# RAISING AWARENESS ON INTELLECTUAL PROPERTY IN GEORGIA THROUGH EDUCATIONAL AND INFORMATION ACTIVITIES

SAKPATENTI CONTRIBUTION TO WIPO ACE EDUCATIONAL AND INFORMATION INITIATIVES (2024–2025)

# INTRODUCTION

- SAKPATENTI IS THE NATIONAL AUTHORITY RESPONSIBLE FOR IP POLICY IMPLEMENTATION IN GEORGIA;

- PUBLIC COMMUNICATION AND AWARENESS RAISING ARE KEY PRIORITIES;

- DURING 2024-2025, SAKPATENTI IMPLEMENTED VARIOUS EDUCATIONAL AND INFORMATION ACTIVITIES AIMED AT STRENGTHENING IP KNOWLEDGE IN SOCIETY.

# IMPORTANCE OF IP AWARENESS

- ENCOURAGES INNOVATION AND CREATIVITY;
- STRENGTHENS ECONOMIC AND CULTURAL DEVELOPMENT;
- HELPS FUTURE GENERATIONS PROTECT THEIR RIGHTS;
- BUILDS A COMPETITIVE KNOWLEDGE-BASED SOCIETY.

# IP EDUCATION AND AWARENESS ACTIVITIES

- SAKPATENTI REGULARLY ORGANIZES IP TRAINING SESSIONS, INNOVATION COMPETITIONS AND AWARENESS EVENTS, INCLUDING ACTIVITIES DEDICATED TO WORLD INTELLECTUAL PROPERTY DAY.

- THE SAKPATENTI IP EDUCATION AND TRAINING CENTER, ESTABLISHED WITH WIPO, HAS IMPLEMENTED MAJOR TRAINING PROGRAMS, INCLUDING THE INTERNATIONAL SUMMER LAW SCHOOL ON IP HELD ANNUALLY (TO DATE, MORE THAN 200 PARTICIPANTS HAVE COMPLETED THE PROGRAM).

# HIGHER EDUCATION AND PROFESSIONAL TRAINING

- THE WIPO ACADEMY GENERAL COURSE ON INTELLECTUAL PROPERTY (DL-101) HAS BEEN AVAILABLE IN GEORGIAN SINCE 2018 (DL101GE).
- A TRILATERAL MEMORANDUM BETWEEN WIPO, KUTAISI INTERNATIONAL UNIVERSITY (KIU) AND SAKPATENTI LAUNCHED THE FIRST INTERNATIONAL MASTER'S PROGRAM ON IP IN GEORGIA. THE PROGRAM FOCUSES ON INTELLECTUAL PROPERTY, INNOVATION AND ENTREPRENEURSHIP AND CURRENTLY INCLUDES 19 STUDENTS.

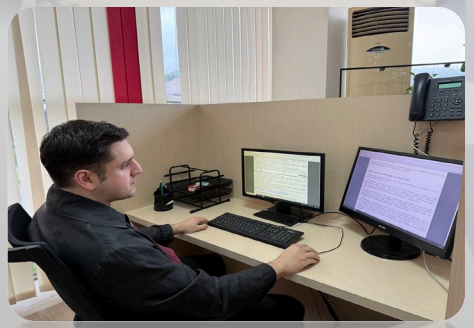
# DEVELOPMENT OF A REGIONAL IP KNOWLEDGE CENTER

- THE TRAINING CENTER CONDUCTS 30–40 TRAINING ACTIVITIES ANNUALLY, REACHING AROUND 500 PARTICIPANTS EACH YEAR.
- WITHIN THE EU-GEORGIA INTELLECTUAL PROPERTY PROJECT (EUGIPP), THE CREATIVE DIARY AND OTHER IP MATERIALS WERE INTEGRATED INTO SCHOOL CURRICULA.
- SAKPATENTI ALSO PROMOTES GEOGRAPHICAL INDICATIONS (GIS) THROUGH RESEARCH EXPEDITIONS, EDUCATIONAL MATERIALS AND PUBLIC AWARENESS CAMPAIGNS.

# SCHOOL OUTREACH AND YOUTH ACTIVITIES

- YOUTH CAMP (TBILISI);
- YOUTH LITERARY CAMP (TELAVI, 2025);
- INNOVATION COMPETITIONS;
- EDUCATIONAL VISITS – SAKPATENTI HOSTS SCHOOL PUPILS (E.G., GREEN SCHOOL STUDENTS AND PUPILS FROM TSEROVANI IDP SETTLEMENT) TO INTRODUCE THEM TO INNOVATION AND IP PROTECTION PRACTICES.

# EVENTS FOR STUDENTS AND YOUTH



- INTERNATIONAL WINTER SCHOOL (KIU) – WORKSHOPS AND PRACTICAL IP SESSIONS DELIVERED BY INTERNATIONAL AND LOCAL EXPERTS.
- UNIVERSITY LECTURES – SAKPATENTI OFFICIALS REGULARLY DELIVER IP LECTURES AT UNIVERSITIES (E.G., 2024 LECTURE AT GEORGIAN TECHNICAL UNIVERSITY).
- EMPLOYMENT FORUMS – PARTICIPATION IN JUNIOR ACHIEVEMENT GEORGIA CONFERENCE (2025) AND KIU–GTU EMPLOYMENT FORUM (2024) PRESENTING CAREER AND TRAINEESHIP OPPORTUNITIES.
- STUDENT VISITS TO SAKPATENTI – IN 2024, STUDENTS FROM 13 UNIVERSITIES ATTENDED DISCUSSIONS ON IP AND INNOVATION.
- UNIVERSITY COOPERATION – MEMORANDUMS SIGNED WITH SIX UNIVERSITIES TO PROMOTE IP EDUCATION.
- TRAINEESHIP PROGRAMS – PAID TRAINEESHIPS AND GOVERNMENT INTERNSHIP PROGRAM OFFERING PRACTICAL EXPERIENCE FOR STUDENTS AND GRADUATES.

# THE INTERNATIONAL SUMMER LAW SCHOOL (SELS) & EDUCATIONAL VISIT TO CLEARANCE ECONOMIC ZONE "TBILISI"

- SINCE 2023, THE INTERNATIONAL SUMMER LAW SCHOOL (SELS) INCLUDES A VISIT TO THE CEZ "TBILISI" OF THE CUSTOMS DEPARTMENT OF THE REVENUE SERVICE;
- PARTICIPANTS GAIN PRACTICAL INSIGHT INTO CUSTOMS OPERATIONS AND PROCEDURES;
- THE PROGRAM COVERS ANTI-COUNTERFEITING MEASURES AND ENFORCEMENT MECHANISMS;
- MORE THAN 200 PARTICIPANTS HAVE COMPLETED THE PROGRAM TO DATE.

# ACHIEVED RESULTS AND IMPACT

- TRAINING PARTICIPANTS INCREASED FROM 302 (2024) TO 420 (2025) - 39% GROWTH;
- 1449 STUDENTS COMPLETED THE WIPO ACADEMY DL101GE COURSE;
- 132 STUDENTS PARTICIPATED IN YOUTH AWARENESS CAMPAIGNS;
- 6 TRAINEES COMPLETED SAKPATENTI TRAINEESHIP PROGRAMS.

# CONCLUSION

STRENGTHENING INTERNATIONAL COOPERATION AND EXPANDING DIGITAL IP EDUCATION RESOURCES WILL IMPROVE ACCESS TO KNOWLEDGE FOR ALL, ESPECIALLY STUDENTS IN REGIONAL AREAS. SUPPORTING TRAINEESHIPS AND CAREER OPPORTUNITIES FOR YOUTH IS ESSENTIAL TO DEEPEN THEIR ENGAGEMENT IN THE FIELD OF INTELLECTUAL PROPERTY.

THANK YOU!