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| **Interregional seminar**  |
| OMPI/TM/PBC/15/1 Prov. 2  |
| ORIGINAL:  English |
| DATE:  March 23, 2015 |

**The International Trademark Registration System: The Madrid System**

organized by

the World Intellectual Property Organization (WIPO)

in cooperation with

the Mexican Institute of Industrial Property (IMPI)

**Puebla, Mexico, March 23 and 24, 2015**

Provisional program

*prepared by the International Bureau of WIPO*

Monday, March 23, 2015

9.00 – 10.00 Opening remarks by:

Mr. Mario Matus, Deputy Director General, Development Sector, World Intellectual Property Organization (WIPO), Geneva

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

Mr. Rafael Moreno Valle Rosas, Governor of Puebla, Mexico

10.00 – 10.45 **The Madrid System: Overview and Trends**

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

10.45 – 11.15 Coffee Break

11.15 – 12.00 **The Role of Intellectual Property Rights in Trade Facilitation Agreements and the Economic Implications of Reducing the Barriers for the Protection of Intellectual Property Rights**

Speaker: Mr. Carlos Piñera, Director General for International Trade Rules, Ministry of Economy, Mexico City

12.00 – 12.45 **A Statistical Assessment of the Trademark Protection Trends in Latin America and South East Asia**

Speaker: Mr. Juan Antonio Toledo Barraza, Senior Director, Regional Bureau for Latin America and the Caribbean, WIPO

12.45 – 15.00 Lunch

15.00 – 15.45 **A Business Perspective on** **the Importance of Brand Development in a Global Economy**

Speakers: Mr. Owen Malone, Director, Intellectual Property and Vintrepreneur, Victoria, Australia

Mr. Ferdinand Negre, Partner, Bengzon Negre Untalan, Intellectual Property Attorneys, Makati City, Philippines

Mr. Jean-Pierre Maeder, Attorney-at-Law, Special Delegate, Intellectual Property Advocacy, Nestlé, Vevey, Switzerland

15.45 – 16.45 **Panel I: A Business Perspective on the Importance of Mechanisms to Facilitate the Global Protection of Intellectual Property Rights and the Advantages of Using the Madrid System**

Moderator: Mr. Miguel Ángel Margáin, IMPI

Panelists: Mr. Owen Malone, Intellectual Property and Vintrepreneur

Ms. Deborah Flores Garza, Legal Coordinator of Intellectual Property, Televisa

Mr. Ferdinand Negre, Bengzon Negre Untalan

Mr. Jean-Pierre Maeder, Nestlé

16.45 – 17.00 Coffee Break

17.00 – 17.30 **Panel I continues**

17.30 – 18.00 **Counterfeits and the Importance of Consumer Awareness Campaigns**

Speaker: Mr. Jean-Pierre Maeder, BASCAP/Nestlé

18.00 – 19.00 Reception

Tuesday, March 24, 2015

9.00 – 11.00 **Panel II: Policy Considerations When Assessing Accession to the Madrid Protocol and the Main Policy and Legal Challenges Facing the Madrid Protocol**

Moderator: Mr. Juan Antonio Toledo Barraza, WIPO

Panelists: Ms. Darlene Carreau, Chair, Trade-marks Opposition Board, Canadian Intellectual Property Office (CIPO), Ottawa

Ms. Duan Chuane, Division Director, International Registration Department, Trademark Office, State Administration for Industry and Commerce (SAIC), Beijing

Mr. Eliseo Montiel Cuevas, Divisional Director of Trademarks, Mexican Institute of Industrial Property (IMPI), Mexico City

Mr. Venkataraman Natarajan, Deputy Registrar, Trade Marks and Geographical Indications, Trade Marks Registry, Chennai, India

11.00 – 11.30 Coffee Break

11.30 – 12.15 **Considerations Towards Designing a Roadmap for Accession to the Madrid Protocol**

Speaker: Mr. David Muls, WIPO

12.15 – 13.45 **Panel III: The Role of the National Intellectual Property Office in the Implementation of the Madrid Protocol and its Impact on the Office**

Moderator: Mr. Alfredo Rendón Algara, Deputy Director General, Mexican Institute of Industrial Property (IMPI), Mexico City

 Mr. Pedro Damián Alarcón, Deputy Divisional Director, Administrative Processing of Trademarks, Mexican Institute of Industrial Property (IMPI), Mexico City

Panelists: Mr. José Luís Londoño Fernández, Deputy Superintendent for Industrial Property, Superintendency of Industry and Commerce (SIC), Ministry of Industry and Commerce, Bogota

Mr. Takuya Sugiyama, Deputy Director, PCT and Madrid Protocol Systems Planning Section, International Cooperation Division, Japan Patent Office (JPO), Tokyo

Atty. Allan B. Gepty, Deputy Director General and OIG-DG, Intellectual Property Office of Philippines (IPOPHIL), Taguig City, Philippines

Ms. Laura Hammel, Attorney-Advisor, Office of Policy and International Affairs, U.S. Patent and Trademark Office (USPTO), U.S. Department of Commerce, Alexandria

United States of America

13.45 – 14.00 Closing remarks by:

Mr. Mario Matus, WIPO

Mr. Miguel Ángel Margáin, IMPI

14.00 – 16.00 Lunch

18.00 – 19.00 Tour to Puebla City

19.00 Cocktail

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