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| ORIGINAL: English / chinese |
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| DATE: April 28, 2017 |
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**The Workshop on Intellectual Property Protection**

**with Focus on Madrid International Registration System for Marks**

Organized by ：

World Intellectual Property Organization (WIPO)

State Administration for Industry and Commerce (SAIC)

Undertaken by：

WIPO Office in China (WOC)

China Trademark Association (CTA)

Chengdu City, Sichuan Province

June 1 and 2, 2017

provisional Program

*prepared by the World Intellectual Property Organization Office in China*

**June 1, Thursday**

08:00～08:30 **Registration**

08:30～08:45 **Opening Ceremony** by:

Mr Chen Hongbing, Director of WIPO Office in China (WOC)

Mr Wang Peizhang, Director General of China Trademark Association

08:45～10:15 **How to encourage Chinese enterprises to protect IP abroad**

Speaker: Representative from CTMO

10:15～10:30 **Coffee Break**

10:30～12:00 **Overview of International Protection for Marks through the Madrid System**

Speaker: Ms Zhang Junqin, National Program Officer, WOC

12:00～12:15 **Questions and Answers**

12:15～14:00 **Working Lunch**

14:00～15:30 **Viewpoints and Experiences on Protecting Trademarks Abroad**

Speaker: Representative from CHOFN IP

15:30～15:45 **Coffee Break**

15:45～17:15 **Foreign counterpart’s practice and suggestions on the use of Madrid System**

Speaker: Mr Bernard Volken, Fuhrer Marbach & Partners, Switzerland

17:15～18:00 **Questions and Answers**

**June 2, Friday**

9:00～10:30 **Practice Tips- The International Application and the Examination**

Speaker: Representative from International Registration Division

China Trademark Office (CTMO)

10:30～11:00 **Q&A and Discussion**

11:00～11:30 **Closing**

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商标国际注册与保护高级研修班

议程(草案)

（6月1日上午-2日上午）

主办：世界知识产权组织（WIPO）中国办事处

 中华商标协会

支持：国家工商总局国际合作司

 国家工商总局商标局

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| **Date and Time****时间** | **Program****内容** |
| **June 1**08:00～08:30 | Registration报到  |
| 08:30～08:45 | Opening Ceremony:开幕致辞Mr Chen Hongbing, Director of WIPO Office in China (WOC) 陈宏兵，WIPO 中国办事处主任Mr Wang Peizhang, Director General of China Trademark Association王培章，中华商标协会秘书长 |
| 08:45～10:15 | Topic 1:How to encourage Chinese enterprises to protect IP abroad 如何鼓励中国企业寻求海外知识产权保护 Speaker 1:演讲人1：Representative from CTMO国家工商行政管理总局商标局代表 |
| 10:15～10:30 | Coffee Break茶歇 |
| 10:30—12:00 | Topic 2:Overview of International Protection for Marks through the Madrid System演讲2：通过马德里体系促进商标国际保护概述Speaker 2: 演讲人2：Speaker: Ms Zhang Junqin, National Program Officer, WOC张俊琴，WIPO 中国办事处国家项目官员合伙人 |
| 12:00～12:15 | Questions and Answers问答 |
| 12:15～14:00 | Lunch午餐 |
| 14:00～15:30 | Topic 3: Viewpoints and Experiences on Protecting Trademarks Abroad演讲3：商标国际保护的经验分享Speaker 3: 演讲人3：Representative from CHOFN IP超凡知识产权代理代表 |
| 15:30～15:45 | Coffee Break茶歇 |
| 15:45～17:15 | Topic 4: Foreign counterpart’s practice and suggestions on the use of Madrid System演讲4：外国专家对马德里体系使用者的经验和建议Speaker 4: 演讲人4：Mr Bernard Volken, Fuhrer Marbach & Partners, SwitzerlandBernard Volken，Fuhrer Marbach & Partners公司合伙人 |
| 17:15～18:00 | Questions and Answers:问答 |
| **June 2**9:00～10:30 | Topic 5: Practice Tips- The International Application and the Examination 演讲5：国际申请与审查Speaker 5: 演讲人5：Representative from International Registration DivisionChina Trademark Office(CTMO)State Administration for Industry and Commerce(SAIC) 国家工商行政管理总局商标局国际注册处代表 |
| 10:30～11:00 | Q&A and Discussion问答 |
| 11:00～11:30 | Closing闭幕式 |