information Products and Services Provided by the International Bureau of
WIPO
Speaker: Mr. Diego Carrasco Pradas, WIPO
- 10.30 – 11.15 The Experience of Businesses in Bulgaria in Using the Madrid System
Speaker: Mrs. Romyana Peicheva, Sopharma PLC
- 11.15 – 12.00 Roundtable Discussion on the Use of the Madrid System by the Private
Sector in Bulgaria
Moderator: Mr. Diego Carrasco Pradas, WIPO
- 12.00 – 12.15 CLOSING CEREMONY

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