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**WIPO/MMP2/21/INF/1 PROV.  
ORIGINAL: ENGLISH  
DATE: NOVEMBER 15, 2021**

## **Second Edition: Seminar on the Practical Aspects of the Madrid System for the International Registration of Marks for Advanced Users**

**Online, December 8 and 9, 2021**

PROVISIONAL PROGRAM

*prepared by the Secretariat*

Wednesday, December 8, 2021

- 16.00 – 16.20      Welcome, Introduction of the Participants and Digital Group Photograph
- Speaker:      Mr. Denis Croze, Director, Madrid Information and Promotion Division, Madrid Registry, Brands and Designs Sector, World Intellectual Property Organization (WIPO), Geneva, Switzerland
- 16.20 – 16.40      Latest Legal Updates of the Madrid System
- Speaker:      Ms. Debbie Roening, Director, Madrid Legal Division, Madrid Registry, Brands and Designs Sector, WIPO
- 16.40 – 18.10      Refresher and Case Study 1: Preparing your International Application
- (a)      Frequently issued irregularities by WIPO and tips for completing the international application
- (b)      Group breakout discussions and exercises
- (c)      Check the answers and wrap-up
- Speakers/Trainers: Ms. Aileen Umali, Coordinator, Madrid Operations Team 3, Madrid Operations Section, Madrid Operations and Functional Development Service, Madrid Registry, Brands and Designs Sector, WIPO
- Ms. Sanjukta Tole, Partner, Dickinson Wright LLP, Toronto, Canada
- 18.10 – 18.20      Break
- 18.20 – 19.20      Refresher and Case Study 2: Post Registration Management of the International Registration
- (a)      Subsequent designation, changes to the international registration (limitation, renunciation, cancellation, change in ownership, changes concerning the holder or the representative), renewal, replacement, ceasing of effect and transformation, division and merger
- (b)      Group breakout discussions and exercises
- (c)      Check the answers and wrap-up
- Speakers/Trainers: Ms. Lucy Headington-Horton, Senior Legal Officer, Madrid Legal Division, Madrid Registry, Brands and Designs Sector, WIPO
- Ms. Sanjukta Tole, Dickinson Wright LLP

Thursday, December 9, 2021

15.00 – 16.00 Refresher and Case Study 3: Practice at the Stage of Designated Contracting Parties (Substantive Examination) – CNIPA

- (a) The examination procedures before the Offices of selected designated Contracting Parties / specific requirements for designating particular Contracting Parties / notifications by a designated Office on the status of the international registration / frequently issued refusals by designated Contracting Parties and tips for responding to them
- (b) Group breakout discussions and exercises
- (c) Check the answers, Q&A and wrap-up

Speakers/Trainers: Ms. Lucia Jimenez-Yanguas Prini, Madrid Information and Promotion Division, Madrid Registry, Brands and Designs Sector, WIPO

Ms. Duan Chuane, First Level Consultant, Trademark Office, China National Intellectual Property Administration (CNIPA), Beijing

Ms. Zuo Liang, Third Level Principle Official, Trademark Office, China National Intellectual Property Administration (CNIPA)

16.00 – 16.10 Break

16.10 – 17.00 Networking Session

17.00 – 18.15 Refresher and Case Study 4: Practice at the Stage of Designated Contracting Parties (Substantive Examination) - United States Patent and Trademark Office (USPTO)

- (a) The examination procedures before the Offices of selected designated Contracting Parties / specific requirements for designating particular Contracting Parties / notifications by a designated Office on the status of the international registration / frequently issued refusals by designated Contracting Parties and tips for responding to them
- (b) Group breakout discussions and exercises
- (c) Check the answers, Q&A and wrap-up

Speakers/Trainers: Ms. Lucia Jimenez-Yanguas Prini, WIPO

Ms. Attiya Malik, Attorney Advisor, Office of Policy and International Affairs (OPIA), USPTO, Alexandria, Virginia, United States of America

Ms. Kelly Choe, Attorney Advisor, Office of the Deputy Commissioner for Trademark Examination Policy, (USPTO)

18.15 – 18.25 Break

18.25 – 19.15 Q&A Session Based on Pre-Survey

Speakers/Trainers: Ms. Aurea Plana, Associate Legal Officer, Madrid  
Legal Division, Madrid Registry, Brands and Designs  
Sector, WIPO

Ms. Lucy Headington-Horton, WIPO

Ms. Sanjukta Tole, Dickinson Wright LLP

19.15 – 19.25 Closing and Feedback

Speaker: Mr. Denis Croze, WIPO

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