



CENTER FOR INTELLECTUAL PROPERTY
UNIVERSITY OF NATIONAL AND WORLD
ECONOMY



BULGARIAN ASSOCIATION OF
PR AGENCIES



WIPO
WORLD
INTELLECTUAL PROPERTY
ORGANIZATION

WORKSHOP

WIPO/ IPR/SOF/12/1.PROV
ORIGINAL: ENGLISH
DATE: OCTOBER 29, 2012

Workshop on the Management of Intellectual Property Rights in the Advertising Industry

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the Center for Intellectual Property, University of National and World Economy
and
the Bulgarian Association of PR Agencies (BAPRA)

Sofia, October 29 and 30, 2012

PROVISIONAL PROGRAM

prepared by International Bureau of WIPO

Monday, October 29, 2012

9.00 – 9.30 Registration

9.30 – 10.00 Opening and Welcome Remarks

Professor Borislav Borisov, Honorary Rector, Head of the Intellectual Property Department, Director of the Center for Intellectual Property, University of National and World Economy, Sofia

Professor D.Sc. (Econ.) Statty Stattev Rector of the University of National and World Economy, Sofia

Professor Kamen Veselinov, President of the Patent Office of the Republic of Bulgaria, Sofia

Mr. Dimiter Gantchev, Deputy Director and Head, Creative Industries Section, World Intellectual Property Organization (WIPO), Geneva

10.00 – 10.45 **Topic 1** **Role and Challenges to the Advertising Industry in the Global Creative Economy**

Speaker: Mr. Dimiter Gantchev

Moderator: Professor Borislav Borisov

10.45 – 11.00 **Speaker discussion**

11.00 – 11.30 Coffee Break

11.30 – 12.15 **Topic 2** **Current Situation of the Advertising Industry in Bulgaria**

The Media Short-falls in Public Opinion About the Intellectual Property in the Advertising Industry

Speaker: Professor Petko Todorov, Head of Department Media and Public Communications, University of National and World Economy (UNWE), Chairman of the Commission for Academic Ethics, UNWE, Sofia

Financing Intellectual Property in Advertising Industry

Speaker: Mrs. Mira Gateva, Expert, Bulgaria Association of Communication Agencies, Sofia

Moderator: Professor Borislav Borisov

12.15 – 12.30 **Speaker discussion**

12.30 – 14.00 Lunch Break

14.00 – 15.45 **Topic 3** **Identifying Intellectual Property Rights in the Advertising**

Industry

Role of Intellectual Property Rights, Major Principles and Techniques in Identification of IPRs in Advertising

Speaker: Mr. Vladimir Yossifov, Consultant, Geneva

Copyright and Related Rights Protection in the Advertising Industry

Speaker: Mrs. Maria Markova, Associate Professor, Intellectual Property Department, UNWE; Sofia

Trademark Protection in the Advertising Industry

Speaker: Mrs. Elena Bojinova-Miller, Attorney at Law, Bojinov & Bojinov, Sofia

Moderator: Mr. Vladimir Yossifov

15.45 – 16.00

Speaker Discussion

16.00 – 16.30 Coffee Break

16.30 – 17.15

Topic 4

Case studies on the use of IPRs in Advertising

Unfair Competition and Advertising Industry

Speaker: Mrs. Stefana Cholakova, Director of Directorate Unfair Competition, Commission on Protection of Competition, Sofia

Moderator: Mr. Vladimir Yossifov

17.15 – 18.00

Speaker Discussion

Tuesday, October 30, 2012

9.00 – 10.30

Topic 5

Valuation of IPRs in Advertising

Speaker: Mr. Kelvin King, Managing Director, Valuation Consulting Ltd, London

Moderator: Mr. Dimiter Gantchev

10.30 – 11.00

Speaker discussion

11.00 – 11.30 Coffee Break

11.30 – 12.15

Topic 6

IPR Challenges to On-line Advertising

Advertising Higher Education and Intellectual Property

Speaker: Mrs. Violeta Tzakova, Associate Professor,
Intellectual Property Department, UNWE, Sofia

Intellectual Property and Online Advertising

Speakers: Nikolai Krushkov, Associate Professor,
Intellectual Property Department, UNWE, Sofia

Moderator: Mr. Dimiter Gantchev

12.15 – 12.30

Speaker Discussion

12.30 – 14.00 Lunch Break

14.00 – 14.45

Topic 7

Best Practices for Managing Copyright and Other Intellectual Property Rights in the Advertising Industry: Checklist of Issues to be addressed when Assessing the Role of Intellectual Property in an Advertising Business

Speaker: Mr. Vladimir Yossifov

Moderator: Professor Borislav Borisov

14.445 – 15.00

Speaker Discussions

15.00 – 15.30 Coffee Break

16.30 – 17.15

Topic 8

Development of the National IP system and the Advertising industry in Bulgaria: The Way Forward, Panel Discussion

Intellectual Property and PR

Speaker: Mrs. Denitsa Sacheva, Manager of Intelday
Solutions, PR Agency, Sofia

Moderator: Professor Borislav Borisov

Closing Ceremony

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