

THE THIRD INTERNATIONAL FORUM ON INTELLECTUAL PROPERTY

‘EXPOPRIORITY’2011’

7-9 December 2011, EXPOCENTRE, Moscow

The First Day of IP Forum – 7th of December

Official Opening Ceremony

Pavilion 8, Conference Hall, Ground Level

Simultaneous translation is provided

09:15 **Registration starts**

11:00 –11:40 Opening Ceremony of IP Forum and Plenary Session of IP Congress. **Dr.Vladislav Malkevich**, General Director, EXPOCENTRE, to open the IP Forum. Participate: VIP guests of the Forum, delegates of the Third International Congress on Intellectual Property, the Brand-Leaders Summit, the exhibitors of the International Exhibition of Innovations, the Assembly of Youth Innovative Community and other official persons.

Welcome addresses: The Council of the Federation of the Federal Assembly of the Russian Federation - **A. Torshin**, the First Deputy Chairman; Ministry of Education and Science of the Russian Federation – **A.Fursenko**, Minister; Chamber of Commerce and Industry of the Russian Federation - **S. Katyrin**, President; World Intellectual Property Organization (WIPO) - **M.Svantner**, Director of Department for Certain countries of Europe and Asia; International Chamber of Commerce (ICC) - **D.Koris**, Chair of ICC's International Commission on Intellectual Property and General Counsel, Head of Intellectual Property of ‘Shell International B.V.’ (the Netherlands); **S. Alekseev**, Vice-President UFI, President of the Russian Union of Exhibitions and Fairs; The International Federation of Inventors' Associations (IFIA), **Dr. A.Vedres**, President.

11:40 IP Forum is opened (Dr. V.Malkevich, General Director, EXPOCENTRE)

PROGRAM OF IP CONGRESS

FREE ADMISSION TO IP CONGRESS FOR ALL CATEGORIES OF PARTICIPANTS IS PROVIDED

On-line registration at www.expo-priority.com/en/

Plenary Session

Pavilion 8, Conference Hall, Ground Level

Simultaneous translation is provided

11:45 - 12:45 **“Intellectual Property Challenges of Our Times”**

Presidium – A.Torshin, A.Fursenko, S.Katyrin, V.Malkevich, D.Koris, M.Svantner, S.Alekseev, I.Baele, I.Bliznets, V.Kozbanenko

- Model Intellectual Property Policy for Universities and Research Institutions in Countries in Transition – *M.Svantner, Director of department for certain countries of Europe and Asia (WIPO)*

- The Role of Intellectual Property in Technology Development and Diffusion – *D. Koris, Chair of ICC's International Commission on Intellectual Property and General Counsel, Head of Intellectual Property of 'Shell International B.V.' (the Netherlands)*
- Intellectual property protection, experience of transnational company– *I.Baele, Vice-President, Philips Intellectual Property and Standards (Netherlands)*

12:40 **Awarding special grants for young inventors, established by the Chamber of Commerce and Industry of the Russian Federation, by the Bank "Peresvet" and EXPOCENTR** (awards are handed over by **V.Strashko**, Vice-President of the Chamber of Commerce and Industry of the Russian Federation)

Meeting with press/media (Press Wall, Pavilion 8, Buffet Hall, Ground Level)

Plenary session of IP Congress (*continuation*)

Pavilion 8, Conference Hall, Ground Level

Simultaneous translation is provided

12:50 **Theme 1. Instruments of Innovative Development**

Moderators – S.Bednov, A.Zakharov, I.Sokolov, I.Bliznets

- The Development of the Youth Sector of Innovations: Governmental Support for High-Tech Innovative Youth Projects – *Academician I.Sokolov, Director of the Institute of Informatics' Problems of the Russian Academy of Science (Russia)*
- Presentation of ICC new publication on Intellectual Property in Russian - Guidelines for Business. BASCAP – – *Ch. Oldknow, the Committee-member of ICC-BASCAP, IP Enforcement Policy Counsel, Microsoft Legal & Corporate Affairs, EMEA (UK), P.Savitsky, «Mannheimer Swartling» (Sweden)*
- Problems on IP protection as a factor of innovative development. Ways of problems' settlement – *PhD, professor, V.Lopatin, Director of National Scientific Research Institute of Intellectual Property (NSRIIP)*

13:45 – 14:45 **Coffee Break (Pavilion 2, Hall 4, Ground Level)**

14:45 **Theme 2. Developing Connecting Infrastructure between the Inventors' Contingent and Investors**



International Social Union 'Financiers Guild' – Strategic Partner



National investment Association – Principal Partner

Moderators - S.Bednov, Yu.Badyr, V.Kornilov, I.Sheshero

- Problems in the Course of Presenting Innovative Projects Investors – *T.M.Ermakova, Deputy Director of National Union of Business-Angels - RUSSIBA (Russia)*
- Investments into Innovations – *Phd., I.Sheshero, President of the National Investment Association (Russia)*
- Problems and Prospects of Commercialization of the Results of Intellectual Activities – *Yu. Badyr, WIPO expert, Head of the Department of Economics and Evaluation, State Agency for IP (Republic of Moldova)*
- Financing Research & Development and their Commercialization – *S.Gutnikov, CEO, «Oxford Progress Ltd.» (UK)*
- Support of Innovative Projects by Business Community – *D.Gorbunov, Head of the Committee for Innovations and Venture Investments of the Moscow Association of Entrepreneurs (Russia)*
- Attracting Investments into New Projects of Small Businesses Established by Research and Educational Institutions – *A.Vlasov, Chairman of National Guild of Innovative Managers (Russia)*
- Increase of a Company's Capitalization at the Expense of Intangible Assets. Role of State Orders (Practical Experience of Military-Industrial Complex Enterprise) – *V. Antipin, Head of Branch Centre of Scientific & Research Institute named after Krylov (Russia)*

Meeting with press/media (Press Wall, Pavilion 8, Buffet Hall, Ground Level)

15:45 Theme 3. High-Tech Products, Progress in Science&Technology, Ecological Protection and Intellectual Property Protection Issues

Moderators – S.Bednov, T.Monaghan, A.Naumov, S.Emelyanov, M.Zhunich, V.Razuvaev

- Creation of Small Innovative Companies under State Funded Research and Educational Institutions to Implement Results of Intellectual Activities in Practical Domain – *A.Naumov, Department Director of the Ministry for Education and Sciences of the Russian Federation*
- Russia's Entry into the World Trade Organization: Expansion Business Borders and Mutual Observance by Business Partners of IPR – *T.Monaghan, General Secretary of the Russian National Committee of the International Chamber of Commerce (ICC-Russia)*
- Interaction between Users, Information, Liaisons and Exclusive Right's Owners. Reference to Legislative Provisions and Practices of European Countries and USA – *M.Zhunich, PR Director, "Google" (Russia)*
- Intellectual Property, Experience of Generation, Protection and Commercialization – *S.Emelyanov, Principal, Russian South-Western State University (Russia, the city of Kursk)*
- Computer Software as Intellectual Property: Risks and Methods of their Minimization. Updated approach – *V. Razuvaev, Director of Soft wear Law, Head of the License Management Company «Sofline» (Russia)*
- Implementation of Modern Environmentally-Friendly Clean Technologies for the Protection of Inhabitancy. Recycling and State/Private Business Partnership in the Area of Processing of a Waste. IPR issues. – *PhD G.Chetvertakov, Director of R&D Centre for Managing Problems of Resources Sparing and Waste Management (Russia)*

Meeting with press/media (Press Wall, Pavilion 8, Buffet Hall, Ground Level)

18:00 **Dinner for IP Forum Participants. Heads of foreign delegations take the floor for welcome addresses and passing over the national prizes.**
(Pavilion 7, Hall 5, Main Level)

The Second Day of IP Forum – 8th December

10:00 **IP Congress. Plenary Session** (*continuation*)

Pavilion 8, Conference Hall, Ground Level

Simultaneous translation is provided

10:00 **Theme 4. Temporary Protection of Industrial Property Objects at Exhibitions: Creating a Model for Accelerated Implementation of Inventions**

Moderators: *S. Bednov, I. Korotin, J. Barabas, I. Muhamedshin*

- Improving Tools to Provide Legal IPR Protection at Trade Shows - *J. Barabas, Vice-President of UFI, Executive Vice-Chairman “HUNGEXPO” (Hungary)*
- On Practical Implementation of Temporary IPR Protection at Exhibitions Abroad (in Comparisons with the Russian Legislation) - *I. Muhamedshin, PhD, Professor, Russian State Academy for Intellectual Property (Russia)*
- On Financial Support of Moscow Small and Medium Businesses, Participating in an Exhibition – *D. Kniazev, President of Moscow Centre for the Development of Entrepreneurship (Moscow, Russia)*
- Exhibition Business in Russia: Cloning Exhibition Projects in the Context of Intellectual Property Law and World Practice – *A. Zalesov, President, Russian National Group, AIPPI, Deputy General Director, “Sojuzpatent” (Russia)*
- On Practical Implementation of Innovative Technologies in Tourist and Exhibition Business (MICE) - *S. Davletshin, Director “Radioguide”*
- The Presentation of the New Edition «The CIS: Space of Innovations» - *«Commonwealth of the Independent States»*

Meeting with press/media (Press Wall, Pavilion 8, Buffet Hall, Ground Level)

11:30 – 11: 50 *Coffee Break (Pavilion 2, Hall 4, Ground Level)*

11:50 **Theme 5. Protection of Objects of Industrial Property in the Context of International Transfers of Goods and Technologies. Dispute Settlement in IPR Area**

Pavilion 8, Conference Hall, Ground Level

Moderators – *S. Bednov, G. Zukova, R. Chlup, A. Kudakov*

- Eurasian Patent – a Step Towards Unification of Patent Systems – *A. Kudakov, President, Council of Eurasian Patent Attorneys, Managing Partner of the Patent Collegium” Kudakov & Partners” (Russia)*
- National Trade Marks (Brands) of Innovative Generation. Their role in Promoting Goods, Services and Technologies into Foreign Markets – *S. Yurova, President of the “KOMANDOR brains&brands” (Russia)*

- IP Arbitration: experience of ICC Court of International Arbitration – *G. Zukova, Associate Professor at the Riga Graduate School of Law, Head of Eastern Europe, Russia and CIS countries case management team of the Secretariat of the International Court of Arbitration of the ICC (Latvia)*
- The Intellectual Property dispute resolution - *R. Chlup, “Mannheimer Swartling” (Sweden)*
- Issues of Unfair Competition due to Infringements in the Area of IPR. Aspects of the Russian and International Legislation – *A. Egorushkin, “Dechert Russia LLC” (Russia)*

Meeting with press/media (Press Wall, Pavilion 8, Buffet Hall, Ground Level)

12:50 Theme 6. Some Issues of Appraisal of Results of Intellectual Activities

Moderators/Speakers – *N. Karpova, V. Motyleva, B. Leontiev, B. Nuraliev, Yu. Mikhajlichenko, W. Krnjak.*

Panel Discussions on the Subjects (free discussion is appreciated):

- Patent or exposed innovations. What suits best the small and medium businesses?
- Market or Balance Sheet Value of Trade Marks (Brands)? Their Role in Increasing Company's Capitalization. Methodology for Evaluating Image Capital
- Intellectual Capital: Foundation and Strategic Plan for Business Growth – *W. Krnjak, the representative of LIMA (Croatia)*
- Q&As. Exchange of Opinions

13:55 Closing Plenary Session of IP Congress (S. Bednov, N. Karpova)

Meeting with press/media (Press Wall, Pavilion 8, Buffet Hall, Ground Level)

14:00 – 14:45 *Coffee Break (Pavilion 2, Hall 4, Ground Level)*

15:00 IP Congress (continuation). Work by Sections

15:00 Section 1. Patent Strategy and License Trade

Pavilion 8, Workshop room No. 1, 3rd floor

Moderators – *N. Karpova, V. Mukhopad, V. Meshcheriakov, A. Nikolsky, Yu. Makarov*

Opening Remarks: *Professor N. Karpova, PhD, President, Russian Licensing Society, Chairwoman, Department of Foreign Economic Activities, Academy of People's Economy under the Auspices of the President of Russia*

- Licensing Trade Outside and Inside Russia. Russia's Share in the World License Exchange. The Role of Know-How in the Research/Technological Development – *V. Mukhopad, PhD, Economics, Professor, Chair, Russian State Academy for Intellectual Property (Russia)*
- International Transfers of Dual-Use Goods and Technologies: Risks, Exporter Liability, Law Application Practice – *A. Nikolsky, the representative of the Federal Service for Technical and Export Control of Russia*
- Innovative Technologies: Color-Correction of Weak Vision and Health - *professor, PhD, academician of RAEN and EAN, T. Teterina*
- Innovation Business and Modern Approach to Protecting IPR. Patent Attorney's System and its Development – *V. Meshcheriakov, Counselor, “Gorodissky & Partners” (Russia)*
- Keen Issues of Disputes Connected with Parallel Import – *V. Dmitriev, Advocate Chamber “Arbitration Consulting” (St.-Petersburg, Russia)*

Meeting with press/media (Press Wall, Pavilion 8, Buffet Hall, Ground Level)

18:00 *Cocktail Party (Pavilion 8, Buffet Hall, Ground Level)*

15:00 **Section 2. Impact of Design on Human's Life. Legal Protection and Defense of a Design Patent-Low or Copy Right Legislation?**

Pavilion 2, Workshop Room No.3, Ground Level

Moderators/Speakers: M.-P. Rizo, I.Baele, N.Maksimov, A.Efimov, X.Ionova

- General Review of Forms and Methods of International Legal Protection of Industrial Designs – *M.-P.Rizo, Head, Industrial Design Law Section (WIPO)*
- Protection of Industrial Designs as a Factor of Competitive Activity in the Finished Products' Market – *I.Baele, Vice-President, Philips Intellectual Property and Standards (the Netherlands)*
- Design of Inhabitation: from an Idea up to its Implementation - *Doctor of Architecture A.Efimov, academician of the RAEN and Russian Academy of Architectural Inheritance, the recipient of two State Awards, Head of the Chair at Moscow Architecture Institute (Russia)*
- Industrial Design. Innovative Approach - *DhP N.Maksimov, the First Deputy-Rector, of Moscow State Technical University named after A.N.Kosygin, the Chairman of the Steering Council of the Educational and Methodological Union of Russian Universities, the Honored Contributor to the Russian Education System (Russia)*
- Application of Law in Settling Intellectual Property Disputes in the Area of Design. – *M.-P.Rizo, Head, Industrial Design Law Section (WIPO)*

Meeting with press/media (Press Wall, Pavilion 8, Buffet Hall, Ground Level)

18:00 *Cocktail Party (Pavilion 8, Buffet Hall, Ground Level)*

15:00 **Section 3. Evaluation and Commercialization of Intellectual Activities**

Pavilion 2, Workshop Room No.4, Ground Level

Moderators – B. Leontiev, L.Fatjkina, Yu.Badyr, S.Davydov

- Issues of Evaluation of a Single Integrated Technology Unit – *B. Leontiev, WIPO Expert, Federal Institute of Certification and Evaluation of Intellectual Property and Business, Ltd (ZAO SOIS), Chairman, Commission for IP Economics of the CCI RF Committee (Russia)*
- Experience in the Commercialization of Innovations in Moldova and other CIS Countries - *Yu. Badyr, WIPO expert, Head of the Department of Economics and Evaluation, State Agency for Experience of Providing IP (Republic of Moldova)*
- Evaluation of IP Results in the Course of Establishing Small Businesses by Scientific and Educational Institutions (2010 – 2011) – *A. Vlasov, Chairman of National Guild of Innovative Managers (Russia)*
- Specifics of IP Budget Account in View of the New Legislation – *Professor L. Fatjkina, PhD, Department of Commercialization of Intellectual Property, Russian State IP Academy (Russia)*
- Specifics of Evaluation of High-Tech Companies - *Professor N. Karpova, PhD, President, Russian Licensing Society, Chairwoman, Department of Foreign Economic Activities, Academy of People's Economy under the Auspices of the President of Russia*
- Express Commercial Valuation of Results of Intellectual Activities in the Context of Displaying of Items at an International Exhibition – *A.Zhukov, National Guild of Innovative Managers (Russia)*

Meeting with press/media (Press Wall, Pavilion 8, Buffet Hall, Ground Level)

The Third Day of IP Forum – 9th December

10:00

International Round Table “IPR protection in Regional Customs Unions”

Pavilion 2, Workshop Room No. 3, Ground Level

Moderators – M.-P.Rizo, S.Shurygin, K.Kurochkin, A.Alexeev

- Issues of Patent Industrial Designs in Regional Customs Unions – *M.-P.Rizo, Head, Industrial Design Law Section (WIPO)*
- Issues of Protection and Defense of IPR in the Integrated Technological Domain of the Customs Union (Russia, Kazakhstan, Belarus) – *A.Mamitbekov, representative of Customs Union Committee*
- Role of Customs Authorities in Monitoring IPR Infringements in Customs Unions – *S.Shurygin, Head of Department, Federal Customs Service*
- The WTO TRIPS – from accession to implementation – *R.Honekamp, the First Secretary, Trade and Economic Department, Representation of the European Union in Russia*
- Government’s Impact on Shaping Innovative Potential – *A.Sarajev, Serpukhov’s Region Chamber of Commerce and Industry (Serpukhov, Russia)*
- Trademarks of Soviet Era - the Legal Ways to Solve Problems of Sharing them – *K. Kurochkin, Head, Collegiums “Customs & Corporate Lawyers”*
- The Presentation of the New Edition «The CIS: Space of Innovations» - «*Commonwealth of the Independent States*»

Organizers:

World Intellectual Property Organization (WIPO)

Executive CIS Committee

Secretariat of the Commission of the Customs Union

Chamber of Commerce and Industry of the Russian Federation

EXPOCENTRE

“Customs Corporate Lawyers” (Collegium of Advocates)

Meeting with press/media (Press Wall, Gallery of Pavilion 8, Press Center)

10:00

Round table «Organization and Functioning of Cluster Mechanisms with Innovation Zones within the Framework of the Strategy «Innovative Russia - 2020»

Pavilion 2, Workshop Room No. 4, Ground Level

Moderators - V.Atamanuk, S.Emelyanov, L.Dimitrov, X.Ionova

- Problems and Solutions for the Creation of the Technology Clusters "Science-Production-Education" - *S.Emelyanov, Rector, South-West State University (Kursk, Russia)*
- Intellectual Property Issues in R&D with an Involvement of Foreign Scientists – *L.Dimitrov, PhD, Associate Professor of Technical University (Sofia, Bulgaria)*
- State-private Partnership in the Creation, Transfer and Commercialization of Scientific Products - *V.Atamanuk, Deputy Head, International Integration Department, Ministry of Education and Science of the Russian Federation*
- Development of the United System of Civil R&Ds – *A.Borzykh, Head of Department, Centre for Information, Technologies and Systems of Governmental Bodies.*

- Technology Platform - a Mechanism of Interaction between Scientific, Production and Educational Sectors on the Way of Economy's Global Modernization – *M.S. Popov, Deputy Head, Department of Strategic Development, Ministry of the Education and Science of the Russian Federation.*
- Mechanisms of Attracting Investors and Effective Dialogue between Academy and Industry - *V. Koshkin, Deputy Head of SHTRABAG AG Representation on Science and Innovations*
- Practices of Establishing Production Units for the Sake of Implementing Results of Intellectual Activities - *I. Kaplunov, Deputy rector, Tver State University (Russia)*
- Science&Technology Parks: Factors Influencing a Success of a Small-Sized Innovative Enterprise - *S. Sharenkov, Director of S&R Park 'New Technologies', the Russian State Technological University MATI named after K. Tsiolkovsky*
- Automatic System for Semantic Analysis of Data Basis Used for Commercialization of IPR – *V.Ivanov, General Director of VEBIS (Moscow Regional)*
- Specifics of Creative and Patenting Inventions in the Area of High Technologies and Nano Technologies – *D.Sokolov, company “NANOTEKHNOLOGIA MDT” (Zelenograd, Moscow Regional)*

Organizers:

*Ministry of Education and Science of the Russian Federation
Chamber of Commerce and Industry of the Russian Federation
EXPOCENTRE*

Meeting with press/media (Press Wall, Gallery of Pavilion 8, Press Center)

10:00

Round Table “Traditional Knowledge, Traditional Culture’s Expression and other Appearances of Material and Spirit Culture of Small Native Peoples of the North of Russia, Siberia and the Far East as Elements of their Intellectual Property”

Pavilion 8, Workshop Room No. 1, 3rd floor

Organizers:

Noncommercial Partnership of Small Native Peoples of the North of Russia, Siberia and the Far East, Ministry of Regional Development of the Russian Federation and EXPOCENTRE

Meeting with press/media (Press Wall, Gallery of Pavilion 8, Press Center)

Starting at 10:30 Presentations of Innovative Companies in Pavilion 7 (early applications are highly appreciated). For terms and conditions please call at tel.: +7(499)795-3764, 795-2758

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17:00 SUMMERIZING CONTEST OF INNOVATIONS. AWARDING WIPO GOLD MEDAL UNDER THE NOMINATION “TO THE BEST INVENTOR”, MEDALS, DIPLOMAS AND PRIZES TO CONTEST’S WINNERS (Pavilion 8, Conference Hall, Ground Level)

Simultaneous translation is provided



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