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| DATE:  April 20, 2016 | | |

**Seminar on the Practical Aspects of the Madrid System for the International Registration of Marks**

**Geneva, July 7 and 8, 2016**

PROVISIONAL PROGRAM

*prepared by the Secretariat*

# Thursday, July 7, 2016

8.45 – 9.00 Registration

9.00 – 9.45 Overview of the Madrid System - Basic Features and Recent Developments

Speaker: Information and Promotion Division, Madrid Registry, Brands and Designs Sector, WIPO

9.45 – 10.30 Searching Before Filing - the Global Brand Database

Speaker: Global Databases Division, Global Infrastructure Sector, WIPO

10.30 – 11.15 Filing an International Application

1. Entitlement to File
2. Completing the Official Form MM2
3. Filing Tips

Speaker: Information and Promotion Division, Madrid Registry, Brands and Designs Sector, WIPO

11.15 – 11.30 Coffee Break

11.30 – 12.30 The Role of the Office of Origin

1. Madrid E-Filing and Experience of Selected Offices
2. Specific Requirements for Designating Particular Contracting Parties
3. Certification of the International Application by the Office of Origin

Speakers: Registries Support Division, Brands and Design Sector, WIPO

Contracting Party’s Representative

12.30 – 14.00 Lunch Break

14.00 – 14.30 Effective Preparation of the List of Goods and Services - The Madrid Goods and Services Manager

Speaker: Operations Division, Madrid Registry, Brands and Designs Sector, WIPO

14.30 – 15.15 The Role of the International Bureau of WIPO

1. Practical Guidance
2. The Examination of the International Application
3. Possible Irregularities and Responding to Irregularities

Speaker: Information and Promotion Division, Madrid Registry, Brands and Designs Sector, WIPO

15.15 – 15.30 Coffee Break

15.30 – 17.00 Role of the Designated Contracting Party

1. The Examination Procedure Before a Designated Contracting Party
2. Notifications by a Designated Office on the Status of the International

Registration

1. Responding to Refusals

Speakers: Representatives of Offices of several Contracting Parties

Operations Division, Madrid Registry, Brands and Designs Sector, WIPO

User’s Representative

17.00 – 17.45 Panel Discussion on Subjects Related to the Role of the Designated Contracting Party

Participants: Speakers and Attendees

Friday, July 8, 2016

8.45 – 10.15 Management and Maintenance of the International Registration

1. Subsequent Designation
2. Limitation, Renunciation and Cancellation
3. Change in Ownership
4. Changes Concerning the Holder or the Representative
5. Replacement under Article 4*bis*
6. Renewal

(i) Corrections

Speakers: Legal Division, Madrid Registry, Brands and Designs Sector, WIPO

Operations Division, Madrid Registry, Brands and Designs Sector, WIPO

Practical Cases and Tips on the Use of Selected Forms

10.15 – 10.30 Coffee Break

10.30 – 11.45 The Management and Maintenance of the International Registration (Continues)

11.45 – 12.15 Ceasing of Effect of the International Registration and Transformation

Speaker: User’s Representative

12.15 – 14.00 Lunch Break

14.00 – 16.45 Concurrent Sessions on Madrid E-Services, Website and Communications with the International Bureau

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| **Session 1 – Offices** | **Session 2 - Private Sector** |
| **File**  Madrid E-Filing | **File**  Making the Most of the Madrid Website  Madrid Goods and Services Manager |
| **Search**  The ROMARIN Database | **Search**  The ROMARIN Database |
| **Monitor**  E-Communications  Dynamic Statistics and Pendency Rates | **Monitor**  WIPO Gazette of International Marks |
| **Manage**  Madrid Office Portal | **Manage**  Madrid Portfolio Manager |
| **Speakers:**  Registries Support Division, Brands and  Designs Sector, WIPO  Business Application Architecture Section,  Registries Support Division, Brands and  Designs Sector, WIPO | **Speakers:**  Information and Promotion Division, Madrid  Registry, Brands and Designs Sector, WIPO  Operations Division, Madrid Registry, Brands  and Designs Sector, WIPO |

16.45 – 17.00 Distribution of Certificate of Attendance and Closing

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