

International IP Training Event

13th June 2014

Belgrade

The European IPR Helpdesk

in cooperation with

The Centre for Technology Transfer
University of Belgrade (CTTBG)



The strategic use and management of Intellectual Property (IP) – in business as well as in international research initiatives – is essential for strengthening the European scientific and technological base, boosting innovation and ensuring growth in the EU. Against this backdrop the new EU Framework Programme for Research and Innovation, Horizon 2020, places even more emphasis on systematic IP exploitation strategies as a means to better protect and reap commercial and economic benefits from EU-funded research.

Therefore this IP training event will address the overall topic of how to create values through professional management and exploitation of IP. Following a very practical and comprehensive training approach, participants will be made familiar with central concepts and strategies of how to turn intellectual assets into value-creating innovations.

The training is offered free of charge and is addressed at representatives from academia, research organisations, SMEs or industry.

Agenda

09.45-10.15	Registration and Welcome Coffee
10.15-10.30	Welcome and Overview of the Day <i>Center for Technology Transfer University of Belgrade/European IPR Helpdesk</i>
10.30-11.00	Strategic Uses of IP by Researchers and Business <i>Dr. Nedeljko Milosavljević, Center for Technology Transfer University of Belgrade</i>
11.00-13.00	IP Management in International Research and Innovation Initiatives <i>Jörg Scherer, European IPR Helpdesk</i>
13.00-14.00	Lunch
14.00-16.00	IP Commercialisation and Licensing <i>Dr. Conny Clausen, Patent Marketing Agency of Saarland Universities</i>
16.00-16.15	Closing Remarks

Trainers

Dr. Nedeljko Milosavljević

Nedeljko Milosavljević is Director of the Center for Technology Transfer at the University of Belgrade and Research Associate at the Innovation Centre of the Faculty of Technology and Metallurgy. He holds a PhD in chemical engineering and he has authored or co-authored 16 papers in international scientific journals.



Jörg Scherer

Jörg Scherer has been working as a research manager in both the academic and industrial sector for the past fifteen years. He has a strong track record in research and innovation management issues within EU RTD Framework Programs. For the European IPR Helpdesk he is coordinating a comprehensive capacity building program for academics and entrepreneurs with over 50 training sessions a year in the field of IP & Innovation.



Dr. Conny Clausen

Conny Clausen is head of the Patent Marketing Agency of Saarland Universities. She holds a PhD in mathematics and worked as IT-Consultant for several years. Moreover she gained broad experience in licensing and technology transfer in the



last ten years. She has taken part in numerous technology transfer projects in the Greater Region Saarl-Lor-Lux and holds several teaching positions in the area of innovation and patent management at different universities.

Basic Information

Location

University of Belgrade – Rectorate Hall 8
Studentski trg 1, 11000 Belgrade, Serbia



Registration

Participation in the event is free of charge. However, due to a limited number of seats, participants should register via the following email as soon as possible:

ctt@rect.bg.ac.rs

The deadline for registration is 08.06.2014.



European
IPR Helpdesk



Organizers

Please feel free to get in touch with us anytime for further information or if you have questions regarding the event.

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Meet the European IPR Helpdesk ambassadors in your country. For further information, please check our website: www.iprhelpdesk.eu/ambassador/

About the European IPR Helpdesk

The European IPR Helpdesk is managed by the European Commission's Executive Agency for Small and Medium-sized Enterprises (EASME), with policy guidance provided by the European Commission's Enterprise and Industry Directorate - General.

Even though this leaflet has been developed with the financial support of the EU, the positions expressed are those of the authors and do not necessarily reflect the official opinion of EASME or the European Commission. Please see our full disclaimer at www.iprhelpdesk.eu.

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