



The Intellectual
Property Office of the
Republic of Serbia



CHALLENGES OF PROTECTING HER INNOVATION – TOGETHER TOWARDS SUCCESS

AGENDA

Date: 8 May 2023

Venue: Hotel “Moskva”, Balkanska 1, Belgrade (Balkan conference hall)

09.00 Well come coffee.

09.30 Opening.

09.35 Opening remarks, Vladimir Marić, Director, Intellectual Property Office.

09.45 “How is European Patent Office Promoting Women in Science?” Marjorie Chopinaud, Team Manager and Patent Examiner, European Patent Office, online presentation.

10.05 “National Patent System”, Aleksandra Mihailović, Assistant Director, Intellectual Property Office.

10.25 “Innovation Management and Female Entrepreneurship” Sanja Popović Pantić, PhD, Research Associate, Institute “Mihailo Pupin”, Association of Business Women in Serbia.

10.45 “From a Girl to a Scientist - From Idea to Realization - From Creation to Innovation”, Sanja Podunavac-Kuzmanović, PhD, Professor, Faculty of Technology Novi Sad, President of the Association of Serbian Women Scientists "SRNA".

11.00 “Software Legal Protection. Reconsidering Legal Framework on the Verge of the Artificial Intelligence Era.”, Sanja Radovanović Savčić, PhD, Associate Professor, Faculty of Law Novi Sad.

11.15 “Magic of Patent Creation in the Field of Artificial Intelligence”, Milana Vitas, Institute for Artificial Intelligence, Novi Sad.

11.30 Lunch break.

13.00 “Introducing Gender Equity in IP Public Policy”, Branko Radulović, PhD, Professor, Faculty of Law, Belgrade.

13.15 “Women in Technological Entrepreneurship”, Aleksandra Popović, Director of the Serbia Innovates project.

13.30 “European Entrepreneurship Network – Support to the Serbian Innovation Ecosystem”, Katarina Momčilović Matić, Serbian Chamber of Commerce.

13.45 “Game ON - IP is Fun”, Magnus Hakvåg, House of Knowledge (HoK), online presentation.

14.00 Panel discussion: “How Important is Innovations for Doing Business?”

Participants:

1. Milena Rikanović, Director of UN Office Women Serbia
2. Ana Petrović, M.Sc. of Pharmacy, owner and Director of "Ana Petrović's Nutrition Studio"
3. Sonja Kapetanović, M.Sc. of Medical Biochemistry, owner and Marketing Director of "Shlarafia"
4. Jasmina Momčilović Nikolić, B.Sc. Architect, B.Sc. Therapist and B.Sc. Cosmetologist, owner of the brand "Perfect Body Shine"

Moderating: Aleksandra Mihailović, Assistant Director, Intellectual Property Office

14.45 Discussion.