

# World Intellectual Property Organization at the INTA 137<sup>th</sup> Annual Meeting

## Madrid System Users' Meeting (MSUM)

Sunday, May 3, 2015 – 11:00 a.m. to 1:00 p.m. The San Diego Convention Center (SDCC) – Room No. 10

Hear opening remarks by the Senior Representative of the World Intellectual Property Organization (WIPO), to be followed by updates about the latest developments under the Madrid System for the International Registration of Marks and the Hague System for the International Registration of Industrial Designs.

Hear special guests from the Trademark Offices of new members of the Madrid Union, **Cambodia, Zimbabwe** and the **African Intellectual Property Organization (OAPI)**.

Listen to Representatives of the Trademark Office of **United States of America** and the **Office for Harmonization in the Internal Market (Trade Marks and Designs) (OHIM)** speak about updates of their respective national and regional law and practice with respect to the use of the Madrid System and, in particular, how to handle and avoid notifications of provisional refusal issued by the Offices concerned, and join panel discussions on the issues you are interested in.

The Madrid System Users' Meeting is designed to offer INTA's participants an opportunity to interact directly with WIPO Officials and Representatives from the above Trademark Offices on various aspects of the Madrid System. The program of the meeting is provided below:

11:00 a.m. – 11:05 a.m.	<b>Welcome Address and Opening Remarks</b>  The Senior Representative of the World Intellectual Property Organization (WIPO), Geneva
11:05 a.m. – 11:25 a.m.	<b>Update on the Madrid System for the International Registration of Marks</b>  Mr. David Muls, Senior Director, Madrid Registry, Brands and Designs Sector, WIPO
11:25 a.m. – 12:05 p.m.	<b>Statements by Special Guests from New Contracting Parties to the Madrid Protocol</b>  Mr. Paulin Edou Edou, Director General, African Intellectual Property Organization (OAPI), Yaoundé, Cameroon  Mr. Sim Sokheng, Director, Department of Intellectual Property Rights, Ministry of Commerce, Phnom Penh, Cambodia  Mr. Fidelis Maredza, Controller of Patents, Trademarks and Industrial Designs, Zimbabwe Intellectual Property Office (ZIPO), Harare, Zimbabwe

12:05 p.m. – 12:15 p.m.	<p><b>Update on the Hague System for the International Registration of Industrial Designs</b></p> <p>Mr. Grégoire Bisson, Director, The Hague Registry, Brands and Designs Sector, WIPO</p>
12.15 p.m. – 1:00 p.m.	<p><b>Panel Discussion on the Better Use of the Madrid System: Practices and Procedures Before IP Offices of Selected Contracting Parties of the Madrid System</b></p> <p><i>Moderator:</i></p> <p>Ms. Debbie Roenning, Director, Legal Division, Madrid Registry, Brands and Designs Sector, WIPO</p> <p><i>Panelists:</i></p> <p>Ms. Cynthia C. Lynch, Administrator for Trademark Policy and Procedure, United States Patent and Trademark Office (USPTO), Department of Commerce, Alexandria, United States of America</p> <p>Ms. Birgit Filtenborg, Deputy Director, Customer Services Department, Office for Harmonization in the Internal Market (Trade Marks and Designs) (OHIM), Alicante, Spain</p>
1:00 p.m. – 5:00 p.m.	<p><b>WIPO Booth No. 1414, Hall B2 – The San Diego Convention Center (SDCC)</b></p> <p>Experts from IP Offices and WIPO will be available for informal follow-up questions by MSUM attendees and by other INTA participants at the WIPO Booth.</p>