

# **Madrid System Users' Meeting (MSUM) During the 136<sup>th</sup> Annual Meeting of the International Trademark Association (INTA)**

Sunday, May 11, 2014, from 11 a.m. to 2 p.m., Convention Hall A  
The Hong Kong Convention and Exhibition Centre (HKCEC), Hong Kong, China

## **PROVISIONAL PROGRAM**

11.00 – 11.05      Welcome Address and Opening Remarks

Ms. Wang Binying, Deputy Director General, Brands and Designs Sector, World Intellectual Property Organization (WIPO), Geneva

11.05 – 11.20      Update on the Madrid System for the International Registration of Marks

Speaker:      Mr. David Muls, Senior Director, Madrid Registry, Brands and Designs Sector, WIPO

11.20 – 12.00      Statements by Special Guests from New and Prospective Contracting Parties to the Madrid Protocol

Speakers:      Mr. Ram Awtar Tiwari, Assistant Registrar, Trademarks and GI, Department of Industrial Policy Promotions, Ministry of Commerce and Industry, Mumbai, India

Mr. Nabil Ben Béchir, Director General, National Institute for Standardization and Industrial Property (INNORPI), Tunis, Tunisia

Mr. Miguel Ángel Margáin González, Director General, Mexican Institute of Industrial Property (IMPI), Mexico City, Mexico

Mr. Maurice Batanga, Director, African Intellectual Property Organization (OAPI), Yaoundé, Cameroon

Statement by Special Guest from the Intellectual Property Department of Hong Kong, China

Speaker:      Mr. Peter K F Cheung, Director, Intellectual Property Department, Hong Kong, China

12.00 – 12.15      Update on the Hague System for the International Registration of Industrial Designs

Speaker:      Mr. Grégoire Bisson, Director, The Hague Registry, Brands and Designs Sector, WIPO

12.15 – 12.30      Update on IT Developments of the Madrid and Hague Systems

Speaker:      Mr. Neil Wilson, Director, Registries Support Division, Brands and Designs Sector, WIPO

12.30 – 14.00

Panel Discussion on the Better Use of the Madrid System

Practices and Procedures Before IP Offices of Selected Contracting Parties of the Madrid System

Moderator: Mr. Alan Datri, Senior Counsellor, Office of the Deputy Director General, Brands and Designs Sector, WIPO

Speakers: Mr. Wu Qun, Deputy Counsel, Trademark Office, State Administration for Industry and Commerce of the People's Republic of China (SAIC), Beijing, China

Mr. Won-Seok Huh, Deputy Director, Trademarks Examination Policy Division, Korean Intellectual Property Office (KIPO), Daejeon, Republic of Korea

Ms. Tan Mei Lin, Director, Trade Marks Registry, Intellectual Property Office of Singapore (IPOS), Singapore

Ms. Sharon Marsh, Deputy Commissioner, Trademark Examination Policy, United States Patent and Trademark Office (USPTO), Department of Commerce, Alexandria, United States of America

Mr. Julio Laporta Insa, Head of Legal Practice Service, International Cooperation and Legal Affairs Department, Office for Harmonization in the Internal Market (Trade Marks and Designs) (OHIM), Alicante, Spain

Ms. Debbie Roenning, Director, Legal Division, Madrid Registry, Brands and Designs Sector, WIPO

14.00 – 17.00

WIPO Booth 201, Exhibition Hall – The Hong Kong Convention and Exhibition Centre (HKCEC)

The Special Guests, the Representatives of IP Offices and Experts from WIPO will be available for informal follow-up questions by MSUM attendees and other INTA participants at the WIPO Booth.