



## **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**

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. William O'Reilly, Senior Legal Officer, Legal Section,  
Legal and Promotion Division, International Registries of  
Madrid and Lisbon, WIPO
- 14.45 – 15.00 Discussion
- 15.00 – 15.45 [Legal Framework of the Madrid System \(cold.\)](#)
- Speaker: Mr. William O'Reilly
- 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. William O'Reilly

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: Mr. Péter Lukácsi, SBG&K Patent & Law Office, Budapest
- 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