

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

Geneva, Switzerland, November 2 and 3, 2023

## GUEST SPEAKER PROFILES

**Ms. WANG Yifei**, Trademark Attorney, CCPIT Patent and Trademark Law Office, Beijing, China

Ms. WANG has focused her activities on the development of worldwide trademark strategies for international enterprises, and she has abundant experiences in the defense of intellectual property rights in China. The owners of large trademark portfolios as well as start-up companies find her to be a competent legal advisor.

Throughout the years, Ms. Wang helped many leading Chinese companies (engaging in internet retailing, short video, construction, food and beverages, and new energy industries etc.) develop worldwide trademark protection and management strategy via Madrid system and local registration. In 2022, Ms. Wang represented a leading short video company in an invalidation case against a famous comic IP. This case was awarded as one of the “Ten Classic cases in Non-litigation Sector of 2022” by Beijing Trademark Association.



**Mr. Howard LEE**, IP Attorney, Namdong Law Office, Incheon, Republic of Korea (Madrid Registry External Consultant for Republic of Korea)

Mr. Howard LEE is an intellectual property attorney with qualification in Australia and practices in both countries, Republic of Korea and Australia.

He boasts a rich educational background, in multiple area including law, accounting, electronic commerce and trademark practice. He completed his LLB in Republic of Korea and perused a postgraduate program for trademark practice in Australia.

He has served as an external consultant for the WIPO Madrid registry in Republic of Korea since 2022 and he is actively engaged in educational initiatives, playing a pivotal role in organizing seminars focused on the Madrid System in collaboration with the Korean Association of Patent and Trademark Attorneys and Korean universities.

He has amassed valuable experience in trademark prosecution, the safeguarding of trademarks, opposition and cancellation proceedings before the Intellectual Property Trial and Appeal Board in both Republic of Korea and Australia. His specialization centers on international trademark registration through the Madrid System, as well as handling international cases bridging the realms of Korean and Australian trademark law.



**Ms. Jennifer CRAFT**, IP Attorney and Partner, Dickinson Wright, Las Vegas, the United States of America

Ms. Craft is an “AV/Preeminent Attorney®” as rated by Martindale-Hubbell® member in the firm’s Intellectual Property and Media, Sports & Entertainment Departments. She practices primarily in the areas of domestic and international trademark and copyright prosecution, licensing and enforcement, including handling matters before the U.S. Copyright Office, USPTO and WIPO as well as working with a global network of foreign counsel. Ms. Craft consults with clients in identifying various protectable aspects of the clients’ products, services and concepts, and in developing and managing their intellectual property portfolios. She also resolves trademark, copyright, and domain name disputes, including the resolution of disputes over contested trademarks before the Trademark Trial and Appeal Board and enforcing clients’ intellectual property rights on the Internet.

Prior to joining the firm, Ms. Craft served as Associate General Counsel for Agassi Enterprises and Alliance Sports Management, where she negotiated and drafted licensing and endorsement agreements, management agreements, and player tournament agreements for NBA and ATP players and IRL drivers. She was also Corporate Counsel for Sunbelt Communications, where she handled all corporate and intellectual property matters for several NBC and FOX affiliates throughout the United States.



## WIPO SPEAKERS PROFILES

**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 Headington-Horton 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. Ganna CHABAN**, Examiner, Madrid Operations Division, WIPO, Geneva, Switzerland

Ms. Chaban has been working in Ukrainian IP law firm since 2007 and got a license of a trademark attorney in 2012. As a trademark attorney, she advised clients on the strategies of trademark protection worldwide, helped clients to manage, protect and enforce portfolios of IP rights, managed oppositions, negotiated trademark disputes, drew up contractual papers, carried out national and international searches.

In 2015 she joined WIPO in the role of an examiner and has been mostly working on the examination of new international applications. A big part of her work is devoted to customer service. Ms. Chaban is actively involved in the research and development of WIPO examination practices in connection to the Nice Classification of the goods and services.

She appeared as a speaker in multiple webinars for the Madrid System users and workshops for national IP offices.



**Ms. Kali MARSHALL**, Fellow, Madrid Operations, WIPO, Geneva, Switzerland

Ms. Kali Marshall is a fellow in the Madrid Operations Division at WIPO. She has been a trademark examiner at IP Australia since 2018 and joined WIPO in February 2023. During her time at IP Australia, she examined national and international trade mark applications, trained new and continuing staff in examination and classification matters and worked within IP Australia's hearings and oppositions section.

Her duties at WIPO include examination of new international trade mark applications, discussing classification matters and liaising with IP Australia on trademark matters.

