



FEDERAL SERVICE FOR INTELLECTUAL
PROPERTY (ROSPATENT)



SOUTH URALS CHAMBER OF
COMMERCE AND INDUSTRY



NATIONAL SEMINAR

WIPO/SMES/CEK/15/INF/1.PROV
ORIGINAL: ENGLISH
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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 – 10.30 **Topic 2 Measures 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 – 11.45 **Topic 4 Innovation 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 – 12.15 **Topic 5 Recommendations 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 **Topic 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 and 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 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

