



Headline

Dr David Jelerčić, Project director
European Patent Office

Project entitled "Support to the Education and Information Centre of the Intellectual Property Office of Serbia" finishes

The project "Support to the Education and Information Centre of the Intellectual Property Office of Serbia", funded by the EU delegation to Serbia and implemented by the EPO, is coming to an end. It is therefore time to draw conclusions about its achievements.

The aim of the project was to develop the Intellectual Property Office's capacity to deliver education, training and information on IPR in Serbia and to promote general awareness and knowledge of IPR among key stakeholders.

The achievements can be categorised in three phases:

Phase I - April 2009 to January 2010

- Creation of the EIC at the IPO and appointment of six Intellectual Property Office (IPO) staff to the EIC.
- Refurbishment of parts of IPO premises to create a conference room for 60, a meeting room, a training room and public library, all fully furnished and equipped.
- Creation of visual identities for the IPO and the EIC, including the redesign of the IPO and EIC web pages.

Phase II - May 2009 to May 2010

- Professional training of EIC staff.

Phase III - February 2010 to July 2012

- Development and delivery of IP services (e.g. training seminars, study visits, lectures) to the national IP network, targeting the four main stakeholder groups:
- academia and research institutes (including setting up and supporting the TTO at the University of Belgrade - 12 projects ready for commercialisation)
- judiciary and enforcement agencies
- SMEs and SME support institutions
- general public
- Further professional training of EIC staff: internships at national IP offices in France, Austria and Denmark and at the EPO in The Hague and Vienna.

By and large, the most important and tangible result of the project is that almost 5 500 people from the four stakeholder groups, which are key to the development and functioning of the IP system in Serbia, received customised training in a period of less than two years. At the same time the Centre's activities have considerably increased the IPO's visibility and standing on the national IP stage and have helped to broaden IP knowledge among the judiciary and enforcement agencies in Serbia.

The success of the project has to be seen in a wider context. Serbia and the IPO were fortunate that the EU delegation and the European Agency for Reconstruction considered IP a priority for Serbia and provided funding in the amount of some EUR 3.75M for IPR-related projects. Over the last decade, the steady supply of considerable EU and EPO funding in a relatively short space of time contributed to the harmonisation and fast advancement of Serbia's Intellectual Property Office and its IP system. One of the concrete results of this is Serbia's membership of the European Patent Organisation from 1 October 2010. The Strategy for the Development of Intellectual Property in the period 2011 to 2015, adopted by the Serbian Government on 23 June 2011, expressly recognises the importance of this funding for the IPO's development.

The Intellectual Property Office of the Republic of Serbia has benefited over the last decade from the following EU-funded projects, all implemented by the EPO:

	Financial instrument	Title	Implementation period
1	CARDS 2002	Regional project on "Industrial and Intellectual Property Rights" (regional project)	7/2003-12/2006
2	CARDS 2004 National	"Technical assistance to the Intellectual Property Office of Serbia" (project on capacity building)	9/2005-12/2007
3	IPA 2007	"Regional Programme on Industrial and Intellectual Property Rights in the Western Balkans and Turkey"	11/2008-11/2010
4	IPA 2007 National	"Support to the Education and Information Centre of the Intellectual Property Office of Serbia"	2/2009-7/2012

A project's success is heavily linked to the competence of the beneficiary institution's management, the commitment of the beneficiary and that of the people involved, especially in a project such as this one, where the human resource factor is an integral part of the project. My sincere thanks go to Ms Totić, Director of the Intellectual Property Office of the Republic of Serbia, Ms Branka Bilen Katić, Assistant Director, Ms Daniela Zlatić Sutić, Head of the EIC, all staff at the EIC and local project office, as well as Mr Stojanović and Ms Penčić, for their invaluable help in making this project a successful one.

What about the future?

Well, membership of the EPO allows Serbia and, more particularly, the IPO to take part in co-operation activities supported by the EPO within the European Patent Network. The EPO and its member states co-operate within the EPN mainly in the areas of training, information technology and patent information. The overall aim of co-operation with member states is to provide users of the European patent system with relevant and high-quality patent-related services, enabling the proper use of the system, to strengthen the EP and promote interoperability between the EPO and the national offices. The bilateral co-operation plan with the IPO has set out activities worth around 0,5 M EUR for the period 2012-2015.



Dr Danica Mićanović, Technological Innovations Board
Serbian Chamber of Commerce

The role of the Serbian Chamber of Commerce in developing a knowledge-based economy

The Chamber of Commerce of Serbia, a national association of Serbian businessmen, has been drawing upon its 150 years of tradition, experience, knowledge and professionalism to promote the competitiveness of the Serbian economy both locally and internationally. Recognising the significance of innovation, knowledge and education in kick-starting and stimulating industrial development and improving overall economic, social and cultural prosperity, it has taken an active role in the creation of a policy and strategies for innovative activities and intellectual property, thereby positioning itself as one of the most significant actors within the national innovation system. It has organised, initiated and supported all forms of innovation and creativity contributing to the enhancement of the country's technological development and the creation of a modern Serbian knowledge-based economy.

The Serbian Chamber of Commerce has introduced a system-based support framework for the development of innovation. As a matter of priority, it protects and represents the interests of innovators, irrespective of their academic, scientific or business background or the inventors' associations to which they belong, and works on injecting creative potential into the resolution of specific development-related problems in the economy. It launches initiatives, presents proposals and contributes to the provision of system-based requirements for the creation, development and application of innovations and new technologies, as well as for the creation of a stimulating environment

for the promotion of new ideas and attracting foreign investors.

Knowledge-transfer model

The Serbian Chamber of Commerce has developed a model for implementing innovations and new technologies in industry based on direct knowledge and technology transfer. It provides all innovators with quality information in a timely manner, offers advisory and consulting services, and provides education and training programmes designed to help companies adjust to European standards in preparation for entry into the European and global markets. Furthermore, it organises training for all national stakeholders in the areas of innovation and intellectual property to promote awareness of the significance of IP rights, as well as to ensure the comprehensive development of human resources. It has also been active in strengthening links with and between education and research institutes, innovation and technology centres, technology parks and the commercial sector to stimulate research programmes geared towards commercialising the implementation of knowledge and technology. By promoting different products and technologies, it has facilitated their implementation in industry and assisted in raising their market value. It has also been very active in linking the science and industry sectors, acting as a partner in many projects involving Serbian institutes and faculties. This has helped to enhance the competitiveness of national companies and has improved their independence in relation to foreign technologies. Serbia is a small country with a small market. However, thanks to its network of regional chambers of commerce and representative offices around the world, its membership of all significant international chamber associations, its co-operation agreements with different chambers and other business associations, its strong partnerships with practically all local institutions dealing with R&D, innovation and intellectual property enforcement, the Chamber of Commerce of Serbia has multiplied its capacities



for knowledge and technology transfer. Serbia has opted to create a knowledge-based economy. Setting that as its strategic goal, the Serbian Chamber of Commerce has provided support for the development and implementation of high technologies by establishing high-tech companies and encouraging the creation of new products with a higher net added value, inevitably leading to increased exports from Serbia. One of the most important activities of the Serbian Chamber of Commerce is the promotion of innovations and new technologies at both local and international innovation exhibitions. Last year, Serbia's innovative potential was showcased at eight local and five international innovation exhibitions (Lyons, Reims, Thessaloniki, Moscow and Brussels).

The basis of innovations

Aiming to promote the marketing of innovative solutions, the Serbian Chamber of Commerce has developed a database of innovations and technologies in collaboration with the Ministry of Education and Science. It also supports innovative activities by organising inventor conferences, increasing the level of information disseminated to inventors and entrepreneurs via its information system, developing information networks relating to innovations and inventions, and joining international innovation networks.

Intellectual capital

One of the key activities of the Serbian Chamber of Commerce is promoting awareness of the significance of innovations and intellectual property in national companies. In doing so, it hopes to encourage the companies to base their corporate economic strategies on innovation and intellectual capital to achieve added value, greater stability and business safety, and to make themselves more attractive to foreign investors. Active involvement with the Intellectual Property Commission of the International Chamber of Commerce and WIPO has led the Serbian Chamber of Commerce to begin work on the harmonisation of national legislation in the area of innovative activities and intellectual property with EU regulations and WIPO documents. The Serbian Chamber of Commerce has played a significant role in the development of intellectual property policy and in promoting awareness of the significance and value of intellectual capital, both in Serbia and the broader region, by co-operating with the Intellectual Property Office with the aim of increasing general awareness and promoting the development of professional capacities in the area of intellectual and industrial property rights to enable Serbia to achieve the level of IP right enforcement required for integration with the European Union. It has contributed to these efforts by participating in the drafting of the national intellectual property strategy and - via its members and innovative companies - in its implementation, as well as by networking with the regional chambers of commerce. ■

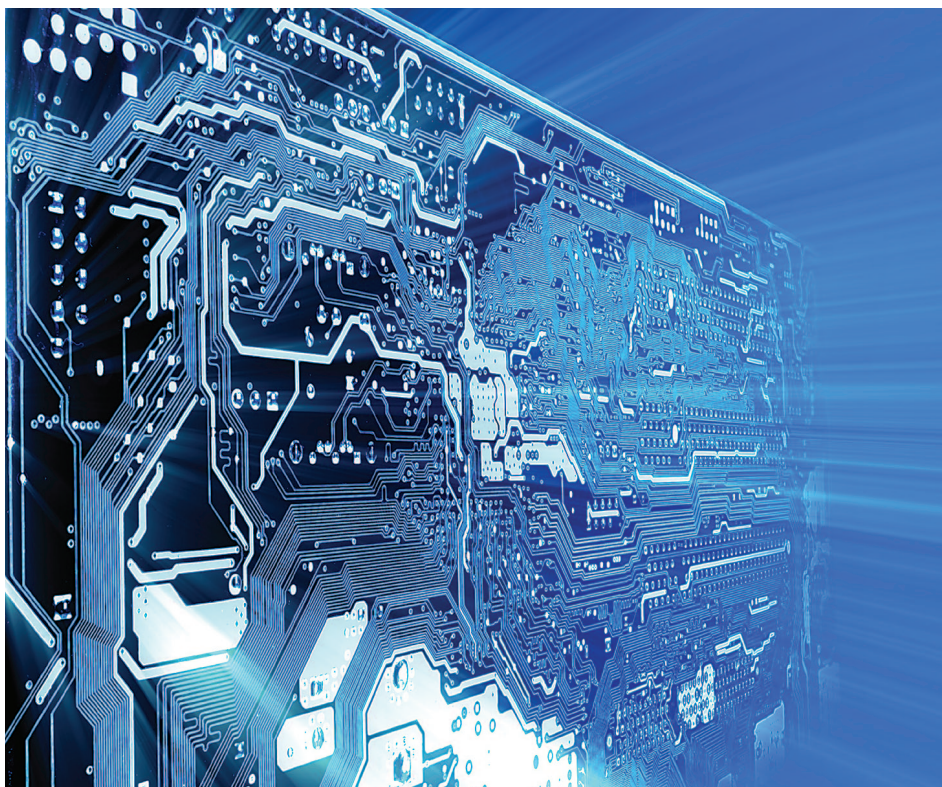




Application of the results of scientific research conducted by the University of Belgrade

The economic development of a country is a very complex social process impacted by different factors. One of the most important factors and the basic driver of economic growth is technological progress. Technological progress involves change in the sense of creating new and upgrading existing technology, resources, services and products. Innovation forms the basis of technological development, and the generation of innovation is the core task of scientific research.

The University of Belgrade is an institution with a long tradition in higher education and scientific research. Researchers at the University have either managed or been involved in more than 600 local and 70 international projects in the field of basic, applied and development research. Up until now, the majority of the research results have been published in scientific and professional journals, thus forfeiting legal protection and the possibility of tapping the economic and commercial value of the results. A large number of research projects at the University also remain unexploited because they are carried out without an awareness of the fact that a solution to the specified problem has already been identified in patent documents. Consequently, the results obtained often overlap with inventions that have already been patented. Given this situation, steps have to be taken to prevent the publication of inventions and to ensure the timely filing of patent applications. In order to reach this goal we have to understand why it is necessary to patent inventions and how to search databases with existing patent information. Only then will it be possible to take full advantage of research results and contribute to the development of the economy and society as a whole. The Technology Transfer Centre was established at the University of Belgrade to address these issues and is tasked with providing support for and stimulating the transfer of knowledge, new technologies and innovations between the University and industry in order to create better possibilities for implementing the results of scientific research. The existence of a centre such as this one and the proper organisation of technology transfer will yield a series of advantages, not only for researchers and the University, but also for the public at large: it will enable the practical exploitation of research results for the benefit of the public, yielding more revenue for investment in further research activities. This approach has the potential to guarantee long-term self-financing of part of the research activities, as well as to create new business possibilities and jobs.



The significance of the Technology Transfer Centre in terms of encouraging technology transfer, faster development and better exploitation of innovation potential was also highlighted in the "Strategy for the scientific and technological development of the Republic of Serbia" adopted by the Government on 25 February 2010.

The Technology Transfer Centre was established on 26 October 2010 within the framework of the IPA National project entitled "Support to the establishment of the Education and Information Centre of the Intellectual Property Office of Serbia", a project co-funded by the European Union and the European Patent Office and implemented by the European Patent Office. Since that date, the TTC has received significant support from the IPO in its capacity as professional partner in relations between universities and industry with the purpose of enhancing the exploitation of university research results.

One of the first activities of the TTC was to prepare documents defining its policy and regulating the management of intellectual property and technology transfer at the University of Belgrade. To this end, a workshop on intellectual property management was organised at the University and its participants drafted a model rule book on the legal protection and commercial exploitation of intellectual assets and the functioning of the TTC. The rule book was adopted on 9 November 2011 at a meeting of the University Senate.

The period January to March 2011 saw the organisation of a workshop entitled "From Idea to

Licence" aimed at giving the University's professors and students an introduction to the basics of intellectual property and technology transfer.

One of the most significant activities of the TTC so far has been the launch of the project "From Idea to Licence (Identification, Legal Enforcement and Commercialisation)" in collaboration with ISIS Innovation (a company responsible for technology transfer at Oxford University), the Ministry of Education and Science, the Intellectual Property Office of the Republic of Serbia and the European Patent Office. As part of the project, the best-ranked inventions nominated by the Ministry of Education and Science competed for selection as most suitable and ready for commercialisation on the basis of licencing or the establishment of spin-out companies.

In the coming period, the TTC plans to set up five spin-out companies and sign licencing agreements, as well as organise a series of lectures and workshops aimed at educating and training scientific researchers and promoting general awareness of the significance of intellectual property and technology transfer.

The TTC will continue to work closely with the IPO and the European Patent Office to accomplish its mission to support knowledge transfer between universities and industry, provide the impetus for new technologies and innovations with a view to improving conditions for the implementation of scientific research results, and thereby promote the development of the economy and society as a whole. ■



Obrad Čabarkapa, Head of the Department for Scientific and Innovation Activities
Ministry of Defence, Directorate for Strategic Planning, Defence Policy Sector

Co-operation between the Ministry of Defence and the Education and Information Centre



A confidential invention is an invention of significance for the defence or security of Serbia. Under the Patent Law and other secondary legislation, such inventions are protected by patents granted by the authority competent for defence affairs and/or the Directorate for Strategic Planning within the Defence Policy Sector of the Ministry of Defence (MoD) as the competent directorate for scientific and innovation activities within the defence system.

The protection of confidential inventions is an essential task in the area of inventive activities. This area is one of the segments of scientific activity and covers a set of activities relating to the creation of confidential inventions, filing applications for their protection and granting technical upgrades significant for defence. Inventive activities in the defence system feature certain specifics that must be taken into account and focus primarily on upgrading existing resources and the arms system, military equipment, teaching aids and all the other systems, means and procedures (support for planning, management, command, project design, exploitation, maintenance, overhaul and other activities) used and applied by the Ministry of Defence and the Serbian Armed Forces.

The patenting procedures implemented for confidential inventions have resulted in long-standing co-operation with the Intellectual Property Office. In accordance with the law, it has been regulated that if the IPO, in prosecuting a patent application, establishes that the subject-matter of the application is confidential, it is obliged to forward the application to the MoD directorate competent for patenting confidential inventions. This directorate then issues an opinion regarding the confidentiality of the subject-matter and carries out the relevant stages of the examination procedure. If an invention created within the system of defence is not found to be confidential on the basis of the examination procedure but is considered suitable for protection by a certain organisational entity within the MoD and the Serbian Armed Forces, a patent application is filed with the IPO. The IPO also issues an expert opinion on whether an invention applied for meets the legal requirements for patentability.

By observing national trends in this area, it has been noted that over the past few years, those involved in scientific and inventive activities within the system of defence have taken certain steps to promote awareness of and provide general information on the importance of protecting intellectual property. An initiative to add this subject-matter to the University of Defence's curriculum was officially launched late last year. One must bear in mind that the system of defence includes institutes of higher education providing training in different fields of science (engineering, technology, medicine, etc.), military science academies involved in R&D, defence industry companies, which contribute, through joint activities, to the creation, development, and production of innovations, i.e. intellectual assets of significance for defence. The development of the defence industry strengthens the defence capacity of the country, facilitating the development of the army, the state and society as a whole.

The past two years saw the establishment of high-level co-operation between the MoD's Directorate for Strategic Planning and the Education and Information Centre of the Intellectual Property Office. The active involvement of IPO and EIC staff in the organisation of certain workshops has greatly contributed to the education of certain structures in the defence system by raising awareness levels about the significance of creating and protecting intellectual property.

Over the past two years, the EIC has organised eight workshops, two of which were held jointly with staff from the Directorate for Strategic Planning; the others were organised at the IPO. The workshops were targeted at people from the MoD and the Serbian Armed Forces, primarily those involved in the examination of confidential patent applications and working on the implementation of scientific research projects, but also authors of innovations and individuals with legal and business professional qualifications. The aim of the workshops was to highlight the significance of protecting intellectual property in the system of defence and to provide information on both the legal regulations governing the examination procedure applied to confidential innovations and the importance of using patent

databases as a valuable source of knowledge for further scientific research.

Among the workshops conducted, we would like to single out the ones on patenting confidential inventions held in late 2010 and 2011 at the MoD's Directorate for Strategic Planning and the Military Technical Institute. These were attended primarily by MoD and Military Technical Institute staff who are confronted by the issues relating to the creation and protection of confidential data in their daily work. We would also like to mention a series of workshops that were held in early 2012 at the IPO and attended by representatives from a number of companies active in the special-purpose industry sector and technical overhaul institutes within the defence system. The objective of these workshops was to provide training on how to draft patent applications and search for patent documents in accessible databases. These workshops were attended by more than one hundred individuals from the system of defence.

The completion of the above activities does not mean that co-operation with the EIC is drawing to a close. Rather, there are plans to continue working together to raise the status of scientific and innovative activities in the defence system. Further co-operation has taken place within the framework of the various follow-up activities in this area at IPO and state level: participation of the staff of the authority responsible for innovative activities in professional workshops organised by the Office, launch of the patent teaching kit and assistance in "eventually adding intellectual property to the curriculum" of the Defence University. ■





Nataša Milovanović, Independent advisor
Intellectual Property Office of the Republic of Serbia

Patent teaching kit

The patent teaching kit is a collection of teaching materials that can be integrated into an existing curriculum to help promote awareness of the significance of patents among students. Patents play a very important role in today's knowledge-based economy. It is therefore extremely important for students from all faculties to acquire basic knowledge about patents and intellectual property, as this can be extremely useful to them in their future business activities. The patent teaching kit was created in 2009 by the European Patent Academy in collaboration with a team of experts. It is intended for students from any faculty and any year. The patent teaching kit is recommended for university lecturers who have little or no experience with the patent system.

Patent teaching kit contents

Designed for students in any discipline, the subject-matter of the patent teaching kit has been structured in such a way as to discuss patents from the perspective of different professions. It consists of two core modules and three sub-modules. The core modules present general information about patents, discussing three main issues that may arise at the beginning of a scientific research project or at any time right until the stage of patent commercialisation. These modules are recommended for undergraduates. Core module 1 is entitled "Protect your ideas". It is intended for students of natural sciences, engineering faculties, medicine and business administration and provides a thorough understanding of the fundamentals of intellectual property, as well as basic information about patents, the method for filing patent applications, performing patent research and using patents as a source of technical information. The content of the kit as designed enables students to develop their awareness of the potentials and risks of patent systems. It also provides practical information on what has to be done with an invention and how it can be patented and exploited in business.

Core module 2 – "How patents work" – is an introduction to patents for law students. This part of the patent teaching kit focuses in particular on the basic characteristics of patent law, including an overview of the European Patent Convention. It provides information on intellectual property rights, patentability requirements, issues of patent ownership and the commercialisation of inventions. Module 2 also features a special part dedicated to patent infringements and patent litigation.

A detailed overview of certain more condensed topics is given in the additional sub-modules. The contents of the individual sub-modules are designed to be used depending on the needs of the students. The topics covered by the sub-modules include searching for patents in the Espacenet database, the use of patents by spin-off companies and understanding patent claims. These topics may be of particular interest to post-graduate and doctoral students. The description of the Espacenet database using specific search



examples is particularly important for all students, given that using and searching for patent documents is a key professional skill for every engineer or scientist.

Using the patent teaching kit

The patent teaching kit has been designed in such a manner as to provide university lecturers with all they need to prepare and hold an interesting and informative lecture. It includes PowerPoint presentations for each module and sub-module, with teachers' notes below each slide. The slides and notes have been structured in accordance with the objectives of the patent teaching kit as defined. Each slide is also accompanied by a textual segment with detailed background information that can be used for retrieving additional data or preparing answers to more complex questions from students. This textual segment provides the user with links to other materials and information sources. The patent teaching kit as a whole also includes a lot of real-world examples and case studies that will be particularly interesting to the audience. While the material can be used as a whole without any modification, each lecturer may amend the lectures to his/her students' needs or add

a personal touch by introducing examples more suited to the students concerned. The structure and content of the patent teaching kit help the lecturer to prepare and deliver a lecture lasting up to two hours.

Ordering and receiving the patent teaching kit

The Intellectual Property Office of the Republic of Serbia has amended the patent teaching kit and translated it into Serbian. The patent teaching kit is available free of charge in electronic and printed format. Anyone interested in obtaining the electronic version may download it from the IPO's website at www.zis.gov.rs. Before downloading it, the applicant has to complete a questionnaire providing basic data. The printed version is intended exclusively for university lecturers who wish to incorporate the material in their lectures. This version can be ordered by sending a request, including basic data, faculty address and a brief explanation about how the patent teaching kit is going to be used (e.g. which year students will be involved, etc.) to info.eic@zis.gov.rs. ■



Daniela Zlatić-Šutić, Head of the EIC
Intellectual Property Office of the Republic of Serbia

Results achieved by the Education and Information Centre

The IPA National project underpinning the set-up of the Education and Information Centre (EIC) as a separate organisational unit within the Intellectual Property Office is aimed at broadening the IPO's scope of services by introducing various forms of education and disseminating information on intellectual property rights to ensure their efficient use in Serbia.

In order to enable the EIC to fulfil this new role, it was necessary to create a team of experts who could meet all the requirements envisaged by the project. Six employees from different IPO departments were selected for the team. They underwent six months of intensive training at various foreign national IPOs and other institutions that offer support to businesses in the area of IP management (the EPO, the Austrian Patent Office, the French Patent Office, the Brussels-based agency for Innovation by Science and Technology (IWT), the Danish Patent and Trademark Office, etc). Part of the training was organised at the Intellectual Property Office of the Republic of Serbia, including lectures by foreign experts in relevant fields, allowing attendance by other IPO staff. Since communication skills are essential for future trainers, separate training courses were provided focusing on enhancing communication and presentation skills to help future trainers address the needs of different groups of users. Along with the promotion of intellectual property, the importance of teamwork and team spirit was highlighted by all lecturers.

Since the formal opening of the EIC in January 2010, when co-operation agreements were signed with the Serbian Chamber of Commerce and nine regional chambers of commerce, formal co-operation has also been established with the Judicial Academy, National Agency for Regional Development and two other regional chambers of commerce, as well as with the University of Belgrade. Informal co-

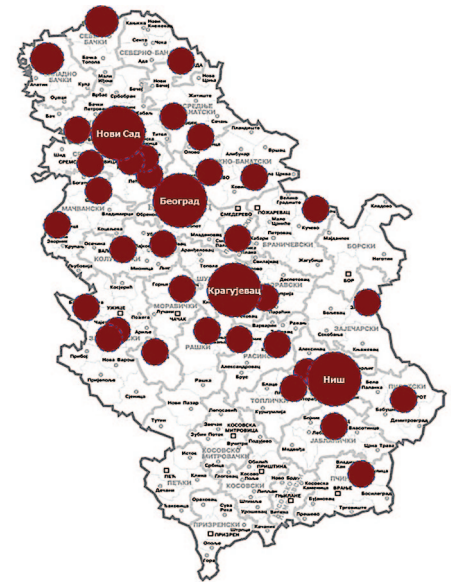
operation has been established with other agencies that support business, scientific and research institutes and organisations.

In the intervening two years later, i.e. since May 2010 when the EIC became operational, the following broad spectrum of activities was developed for different target groups:

- organisation of basic and advanced seminars on intellectual property protection and management;
- organisation of seminars and lectures in line with user requirements;
- performance of IP diagnostics for innovative companies;
- organisation of open-door days - consultations with clients on the third Thursday of each month;
- elaboration of promotional material;
- publication of the quarterly EIC Newsletter;
- daily update of IPO and EIC website content;
- presentation of the IPO at business and innovation fairs;
- dissemination of information and response to client questions concerning intellectual property rights.

The new educational content is characterised by a special focus on the importance of recognising and using intellectual property rights in order to boost the competitiveness of companies in both local and international environments. Special importance is also attributed to the application of knowledge created in universities, institutes and other scientific and research bodies to enable the economic exploitation of intellectual assets for the development of society as a whole.

Although the IPO is based in Belgrade, the EIC's activities have up to now been implemented throughout Serbia with the aim of bringing intellectual property closer to different groups of users in a well-organized manner and in co-



operation with local institutions supporting businesses and institutes of education.

That EIC activities have been implemented all over Serbia is evidenced in the 30 000-plus kilometres that were travelled for the purpose of organising seminars, round-tables and providing IP diagnostic services.

The number of students and professors attending these seminars indicates the growing importance of intellectual property in the education of future graduates. The European Patent Office's patent teaching kit was translated into Serbian in a bid to add intellectual property to the curriculum in technical institutes of higher learning.

In an effort to enhance capacities and mutual co-operation between IPR enforcement institutions, a series of basic and advanced training courses has been organised since October 2010 for representatives from the Serbian Customs Administration, Ministry of the Interior, Market Inspectorate and other inspectorates. In co-operation with the Judicial Academy, training courses have also been organised for judges and prosecutors. Trainers included experts from the United Kingdom, Denmark, Sweden, Slovenia, Croatia, as well as local specialists. By using case studies, participants were able to share their experiences with the trainers and fellow students. Another important feature included presentations by intellectual property rights holders on how to recognise counterfeit and pirated goods, including distribution channels.

The results achieved by the EIC so far show a noticeable increase in public awareness of the importance of exercising intellectual property rights. Therefore, even after the IPA National project has been completed, the IPO will try to maintain and upgrade all the activities that have already been launched and also to get other IPO experts involved.





Nikola Radovanović, Advisor
Intellectual Property Office of the Republic of Serbia

Intellectual Property Office publications

Publishing activities have been the focus in recent times of very intensive co-operation between the Intellectual Property Office of the Republic of Serbia, the World Intellectual Property Office and the European Patent Office in terms of following current trends and major topics relating to intellectual property. The project "Support to the Education and Information Centre of the Intellectual Property Office of Serbia" has seen the translation into Serbian of a number of publications, studies, guides, handbooks and leaflets intended for intellectual property system users both at national and international level.

As regards national capacities in the area of intellectual property, complex research has been conducted into innovation and intellectual property. The most important studies to that effect are "The analysis of innovative activity in Serbia" and "Small and medium-sized enterprises and intellectual property". The former study offers a typical overview of innovation in Serbia and provides guidelines for scientific and technological development and partnership in relation to the national innovation system. The latter study, "Small and medium-sized enterprises and intellectual property", is a useful publication for all those wishing to analyse the economic aspects of investment and the relevant regulations governing the success of doing business, with special reference to small and medium-sized enterprises and their use of the intellectual property system. The IPO's website offers various other publications such as "Intellectual property related disputes in Serbia", which analyses relevant challenges and assesses the possibility of introducing specialised courts to deal with intellectual property matters.

New guides and handbooks have been added to the collection of publications in the "IP for Successful Business" section, giving companies an opportunity to learn more about the role of intellectual property in marketing and export-related activities. These topics are addressed in particular in the WIPO guides "Secrets of Intellectual Property: A Guide for Small and Medium-sized Exporters" and "Marketing Crafts and Visual Arts: The Role of Intellectual Property: A Practical Guide", both of which have been translated into Serbian. A new publication, "esp@cenet – introduction to the base of ideas", provides useful information on the world's largest free database of patent documents. The guide "How to get a European patent" was prepared for innovators wishing to file international patent applications and contains information on patentability criteria, patent application preparation and filing, the European patent granting procedure along with many other useful tips. "Exchanging Value" is an important handbook for all those engaged or planning to engage in the licencing of technology. This publication reveals important details that one needs to know when considering licencing and preparing for licencing, with special focus on issues pertaining to technology valuation. A guide for inventors is also available. This takes readers through the most important stages involved in turning an invention into a marketable product. Accompanying the inventor throughout the process, from concept to final product, the guide discusses such topics as risk reduction, cost management and how to draft a business plan; it also provides guidelines on how to reach an agreement with third parties, etc.



In an effort to inform all current and potential users of the Serbian intellectual property system about opportunities provided by IP rights, the Education and Information Centre has produced leaflets - also available on the IPO website - on the basic forms of intellectual property and their benefits for rights holders.

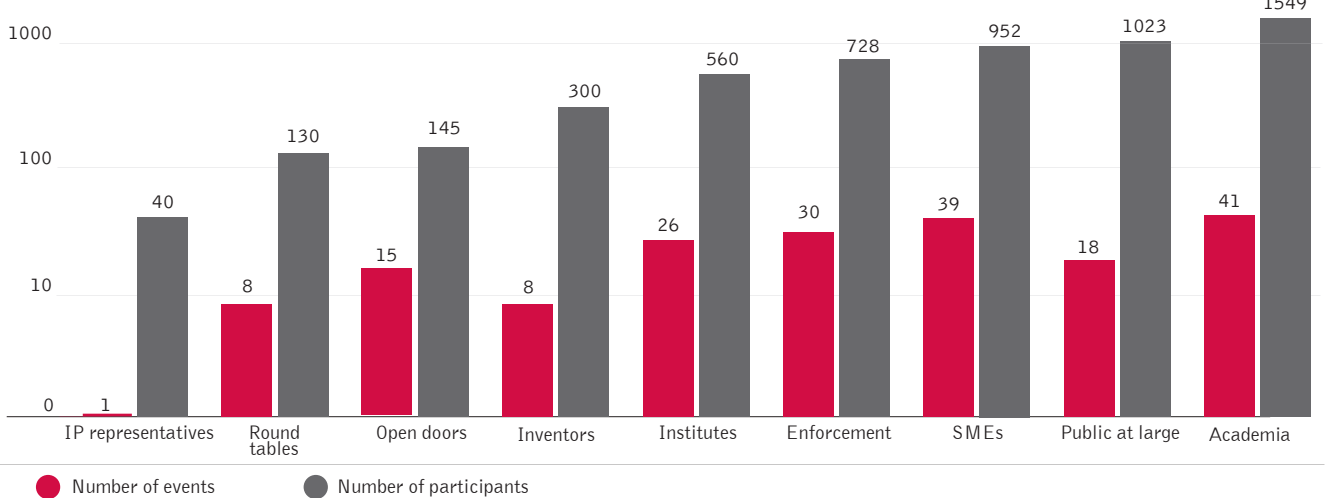
Some IPO publications are designed for special groups of intellectual property system users. The patent teaching kit provides great support and assistance in teaching about intellectual property at universities and is a useful way to learn about important elements of the patent system. The "Brief Guide to Intellectual Property Law" may be used by intellectual property enforcement institutions to familiarise themselves with the overall national and international legislation that is relevant in this field.

Finally, the EIC Newsletter has been successfully reporting on the activities of the Education and Information Centre over the past 30 months, with the latest newsletter published as a double issue to celebrate its 10th edition. All issues of the EIC Newsletter published so far have focused on the most important areas of interest for intellectual property system users, as well as on user education and the dissemination of information. This trend is certain to continue. Just like all the above publications, the EIC Newsletter is available in the "Publications" section on the IPO website.



Daniela Zlatić-Šutić, Head of the EIC
Intellectual Property Office of the Republic of Serbia

Activities of the EIC from 2010 - 2012



The numerous workshops organised over the past two years within the framework of the EIC's activities were attended by 5 427 participants. In addition to these workshops, the EIC and the IPO, supported by the IPA National project, participated in 13 different exhibitions, with their own stands, to promote intellectual property rights. Intellectual property diagnostic services were provided to 39 companies. ■

News

Nikola Radovanović, Advisor
Intellectual Property Office of the Republic of Serbia

IP crime seminar

An international seminar on IP crime was held at the IPO on 12 June 2012. The seminar was jointly organised by Interpol and the IPO within the framework of the IPA National project.

International IP experts from Interpol, Europol and other relevant EU enforcement agencies presented the challenges they are facing in the fight against IP crime to representatives from the Serbian Police, Customs and Market Inspectorate. Examples were given of how to develop a successful strategy for fighting transnational organised crime in the field of IP. ■

Participation of the IPO at fairs in May

During May, the Intellectual Property Office attended two international fairs - the 79th Agricultural Fair in Novi Sad and the 56th International Fair of Technique and Technical Achievements in Belgrade.

As in previous years, the IPO welcomed a very large number of visitors to its stand, with attendees seizing the opportunity to put questions to the IPO experts and learn about all the forms of IP protection.

Apart from information on how to acquire IP protection, other IPO services such as IP diagnosis for SMEs were presented. ■

ЗАВОД ЗА ИНТЕЛЕКТУАЛНУ СВОЈАСТ РЕПУБЛИКЕ СРБИЈЕ



Seminar on biotechnology

In March, a seminar entitled "Sources of Information in Biotechnology" was held in the official hall of the Senate House of the University of Belgrade. Organised within the framework of the European Commission's Serving Life-science Information for the Next Generation (SLING)

project, the seminar saw lecturers from the European Institute for Bioinformatics and the European Patent Office provide information on free, internet-based databases of proteins, nuclear acids, chemical entities with biological activities and enzymes. ■

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