



INTELLECTUAL PROPERTY OFFICE  
OF SERBIA



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## TRAINING THE TRAINERS PROGRAM

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# WIPO TRAINING OF TRAINERS PROGRAM ON INTELLECTUAL PROPERTY AND SMALL AND MEDIUM- SIZED ENTERPRISES

*Organized by*

The World Intellectual Property Organization (WIPO)

and

The Intellectual Property Office of the Republic of Serbia

**Belgrade, Serbia, November 1 to 4, 2010**

PROVISIONAL PROGRAM

*prepared by the International Bureau of WIPO*

Monday, November 1, 2010

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|-----------------|---|
| 8.45 – 9.00     | Opening Ceremony  |
| 9.00 – 10.15    | The Role of Intellectual Property Assets in Strengthening the Competitiveness of Small and Medium-sized Enterprises (SMEs) and the IP for Business Services Provided by the World Intellectual Property Organization (WIPO) |
|                 | Speaker: Mrs. Tamara Nanayakkara, Counsellor, Small and Medium-sized Enterprises Division, WIPO, Geneva, Switzerland  |
| 10.15 – 10.30   | Tea/Coffee Break  |
| 10.30 – 11.45 - | IP Law and Administration in Serbia   |
|                 | Speakers: Ms Biljana Removic, Counsellor, Trademark Department, Belgrade<br>Ms Natasa Milovanovic, Senior Counselor, Department for Mechanic, Electro and General Technique, Intellectual Property Office, Belgrade         |
| 11.45 – 13.00   | “Making a Mark” – The Importance of Trademarks in Establishing a Distinct Identity in the Market Place  |
|                 | Speaker: Mrs. Laryssa Kushner, Consultant, Minsk  |
| 13.00 – 14.00   | Lunch Break   |
| 14.00 – 15.15   | “Looking Good” – The Appeal of Designs in Getting Noticed by the Customer   |
|                 | Speaker: Ms Kristina Janusauskaite, Attorney at Law, Vilnius  |
| 15.15 – 15.30   | Tea/Coffee Break  |
| 15.30 – 16.45   | Adding Value with Geographical Indications, Certificate and collective Marks  |
|                 | Speaker: Mrs. Laryssa Kushner   |

Tuesday, November 2, 2010

- 9.00 – 10.15                    “In Confidence” – Putting in Place a Trade Secret Protection Program
- Speaker:        Ms. Kristina Janusauskaite
- 10.15 – 10.30                    Tea/Coffee Break
- 10.30 – 11.45                    “Inventing the Future” – The Importance of Inventive and Innovative Activity in Maintaining Competitiveness
- Speaker:        Mrs. Laryssa Kushner
- 11.45 – 13.00 -                    “Creative Expression” - Benefiting from your Copyright and Using the Copyright Works of Others
- Speaker:        Ms. Kristina Janusauskaite
- 13.00 – 14.00                    Lunch Break
- 14.00 – 15.15                    Competitive Intelligence – Using Intellectual Property Information
- Speaker:        Ms Daniela Zlatic Sutic, Senior Counselor,  
Department for Patent Documentation and  
Information Dissemination, Intellectual Property  
Office, Belgrade
- 15.15 – 15.30                    Tea/Coffee Break
- 15.30 – 16.45                    Exploiting Intellectual Property Assets; Licensing, Franchising and Merchandising
- Speaker:        Mrs. Tamara Nanayakkara

Wednesday, November 3, 2010

9.00 – 10.15	International Trade and Intellectual Property
	Speaker: Mrs. Laryssa Kushner
10.15 – 10.30	Tea/Coffee Break
10.30 – 11.45	Intangible Assets and Finance
	Speaker: Mrs. Tamara Nanayakkara
11.45 – 13.00	Intellectual Property in the Digital Economy
	Speaker: Ms Kristina Janusauskaite
13.00 – 14.00	Lunch Break
14.00 – 15.15	Case Study: Using Intellectual Property in the [ ] Sector
15.15 – 15.30	Tea/Coffee Break
15.30 – 16.45	IP Audit
	Speaker: Mrs. Tamara Nanayakkara

Thursday, November 4, 2010

9.00 – 10.15	Enforcing Intellectual Property Rights
	Speaker: Local (to be confirmed)
10.15 – 10.30	Tea/Coffee Break
10.30 – 11.45	University Industry Relations
	Speaker: Mrs. Tamara Nanayakkara
11.45 – 13.00	IP Support Services for SMEs in Serbia
	Speaker: Ms Branka Bilen Katić, Assistant Director, Sector of Informational Services, Intellectual Property Office, Belgrade
	Ms Daniela Zlatic Sutic
13.00– 14.00	Lunch Break
14.00 – 15.15	Basic IP Services to be Provided by SME Support Institutions
	Speakers: Mrs. Tamara Nanayakkara Mrs. Laryssa Kushner Ms Kristina Janusauskaite
15.15 – 15.30	Tea/Coffee Break
15.30 – 16.45	Open Book Test
16.45 – 17.00	Closing

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