

Madrid System Users' Meeting (MSUM) During the 136th Annual Meeting of the International Trademark Association (INTA)

Sunday, May 11, 2014, from 11 a.m. to 2 p.m., Convention Hall A

The Hong Kong Convention and Exhibition Centre (HKCEC), Hong Kong, China

PROVISIONAL PROGRAM

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| 11.00 – 11.05 | <u>Welcome Address and Opening Remarks</u>

Ms. Wang Binying, Deputy Director General, Brands and Designs Sector,
World Intellectual Property Organization (WIPO), Geneva |
| 11.05 – 11.20 | <u>Update on the Madrid System for the International Registration of Marks</u>

Speaker: Mr. David Muls, Senior Director, Madrid Registry,
Brands and Designs Sector |
| 11.20 – 12.00 | <u>Statements by Special Guests from New and Prospective Contracting Parties to the Madrid Protocol</u>

Speakers: The Head of Office of India
The Head of Office of Tunisia
The Head of Office of Mexico
The Representative of the African Intellectual Property
Organization (OAPI), Yaoundé, Cameroon |
| 12.00 – 12.15 | <u>Update on the Hague System for the International Registration of Industrial Designs</u>

Speaker: Mr. Grégoire Bisson, Director, The Hague Registry,
Brands and Designs Sector |
| 12.15 – 12.30 | <u>Update on IT Developments of the Madrid and Hague Systems</u>

Speaker: Mr. Neil Wilson, Director, Registries Support Division,
Brands and Designs Sector |
| 12.30 – 14.00 | <u>Panel Discussion on the Better Use of the Madrid System</u>

Practices and Procedures Before IP Offices of Selected Contracting Parties
of the Madrid System

Moderator: Mr. Alan Datri, Senior Counsellor, Office of the Deputy
Director General, Brands and Designs Sector

Speakers: The Representatives from China, Republic of Korea,
Singapore, United States Patent and Trademark Office
(USPTO) and Office for Harmonization in the Internal
Market (Trade Marks and Designs) (OHIM) |
| 14.00 – 17.00 | <u>WIPO Booth 201, Exhibition Hall – The Hong Kong Convention and Exhibition Centre (HKCEC)</u>

The special guests, the Representatives of IP Offices and Experts from
WIPO will be available for informal follow-up questions by MSUM attendees
and other INTA participants at the WIPO Booth. |