



WORKSHOP

WIPO/SMES/KYI/16/INF/1
ORIGINAL: ENGLISH
DATE: OCTOBER 19, 2016

Regional Workshops on Intellectual Property for Small and Medium-sized Enterprises and Building Respect for Intellectual Property Rights

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with the State Intellectual Property Service of Ukraine (SIPSU)

Kyiv, October 18 and 19, 2016

PROGRAM

prepared by the International Bureau of WIPO

Tuesday, October 18, 2016

09.00 – 09.30 Registration

09.30 – 09.50 Opening Ceremony

Welcome addresses by:

The representative of the State Intellectual Property Service of Ukraine (SIPSU), Kyiv

The representative of the World Intellectual Property Organization (WIPO), Geneva

Ms. Viktoriia Ptashnyk, People's Deputy of Ukraine

**WORKSHOP ON INTELLECTUAL PROPERTY FOR
SMALL AND MEDIUM-SIZED ENTERPRISES**

09.50 – 10.20 **Topic 1: WIPO Recent Developments and Activities for Small and Medium-sized Enterprises (SMEs) Support**

Speaker: Mr. Evgeniy Sesitsky, Program Officer, Department for Transition and Developed Countries, WIPO, Geneva

10.20 – 10.50 **Topic 2: State Policy on the Development of Small and Medium-sized Business in Ukraine**

Speakers: Mr. Bohdan Paduchak, Deputy Director, Department for Innovations and Intellectual Property, Ministry of Economic Development and Trade of Ukraine, Kyiv

Mr. Dmytro Andreiev, Director, IP Institute, National University "Odesa Law Academy", Kyiv Branch

10.50 – 11.10 Coffee Break

11.10 – 11.40 **Topic 3: Role of Effective Intellectual Property (IP) Asset Management in Enhancing the Competitiveness of SMEs in Domestic and International Markets**

Speaker: Mr. Javier Sánchez de Pablos, Head, Service, Dissemination, Communication and Company Relations Division, Spanish Patent and Trademark Office, Madrid

11.40 – 12.10 **Topic 4: Role of Trademarks and Designs in Establishing a Distinct Identity in the Marketplace and Getting Noticed by Customers**

Speakers: Ms. Hanna Prokhorova, Senior Associate, Lawyer, Patent and Law Firm *Pakharenko and Partners*, Kyiv

Ms. Mariia Ortynska, Director, Patent and Law Company *IPStyle*, Patent Attorney of Ukraine, Lawyer, Kyiv

- 12.10 – 12.40 **Topic 5: Collective Marketing: Adding Value through Geographical Indications, Certification Marks and Collective Marks**
- Speakers: Ms. Tetiana Terekhova, Deputy Head, Division of Rights to Indications, State Enterprise “*Ukrainian Intellectual Property Institute*”, SIPSU, Kyiv
- Mr. Oleksandr Mamunia, Partner, Law Firm *AEQUO*, Lawyer, Patent Attorney of Ukraine, Kyiv
- 12.40 – 13.00 Discussions
- 13.00 – 14.00 Lunch
- 14.00 – 14.30 **Topic 6: IP Assets Management and IP Audit: Company’s Business Strategy**
- Speaker: Mr. Javier Sánchez de Pablos
- 14.30 – 15.00 **Topic 7: Licensing of IP Rights as a Vital Component of the Business Strategy of SMEs**
- Speaker: Mr. Michael Edenborough QC, IP Barrister, London
- 15.00 – 15.30 **Topic 8: Company’s Strategy on IP Management: National Experience**
- Speakers: Mr. Serhii Hordiienko, Doctor of Law, Associate Professor, National Technical University of Ukraine “*Kyiv Polytechnic Institute*”, Kyiv
- Mr. Ihor Krulykovskiy, Director, Limited Liability Company *Evergreenenergy*, Kyiv
- 15.30 – 15.50 Coffee Break
- 15.50 – 16.20 **Topic 9: Policies and Measures to Support SMEs in the Field of IP: Good Practices and Lessons Learned**
- Speaker: Mr. Javier Sánchez de Pablos
- 16.20 – 17.30 **Topic 10: Current Challenges Faced by SMEs in the Field of IP and Creating a Tool Box of Support Services: Country Reports by Invited Participants**
- Moderator: Mr. Evgeniy Sesitsky
- Speakers: The representatives of Ukraine, Azerbaijan, Georgia, Hungary, Tajikistan, Turkey and Uzbekistan
- 17.30 – 17.50 **Topic 11: Recommendations on Strengthening the Role of Innovative SMEs in CIS Countries: Overview of a WIPO Study**
- Speaker: Mr. Evgeniy Sesitsky
- 17.50 – 18.00 WIPO Awards Ceremony and Closing Session

Wednesday, October 19, 2016

WORKSHOP ON BUILDING RESPECT FOR INTELLECTUAL PROPERTY RIGHTS

- 09.00 – 09.30 **Topic 1: A Balanced Approach to Enforcement of IP Rights**
- Speaker: Mr. Thomas Dillon, Legal Counsellor, Building Respect for IP Division, WIPO, Geneva
- 09.30 – 10.00 **Topic 2: Legal Framework and Current Challenges Faced by Ukraine in the Field of Combating Counterfeiting and Piracy**
- Speakers: Mr. Sergii Zaianchukovskyi, Head, Copyright and Related Rights Division, State Enterprise “*Ukrainian Intellectual Property Institute*”, SIPSU, Kyiv
- Mr. Vitalii Pankov, Acting Head, Division for Crimes Counteracting in the Sphere of Circulation of Illegal Content and Telecommunications, Department of Cyberpolice, National Police of Ukraine, Kyiv
- 10.00 – 10.20 Coffee Break
- 10.20 – 11.30 **Topic 3: Copyright Enforcement, Combating Counterfeiting and Piracy: Country Reports by Invited Participants**
- Moderator: Mr. Evgeniy Sesitsky
- Speakers: The representatives of Ukraine, Azerbaijan, Georgia, Hungary, Tajikistan, Turkey and Uzbekistan
- 11.30 – 12.00 **Topic 4: Civil and Criminal Remedies: TRIPS Agreement**
- Speaker: Mr. Thomas Dillon
- 12.00 – 12.30 **Topic 5: Recent Jurisprudence on the Protection of Trademarks and Copyright**
- Speaker: Mr. Michael Edenborough QC
- 12.30 – 13.00 **Topic 6: The Nature of Online Infringement**
- Speaker: Mr. Thomas Dillon
- 13.00 – 14.00 Lunch Break
- 14.00 – 14.45 **Topic 7: The Role of Right Holders in Effective Enforcement of IP Rights and Consumer Awareness**
- Speakers: Mr. Sergii Netetskyi, Deputy Chairperson, Non-Governmental Organization “*Ukrainian Anti-Piracy Association on Enforcement of Rights to Music and Audiovisual Works and Computer Programs*”, Kyiv
- Mr. Ignat Berezhnyi, Director, Ukrainian Association of Music Industries, Kyiv
- The representative of the Ukraine Alliance of Against Counterfeiting and Piracy, Kyiv

- 14.45 – 15.15 **Topic 8: Damages**
Speaker: Mr. Michael Edenborough QC
- 15.15 – 15.45 **Topic 9: Alternative Dispute Resolution**
Speaker: Mr. Thomas Dillon
- 15.45 – 16.05 Coffee Break
- 16.05 – 16.35 **Topic 10: Recent Developments in Judicial Remedies**
Speaker: Mr. Michael Edenborough QC
- 16.35 – 17.05 **Topic 11: Proceeds of Crime and Mutual Legal Assistance**
Speaker: Mr. Thomas Dillon
- 17.05 – 17.20 **Topic 12: Embedding Internet Service Providers Liability for Copyright and Related Rights Infringements in Ukraine**
Speaker: Mr. Oleksii Stoliarenko, Senior Lawyer, *Baker and McKenzie*, Kyiv
- 17.20 – 17.45 **Topic 13: Roundtable Discussion: Enforcement of IP in the Digital Environment**
Moderator: Mr. Evgeniy Sesitsky
Speakers: All Participants
- 17.45 – 18.00 WIPO Awards Ceremony and Closing Session

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