

Seminar on the Madrid System for the International Registration of Marks

Geneva, June 18 and 19, 2015

GENERAL INFORMATION

prepared by the Secretariat

What the Seminar Is About	<p>Administered by the World Intellectual Property Organization (WIPO), the Madrid System for the International Registration of Marks (http://www.wipo.int/madrid/en/), which is governed by the Madrid Agreement of 1891 and the Madrid Protocol (in operation since 1996), offers a simple, flexible, time and cost-effective way to protect a trademark in many countries of the Madrid Union by filing a single international application (see the full list at: http://www.wipo.int/export/sites/www/treaties/en/documents/pdf/madrid_marks.pdf).</p> <p>Each year, an increasing number of trademark owners, from different geographical locations of the globe, use the Madrid System to protect their trademarks internationally (see statistics at: www.wipo.int/madrid/en/statistics).</p> <p>To respond to the wishes of users for guidance on the potential of the Madrid System, the need to address their daily legal and operational concerns and to provide them with the necessary updates on the recent developments and trends, 51 training seminars on the Madrid System have been organized by WIPO, in Geneva, from 1996 to this date.</p>
Who Should Attend	<p>The proposed Seminar aims at increasing awareness and practical knowledge of the System among users, whether in industry or in private practice. It focuses on the needs of independent and in-house trademark agents (paralegals as well as attorneys) who file applications for international registration of trademarks and/or who administer such registrations. All aspects of the international registration procedure and relevant administrative and legal questions will be dealt with in detail.</p>
Speakers	<p>The speakers of the Seminar will be composed of a panel of experts of the Brands and Designs Sector of WIPO, a trademark attorney with intensive experience in using the Madrid System on a day-to-day basis and another expert from the trademark Office of one of the most designated Contracting Party of the Madrid System.</p>
Where	<p>The Seminar will be held at the headquarters of WIPO, 34, chemin des Colombettes, CH-1211 Geneva 20, Switzerland.</p> <p>To reach the venue, participants may use the public transport or taxi. Buses to and from Geneva city center (and the railway station) stop at avenue Giuseppe Motta outside the ITU tower (bus line 8, bus stop "UIT" and Place des Nations (bus lines 5, V, Z and tram line 15, bus stop "Nations"). For more information, see http://www.tpg.ch/. Taxis may be called by dialing +41 22 320 2202 or +41 22 320 2020.</p>
When	<p>The Seminar will commence on Thursday, June 18, 2015, at 9 a.m., and will end on Friday, June 19, 2015, at 4.30 p.m.</p> <p>The registration desk is situated in the main entrance of the Access Center of WIPO. The desk will be open for registration, on Thursday, June 18, 2015, from 8.45 a.m.</p> <p>Admission badges are issued to participants at the registration desk. Participants are requested to wear their badges visibly at all times when they are in the WIPO buildings.</p>

Documentation USB keys containing the text of the Madrid Agreement, the Madrid Protocol, the Common Regulations, the Guide to the International Registration of Marks, the PowerPoint presentations of the Seminar, as well as other promotional material on the Madrid System will be distributed. Concrete demonstrations will be made regarding electronic communications between users of the Madrid System and WIPO, as well as on the effective use of the web-based client services, developed to make the System as user-friendly as possible. Participants are encouraged to bring their portable computers, although paper materials will be made available.

Language The Seminar will be conducted in English.

Registration and Fee Registration can only be made online at (<https://webaccess.wipo.int/madr01/>), against the payment of 600 Swiss francs, which will cover participation in the Seminar, the material (USB keys and paper documents), a certificate of attendance, coffee breaks and lunches. Registration will only become definitive upon receipt, by WIPO, of the registration fee.

The competent authorities of the Contracting Parties of the Madrid Union and from interested Intellectual Property (IP) Offices that are preparing accessions to the Madrid Protocol will be exempt from payment of this fee. The participation in the Seminar by Officials of an IP Office is limited to two.

The number of participants is limited and seats will be attributed on a first-come, first-served basis.

Please note that registration fees will not be reimbursed for a cancellation received after Friday, June 12, 2015.

Geneva and Hotel Reservations Information regarding hotel reservation in Geneva may be obtained from the Geneva Tourism Office (telephone: +41 22 909 70 00 or web site: www.geneva-tourism.ch).

Visas If you require an entry visa for Switzerland, please ensure that the necessary formalities are undertaken by you, or the administration you are representing, in sufficient time.

Additional Information Further information on the Seminar may be obtained from:

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