

# INTERACTIVE EDUCATIONAL MODULE ON THE TOPIC OF PROTECTION OF INTELLECTUAL PROPERTY RIGHTS

Agenda  
7 – 9 June 2021  
Online

## DAY 1

7 June 2021, 10:00 – 12:00 h

TIME	TOPIC	SPEAKER
10.00 - 10.55	<b>Introduction</b> <ul style="list-style-type: none"> <li>• Intellectual Property, intangible assets, law and business</li> <li>• Patent law, confidentiality protection and innovation</li> <li>• Elements of the Intangible Assets' portfolio management</li> <li>• IP strategy building</li> <li>• IP Law</li> <li>• IP in General</li> <li>• Business Context</li> <li>• Business Importance</li> <li>• Liquid &amp; Vessel / Assets &amp; Rights</li> <li>• IPRs in modern business - when?</li> <li>• IPRs in modern business – illustration</li> <li>• IPR Strategy Development</li> <li>• Traditional division of IPRs</li> <li>• Resources</li> <li>• Modern IP Management Systems I, II</li> </ul>	Mladen Vukmir, VUKMIR & SURADNICI d.o.o.
10.55 - 11.05	<b>Break</b>	
11.05 - 11.50	<b>Copyright and Industrial Property</b> <ul style="list-style-type: none"> <li>• Copyright and the Related Rights</li> <li>• Copyright</li> <li>• Industrial Property Rights</li> </ul> <b>Trademark</b> <ul style="list-style-type: none"> <li>• Trademark</li> <li>• Trademark Protection</li> <li>• Trade Mark Examples I, II</li> <li>• Trademark in a company's business</li> <li>• Trademark Protection</li> <li>• Portfolio/Marks Valuation</li> <li>• Sophisticated business patterns</li> <li>• Trademarks and the Society</li> </ul> <b>Industrial Design</b> <ul style="list-style-type: none"> <li>• Industrial Design Protection</li> <li>• Industrial Design Examples I, II</li> </ul>	Mladen Vukmir, VUKMIR & SURADNICI d.o.o.
11.50 - 12.00	<b>Q&amp;A &amp; Feedback</b>	

## DAY 2

8 June 2021, 10:00 – 13:00 h

TIME	TOPIC	SPEAKER
10.00 - 11.30	<b>„Related rights”</b> <ul style="list-style-type: none"> <li>• Company Name</li> <li>• Labour Law</li> <li>• Unfair Competition</li> <li>• Data and Privacy</li> <li>• Database Right</li> <li>• Domain Names</li> <li>• Geographical Indications</li> <li>• <b>Exercise 1</b></li> </ul>	Mladen Vukmir, VUKMIR & SURADNICI d.o.o.
11:30 - 11.45	<b>Break</b>	
11.45 – 13:00	<b>Patents</b> <ul style="list-style-type: none"> <li>• Answers are simultaneous</li> <li>• Obtaining Patent Rights</li> <li>• Patent Protection</li> <li>• Patent Protection Systems</li> <li>• Patent Protection Advantages</li> <li>• Patent Protectability</li> <li>• National Patent Protection in HR</li> <li>• Patentability Criteria</li> <li>• Patent Application Process</li> <li>• Patent Description Contents</li> <li>• Patent Examination</li> <li>• Patent Grant Request</li> <li>• Patent Grant</li> <li>• Patent Document</li> </ul>	Mladen Vukmir, VUKMIR & SURADNICI d.o.o.

## DAY 3

9 June 2021, 10:00 – 13:00 h

TIME	TOPIC	SPEAKER
10.00 - 11.30	<p><b>Business Secrets &amp; Confidentiality</b></p> <ul style="list-style-type: none"> <li>• Business Secrets Protection</li> <li>• Business Secret Protection in the EU</li> <li>• Business Secret - Practical Aspects</li> <li>• Business Secret – Civil Law Protection</li> <li>• Business Secret Protection – Criminal Law</li> <li>• Business Secret Protection – Conclusion</li> </ul> <p>• <b>Exercise 2</b></p> <p><b>Licensing</b></p> <ul style="list-style-type: none"> <li>• IPR Licensing</li> <li>• Types of Licenses</li> <li>• Advantages of Licensing</li> <li>• Disadvantages of Licensing</li> </ul>	Mladen Vukmir, VUKMIR & SURADNICI d.o.o.
11:30 - 11.45	<b>Break</b>	
11.45 – 13:00	<p><b>Counterfeiting and Piracy</b></p> <ul style="list-style-type: none"> <li>• ACC and IPR Enforcement</li> <li>• Fakes (Counterfeits)</li> <li>• Raids (Sequestration)</li> <li>• Product Types</li> <li>• Safety Issues</li> <li>• Counterfeits</li> <li>• Infringing Goods Destruction</li> </ul> <p><b>Dispute Resolution</b></p> <ul style="list-style-type: none"> <li>• Dispute Resolution Methods</li> <li>• IPR System – Institutional Framework</li> <li>• IPR Protection – Policing</li> </ul> <p><b>Discussion</b></p>	Mladen Vukmir, VUKMIR & SURADNICI d.o.o.