



SERBIAN INTELLECTUAL  
PROPERTY OFFICE



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## NATIONAL WORKSHOP

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**WIPO/INN/BEL/11/INF/1 PROV.  
ORIGINAL: ENGLISH  
DATE: APRIL 2011**

## INNOVATION PROMOTION AND TECHNOLOGY TRANSFER

*Organized by*

The World Intellectual Property Organization (WIPO)

in cooperation with

the Serbian Intellectual Property Office

**Belgrade, June 21 and 22, 2011**

PROVISIONAL PROGRAM

*prepared by the International Bureau of WIPO*

Monday, June 21, 2011

9.00 – 9.30 Registration

9.30 – 10.15 Opening Ceremony

Welcome addresses by:

Mrs. Branka Totic, Director, Serbian Intellectual Property Office, Belgrade

Mrs. Olga Spasić, Senior Program Officer, Innovation and Technology Sector, Patents and Innovation Division, Innovation and Technology Transfer Section, World Intellectual Property Organization (WIPO), Geneva

10.15 – 11.00 **Topic 1: Basics of Intellectual Property (Patents, Copyright, Trademarks and Trade Secrets) in Relation to Innovation and Technology Transfer**

Speaker: Mr. Vladimir Maric, Assistant Director for Copyright and International Collaboration, Serbian Intellectual Property Office

11.00 – 11.15 Coffee Break

11.15 – 12.00 **Topic 2: Intellectual Property: Valuable Mean of Technology Transfer and Innovation Promotion**

Speaker: Mrs. Olga Spasić

12.00 – 13.00 Lunch Break

13.00 – 14.00 **Topic 3: Requirements for Creating an Innovation Culture and the Supporting Infrastructure**

- (a) What are the Preconditions for Creating a Favorable Innovation Environment? Where to Start? Steps to be taken;
- (b) Supporting Infrastructure – Legal and Organizational;
- (c) Aligned Policies – Clustering, Funding, Research and Development (R&D), Immigration and Tax;
- (d) What is the Role of the Government, Academia and the Private Sector in Innovation Promotion?
- (e) How do we Create an Innovation Culture in Society, Businesses and Schools?
- (f) Who are National Intellectual Property Creators?

Speaker: Mr. Thomas L. Bereuter, Vice President of LES Austria, CEO of val » IP Ltd&CoKG, CEO of Molekulare Biotechnologie GmbH, Graz

14.00 – 15.00 **Topic 4: Innovation, Entrepreneurship and the University**

- (a) From Research Result to Product on the Market – Technology Transfer Cycles;
- (b) The Role of the Laboratory/Researcher in Innovation and IP Commercialization;
- (c) IP Asset Development and Management in Universities and Research Institutions

Speakers: Mr. Thomas L. Bereuter

15.00 – 15.30 Coffee Break

15.30 – 16.15 **Topic 5: Managing Collaborations between Research Institutions and Industry – IP Related Collaboration Contracts**

Speaker: Mrs. Olga Spasić

16.15 – 17.15 Discussion

19.00 Reception

Tuesday, June 22, 2011

9.30 – 10.15 **Topic 7: Understanding the Innovation Process**

- (a) Why Innovate?
- (b) Sources of Innovation – Internal or External;
- (c) Business Models of Innovation – “Closed Innovation” and “Open Innovation”;
- (d) Potential Partners in Business Innovation – Business to Business, Academia – Big Businesses and Start-Ups

Speakers: Mr. Thomas L. Bereuter

Mrs. Olga Spasić

10.15 – 11.00 **Topic 8: Innovation infrastructure – How to Establish the Technology Transfer Office – Practical Steps**

Speaker: Mr. Thomas L. Bereuter

11.00 – 11.30 Coffee Break

11.30 – 12.00 **Topic 9: WIPO Pilot Project – Establishing the Technology Transfer Office with WIPO Support**

Speaker: Mrs. Olga Spasić

- 12.00 – 12.30    **Topic 10: Technology Management Units and Offices – Experiences of the Serbian Universities**
- Speakers: Mrs. Aleksandra Stanišić, Center for Technology Transfer, University of Belgrade, Belgrade
- Dr. Dragan Kukolj, Faculty of Technical Sciences of Novi Sad, Novi Sad
- 12.30 – 14.00    Lunch Break
- 14.00 – 14.45    **Topic 11: Institutional IP Policy – Necessary Precondition for Successful Technology Transfer**
- Speaker: Mr. Thomas L. Bereuter
- 14.15 – 15.15    **Topic 12: Inter Active Team Exercise – Define Your IP Institutional Policy!**
- Based on the data given participants should draft the model of the university IP policy
- Moderator: Mrs. Olga Spasić
- 15.15 – 15.45    **Discussion on the Results of the Exercise**
- 15.45 – 16.00    Coffee Break
- 16.00 – 16.45    **Topic 13: IP Valuation of the Early Stage Technologies**
- Speakers: Mr. Thomas L. Bereuter
- Mrs. Olga Spasić
- 16.45 – 17.45    **Topic 14: IP Valuation Exercise – Determine the Value of the Technology that you Strategically Plan to Commercialize**
- Moderator: Mrs. Olga Spasić
- 17.45 – 18.00    Discussion
- 18.00              End of Session

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