



WORKSHOP

NO. WIPO/TM/TYO/12/INF/1
ORIGINAL: ENGLISH
DATE: MARCH, 2012

Measures for Accession to, and Effective Use of, the Madrid System

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the Japan Patent Office (JPO)

Japan, Tokyo, March 8 and 9, 2012

PROGRAM

prepared by the International Bureau of WIPO

Thursday, March 8, 2012

9.30 – 9.45 Opening ceremony

Welcome addresses by:

Dr. Masahiro Hashimoto, Director General, Trademark, Design and Administrative Affairs Department, Japan Patent Office (JPO), Tokyo

Mr. Neil Wilson, Director, Functional Support Division, Brands and Designs Sector, World Intellectual Property Organization (WIPO), Geneva

9.45 – 10.00 Coffee Break

10.00 – 11.00 **Topic 1 The Madrid System: Key Elements and Recent Developments**

Speaker: Mr. André Ntamack, Head, Examination and Registration Section, Operations Service, Brands and Designs Sector, WIPO, Geneva

Discussion

11.00 – 12.30 **Topic 2 The Madrid System as an Important Tool for Business in a Global Market**

Speakers: Ms. Junko Saito, Patent Attorney, Ishida & Associates, Nagoya

Ms. Jane Collins, Former Global Head of Trademarks, Syngenta, Camberley

Discussion

12.30 – 14.00 JPO Welcome Lunch

14.00 – 15.45 **Topic 3 Legislative/Institutional Measures to be Considered by the Government and Intellectual Property (IP) Office in Joining the Madrid System**

Speakers: Mr. Neil Wilson

Ms. Başak Karadenizli, Trademark Examiner, The Trademarks Department, Turkish Patent Institute, Ankara

Mr. Katsumasa Dan, Deputy Director, Trademark Policy Planning Office, Trademark Division, Trademark, Design and Administrative Affairs Department, the JPO, Tokyo

Discussion

15.45 – 16.00 Coffee Break

16.00 – 17.45 **Topic 4** **The Role of National IP Offices to Promote the Strategic Use of the Madrid System**

Speakers: Ms. Atsuko Sato, Senior Specialist for Formality Examination, International Trademark Application Office, International Application Division, Trademark, Design and Administrative Affairs Department, the JPO, Tokyo

Ms. Başak Karadenizli

Mr. André Ntamack

Discussion

Friday, March 9, 2012

9.00 – 10.30 **Topic 5** **Effective Use of the Madrid System: Case Studies**

Speakers: Ms. Jane Collins

Mr. Toshiyuki Matsudaira, Assistant Manager Patent Attorney, Brand/IP Planning Department, Intellectual Property Division Honda Motor Co., Ltd., Tokyo

Mr. André Ntamack

Discussion

10.30 – 11.00 Coffee Break

11.00 – 12.00 **Topic 6** **The Experience of Japan in the Accession to, and the Use of, the Madrid System: WIPO Japan Office's report**

Speaker: Mr. Ken-ichiro Natsume, Head, WIPO Japan Office, Tokyo

Discussion

12.00 – 12.30 **Topic 7** **International Cooperation for the Promotion of the Madrid System: Technical Assistance and Capacity Building**

Speaker: Mr. Yoshihiro Nakayama, Assistant Director, International Affairs Division, General Affairs Department, the JPO, Tokyo

Discussion

12.30 – 14.00 Lunch Break

14.00 – 15.30	Topic 8	Country Presentations; Current Status on Accession to the Madrid System
		Moderator: Mr. Ken-ichiro Natsume
		Speakers: Participants from the African Regional Intellectual Property Organization (ARIPO), Algeria, Brunei Darussalam, Cambodia, Ethiopia, India, Indonesia and Lao People's Democratic Republic
15.30 – 16.00	Coffee Break	
16.00 – 17.30	Topic 8 (cont'd)	Country Presentations; Current Status towards Accession to the Madrid System
		Moderator: Mr. Ken-ichiro Natsume
		Speakers: Participants from Malaysia, Myanmar, the African Intellectual Property Organization (OAPI), Pakistan, Philippines, Sri Lanka and Thailand
17.30 – 18.00	Roundtable Discussion	Measures for Acceding to, and Making Optimal Use of, the Madrid System
		Moderator: Mr. Neil Wilson
		Speakers: All participants and speakers
18.00	Closing ceremony	

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