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Headline

Branka Totić, Director

Intellectual Property Office of the Republic of Serbia

Creating a Centre for Education and Information at the Intellectual Property Office of the Republic of Serbia

The mission of the Intellectual Property Office (IPO) of Serbia encompasses not only the registration of patents, trade marks, industrial designs and the harmonisation of legislation with international conventions, but also responsibility for the overall development of the national IP system, which is necessary for a sound economic development.

The institute has a key role in raising the general level of awareness of IP and its significance for social and economic development, as well as awareness of the negative impact of piracy and counterfeiting. To face these challenges it has set up a Centre for IP Education and Information. The creation of the Centre is supported by an EU-funded project that started in January 2009. The project, which has a budget of EUR 2.2 million and a planned duration of three years, is being



implemented and co-funded by the European Patent Office.

The Centre will set up a programme of IP training that will address the needs of all the key players in Serbia: companies (including SMEs), research institutes, the courts, the police, market inspectorates, customs, media, legal entities and the public at large. Teaching and other educational materials, which will be developed with the help of foreign experts, will be customised to the needs of each specific group of users.

The Centre will also develop a wide range of practical services for various aspects of IP. These will include IP diagnostics, a service designed to enable businesses to identify their IP assets and adopt appropriate IP strategies. Special attention will be given to the maintenance of the Centre's stakeholders' network in Serbia, with a view to supporting regular communication. A database is being developed and a needs analysis is being carried out for each group of stakeholders.

A programme of co-operation with technical universities has been designed with a view to creating centres for fostering the transfer of technology between R&D and companies.

Also, the strengthening of institutions involved in the enforcement of IP rights, in particular the police, customs and the judiciary, will help reduce piracy and increase overall confidence in the IP system.

All of this is expected to have a positive effect on the Serbian economy, and in particular to stimulate foreign investment.

For the time being, IPO staff who have been appointed to the Centre are being trained in their new tasks, and construction work is underway to provide the Centre with the facilities it needs for its activities.

The interview

Adriano Martins, Deputy Head

EU Delegation to the Republic of Serbia

IP and European integration

This is the second national EU-funded IP project in Serbia. How do you assess the importance of IP in the EU accession process?

Intellectual Property rights are an instrument for protecting scientists, artists, inventors, and all the citizens who create and innovate. These are fundamental pillars of progress of the society and of cultural development. They are also necessary to increase competitiveness and generate employment. Without investment, no new jobs; and how to attract serious investors if we do not protect property rights?

Protection of intellectual property is also about preventing counterfeiting of goods. Letting criminals produce fake medicines, for example, is a serious threat to the health and safety of our children and for any ordinary citizen.

This is why the European Union regulates this field with specific legislation, compulsory to all Member



States and therefore for those countries that want to join the "club".

The Interim Agreement between the EU and Serbia is an important step in the path towards integration in the EU. The Agreement, which has been unblocked last December, states that "Serbia shall take the necessary measures in order to guarantee no later than five years after entry into force of this

Agreement a level of protection of intellectual, industrial and commercial property rights similar to that existing in the Community, including effective means of enforcing such rights".

In this context, the European Union follows with interest the developments in the field.

The Conclusions of the 2009 EU Progress Report on Serbia underline the continuous progress that Serbia is making in the enforcement of Intellectual Property rights and in strengthening the administrative capacities of the Serbian Intellectual Property Office.

On the same note, we are pleased to see that further developments are recently taking place with the adoption of new legislation.

Of course there is scope for improvement, and it is important for the EU to continue the dialogue and cooperation with the Serbian authorities, with the aim of ensuring full alignment with the EU laws and above all its application at all levels, including the judiciary. The EU has already funded a number of projects in the field and is keen to further cooperate on this sensitive and economically fundamental topic.



Dr Danica Mićanović, Senior adviser
Serbian Chamber of Commerce

Strengthening economy

The Serbian Chamber of Commerce (SCC) together with two provincial and 16 regional chambers comprises the Network of Chamber of Commerce. To support Serbian trade and industry in the international market, it has established 10 representation offices worldwide and concluded bilateral agreements with 55 countries.

Representing the interests of over 100 000 companies and 200 000 entrepreneurs from Serbia, the SCC plays an active role in increasing the level of competitiveness of our companies, with the general objective of helping Serbian companies access foreign markets. It also helps companies adapt to European standards, so that they can better face the challenges of the international business market.

The SCC is an active participant and partner in the drafting of national policies, strategies and regulations in the field of IP, with the aim of harmonising national rules with acquis

In order to formalize the cooperation between the two institutions the Intellectual Property Office (IPO) of the Republic of Serbia and Serbian Chamber of Commerce will sign the Memorandum of Understanding (MoU). The MoU will be signed at the occasion of opening of the new premises of the Education and Information Centre (EIC) in Belgrade on the 29th of January 2010. The aim of the memorandum is to bring Intellectual Property Office closer to SMEs in Serbia, and to provide high-quality expertise to the Serbian Chamber of Commerce. During the event several regional chambers will also sign similar document with the IPO.

communautaire and achieving the conditions for free movement of goods and services, thereby reinforcing the Serbian presence on European and worldwide markets, and ultimately increasing the volume of exports and attracting foreign investors.

Thus, in co-operation with the Intellectual Property Office (the national IP co-ordinator), the SCC provides maximum support to enable Serbia to fulfil the requirements of the Stabilization and Association Process, which is a condition for Serbia's integration into the EU.

The SCC provides businesses with valuable and up-to-date information about the importance of IP rights through the organisation of round tables, forums, seminars and workshops. It also helps individuals and organisations to draft business strategies which fully integrate their innovation and intellectual assets.

The tasks of the SCC include providing training and legal advice for the implementation of the legislation, especially for SMEs and individuals who have already been granted patents, as well as spreading awareness about the significance and assessment of IP as a driver of economic, scientific and cultural progress.

Some progress has already been achieved in the field of IP rights. This indicates that Serbia is on the right track, which in turn motivates us to intensify our support for businesses during the current transition period of our economy. •

Marina Vukobratović, Senior adviser

Ministry of Science and Technological Development of the Republic of Serbia

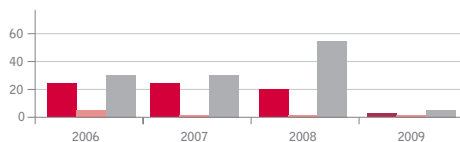
Supporting innovation in Serbia

Between 2000 and 2005, when incentives relating to the development of innovation were adopted, the focus of the Ministry's activities in this area was on the creation of an adequate legal framework to regulate innovation support in accordance with European and international standards and best practices.

In parallel, a major awareness programme was launched to highlight the importance of innovation for economic growth and development, and hence for the whole of society in the Republic of Serbia. One of the main infrastructural backbones for fostering the development of innovation is the creation of supporting structures such as:

- business and technology incubators,
- science and technology parks, and
- innovation centres

Studies were therefore carried out into the possibility of setting up science and technology parks in Belgrade, Nis, Novi Sad and Kragujevac. These studies were followed by negotiations with foreign investors and various administrative issues were sorted out, such as the provision of premises. The legal background is provided by the law on innovation activities and accompanying rules and regulations. This law represents the starting point for all further activities. The Ministry of Science



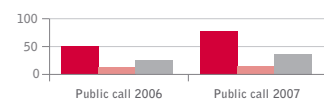
- Registered innovative organizations
- Innovation organizations for infrastructure support to the innovation activity
- Registered individuals innovators

Chart 1. Overview of the dynamics of registration of innovative organisations and private individual innovators by year.

and Technology Development has established a register of organisations with innovative activities, including product development centres, SMEs, research and development centres, innovation centres, technology and business incubators, and science and technology parks. Individual innovators have also been registered, while the procedure for registering interested organisations and individuals is being fine-tuned.

Since early 2006, a total of 75 innovative organisations have been registered, as well as five organisations offering infrastructure support to innovation activities, and 122 individual innovators.

Public calls have been issued to support the development of innovative products and services, stimulating the filing of applications and the commercialisation of scientific results, supporting the use of modern technology and building the



- Innovation Projects for legal persons Type 1 (non-infrastructure)
- Innovation Projects for legal persons Type 2 (infrastructure)
- Applications for funding of natural persons

Chart 2. Overview of the number of funded projects and the application of private individuals by public call.

infrastructure of innovation organisations. So far, a total of three public calls have been issued for the financing of innovative projects and the funding of applications by individual innovators according to the above-mentioned law. The third public call is currently in progress.

The Ministry closely monitors the effects and results of these initiatives through periodic and annual reports on specific projects and organisations, or via a direct evaluation of the situation in the field. Initial results are extremely encouraging.

In addition to supporting these concrete incentives, the Ministry also actively promotes innovation awareness throughout Serbia.

All these initiatives are aimed at long-term goals, in particular the creation of an environment favourable to the production in the Republic of Serbia of innovative products that are internationally competitive. •



Biljana Remović, Junior adviser
Intellectual Property Office of the Republic of Serbia

How IP rights are enforced

Intellectual property rights (IPR) enforcement in the Republic of Serbia is laid down in the provisions of the intellectual property (IP) laws as well as in the law on civil, criminal and misdemeanour procedures.

Which laws are relevant to IPR enforcement?

In the Republic of Serbia, the following laws are relevant to IPR enforcement:

- law on copyright and related rights
- law on patents
- trade mark law
- law on legal protection of designs
- law on indications of geographical origin
- law on the protection of topographies of integrated circuits
- law on special competencies for the efficient protection of IPR
- customs law
- criminal code

General laws which govern the procedures of the competent authorities in cases of infringement include:

- law on general administrative procedures
- law on civil procedure
- law on executive procedure
- misdemeanour law
- law on commercial offences
- law on criminal procedures

Which authorities are responsible for enforcement?

The following authorities are responsible for IPR enforcement:

- Administrative authorities, including the Customs Office and Tax Administration of the Ministry of Finance, Market Inspectorate of the Ministry of Trade and Services, special units within the Ministry of Interior, and the other inspectorates and institutions which have competent authorities under the law on special competencies for the efficient protection of IPR.
- Courts, including those for misdemeanour, criminal, and civil procedure, as well as commercial offences.



Dragan Vasiljević, Adviser
Intellectual Property Office of the Republic of Serbia

About patents

What is a patent?

A patent is a right that can be granted - in Serbia's case by the Intellectual Property Office - for an invention from any field of technology that meets specific criteria. This right confers on its holder a monopoly on the subject-matter of the patent: the patentee can use it, license it or prevent third parties from using, manufacturing or selling it. For a patent to be granted, the subject-matter of the application has to be new, involve an inventive step and be suitable for industrial application. An invention that is protected by a patent is not limited to a product; it can also relate to a process.

Why is there an obligation to publish?

Inventions for which patent protection is sought have to be disclosed to the public. To this end, they must be described clearly and completely in the application documents. During the grant procedure, the application and the patent specification are published, thereby enriching global technical knowledge. In this way, a patent not only provides protection for the patentee. It is also the source of valuable technical information and can therefore



become the basis for new inventions, research and development, making a valuable contribution to a country's economic development.

Who is responsible for granting patents and how are they granted?

Patents are granted in each country by the national patent office. In Serbia this is the Intellectual Property Office of the Republic of Serbia. The procedure starts with the filing of an application, which should comprise a description of the invention, one or more claims (determining the scope of protection), an abstract and, if necessary, a drawing which enables better understanding of the patent. Thanks to a special agreement, patents granted by the European Patent Office can also be extended to the Republic of Serbia.

Some Serbian patent history



The first registered patent in Serbia was for a "Cauldron for distilling brandy".

Granted to Milan T. Jovanovic from Novi Sad on 14 December 1909, it was first registered under the number 48722 in Austro-Hungary. Then, after the patent office of the Kingdom of Serbs, Croats and Slovenians was established on 15 November 1920, it was transferred to this new office.

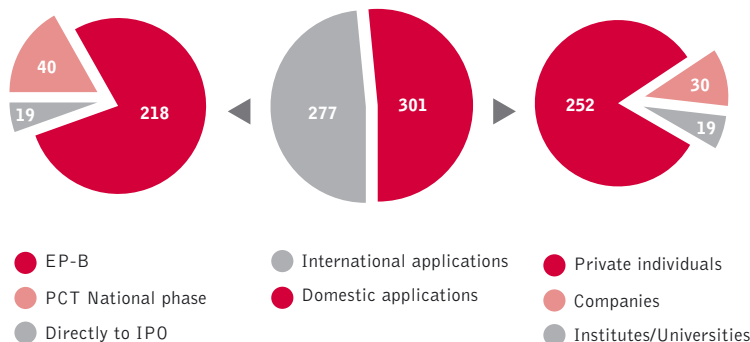
Filing figures

Danijela Zlatić-Šutić, Adviser

Intellectual Property Office of the Republic of Serbia

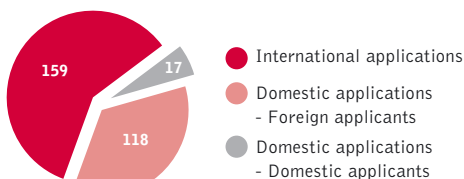
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Patents

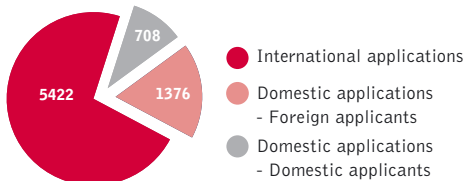


EP applications designating RS filed with EPO are not included

Industrial designs



Trademarks



Forthcoming events

Saša Zdravković, Adviser

Intellectual Property Office of the Republic of Serbia

32nd INTERNATIONAL FAIR OF TOURISM (ITTFA) Belgrade, Serbia

24.02.-28.02.2010

www.ift-belgrade.com
Exhibitors include travel agencies, associations and organisations, hotels, tourist centres, hunting tourism, airline companies and international tour operators.

36th INTERNATIONAL BUILDING TRADE FAIR (UFI) - South East Europe Belgrade Building Expo

Belgrade fair, Serbia

13.04.-17.04.2010

www.seebbe.com
Research and design, building construction and civil engineering, hydro construction, construction materials, machines and equipment.

54th INTERNATIONAL TECHNICAL FAIR (UFI) Belgrade fair, Serbia

11.05.-15.05.2010

Integra - 21st-century computer-integrated factory

6th INTERNATIONAL ENERGY FAIR Belgrade fair, Serbia

13.10.-15.10.2010

Electric power industry, coal, gas and oil, renewable energy sources and energy efficiency.

9th INTERNATIONAL ENTREPRENEURSHIP FAIR FOR SMALL AND MEDIUM-SIZED ENTERPRISES Belgrade, Serbia

25.11.-27.11.2010

Entrepreneurship fair

News

Intellectual Property Office of the Republic of Serbia

Consultations on national intellectual property strategy

Government officials met at the Palace Serbia on 15 June 2009 to discuss Serbia's national intellectual property strategy. The meeting was organised by the World Intellectual Property Organization in co-operation with the Intellectual Property Office of the Republic of Serbia. Participants agreed on the appropriate steps necessary for drawing up the strategy, identified the key institutions that should be involved, and endorsed the need for an appropriate action plan.

National seminar on collective management of copyright and related rights

A seminar on the collective management of copyright and related rights was held at the Chamber of Commerce of Serbia in Belgrade on 15 and 16 September 2009. Organised by the Intellectual Property Office of the Republic of Serbia, the World Intellectual Property Organization, the International Confederation of Societies of Authors and Composers and the International Federation of Reproduction Rights Organizations, the main aim of the seminar was to inform the public about the new features of

the Draft Law on Copyright and Related Rights and the expected effects of the proposed solutions on both rights holders and their organisations as well as all other businesses using copyright-protected works. ●

Best technological innovation - competition finals

The finals for the best technological innovation competition NTI2009 took place in December 2009. The competition is held to promote entrepreneurship in Serbia and to help existing and would-be high-tech entrepreneurs hoping to commercialise their ideas and inventions. ●

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Education and Information Centre



The Intellectual Property Office of the Republic of Serbia