

World Intellectual Property Organization at the INTA 135th Annual Meeting

Madrid System Users' Meeting (MSUM)

Sunday, May 5, 2013 – 11:00 a.m. to 2:00 p.m.
Dallas Convention Center (DCC) – Room C146

Hear opening remarks by **Ms. Wang Binying**, Deputy Director General in charge of the Brands and Designs Sector, World Intellectual Property Organization (WIPO), to be followed by updates about the latest developments under the Hague System for the International Registration of Industrial Designs, and the Madrid System, including IT tools for the International Registration of Marks.

Hear special guests from the Trademark Offices of new members of the Madrid Union, **Colombia, Mexico** and **New Zealand** talk about their new membership.

Listen to Representatives of the Trademark Offices of **Japan, the Russian Federation, the 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 discussion 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 selected 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.	Opening Remarks Ms. Wang Binying, Deputy Director General, Brands and Designs Sector, World Intellectual Property Organization (WIPO), Geneva
11:05 a.m. - 11:45 a.m.	Update on the Hague System for the International Registration of Industrial Designs Mr. Grégoire Bisson, Director, Hague Registry, Brands and Designs Sector
	Update on the Madrid System for the International Registration of Marks Mrs. Junying Tao, Senior Counsellor, Information and Promotion Division, Madrid Registry, Brands and Designs Sector
	Presentation of the Madrid Goods and Services Manager (MGS) Mr. Neil Wilson, Director, Functional Support Division, Brands and Designs Sector

11:45 a.m. - 12:45 p.m.	<p>Statements by Special Guests from New Contracting Parties to the Madrid Protocol</p> <p>Mr. José Luís Londoño Fernández, Deputy Superintendent, Ministry of Industry, Commerce and Tourism, Bogotá, Colombia</p> <p>Mr. Miguel Ángel Margáin González, Director General, Mexican Institute of Industrial Property (IMPI), Mexico City, Mexico</p> <p>Ms. Ingrid Bayliss, National Manager, Intellectual Property Office of New Zealand, Ministry of Economic Development, Wellington, New Zealand</p>
12:45 p.m. - 2:00 p.m.	<p>Panel Discussion on the Better Use of the Madrid System</p> <p>– Practices and Procedures Before IP Offices of Selected Contracting Parties of the Madrid System</p> <p>Moderator: Mr. Alan Datri, Senior Counsellor, Office of the Deputy Director General, Brands and Designs Sector</p> <p>Guest Panelists:</p> <p>Mr. Masatoshi Otsuka, Trademark Examiner, International Affairs Division, Japan Patent Office, Tokyo, Japan</p> <p>Ms. Larisa Boroday, Deputy Head of Division, Federal Institute of Industrial Property (FIPS) of ROSPATENT, Moscow, Russian Federation</p> <p>Mr. Julio Laporta Insa, Head of Service, Legal Practice Service, International Cooperation and Legal Affairs Department, Office for Harmonization in the Internal Market (OHIM), Alicante, Spain</p> <p>Representative, the United States Patent and Trademark Office (USPTO), Alexandria, United States of America</p>
2:00 p.m. - 5:00 p.m.	<p>WIPO Booth 509, Exhibition Hall – Dallas Convention Center (DCC)</p> <p>The Representatives of IP Offices and Experts from WIPO will be available for informal follow-up questions by MSUM attendees and by other INTA participants at WIPO Booth.</p>

Go to Bogotá (Colombia), Mexico City (Mexico), Wellington (New Zealand), Tokyo (Japan), Moscow (Russian Federation), Alexandria (United States of America) and Alicante (OHIM/Spain) and Geneva (WIPO), by attending the Madrid System Users' Meeting (MSUM)!