The Importance of Intellectual Property in Overcoming the World Economic Crisis with the Particular Emphasis on the Countries in Transition

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Potential of Serbia?

- 46th place
- out of 141 surveyed countries
- IP Protection vital factor to the state of innovation
- knowledge based economy
World Intellectual Property Organization

- WIPO is a specialized agency of the United Nations
- It is dedicated to developing a balanced and accessible international intellectual property system, which rewards creativity, *stimulates innovation* and contributes to economic development while safeguarding the public interest
WIPO Strategic Goals

2. Provision of Premier Global IP Services
3. Facilitating the Use of IP for Development
4. Coordination and Development of Global IP Infrastructure
5. World Reference Source for IP Information and Analysis
6. International Cooperation on Building Respect for IP
7. Addressing IP in Relation to Global Policy Issues
8. A Responsive Communications Interface between WIPO, its Member States and All Stakeholders
9. An Efficient Administrative and Financial Support Structure to Enable WIPO to Deliver its Programs
WIPO Tools

- Guidance for Elaboration of IP Strategies – revised version will be available shortly
- Management of Academic Intellectual Property and Early Stage Innovation
- Special Features of the Copyright Systems
- Nation Branding in Countries in Transition
- Enforcement of Intellectual Property Rights
- Recommendations on Strengthening the Role of Innovative SMEs in CIS countries
- Tool on IP Teaching in Countries in Transition
- Tool on Economic Aspects of IP in Countries in Transition
- Tool on Traditional Knowledge in Countries in Transition
- Tool on Digitalization of Intangible Cultural Heritage in Countries in Transition
Guidance for Elaboration of IP Strategies

- Development of National IP Strategies – priority for WIPO and DCEA, in particular
- Guidance on IP Strategies – first step and action plan
- Role of WIPO
- Revised Guidance
Management of Academic Intellectual Property and Early Stage Innovation in Countries in Transition

- Identification of legal and institutional elements of the early stage innovation systems, including existing innovation and IP laws, role of central innovation promotion bodies, incubation parks, etc.
- Identification of the best practices and their comparison with practices in other countries
- Creation of a model for the early stage management of academic IP
- *Follow-up : Case Study on Technology Transfer*
- *Follow-up : Model IP Policy for Universities*
Technology Transfer

Industry

"Death Valley"

Academia

Products

Science
How to overcome?

- R&D Agreements
- Licensing deals
- Spin-offs
- Service agreements, consultancy
Model IP Policy - Objectives

- Promote, encourage and aid scientific investigation and research;
- Provide legal certainty in research activities and technology-based relationships with third parties;
- Set out the Institute’s procedures on the identification, ownership, protection and commercialization of Intellectual Property;
- Ensure the timely and efficient protection and management of Intellectual Property;
- Facilitate the recording, monitoring and maintenance of the Institute’s Intellectual Property portfolio;
- Ensure that economic benefits arising from the commercialization of Intellectual Property are distributed in a fair and equitable manner recognizing the contributions of the Inventors, the Institute as well as any other relevant stakeholders;
- Enhance the reputation of the Institute as an academic research institution and a member of society as well as the reputation of the Researchers through bringing the research results to public use and benefit.
Stakeholders

- There are several stakeholders in the R&D process each of them contributing to the generation or exploitation of IP. These include:
  - universities
  - researchers/inventors
  - students
  - research sponsors
  - industrial partners
  - mediator organizations (TTOs)
  - organizations exploiting University IP (licensees)
  - investors
  - others.
Issues to be addressed by an IP policy

- Scope of the policy
- Legal issues relating to the status of researchers
- External sponsorship, research collaboration with third parties
- Ownership of IP
- Disclosure, protection and exploitation of IP
- Revenue sharing
- Conflict of interest and confidentiality issues
Special Features of the Copyright Systems of Countries in Transition

Research/overview on the following issues/situation in countries in transition:

- State administration of copyright (governmental tasks and organizational structure, including relevant provisions in the copyright laws).
- Adherence to, and implementation of, the 1996 WIPO Internet treaties and the related provisions in national legislation.
- Provisions of the copyright laws on original ownership of rights (in particular as regards works created by employed authors) and on the issue of transferability of economic rights.
- Legislative regulation of copyright contracts.
- Collective management of copyright and related rights and the regulation thereof in the copyright laws.
- Two researches are ready
- Follow-up: Chapter on Enforcement of Copy Rights in the Digital online Environment
Components

- Adaptation of the Copyright Laws of Countries in Transition to New Technologies; Accession to, and Implementation of, the WIPO “Internet Treaties”
- Typical Features of Copyright in Countries in Transition: Review of the Transition Process – Guidance for Its Completion Where It May Still Be Needed
- Case Study – Chapter on Enforcement of copyright, in particular, in the digital online environment
Nation Branding in Countries in Transition

- Development of methods for identification of the country image on foreign markets
- Identification of basic practices for creation of national brands
- Establishment of main types of cooperation between national governments and private sector in creation and improvement of the external country image
Enforcement of Intellectual Property Rights in Countries in Transition

- Development of methods of determination of the piracy and counterfeiting in the country
- Identification of areas where enforcement is insufficient
- Development of model legislative provisions on enforcement of IPRs for incorporation into national laws
- Further development of the national systems of enforcement, development of coordination and interaction among law-enforcement bodies, courts etc.
Recommendations on Strengthening the Role of Innovative SMEs in Commonwealth of Independent States (CIS countries)

- Intended for the CIS countries
- Need to strengthen the role of SMEs innovation enterprises in the economic development of society
- General characteristics of the role of SMEs innovation enterprises in the economic development of CIS countries
- Measures to strengthen the role of SMEs
Recently WIPO has started the development of the new Tools tailored to the specific needs of the Countries in Transition:

1. Tool on IP Teaching in Countries in Transition
2. Tool on the Economic Aspects of IP in Countries in Transition
3. Tool on Traditional Knowledge in Countries in Transition
4. Tool on Digitalization of Intangible Cultural Heritage in Countries in Transition
IP Teaching in Countries in Transition

- Targeted to provide for an effective education in IP at relevant levels. It is expected that the results of this project will further shape the institutional practices in different government agencies and universities.
- Identifying, among others, the current situation regarding IP teaching in the countries concerned.
- To benchmark the best practices in comparison with those of some developed countries.
- *Web project under elaboration*
Conclusion

WIPO has been and will continue to play a major role in supporting elaboration and implementation of IP Strategies, policymaking, legal reforms, participation in international standard setting in countries in transition.
Thank you for your attention.

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