

Seminar on the Practical Aspects of the Madrid System for the International Registration of Marks for Advanced Users

WIPO Headquarters, Geneva, November 21 and 22, 2024

GUEST SPEAKER PROFILES

Ms. CAI Ye, Partner, Wanhuida Intellectual Property, Beijing, China

CAI Ye is a Partner based in the Beijing office of Wanhuida Intellectual Property. She started her intellectual property practice, with a focus on trademark, since 2008.

Her expertise encompasses trademark prosecution including registration, opposition, review, cancellation action and administrative litigation arising from trademark prosecution. She advises the clients on a frequent basis on administrative enforcement programs and litigation in relation to the infringement of trademark rights as well as unfair competition cases. She also has a broad experience in copyright registration, Customs recordal of IPRs, and domain name disputes. During her career, Ye has advised and taken care of over 400 office actions of international trademark registration and assisted Chinese companies in registering and maintaining trademarks before WIPO.

Ye graduated from Beijing Foreign Studies University where she obtained LLB and BA. Before joining the firm in 2016, Ye practiced at the Beijing office of Marks & Clerk and before that a leading PRC law firm.



Mr. R. A. TIWARI, Advocate and Of Counsel, M/s ALG India Law Offices LLP [Former Deputy Registrar of Trademarks and GI, under the office of the Controller General of Patents, Designs and Trademarks (CGPDTM), Government of India]

Mr. R. A. Tiwari is former Deputy Registrar of Trademark & Geographical Indications having more than 29 years of service in the office of the Controller General of Patents, Designs and Trademarks (CGPDTM), Government of India, which administers the Intellectual Property (IP) laws in India.

Before joining the government office, he had a bachelor's degree in science (B. Sc.), and bachelor's degree in law (LL. B) from Banaras Hindu University, Varanasi, India; and thereafter he had practiced law as an advocate before a District Court in India for more than 5 years.



After retirement from the Government service in the year 2020, he has again started practicing law [in particular, the law relating to trademarks] as an Advocate and IP Attorney. Presently staying at Mumbai, he is also working as Of Counsel of a Delhi based law firm M/s ALG India Law Offices LLP.

During his government service he assisted the then CGPDTM by supervising all the functions relating to trademarks in his office. He was an officer instrumental in implementation of the Madrid System concerning international registration of marks, in India. After India's accession to the Madrid Protocol, he had supervised all the functions of the office as an 'Office of Origin' and as an 'Office of the Designated Contracting Party' under the Madrid Protocol.

As an Of Counsel of the ALG India Law Offices, he mostly helps the firm in representing the registrants of the international registrations before the Indian IP office regarding the provisional refusals and defending the protection of their marks in India.

Ms. Attiya MALIK, Senior Attorney-Advisor, Office of Policy and International Affairs (OPIA), United States Patent and Trademark Office (USPTO)

Ms. Malik started her career at the USPTO as a trademark examining attorney. She then joined the USPTO Trademark Policy Office as an attorney-advisor working on United States national trademark examination and registration policies and procedures. She was charged with creating and updating policy guidance for, and providing training to, USPTO staff and external users on various trademark examination and registration topics. Thereafter, Ms. Malik moved to the USPTO Office of Policy and International Affairs. She focuses on international and national trademark law and practice, and participates in bilateral and multilateral discussions and developments relating to South Asia and Southeast Asia. She also provides information and training on USPTO trademark policy and practice to foreign audiences and is the primary point of contact for the Madrid Protocol and non-traditional marks.



Mr. Allan ROGERS, Examination Technical Lead, Secure Trade Marks & Designs (Secure TMD), The Intellectual Property Office of the United Kingdom (UKIPO)

Mr. Rogers joined the UKIPO as a trade mark examiner before progressing to work as a senior trade mark examiner. He now works as an examination technical lead advising UK trade mark examiners on procedures, practice, and decisions. Mr. Rogers is part of the Madrid System teams within the UKIPO in its role as both an Office of Origin and a Designated Contracting Party. This involves liaising with WIPO to assist in resolving issues, as well as advising examiners on processing of international applications and examination of international registrations. In his current role, he also updates policy documentation, revises internal processes, and delivers training to UK trade mark examiners with a particular focus on comparison of marks and examination of marks containing geographical indications. Mr. Rogers also trains new trade mark examiners, delivers internal informational sessions, and delivers training courses on trade marks to external stakeholders through the UKIPO's IP Masterclass program.



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Ms. Debbie ROENNING, Director, Madrid Legal Division, WIPO, Geneva, Switzerland

Debbie is the Director of the Madrid Legal Division, Madrid Registry, Brands and Designs Sector, World Intellectual Property Organization (WIPO). In this capacity, her area of responsibility is the legal aspect of the Madrid System for the International Registration of Marks. This involves providing assistance to Offices in their preparations for accession to and implementation of the Madrid System, and for the development of the legal framework of the Madrid System.

Before joining WIPO in 2010, she worked in the Norwegian Industrial Property Office. During her +17 years there, she held various positions from 1993-2010, from examiner to Head of the Trademark Section to Senior Legal Advisor in the Legal and Political Affairs Division.



Ms. Lucy HEADINGTON-HORTON, Senior Legal Officer, Madrid Legal Division, WIPO, Geneva, Switzerland

Lucy is a senior legal Officer with the Madrid Legal Division, Brands and Designs Sector at WIPO. She provides legal advice, support and training to members, users and other stakeholders of the Madrid System, and assists IP Offices preparing to accede to the Madrid Protocol.

Prior to joining WIPO in 2016, Lucy was a trademarks lawyer for many years, in private practice and in-house, working in the United Kingdom, Australia and Hong Kong, China. Her experience in private practice centered around advising clients on global trademark protection strategies, commercial agreements, enforcement and maintenance.



Ms. Mireya Mojica Hernandez has been a fellow in the Madrid Operations Division at WIPO since 2022, working on the examination of new international trademark applications and participating in diverse WIPO's Madrid System and Nice Classification related projects.

Before joining WIPO, she worked for nearly four years at the Mexican Industrial Property Office (Instituto Mexicano de la Propiedad Industrial, IMPI) in the International Cooperation Division. Her responsibilities included matters related to WIPO's Madrid and Hague Systems, as well as other international cooperation affairs with WIPO and other organizations and IP national offices.

Previously, she also worked in the private sector in the field of International Trade Law. She has participated as speaker in various international and national forums and is the author and co-author of several publications on Intellectual Property, Law, Gender, and related topics.

Mireya holds a Law degree from the National Autonomous University of Mexico (UNAM) where she also concluded a Postgraduate Degree in International Trade Law. She has also completed studies in Intellectual Property, Law, and Foreign Languages at the University of Geneva, Switzerland; the University of Grenoble, France; UNAM Chicago; and EF Paris, France, as well as a professional internship in Buenos Aires, Argentina.



Mr. Takahito NAITO, Associate Officer, Madrid Information and Promotion Division, WIPO, Geneva, Switzerland

Takahito is an Associate Officer with the Madrid Information and Promotion Division, Brands and Designs Sector at WIPO. Prior to joining WIPO in July 2024, he served as a trademark examiner at the Japan Patent Office (JPO) from 2008 to 2022, where he was engaged in the examination of both national and international trademark applications. He also provided training for new trademark examiners at the JPO.

In addition to his work at JPO, he also served as a Madrid System consultant in the WIPO Japan Office from 2022 until April 2024. In this role, He provided practical advice and support to Madrid System users, helping to ensure the effective and efficient operation of the system.



Mr. Fabrice MANGA currently holds a fellowship in the Madrid Operations Division of WIPO, having joined in July 2024, where he focuses on the examination of new international trademark applications.

Prior to his appointment at WIPO, he served for nearly eight years at the African Intellectual Property Organisation (OAPI) as a legal officer, within the Trademarks and Distinctive Signs Department. In this capacity, he managed various aspects related to trademarks, designs, and geographical indications, overseeing procedures such as oppositions, prior searches, trademark renewals, and the recording of changes in the Trademark Registry, to mention a few.

Previously, Fabrice worked for five years in the private sector as an Industrial Property Attorney at a specialized law firm in Cameroon. He has also participated as a speaker in numerous international and regional training sessions.

Fabrice holds a Law degree from the University of Yaoundé 2 (UY 2 SOA) and a Specialized Graduate Diploma in Intellectual Property from the same institution.



Ms. Aurea Plana, Legal Officer, Madrid Legal Division, WIPO, Geneva, Switzerland

Aurea is a Legal Officer with the Madrid Legal Division, Brands and Designs Sector at WIPO. In this role, Aurea provides legal advice, support and training to members, users and other stakeholders of the Madrid System.

Prior to joining WIPO in 2009, Aurea worked for ICEX España Exportación e Inversiones as a representative before WTO and UNCTAD.

Aurea holds a Law degree from the Universitat Pompeu Fabra in Barcelona and Master Degree in International Business Management.



Other WIPO experts (in-person)