



CREATIVE TECH SERBIA



SERBIAN GAMES ASSOCIATION

CHAMBER OF COMMERCE AND  
INDUSTRY OF SERBIAINTELLECTUAL PROPERTY  
OFFICE OF THE REPUBLIC OF  
SERBIAThe Intellectual  
Property Office of the  
Republic of Serbia

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## REGIONAL SEMINAR

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**WIPO/IP/VID/BEL/22/INF/1 PROV.**  
**ORIGINAL: ENGLISH**  
**DATE: SEPTEMBER 13, 2022**

## Leveling UP your IP: Strategies for Videogame Developers

organized by  
the World Intellectual Property Organization (WIPO)

with the cooperation of  
the Intellectual Property Office of the Republic of Serbia

the Chamber of Commerce and Industry of Serbia

the Serbian Games Association

and  
Creative Tech Serbia

**Online and Belgrade, September 22, 2022**

Venue: Chamber of Commerce and Industry of Serbia, Resavska 13-15, Belgrade

### PROVISIONAL PROGRAM

*document prepared by the International Bureau of WIPO*

Registration link for online participants:

[https://us06web.zoom.us/webinar/register/WN\\_mYpJmMgKSVyDiL21g2OY\\_w](https://us06web.zoom.us/webinar/register/WN_mYpJmMgKSVyDiL21g2OY_w)

Registration link for onsite participants:

<https://forms.gle/hafTgadNFbuiAWU19>

**Thursday, September 22, 2022**

Moderators:

- Mr. Ryszard Frelek, Program Officer, Section for Central European and Baltic States and Mediterranean Countries (CEBSMC), Division for Transition and Developed Countries (TDC), World Intellectual Property Organization (WIPO), Geneva – Onsite Moderation
- Ms. Anastassia Nikolova, Young Expert, CEBSMC, TDC, World Intellectual Property Organization (WIPO), Geneva – Online Moderation

**9.00 – 9.15 Welcome Gamers**

Mr. Mihailo Vesović, Director of Division for Strategic Analysis, Services and Internationalization, Chamber of Commerce and Industry of Serbia, Belgrade

Mr. Vladimir Marić, Director, the Intellectual Property Office of the Republic of Serbia (IPO), Belgrade

Mr. Relja Bobić, Program Director, Serbian Games Association, Belgrade

Ms. Virag Halgand, Head, CEBSMC, TDC, WIPO

**9.15 – 9.45 Importance of Playing the Game**

*Why the videogame industry is important? How is it growing and why intellectual property (IP) is at the heart of videogame development?*

Speakers: Ms. Andreea Medvedovici Per, Vice-President, European Game Developers Federation (EGDF), Executive Director, Romanian Game Developers Association, Bucharest

Ms. Kristina Janković, Executive Manager, Serbian Games Association, Belgrade

**9.45 – 10.45 Gain IP Experience, Get the Loot and Unlock New Levels**

*What are the basic IP issues to remember by videogame developers?*

Speakers: Dr. Gaetano Dimita, Senior Lecturer, International Intellectual Property Law, Centre for Commercial Law Studies, Queen Mary University of London

Mr. Goran Radošević, Partner, Karanović&Partners, Belgrade

Ms. Zorica Gulas, Head of Department for Copyright and Related Rights, the Intellectual Property Office of the Republic of Serbia, Belgrade

**10.45 – 11.00 Networking Coffee Break**

11.00 – 12.00 **Common IP Fixes**

*What are the most common questions game developers might ask about IP?*

Speakers: Mr. Michał Pękała, Partner, Head of Video Games & Entertainment, Maruta Wachta, Warsaw

Ms. Kristina Šarenac, Head of Legal & Finance, Mad Head Games, Belgrade

12.00 – 12.15 Discussion

12.15 – 13.00 Lunch Break

13.00 – 14.00 **Transfer of Experience Points from Other Players**

*How successful companies manage their IP? Stories from the industry*

Speakers: Ms. Kristina Šarenac, Head of Legal & Finance, Mad Head Games, Belgrade

Ms. Darya Firsava, Head of IP Practice, Wargaming, Nicosia

Ms. Monika Gebel, Lead Intellectual Property Counsel, People Can Fly, Warsaw

Other companies to be confirmed

14.00 – 14.15 **Upcoming New Levels from WIPO**

*Presentation of a new WIPO project for videogame developers*

Speaker: Mr. Ryszard Frelek

14.15 – 14.30 Networking Coffee Break

14.30 – 16.15 **Workshop on IP Issues when Pitching a Game to Publishers and Investors**

Speakers: Dr. Gaetano Dimita

Mr. Michał Pękała

16.15 – 16.45 **Videogame IP and Content Culturalization for Global Markets**

Speaker: Ms. Kate Edwards, Geographer, CEO & Principal Consultant - Geogrify LLC, Former Executive Director - International Game Developers Association (IGDA) & Global Game Jam (GGJ); Seattle, USA

16.45 **Game Over**

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