



VIRTUAL MEETING

**WIPO/ITLMS-TM/GE/1/22
ORIGINAL: ENGLISH
DATE: JUNE 20, 2022**

E-Forum on Maximizing the Usefulness of Trademark Manuals and Guidelines and Defining Distinctiveness of Different Types of Trademarks

organized by
the World Intellectual Property Organization (WIPO)

**June 27, 2022 and July 4, 2022
Via ZOOM**

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Monday, June 27, 2022

IMPORTANT: All indicated times are in Central European Time (CET). The participants should check equivalent times in their respective time zones and participate in the e-Forum accordingly.

8.45 – 9.00 Opening of Zoom Meeting Room (to enable participants for logging in)

9.00 – 9.10 **Opening and Introductory Remarks**

Mr. Andrew Michael Ong, Director, Division for Asia and the Pacific, Regional and National Development Sector, World Intellectual Property Organization (WIPO) (TBC)

9.10 – 10.10 **Segment 1 Developing and Updating Trademark Manuals and Guidelines: Experiences of Different Offices**

Experiences of IP offices in developing trademark manuals/guidelines to improve the quality and consistency of examination and using manuals/guidelines in the training of examiners

Moderator: Mr. Richard Butler, Project Consultant, Division for Asia and the Pacific, WIPO

Panelists: Ms. Kelly Bennett, Legal Department, Legal Practice Service, European Union Intellectual Property Office (EUIPO)

Mr. Yugen Sasaki
Deputy Director, IP Department, Japan External Trade Organization (JETRO), Bangkok, Thailand -Attaché of Japan Patent Office (JPO) for Southeast Asia

Ms. Joan Janneth M. Estremadura,
Attorney IV, Appeals, Policy and Quality Review Section, Office of the Director - Bureau of Trademarks, Intellectual Property Office of the Philippines (IPOP HL)

Ms. Siti Rahmah Idris, Trademark Examiner, Search and Examination Section, Trademarks and Geographical Indications Division, Intellectual Property Corporation of Malaysia (MyIPO)

10.10 – 10.30 **Segment 2 Open Forum: Interactive Discussion and Questions and Answers**

Facilitator: Mr. Ye Min Than, Senior Program Officer, Division for Asia and the Pacific, WIPO

Comments and questions for Segment 1 may be submitted in www.menti.com (code to be provided on the day of the

*meeting) and the presenters will respond to them.
Participants may also submit the same through chatbox or
“raise hand” to make interventions*

10.30 – 10.35 **Segment 3 The Way Forward**

*Exploration of ways to collaborate and assist among
trademark examination community in Asia and the Pacific*

Facilitator: Mr. Ye Min Than, Senior Program Officer,
Division for Asia and the Pacific, WIPO

10.45 End of e-Forum

Monday, July 4, 2022

8.45 – 9.00 Opening of Zoom Meeting Room (to enable participants for logging in)

9.00 – 9.10 **Opening and Introductory Remarks**

Mr. Marcus Höpferger, Senior Director, Department of
Trademarks, Industrial Designs and Geographical
Indications, Brands and Designs Sector, WIPO (TBC)

9.10 – 10.10 **Segment 1 “Distinctiveness” of Different Types of Trademarks**

*Overview of the examination practices of IP offices in
evaluating the distinctiveness of different types of
trademarks; Case studies of marks considered distinctive
and non-distinctive by IP offices*

Moderator: Ms. Corazon Marcial, Project Consultant,
Division for Asia and the Pacific, WIPO

Panelists: Ms. Narumon Sirikan, Trademark Registrar,
Department of Intellectual Property Thailand

Ms. Constance Lee, Principal Trade Mark
Examiner, Registry of Trade Marks,
Intellectual Property Office of Singapore
(IPOS)

Mr. Conor Caffrey, Policy Officer
Policy & International Affairs, IP Australia

10.10 –10.30 **Segment 2 Open Forum: Interactive Discussion and Questions and
Answers**

Facilitator: Mr. Ye Min Than, Senior Program Officer,
Division for Asia and the Pacific, WIPO

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10.30 – 10.35 **Segment 3 The Way Forward**

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10.35 End of e-Forum

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