



Seminar on International Trademark Registration under Madrid System

Bangkok, Thailand

7 September 2016

For exporters and businesses

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9.00 – 9.30 : Registration

9.30 – 9.45 : Opening ceremony

9.45 – 10.00 : *Coffee break*

10.00 – 11.00 : **Tanapote Ekkayokkaya (Head of Madrid Group)**

Trademark protection abroad – Precaution for businesses

11.00 – 12.00 : **Peter Willimott (WIPO Expert)**

Overview of Madrid System – benefits and how it works

12.00 – 13.15 : *Lunch break*

13.15 – 14.15 : **Representative of IPOS**

How the Madrid system works at the national level : the roles of OO and DCP

14.15 – 14.30 : *Coffee break*

14.30 – 15.30 : **Lorraine Tay, Joint Managing Partner, Bird & Bird (Singapore office)**

Points to consider before using the Madrid – factors to determine between national route and Madrid route

15.30 – 16.30 : **Panel – Question & Answer**