



NATIONAL SEMINAR ON THE STRATEGIC USE OF THE MADRID SYSTEM FOR BUSINESS DEVELOPMENT

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the Hungarian Patent Office (HPO)

Budapest, November 30- December 1, 2010

PROVISIONAL PROGRAM

Tuesday, November 30

- 9.00 – 9.30 Registration
- 9.30 – 10.00 OPENING CEREMONY
- Welcome addresses by:
- Mr. Péter Csiky, Head of the Trademark, Model and Design Department,
HPO
- Mrs. Antonina Stoyanova, Senior Legal Officer, Brands and Design Sector,
WIPO
- 10.00 – 10.45 Trademark Protection in Hungary and Recent Developments in this Area
- Speaker: Mr. Endre Millisits, Head of the International Trade Mark
Section, HPO
- 10.45 – 11.00 Discussion
- 11.00 – 11.15 Coffee Break
- 11.15 – 12.00 The Madrid System for the International Registration of Marks - Objectives
and Principles
- Speaker: Mrs. Antonina Stoyanova
- 12.00 – 12.15 Discussion
- 12.15 – 14.00 Lunch Break
- 14.00 – 14.45 Legal Framework of the Madrid system
- Speaker: Mr. Diego Carrasco Pradas, Head, Legal Section, Brands and
Design Sector, WIPO
- 14.45 – 15.00 Discussion
- 15.00 – 15.45 Legal Framework of the Madrid System (cont.)
- Speaker: Mr. Diego Carrasco Pradas
- 15.45 – 16.00 Discussion
- 16.00 – 16.15 Coffee Break
- 16.15 – 17.00 Madrid - A System for Businesses. Handling the Madrid Portfolio
- Speaker: Mr. Diego Carrasco Pradas

Wednesday, December 1

- 9.30 – 10.00 The Hungarian Patent Office and the Madrid System
Speaker: Ms. Gabriella Kiss, Legal Officer, HPO
- 10.00 – 10.15 Discussion
- 10.15 – 10.30 Coffee Break
- 10.30 – 11.30 The Experience of businesses in Hungary in Using the Madrid System
Speaker: Representative of Private Sector
- 11.30—12.15 Roundtable Discussion on the Use of the Madrid System by the Private
Sector in Hungary
Moderator: Mrs. Antonina Stoyanova
- 12.15-12.30 CLOSING CEREMONY