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

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ABSTRACT

This contribution provides an overview of educational and information activities carried out by the National Intellectual Property Center of Georgia (Sakpatenti) during the period 2024–2025 to raise public awareness of intellectual property (IP). It highlights key initiatives aimed at promoting IP knowledge among youth, students, educators and the general public, including through training programs, cooperation with international organizations, academic partnerships and outreach activities. The contribution also provides details of the results of these activities and their impact, demonstrating how sustained awareness-raising efforts contribute towards innovation, creativity and the development of a competitive society in Georgia that is well informed on legal matters.

* The views expressed in this document are those of the author and not necessarily those of the Secretariat or of the Member States of WIPO.

I. INTRODUCTION

1. The National Intellectual Property Center of Georgia (Sakpatenti) is an independent government body responsible for the implementation of measures set out in Resolution No. 181 of 2010 on intellectual property (IP)-related subject matter. This includes activities focused on raising public awareness of IP-related issues.

2. Communication with the public is a priority for Georgia when it comes to promotion and protection of IP. In recent years, various programs and activities have been implemented in the country with a view to informing and educating the general public, particularly the youth, on the importance of IP.

II. IMPORTANCE OF RAISING AWARENESS OF IP

3. Raising awareness of IP is key to promoting national economic and cultural development, innovation and creativity.

4. Introducing future generations to key IP-related concepts from an early age will not only enable them to protect their own rights but will also contribute to shaping an innovative, legally stable and competitive environment.

5. Sakpatenti has undertaken various educational initiatives, information campaigns and youth-focused projects to ensure that IP becomes a regular part of the curriculum and IP concepts are explained through practical examples that are easy to understand.

III. INITIATIVES FOCUSED ON IP AWARENESS AND EDUCATION

6. Every year, Sakpatenti organizes several formal and informal educational events, including IP training sessions, competitions focused on innovations and technologies and activities to mark World Intellectual Property Day. Sakpatenti also recognizes the importance of active cooperation with other public institutions, international organizations and private sector representatives.

7. In 2015, the Government of Georgia and the World Intellectual Property Organization (WIPO) signed a memorandum of understanding to establish the Sakpatenti Intellectual Property Education and Training Center. The Training Center has implemented several large-scale training activities with the support of the WIPO Academy and other international partners. This includes the International Summer Law School on IP for European university law students, held annually since 2016. The curriculum includes a session on legislative provisions and regulations related to IP enforcement.

8. Since 2023, this program also includes a visit to the Clearance Economic Zone of Tbilisi which is part of the Customs Department of the Revenue Service. During the visit, participants gain in-depth knowledge about the work of the Customs Department, including customs procedures, methods for dealing with counterfeits and violation response mechanisms. This component of the Summer Law School on IP is particularly appreciated by the participants. To date, more than 200 individuals have completed the program.

9. The Training Center offers young people a unique opportunity to gain relevant knowledge and experience of IP. On average, the Training Center conducts 30 to 40 training activities annually, bringing together approximately 500 participants. A new large-scale project is also under way which aims to establish the Training Center as an innovative, modern, progressive and accessible regional IP knowledge center that functions on an international scale. The project will be implemented through the provision of online training modules and webinars to increase accessibility for participants across the region, as well as partnerships with universities,

innovation hubs and international IP organizations for the exchange of knowledge and organization of joint programs.

10. The new Training Center will combine all functions related to dissemination of knowledge in the field of IP. In cooperation with WIPO and other international partners, it will carry out activities related to dissemination of knowledge and information for local and international participants, including IP education, training and professional development; publishing services and a printing house; library services; and a digital archive.

11. The WIPO Academy General Course on Intellectual Property (DL101GE), available since 2018, is also noteworthy as it has been translated into Georgian.

12. In March 2025, at the initiative of Sakpatenti and with its active involvement, a trilateral memorandum of understanding was signed in Geneva between WIPO, Kutaisi International University and Sakpatenti. As a result, an international Master's program on IP¹ was introduced for the first time in Georgia. The theme of the program is "Intellectual Property, Innovation and Entrepreneurship" and aims to enable youth to acquire an advanced level of IP knowledge. The first cohort, already enrolled in the program, consists of 19 students.

13. Sakpatenti is also working on making educational material and other resources available to young people using modern technological means, including online platforms, videos and guides. In 2022, within the EU-Georgia Intellectual Property Project, the "Creative Diary" and other specially developed materials were integrated into native language and civic education lessons. Teachers from selected public schools received resources modeled after the European Union Intellectual Property Office IP Basics training package. These materials continue to be actively used and disseminated during youth-oriented activities.

14. Sakpatenti facilitates research expeditions to promote and popularize potential geographical indications. It also promotes unique geographical indications and appellations of origin products through television reports.

IV. ACTIVITIES FOCUSED ON RAISING IP AWARENESS AMONG YOUTH

15. Events intended for schools:

– Sakpatenti jointly organized youth camps with the City Service of Culture, Education, Sports and Youth Affairs of the municipality of Tbilisi and the non-governmental entity "Tbilisi Sports and Youth Center". The camp was attended by 37 young people aged 15–18 who were winners of the National Academic Olympiad.

– In 2025, a youth literary camp was held in the city of Telavi as a joint project between the municipality of Tbilisi and the Ilia Chavchavadze National Library of Georgia where 20 young participants attended thematic discussions and participated in masterclasses aimed at developing their creative skills, which resulted in the creation of short literary works.

– Sakpatenti has supported competitions such as the "Leonardo da Vinci" competition for student inventors and researchers and has been on the jury panel for the Millennium Challenge Fund since its establishment in 2014. The Fund aims to promote the development of innovative and creative skills among students, encourage teamwork,

¹ <https://www.wipo.int/en/web/wipo-academy/w/news/2025/wipo-and-georgia-launch-new-joint-mba-in-ip-innovation-and-entrepreneurship>.

foster interest in technical and natural sciences professions among students, attract young talent to the scientific field and reward the results of creative work.

– Sakpatenti often hosts pupils during educational and social events. Some examples are a visit from the “Green School” in 2024 and a visit from pupils living in the Tserovani Internally Displaced Persons settlement². During these visits Sakpatenti staff members shared practical examples related to IP, discussed its importance, highlighted innovations and technological novelties, and explained the rules related to registration/grant of IP rights.

16. Events for students and youth:

– The International Winter School, offered through the International Excellence School at Kutaisi International University, features workshops and practical sessions on IP delivered by international and local experts.

– Officials from Sakpatenti periodically deliver lectures focusing on IP at universities, including the lecture in 2024 by the Chairman of Sakpatenti at the Georgian Technical University to introduce key IP-related concepts³.

– Sakpatenti has also participated in employment forums such as the Entrepreneurship Education Conference “Junior Achievement Georgia” in 2025⁴, the Employment Forum of Kutaisi International University and the Georgian Technical University in 2024⁵, where Sakpatenti representatives informed students about opportunities for employment and traineeships.

– In 2024, Sakpatenti also hosted students from 13 different universities. The discussions included the importance of IP at a time of innovation and new technologies, as well as infringement of exclusive rights and IP rights enforcement mechanisms⁶.

– A meeting dedicated to World Intellectual Property Day was organized as part of the student project “Career Development Camp”, implemented by the European Business Association in cooperation with the United States Agency for International Development (USAID) Economic Governance Program, the Center for International Private Enterprise (CIPE) and the Solidarity Center.

– Sakpatenti has signed memorandums of understanding with six universities to offer educational opportunities related to IP.

V. ACHIEVED RESULTS AND IMPACT

17. The activities highlighted above have yielded significant results in terms of youth engagement and education on key IP-related concepts, as well as changing the general attitude of the public towards IP. This is demonstrated by the number of participants in the training programs, which increased from 302 in 2024 to 420 in 2025, representing a 39 per cent increase.

18. The popularity of the General Course on Intellectual Property (DL101GE) has grown significantly. To date, 1,449 students have passed the exam successfully and received an international certificate.

² https://www.sakpatenti.gov.ge/en/news_and_events/625/.

³ https://www.sakpatenti.gov.ge/en/news_and_events/628/.

⁴ https://www.sakpatenti.gov.ge/en/news_and_events/660/.

⁵ https://www.sakpatenti.gov.ge/en/news_and_events/579/.

⁶ https://www.sakpatenti.gov.ge/en/news_and_events/578/.

19. In addition, cooperation with educational institutions and engagement with students and information campaigns have contributed to the introduction of concepts related to IP at an early age and encouraged innovative thinking among pupils. To date, 132 students have benefited from these campaigns.

20. As mentioned earlier, the paid traineeship program at Sakpatenti has significantly helped the professional development of youth in the field of IP. Six students took part in the program and four found employment in the relevant field.

VI. CONCLUSION

21. It is important to increase international cooperation on awareness-raising, which will ensure access to high-quality educational resources and enable the sharing of international best practices. Further, it is necessary to enhance the use of digital resources such as online courses, video lessons and other platforms, to make information about IP accessible to all age groups, especially students in regional schools. Significant professional support for youth exists, including traineeships and enhanced employment opportunities to increase engagement with IP issues.

[End of contribution]