



REGIONAL MEETING

WIPO/TM/TYO/17/INF/1
ORIGINAL: ENGLISH
DATE: OCTOBER 6, 2017

Regional Meeting of Intellectual Property Office Officials Responsible for the Madrid System

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the Japan Patent Office (JPO)

Tokyo, October 23 and 24, 2017

PROGRAM

prepared by the International Bureau of WIPO

Monday, October 23, 2017

08.30 – 09.00 Registration

09.00 – 09.15 Opening Ceremony

Welcome Addresses by:

Ms. Sara Amini, Senior Project Officer, Information and Promotion Division, Madrid Registry, Brands and Designs Sector, WIPO, Geneva

Mr. Izuru HANAOKI, Director-General, Trademark and Customer Relations Department, Japan Patent Office (JPO), Tokyo

INTRODUCTION

9.15 – 9.30 **Priority Initiatives in Asia Promoted by WIPO and Japan's Contribution**

Speaker: Mr. Fumio Enomono, Program Officer, Regional Bureau for Asia and the Pacific, Development Sector, WIPO, Geneva

SESSION I: UPDATE ON THE MADRID SYSTEM FROM WIPO, FUTURE AND CURRENT OFFICES

9.30 – 10.00 **Update and News on the Madrid System; Figures, New Offices, Challenges and Developments**

Speaker: Ms. Sara Amini

Ms. Lucy Headington-Horton, Senior Legal Officer, Legal Division, Madrid Registry, Brands and Designs Sector, WIPO, Geneva

10.00 – 10.45 **Brief Updates from Future Offices; Advances on their Road to the Madrid System since the Last Meeting**

Speakers: Participants from Afghanistan, Indonesia, Malaysia, Myanmar, Pakistan, Papua New Guinea, Samoa, Sri Lanka and Thailand

10.45 – 11.00 Coffee Break

11.00 – 11.45 **Brief Updates from Current Offices; Operations of the Madrid System in the Office**

Speakers: Participants from Bhutan, Cambodia, China, Japan, the Lao People's Democratic Republic (Lao PDR), New Zealand, the Philippines, Singapore and Viet Nam

SESSION II: DISCUSSIONS ON HOW FUTURE OFFICES CAN OVERCOME OBSTACLES TO JOINING THE MADRID SYSTEM

- 11.45 – 12.15 **Effective Strategies to Generate Support for Public Policy Initiatives, such as Joining the Madrid System, from Policymakers, Industry, Legal Community and Other Stakeholders**
- Speakers: Mr. Steffen Gazley, Principal Trade Mark Examiner, Intellectual Property Office of New Zealand, Wellington
- 12.15 – 13.00 **How Future Offices can Prepare for the Madrid System and how WIPO can Support them During this Process and Beyond**
- Speaker: Ms. Lucy Headington-Horton
- 13.00 – 14.15 Lunch Break
- 14.15 – 15.15 **Practical Advice on how to Put in Place an Internal Office Framework to Support the Madrid System (Information Technology (IT), Human Resources (HR), Training, etc.)**
- Speaker(s): Participants from Afghanistan, the Philippines, Singapore, Thailand and Malaysia
- 15.15 – 15.45 **Current Obstacles Faced by Future Offices on their Road to the Madrid System and How to Overcome them**
- Speakers: Participants from Afghanistan, Indonesia, Malaysia, Myanmar and Pakistan
- 15.45 – 16.00 Coffee Break
- 16.00 – 16.30 **Current Obstacles Faced by Future Offices on their Road to the Madrid System and how to Overcome them (continued)**
- Speakers: Participants from Papua New Guinea, Samoa, Sri Lanka and Thailand
- 16.30 – 17.30 **General Discussions: How Future Offices Could Overcome Obstacles they are Currently Facing**
- Moderator: Ms. Sara Amini
Ms. Lucy Headington-Horton
- 18.00 – 19.00 Welcome Reception

Tuesday, October 24, 2017

SESSION III: INCREASING THE USE OF THE MADRID SYSTEM BY PROMOTING ITS BENEFITS

9.00 – 9.45 **Effective Strategies for the Promotion of Intellectual Property (IP) Rights and, in Particular, the Madrid System, Targeted at Students, Start-ups, Entrepreneurs, Local Industry and Other Potential Beneficiaries**

Speaker: Ms. Dai Xiaodan, Principal Staff Member, International Registration Division, Trademark Office of the State Administration for Industry and Commerce of the People's Republic of China (SAIC), Beijing

9.45 – 10.30 **How WIPO can Support Offices to Implement a Madrid System Promotional Strategy**

Speaker: Ms. Sara Amini

10.30 – 11.00 Coffee Break

11.00 – 12.00 **How Current Offices are Promoting the Madrid System to Maximize its Potential by its Users**

Speakers: Participants from Singapore and Japan

12.00 – 13.00 **General Discussion: Effective Ways to Develop and Execute a Madrid System Promotional Strategy**

Moderator: Mr. Toru Yamazaki, Director, Office for International Design Applications under the Geneva Act of the Hague Agreement and International Trademark Applications under the Madrid Protocol, JPO, Tokyo

13.00 – 14.30 Lunch Break

SESSION IV: DISCUSSIONS ON SPECIFIC CONCERNS AND QUESTIONS SUBMITTED BEFORE THE MEETING

14.30 – 15.30 **Discussions on Operational/Implementation-related Concerns and Questions Submitted Before the Meeting**

Moderators: Ms. Kanako Aya, Deputy Director, Trademark Policy Planning Office, Trademark Division, JPO, Tokyo

All the participants

15.30 – 16.00 Coffee Break

16.00 – 17.00 Discussions (continued)

SESSION V: WRAP-UP AND PLANNING FOR INTERSESSIONAL WORK

17.00 – 17.30 **General Discussions: Identifying Areas of Collaboration and Planning Deliverables to Achieve for the Next Meeting**

Moderator: Ms. Sara Amini
Ms. Lucy Headington-Horton

17.30 Closing remarks by:

Mr. Sunao SATO, Director, Trademark Division, JPO, Tokyo

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