



Workshop on Enforcement of Intellectual Property Rights

Danilovgrad (Montenegro), 20 – 22 November 2012

PROVISIONAL PROGRAMME

Background

In today's knowledge-based society intellectual property rights (IPR) are vital business assets, encouraging innovation and creativity by ensuring a fair return on investment. IPR play an increasingly important role, fostering economic growth by protecting and enabling inventors, designers and artists to benefit from the commercial value of their creations.

This results in an essential cycle of business development, knowledge and further innovation. Moreover, trademarks in particular can have a beneficial effect on consumers, in many cases signifying quality and a reassurance that the products and services they buy are legitimate, safe and reliable.

The growing value of IPR is an indicator of success. However, it also makes them attractive to counterfeiters and pirates, who are often well financed and have become more and more organized. These infringers make full use of advances in technology and free trade, adopting modern business models to control the production, distribution and sale of illicit goods across borders and continents and via the Internet.

In Europe, counterfeiting and piracy have a dramatic and damaging effect on business and they have the potential to become even more problematical due to the recent economic downturn and the growing range of fake products being sold. While luxury goods, fashion, music and film products have traditionally been targeted, today counterfeiting and piracy affect a wider variety of mass consumption goods such as foodstuffs, pharmaceuticals, cosmetics, hygiene products, spare parts for cars, toys and various types of technical or electrical equipment. This has resulted in risks to the health and safety of European citizens.

In order to approach these challenges it is of paramount importance that proper capacity is developed in public institutions responsible for protection and enforcement of Intellectual Property Rights for them to properly handle these challenges.

Objectives

The objective of the training will be to train 21 officials from ReSPA Member countries and Kosovo* on issues related to Intellectual Property Rights. Upon finalization of the seminar the participants will be familiar with:

- The concept of IP and its importance to a knowledge based economy;
- The importance of protection and enforcement of IP a knowledge-based society;
- The primary EU regulations related to IP;
- Challenges with negotiating with the European Commission as a pre-accession country;
- The relevance of interagency cooperation in relation to protection and enforcement of IP.

In addition to the obtained knowledge on the subject matter the participants will have the possibilities of getting acquainted with each other and establish lasting contacts.

Target Group

21 civil servants from middle management from their respective institutions dealing with the issues of protection and enforcement of the intellectual property rights i.e. civil servants employed in the Intellectual Property Offices, Market Inspectorates, Ministry of Interior and Customs.

Workshop Trainers

Erling Vestergaard - Deputy State Attorney, State Prosecutors Office for Serious Economic Crime – DK

Kenny Wright - IP Enforcement Expert, Danish Patent and Trademark Office

Nino Babic - Senior Administrative Advisor, Ministry of Finance of the Republic of Croatia, Service for Customs System and Procedures, Intellectual Property Rights Protection Department

Methodology

The objective of the seminar will be to enhance the understanding of the importance of protection and enforcement of Intellectual Property Rights among the participants. The trainings will focus on Best Practise examples and will be dialogue oriented. The participants will be encouraged to interrupt and ask questions during the interventions. Most of the interventions will be focusing on practical cases.

The training is divided into three workshops which will further enhance the interaction among the participants themselves as well as with the experts.

* This designation is without prejudice to positions on status, and it is in line with UNSCR and the ICJ Opinion on the Kosovo Declaration on Independence.

Content

In the program three workshops are envisaged in the following reflections on each workshop are provided:

WORKSHOP 1

The participants will be divided into seven groups (one per ReSPA MS and Kosovo*). Each group will discuss 5-6 predefined questions in relation to the situation in their specific country.

The role of the experts will be to support the groups where needed and to try – during the reporting session to identify patterns characteristic for the region.

Subsequent to the group work each group will appoint a rapporteur who will present the findings of the group to the other participants in the training

WORKSHOP 2

The participants will be divided into four groups one for respectively: Police, Customs, IP Office and Market Inspectors (each group will be constituted by represented by an official from each of the six ReSPA MS and Kosovo* involved in the training). Each group will discuss 5-6 predefined questions in relation to the situation in their specific country.

The role of the experts will be to support the groups where needed.

Subsequent to the group work each group will appoint a rapporteur who will present the findings of the group to the other participants in the training

WORKSHOP 3

The participants will be divided into seven groups (one per ReSPA MS and Kosovo*). Each group will discuss 5-6 predefined questions in relation to the situation in their specific country. Each group will discuss 5-6 predefined questions in relation to the situation in their specific country.

The role of the experts will be to support the groups where needed and to try – during the reporting session to identify patterns characteristic for the region.

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DRAFT TRAINING PROGRAMME

Day 1 – Tuesday, 20 November 2012

<i>Time</i>	<i>Topic</i>	<i>Resources</i>
09:30-09:45	Welcome - Presentation of participants and experts	Mr. Aqim Emurli, ReSPA
09:45-10:45	Introduction to the different types of IP rights; Patents, trademarks, designs and copyright, and their importance in a knowledge based economy.	Ms. Erling Vestergaard
10:45-11:00	<i>Coffee break and networking session</i>	
11:00-12:00	Implications to society when IP rights are violated.	Mr. Kenny Wright
12:00-13:15	<i>Lunch</i>	
13:15-14:15	IP violations on the internet	Mr. Kenny Wright
14:15-15:30	Workshop 1 Which challenges does each of the seven countries face in relation to protection and enforcement of Intellectual Property Rights?	ALL
15:30-15:45	<i>Coffee break and networking session</i>	
15:45-16:30	Reporting by the groups and subsequent plenary discussion	ALL

Day 2 – Wednesday, 21 November 2012

<i>Time</i>	<i>Topic</i>	<i>Resources</i>
09:30-11:00	EU directives regulating IP issues (hereunder the Enforcement Directive)	Mr. Erling Vestergaard
11:00-11:15	<i>Coffee break and networking session</i>	
11:15-12:15	Challenges for a candidate country in negotiating with the European Commission on IP related matters – the Croatian example.	Mr. Nino Babic
12:15-13:30	<i>Lunch Break</i>	

13:30-14:30	Challenges for an “old” member state on applying the EU regulations.	Mr. Erling Vestergaard
14:30-15:30	Workshop 2 Which are the challenges faced by Police, Customs, IP Office	ALL
15:30-15:45	<i>Coffee break and networking session</i>	
15:45-16:30	Reporting of finding from the workshops by the groups	ALL

Day 3 – Thursday, 22 November 2012

<i>Time</i>	<i>Topic</i>	<i>Resources</i>
09:30-11:00	Danish Best Practice with inter-agency cooperation on IP Enforcement – why and how?	Mr. Erling Vestergaard
11:00-11:15	<i>Coffee break and networking session</i>	
11:15-12:15	Developing a sustainable model for cooperation in a Balkan country (the Croatian example)	Mr. Kenny Wright
12:15-13:30	<i>Lunch</i>	
13:30-14:30	Establishing public-private cooperation in the fight against counterfeiting and piracy	Mr. Nino Babic
14:30-15:30	Workshop 3 How is cooperation between the IP active organisation organised in each of the countries and what are the challenges?	ALL
15:30-15:45	<i>Coffee break and networking session</i>	
15:45-16:30	Reporting of findings from the workshops by the groups	ALL