



The Intellectual  
Property Office of the  
Republic of Serbia

INTELLECTUAL PROPERTY OFFICE OF SERBIA



**WIPO**

WORLD  
INTELLECTUAL PROPERTY  
ORGANIZATION

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## NATIONAL WORKSHOP

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**WIPO/IPR/BEL/12/1.PROV**  
**ORIGINAL: ENGLISH**  
**DATE: OCTOBER 18, 2012**

# **Workshop on the Management of Intellectual Property Rights in the Advertising Industry**

organized by  
the World Intellectual Property Organization (WIPO)

in cooperation with  
the Intellectual Property Office of Serbia

**Belgrade, November 5 and 6, 2012**

PROVISIONAL PROGRAM

*prepared by the International Bureau of WIPO*

Monday, November 5, 2012

9.00 – 9.30 Registration

9.30 – 10.00 Opening and Welcome Remarks

Mr. Branka Totić, Director, Intellectual Property Office of Serbia, Belgrade

Mr. Christopher Kalanje, Counsellor, Creative Industries Section, World Intellectual Property Organization (WIPO), Geneva

10.00 – 10.45 **Topic 1** **Role and Challenges to the Advertising Industry in the Global Creative Economy**

Speaker: Mr. Christopher Kalanje

10.45 – 11.00 **Speaker discussion**

11.00 – 11.30 Coffee Break

11.30 – 12.15 **Topic 2** **Current Situation of the Advertising Industry in Serbia**

Speaker: Mr. Nebojša Babić, Photographer, Owner of the Orange Studio and Founder of the O3one project and Blik Project, Belgrade

12.15 – 12.30 **Speaker discussion**

12.30 – 14.00 Lunch Break

14.00 – 15.45 **Topic 3** **Identifying Intellectual Property Rights in the Advertising Industry**

**Role of Intellectual Property Rights, Major Principles and Techniques in Identification of IPRs in Advertising**

Speaker: Mr. Vladimir Yossifov, Consultant, Geneva

**Copyright and Related Rights Protection in the Advertising Industry**

Speaker: Ms. Jelena Radojević, Counselor, Division for Copyrights and Related Rights, Intellectual Property Office of the Republic of Serbia, Belgrade

**Trademark Protection in the Advertising Industry**

Speaker: Ms. Mirjana Šarić, Head of the Trademarks Department, Distinctive Signs Sector, Intellectual Property Office of the Republic of Serbia, Belgrade

15.45 – 16.00 **Discussion**

16.00 – 16.30 Coffee Break

16.30 – 17.15 **Topic 4 Case studies on the use of IPRs in Advertising**

Speaker: MSc Mikailo Tijanić, Head of Department of Intellectual Property Rights, Ministry of Internal Affairs of the Republic of Serbia

17.15 – 17.00 **Discussions**

Tuesday, November 6, 2012

9.00 – 10.30 **Topic 5 Valuation of IPRs in Advertising**

Speaker: Mr. Kelvin King, Expert, Valuation Consulting Co. Ltd., London

10.30 – 11.00 **Speaker discussion**

11.00 – 11.30 Coffee Break

11.30 – 12.15 **Topic 7 IPR Challenges to On-line Advertising**

Speaker: Mr. Slobodan Marković, Professor, Faculty of Law of the University of Belgrade, Belgrade

12.15 – 12.30 **Discussion**

12.30 – 14.00 Lunch Break

14.00 – 14.45 **Topic 8 Best Practices for Managing Copyright and Other Intellectual Property Rights in the Advertising Industry: Checklist of Issues to be addressed when Assessing the Role of Intellectual Property in an Advertising Business**

Speaker: Mr. Vladimir Yossifov

14.45 – 15.00 **Discussions**

15.00 – 15.30 Coffee Break

16.30 – 17.15 **Topic 9 Development of the National IP system and the Advertising industry in Serbia: The Way Forward, Panel Discussion**

Speaker: Mr. Branka Totic

## **Closing Ceremony**

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