

# World Intellectual Property Organization at the 2020 INTA Virtual Annual Meeting

## Madrid System Users' Meeting (MSUM)

Virtual

Thursday, November 19, 2020

from 7.00 a.m. to 9.00 a.m. (Eastern Time - ET)

from 1.00 p.m. to 3.00 p.m. (Geneva time)

The meeting will be moderated by Christine Repond from Novartis Pharma AG, chair of the INTA Sub-Committee on the Madrid System

<p>7.00 a.m. - 7.05 a.m. (ET)</p> <p>1.00 p.m. - 1.05 p.m. (Geneva time)</p>	<p><b>Welcome</b></p> <p>Mr. David Muls, Senior Director, Madrid Registry, Brands and Designs Sector, WIPO</p>
<p>7.05 a.m. - 7.40 a.m. (ET)</p> <p>1.05 p.m. - 1.40 p.m. (Geneva time)</p>	<p><b>Madrid System for the International Registration of Marks: Latest developments, including the outcome of the Madrid Union Assembly and Madrid Working Group</b></p> <p>Mr. Chen Hongbing, Director, Madrid Operations Division, Madrid Registry, Brands and Designs Sector, WIPO</p>
<p>7.40 a.m. - 8.00 a.m. (ET)</p> <p>1.40 p.m. - 2.00 p.m. (Geneva time)</p>	<p><b>The Hague System for the International Registration of Industrial Designs: Latest developments, including the outcome of the Hague Union Assembly</b></p> <p>Mr. Grégoire Bisson, Director, The Hague Registry, Brands and Designs Sector, WIPO</p>
<p>8.00 a.m. - 8.40 a.m. (ET)</p> <p>2.00 p.m. - 2.40 p.m. (Geneva time)</p>	<p><b>Panel Discussion on the Better Use of the Madrid System: Recent Madrid System Accessions and Their Practical Implications for the Use</b></p> <p>Mr. Denis Croze, Director, Madrid Information and Promotion Division, Madrid Registry, Brands and Designs Sector, WIPO</p> <p>Mr. Benoit Apercé, Information Officer, Madrid Information and Promotion Division, Madrid Registry, Brands and Designs Sector, WIPO</p> <p>Ms. Stephanie Golden, Acting Senior Policy Analyst, Policy and Legislation Directorate at the Trademarks and Industrial Designs Branch, Canadian Intellectual Property Office (CIPO), Gatineau, Canada</p> <p>Ms. Faridah Kasmadi, Senior Director, Trademark Formality and International Registration, Intellectual Property Corporation of Malaysia (MyIPO), Kuala Lumpur, Malaysia</p> <p>Mr. Kavish Seetahal, Manager, Trademarks, Intellectual Property Office of Trinidad and Tobago, Port of Spain, Trinidad and Tobago</p>
<p>8.40 a.m. - 9.00 a.m. (ET)</p> <p>2.40 p.m. - 3.00 p.m. (Geneva time)</p>	<p><b>Q&amp;A session with the participants</b></p> <p>Engage with WIPO Representatives at WIPO Virtual Booth</p>