

# World Intellectual Property Organization at the 141<sup>th</sup> INTA Annual Meeting

## Madrid System Users' Meeting (MSUM)

Sunday, May 19, 2019 – 10:15 a.m. to 12:00 p.m. in room 258A, Boston  
Convention and Exhibition Center, Boston, MA, USA

10:15 a.m. – 10:20 a.m.	<b>Welcome</b>  Mr. David Muls, Senior Director, Madrid Registry, Brands and Designs Sector, WIPO
10:20 a.m. – 10:40 a.m.	<b>Update on the Hague System for the International Registration of Industrial Designs</b>  Mr. Grégoire Bisson, Director, The Hague Registry, Brands and Designs Sector, WIPO
10:40 a.m. – 11:10 a.m.	<b>Madrid System for the International Registration of Marks – Latest Developments</b>  Mr. David Muls, WIPO
11:10 a.m. – 12:00 p.m.	<b>Better Use of the Madrid System: E-services for the Maintenance of Rights</b>  Ms. Asta Valdimarsdottir, Director, Madrid Information and Promotion Division, Madrid Registry, Brands and Designs Sector, WIPO  Ms. Mami Yoshikawa, Trademark and Patent Attorney, Saegusa and Partners, Tokyo, Japan
2:00 p.m. – 4:00 p.m.	<b>Engage with WIPO Representatives and Guests at the WIPO Booth No. 101, Exhibition Hall</b>  Follow-up questions can be addressed at the WIPO Booth  Representatives from the most recent Madrid System members will be present at the booth