
SEMINAR

WIPO/MMP1/24/INF/1 PROV.2
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**Practical Aspects of the Madrid System for the International
Registration of Marks for Advanced Users**

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
WIPO Singapore Office (WSO)

Singapore, June 6 and 7, 2024
Premises of the WIPO Singapore Office (WSO)

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Thursday, June 6, 2024

8.45 – 9.00 Registration and Welcome Coffee

9.00 – 9.15 Opening

Welcome Address by:

Ms. Thitapha Wattanapruttipaisan, Director, WIPO Singapore Office (WSO), Singapore

Housekeeping items

9.15 – 9.45 Recent Development and Legal Updates of the Madrid System

- Recent accessions to the Madrid System and accession outlook
- Use of the Madrid System: facts and figures
- Recent legal updates and how they impact users
- Latest discussion of the Madrid System Working Group and Road Map for the evolution of the Madrid System

Speaker: Mr. Sidney Gray, Head, Madrid Operations Division, Madrid Registry, Brands and Designs Sector, World Intellectual Property Organization (WIPO), Geneva

9.45– 11.30 Refresher and Case Study 1: Preparing your International Application

- Key pre-filing considerations and preparation
- Complex issues users often face when completing the international application, such as entitlement, miscellaneous indications (transliteration, disclaimers, etc.), and classification
- Frequently issued irregularities by WIPO and tips to overcome them
- Advanced use of online tools under eMadrid, including search functions of Madrid Monitor
- Breakout session: case study analysis, group discussion and presentation of results from group discussion
- Answer checking, Questions and Answers (Q&A) and wrap-up

Speakers: Mr. Sidney Gray, WIPO

Ms. Lorraine Tay, Partner, Bird and Bird ATMD LLP, Singapore

11.30 – 13.30 Photo Session and Lunch Break

13.30 – 15.00 Refresher and Case Study 2-1: Practice at the Stage of Designated Madrid System Members: Procedures in the IP Offices of ASEAN Countries

- Key examination procedures before the Offices of selected Madrid System Members
- Specific requirements/request users need to fulfill when designating certain Members in an international application or subsequent designation
- Common grounds of provisional refusal and tips to avoid or overcome them (including division and merger, if applicable)
- Post registration management and practices in certain Madrid System Members (use requirement, national certificate, etc. if applicable)

- Breakout session: case study analysis, group discussion and presentation of results from group discussion
- Answer checking, Questions and Answers (Q&A) and wrap-up

Speakers: Ms. Koh Chii Boon, Senior Trade Mark Examiner,
Registry of Trademarks, Intellectual Property Office of
Singapore (IPOS)

Ms. Lorraine Tay, Bird and Bird ATMD LLP

15.00 – 15.15 Coffee Break

15.15 – 17.00 Refresher and Case Study 3: Post Registration Management of the International Registration

- Common challenges for holders concerning management and maintenance of an international registration
- Key transactions (subsequent designation; renewal; recording of changes in holders or representative details; recordings of restrictions (limitation, renunciation, cancellation) etc.,)
- Examination of change in ownership and limitations by Offices of the designated members concerned (declaration of no effect).
- Effective use of the replacement and transformation features
- Strategic portfolio management: sharing of good practices
- Breakout session: case study analysis, group discussion and presentation of results from group discussion
- Answer checking, Questions and Answers (Q&A) and wrap-up

Speakers: Ms. Lucy Headington-Horton, Senior Legal Officer,
Madrid Legal Division, Madrid Registry, Brands and
Designs Sector, WIPO (Online)

Ms. Cai Ye, Partner, Wanhuida Intellectual Property,
Beijing, China

17.00 – 18.00 Session on eMadrid and Web Resources – New Gateway to all Madrid System Online Services

- Overview of restructured eMadrid pages
- Highlights of prototype of the new eMadrid platform

Speaker: Ms. Josephy Yeung, Associate Program Officer,
Madrid Information and Promotion Division, Madrid
Registry, Brands and Designs Sector, WIPO

18.15 – 19.15 Foods and Drinks for Social Networking

Friday June 7, 2024

- 9.00 – 10.30 Refresher and Case Study 2-2: Practice at the Stage of Designated Madrid System Members: Procedures in the IP Office of China
- Speaker: Ms. Cai Ye, Wanhuida Intellectual Property
- 10.30 – 10.45 Coffee Break
- 10.45 – 12.15 Refresher and Case Study 2-3: Practice at the Stage of Designated Madrid System Members: Procedures in the IP Office of India
- Speaker: Mr. R. A. Tiwari, Advocate and Of Counsel, M/s ALG India Law Offices LLP, India
- 12.15 – 13.45 Lunch Break
- 13.45 – 15.15 Refresher and Case Study :2-4: Practice at the Stage of Designated Madrid System Members: Procedures in the IP Office of the United States of America
- Speaker: Ms. Attiya Malik, Attorney-Advisor, Office of Policy and International Affairs (OPIA), United States Patent and Trademark Office (USPTO), Alexandria, USA
- 15.15 – 15.30 Coffee Break
- 15.30 – 16.20 Roundtable discussion (Q&A session)
- Panelists: All guest speakers and WIPO speakers (in-person and remote)
- 16.20 – 16.40 Distribution of Certificates of Attendance and Closing
- Closing Remarks by:
- Mr. Sidney Gray, WIPO

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