



CHAMBER OF COMMERCE  
AND INDUSTRY OF THE  
RUSSIAN FEDERATION



KALININGRAD CHAMBER OF COMMERCE  
AND INDUSTRY



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## NATIONAL SEMINAR

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**WIPO/.../11/INF/1 PROV.  
ORIGINAL: ENGLISH  
DATE: OCTOBER 2011**

## Commercialization of Intellectual Property

organized by  
the World Intellectual Property Organization (WIPO)

in cooperation with  
the Chamber of Commerce and Industry of the Russian Federation (TPP RF)

and  
the Kaliningrad Chamber of Commerce and Industry (KTPP)

**Kaliningrad, Russian Federation, November 22 and 23, 2011**

PROVISIONAL PROGRAM

*prepared by the Secretariat*

Tuesday, November 22, 2011

9.00 – 9.30 Registration

9.30 – 10.00 Opening Ceremony

Welcome addresses by:

The representative of the Government of the Kaliningrad Region

The representative of the Chamber of Commerce and Industry of the Russian Federation (TPP), Moscow

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

10.00 – 10.30 **Topic 1: WIPO Activities Aimed to Foster the Use of Intellectual Property (IP)**

Speaker: The representative of WIPO

10.30 – 10.40 *Discussion*

10.40 – 11.00 Coffee Break

11.00 – 11.45 **Topic 2: Transfer of IP Rights in Technology Transfer Arrangements**

Speaker: Mr. Boris Leontiev, Director General, Federal Institute of Intellectual Property and Business, Moscow

11.45 – 12.30 **Topic 3: Licensing and Merchandising**

Speaker: Ms Kristina Janusauskaite, Attorney at Law, Vilnius

12.30 – 14.00 Lunch Break

14.00 – 14.45 **Topic 4: Valuation of Intellectual Property**

Speaker: Mr. Boris Leontiev

14.45 – 15.00 *Discussion*

15.00 – 15.45 **Topic 5: Branding with Emphasis on Trademarks and Industrial Designs**

Speaker: Ms Kristina Janusauskaite

15.45 – 16.00 Discussion

16.00 – 16.15 Coffee Break

16.15 – 17.00      **Topic 6: Civil Remedies in Enforcement of Trademarks**  
  
Speaker: Mrs. Marina Karelina, Head, Intellectual Property  
Department, Russian Academy of Justice, Moscow

17.00 – 17.30      *Discussion*

Wednesday, November 23, 2011

9.30 – 10.15      **Topic 7: Management of the IP Value Increase in Business**

Speaker: Mr. Boris Leontiev

10.15 – 10.30      *Discussion*

10.30 – 11.15      **Topic 8: Judicial Issues of Enforcement of IPRs in the Russian  
Legislation**

Speaker: Mrs. Larissa Pankevich, Deputy Head, Intellectual  
Property Department, Russian Academy of Justice,  
Moscow, and former Federal Judge

11.15 – 11.30      *Discussion*

11.30 – 11.45      Coffee Break

11.45 – 12.15      **Topic 9: WIPO Training programs**

Speaker: The representative of WIPO

12.15 – 12.30      *Discussion*

12.30 – 14.00      Lunch Break

14.00 – 15.30      **Topic 10: Roundtable on Practical issues in Commercialization of  
Intellectual Property**

Moderator: The representative of WIPO

Speakers: All speakers

15.30 – 15.45      Coffee Break

15.45 – 16.15      Closing Session

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