



The Intellectual  
Property Office of the  
Republic of Serbia



SCIENCE TECHNOLOGY PARK  
Belgrade



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## NATIONAL WORKSHOP

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**WIPO/IP/SMES/BEG/23/INF/1 PROV.  
ORIGINAL: ENGLISH  
DATE: NOVEMBER 6, 2023**

## Intellectual Property for Startups

organized by  
the World Intellectual Property Organization (WIPO)

in cooperation with  
Intellectual Property Office of Serbia (IPO),

the Belgrade Science-Technology Park (STP Belgrade)

and  
Swiss IP Institute

**Belgrade, November 14, 2023**

### PROVISIONAL PROGRAM

*document prepared by the International Bureau of WIPO*

Language of the event: English (no interpretation provided)

Tuesday, November 14, 2023

- 13.00 – 13.15 **Welcome addresses by:**
- Jelena Petrović, Head of Business Development, Science Technology Park Belgrade  
Ms. Daniela Zlatić Šutić, Assistant Director, Intellectual Property Office of the Republic of Serbia (IPO), Belgrade  
Ms. Olga Alleman, Swiss Federal Institute of Intellectual Property, Bern  
Ms. Silvija Trpkovska, Counsellor, IP for Business Division (IPBD), World Intellectual Property Organization (WIPO), Geneva
- 13:15 –14.10 **Why Intellectual Property (IP) Matters?**  
*IP during early Development; Presentation of the First IP Guide for Serbian Startups, and other Practical Tools*
- Speaker: Ms. Silvija Trpkovska  
Mr. Ryszard Frelek, Program Officer, Section for Central European and Baltic States and Mediterranean Countries, Division for Transition and Developed Countries (TDC), WIPO  
Ms. Jovana Joksimović, IP Officer, STP Belgrade  
Ms. Daniela Zlatić Šutić, Services for SMEs, IPO
- 14:10 – 14:45 **Gain IP Experience**  
*Learning from Practice on how Startups/SMEs Managed their IP*
- Presenting Business case including the IP Strategy
- Speakers: Ms. Teodora Pećinac, Smartsy d.o.o., Belgrade  
Mr. Bogdan Mijović, mBrainTrain, Belgrade
- 14.45- 15.10 **Discussion      Key IP Takeaways**
- Moderator: Mr. Ryszard Frelek
- Speakers: Ms. Silvija Trpkovska  
Ms. Jovana Joksimović  
Ms. Daniela Zlatić Šutić  
Ms. Teodora Pećinac  
Mr. Bogdan Mijović
- 15:10 – 15.45 Networking Coffee Break/Snacks
- 15.45 – 16.00 **CLOSING CEREMONY**

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