



# Seminar on the Practical Aspects of the Madrid System for the International Registration of Marks for Advanced Users


San Jose, United States of America, June 21 and 22, 2023

## GUEST SPEAKER PROFILES

<p><b>Ms. Li Qin</b>, Group Leader, International Trademark Department, CCPIT Patent and Trademark Law Office, Beijing, China</p> <p>Ms. Li Qin is the Group leader of the International Trademark Department of CCPIT Patent and Trademark Law Office. She has been a trademark attorney since 2007 and joined the CCPIT Patent and Trademark Law Office in 2007. As a trademark attorney, she advises a variety of clients, from SMEs to Fortune 500 companies, on all facets of brand management.</p> <p>She has extensive experience in Chinese trademark prosecution, administrative protection of trademark rights, oppositions, cancellation proceedings, trademark licensing/assignment, and trademark litigation, including the Madrid System.</p> <p>She participates in various activities such as publications and presentations of the China Trademark Association, China Intellectual Property Research Association, Marques, and INTA.</p>	
<p><b>Mr. Giulio Martellini</b>, Partner, IP Skill, Torino, Italy</p> <p>Mr. Giulio Martellini is a partner at IP Skill. He graduated in law (hons.) at the University of Turin in 1996. He practices IP law since 1996 and qualified as an Italian and European trademark and design attorney in 2000.</p> <p>He has a long-standing collaboration with WIPO, such as training seminars in Geneva and lectures in the Designs module at the Master of Laws (LLM) in IP organized by WIPO and the University of Turin.</p> <p>He is an active member of INTA, where he currently chairs the Trademark Office Practices – European National Offices subcommittee, of PTMG and of APRAM. He also coordinates the Trademarks task group of the Italian Industrial Property Consultants Institute</p> <p>He appeared as a speaker in several trademark-related national and international events and courses, and also took part to several WIPO missions and consultations regarding the Madrid Agreement and Protocol concerning the International Registration of marks.</p>	
<p><b>Ms. Attiya Malik</b>, Attorney-Advisor, Office of Policy and International Affairs (OPIA), United States Patent and Trademark Office (USPTO)</p> <p>Ms. Attiya Malik started at the USPTO as a trademark examining attorney. She then joined the USPTO Petitions and Policy Office as</p>	

<p>an attorney-advisor working on United States national trademark examination policy and procedures. She was charged with preparing policy guidance documents and providing training to USPTO internal staff and external users on various trademark examination issues. Thereafter, Ms. Malik moved to the USPTO Office of Policy and International Affairs as an attorney-advisor.</p> <p>She focuses on international and national trademark law and is the point person for the Madrid Protocol and non-traditional marks, participates in bilateral and multilateral discussions relating to South Asia and ASEAN, and provides training on the USPTO trademark policy and practice.</p>	
<p><b>Ms. Kelly Choe</b>, Attorney-Advisor, Office of the Deputy Commissioner for Trademark Examination Policy, United States Patent and Trademark Office (USPTO)</p> <p>Ms. Kelly Choe began her career at the USPTO as a trademark examining attorney, serving on details and work projects in the Legal Policy Office, the Office of Policy and International Affairs, the Office of Enrollment and Discipline, and the Office of Trademark Quality Review and Training. She joined the Office of Trademark Classification Policy and Practice (ID/Class) as a staff attorney. Thereafter, she returned to trademark operations as a senior attorney, overseeing about 25 examining attorneys. Since 2016, Ms. Choe has been an attorney-advisor with the Petitions Office under the Deputy Commissioner for Trademark Examination Policy.</p> <p>Her duties include petitions relating to Madrid Protocol applications and registrations, providing customer service to internal staff and external users, and serving as a liaison to the USPTO's Madrid Processing Unit.</p>	

## WIPO SPEAKERS PROFILES

<p><b>Mr. Sidney Gray</b>, Head, Madrid Operations, WIPO, Geneva, Switzerland</p> <p>Mr. Sidney Gray is the Head of Madrid Operations, managing the Examination teams within the Madrid Registry of the World Intellectual Property Organization.</p> <p>He holds extensive experience regarding trademark administration, including in relation to the Madrid Protocol, having previously spent over 18 years at IP Australia.</p> <p>He has participated in multiple national and international events related to the Madrid Protocol, including as a speaker and a national office representative.</p>	
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Other WIPO experts (online/in-person)