



The Intellectual
Property Office of the
Republic of Serbia



Center for
technology
transfer

University of Belgrade



WIPO

WORLD
INTELLECTUAL PROPERTY
ORGANIZATION

SUB-REGIONAL WORKSHOP

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How to Create and Manage “Start-ups”

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the Intellectual Property Office of the Republic of Serbia

and
the Center for Technology Transfer, University of Belgrade

Belgrade, November 13 and 14, 2017

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Monday, November 13, 2017

8.30 – 9.30 Registration

9.30 – 10.00 Opening Ceremony

Welcome addresses by:

The Representative of the Intellectual Property Office of the Republic of Serbia

The Representative of the University of Belgrade

Ms. Olga Spasic, Head, Counselor, Small and Medium-sized Enterprises (SMEs) and Entrepreneurship Support Division, Department for Transition and Developed Countries (TDC), WIPO, Geneva

10.00 – 10.30 **Topic 1: Legal Framework for Creating a Startup by Academic Institutions in Serbia**

Speaker: Mr. Stojan Janković, Technology Transfer Manager, Center for Technology Transfer of University of Belgrade

10.30 – 11.00 Coffee Break

11.00 – 13.00 **Topic 2: IP Institutional Policy for Universities and Research Institutions – Regulations on the Creation of Start up**

a) WIPO Project on Academic IP Policy Tool

Speaker: Ms. Olga Spasic

b) IP Policy Examples regarding Startups from Academic Institutions in Serbia

Speakers: Mr. Bosko Bojovic, Senior Research Associate, University of Belgrade – Vinca Institute of Nuclear Science, Belgrade

c) IP Policy Relevant Regulations in Hungary and Bosnia and Herzegovina

Speakers: Mr. Tamas Bene, Head, University of Debrecen Technology Transfer Center, Debrecen, Hungary

Ms Dragana Marić Mešić, Patent Department Institute for Intellectual Property of Bosnia and Herzegovina, Mostar, Bosnia and Herzegovina

13.00 – 14.00 Lunch Break

14.00 – 15.00 **Topic 3: New Law on Technology Transfer in Poland – Creation of “Special Purpose Body” to Deal with Startups in Universities**

Speaker: Ms. Justyna Ozegalska-Trybalska,
Associate Professor, Member of the
Rector’s University Commission for IP,
Intellectual Property Law Chair, Jagiellonian
University, Krakow, Poland

15.00 – 16.00 **Topic 4: Challenging Issue – How to Provide Sustainability of the Start up**

There is a huge number of created startups by universities in the Europe but alarmingly low number of those who are active after a few years, or able to come out on the active market. Where is the problem and how to develop a more sustainable strategy?

Speakers: Mr. Jon Wulff Petersen, Director,
Technology Transfer, Plougmann Vingtoft,
Copenhagen

Ms. Olga Jovanović, Technology Transfer
Manager, Center for Technology Transfer of
University of Belgrade

16.00 – 16.30 Coffee Break

16.30 – 17.30 **Topic 5: Knowledge Transfer – New Approach in Commercialization of Research Results**
How to Create and Transfer Knowledge to Industry Partners and Other Users? Can Knowledge be the Base for creation of Startup? Is this model sustainable?

Speaker: Mr. Jon Wulff Petersen

17.30 – 18.00 **Topic 6: Discussion**

18.00 **End of Session**

Tuesday, November 14, 2017

9.30 – 10.30 **Topic 7: IP Marketing and Start ups – How to become an Interesting “Business Case” for Investors?**

Speaker: Mr. Patrick Pierre, Senior Vice-President,
Questel Consulting, Grenoble, France

10:30 – 10:45 Discussion

10.45 – 11:30	Topic 8:	Successful Models and Cases of Marketing of University Startups a) Cases from Serbia, Belgrade Technology Park Speaker: Local Speaker b) Cases from Poland Ms. Justyna Ozegalska-Trybalska
11.30 – 11.45	Coffee Break	
11.45 – 12.30	Topic 9:	Using Marketing Tools for Capturing Value of Technology – Practical Demonstration Speaker: Mr. Patrick Pierre Ms. Berit Wader, IP Support Consultant and Orbit Trainer Europe, Questel, Sophia Antipolis
12.30 – 14.00	Lunch Break	
14:00 – 15:00	Topic 10:	Using Marketing Tools for Capturing Value of Technology – Practical Demonstration Coaches: Mr. Patrick Pierre Ms. Berit Wader
15:00 – 15.30	Topic 11:	Discussion Regarding Results
15.30 – 15.45	Coffee Break	
15.45 – 16.30	Topic 12:	IP Valuation of Startup’s Assets Speakers: Mr. Patrick Pierre Mr. Jon Wulff Petersen

16.30 – 17.15 **Topic 13:** **Innovation through Collaboration**

Speakers: Ms. Ana Milovanović, Director, UnoluxNs,
Belgrade

Dr. Jasmina Grbović Novaković,
Principal Research Fellow, Vinča
Institute of Nuclear Sciences – University
of Belgrade, Belgrade

17.15 – 17.45. **Topic 14:** **WIPO Programs for Supporting Academic Institutions to
Create and Manage Startup**

Speakers: Ms. Olga Spasic

Ms. Silvija Trpkovska, Senior Program
Officer, SMEs and Entrepreneurship
Support Division, TDC, WIPO, Geneva

17.45 – 18.00 Discussion

18.00 Closing Session

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