



IP RAISING AWARENESS ACTIVITIES

IPO Republic of Serbia

Regional Forum on Using IP PANORAMA for Building Capacity of SMEs for Strategic IP Management

2-3 April 2009, Warsaw

Daniela Zlatic Sutic

Intellectual Property Office of Serbia

Outline

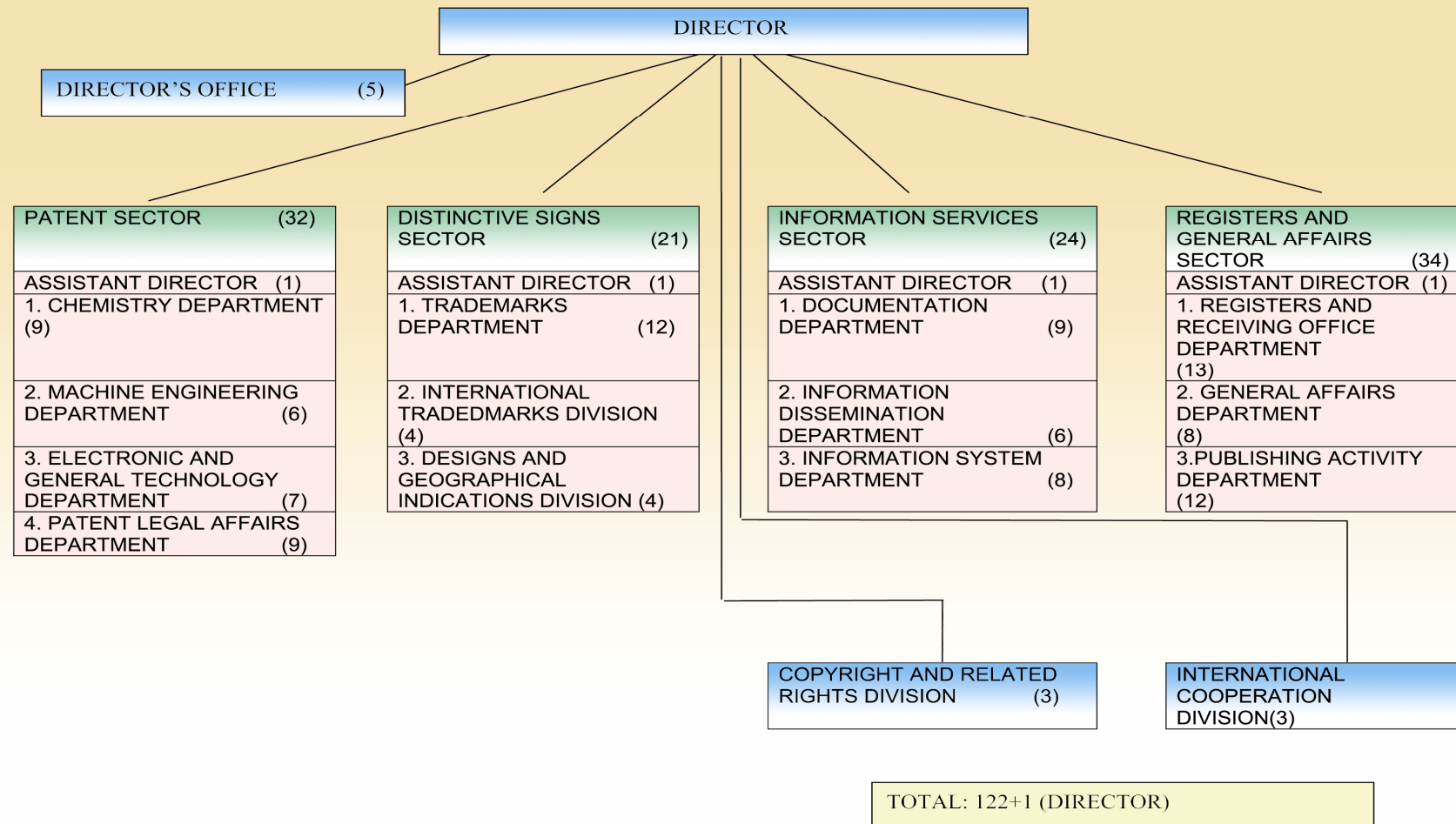
- ❑ About IPO
 - ❑ Background activities
 - ❑ IPA project
 - ❑ Expected results
 - ❑ Proposed project activities
-

About IPO

- ❑ IPO was founded in 1920
 - ❑ Separate organization in the system of government administration, supervised by Ministry of Science.
 - ❑ The role of IPO:
 - ❑ - Granting and managing IP rights
 - ❑ - Promote the usage of the IP system in general
 - ❑ Financed by budgetary assets and EP extension fees
 - ❑ In 2007, 89% income collected from application and maintenance fees and the rest of 11% came from other services.
-

Organizational chart

INTELLECTUAL PROPERTY OFFICE
R e p u b l i c o f S e r b i a



Background activities

- ❑ CARDS 2002 aimed to strengthen IP in Western Balkan
 - ❑ CARDS 2004 targeted mainly at rebuilding the technical infrastructure of IPO and updating it to standards for such institution
 - ❑ In 2007 USTDA funded project of technical assistance developed to estimate the possibility for the IPO to become a self-supporting independent Agency
-

Background

- ❑ Law on Ministries from 2007 stipulate that IPO should be:
 - central institution which would coordinate the work of other institutions in charge of IP enforcement and implementation
 - responsible for development IPR protection and educational-informational activities in the field of IPR
 - ❑ IPO has limited resources and is currently only able to conduct activities related to granting IPR and not capable to carry out activities granted by the Law on Ministries
-

IP related IPA Project

- ❑ Started in November 2008
 - ❑ Duration 36 months
 - ❑ Aimed to support IPO in its mission of raising awareness and professional skills in the field of IPRs
 - ❑ Building EIC – Educational and Informational Centre – able to provide high-quality IP information and education to all stakeholders
-

IP related IPA Project

- ❑ The first phase – establishment of fully operational EIC by the end of the first 18 months
 - ❑ The second phase – launching EIC's activities targeting national stakeholders from all sector of society
-

The main challenges

- ❑ Limited human resources at IPO
 - ❑ Absence of IPO training premises
 - ❑ The existing co-operation with other state institution will have to be further strengthened
 - ❑ Absence of awareness material and equipment
 - ❑ Poor general public and government official's awareness
-

Expected results

1. IPO should be positioned as an Independent Agency providing high end services to the users of the IP system
 2. Improvement of IPO staff capacity to provide broad variety of educational and informative services concerning IPRs
 3. The general awareness and knowledge of IPR among key stakeholders should be increased
-

Proposed activities related to Result 3

- ❑ Creation of national IP Network
 - Academia/public research centers
 - Representatives of small and medium businesses
 - Government bodies (enforcement)

 - ❑ Improving the effective usage of IP
 - Direct approach to two major groups of stakeholders:
 - research centers of technical universities
 - SMEs
 - Setting TTO in a university
-

Proposed activities related to Result 3

- Education and information delivery to IP stakeholders –
 - Seminars for IP stakeholders
 - judges, prosecutors, police offices, custom officers, trade inspectors
 - SMEs:IP basic
 - SMEs:IP advanced
 - collecting societies broadcasters
 - patent agents
 - government officials
 - Study visits for enforcement officers
 - Local training sessions on the job for enforcement officers
-



Structure and needs of SMEs

- ❑ 99,8% of enterprises in Serbia comprise SMEs
 - ❑ 93% of SMEs account to micro enterprises with low level of technological development
 - ❑ Participants from chambers of commerce agreed that the project should focus on discovering the needs of SMEs regarding IP and support for technology transfer. Serbian companies should also be given support in advisory for negotiations with big companies.
-

SOCIAL ASPECTS

Current and future public and private actors need to be aware and convinced that a good and dynamic protection of IPRs will be the advantage to promote Serbia's economical and industrial success and to reach the highest European standards

Thank you for your attention!

Daniela Zlatic Sutic
dsutic@zis.gov.rs

