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

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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

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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