





FEDERAL SERVICE FOR INTELLECTUAL PROPERTY (ROSPATENT)

NATIONAL SEMINAR

WIPO/SMES/CEK/15/INF/1.PROV ORIGINAL: ENGLISH DATE: NOVEMBER 2015

Intellectual Property for Small and Medium-Sized Enterprises (SMEs)

organized by the World Intellectual Property Organization (WIPO)

in cooperation with

the Federal Service for Intellectual Property (ROSPATENT), and

the South Urals Chamber of Commerce and Industry

Chelyabinsk, Russian Federation, November 17 and 18, 2015

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Tuesday, November 17, 2015

- 9.00 9.30 Registration
- 9.30 9.45 Opening Ceremony

Welcome addresses by:

Mr. Igor Aristov, Acting President, South Urals Chamber of Commerce and Industry, Chelyabinsk

Mr. Evgeniy Sesitsky, Program Officer, Department for Transition and Developed Countries (TDC), WIPO, Geneva

9.45 – 10.15 **Topic 1 Development of the IP Systems in Countries in Transition.** WIPO's Activities for SMEs Support in the Field of IP

Speaker: Mr. Evgeniy Sesitsky

10.15 - 10.30Topic 2Measures to Support Innovative Small and Medium-sized
Entrepreneurship in the Chelyabinsk Region

Speaker: Mr. Leonid Isenko, Head, Division for Innovation Development, Minister for Economic Development of the Chelyabinsk Region, Chelyabinsk

10.30 – 10.45 Coffee Break

 10.45 - 11.15
 Topic 3
 Role of IP and Effective IP Assets Management in Government Universities/Research Institutions -Industry/Business Relation

Speaker: Mr. Evgeniy Sesitsky

11.15 - 11.45Topic 4Innovation Business Incubator: Support of Small and
Medium-sized Entrepreneurship in the Chelyabinsk Region

Speaker: Ms. Anna Artemieva, Head, Division for Consulting and Business Development, Innovation Business Incubator of the Chelyabinsk Region, Chelyabinsk

11.45 - 12.15Topic 5Recommendations on Strengthening the Role of Innovative
SMEs in CIS Countries: Overview of a WIPO Study

Speaker: Mr. Evgeniy Sesitsky

12.15 – 13.15 Lunch Break

13.15 – 13.45	Topic 6	Building a Competitive Edge: the Role of Patents and Utility Models in Leveraging Technical Innovation in the Marketplace
		Speaker: Mr. Dzianis Niadzvetski, Patent Attorney, Minsk
13.45 – 14.05	Topic 7	Putting in Place a Trade Secrets Protection
		Speaker: Mr. Evgeniy Sesitsky
14.05 – 14.30	Торіс 8	Role of Trademarks and Designs in Establishing a Distinct Identity in the Marketplace and Getting Noticed by Customers
		Speaker: Mr. Dzianis Niadzvetski
14.30 – 14.45	Coffee Break	
14.45 – 15.15	Topic 9	Collective Marketing: Adding Value through Geographical Indications, Certification Marks and Collective Marks
		Speaker: Mr. Dzianis Niadzvetski
15.15 – 15.55	Topic 10	Exploiting IPRs: Overview of Licensing, Assailment and Franchising. Transfer of Technology
		Speaker: Mr. Stepan Lebenkov, Deputy Head, Division for Registration of Means of Individualization, Federal Institute of Industrial Property (FIPS), Moscow
15.55 – 16.30	Evaluation an	d closing of the first day of the event
Wednesday, November 18, 2015		
10.00 – 10.45	Topic 11	Shaping Business Strategy through Competitive Intelligence (including Practical Exercises)
		Speaker: Mr. Ildar Shavkhutdinov, Director General

Speaker: Mr. Ildar Shaykhutdinov, Director General, Institute of Financial Business Development, Moscow

- 10.45 11.00 Coffee Break
- 11.00 11.45 **Topic 12 Conducting an IP Audit and Managing IP Assets**

Speaker: Mr. Ildar Shaykhutdinov

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IP and Finance: Accounting, Taxation and Valuation of IP 11.45 - 12.30**Topic 13 Assets and IP-based Financing** Mr. Ildar Shaykhutdinov Speaker: 12.30 - 13.30Lunch Break Topic 14 13.30 - 14.15 **IP Infringements: Court and Administrative Procedures. Alternative Dispute Resolution** Speakers: Mr. Sergey Gavryushkin, Managing partner, Law Firm "Gavryushkin & Co", Chelyabinsk Mr. Evgeniy Sesitsky 14.15 - 14.45**Topic 15** Roundtable Discussion: Company's Strategy on IP Management. National Experience Moderators: Mr. Evgeniy Sesitsky Panelist: Ms. Elena Levina, Patent Attorney, Director, IP Center, South Urals Chamber of Commerce and Industry, Chelyabinsk All participants Speakers: Coffee Break 14.45 - 15.0015.00 - 15.45 **Topic 15** Roundtable Discussion: Company's Strategy on IP Management. National Experience (cont'd) Moderator: Mr. Evgeniy Sesitsky Speakers: All participants

15.45 – 16.00 Evaluation, certificate awarding ceremony and closing of the event

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