Commercialization of Intellectual Property

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the Chamber of Commerce and Industry of the Russian Federation (TPP RF)

and
the Kaliningrad Chamber of Commerce and Industry (KTPP)

Kaliningrad, Russian Federation, November 22 and 23, 2011

PROVISIONAL PROGRAM

prepared by the Secretariat
Tuesday, November 22, 2011

9.00 – 9.30  Registration

9.30 – 10.00  Opening Ceremony

Welcome addresses by:

The representative of the Government of the Kaliningrad Region

The representative of the Chamber of Commerce and Industry of the Russian Federation (TPP), Moscow

The representative of the World Intellectual Property Organization (WIPO), Geneva

10.00 – 10.30  **Topic 1:**  WIPO Activities Aimed to Foster the Use of Intellectual Property (IP)

Speaker:  The representative of WIPO

10.30 – 10.40  **Discussion**

10.40 – 11.00  Coffee Break

11.00 – 11.45  **Topic 2:**  Transfer of IP Rights in Technology Transfer Arrangements

Speaker:  Mr. Boris Leontiev, Director General, Federal Institute of Intellectual Property and Business, Moscow

11.45 – 12.30  **Topic 3:**  Licensing and Merchandising

Speaker:  Ms Kristina Janusauskaite, Attorney at Law, Vilnius

12.30 – 14.00  Lunch Break

14.00 – 14.45  **Topic 4:**  Valuation of Intellectual Property

Speaker:  Mr. Boris Leontiev

14.45 – 15.00  **Discussion**

15.00 – 15.45  **Topic 5:**  Branding with Emphasis on Trademarks and Industrial Designs

Speaker:  Ms Kristina Janusauskaite

15.45 – 16.00  Discussion

16.00 – 16.15  Coffee Break
16.15 – 17.00  **Topic 6:** Civil Remedies in Enforcement of Trademarks  
**Speaker:** Mrs. Marina Karelina, Head, Intellectual Property Department, Russian Academy of Justice, Moscow  
17.00 – 17.30  *Discussion*  

**Wednesday, November 23, 2011**  

9.30 – 10.15  **Topic 7:** Management of the IP Value Increase in Business  
**Speaker:** Mr. Boris Leontiev  
10.15 – 10.30  *Discussion*  

10.30 – 11.15  **Topic 8:** Judicial Issues of Enforcement of IPRs in the Russian Legislation  
**Speaker:** Mrs. Larissa Pankevich, Deputy Head, Intellectual Property Department, Russian Academy of Justice, Moscow, and former Federal Judge  
11.15 – 11.30  *Discussion*  

11.30 – 11.45  Coffee Break  
11.45 – 12.15  **Topic 9:** WIPO Training programs  
**Speaker:** The representative of WIPO  
12.15 – 12.30  *Discussion*  

12.30 – 14.00  Lunch Break  
14.00 – 15.30  **Topic 10:** Roundtable on Practical issues in Commercialization of Intellectual Property  
**Moderator:** The representative of WIPO  
**Speakers:** All speakers  
15.30 – 15.45  Coffee Break  
15.45 – 16.15  Closing Session  

[End of document]